

#allatonce

our black friday drop, #aao for short. we brought every set colorway back at once, except the flannels, alongside the light and dark denim. the name is the whole idea.

the theme was the early instagram days, the ios 6 era. hashtags in the name, ios styling across the drop, and the website password screen even picked up the newly introduced liquid glass effects.

bringing the set colorways back together put the range itself at the center of the release. rather than introducing a new generation of tart, #allatonce gathered the existing colors into one drop, with both nostalgia denim versions alongside them. the flannels were the exception, remaining outside the returning assortment.

the digital reference shaped how the release was presented as well as how it was named. the hashtag and abbreviated #aao identity belonged to the same idea as the early-instagram and ios styling: a familiar period of online culture used as a frame for the clothes. the collection history stayed intact, while the presentation gave the returning pieces a different setting.

the lineup

- every set colorway, returning (except flannels)
- nostalgia denim (light, dark), returning

webpages

krhuclimbing.com

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#aao

press images / press releases

krhuclimbing.com/pages/press

for press inquiries

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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.