

**ATOM Trail**

Our best-selling sneaker goes rugged.

See page 15.



**KURU**

LESS PAIN, MORE LIFE.

SUMMER 2023

# SEE WHAT'S NEW

We're thrilled to introduce our fresh spring lineup! From ultra-supportive trail shoes to extra-versatile sandals, every pair is built with our refreshingly ergonomic tech. Foot pain stops here.

## A NOTE FROM OUR FOUNDER

WELCOME TO KURU!

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

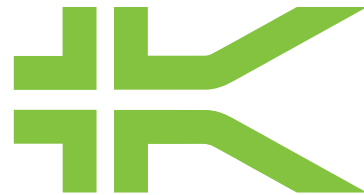
I first dreamed of starting a shoe company in 5th grade. This early spark led me to start KURU, and I couldn't be more grateful for the many people this dream has impacted.

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 one 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*



Left row, top to bottom: women's **ATOM Slip-On**, Page 30; men's **ATOM Slip-On**, Page 30; women's **ATOM Trail**, Page 15; men's **ATOM Trail**, Page 15. Middle row, top to bottom: women's **CODA Suvi**, Page 24; men's **CURRENT**, Page 25. Right row, top to bottom: men's **COVE**, Page 28; women's **STRIDE Move**, Page 14; women's **CODA Muse**, Page 23; women's **LOFT**, Page 32. Bottom left: women's **GLIDE**, Page 21.



# DO YOUR FEET HURT?

# KURU

DIFFERENT BY DESIGN.

## OUR SHOES CAN HELP.

Most shoes are flat inside, but at KURU we make shoes shaped like your feet. Our patented **KURUSOLE** technology hugs your heels and supports your arches to help prevent and alleviate pain from common problems such as plantar fasciitis. Our tech goes the extra mile, so you can too.



### KURU

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

### VS



### TYPICAL SHOE

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



**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



20 SANDALS



9 SNEAKERS



29 SLIP-ONS



34 BOOTS

## 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 left: women's **GLIDE** in Jet Black-Sand \$135; women's **ATOM** in Jet Black-Misty Lilac \$160; men's **ATOM Slip-On** in Midnight Blue \$145; men's **QUEST** in Smokestack Black \$185; women's **CURRENT** in Jet Black-Multi \$135.



# DO MORE OUTDOORS

Pain relief—even on the toughest trail.



Clockwise from top left: women's **ATOM Trail** in Jet Black-Dark Teal \$160; women's **CHICANE** in Slate Gray-Rose Pink \$165; men's **CURRENT** in Olive Green-Golden Yellow \$135; men's **TREAD** in Wild Dove-Lime Green \$145; Men's **QUEST** in Golden Wheat \$185.

# SNEAKERS



Comfort and style just became friends.

**ROAM**

Shown in Bright White.

\$135

★ ★ ★ ★ ★

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

**LEANNE**

**ATOM Trail**

Shown in women's Smoke Gray-Apricot.  
\$160

# ATOM COLLECTION

You liked the ATOM so much, we decided to give it a family. Meet our best-selling sneaker's ultra-supportive siblings.



## ATOM

Our best-selling original never gets old

See page 12.

★★★★★

"I love all of my KURU ATOMs. So comfortable and the only shoe I will wear. Hoping more color combinations come out soon, I have a KURU ATOM collection to add to! :)"

PAULA C.



## ATOM Slip-On

NEW

A sleek, lace-free makeover

See page 30.



## ATOM Trail

NEW

Lightweight traction built for the trail

See page 15.

★★★★★

“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.

**ATOM**

Shown top left in men's Midnight Blue, top center in women's Jet Black-Misty Lilac, and bottom center in women's Jet Black-White Gum. Available in men's and women's sizing in standard and wide widths. See our full color collection online.

\$160



★★★★★

“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

**QUANTUM**

Shown bottom left in women's Urban Concrete, bottom center in women's Electric Grape, and right in men's Tungsten. 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 **KURU**CLOUD 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.

### STRIDE Move

Shown above in Jet Black-Light Lilac and below left to right in Pink Sand-Shell, Sand-Mist Blue, and Jet Black-Light Lilac. Available in women's sizing. See our full color collection online.

