



New collection
Autumn/Winter
2026



Trust your feeling.

ara

The AW26 trends are here – gain an early advantage for your order

The ordering phase for Autumn/Winter 2026 is approaching – and with it the key decisions for your upcoming winter assortment.

To help you plan ahead, respond to trends strategically and fully leverage sales potential, we're presenting the key trend worlds and must-have styles from our new ara collection.

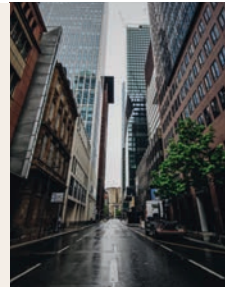
Our heroes are at the heart of the collection, carefully selected, highly relevant and consistently featured on social media and at the point of sale.

During the current order phase, colours and materials may change in individual cases.

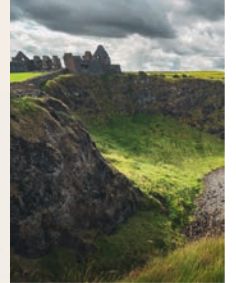
Discover our AW26 key styles



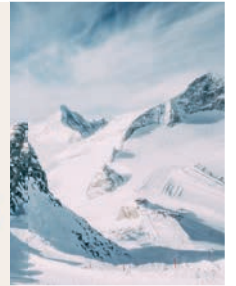
**Urban Active
movement meets modernity**



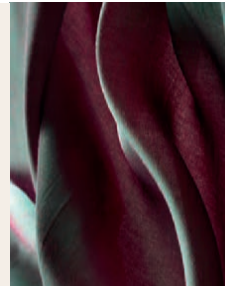
**Countryside Supreme
nature meets British style**



**Cosy Mountain
warmth that lasts**



**Fashionista
style that shows attitude**



**New elegance
chic with a new lightness**



Urban look,
flexible function,
active lifestyle.





*HERO

BERGEN / 12-27101-03
HighSoft, removable insoles,
reflective shoelaces,
bamboo, leather, width H

URBAN ACTIVE

MOVEMENT MEETS MODERNITY.

Urban Active combines urban lifestyle with outdoor freedom. Muted colours form the basis, with orange and lime green adding dynamic accents. Reflective details provide safety on dark days. Trainers, city boots and GORE-TEX® models accompany us through a flexible everyday life between city and nature.

Backpacks and crossbody bags with clean lines, smart compartments and striking details reflect the urban attitude of the theme and complement the looks with modern ease. Urban Active stands for performance, urbanity and a lifestyle that is flexibly reinterpreted every day.



BERGEN / 12-27101-08
HighSoft, removable insoles,
reflective shoelaces,
bamboo, leather, width H

Dynamism.
Flexibility.
Performance.



ISABELL / 16-22304-60
Dimensions: W33 x H22 x D8



BERGEN / 12-27109-03
HighSoft, removable insoles,
reflective grosgrain ribbons,
bamboo, leather, width H





ST. MORITZ / 12-26409-11
HighSoft, Removable insoles,
Gore-Tex, Warmfutter
Width H



CHRISSI / 16-22301-50
Dimensions: W23 x H37 x D15



BERGEN / 12-27101-09
HighSoft, removable insoles,
reflective shoelaces,
bamboo, leather, width H



Warm colours,
clear shapes,
autumnal tranquillity.





*HERO

OSLO / 12-37904-07
HighSoft, warm lining,
removable insoles, leather, width G

COUNTRYSIDE SUPREME

NATURE MEETS BRITISH STYLE.

Countryside Supreme brings the tranquillity of the countryside to autumn fashion. Green tones and warm shades define the look, while wax jackets, loden and checks add classic depth. We reinterpret Chelsea boots, sturdy boots and modern loafers, focusing on robust materials for reliable everyday wear. The result is an autumnal theme that is close to nature, full of character and yet elegant.

The bags also reflect the nature-loving look of the theme, combining earthy colours with modern details and versatile carrying options. This theme stands for closeness to nature, warmth and the feeling of an autumnal retreat.

STOCKHOLM / 12-29303-07

HighSoft, bamboo,
removable insoles, leather,
width G





Quality.
Durability.
Suitability for
everyday use.



