

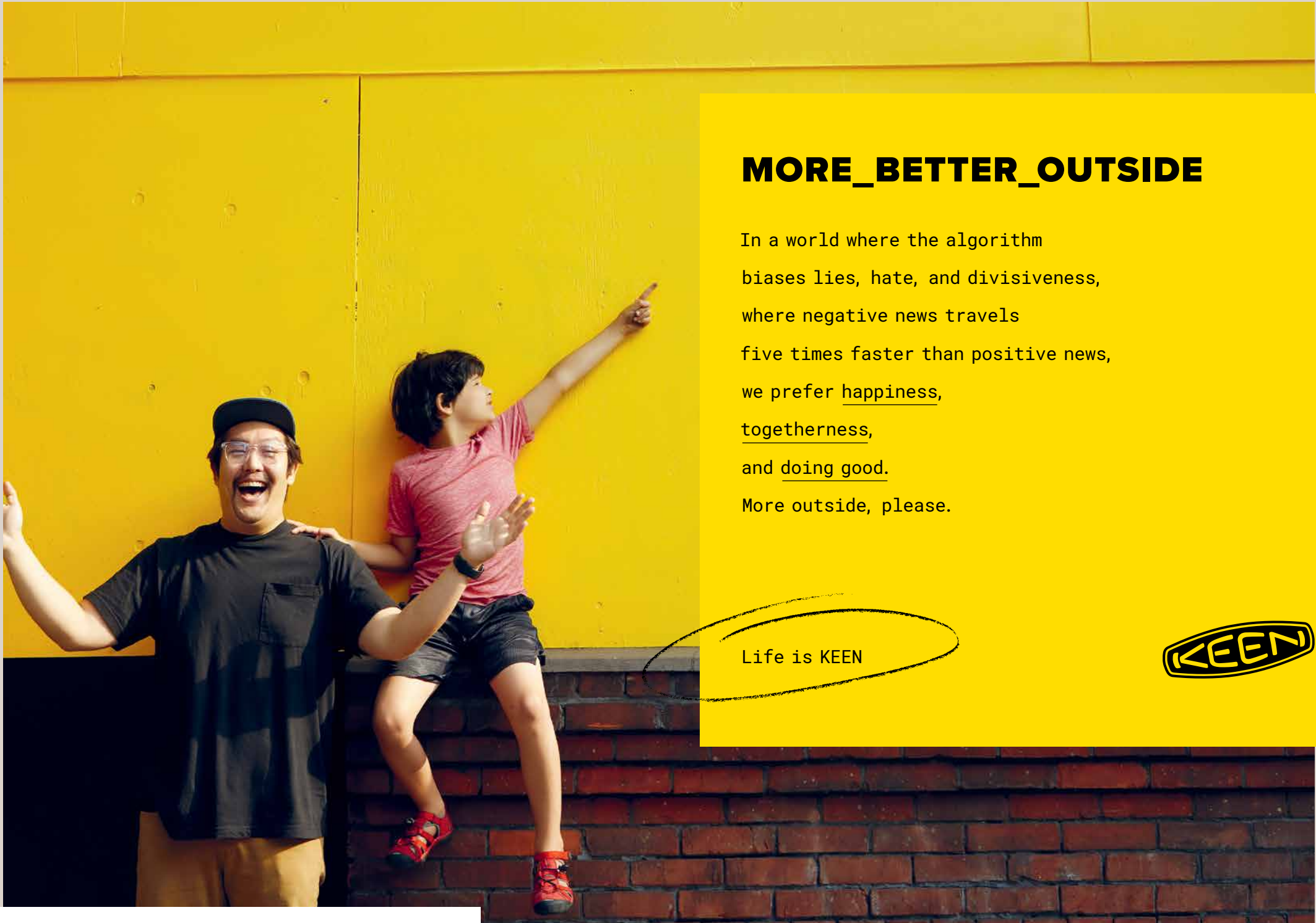
**LIFE IS  
KEEN**

**KEEN**

**Nº 002  
SUMMER 2022**

**KEENFOOTWEAR.COM**  
Your Summer Playbook





## MORE\_BETTER\_OUTSIDE

In a world where the algorithm  
biases lies, hate, and divisiveness,  
where negative news travels  
five times faster than positive news,  
we prefer happiness,  
togetherness,  
and doing good.  
More outside, please.

