



krimson klover



BRAND
BOOK





Hi there! Welcome to Krimson Clover!

We're an outdoor brand powered by women passionate about living a life fueled by outdoor adventure, meaningful connection, and giving back.

Whether you're new or have been with us since we launched our very first line of active lifestyle sweaters back in 2009—we're over the moon that you're here.

When I started Krimson Clover 14 years ago, I set out to rewrite the narrative of how women are seen in the outdoors, in business, and in our world at large. I wanted to build a brand that focused on empowering women across our communities.

Born into a dynamic Texas ranching family, I learned at a young age to take risks and fight for what I believed in. I give my mom the credit. She passed down her feisty, artistic, and big-hearted traits—and inspired me to accomplish anything I set my mind to.

We're here to inspire you to do the same.

At Krimson Clover, we blend quality performance and convenient style with long-lasting materials and ethical sourcing to create a low impact product you'll love for years to come.

We partner with third-party certified manufacturers who avoid harmful methods to workers, the environment, and animals. We plan to incorporate more preferred materials like recycled polyester and responsibly-sourced natural fibers with each season.

We are always looking for the best solutions to improve how our products are made. For us, it's not just the *right* direction to go, it's the *only* direction to go.

Some call it Slow Fashion. We call it Krimson Clover.

We invite women from all walks of life to join us. It doesn't matter if you're connecting turns on the bunny hill or charging down the steps.

"Outdoorsy" = you + outside (and we have to admit, après is our favorite part). However you get out there, we're here to support you.

Together, we're building a movement to empower women of all backgrounds to live boldly. Thanks for being a key part of it.

With gratitude,

Rhonda Swenson
Founder & Creative Director





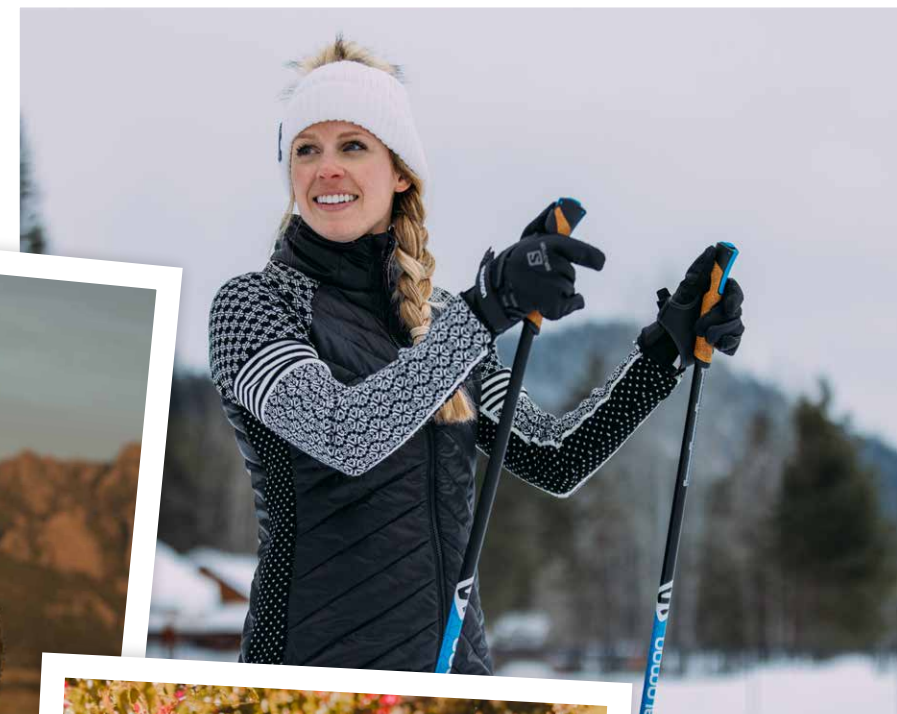
What's in a Name?

What are your earliest memories in nature?