LINA / 16-22202-60
Dimensions: W38 x H25 x D10

GRAZ 3.0 / 12-20005-01
HighSoft , removable insoles,
leather, width H



CAMBRIDGE / 12-11229-03
HighSoft, leather,
width F ½

TWO-IN-ONE BAG

SANDY / 16-22204-53
Dimensions: W42 x H36 x D10



SANDY / 16-22204-53
Dimensions: W35 x H25 x D7



CAMBRIDGE / 12-11274-13
HighSoft, removable insoles, leather,
calf width L, width G



**Soft winter feeling,
modern functionality,
alpine inspiration.**





*HERO

ST. MORITZ / 12-26417-08
HighSoft, Gore-Tex,
removable insoles, leather, width H

COSY MOUNTAIN

WARMTH THAT LASTS.



Cosy Mountain takes us to the mountains, where clear air and warming materials come together. Creamy natural tones, cognac, mineral blues and greens give the theme depth and add modern accents. Winter boots and high-top trainers provide comfort with warm linings and lambskin. Fake fur details add visible and tangible warmth to the look.

GORE-TEX® remains a strong functional feature, while the bags also pick up on cosy textures and complement the look with softness. Cosy Mountain stands for comfort, naturalness and the feeling of consciously wrapping yourself up.

ST.MORITZ / 12-26415-09
HighSoft, Gore-Tex,
removable insoles
width H



Warmth.
Comfort.
Function.



ALASKA / 12-29915-10
warm lining, leather,
width H

MIRA / 16-22300-94
Dimensions: W23 x H25 x D13





SAPPORO 4.0 / 12-27555-10
HighSoft , removable insoles,
warm lining, leather, width H

JENNI / 16-22302-90
Dimensions: W23 x H17 x D7



DOVER / 12-23132-08
HighSoft , removable insoles, bamboo,
leather, width G



Trend, character and
comfort in one look.





JENNA / 12-51601-10
HighSoft, removable insoles,
leather, width G

COLLECTION FASHIONISTA

STYLE THAT SHOWS ATTITUDE.

Fashionista stands for a confident, modern attitude to life. Brushed suede, dark brown tones, black and sophisticated material mixes lend the look depth and coolness. Biker boots, city western boots and feminine silhouettes move between soft femininity and striking statements. Different heel heights and striking heel shapes give the models additional individual character, while flexible features ensure a high level of comfort.

Bags with clear shapes and exciting textures complement looks that express personality. Fashionista is aimed at women who live fashion and want to reinterpret it every day.

KELLY / 12-52806-09
HighSoft, removable insoles, leather,
calf width M, Width G



***HERO**

Trend.
Expression.
Comfort.



AUDREY / 12-52406-15
HighSoft, leather,
width G



AUDREY / 12-52408-11
HighSoft, leather,
width G



MONACO 2.0 / 12-46711-01
HighSoft, removable insoles,
bamboo, leather, width H



PRAG / 12-59222-01
HighSoft, removable insoles,
leather, width H



KELLY / 12-52804-06
HighSoft, removable insoles,
leather, width G



**Elegant shapes,
modern materials,
noticeable comfort.**





AMY / 12-52707-03
HighSoft, leather,
width G

NEW ELEGANCE

CHIC WITH A NEW LIGHTNESS.

New elegance stands for modern festivity and joy in special moments. Slim lasts, LXV heels and elegant materials such as crocodile, calfskin or velvet define the chic of the season. Pumps and loafers are suitable for everything from Brit chic to cocktail parties. Our innovative ara footbed ensures noticeable comfort.

High-quality bags with clean lines complete the look. New elegance conveys a sense of beauty, self-confidence and stylish appearance.

AMY / 12-52701-03
HighSoft, leather,
width G



Elegance.
Quality.
Presence.



AUDREY / 12-52406-15
HighSoft, leather,
width G



*HERO



AUDREY / 12-52408-11
HighSoft, leather,
width G



AUDREY / 12-52402-12
HighSoft, leather,
width G



AUDREY / 12-52404-03
HighSoft, leather,
width G



ara Shoes GmbH

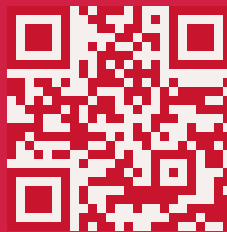
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Collection video

Discover our collection video featuring the latest trends.



Hero*: Our heroes are at the heart of the collection, with maximum relevance for marketing and sales – used in a focused manner as leading models on social media and at the POS.