

**LET'S LIVE OUTSIDE.
TOGETHER.**

KEEN

Nº 001
SUMMER 2021

KEENFOOTWEAR.COM
#OutsideBetter

20% OFF YOUR ORDER. FREE SHIPPING OVER \$100.



OUTSIDE_BETTER

The trail doesn't know the color of your skin.*
It doesn't know how much money you make.
If you have one leg, or two, or four.
It doesn't know how much you know about the trail.
That's why we love the trail.

We believe that outside is for all.
We like to sleep, walk, sing, and dance outside.
We see ordinary people doing extraordinary things.
And that inspires us to do more.

* Inspired by Rue Mapp, founder of our longtime partner Outdoor Afro.



ON THE COVER: A KEEN fan since 2005, Lydia became an amputee in 2016 after a motorcycle accident. She gets outside "every single day" in the woods of northern Georgia.
See her story at keenfootwear.com/blog

When the pandemic hit, we did what we do: we converted a production line at our footwear factory to make masks for our people. Turned out others needed them too. We made over 7 million, plus 100,000 extras to give to frontline workers.

Free shipping over \$100 & free returns

KEENFOOTWEAR.COM



OUTSIDE_FAMILY

SLOWING DOWN TIME, HUNTING FOR HEART-SHAPED ROCKS, AND A BUCKET FULL OF LOW-TIDE DISCOVERIES

TIE DYE HAPPINESS FOR KIDS AND KIDS AT HEART
 Shave ice cart owners in Kauai, Priscilla and her family get outside at least once a day, even if it means wearing their pajamas.

A. Kids' Verano, Black/Original Tie Dye, \$55.00 / B. Kids' Seacamp II CNX, Vivid Blue/Original Tie Dye, \$55.00 / C. Men's UNEEK, Original Tie Dye, \$120.00 / D. Men's Newport Retro, Original Tie Dye, \$110.00 / E. Kids' Newport H2, Rainbow/Tie Dye, \$55.00 / F. Women's Kona Flip II Retro, Original Tie Dye, \$55.00

OUTSIDE_FRIENDS

MORNING COFFEE HUDDLE,
LATE-NIGHT CAMPFIRE LAUGHTER,
AND FEELING CONNECTED
IN NATURE



Greg and friends enjoyed as many sunrises and sunsets as possible on a 7-week road trip in a van named Ernie.



Men's Tempo Flex, Dark Olive/Black

5:47 am / FAST SUNRISE HIKE

Make it to the overlook before the sun?

\$150.00



Men's SOLR, Black/Gold

11:30 am / LUNCH AT THE CREEK

Someone said they heard about a secret swimming hole.

\$110.00



Men's Howser Suede Slip-On, Timberwolf/Chestnut

6:50 pm / MAGIC HOUR JAM SESSION

Après vibes around camp.

\$110.00



Men's Targhee III Mid, Black/Olive

7:12 am / A FULL DAY ON THE TRAIL

Out-of-the-box comfort from the first to last step.

\$150.00

How did this sandal become so iconic?

It started with a simple question:
"CAN A SANDAL PROTECT YOUR TOES?"

In 2003, we answered by creating the Newport, and a totally new category of footwear. The original hybrid sandal: the support and protection of a rugged shoe, the freedom and comfort of a sandal.

Hybrid turned out to be a just-right mix for all kinds of life outside – on trails, rivers, campgrounds, playgrounds, marinas, farms, safaris, and around town. Fans have worn them just about everywhere, all over the world. We've made over 30 million pairs and they've fueled as many adventures, inspiring people of all ages, genders, races, and capabilities to get outside.

Not a lot has changed with our OG adventure sandal. Just like not a lot has changed with feet. They still love that KEEN fit with all that wiggle room for toes, quick-dry webbing, sure-footed traction, 10-point bungee fit, and that iconic toe bumper.

LIVE HYBRID.



Cliff jumping into the Rogue River. Tadpole hunting in Todd Lake. "Body float fishing" down Coast Range rivers with a fly rod. Backpacking along the Root Glacier in Denali. Hiking the hot, dusty trails of Chaco Canyon, New Mexico.

On trails and in rivers in Maine, Alaska, Oregon, Texas, southern Florida coast, Daniel Boone Wilderness, Bryce, Grand Gulch, Rocky Mountain NP, Crater Lake, Acadia, Moosehead Lake, Great Salt Lake, Pacific, Atlantic, California, New Mexico, Lake Michigan, Lake Erie, and hundreds of wet and dry places in between.

Urban log rolling competition. Bungee jumping in the Philippines. Hiking Cinque Terre. Paddling Fontina Lake on the edge of the Smoky Mountains. Cleaning up microplastics in the Florida Keys. Annual fly fishing trip to Montana. Honeymoon in Kauai. Family ziplining.

Newport Folk Festival. Tidepooling on the Big Island. Crawdad fishing at Camp KEEN summer camp. Beach cleanup in Japan. Skateboarding in Thailand. Getting married in the Great Smoky Mountains. Wrangling rattlesnakes (!!!). To Indonesia and back. Many pack canoe trips. Exploring hot springs in British Columbia. Going to Disneyland. Canyoneering in Utah's slot canyons.

