

A man with a beard and glasses, wearing a blue long-sleeve shirt and patterned shorts, is brushing his teeth. A woman with a fur hat and red jacket is also brushing her teeth. They are standing in front of a white van with a green roof rack. A German Shepherd dog is lying on the ground in the foreground. The scene is set outdoors on a rocky surface.

KEEN

KEEN
ON HOLIDAY

N° 004 | WINTER 2022

— 25% OFF FOR A LIMITED TIME —
KEENFOOTWEAR.COM

KEEN ON

MORE JOY, LESS JUNK



Here's to less random stuff.

And more humanity.

More snowball fights. More s'mores.

More walks in the park together.

Here's to more outside.

It's a gift that can't be wrapped.

Like warm fuzzies, a bad case of the sillies,
and group hugs.

Life is KEEN

ON THE COVER: KEEN folks living a life of originality and good vibes.
Want to be on our next cover? Show how you live outside and tag @KEEN.



KEEN ON **MORE WINTER REVELING**



REVEL IV CHELSEA

Great for: Keeping by the door all winter
A waterproof winter slip-on boot with 200 grams of KEEN.WARM Recycled P.E.T. insulation.

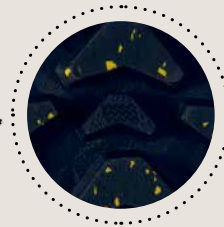
Men's Revel IV Chelsea
Canteen/Black | \$180



REVEL IV POLAR MID

Great for: Snowy trails
Hike all winter with waterproof protection and 200 grams of KEEN.WARM Recycled P.E.T. insulation.

Men's Revel IV Polar Mid Boot
Dark Earth/Caramel Café | \$190



KEEN.POLAR TRACTION
Microscopic shards dig into frigid terrain for better grip.



REVEL IV POLAR HIGH

Great for: Deep powder days
More height and more warmth, with 400 grams of KEEN.WARM Recycled P.E.T. insulation.

Women's Revel IV Polar High Boot
Vetiver/Peachy Keen | \$210



WINTERLAB-TESTED GRIP

[REVEL SAFELY WITH SNOWFLAKE-RATED TRACTION. LIKE YOUR WINTER TIRES.]



-25°F RATED
WARMTH



SNOWFLAKE-RATED
TRACTION



WATERPROOF



WARM TOES = HAPPY KIDDOS

[EVERYDAY SNOW BOOTS FOR THE WARM/WARMER/WARMEST KIDS OF WINTER]



HAND-ME-DOWN
QUALITY



KEEN.WARM



EASY ON/OFF

Lightweight, easy-on snow boots with three levels of KEEN.WARM insulation — 100, 200, or 400 grams — for just-right warmth and comfort all winter.

KIDS' KOOTENAY

WARM: Rated to -4°F. 100 grams of KEEN.WARM insulation that's just right for everyday play outside (and not too hot when worn inside).

Kids' Kootenay IV
Toasted Coconut/Vapor | \$85



KIDS' SNOW TROLL

WARMEST: Rated to -40°F. 400 grams of never-have-to-worry-that-their-toes-are-cold KEEN.WARM insulation, even if they're outside all day in the snow.

Kids' Snow Troll
Magnet/Blue Aster | \$85



WITH KEEN BELLOWS.FLEX

KIDS' GRETA

WARMER: Rated to -25°F. 200 grams of KEEN.WARM insulation is snow-day ready and keeps kids warm in between hot cocoa breaks.

Kids' Greta
Coffee Bean/Blue Wing Teal | \$85



KEEN ON **MORE TRAIL PICNICS**



Men's Circadia Waterproof | \$145
Bison/Brindle



TRIED-AND-TRUE HIKING BOOTS

[17 YEARS OF TRAIL TOGETHER]

We love that you don't need a lot to hike. A pair of trusty hiking boots. (And clothes.)
We like to add friends, snacks, and muddy dogs.
We made it even simpler by taking the most important features of our 17-year-old, fan-fave hiking boot and creating a back-to-basics boot with the fit and durability you love.

No bells (just whistles).



Environmentally preferred leather for less water and chemical use.



KEEN.FUSION construction fuses the midsole to the outsole for a longer-lasting bond without glues or solvents.



