

KURU

LESS PAIN, MORE LIFE.

SPRING 2023



ATOM

Our best-selling sneaker.
See page 8.

A MESSAGE FROM OUR FOUNDER

WELCOME TO KURU!

I'm Bret Rasmussen, Founder and CEO of KURU.

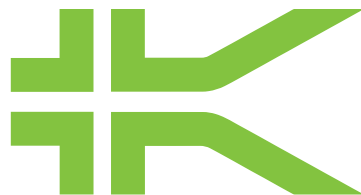
I first dreamed of starting a shoe company in 5th grade. This early spark led me to start KURU, and I couldn't be more grateful for the many people this dream has impacted.

KURU exists to help you live a life you love. Thanks to our team of passionate people and a powerful underlying mission, we've grown from launching our heel-hugging **KURUSOLE** tech in 2008 to an expanding lineup of feel-it-to-believe-it footwear.

More than 1 million pairs later, our mission is still the same: to keep your feet healthy so you can chase your passion, potential and purpose.

KURU shoes are unlike anything else. I hope you'll give us a chance to be a part of your journey.

Bret



THREE LAYERS OF COMFORT



KURUCLOUD
Lightweight EVA foam offers shock-absorbing cushion

KURUSOLE
Patented tech dynamically flexes to hug and protect your heels

ULTIMATE INSOLE
Dual-density foam provides superior arch support



7 SNEAKERS



14 SANDALS



26 BOOTS



21 SLIP-ONS

SUPPORTIVE STYLE WHEREVER YOU GO

At KURU, we want to keep you doing what you love. Whether you have chronic foot pain or want to stay comfy on the go, every pair of KURUs features built-in arch support and cushion for Pain Relief Beyond Belief.



CLOCKWISE FROM TOP LEFT: Women's **QUANTUM** in LilacAsh-Alloy-Champagne \$160; Women's **GLIDE** in WalnutBrown-BloodOrange \$135; Men's **QUEST** in JavaBrown-JetBlack \$185; Women's **CURRENT** in JetBlack-Multi \$135; Men's **ATOM SLIP-ON** in MidnightBlue-MineralBlue \$145.

DO YOUR FEET HURT?

TWO MILLION AMERICANS ARE TREATED FOR PLANTAR FASCIITIS EVERY YEAR.

OUR SHOES CAN HELP.

Unlike anything else, our patented **KURUSOLE** dynamically flexes with every step to hug your heels and support your arches. Our tech is designed to promote better posture and a natural gait, helping to reduce your risk for plantar fasciitis.



KURU

VS



TYPICAL SHOE

- 1 Curved footbed
- 2 Dual-density ergonomic insole
- 3 Superior, arch-molding support
- 4 EVA shock-absorbing cushion
- 5 Wide toe box
- 6 **KURUSOLE** patented tech hugs your heels and dynamically flexes with each step

- 1 Flat footbed
- 2 Thin, low-quality insole
- 3 Little to no arch support
- 4 Minimal cushion
- 5 Medium or narrow toe box



"I have chronic, severe plantar fasciitis. These are by far the comfiest shoes I've ever bought!! Truly they are life changing."

LEANNE



COMFORT AND STYLE JUST BECAME FRIENDS.

ROAM

Shown in BrightWhite-JetBlack.

\$135

SNEAKERS

★★★★★

“These are my 5th pair of KURUs but my first pair of their exercise shoes. They will not be my last. My feet, knees & ankles feel great while working out.”

PAUL T.

★★★★★

“If you need a wider toe box but still want something that looks cute, these are the way to go. I’m so happy!”

LAINE

ATOM

Shown top left in men’s *MidnightBlue-StormGray*, top center in women’s *JetBlack-MistyLilac*, and bottom center in women’s *JetBlack-White-Gum*. Available in men’s and women’s sizing in standard and wide widths. See our full color collection online.

\$160

QUANTUM

Shown bottom left in women’s *UrbanConcrete-White-TopazBlue*, bottom center in women’s *ElectricGrape-MidnightBlue-SmokeBlue*, and right in men’s *Tungsten-CardinalBlack*. Available in men’s and women’s sizing in standard and wide widths. See our full color collection online.