For our founder, Rhonda, it was the rolling hills of her family ranch in Texas. She'd wander among fields of Red Clover with a cool, soft breeze and a clear, blue sky. Those small moments of magic inspired a lifelong passion for spending time outdoors.

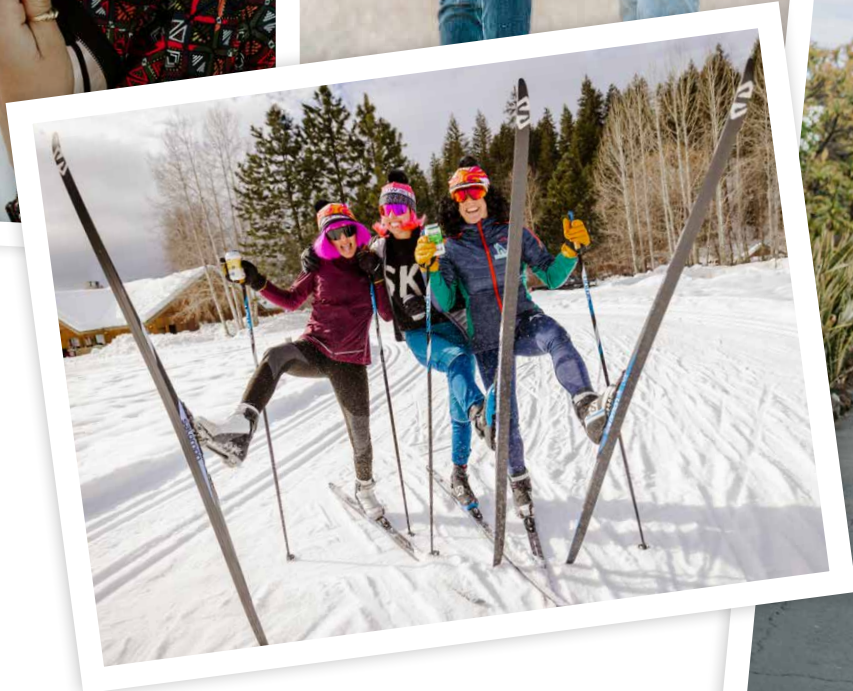
Krimson Klover is our playful interpretation of Rhonda's favorite flowering plant. Red Clover is expressive and mighty—a symbol of strength, resilience, wellbeing, and beauty.

We think that's a pretty good fit.



OUR MISSION

We bring performance, comfort, and style to your everyday adventures by creating playful, mountain-inspired apparel using low impact fabrics and responsible sourcing with a **commitment to elevating women.**



OUR ETHOS

Live Boldly

We incorporate energetic prints, textures, colors, and graphics in our products—and we bring that same intention to how we live our lives.

We look at each day as a new adventure—an opportunity to learn, grow, and connect. We celebrate our individuality, yet we come together to give back to our communities. When we see something in our world that needs attention, we roll up our sleeves and dive in.

And we never underestimate the power of quality R&R. Taking care of ourselves helps us take care of each other.

**Sound like your cup of kombucha?
Join us!**



OUR VALUES

Women-Powered

We create fashionable, long-lasting, ethically-sourced apparel to help you look and feel your best—so you can confidently focus on the trail, ski run, hammock hang, or tennis match without worrying if what you're wearing is going to get the job done. Our products allow you to be perfectly present. To soak in the moment a little longer.

