

Friendly Shoes Size Guide

To find the right size shoe, you first need to know your foot length. Follow our simple step-by-step instructions, and then match it with the shoe insole length on the size guides for men, women and kids below:

1. Foot trace: Place a piece of paper on the floor, and put your foot on it. Use a pen or pencil to trace the outline.
2. Measure: Get a ruler or tape measure and find the full length of the outline in cm (from end of longest toe to bottom of foot).
3. If the feet are different lengths, measure the longest foot. Our insoles are removable, so you could always remove the insole from the shoe for the longer foot and double up in the shorter if needed.
4. Try to measure feet in the afternoon. Our feet can swell in the day, and will be at their largest size, so you can get the most accurate measurement.

Kids Shoes Size Guide

All measurements are in cm.

*NB. Removing the insole will add an extra **0.8cm** to the shoe forefoot circumference.*

	UK K11	UK K12	UK K13	UK K1	UK K2	UK K3	UK K4	UK K5	UK K6
Shoe insole length	18.1	19	19.8	20.7	21.5	22.4	23.2	24	24.9
Shoe forefoot circumference	19.4	20	20.6	21.2	21.8	22.4	23	23.6	24.2