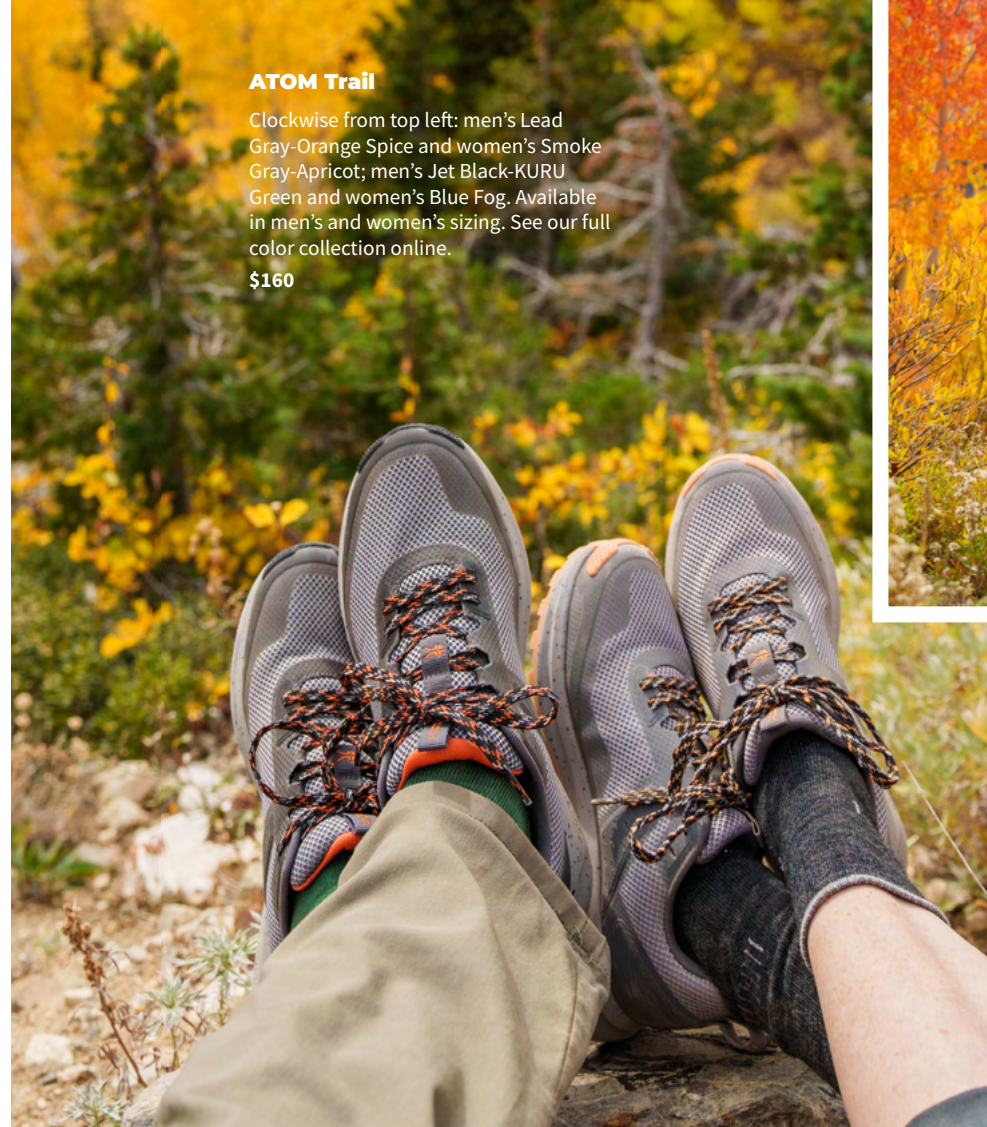
\$140



### ATOM Trail

Clockwise from top left: men's Lead Gray-Orange Spice and women's Smoke Gray-Apricot; men's Jet Black-KURU Green and women's Blue Fog. Available in men's and women's sizing. See our full color collection online.

\$160



NEW

## STRIDE Move

A lifestyle sneaker perfect for everyday

We heard you. You loved the airy flexibility of the STRIDE slip on, so we created a sneaker to match. Still designed with a sock-like fit and stretchy mesh upper, STRIDE Move adds elastic laces, a reinforced toe, and an extra layer of lateral stability for comfort that keeps you moving.



NEW

## ATOM Trail

Our best-selling sneaker goes rugged

Leave pain at the trailhead with the ultra-supportive ATOM Trail. Inspired by our most popular ATOM sneaker, ATOM Trail combines lightweight support, advanced traction, and sturdy construction for stability and support through every switchback.





