

KURU | Heel Better™

Holiday 2023

ATOM Trail
See page 7

KURU

Heel the Difference.™



KURUCLOUD

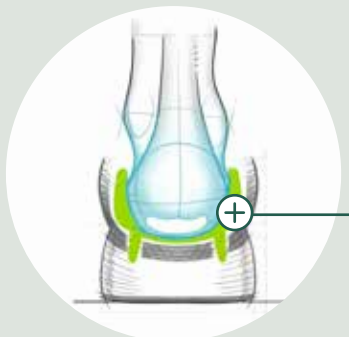
Lightweight EVA foam delivers shock-absorbing cushion

KURUSOLE

Patented tech dynamically flexes to hug and protect your heels

ULTIMATE INSOLE

Dual-density foam provides superior arch support



Holiday Favorites



LOFT

Shown in women's Soft Pink. See page 18.



QUANTUM 2.0

Shown in men's Indigo Blue. See page 5.



ROAM Atla

Shown in women's Cognac Brown. See page 16.



ATOM Slip-On

Shown in women's Jet Black. See page 6.



FLUX

Shown in men's Maroon. See page 8.

This season, give the gift of healthy heels.



ATOM

Shown in men's Indigo.
See page 7 for details.



"I wear these all day,
every day...These
are the best!"

D. MEL

Heel-hugging relief
in every pair.

Sneakers



QUANTUM 2.0

Shown right in women's Jet
Black-Misty Blue, center in
women's Dove Gray-Pale Lime,
and below in men's Indigo Blue.



QUANTUM 2.0

The ultimate walking
shoe—now even better



Celebrating 10 years of fan-favorite
QUANTUM, we bring you QUANTUM
2.0. This premium walking shoe
features extra cushion, a wider base
with a wide toe box, and upgraded
KURUSOLE heel support.

\$165

Available in men's and women's sizing in
medium and wide widths.

Shop our full color collection online



the ATOM Collection

You liked ATOM so much, we decided to give it a family.
Meet three of our customer favorites.



ATOM

Our best-selling ATOM combines airy mesh uppers, our revolutionary heel-hugging tech, and a springy **KURUCLOUD** midsole for maximum comfort in every step.

\$160

Available in men's and women's sizing
in medium and wide widths.

[Shop our full color collection online](#)



ATOM Slip-On

Step in effortlessly, and enjoy all-day comfort thanks to soft, breathable **NOVAKNIT** uppers that move with you.

\$145

Available in men's and women's sizing.

[Shop our full color collection online](#)



ATOM Trail

Lightweight support, advanced traction, and sturdy construction for stability and support through every switchback.

\$160

Available in men's and women's sizing.

[Shop our full color collection online](#)



STRIDE Move
Shown in Jet Black.



STRIDE Move

A lifestyle sneaker perfect for everyday

\$145

Available in women's sizing.
Shop our full color collection online



FLUX

Our lightest, highest performing athletic sneaker

\$150

Available in men's and women's sizing.
Shop our full color collection online



Heel Better™

With our revolutionary heel-hugging technology, **KURUSOLE**.



Every step you take starts with your heels—and it can get painful, fast. In fact, 77% of Americans experience foot pain, with heel pain at the top of the list.*

That's why at KURU, we believe health starts with heel. Our patented **KURUSOLE** technology dynamically flexes with each step to hug and protect your heels for pain relief you can count on.

*Based on 2023 study reported in KURU's 2023 Foot Pain Trends Report

FLUX
Shown in women's Lime Sorbet-Mist Blue and on left in women's Mineral Blue.



ROAM
Shown in men's
Bright White.

ROAM

An iconic court shoe reimagined
for modern comfort

\$125–\$135

Available in men's and women's sizing.
Shop our full color collection online

● ● ● ● + more



★ ★ ★ ★ ★

"I work in healthcare & do 12 hour shifts where I walk over 10,000 steps. These are the first shoes I have ever worn to work that cause me zero pain."

MARY V.

KINETIC 2.0

Anti-slip grip & all-day
comfort in a work shoe

\$175

Available in men's and women's sizing in
medium and wide widths.
Shop our full color collection online

● ●

KINETIC 2.0
Shown in women's
Bright White.



KIVI 2.0

Anti-slip—built for chefs,
perfect for professionals

\$160

Available in men's and women's
sizing in medium and wide widths.
Shop our full color collection online

● ●



LUNA
Shown in
Rich Walnut.

Boots

A line of boots as comfortable as your favorite pair of sneakers.

LUNA

A completely comfortable Chelsea boot

This classic Chelsea boot slips on easily with stretchy side panels—then delivers consistent comfort from the office to dinner out on the town.

\$165

Available in women's sizing.
Shop our full color collection online



TEMPO
Shown in Jet Black.

TEMPO

Fashionable slip-on ankle boot

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.

\$175

Available in women's sizing.
Shop our full color collection online





QUEST

Shown in men's Java Brown, women's Golden Wheat, and below in women's Mountain Blue.

QUEST

An outdoor shoe with ankle support and **KURUSOLE** comfort

\$185

Available in men's and women's sizing.
Shop our full color collection online



Made *for*
Wide Feet

No matter what kind of foot pain you experience, tight-fitting shoes make things worse. That's why every pair of KURUs features a wide toe box—and our wide-width styles offer even more relief.



Wide width available in KIVI 2.0, CHICANE, ATOM, QUANTUM, KINETIC 2.0, and STRIDE.



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.



STRIDE
Shown in Heather Gray.

STRIDE

Airy flexibility and sock-like comfort

\$135

Available in women's sizing in medium and wide widths.

[Shop our full color collection online](#)



ROAM Atla

Ultra-supportive, classic slip-on

\$125-\$145

Available in women's sizing.
[Shop our full color collection online](#)



ROAM Atla
Shown in Sand.

ATOM Slip-On
Shown in men's Midnight Blue.



ATOM Slip-On

Our best-selling sneaker, now in a slip-on

\$145

Available in men's and women's sizing.
[Shop our full color collection online](#)



Slippers

Sneaker support,
slipper comfort.



LOFT

Shown in men's
Chestnut.

LOFT

Cozy moccasin
meets sturdy support

\$140

Shop our full color
collection online

○ ○ + more

DRAFT

Backless design,
supportive comfort

\$135

Available in men's and women's sizing.

Shop our full color collection online

● ● ● ● ● + more



DRAFT

Shown in women's
Black-Red Ruby.

Bundle *and* Save



Shop All Bundles Online



HOLIDAY BUNDLES

Winter Essentials
bundle shown here.
Customizations
available.

From bestsellers to seasonal
favorites, save up to \$100 when
you shop holiday bundles.

KURU

Heel Better™

4416 S Century Drive
Salt Lake City, UT 84123
(877) 211-5878

KURUfootwear.com



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KURUfootwear.com



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FOOTWEAR



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