



*...what dancers deserve*

*Product Catalogue*

# ***ABOUT OUR SHOES***



Ryan & O'Donnell are passionate about making high quality shoes that are fit for purpose. Irish dancing has evolved and the footwear must adapt with it and provide the protection and support required for such vigorous athletic moves. As Irish dance has become a sport, dancers deserve the same protection as any other serious athlete. We have looked at running shoes and taken key elements and technology from them and designed our dance shoes to reflect these advancements.

Gone are the days of having to stuff your new hard shoes under the sofa, wear them around the house for weeks even months on end, spend a fortune on blister plasters, and use chemicals to soften the leather. Ryan & O'Donnell shoes feature out of the box flexibility with slipper-like comfort, amazing sound, are ultra light and feature a class 1 medical insole.

Our Evolution construction techniques help enhance sound with our one piece heel. We have used advanced mould technology to make the heel and toe tips and developed a honeycomb technique which helps make our shoes the lightest in the market.

We have added more protection into our soft shoes by inserting full gel insoles and NOENE® shock absorbing properties into the toe area, allowing maximum protection and support when dancers are on their toes allowing them to perform to their best ability. The design of our shoes allows for a unique lacing technique which further support the heel and secures it tight to the dancer's foot.

The Revolution boys reel shoe has been designed with a Velcro strap to give further support and security ensuring the shoe stays on the foot. We have used a special heel attachment with high quality leather to ensure the heels stay firmly attached to the upper and added in a gel shock absorber stitched into the shoe. The Revolution boys shoe is the most durable in the market with our customers telling us they last up to 3 times longer than their previous soft shoe brand. The reason for this is we have designed it specifically for Irish dancers and not adapted a non-Irish dance shoe like other brands.





# EVOLUTION

## Hard Shoe

Ryan & O'Donnell Evolution™ hard shoes are handcrafted in the UK using the finest of leathers, offering supreme comfort and a glove like fit whilst giving support and durability. Our shoes feature out the box flexibility with black suede sole unit. Everything about our shoes is designed for a reason. From shock dispersion sole unit to help prevent and cure injuries such as shin splints and tendinitis, to removing as many of the seams from inside the shoe, which helps eliminate the friction that causes blisters. The shoes include a padded heel cushioning top line which sits higher on the heel and ensures the correct support is given around the ankle, keeping the foot in the shoe. We also make our uppers with 5 eyelets, similar to a running shoe giving further support round the ankle. Ryan & O'Donnell is the only brand to do this in Irish dancing, all the others stop at 4.

Our heels are semi-hollow and therefore the lightest in the market. There are small chambers inside the heel which allow for the sound to be amplified which is what gives our heel and tips a sharper sound and they are black all the way through so no unsightly colour comes through after a few heel kicks. The tips and heels will give dancers better posture as they are symmetrical, and made from advanced mould technology so not individually hand ground down like other brands.



*Anti-Stress*  
shock dispersion system



*Enhanced*  
sound definition



*Featherlight*  
for ultra performance



*Advanced*  
mould technology



*Flex Tech*  
Flexible and comfortable



***The Evolution™ is the new, reinvented Ryan & O'Donnell hard shoe, designed for your benefit:***

- Lightest hard shoe on the market, helping you to achieve higher kicks and reduced fatigue.
- One-piece symmetric heels and tips giving you better balance and posture.
- NOENE® material has proven medical benefits and has passed the strict test to become a class 1 medical device, the only shock dispersing insole to do so.
- Sports padded heel clip designed to help prevent blisters.
- Guaranteed the highest security and durability with our new interlocking heel attachment.

# [REVO]LUTION

## Boys Reel Shoe

### ***Revolutionise your light round with Ryan & O'Donnell***

Delivering lightweight responsive cushioning - Resilience with every step.

Yet again Ryan & O'Donnell are leading the way in innovating the Irish shoe market. The Revolution™ shoe features:

- Velcro strap, for security and added support around the foot.
- Full SoftGel™ insoles adding comfort and shock absorbing protection.
- The heels are loved by dancers for giving the sharp, crisp, clear sound unique to Ryan & O'Donnell, making sure every click is heard!
- Fit for purpose, with customers experiencing 3 times more durability than brands currently on the market.
- Black suede split sole similar to our dance pumps for complete flexibility and longer durability.

***“A brilliant light round, needs a brilliant shoe. The Revolution™ by Ryan & O’Donnell is comfortable, stylish and more supportive than any other – what more do you need?! A favourite for me!”***

***- John Longergan, 6x world champion and dancer for Riverdance.***





## *SoftGel™ Pumps*

*Best shoe in the market... FACT.*

*Shock protection where you need it most...*



*Diamond*



*Plain*

***Our dance pumps are the preferred choice of many World Championship dancers along with cast members of Lord of the Dance & Riverdance.***

They feature a full shock absorbing 'soft gel' cushioned insole. The SoftGel™ cushion is a revolutionary shock material that still allows the dancer to feel the floor but adds the essential protection and desired comfort that you expect from a performance sports pump. Perforations throughout the gel layer increase the breathability and help with wicking. There is a layer of shock dispersing NOENE® surrounding the actual toe area, giving protection and cushion to the area that requires it the most, as a side effect dancers are managing to get a little higher on their toes. The pumps have a quality grained soft leather finish and have been made using an arch last to accentuate the point whilst giving arch hugging profile support. The pump has a split suede sole finish for maximum flexibility. There are extra eyelets at the ankle for better support and fit around the heel and we recommend our lacing technique for the ultimate fit and security.

