

Sur Coffee × Tenore Launch Limited-Edition Apparel Collaboration

June 25, 2025

HUNTINGTON BEACH, CA - June 25, 2025 -
Sur Coffee, a Southern California coffee brand known for its intentional hospitality and coastal roots, is proud to announce the launch of a new limited-edition apparel capsule in collaboration with lifestyle brand Tenore. The Sur Coffee × Tenore collection marks the coming together of two creative forces deeply rooted in quality and community-driven values. This thoughtfully designed capsule is more than a product launch?it?s a celebration of shared identity, aesthetic alignment, and a mutual respect for slow fashion and intentional living.

The new collection, available beginning June 1st exclusively at Sur Coffee locations, features a trio of everyday staples designed for those who appreciate craftsmanship, subtle detail, and purposeful production. Each piece represents the intersection of Tenore?s elevated design sensibilities and Sur Coffee?s laid-back, beachside ethos. The capsule includes a premium hoodie crafted from Tenore?s proprietary modal cotton blend fleece, a refined everyday tee with minimalist co-branded elements, and a structured hat built for versatility from surf check to coffee run.

This partnership was formed not through a corporate strategy, but through an organic relationship grounded

in mutual admiration and shared principles. ?This collaboration was born out of mutual respect and shared roots,? said Adam Watts, co-founder of Sur Coffee. ?Tenore has always stood for intentional design and ethical production?values that align perfectly with the culture we?ve built around Sur Coffee.?

Both brands approached this capsule not just as a merchandising effort, but as an opportunity to reinforce the values that have guided their individual journeys. From the choice of sustainable materials to the small-batch production process, every detail was considered through a lens of responsibility and authenticity. Just as Sur Coffee?s team is deliberate about sourcing and roasting coffee that tells a story from farm to cup, Tenore remains uncompromising in its pursuit of timeless design, ethical labor practices, and enduring quality.

The capsule reflects a lifestyle that both brands embody?a rhythm informed by early mornings, ocean air, and a creative community that values intention over excess. From the fit of the hoodie to the stitching of the hat, the pieces are designed to elevate the essentials without overcomplicating them. The look is clean and coastal, the feel is refined yet familiar, and the philosophy behind it all remains grounded in meaningful connection.

The collection?s release coincides with the start of summer, a time of year when community gatherings, slow mornings, and sun-drenched afternoons become more frequent. The capsule is a way to carry that season?s feeling into your wardrobe?a reminder of what it means to live with purpose, to choose what matters, and to support the makers behind the goods. ?This wasn?t about doing something trendy or seasonal,? said Watts. ?It was about creating something that feels true to both of our brands?something that honors the everyday and makes it feel a little more special.?

The Sur Coffee × Tenore capsule will be available in limited quantities, and interest has already begun to build among the brands? loyal followings. With no plans to restock once the initial run sells out, this collection stands as a moment in time?a physical representation of a partnership between two Southern California brands that believe in slowing down, creating thoughtfully, and building community through shared vision.

As Sur Coffee continues to grow beyond the walls of its coffee shops, collaborations like this one signal a natural evolution. By aligning with like-minded creators, Sur Coffee deepens its identity as more than a café. It?s a cultural touchpoint, a connector of people and ideas, and a space where thoughtful work?whether brewed or stitched?is always on offer.

To experience the collection firsthand, visit any Sur Coffee location beginning June 1. For more information on the capsule or to learn more about the story behind the collaboration, follow @surcoffee and @tenore on Instagram or stop in to speak with a team member.

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For more information about Sur Coffee - Huntington Beach, contact the company here:Sur Coffee - Huntington BeachMark Bell657-244-8002hello@surcoffee.com214 5th St #102,Huntington Beach, CA 92648


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Sur Coffee - Huntington Beach

Sur Coffee is a coastal specialty coffee shop and roastery in Huntington Beach, CA, offering expertly roasted coffee and handcrafted espresso drinks.

Website: https://surcoffee.com/

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