\$160



Finally, an athletic sneaker with built-in arch support and superior heel cushioning. The sleek ATOM combines airy mesh uppers, three layers of support, and our thickest **KURUCLOUD** midsole for maximum comfort in every step.

ATOM
OUR BEST-SELLING SNEAKER
WITH AN ATHLETIC FIT AND
SLEEK DESIGN

QUANTUM
A CASUAL SNEAKER
WITH EXTRA SPACE FOR
YOUR TOES

Experience a whole new level of mobility. QUANTUM offers luxuriously wide toe boxes and structured stability for the utmost support and comfort. KURU’s signature built-in support with an everyday silhouette makes QUANTUM one of our top sellers.

FLUX

Shown in women's *OrangeSherbet-CalyptoBlue*. Available in men's and women's sizing. See our full color collection online.

\$145



FLUX

OUR LIGHTEST, HIGHEST PERFORMING ATHLETIC SNEAKER

Fly through your workout with an energizing bounce. FLUX features supercritical EVA foam, which lasts up to 3X longer and delivers up to 15% more bounce for better energy return. Plus, a sock-like fit and zones of stretch and support create the perfect balance of structure and breathability.



ROAM

AN ICONIC COURT SHOE REIMAGINED FOR MODERN COMFORT

We started with a timeless style and made it KURU comfortable. Combining our built-in support and cushion with your choice of butter-soft leather or breathable canvas, ROAM keeps you endlessly comfy and casually stylish.

ROAM

Shown in women's *JetBlack-BrightWhite*. Available in men's and women's sizing. See our full color collection online.

\$125-\$135

CHICANE

RUGGED, SUPPORTIVE OUTDOOR SHOE BUILT FOR ADVENTURE

★ ★ ★ ★ ★

“So comfortable that I don’t want to take them off! I use them hiking, kayaking, walking & biking. LOVE THEM!”

A. CATALDO

Keep your mind off your feet and on the scenery with CHICANE. Built-in support and grippy outsoles keep each step secure, while moisture-wicking liners help feet stay dry. Choose between durable leather uppers or an extra breathable mesh.



CHICANE

Shown above in men’s *JetBlack-CardinalRed*, and on right, front to back in men’s *JetBlack-CardinalRed*, men’s *MustangBrown-MochaBrown*, and men’s *EmpireSteel-Black-Basalt*. Available in men’s and women’s sizing in standard and wide widths. See our full color collection online.

\$165-\$175

KINETIC

Shown in women’s *RiveterBlack*. Available in men’s and women’s sizing in standard and wide widths. See our full color collection online.

\$175



KINETIC

ANTI-SLIP GRIP & ALL-DAY COMFORT IN A WORK SHOE

★ ★ ★ ★ ★

“I work in healthcare & do 12 hour shifts where I walk over 10,000 steps easily. These are the first shoes I have ever worn to work that cause me zero pain. I look forward to my next pair!”

MARY V.



KINETIC answers the call of hard workers everywhere. Tested to meet ASTM F2913-11 anti-slip standards, KINETIC features high-grade, slip-resistant rubber outsoles and a broad footprint for stability in every step.

SANDALS

ARCH SUPPORT FOR DAYS,
STYLE FOR MILES



LETTI

Shown in *JetBlack*.
\$120

GLIDE

VERSATILE STYLE MEETS
ADJUSTABLE COMFORT

Sleek leather in an everyday silhouette makes GLIDE a wardrobe staple—perfect for jeans and dresses alike. Adjustable toe and heel straps (with elastic behind the buckle!) offer the perfect fit for almost any foot shape. The ultra-supportive, sheepskin-wrapped footbed ensures every step is a comfy one.



GLIDE

Shown front to back in *WalnutBrown*, *BloodOrange*, *JetBlack*, and *Sand*. Available in women's sizing. See our full color collection online.

\$135

BREEZE

EASY-BREEZY SLIDE SANDAL

Step into comfort with this slide sandal. Roomy straps offer leeway for bunions and wider feet—while supportive insoles and relaxed style make BREEZE your new go-to.



“Unexpectedly comfortable.”

LONDON

BREEZE

Shown in *CaramelBrown* and *White-Gum*. Available in women's sizing. See our full color collection online.