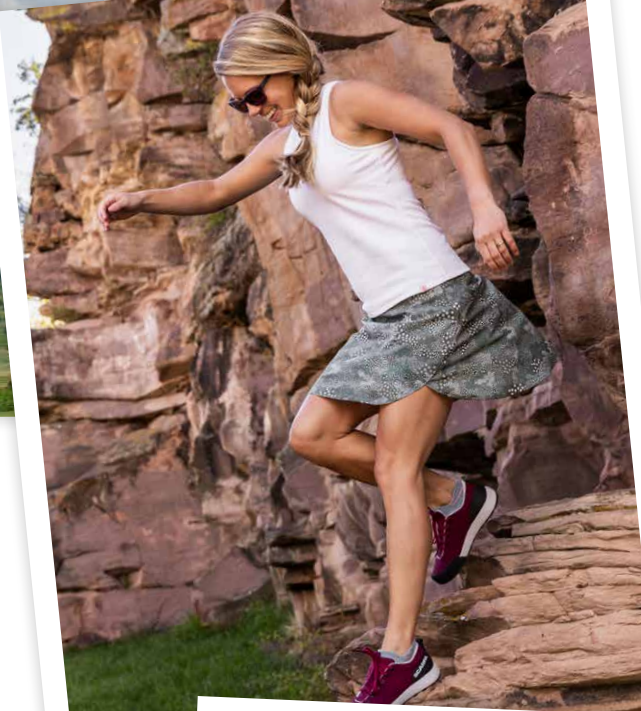
As an all-women team, we're uniquely qualified to address the specific needs of our fellow sisters. If we wouldn't wear it ourselves, we wouldn't sell it to you! It's that simple.

We're FOR women, BY women. That shines through in our leadership, our team, our artists, our knitters, our sewers, our farmers, and the nonprofits and initiatives we support.

We love who we work with (sometimes we have to pinch ourselves), we love supporting this community, and we love helping you stay out a little longer, explore a little deeper, and feel absolutely fabulous along the way.

We firmly believe when women thrive, we all thrive.





OUR VALUES

Living a Life Inspired by Our Mountains

Our home and heart is Boulder, CO. We launched Krimson Klover at the base of the iconic Flatirons—the doorstep of the Rocky Mountains. Our community is famous for its outdoor playground: peaks, rivers, lakes, forests. We live and breathe these spaces.

The mountains teach us resilience, adaptability, and patience. They inspire curiosity, exploration, and wonder. We plant their wisdom into our brand DNA.

Clothing is a canvas for creativity and self-expression. Just as no two mountains are alike, we create unique designs that stand out. We pride ourselves on designing products that last. In this rugged and ever-changing environment, dependability is a must.

We fiercely protect our natural world and our finite resources. And we understand that when we lift each other up, we all come out stronger.

Mountains remind us that we're all connected.





OUR VALUES

Slow Fashion

Tough Fact: About 14 million tons of clothing gets thrown out each year in the U.S. Yikes! And all that clothing takes more than 200 years to decompose. Major yikes!

We're in the business of outfitting you for life, but we're no fans of overconsumption. We focus on creating ethically-sourced, multi-sport apparel that looks fantastic and performs season after season. We love that our favorite pair of paddling shorts doubles as our favorite pair of poolside shorts. Versatile *and* cute? Yes, please!

We use durable materials that withstand the wear and tear of an active lifestyle. Buy less, wear longer. When you shop quality you shop sustainably. Win-win.

We choose premium, long-lasting yarn sourced from reputable suppliers and manufacturing partners. We work with third-party certification partners like [The Good Cashmere Standard](#) and [The Responsible Wool Standard](#) to ensure the welfare and working conditions of people and animals meet our high standards with minimal impact to our environment.

We believe all good things take time. We don't rush through our hikes, bike rides, or travels. Why would we rush through our products?



OUR VALUES

Low Impact

Being picky can be a wonderful quality—especially when it comes to WHAT is in your clothing.

We opt for super soft and luxurious fabrics like cashmere, Merino wool, alpaca, silk, and Lenzing EcoVero Viscose™. Not only do these materials feel, look, and perform beautifully—they're natural, renewable, last longer, and are better for our planet.

We use recycled fibers created from plastic bottles that have been turned into insulation, yarn, and fabric. We love the transformation from “waste” to “wearable.”

We don't overproduce. We build each Krimson Klover collection to order. In doing so, we avoid excess product at the end of each season.