**FLUX**

Shown in women's Plum Purple.  
Available in men's and women's sizing.  
See our full color collection online.  
\$150

**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 Jet Black-Bright White.  
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

## KINETIC

Shown in women’s Riveter Black. 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

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 Jet Black-Cardinal Red, and on right, front to back in men’s Jet Black-Cardinal Red, men’s Mustang Brown and men’s Empire Steel. Available in men’s and women’s sizing in standard and wide widths. See our full color collection online.

\$165-\$175



“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 Jet Black.  
\$120

### NEW GLIDE

Versatile style meets  
adjustable comfort

Sleek leather in an everyday silhouette makes GLIDE perfect for jeans and dresses alike. You'll get a secure, personalized fit with adjustable toe and heel straps (and elastic beneath the buckle!). GLIDE's crowning jewel? An ultra-supportive, sheepskin-wrapped footbed, ensuring every step is a comfy one.



### GLIDE

Shown front to back in Walnut Brown, Jet Black, and Taupe Metallic. 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 Caramel Brown. Available in women's sizing. See our full color collection online.

\$130



★★★★★

“This shoe has the best support. I was shocked.”

TRACEY

NEW

★★★★★

“I could not believe how comfortable they were when I put them on. I felt as if I was walking on a cloud. They are very chic sandals!”

Nina M.



**CODA Suvi**

Shown left to right in Jet Black and White-Sand. Available in women's sizing. See our full color collection online.

\$135

**CODA Muse**

Shown top to bottom in Cognac Brown, Jet Black, and Straw-Light Peach. Available in women's sizing. See our full color collection online.

\$140

The support of an athletic sneaker meets timeless style with CODA Muse. It's the final word in sandal comfort. Inspired by classic multi-strap looks, this sandal dresses up or down to match your mood.

## CODA Muse

Supreme support and style in a multi-strap sandal

## CODA Suvi

Next-level support in a luxurious slip-on sandal

Don't settle. Soar into summer with a sandal so supportive you'll swear you're wearing sneakers. CODA Suvi steps up the luxury with a soft microfiber footbed and padded, full-grain leather straps.



**NEW**  
**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 Jet Black-Multi, above right in women's Plum, and below left in men's Cedar Brown. 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 Mist Blue and below left to right in Midnight Blue, Slate Gray, Merlot, and Mist Blue. 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 Jet Black-Blue Breeze and bottom left in women's Froth. Available in men's and women's sizing. See our full color collection online.

\$100



**LETTI**

Shown on top left and top right in Jet Black. 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 Jet Black and bottom right in Caramel Brown. 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 Mustang Brown.  
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.

★ ★ ★ ★ ★

"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.

# SLIP-ONS

Fighting foot pain has never felt so effortless.

### STRIDE

Shown in Black-Confetti.  
\$135



**NEW**  
**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, front to back: women's Stone Gray, women's Navy, and women's Jet Black. Shown below in men's Midnight Blue. Available in men's and women'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 Dark Ash and below in Smoke Gray and Jet Black. Available in men's sizing. See our full color collection online.

\$125



# KIVI

Comfortable, casual and timeless

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.

## NEW LOFT

Cozy moccasin meets sturdy support

It's a moccasin you have to feel to believe. LOFT goes above and beyond traditional house slippers to deliver luxurious warmth and robust indoor/outdoor support.

## DRAFT

Backless design, supportive comfort

This isn't your average slipper. DRAFT is made with a backless design, sturdy rubber outsole, and KURU's dreamy built-in support for pain relief you can count on.



Shown top to bottom: women's **KIVI** in Warmstone \$165; women's **KIVI** in Lead Gray \$165; women's **LOFT** in Java Brown \$140; men's **LOFT** in Chestnut \$140; women's **DRAFT** in Cocoa Brown \$135; women's **DRAFT** in Sand \$135. Each shoe available in men's and women's sizing. **KIVI** also available in wide. See our full color collection online.



### STRIDE

Shown above in Cobalt Blue-Confetti and below in Heather Gray. 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 Smokestack Black.

\$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 Jet Black-Basalt and below in men's Smokestack Black and women's Golden Wheat. Available in men's and women's sizing. See our full color collection online.

\$185





### TEMPO

Shown above in Taupe Gray and below in Rich Walnut. Available in women's sizing. See our full color collection online.

