

nostalgia denim dark

for our third drop, we introduced the dark colorway of the nostalgia denim alongside a new 3 pack of pins, with the light colorway returning again. the new pins were the first pieces we made after changing our name from karhu. they read i ♥ hu, hu being the last two letters of kr•hu, arranged the same way as the famous i ♥ ny logo.

three colorways at 1.5 inches each. two colorways of the same piece, on the site at the same time. that became the pattern for every set that came after.

the dark version expanded the choice within an existing product instead of introducing a completely different denim silhouette. with the light pair returning alongside it, the release placed the two colorways together and made the relationship between them clear. we later carried that approach into our collection sets: recognizable pieces, offered in a growing range of colors.

the pin pack marked a different kind of change. where the original pins documented the karhu name and its references, the new pack used the shortened identity directly. the denim and pins therefore record two parallel developments in the same drop: an expansion of the clothing catalog and an update to how we presented ourselves.

the lineup

- nostalgia denim (dark), new
- i ♥ hu pins (3 pack), new
- nostalgia denim (light), returning

webpages

krhuclimbing.com/products/nostalgia-denim-dark

tag and follow

@_krhu_
@krhuclimbing (pinterest)
#krhu
#nostalgiaidenim

press images / press releases

krhuclimbing.com/pages/press

for press inquiries

krhuclimbing@gmail.com

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.