This is a journey—and we know we've got some miles to go. As a brand that gets you outside, it's vital for us to seek business practices with minimal impact on our land, air, and water.

We're always looking for the best solutions to improve how our products are made. For us, it's not just the *right* direction to go, it's the *only* direction to go.





OUR VALUES

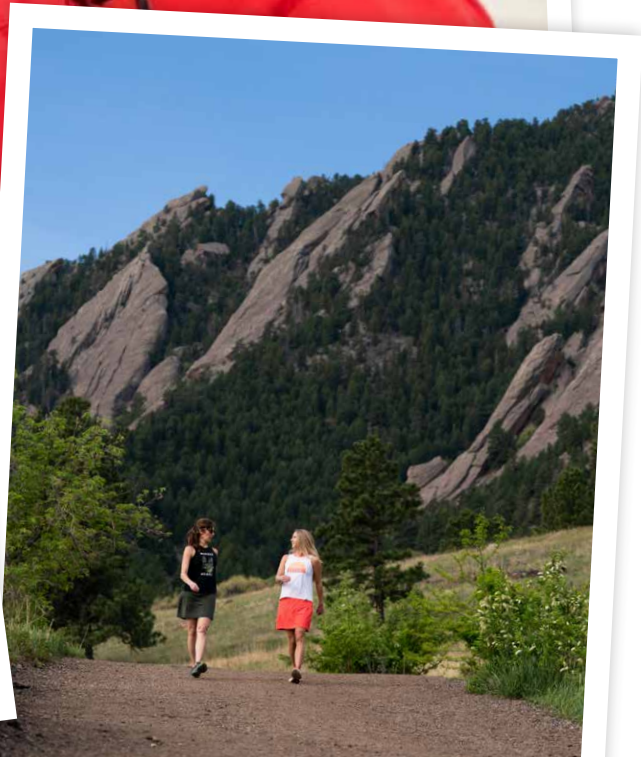


Small Actions, Big Purpose

Our brand has always been guided by a greater purpose to do good—because we believe business can be a tool to bring positive change to our planet and communities.

We dedicate a portion of our profits to organizations and projects that empower women and girls of all backgrounds. Initiatives include improving healthcare, providing access to the outdoors, caring for our public lands, and bridging the gap between talent and opportunity for underrepresented communities.

We use our platform, business, and dollars to advocate for a better, healthier, more equitable world—for women today, and for women tomorrow.





HOW WE SHOW UP

We celebrate and empower women to live boldly. Whether that's enjoying a quiet morning with a cup of coffee, skiing powdery backcountry lines, or laughing with friends around a campfire.