OUTSIDE_ORIGINAL

A. Men's
 Newport H2, Bison
 \$120.00



MACHINE WASHABLE



GRIPPY SIPED SOLE



ORIGINAL COMFORT FIT



DURABLE TOE PROTECTION

Buy now. Pay later. Get outside.



WHY IS KEEN.BELLOWS FLEX BETTER THAN NO FLEX?

We created our built-in flex to make hiking take less energy, so you can stay out there longer. We've been making boots for a long time, and we noticed that boots typically crack and fail at the same place...right where your foot bends. So we added a bellows design to flex easier and last longer.

HIKE HAPPY.



Men's Ridge Flex Mid
Steel Grey/Evening Primrose
\$170.00



Men's Ridge Flex
Timberwolf/Ketchup
\$160.00



Women's Ridge Flex Mid
Castor Grey/Dubarry
\$170.00



Women's Ridge Flex
Steel Grey/Hydrangea
\$160.00

OUTSIDE_FARTHER

TRAIL MAGIC, 52,393-STEP DAYS, AND THE LOVE OF HUMAN-POWERED ADVENTURE



RIDGE FLEX with KEEN.BELLOWS FLEX

FLEXES 3X EASIER





DETOX THE PLANET

Our goal is to leave the planet better than we found it.



OUTSIDE_FOREVER

TOGETHER WE CREATE THE KEEN EFFECT

For every cause, there's an effect. We call it The KEEN Effect. Every shoe, sandal, and boot you buy at keenfootwear.com helps fund programs from access and inclusion outside and in the trades, to disaster relief and protecting wild places.



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 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.

DURABLE

Hand-me-down quality for living outside, day after day.

COMFORTABLE

The trusted fit your feet love.

VERSATILE

Less is more when one shoe does it all.



ENVIRONMENTALLY PREFERRED LEATHER



PFC-FREE WATER REPELLENCY



ECO ANTI-ODOR

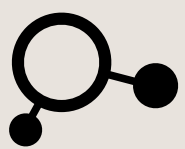
More steps we are taking to reduce our impact in select KEEN styles:



RECYCLED PLASTIC



CLOSED LOOP WATER TREATMENT



KEEN.FUSION

Why do people love their KEENs?

It's simple. KEEN shoes make their feet happy. We obsess about how our sandals, sneakers, and boots fit. After years of shoemaking, we've discovered how to make the most comfortable fitting shoes. We even have our own kinesiologist who tests and tweaks them to get the fit just right.

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.



OUT-OF-THE-BOX COMFORT FOR...



EVERY HIKE

Men's Targhee III
Bungee Cord/Black
\$140.00



SCREEN BREAKS

Kids' Targhee Sport Vent
Mykonos Blue/KEEN Yellow
\$60.00



WARM, SUNNY DAYS ON THE TRAIL

Women's Targhee III Mid
Magnet/Atlantic Blue
\$150.00

FAMOUS KEEN COMFORT FIT

SECURE HEEL



ROOM FOR YOUR TOES



City life is about connecting. To sights, smells, sounds, each other, and nature, which Betty embraces in a Portland garden shop.



A. Elle Backstrap, Brick Dust/Vapor, \$80.00 / B. Rose Sandal, Brick Dust/Multi, \$90.00
C. Terradora II Strappy, Redwood/Pheasant, \$95.00



D. Astoria West Open Toe, White, \$110.00 / E. Astoria West Sandal, Grey/Coral, \$115.00

Men's Tempo Flex Mid, Black Iris/Orange, \$160.00



- A. Men's Tempo Flex, Dark Olive/Black, \$150.00
- B. Women's Tempo Flex, Dubarry/Black, \$150.00
- C. Women's Tempo Flex Mid, Steel Grey/African Violet, \$160.00



KEEN.BELLOWS FLEX

A.



B.



C.



