

tart, the first collection

tart was our first named drop and our first full collection. we introduced the pine set, the wisp set, and the thistle tees in blue and yellow, with both denim colorways returning. tart is short for tartan.

the plaid lining the pine and wisp pieces is a tartan pattern, and the thistle tees carry a scotland flag to call back to the country tartan came from. naming the drop after the details started here.

the pine and wisp lineups brought several garments together under the same collection name. each set connected a flagship hoodie, rennsweat and flannel, while the thistle tees added another expression of the collection's scottish reference. the tartan was not only a name attached to the release; it was already present in the plaid details of the clothes.

both nostalgia denim colorways returned alongside the new pieces, connecting the earlier single-product releases to a broader wardrobe. tart is the point where our archive moves from a sequence of individual drops into a named collection with related garments and a shared visual idea. later releases would build on that foundation rather than leave it behind.

the lineup

- pine set: flagship hoodie + rennsweat + flannel
- wisp set: flagship hoodie + rennsweat + flannel
- thistle tee (blue, yellow)
- nostalgia denim (light, dark), returning

weights

- hoodie + rennsweat: 907 g / 2 lb per piece
- flannel: 680 g / 1.5 lb
- tees: 454 g / 1 lb

webpages

krhuclimbing.com

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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.