**We're not here to conquer,
we're here to connect.**





#WomenPowered



#EmpowHER



#LiveBoldly





#OutsideMoment



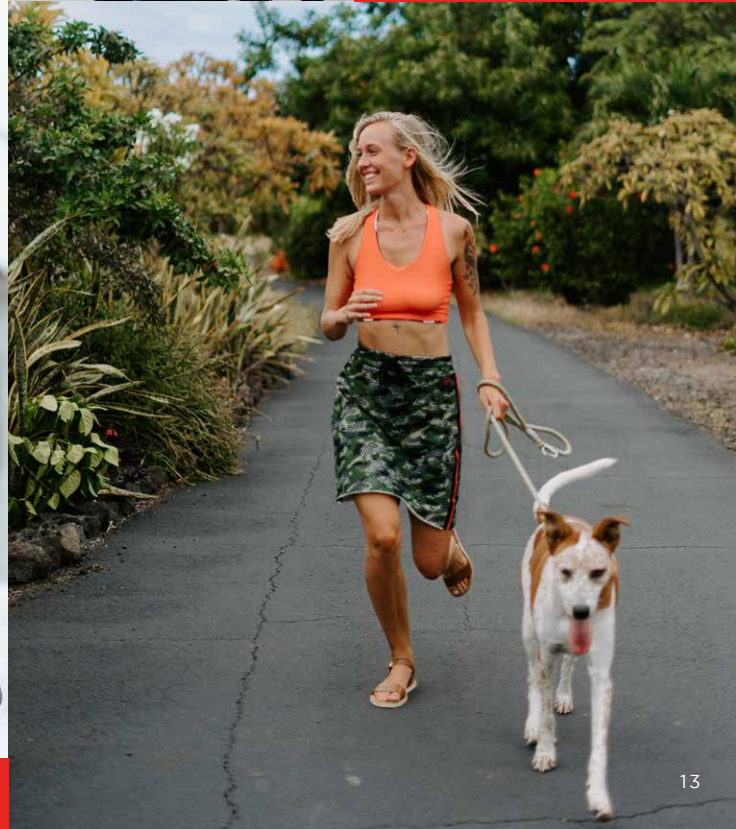
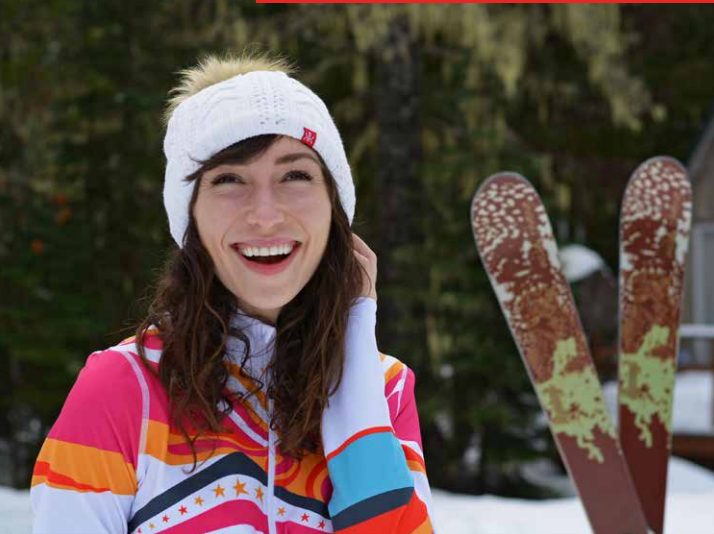
#TakeItOutside



#SlowFashion



#ForWomenByWomen





#ThisIsWhatWeDo



#FindUsOutside



Join Our Movement!

What sparks your curiosity? What brings you joy? What dreams are you following? Show us your adventures, travels, explorations, and life's moments—big and small. We love to see 'em! After all, it's each of you who inspire us to do what we do every day.



Why Our Product?

We don't just design high-performance base layers, durable hiking shorts, stay-put swimsuits, or fun and flirty dresses.

We design clothing that empowers you to pursue your passions.

We love to share our design inspiration behind each season! Take a peek into our process.

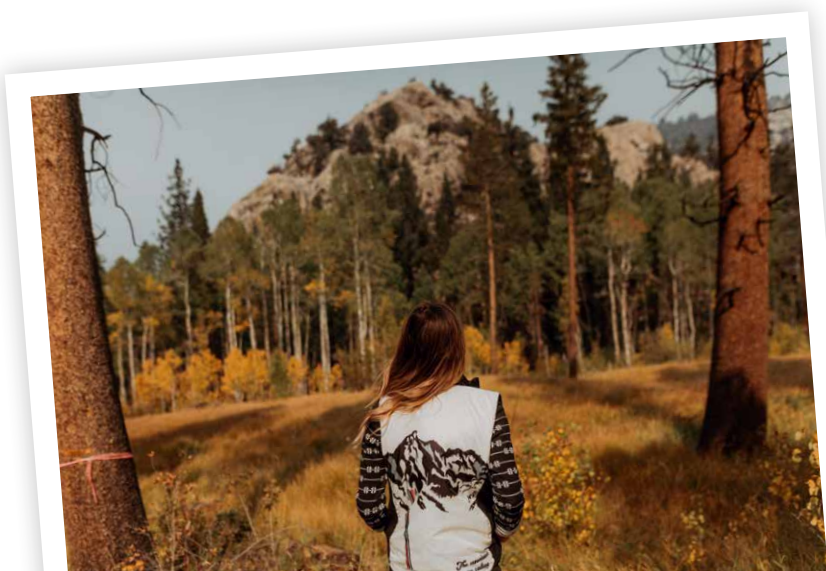


OUR INSPIRATION

Krimson Clover proudly lives at the intersection of fashion and function.

