

KUIU × Authentic Leather Patch Co.

A Partnership Built on Quality, Craftsmanship, and the Perfect Hunting Hat

Since 2017, **KUIU** and **Authentic Leather Patch Co.** have partnered to produce what has become **KUIU's best-selling everyday hat**, a premium hat finished with a hand stitched, genuine leather patch.



Today, that partnership has grown even further. We now offer **official KUIU blank camo hats** for brands, outfitters, and customers who want to create their own **custom leather patch on KUIU hats**. It's an opportunity we don't take lightly and one we're incredibly proud of. But our story with KUIU started long before the first purchase order ever landed.

How It All Began

Back in 2017, we were still a small shop making **custom leather patch hunting hats** for outfitters and up-and-coming outdoor brands. At the time, leather patch hats weren't everywhere but they were starting to turn heads.

One name kept coming up over and over again from our hunting friends: **"You've got to get KUIU."**

KUIU was quickly becoming one of the most respected names in **technical hunting apparel**, known for their performance driven gear, obsessive attention to detail, and

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premium materials. Hunters swore by their camo patterns, fit, and durability. So, we did what any scrappy small business would do, we sent them samples and took our shot.

The Order That Changed Everything

KUIU didn't just test us. They went all in. Their first order was **over 1,000 hats**, the largest single order we had ever received at the time. Every single one was made with **real leather patches, saddle stitched (not glued)** by our team. No shortcuts. No mass produced overseas patches. Just real craftsmanship on premium hunting headwear. We delivered and the response from KUIU's customers was immediate. Those **KUIU leather patch hats** became some of their **top selling everyday hats**, and the purchase orders kept coming.



When Quality Can't Be Copied

KUIU is known for pushing boundaries, so at one point they explored producing similar leather patch hats overseas alongside their other gear. They were transparent with us about it and after testing, they came back. The quality simply wasn't the same.

Customers could tell.

Stitching, leather feel, durability, and finish all mattered and once you go premium, you don't go backwards. KUIU's audience expects the best, and so do we. That commitment to

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quality hunting gear and premium accessories is what has kept our partnership strong for nearly a decade.

The Ripple Effect

One of the biggest moments for us was when **KUIU listed us directly on their product pages** as the makers of their leather patch hats. That single move sent waves through the hunting industry.

Outfitters, brands, and guides started calling us saying: “We want the same hats KUIU has.” And that’s when everything changed.

Still Going Strong — 9 Years Later

Nearly **nine years later**, KUIU is still placing purchase orders with us. They helped take a small, family run leather patch hat shop and elevate it onto a national stage.

Now, with the ability to offer **KUIU blank camo hats** for custom leather patch decoration, we’re opening that same premium KUIU look to **outdoor brands, outfitters, retailers, and individuals** who want the best hunting hat on the market customized their way. And with KUIU’s continued growth and recent acquisition, we can’t wait to see what’s next.

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