



KURU | Heel Better™

FALL 2023

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'm amazed at the thousands of people like you this dream has impacted.

KURU exists to help you heel better and live a life you love. All the flat, unforgiving surfaces we live on everyday (your flat shoes included!) can wreak havoc on our wellness. That's why we launched our groundbreaking heel-hugging **KURUSOLE** tech in 2008 and have grown to an expanding lineup of pain-relieving footwear that puts your heels first.

More than 1.5 million pairs later, our mission is still the same: to keep your heels healthy so you can chase your passion, potential, and purpose.

I promise, KURU shoes are unlike anything else. I hope you'll give us a chance and heel the difference.



Bret

Bret Rasmussen Founder / CEO

KURU

Fan Favorites

Here are a few of our latest, most popular styles! From ultra-supportive trail shoes to a bestseller that just got better, every pair of KURUs comes built with our patented, heel-hugging tech.

Foot pain relief starts here.



DO YOUR FEET HURT?

Heel Better™ With KURU.

Heels take a beating—but they don't have to. While most shoes are flat inside, at KURU we make shoes shaped like your feet.

Our patented **KURUSOLE** technology hugs your heels and supports your arches to help treat and prevent foot pain conditions such as plantar fasciitis.

We exist to help you heel better, so you can live a life you love.

WEARS

KURU



WEARS

Typical Shoe



Plantar fasciitis relief



Fully supported feet



Flat, happy toes



All-day comfort

Painful heels



Achy arches



Squished forefoot



Foot fatigue



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

SNEAKERS



Heel-hugging pain relief
in every pair.

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



QUANTUM 2.0

Shown above in Indigo Blue and below L-R in Jet Black-Misty Blue, Dove Gray, Electric Grape, Pewter, and Jet Black-Slate Gray. Available in men's and women's sizing in medium and wide widths.

\$165

QUANTUM 2.0

The ultimate walking shoe—now even better

Shop our full color collection online



Our best got better. As we celebrate 10 years of fan-favorite QUANTUM, we bring you the next generation of heel pain relief: QUANTUM 2.0. This premium walking shoe features our most cushioned midsole yet, a wider base with a wide toe box, and upgraded **KURUSOLE** heel support for ultimate foot pain relief.



★ ★ ★ ★ ★

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

\$160

ATOM

Our best-selling sneaker with an athletic fit and sleek design

Shop our full color collection online



Finally, an athletic sneaker with built-in support and superior heel cushioning. The sleek ATOM combines airy mesh uppers, our revolutionary heel-hugging technology, and a thick **KURUCLOUD** midsole for maximum comfort in every step.



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.

\$145



STRIDE Move

A lifestyle sneaker perfect for everyday

We heard you. You loved the airy flexibility of STRIDE, 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.

Shop our full color collection online



FLUX

Our lightest,
highest performing
athletic sneaker



FLUX

Shown in women's Lime Sorbet-Mist Blue. Available in men's and women's sizing.

\$150

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.

