

YU'ROK

- HERITAGE INTO THE FUTURE -



The Stylmartin's iconic boot Yu'Rok is both the guardian of the brand's heritage and the emblem of its strong desire for renewal and innovation. Today, Yu'Rok puts itself at the forefront of change once again and is the first to take over the innovative momentum brought by Heritage into the future and turn it into a manifest. Yu'Rok evolves from the heritage and looks ahead to the future.

Yu'Rok: a new name marking an exhortation, a spur to freedom, to get involved, enjoy life, be open-minded and create the exact future you want. It's the expression of its deepest soul, of its outgoing nature and attitude towards the world. A nature that allows it to cross fashions, styles, trends, and gender and always be perfectly at ease. From café racer to scrambler, from touring to adventures, to muddy off-road. A boot that holds the past, tells about the future, its hopes, and promises. A strong voice saying:



“You can, YOU ROCK!”





If you're looking for quality motorcycle boots & footwear, visit our website.