



## Kemo Sabe Brings the Wild West to Napa Valley with Limited-Time Road House Pop-Up



**Napa, California** (April 21, 2025) – **Kemo Sabe**, the iconic western wear brand, is excited to announce the opening of its **Napa Road House Pop-Up**, running from **May 9 through June 15, 2025**. Located in the heart of downtown Napa, this limited-time experience brings **Kemo Sabe's** signature bold style and bespoke craftsmanship to one of California's most iconic destinations.

The pop-up marks the brand's second experience in the region, offering locals and visitors alike a chance to shop its best-selling custom hats, boots, buckles, and high-end western wear—just in time for summer.

The Napa Road House offers a fully immersive **Kemo Sabe** experience, featuring on-site personalization, branding, and the beloved **Kemo Sabe** hat bar, where expert fitters will help customize your perfect hat—from shape and fit to fire-branded initials and one-of-a-kind hatbands – delivering a taste of the Western charm **Kemo Sabe** is known for.

### **Pop-Up Details:**

**Location:** 1252 First Street, Napa, CA 94559

**Dates:** May 9 - June 15, 2025

**Hours:**

Monday - Tuesday, Private Shopping Experience Only  
Wednesday - Sunday, 11:00 AM - 7:00 PM

- Imagery from Napa Road House 2024: [HERE](#)

**Media Contact:**

[Kemosabe@walkerdrawas.com](mailto:Kemosabe@walkerdrawas.com)

**About Kemo Sabe:**

Kemo Sabe is a luxury Western wear store that has been setting the standard for authentic Western style since 1990. Founded in Aspen, Colorado, the brand is renowned for its world-famous hats and boots, each uniquely customized one-on-one with a Sales Wrangler to ensure a perfect fit and individual style. Beyond its iconic hats and boots, Kemo Sabe offers a wide range of buckles, belts, vintage and fine jewelry, artisan knives, and Western apparel. Kemo Sabe is not just a store—it's an experience. With six locations across Aspen and Vail, CO, Jackson Hole, WY, Park City, UT, Round Top, TX, and Whitefish, MT, Kemo Sabe brings the spirit of the West to life through exceptional craftsmanship and unforgettable shopping experiences.

**About First Street Napa**

First Street Napa is a mixed-use shopping and lifestyle destination property spanning three city blocks in the heart of downtown Napa. First Street Napa features Napa's top independent artisan retailers, popular national retail brands, exceptionally designed landscaping and seating areas, and locally curated art installations that appeal to visitors of all ages. The property was developed by Zapolski Real Estate LLC in cooperation with Trademark Properties as part of its vision to create an immersive destination experience for shopping, wine tasting, lifestyle, dining, hospitality, cultural exhibitions, and community events. Visit [www.firststreetnapa.com](http://www.firststreetnapa.com) and follow @FirstStreetNapa on Facebook, Instagram, and Twitter for complete details on other opening activities and special events.

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