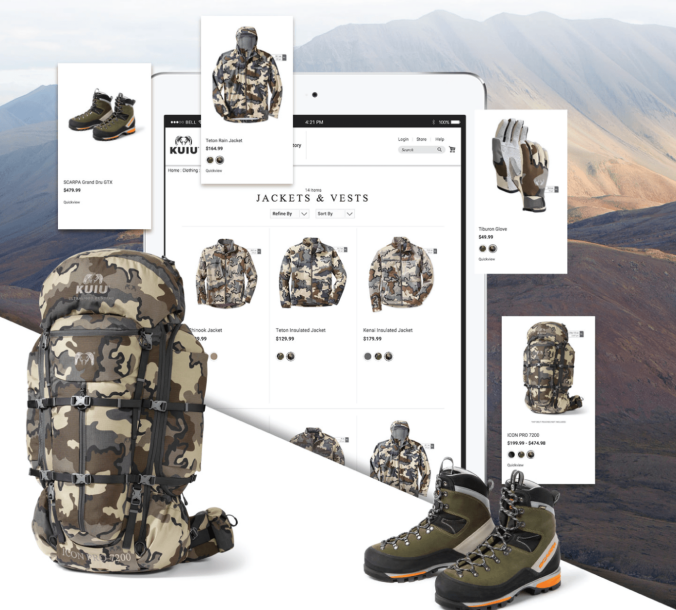


KUIU



INVITE THE CUSTOMER IN.

Jason Hairston wanted to create a brand that stood for uncompromised quality, uncompromised performance, and where the whole process, the design and technology and sourcing, are shared with the consumer.



STORYTELLING

The roots and tradition of hunting are an important part of the brand. KUUIU contributes to the tradition through storytelling as a source of inspiration by living and breathing Mountain Hunting.

