WE ARE KÜHL

The Outlaw Roadmap




"Born from the rebellious philosophy to question everything,
we design for those who pursue excellence on the road less traveled"


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WELCOME TO KÜHL

For the past forty years, we've chosen the road less traveled, designing for those who pursue excellence.

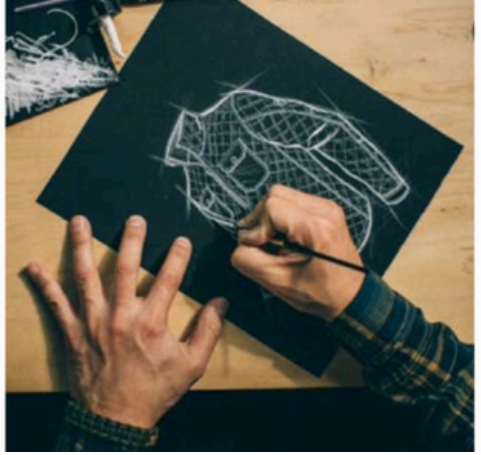
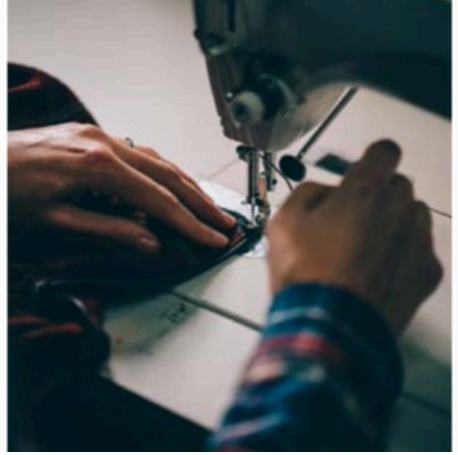
Though we've grown, we remain proudly independent and privately owned in Utah. With our backbone of independence, we do things our way.

We reject venture capital and private equity, resisting any temptation of selling out. Instead, we always choose the path of freedom and independence.

At KÜHL, we know that with our freedom comes responsibility, and that our actions speak louder than words.








1984
Alfwear &
Alf Hat is Born

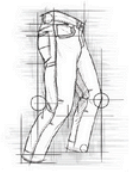


1990
Original Thumb
Loop &
Jacquard Jacket

1992
First HQ
Murray, UT

1993
KÜHL is Born

1996
Articulated Knees

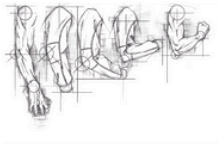


1999
HQ Expansion
Murray, UT

2001
Born Free
Gusseted Pant



2002
REI
Partnership



2004
Drop In
Cell Phone
Pocket



2008
Five Panel
Sleeve

2010
New KÜHL HQ
60,000 Sq Ft
Salt Lake City, UT

2015
KÜHL
Park City

2017
KÜHL HQ2
40,000 Sq Ft
Salt Lake City, UT

2017
Legendary
Radikl Pant



2018
KÜHL
San Francisco

2019
KÜHL
Seattle

2019
KÜHL DC
Expansion
195,000 Sq Ft
Salt Lake City, UT

2023
KÜHL
Jackson Hole

2024
KÜHL
Boulder









40 Years of Independence



KÜHL

2024 HIGHLIGHTS

92
Adventure & Community Partners

$3.2m
Product donations value across the globe

Meals at Work

Our in house chefs prepare healthy meals and snacks every work day for our team

374,855 miles saved
avg. 11.2 miles per employee/day

184 tons recycle
Glass & Compostable
*based on EPAs WARM Tool

1517
In house reuse & repair items

#1



From mountains to city, KÜHL pants were rated the most versatile hiking pant
*Mens Journal #DoMoreWithLess

14,200
feet elevation

Highest medical clinic in the world in Pheriche, Nepal rebuilt with KÜHL financial funding.*

*Many images in this report are from KÜHL team members visiting new clinic in Nepal in October 2023