OUTSIDE_FASTER

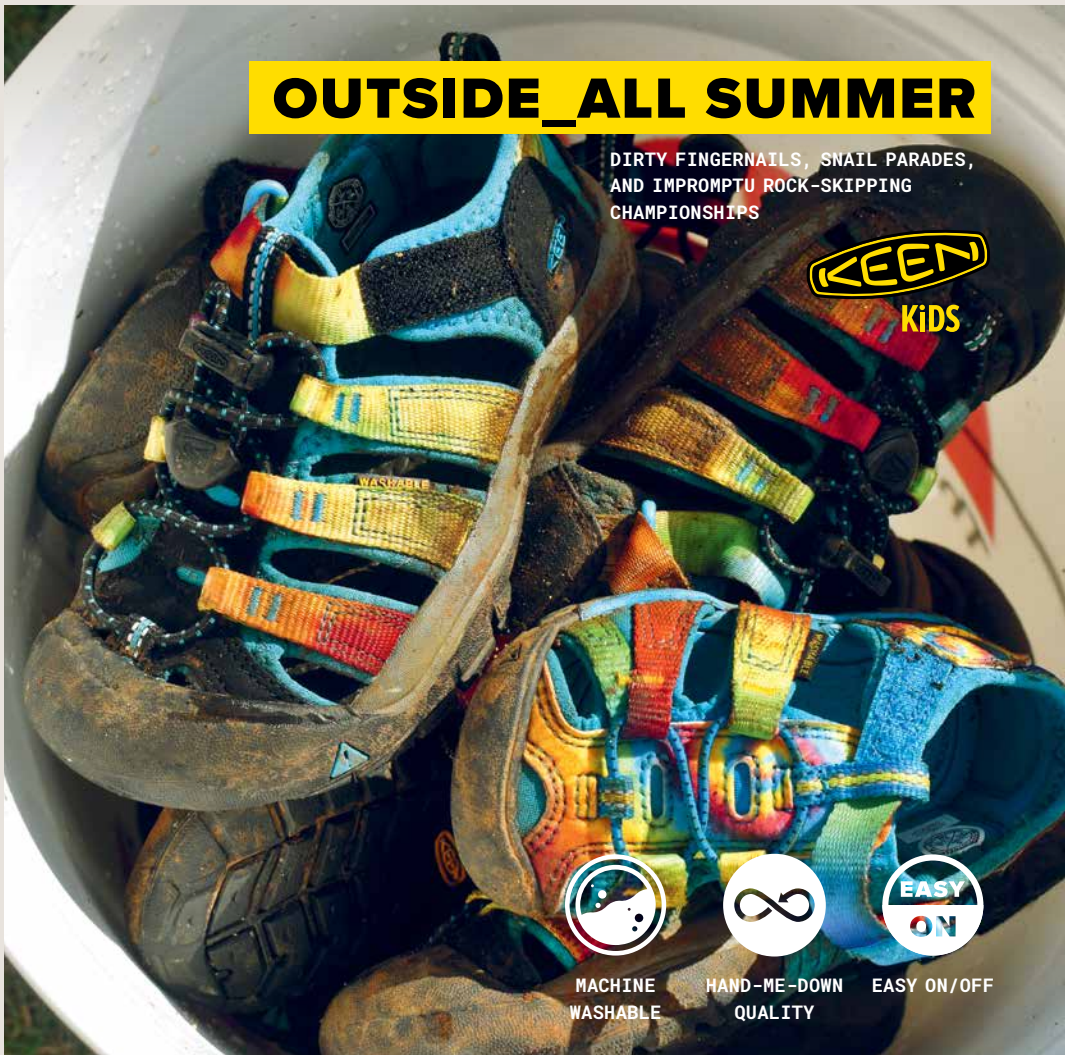
SCRAMBLE UP, MOMENTUM DOWN, ENERGY CHEWS AND FEELING ALIVE



Moab friends Sharon, Harry, and Manny meet up at favorite trailheads to push each other and the pace. With fitness watches on their wrists and a water bottle filled with ice waiting at the car.



A mom of four small kids in Kauai, Priscilla has her pile-back-in-the-car routine down.



A.

B.

C.

D.

E.

- A. Kids' Seacamp II CNX, Real Teal/Stone Blue, \$55.00
- B. Kids' Verano, Black Iris/Blue Tint, \$55.00
- C. Kids' Stingray, Black Iris/Mykonos Blue, \$45.00
- D. Kids' Seacamp II CNX, Vivid Blue/Original Tie Dye \$55.00
- E. Kids' Newport H2, Magnet/Brilliant Blue, \$55.00



WELCOME TO KEEN

- 1. FREE SHIPPING**
(over \$100) & returns
- 2. BUY NOW. PAY LATER.**
- 3. SHOP NEAR YOU**
www.keenfootwear.com/stores
- 4. GUARANTEED WORKMANSHIP**
1-year warranty
- 5. CONSCIOUSLY CREATED**
for less impact on the planet

VISIT US @

KEEN Garage Palo Alto
KEEN Garage Portland
KEEN Garage Tokyo

We're here to help
Mon-Sun, 6am-5pm (PT)

KEENFOOTWEAR.COM



“Somebody has to do something...”

-Jerry Garcia, rainforest benefit concert press conference, 9/13/88

1% FOR THE TONGASS

OUTSIDE_ORIGINAL

1% of proceeds from all KEEN x Garcia collection purchases in 2021 will be donated to The Wilderness Society's campaign to protect the Tongass rainforest, with a minimum total donation of \$25,000.



A.



B.



C.



D.

A. Men's UNEEK x Garcia, New York at Night, \$125.00 / B. Men's Newport H2 x Garcia, Banyan Tree, \$125.00

C. Women's Yogui x Garcia, New York at Night, \$100.00 / D. Women's Elsa Lite x Garcia, Banyan Tree, \$130.00

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**YOU GET 20% OFF AT KEENFOOTWEAR.COM
WE COMMIT 1% OF KEENFOOTWEAR.COM SALES
TO THE KEEN EFFECT**

20% OFF VALID THROUGH 5/31/2021*

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