You shouldn't have to sacrifice performance for style. And vice versa. Our designs are inspired by the beauty of wild places and the moments of connection along the way.

When we're outside, we can't help but be completely awestruck by our natural world—mountains, lakes, forests, rivers, deserts... how'd we get so darn lucky to call this place home?!



Our apparel is the outcome of this inspiration, our brand values, our sharp sense of style, how we develop each piece, and where our materials are sourced. We believe when all these things converge, you get a truly superior product.

Every day we take it outside to play, explore, reconnect, and feel our best.

Adventure-enhancers, confidence-boosters, smile-makers.

Our apparel enables you to get outside, to run an extra mile, to hike up the mountain for sunrise, to serve up aces on the court, to comfortably kick back and recharge. To do more of what you love.

Express yourself with playful prints, bright colors, eye-catching designs, and sassy style. Krimson Clover provides fun, quality, versatile fashion wherever your day takes you.





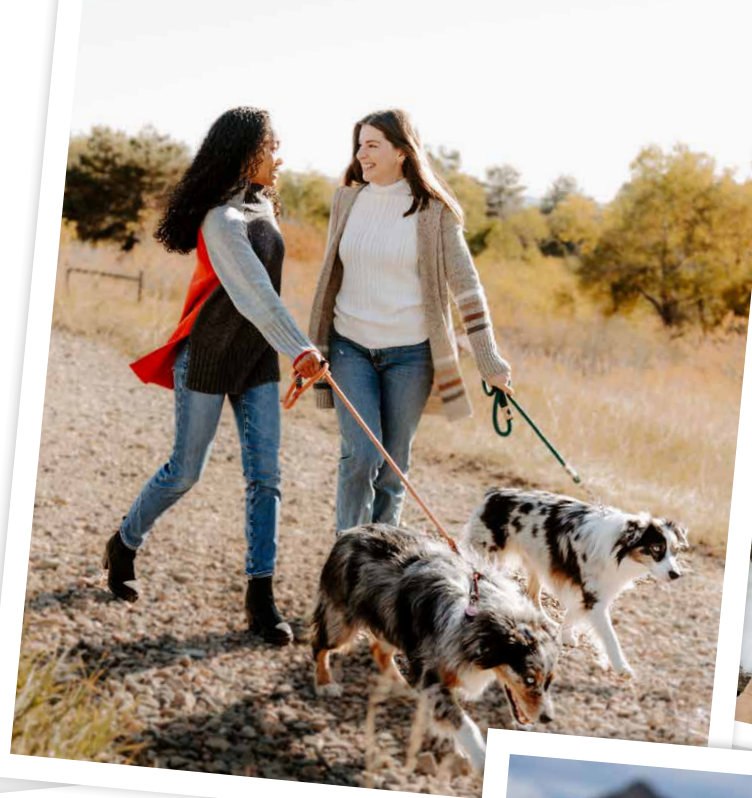
EMPOWERING WOMEN TO THRIVE

Real Women (like you!) Create Real Change

We take a different approach to the outdoors. We strongly believe these spaces are for everyone, and we do everything we can to celebrate, support, and lift each other up.

Artists, designers, athletes, entrepreneurs, outdoorists, mothers, daughters, sisters, friends, movers, shakers—we're drawn to the transformational power of the outdoors. When we're in nature—sunshine on our face, wind through our hair—we feel wild and free.