KÜHL®

WHAT WE LIVE BY

FIERCELY INDEPENDENT
How we operate

- Operate a rebellious philosophy to question everything, challenge the status quo, and never settle
- Stay independent by refusing venture capital and private equity
- Prioritize long term successes over short term wins
- Support other independents

PASSION FOR THE CRAFT
How we design

- Innovate products that are different by design and different by construction
- Craft legacies by designing products that are built to last and have a purpose
- Partner with artisans, designers, pattern makers, operators, suppliers, and factories, each a master of their craft
- Relentlessly pursue excellence with every stitch and every detail

MOUNTAIN GROWN
How we honor our heritage

- We are “Born in the Mountains”, inspired by “Mountain Culture”
- Bring the lessons of the mountains to every day life: humility, exploration, grace, and purpose
- Enjoy the freedom to work hard and play harder
- Remain loyal to those who have helped us along the way

REMAIN HUMBLE
How we give

- Stay grounded by practicing gratitude
- Seek ways to do small acts of kindness
- Give generously without expectations
- Enjoy staying anonymous

KÜHL®

Our goal is simple.

Employ and partner with great people, source responsibly, and provide a higher quality of living for all involved to make the best damn product.






KÜHL

KÜHL STANDARDS

PRODUCT	
Materials	KÜHL engineers and sources proprietary fabrics in collaboration with globally recognized textile mills. All materials undergo third-party certification prior to production. Fabric selection is driven by verified performance metrics, including tensile and tear strength, abrasion resistance (Martindale), ultraviolet protection factor (UPF), and stain repellency. Each textile is tested to meet strict durability and functionality benchmarks before integration into our designs.
Animal Welfare	KÜHL's goal is to ensure that animal derived material in our products such as down and wool, come from animals that were treated with respect regard their Five Domains. Our down and wool products are RDS and RWS certified.
Chemistry	KÜHL utilizes high-quality and high-performance products made from benign and well-understood chemical inputs. Our suppliers comply with the most recently updated version of the Apparel & Footwear International RSL Management Group Restricted Substances List "AFIRM RSL".
PEOPLE	
Fair & Safe Supply Chain	KÜHL values our vendors and manufacturers as long term partners. We work closely with them to ensure we have a supply chain the benefits everyone. The KÜHL Code of Conduct for Manufacturers promotes safe, healthy, non-discriminatory working environments for everyone who produces our products as outlined by the International Labour Organization. We utilize third-party certifications to monitor standards.
Team Mindset & Partners	At KÜHL, we cultivate a workplace centered on well-being, fulfillment, and independence. We offer competitive pay, fully paid family health insurance, quarterly discretionary bonuses, and 401(k) benefits. Our Salt Lake City HQs are dog-friendly and designed for comfort—with daily catered lunches, unlimited snacks, and an on-site gym to keep the team fueled and moving. We proudly support our retail partners—especially independents—by focusing on strong relationships, limiting distribution, and prioritizing long-term success over short-term growth. Our commitment to quality over quantity helps preserve the integrity of our brand and the health of the specialty retail community.



PEOPLE

Community & Giving	KÜHL is inspired by other independents and organizations in our community that advance youth development, environmental stewardship, outdoor experiences, humanitarian efforts, and the spirit of independence. We actively seek out these organizations and support them through donations, financial backing, and public awareness.