\$135





CURRENT

THE WORLD'S MOST SUPPORTIVE WATER SANDAL

Come mountain high or river wide, CURRENT combines quick-drying waterproof materials with aggressive tread for a sandal built for all-day adventure. Padded straps and single-pull buckles make adjusting your fit comfortable and convenient.

CURRENT

Shown above left in women's *JetBlack-Multi*, above right in women's *Plum-AquaticBlue*, and below left in men's *CedarBrown-MineralBlue*. Available in men's and women's sizing. See our full color collection online.

\$135



TREAD

ALL-TERRAIN SANDAL BUILT FOR ALL-DAY ADVENTURE

Tackle the trail with surefooted support, thanks to unmatched traction from multi-directional lugs. Rugged, waterproof leather and durable, high-grade rubber come together for a sandal that will keep you comfortable—mile after mile.

TREAD

Shown above in *MistBlue-VaporGray* and below left to right in *MidnightBlue-StoneGray*, *SlateGray-BurntOrange*, *Merlot-Almond*, and *MistBlue-VaporGray*. Available in men's and women's sizing. See our full color collection online.

\$145





KALA

Shown center left and top center in women's *JetBlack-BlueBreeze* and bottom left in women's *Froth-Airwave*. Available in men's and women's sizing. See our full color collection online.

\$100



LETTI

Shown top left and top right in *JetBlack*. Available in women's sizing. See our full color collection online.

\$120



KALA

**SUPER SUPPORTIVE,
BEACH-READY FLIP-FLOP**

Experience unmatched support in a flip-flop with KALA's contoured footbed and a rounded heel for ergonomic cushioning. From the beach boardwalk to summer concerts, KALA brings a casual appeal that matches almost any warm-weather look.

LETTI

**CASUAL ELEGANCE,
SECURE HEEL STRAP**

Move through every adventure in comfortable confidence with LETTI. An elegant, braided design meets an ultra-supportive footbed with the security of a heel strap.



SUOMI

Shown bottom center in *JetBlack* and bottom right in *CaramelBrown-Bone*. Available in women's sizing. See our full color collection online.

\$120



SUOMI

**SOPHISTICATED STYLE
IN PREMIUM LEATHER**

Get premium comfort while staying chic. SUOMI's soft-milled leather and dual buckles add an extra touch of class while letting you customize your fit.

COVE

RUGGED LEATHER MEN'S SANDAL WITH OUTDOOR-READY TREAD

COVE

Shown in *MustangBrown*.
Available in men's sizing. See
our full color collection online.
\$135

From camping to casual wear, COVE combines a rugged aesthetic with advanced traction and easy on/off. Dual elastic panels offer a better fit, while premium oiled leather gains character as it ages.

STRIDE

Shown in *Black-Confetti*.
\$135

SLIP-ONS

FIGHTING FOOT PAIN
HAS NEVER FELT SO
EFFORTLESS

★ ★ ★ ★ ★

“Simple, sleek, soft! This is my sixth pair of KURUs, and may be my favorite. As comfy as a slipper, but completely supportive.”

KATHYRN Y.



★ ★ ★ ★ ★

“My husband recently had a knee injury and got these slip on shoes, and they are so easy to slip on...and provide so much comfort. He loves them!”

MEREDITH W.

ATOM SLIP-ON

OUR BEST-SELLING SNEAKER,
NOW IN A SLIP-ON

Our sleek, athletic ATOM sneaker meets the convenience of a slip-on. Step in effortlessly, and enjoy all-day comfort thanks to soft, breathable NOVAKNIT uppers that move with you.

ATOM SLIP-ON

Shown above in *MidnightBlue-MineralBlue* and below in *LeadGray*. Available in men's sizing. See our full color collection online.
\$145



PACE

BREATHABLE CANVAS SLIP-ON
WITH TWO WAYS TO WEAR



It's the ideal slip-on—whether you collapse the heel for a slipper-like feel or leave it up for a more secure fit. Lightweight canvas keeps you cool, while microsuede lining keeps you comfy.



PACE

Shown above in *DarkAsh-White-RichWalnut* and below in *SmokeGray-DarkSand* and *JetBlack-RichWalnut*. Available in men's sizing. See our full color collection online.