Shock-absorbing cushioning from LuftCore embedded in the midsole.



KEEN.DRY waterproof, breathable membrane inside & PFAS-free water repellency outside.



Higher-traction grip for any trail surface, from dirt to gravel.





FAMOUS
COMFORT FIT



CONSCIOUSLY
CREATED



MADE TO KEEP

FIND YOUR/THEIR HIKE



OUR ICONIC HIKER, SIMPLIFIED

Great for: Day hikes, out & backs
Everything you love and nothing you don't need
for everyday hiking.

Men's Circadia Waterproof | \$145
Dark Olive/Potters Clay



OUR ICONIC HIKER (THE OG)

Great for: Off-the-grid day hikes and overnights
Rugged and versatile all-hiker, 8M happy feet
and counting.

Women's Targhee III Waterproof | \$175
Magnet/Atlantic Blue



OUR ICONIC HIKER, WITH FLEX

Great for: Multi-day backpacking and thru hikes
Added tech to go steeper and farther with less
resistance in every step.

Women's Ridge Flex Waterproof | \$190
Safari/Custard



WHY DO PEOPLE LOVE THEIR KEENS?



1.

FIT MATTERS

After years of shoemaking, we've discovered how to make the most comfortable fitting shoes. For starters, every KEEN shoe is built for feet. We start with an anatomical last and design every shoe with a secure heel fit and plenty of room for toes to spread out. Then we fine-tune the arch support and cushioning so you stay happy on your feet all day. Finally, we get nit-picky about every detail: the stitching, materials, lining, and how it feels against your skin. There's a lot to think about when designing and making shoes. Feet come first.



2.

CONSCIOUSLY CREATED

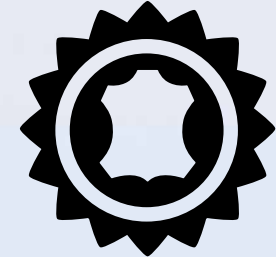
We don't like using the word "sustainable." Because the most sustainable choice would be to not make anything at all. But products make it possible to get outside, connect with the world and each other, and do some good while doing all that. And we believe in all of those things, too. So, for us, it's about being more conscious of all the choices that go into making a shoe and doing everything we can to minimize our impact on the planet. It's going PFAS Free, rethinking the way things are usually done, and acting on our values by doing things differently. We want to make our mark on the world by removing our mark.



3.

BUILT TO LAST

As shoemakers, we've always believed that the more durable, comfortable, and versatile a shoe is, the less you'll need to replace it. Good for you and good for the planet. That's why we create the most unapologetically comfortable hybrid footwear that can go everywhere, why we're conscientious about every choice that goes into our products, why we own our own factories to ensure quality, and why we stand behind everything we make. Made to last, yes, but really... made to keep.



4.

GUARANTEED WORKMANSHIP

Constructing the most comfortable, original, versatile, and durable shoes is what gets us out of bed every morning. Many of our shoes are made in our own factories, and we stand behind everything we make. We're human, and mistakes do happen. Which is why we're committed to ensuring that every product we make is free from manufacturing and material defects for one full year from the day you buy it. If something feels off, let us know and we'll make it right.



ALL-TERRAIN SHOES FOR FAMILY HIKES

[BUT DON'T CALL IT A "HIKE"]



EASY ON/OFF



ECO ANTI-ODOR



HAND-ME-DOWN QUALITY

Grown-ups say hike. To kids, it's just being in nature. It's spotting critters, jumping in mud puddles, and bouncing off boulders. It's a wonderful, wide-open, all-terrain world. Here's protection and room-for-your-toes comfort to jump into it.



FOR AROUND-THE-NEIGHBORHOOD "HIKES"

Some folks would never call our original hybrid slipper-chukka a "hiking shoe," but it's the coziest way to keep nature close.

Kids' Howser II Waterproof Chukka
Capulet Olive/Russet Orange | \$80



FOR RACE-TO-THE-TOP "HIKES"

Sneakery comfort plus a little extra warmth with 100 grams of KEEN.WARM insulation. Just right for chillier days outside.