\$175



### LUNA

Shown above in Rich Walnut and below in Jet Black. Available in women's sizing. See our full color collection online.

\$165



## 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.

## TEMPO

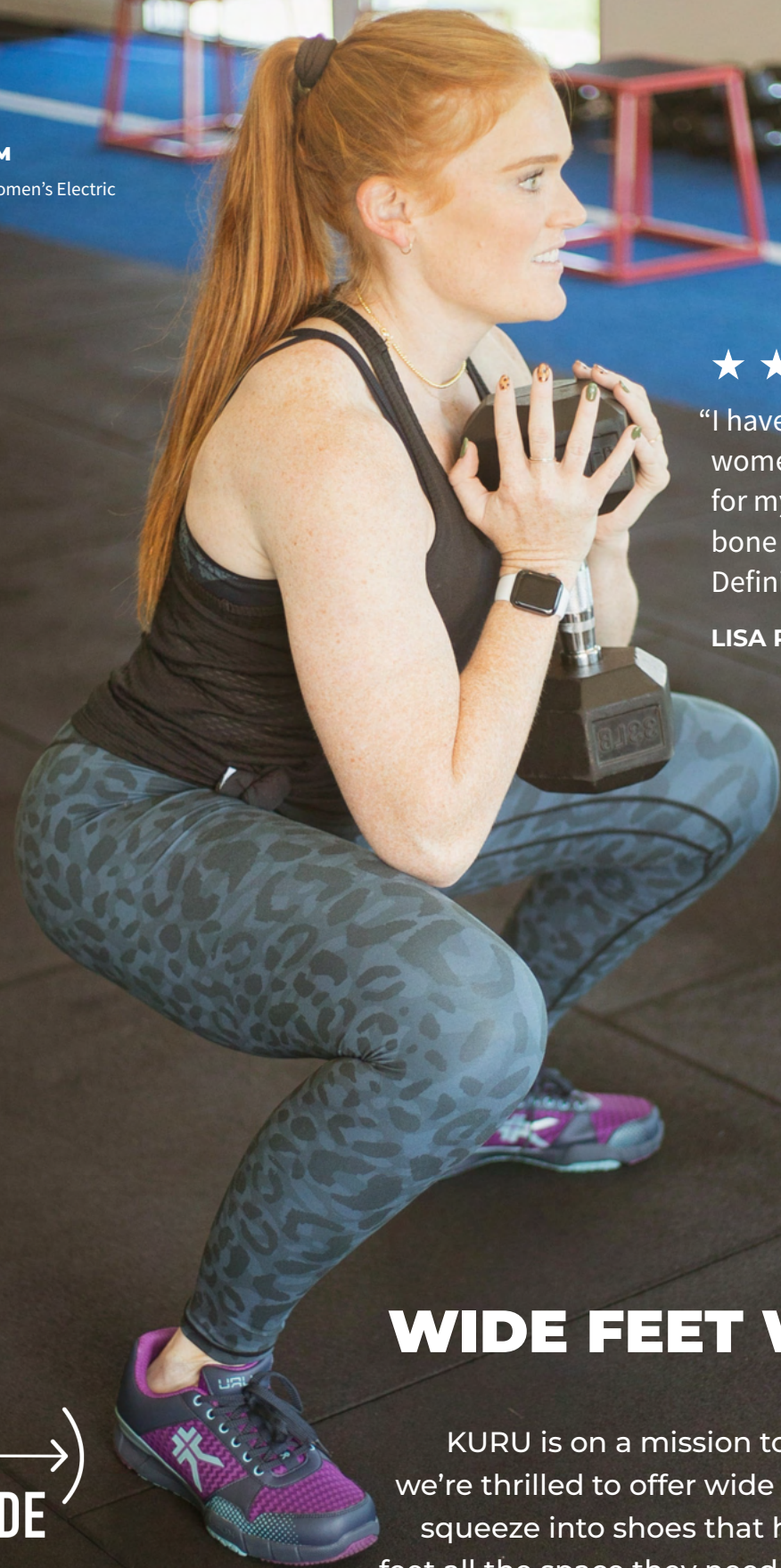
Fashionable slip-on ankle boot

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.



**QUANTUM**

Shown in women's Electric Grape.  
\$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 Jet Black-Dusty Aqua.  
\$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](http://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  
EVER!”**  
-DAWN T.



**Shop**  
*the Catalog*