Shop our full color collection online



ROAM

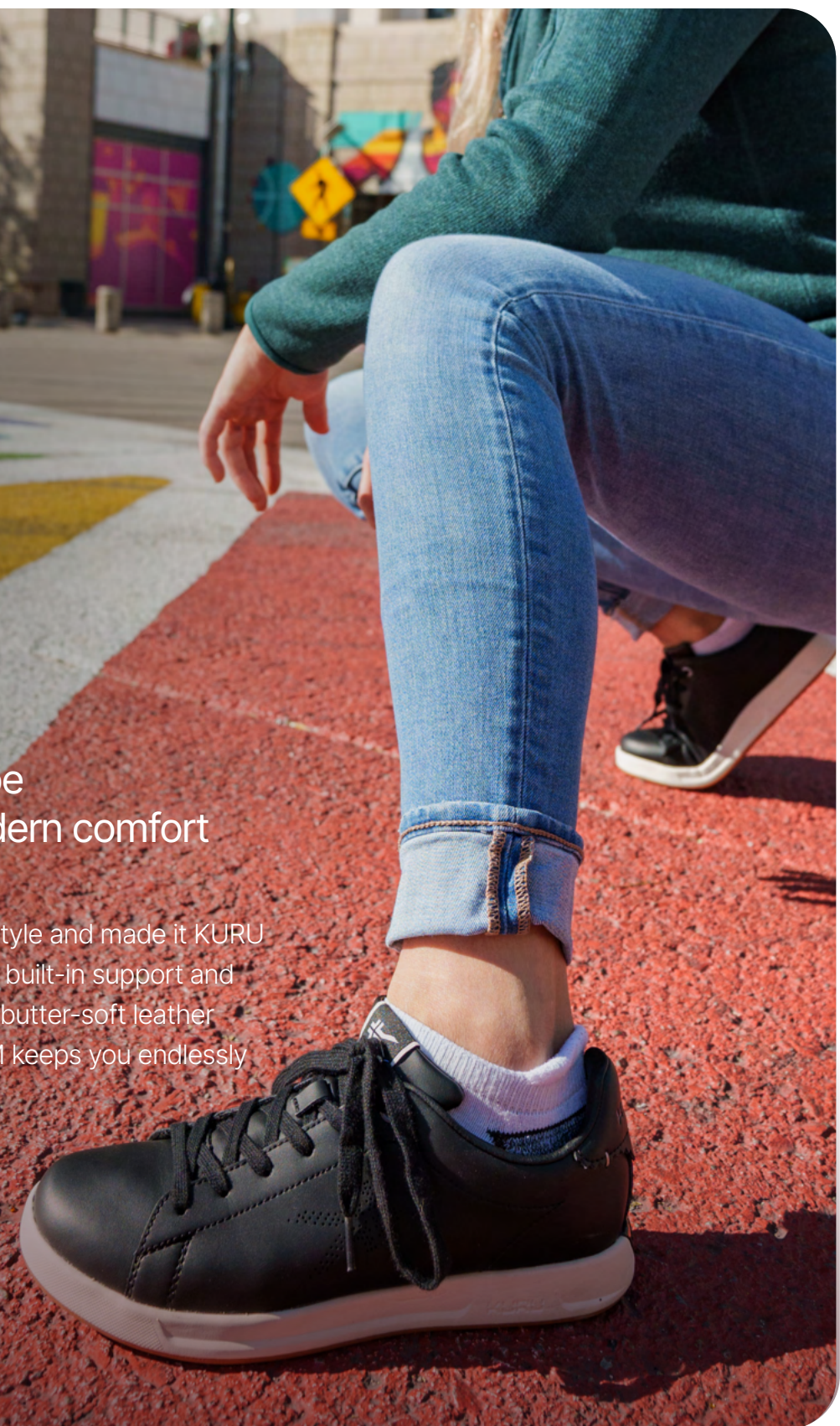
An iconic court shoe
reimagined for modern comfort

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.

\$125-\$135



Shop our full color collection online



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.

ATOM Trail

Shown below in women's Smoke Gray-Apricot and in women's Blue Fog. Available in men's and women's sizing. \$160



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.

Shop our full color collection online



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 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 medium and wide widths.

\$165-\$175



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.



KINETIC

Shown in women's Riveter Black. Available in men's and women's sizing in medium and wide widths.
\$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.

Shop our full color collection online



**All-Day Comfort:
Shift After Shift**

Pain-relief—perfected for the workplace.



FLUX

Shown in women's Lime Sorbet-Mist Blue.
\$150

You're on your feet for most of your workday, and regular shoes just aren't keeping up for those 12-hour shifts. Enter KURU. Every pair features patented, heel-hugging tech designed to protect the natural shape of your heel. Our ergonomic design, superior arch support, and shock-absorbing cushion create all-day comfort—shift after shift.

Heel Better™



FLUX
Shown in women's
Mineral Blue.
\$150

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. This heels-first focus paves the way for holistic foot pain relief and whole-body wellness, so you can live a life you love.

*Based on 2023 study reported in KURU's [2023 Foot Pain Trends Report](#)

BOOTS

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

★ ★ ★ ★ ★

"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

Shown in men's Smokestack Black. \$185



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.

\$185

Shop our full color collection online





TEMPO

Shown in Taupe Gray and below in Rich Walnut. Available in women's sizing. \$175

TEMPO

Fashionable slip-on ankle boot

Shop our full color collection online



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

Shown above in Rich Walnut and below in Jet Black. Available in women's sizing. \$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.

Shop our full color collection online



SLIPPERS

Sneaker support,
slipper comfort.



LOFT

Cozy moccasin meets
sturdy support

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

[Shop our full color collection online](#)

● ● ● + more



LOFT

Shown top left in men's Chestnut Gum, top right in women's Plaid Gum, and below in women's Java Brown.