Kids' Knotch Chukka
Steel Grey/Blue Wing Teal | \$70



FOR KID-LED, ALL-DAY "HIKES"

Our tried-and-true waterproof hiking boot for kids, with built-in flex that makes every step feel easier. (So the whole fam can hike farther.)

Kids' Ridge Flex
Dark Olive/Dusky Citron | \$85



KEEN ON

MORE WEEKEND (EVERY DAY)



Men's Howser III Slide | \$100
Rhubarb Plaid/Black



Women's Howser III Slide | \$100
Moco Safari



Men's Howser III Slide | \$100
Green Plaid/Black



Men's Howser Harvest | \$125
Black



Women's Howser Wrap | \$100
Red Plaid/Black



Kids' Howser Wrap | \$70
Steel Grey/Star White

Tentside, bedside, TSA side, mountainside, Eastside.

Take the comfort of inside, outside — in the original inside-outside hybrid that feet love.

Howser is how feet stay happiest through all the sides.



**THE GO-EVERYWHERE,
DO-EVERYTHING OUTSIDE SLIPPER**
[BUT DON'T CALL IT A SLIPPER]



Made with 50% recycled wool

MADE FOR HYBRID LIFE

[CFA: COMFORT FROM ANYWHERE]

Men's Mosey Chukka Boot | \$120
Taupe Felt/Birch

We've rolled over 70 years of shoemaking experience into Mosey. We took the original fit of our iconic inside-outside slipper "shoe" and gave it a modern upper and soft, grippy outsole. So comfy it feels like you're walking around your apartment. Wherever you go.



Meticulously crafted with natural materials, like hemp laces and pull tabs.



Consciously Created with a 50% recycled Italian wool blend upper.



Unapologetically comfortable with the iconic, room-for-your-toes fit that feet love.

Gift returns thru 1/31/23



MORE HYGGE FOR HER, THEM & ALL



ELLE WINTER BOOT

Cozy for: Around town

A lot of winter boots are so clunky you have to take them off to drive anywhere. Not true with Elle Winter. It has the flex and lightweight feel of your favorite sneaker. Made for winter.

Women's Elle Winter Boot
Chestnut/Red Clay | \$175



BETTY SHORT BOOT

Cozy for: Trail to town

With a fuzzy Sherpa fleece fold-over collar, cozy insulation, and a grippy outsole, this fan-fave is as ready for a frosty hike as it is après-ing by the firepit.

Women's Betty Boot
Burgundy/Brindle | \$200



GRETA WATERPROOF BOOT

Cozy for: Powder days everywhere

Like a puffy jacket for your feet, with a little extra height for extra warmth and protection. Featuring waterproof leather, cold-weather traction, and 200 grams of insulation.

Women's Greta Boot WP
Dark Brown/Red Plaid | \$190



-4°F RATED
WARMTH



ENVIRONMENTALLY
PREFERRED LEATHER



WATERPROOF



-25°F RATED WARMTH



ENVIRONMENTALLY PREFERRED LEATHER



WATERPROOF

MORE FRILUFTSLIV FOR HIM, THEM & ALL



ANCHORAGE

Warmer for: Après/Around town
Shoveling the driveway one day, heading to the slopes the next, and then meeting friends for drinks. And it's a slip-on?! No wonder it's a longtime fan fave.

Men's Anchorage
Dark Earth/Mulch | \$175



TARGHEE WINTER

Warmer for: Everywhere
Sometimes a full-on winter hiking boot can feel like overkill. So we took the iconic fit and sneaker feel of our Targhee waterproof hiker and added 200 grams of KEEN.WARM insulation.

Men's Targhee II Winter Boot
Dark Earth/Red Plaid | \$185



CIRCADIA POLAR BOOT

Warmer for: Winter hiking
'Tis the season for empty, snowy trails, and here's the winter hiker for it. Insulated, waterproof, grippy, and plenty of room for your toes. All boxes checked for an active winter outside.

Men's Circadia Mid Polar
Steel Grey/Legion Blue | \$155



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PERMIT NO. 1021



KEEN ON LESS HOLIDAY STRESS

1. FREE SHIPPING
(over \$100)

2. 30-DAY TRIAL
Go try them out. Outside!

3. RETURNS OK THRU 1/31/23
Gift early, no worries

**GIFT KEEN.
GET 25% OFF.**

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