

permadrop

permadrop is short for permanent drop. the idea: keep the store open all the time, keep preorders open all the time, and send orders to the manufacturer every two weeks so production never stops. it worked, but we did not like what it asked of us.

the constant marketing, and how it took away the exclusivity that makes a release mean something. permadrop stayed short lived on purpose. we used the original release note to direct customers to the status page to follow the final batch on its way to orlando.

with permadrop, we changed the rhythm of our store more than the identity of our clothes. instead of waiting for a defined release window, customers could place preorders continuously, while orders were grouped into manufacturing batches every two weeks. the full catalog became part of that ongoing cycle.

its short life is also part of our release history. the model created a different relationship between production, communication and the meaning of a drop, and we chose not to keep operating that way. permadrop remains in our archive as a record of that test, including why it ended. current order information belongs on the status page; this release is a description of the experiment, not an announcement that continuous preorders are open again.

the lineup

- the full catalog, open for preorder
- production batches every two weeks

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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.