\$125

KIVI

Shown above in women's *JetBlack-FogGray* and below in men's *EspressoBrown*. Available in men's and women's sizing in standard and wide widths. See our full color collection online.

\$165



Transcend trends with a timeless classic in luxurious leather. KIVI slips on easily and supports your every step, so you can stay comfortable from work to travel.

KIVI

COMFORTABLE, CASUAL
AND TIMELESS



STRIDE

Shown above in *JetBlack-SlateGray*, below left in *DarkPurple-Black-DuskPink* and below in *HeatherGray-White-PeachPink*. Available in women's sizing in standard and wide widths. See our full color collection online.

\$135



STRIDE

AIRY FLEXIBILITY AND
SOCK-LIKE COMFORT

Slip into lightweight breathability. STRIDE is made with ultra-stretchy **NOVAKNIT**, so it feels as comfy and forgiving as your favorite pair of socks—while delivering the support you need from a sneaker.

BOOTS

A LINE OF BOOTS AS COMFORTABLE AS YOUR FAVORITE PAIR OF SNEAKERS



QUEST

Shown in men's *SmokestackBlack*.

\$185



★★★★★

"These boots are so comfortable and good-looking! The arch support is excellent and I notice less back pain—a LOT less—when wearing them."

MALLORY M.

QUEST

AN OUTDOOR SHOE WITH EYE-CATCHING DETAILS AND KURUSOLE COMFORT

Feel confident in your style and in your footing. QUEST was built for spending quality time outdoors, thanks to high-quality leather, high-top ankle support, and grippy rubber outsoles.

QUEST

Shown above in women's *JetBlack-Basalt-FigPurple* and below in men's *SmokestackBlack* and women's *GoldenWheat-SlateGray-BlueHaze*. Available in men's and women's sizing. See our full color collection online.

\$185





TEMPO

Shown above in *TaupeGray-RoseGold* and below in *Rich-Walnut*. Available in women's sizing. See our full color collection online.

\$175



LUNA

Shown above in *RichWalnut-SoftCream* and below in *JetBlack*. Available in women's sizing. See our full color collection online.

\$165



TEMPO

FASHIONABLE SLIP-ON ANKLE BOOT

A boot that doesn't sacrifice your comfort for fashion, TEMPO's tasteful accents add extra allure to the already luxurious, water-resistant leather. With a KURUCLOUD midsole and a full-length rubber outsole for durability, these boots help you go the distance.