Life is KEEN



ON THE COVER: The Nakamoto family on their way to live their motto: "Enjoy life every day."  
Want to be on our next cover? Show how you live outside and tag @KEEN!

Free shipping over \$100

KEENFOOTWEAR.COM

# MORE\_TIME\_OUTSIDE



OUR CAMPMOBILE LIFE.  
THE DOG DAYS, STARRY NIGHTS, SMILES.  
SUMMER MEANT TO BE.



Women's Wasatch Crest Vent,  
Porcelain/Blue Glass

**FOR WAKING UP WITH A FAST HIKE**

\$135



Men's Targhee III Mid,  
Black Olive/Golden Brown

**FOR OVERSHARING ON A LONG HIKE**

\$175



Women's Drift Creek H2,  
Vapor/Porcelain

**FOR FINDING SECRET SWIMMING HOLES**

\$110



Men's Howser Canvas Slip-On,  
Steel Grey/Magnet

**FOR VIBE-ING AROUND CAMP**

\$115

HEY, THIS IS MY TIME.  
WITH MY POST-HIKE BURRITO.  
MY NORMAL IS NOW.

Men's NXIS EVO Mid, Black/Evening Primrose, \$190



**INTRODUCING NXIS.**  
**OUR BESTSELLING HIKING BOOT,**  
**LIGHTER AND FASTER.**



ORIGINAL  
COMFORT FIT



ALL-TERRAIN  
TRACTION



LOCKED-IN  
HEEL

HORSESHOE TREAD  
FOR EXTRA GRIP  
GOING UP AND DOWN



**MORE\_FAST\_OUTSIDE**



A. Women's NXIS EVO Mid, Vapor/Porcelain, \$190 / B. Women's NXIS EVO, Steel Grey/English Lavender, \$180 / C. Men's NXIS EVO, Black/KEEN Yellow, \$180



DIRTY FINGERNAILS.  
AND FOREST FORTS AND CAMP NAMES.  
HEY P-NUT BUTTA!



**MORE\_KIDS\_OUTSIDE**



MACHINE WASHABLE



HAND-ME-DOWN QUALITY



EASY ON/OFF

A.



B.



C.



D.



E.



- A. Kids' Newport H2, Rainbow Tie Dye, \$65
- B. Kids' Chandler CNX, Drizzle/Waterfall, \$70
- C. Kids' Seacamp II CNX, Blue Depths/Chartreuse, \$65
- D. Kids' Seacamp II CNX, Multi/KEEN Yellow, \$65
- E. Kids' Chandler CNX, Brilliant Blue/Blue Depths, \$70

# Harvest Certified, made from industrial waste.

## OUR UNAPOLOGETICALLY COMFORTABLE HYBRID OUTDOOR SLIPPER

Howser is the icon of feel-good. Now with more feel-good. Because we crafted the leather upper with automobile upholstery scraps. Cozy fleece lining inside, beautifully upcycled outside.



Women's Howser Harvest,  
Beige, \$125



Women's Howser Harvest,  
Black, \$125



Men's Howser Harvest,  
Beige, \$125



Men's Howser Harvest,  
Black Perf, \$125

**LESS\_WASTE\_OUTSIDE**



# THE KEEN CORPS LOYALTY PROGRAM



## DO GOOD STUFF.

EARN POINTS WHEN YOU



1. VOLUNTEER

2. DONATE

3. SHOP

## GET GOOD STUFF.



Member Kit



\$10 off your first purchase



Early access to sales



Free waist pack



Free hat



Volunteer events

## JOIN THE KEEN CORPS

**\$10 OFF YOUR FIRST PURCHASE**



Together we can create a KEEN Effect.





A.



B.



C.



D.



E.



F.



