

gingas



Jingas are designed with Movement in Mind

exceptional flexibility a must for the fast, agile footwork, swaying rhythms and lightning turns of Brazilian Dance and Capoeira



Extraordinarily Light, at under 300g per pair

Upper and Outersole are designed to give maximum range of movement to your feet

Uninhibited, you move more freely and more naturally, with your own *ginga*



What is Jinga?

Jinga is from 'ginga' (Brazilian Portuguese) - meaning, a way of moving that is creative, fluid and graceful - and above all, highly individual



Jinga

The goal of Jinga is to take this sense of ease and enjoyment, this very Brazilian spirit, and turn it into a real and productive connection: by making sure it generates genuinely positive effects

This sense of freedom and individuality, this Brazilian way of approaching life always with ease, enjoyment and lightness is at the heart of the Jinga ethos.

Jingas are made in Brazil.

How and where Jingas are produced is as important as the final look and feel. We work with a factory located in a traditional shoe making region in South Brazil, which provides healthy, respectful and fair working conditions and a pro-active management of its environmental impact.

We use materials that are traceable and sourced from local suppliers.



All waste from the making of Jingas is recycled



Jinga has a positive Social Impact

- 40% of Brazil's 60 million children live below the poverty line
- Between 8 and 9 million children in Brazil are living on the streets
- The average age of entry into drug trafficking in Rio is 13 years of age
- Between 1987 and 2001 drug trafficking claimed 3,937 under 18 lives in Rio alone: 10 times more than the Israeli-Palestinian conflicts during the same period

A minimum of 25% of Jinga profits go directly to projects working with vulnerable children in Brazil

We support projects that offer a range of support from a safe environment away from gang activity in out of school hours to Capoeira, music and computer training and in particular, projects that generate opportunities for young people to break out of the cycle of unemployment and poverty that passes from generation to generation in Brazil's poorest areas



Jinga is reducing Environmental Impact

Our factory is part of a ground-breaking environmental initiative formed by local factories and ecologists in South Brazil named 'Amanha Mas Feliz' (Happier Tomorrow) whose work has significantly reduced waste, air and water pollution locally. Their achievements include:

Installation of an industrial recycling facility, which processes over 250 tonnes of pre-consumer waste per month: all Jinga waste is recycled

Replacement of traditional shoe industry solvents and chemicals with less toxic alternatives

Set up of a domestic recycling scheme which generates income for local schools and community groups

Funding an animal rescue centre and protected habitat for native endangered species

Environmental education programme for local school-children; these classes are estimated to reach over 4000 pupils per year

Community Organic Plantation, whose produce goes to local hospitals and low income families

Clean up and regeneration of the town's former industrial dumping site

Jingas are Vegan: 100% cruelty free

