

the first drop

our first drop. no name, no collection, just the nostalgia denim and a 3 pack of pins. we started with one real product and sold it until it was gone.

the pins still carried the original name, karhu, before we shortened our name to kr•hu. karhu means bear in finnish. the pack was a finland flag for the name, a wheel for the car obsession that still inspires colorways today, and a brazil one for ayrton senna.

everything after this started here: small releases, sold through, then on to the next one. the denim is still the longest running piece in our catalog.

with our first release, we also began telling the stories around our clothes. the pins carried the name, a connection to finland, and references to motorsport in a small format alongside the denim. those details give the drop a place in our archive beyond being the first date on the list: it records what we called ourselves and what we were paying attention to at the beginning.

looking back across the releases, nostalgia denim is the thread that runs through them. the light pair returned for the next drop, then appeared beside the dark colorway and the later collections. this first edition is the starting point for that continuing product story, before the named collections and coordinated sets arrived.

the lineup

- nostalgia denim (light)
- 3 pack of pins

webpages

krhuclimbing.com/products/premade-nostalgia-denim-light

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press images / press releases

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about us

we're a clothing brand based in orlando, florida. we started in june 2024 with nostalgia denim and a pack of pins, then built our catalog through named collections, new colorways and returning pieces. we make nostalgia denim, flagship hoodies, rennsweats, flannels, thistle tees and shorts. our interest in cars runs through the stories behind our clothes, from our first pin pack to the name tart.2 and the green rennsweat. you can find those stories in our press index, and read about our events and the people around us on the log.