We all have our reasons for WHY we get outside. We're here to help you do it more.



NONPROFIT PARTNER SPOTLIGHT



X



THE CAIRN PROJECT

krimson klover

We're passionate about elevating the voices and experiences of women and girls in the outdoors. As a brand that empowers women to Live Boldly, we're thrilled to partner with The Cairn Project to nurture the next generation of self-confident young women through outdoor adventure.

Our support helps The Cairn Project deliver on its core mandate: to connect more young women to outdoor spaces and environmental education opportunities. Like Krimson Clover, The Cairn Project envisions a world in which ALL young women feel welcomed and empowered outside.

Together, we're helping to create a sense of belonging and building lifelong skills for girls and young women across the country.



THE CAIRN PROJECT'S IMPACT

Ambassadors Hiked

9,900+ miles

Organizations Funded

17

Grants Awarded

\$260K+

LEARN MORE:

cairnproject.org

@thecairnproject



The power of what we see informs what we know to be normal.

There are times when that needs to be re-evaluated when it comes to representation. I appreciate the opportunity to partner my art with Krimson Clover's brand to create something collaboratively beautiful and help further this conversation.

- LAMONT JOSEPH WHITE



x



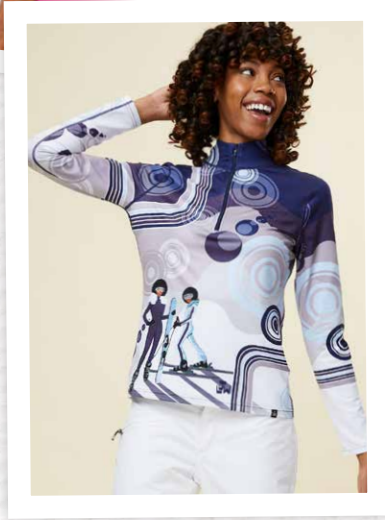
krimson klover

Lamont Joseph White

We're honored to partner with the incredibly talented artist, Lamont Joseph White. Lamont's designs boldly and beautifully celebrate diversity and inclusion in the outdoors. It's often said that race doesn't matter or that color isn't seen. Lamont prefers, instead, to observe our differences so we can better embrace them and create opportunity. His creative pursuits include fine art exhibits, graphic design, fashion illustration, and product development with major brands across multiple industries.

A portion of sales from our partnership benefit youth development nonprofit Hood to Woods. Hoods to Woods launched in 2009 with the idea that everyone should have access to the outdoors. Co-founders Brian Paupaw and Omar Diaz grew up in underserved communities in New York City and understand that sharing their passion for the outdoors can have a positive impact on inner-city youth.

This collaboration furthers our efforts to include women of all colors, ethnicities, and talents in the outdoors and to connect underrepresented communities with the wonders of these spaces.



LEARN MORE:

lamontjosephwhite.com

@lamontjosephwhite



OUR GOALS

2023

2024

2025

2026

2027

This year...

Krimson Klover
Ambassador Program with



25% of women

from underrepresented
communities.

**68% of our
garments**



to be low impact.

Boulder, CO headquarters

**fully powered
on wind
energy.**



**95% of our
packaging**



from recycled materials.

By 2027...

Krimson Klover
Ambassador Program with



50% of women

from underrepresented
communities.

**85% of our
garments**



to be low impact.

**LEED
certification**



of Boulder, CO headquarters.

**Certified (B)
Corporation**

**You're a crucial part of our journey!
If you see us wandering from these goals, reach out and let us know.**



The world needs strong women.
Women who will lift and build others,
who will love and be loved, women who
live bravely, both tender and fierce,
women of indomitable will.

- AMY TENNEY, Immigration Attorney, Music Therapist, Women's Rights Advocate,
Quote from International Women's Day



Krimson Clover Headquarters:
P.O. Box 214, Boulder, CO 80306
T: 303.416.4313 E: orders@krimsonklover.com

Live Boldly



krimsonklover.com