## **SoftGel™ Plain & Diamond Pump Key Features:**

- Unique full ‘soft gel’ insole cushion, a revolutionary Impact protection.
- NOENE® layer surrounding the toe area, helping dancers get higher on their toes, the only dance pump on the market to offer this level of protection and support.
- Extra eyelets to allow for advanced lacing technique to ensure secure fit on heel.
- Designed on arch last to help accentuate the arch and point.
- Split black suede sole for maximum flexibility.



Ryan & O'Donnell Diamond pumps have all the benefits of our plain gel pumps but features a diamond print and special light reflecting coating that allows the light to bounce off it and add that extra sparkle. The Diamond pumps are all black and competition legal.



***“The whole inside sole is gel. I feel like I’m dancing on air. Thoroughly recommended.”***

***- Irish dancing’s leading lady Ciara Sexton,  
of Heartbeat of Home, Riverdance & Lord of the Dance***

# ***SHOE SIZING***

You can use the adjacent size chart for pumps / soft shoes and jig / heavy shoes.

If you are unsure of the shoe size you require, we recommend that you draw around your foot on a plain piece of paper and measure between its two longest points (heel to big toe) in millimetres. Then just choose the size corresponding to that measurement in the table.

**Please note:** The table measures your actual street shoe size. We recommend you drop down a half size to full size for hard shoes, eg. If you measure 210mm drop to a size 1.0 and if you measure 213mm drop to a 1.5. With regards to our SoftGel™ pumps and boys Revolution reel shoes collection, we recommend you take the size as per the table, so take your street shoe size and drop only half a size should you want a very tight fit (our Soft Gel pumps and Revolution Boys shoes fit small so please be aware of this and order as per chart or half size down at the most).

**Sizes indicated are UK sizes.**

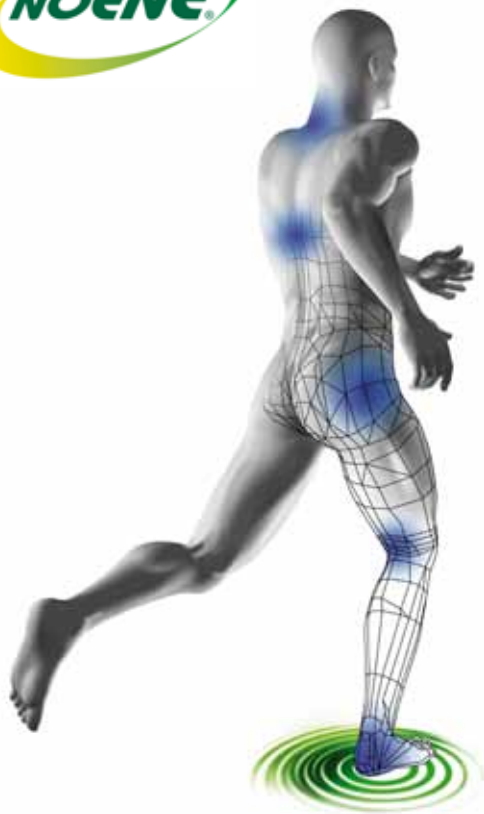
The conversion chart is intended to be used as a guide to help you. Sizes are an estimate on what Irish dance shoe size to order. Feet are funny things and we know that most people have one foot a slightly different size to the other.

<i><b>Size</b></i>	<i><b>Foot Length (mm)</b></i>
12	184 to 187
13	188 to 198
1	199 to 204
1 ½	205 to 209
2	210 to 213
2 ½	214 to 217
3	218 to 221
3 ½	222 to 225
4	226 to 230
4 ½	231 to 234
5	235 to 238
5 ½	239 to 242
6	243 to 247
6 ½	248 to 251
7	252 to 255
7 ½	256 to 259
8	260 to 264
8 ½	265 to 268
9	269 to 272
9 ½	273 to 276
10	277 to 280
10 ½	281 to 285
11	286 to 289



***Your guarantee of the highest quality protection.***

NOENE<sup>®</sup> is the ultimate shock absorption and dispersant system, absorbing about 98% of the shock which in turn helps to relieve and rule out back pain, tendinitis and repetitive strain injuries. It has also passed the strictest tests to become a Class 1 medical device, the only shock dispersing insole to do so, which means it has proven medical benefits.



Each contact between the foot and the ground creates a shockwave that travels in the form of vibrations through the whole body creating constant micro-traumas. With Irish dancing, the foot strikes are violent and repeated at a very high rate. The repetition of the shockwave creates perpetual micro-traumas that are responsible for dancer-specific pathologies such as periostitis, epiphysitis, fractures and all sorts of injuries in the feet, knee and spinal column. To reduce the potential injuries, you need to reduce the appearance of micro traumas.

Our Evolution shoes are made using a full insole layer of NOENE<sup>®</sup>, and unlike some shock absorbers, retains this efficiency over it's lifespan of about 2 years. NOENE<sup>®</sup> is exclusive to Ryan & O'Donnell Irish dance shoes.

The material used is so thin that it can replace the regular inner sole with no loss of feeling or flexibility, and by being lasted into the shoe during the production process there is no movement in the shoe under the foot when dancing, as would happen with an additional insole.

***Find out more at [www.noene.com](http://www.noene.com)***



*It's **not just** another dance shoe...  
...Its **the most** innovative Irish dance shoe yet!*

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