LUNA

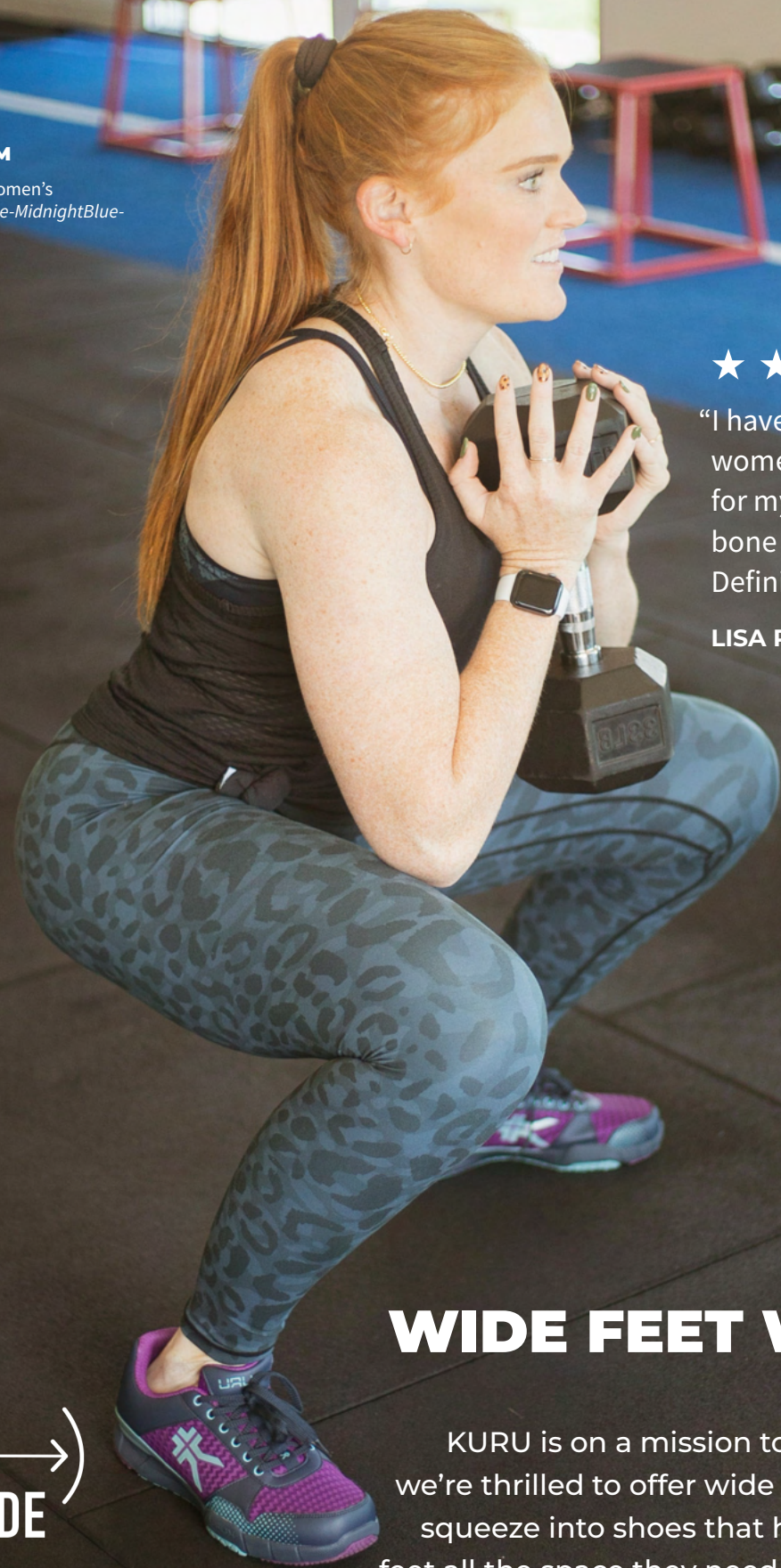
A COMPLETELY COMFORTABLE CHELSEA BOOT

Casual style is more effortless than ever. This classic Chelsea boot slips on easily with stretchy side panels—then delivers consistent comfort from the office to dinner out on the town.

QUANTUM

Shown in women's
*ElectricGrape-MidnightBlue-
SmokeBlue.*

\$160



★ ★ ★ ★ ★

“I have a difficult time finding women’s shoes wide enough for my feet. Fits perfectly & my bone spurs aren’t talking back. Definitely a new favorite!”

LISA P.

WIDE FEET WELCOME!



KURU is on a mission to eliminate foot pain, so we’re thrilled to offer wide sizes! You don’t have to squeeze into shoes that hurt—you can give your feet all the space they need. Our styles also include plenty of room in the toe box to spare sensitive toes or painful bunions.

Meet Chanice, a Post Office employee who says she couldn’t have stayed on the job without KURU.



QUANTUM

Shown in women's *JetBlack-DustyAqua.*

\$160

CHANICE MATTSON was excited to begin work with the U.S. Post Office, but foot pain stopped her in her tracks.

“The only time I could sit down was on my lunch break. I’d come home limping. A week into it I was already over it. I thought I was finished.”

She was ready to change jobs, but then a friend recommended KURU.

“It was seriously a miracle for my feet. Because of my high arches, I have never been able to find shoes that have worked as well as my KURUs have.”

Chanice’s newfound mobility kept her working—and playing! As she found out while hiking in Puerto Rico and near home.

“There was no rubbing, no foot pain, and no blisters...I never realized that I might have not liked outdoor stuff because of my shoes. Now I’m excited to get out and do more.”

These days Chanice has six pairs.

“I am so glad I found KURU. They are the best investment I’ve ever made for my feet.”

“It was seriously a miracle for my feet.”

KURU

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kurufootwear.com



PRST STD
US POSTAGE
PAID
KURU
FOOTWEAR

KURU Footwear

Different on purpose.
Comfortable by design.



FREE SHIPPING FREE EXCHANGES FREE RETURNS



**“Best shoes I’ve
ever owned!!”**

-LORI F.



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the Catalog