

tart.2

tart.2 is our second generation of tart. we named it the way porsche names the 911. porsche does not replace the 911, it refines it: a 992.1 becomes a 992.2 with the same silhouette and sharper details underneath. tart.2 works the same way, the tart collection carried forward with new colorways on top.

we introduced the claret, truffle, blush, and ash sets plus two new thistle tee colors in white and black, and every tart.1 product returned alongside them. the most new products in a single drop so far.

we presented the new colorways alongside the returning first generation, so tart.2 expanded the collection rather than replacing it. claret, truffle, blush and ash joined the existing palette, while white and black extended the thistle tee range. the familiar product names made the connection between generations visible even as the number of options grew.

the numbering captures that continuity. the automotive reference is a way to describe development over time, not a change of identity with every release. tart remains the collection; the decimal marks the next chapter. bringing the earlier pieces back in the same drop gave the first and second generations a shared place in our catalog.

the lineup

- claret set, new
- truffle set, new
- blush set, new
- ash set, new
- thistle tee (white, black), new
- every tart.1 product, returning

weights

- sets: 907 g / 2 lb per piece
- tees: 454 g / 1 lb

webpages

krhuclimbing.com/products/flagship-hoodie-claret

krhuclimbing.com/products/rennsweat-claret

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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.