**MORE\_LOVE\_OUTSIDE**

THERE WILL BE MELTDOWNS.  
THEY JUST FEEL BETTER OUT HERE.  
AND THE TREES DON'T MIND.

A. Women's Ridge Flex Mid, Timberwolf/Brick Dust, \$190 / B. Men's Ridge Flex Mid, Bison/Golden Brown, \$190 / C. Women's Ridge Flex Mid, Steel Grey/Porcelain, \$190 / D. Men's Ridge Flex, Black/Magnet, \$180 / E. Kids' Ridge Flex Mid, Magnet/Greenlake, \$85 / F. Kids' Ridge Flex Mid, Bison/Red Carpet, \$85

### WHY KEEN.BELLOWS 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.

EVERYONE CAN HIKE HAPPY.



**RIDGE FLEX with  
KEEN.BELLOWS FLEX**

**flexes  
3x easier**



Men's Ridge Flex Mid,  
Bison/Golden Brown  
\$190



# 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.



Scan to chat with a KEEN Fitter from 6am to 5pm (PT) and find your fit. Or call 855-553-0674.



## FAMOUS KEEN COMFORT FIT



Men's Targhee III Mid, Chestnut/Mulch, \$175



Women's Targhee III Mid, Magnet/Atlantic Blue, \$175



Women's Targhee Vent, Steel Grey/Ocean Wave, \$155



Men's Targhee III, Bungee Cord/Black, \$165



MY TOES ARE HAPPY.  
THEY WIGGLE AND THEY GIGGLE.  
LET'S HIKE ALL SUMMER.



HERE'S MY 000:  
I AM UNPLUGGING TODAY.  
REPEAT ALL SUMMER.



**MORE Everyday OUTSIDE**



A.



B.



C.



D.



E.

A. Whisper, Floral/Vapor, \$120 / B. Astoria West Leather, Porcelain/Blue Glass, \$140  
C. Elle Strappy, Andorra/Tie Dye, \$110

D. Elle Backstrap, Fossil Orange/Silver Birch, \$105 / E. Elsa Sneaker, Multi/Plaza Taupe, \$130

# MORE\_FREE\_OUTSIDE



DO A CANNONBALL.  
WATER IS A TIME MACHINE.  
WE ARE ALL KIDS HERE.

## THE ICON OF SUMMER SINCE 2003

Newport is the OG hybrid sandal for hybrid summers. Lake to trail. Beach to bike. Kayak to zipline. Loved by 30 million adventurers and counting.



MACHINE WASHABLE



GRIPPY SIPE SOLE



ORIGINAL COMFORT FIT



DURABLE TOE PROTECTION

A.



B.



C.



D.



E.



From big to extra small feet

A. Toddlers' Newport H2, Multi/Tillandsia Purple, \$60 / B. Little Kids' Newport H2, Tillandsia Purple/English Lavender, \$65 / C. Big Kids' Newport H2, Steel Grey/Black, \$65 / D. Women's Newport H2, Black/Raspberry Wine, \$130 / E. Men's Newport H2, Navy/Medium Grey, \$130

## WELCOME TO KEEN

- 1. FREE SHIPPING**  
(over \$100)
- 2. BUY NOW.  
PAY LATER.**
- 3. SHOP NEAR YOU**  
[www.keenfootwear.com/stores](http://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](http://KEENFOOTWEAR.COM)



## MORE EVERYONE OUTSIDE

1% of the proceeds from the KEEN x Outdoor Afro collection will go to Making Waves swimmerships (aka swim lesson scholarships) so Black kids can swim.



A.



B.



C.



D.

A. Men's Outdoor Afro Newport Retro, Midnight Navy/Desert Sun, \$130 / B. Women's Outdoor Afro Astoria West, Rhubarb/Desert Sun, \$130

C. Kids' Stingray, Orange Peel/Yellow, \$60 / D. Kids' Newport H2, Orange Peel/Yellow, \$65



Scan to see the collection and learn more.

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Scan to shop  
everything  
in this catalog  
*(pool floatie, not included)*