\$140



★ ★ ★ ★ ★

"Love these DRAFT house shoes! I am 83 yrs and have foot problems...these are very helpful!"

BERDEAN P.

DRAFT

Shown in women's Sand Gum.

\$135

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 heel-hugging support for pain relief you can count on. This supportive slipper is perfect for chore days, remote-work days, or you know, one of *those* days.

[Shop our full color collection online](#)

● ● ● ● ● + more

SLIP-ONS

★ ★ ★ ★ ★

"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.
\$135

Fighting foot pain has never felt so effortless.



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 on right in men's Midnight Blue. Available in men's and women's sizing.

\$145

Shop our full color collection online





STRIDE

Shown above in Cobalt Blue-Confetti and below in Black-Confetti. Available in women's sizing in medium and wide widths. \$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.

Shop our full color collection online



"These shoes were super comfortable. I did a ton of walking on vacation and my feet never hurt."

TRESSY O.



ROAM Atla

Ultra-supportive, classic slip-on

Inspired by classic slip-on sneaker looks, ROAM Atla takes it up a notch, making every step easy—even for the most sensitive of feet. With our patented **KURUSOLE** tech built into every pair, ROAM Atla puts your heels first from work to play.

ROAM Atla

Shown front to back in Sand and Jet Black. Available in women's sizing. \$125-140

Shop our full color collection online





PACE

Shown in Dark Ash and below in Jet Black. Available in men's sizing. \$125

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.

Shop our full color collection online



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.

KIVI

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

\$165

Shop our full color collection online



SANDALS



CODA Muse
Shown in Straw-Light Peach.
\$140

Support for days, style for miles.

GLIDE

Versatile style meets adjustable comfort

Shop our full color collection online



GLIDE

Shown front to back in Walnut Brown, Jet Black, and Taupe Metallic. Available in women's sizing.
\$135

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.



★ ★ ★ ★ ★

"This shoe has the best support. I was shocked."

TRACEY

★ ★ ★ ★ ★

"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 Muse
Shown top to bottom in Cognac Brown, Jet Black, and Straw-Light Peach. Available in women's sizing. \$140

CODA Suvi
Shown left to right in Jet Black and White-Sand. Available in women's sizing. \$135

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

Shop our full color collection online



CODA Suvi

Next-level support in a luxurious slip-on sandal

Shop our full color collection online



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.



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. **\$135**

Shop our full color collection online



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 women's Mist Blue and below left to right in men's Midnight Blue, men's Slate Gray, women's Merlot, and women's Mist Blue. Available in men's and women's sizing.

\$145

Shop our full color collection online





★ ★ ★ ★ ★

"Unexpectedly comfortable."

LONDON

KURU STORIES

Meet Johnny, an avid outdoorsman who says KURUs help him keep moving after a spinal surgery.

Johnny spent years working in a national park, combining long shifts on his feet with regular outdoor adventures.

"Over a few years of this it started to really wear on my body," he said. "I was trying tons of different shoes and insoles or knee braces. I just couldn't keep up. My body was healing slower than it was wearing down."

The aches and pains added up, but things got worse with some major spinal issues.

"I had tried everything but surgery, literally everything at this point," Johnny said. "When I was at my worst I would get stuck on the ground sweating and panting in pain and in my own puddle of sweat."

Johnny found relief and support with KURU at every step of his healing journey.

"I noticed that my sciatic nerve was less stressed if I had my KURUs on," he said. "...I could not have made it without KURU."

After undergoing spinal surgery, KURUs were the first footwear Johnny reached for during recovery.

"[KURUs] have been helping me heal every step of the way," he said. "If you are suffering from foot, knee, or spine problems: Just try KURU!! Don't wait."



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.

Shop our full color collection online
● ● ● ● + more

KALA

Shown above in women's Clove Brown and below front to back in women's Indigo Blue, women's Clove Brown, men's Jet Black and men's Chocolate Brown. Available in men's and women's sizing. \$100



"Honestly I couldn't wear anything but KURU. Seriously."

KURU

Heel Better™

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

KURUfootwear.com



PRST STD
US POSTAGE
PAID
KURU
FOOTWEAR

Heel the Difference™
of **KURUSOLE.**



Free Shipping · 45-Day Returns & Exchanges

**"Best shoes I've
ever owned!!"**

LORI F.



Shop the Catalog
Buy online at
KURUfootwear.com