PLANET

Demand & Production	At KÜHL, we don't overproduce. You won't find sitewide sales or overstock blowouts on our website—because we intentionally build what we need. By aligning production with demand, we reduce waste and limit excess product in the market. We prioritize the least-impact transportation methods available throughout our supply chain and measure the environmental impact of our products using lifecycle assessment tools.
Circular Economy	KÜHL supports circular practices with an in-house sew, sample, and repair room. Whenever possible, we repair damaged or warranty items to extend their life and keep them in use. We repurpose leftover materials and scrap fabrics for internal sampling or donate them to local schools for educational programs—reducing waste and giving materials a second life.
Climate & Environment	KÜHL has always cared about how our actions impact the world around us. Over a decade ago, we upgraded our headquarters and distribution center to energy-efficient buildings with state-of-the-art systems—and we continue to make improvements. We know daily choices add up. • Sustainable waste management. We reduce, reuse, and recycle waste from our business operations. • Water conservation. We implemented water-saving measures such as installing commercial grade reverse osmosis system, automated fixtures, and smart controls. • Raising awareness. We know awareness leads to action. That's why we promote education on the environmental, social, and impact issues. • Good food, less driving. Our full-time chefs prepare daily meals for the team—fueling our crew with fresh, delicious food while cutting down on lunchtime commuting and vehicle emissions. • Science-Aligned Targets: We measure our annual environmental impact and use science-based targets to guide our reduction strategies.

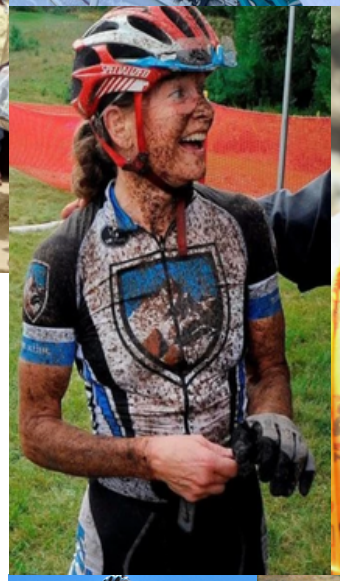






















KÜHL PEOPLE

Partners in Adventure & Community

Get outdoors. Have fun.

You can bring the adventure of mountain culture everywhere, no matter where you live. Whether you're in a city or on the trail, mountain culture is a lifestyle

In 2024, we partnered with 92 organizations that celebrate accessibility to the outdoors, passion for youth development, humanitarian efforts, including our own KÜHL Cycling Team.

KÜHL PARTNERS

HUMAN OUTREACH PROJECT*

"Human Outreach Project (HOP) is a 501(c)(3) non-profit conceived on the premise that trekkers could – and should – give back to the communities in which they travel. HOP works in areas surrounding World Wide Trekking expedition sites in remote areas of Tanzania, Nepal, Peru and at home in Utah. With a particular focus on youth, HOP partners with communities to identify local needs and co-create sustainable solutions to improve health and education."

WASATCH ADAPTIVE SPORTS

"The mission of Wasatch Adaptive Sports is to encourage individuals with adaptive needs and their families to realize their potential and engage in active living through recreational, educational and social programs."

SNOWBIRD SPORTS EDUCATION FOUNDATION

"We strive to foster a passion and lifelong love of winter sports and an active outdoor lifestyle while developing the life skills associated with success in all endeavors; sportsmanship, teamwork, discipline, determination and commitment."

**KÜHL committed to funding the rebuild of the Pheriche Medical Clinic, the hightest medical clinic in the world at 14,200 feet elevation. KÜHL's donations ensure that medical care is accessible to mountain-born locals and the dream chaser climbers. It serves over 2,500 people during each three month climbing season, 75% of whom are Nepali locals.*

KÜHL FUTURE

RESPONSIBILITY IS A JOINT EFFORT

Your actions as a consumer are essential building blocks for a better world. Just as you, the consumer, rely on KÜHL to do the right thing, we look to you to decide with your dollars and choices. Following these tips will lead to a groundswell of change. It starts with us.

1. Buy for Life.
Choose brands and products that are durable and have timeless style, instead of fast fashion made from cheap materials.

2. Repair and Reuse.
Repair items yourself whenever possible.

3. Wash Mindfully.
Do your part to wash less frequently, for a shorter period and use cold water with a natural liquid soap.

4. Refuse, Reduce, Reuse, Recycle.
Doing small things can add up to significant changes. Drive less, conserve energy, refuse wasteful items and recycle when you can.

5. Become an Outsider.
When you make it part of your lifestyle to be outside, you are bound to care more about what happens in your surroundings.













KÜHL®

Support your local specialty retailer. Store locator on our website.

KUHL.com