



HUF SUMMER 2023 BRINGS A NEW APPROACH & CLASSIC SF VIBES TO WARM-WEATHER GEAR

Rooftop hangs, throwback jams, and the flyest warm-weather fits. For Summer 23 we dove into our favorite designs from classic workwear, trail gear, and surf-inspired styles, and brought in new prints, bold pops of color, and '90s graphics with unmistakable San Francisco heat.

We're on a new horizon tip this Summer, continuing to take a look forward and delivering a new season that celebrates the artists, creatives, skaters, and people behind the scenes that make it all happen. Summer 23 celebrates a new season with craft, quality, and culture by reimagining warm-weather classics and pieces from the archives. We dove into our favorite designs from classic workwear to '90s trail gear, and brought in new prints, bold pops of color, and graphics that call back to our roots in SF.

Outerwear gets reinterpreted, and all-over prints, knits, wovens, and resort-style pieces mix archival graphics and new riffs. Summer tops come through with throwback athletic pieces and surfwear-styled knits, while printables lean into early-2000 brand imagery. The new fit and quality design updates also continue this season, including new colors of the HUF SET assortment.

Collection Highlights: Remington Nylon Twill Trucker jacket, New Day Striped Anorak, the Linked short-sleeved knit sweater, Summer inspired prints on the Floral haze, and Drop Top Resort Shirts and nods to sportswear with the H-Star Baseball Jersey and Full Court Reversible Basketball Jerseys, each with corresponding matching shorts.

HUF SUMMER 2023 PRODUCT IMAGERY: [HERE](#)
HUF SUMMER 2023 LOOKBOOK IMAGERY: [HERE](#)

For sample requests or more information, please contact:

Shana Nogoy at shana@hufworldwide.com

###

[About HUF](#)



Founded in 2002 by professional skateboarder Keith Hufnagel, HUF is a Los Angeles-based manufacturer of premium footwear and apparel designed for contemporary skate and lifestyle. Inspired by Keith's unique experiences traveling the globe as a skateboarder—and represented by a world-renowned skate team & group of ambassadors—the clean, classic brand aesthetic of HUF embodies a diverse array of cultural inspirations and ideas.

What started as a small boutique on an offbeat block of San Francisco's Tenderloin District has now become one of the most recognized pioneering skateboard and lifestyle brands worldwide. Made by skateboarders, for skateboarders, HUF represents not only a more refined and forward-thinking skateboard brand but also any individual inspired by the vast array of countercultures that parallel skateboard mentality.