



 **cloudveil**
Inspired Angling Apparel



Front cover: Gabe Rogel
This page: Gabe Rogel

Introduction | WHY CLOUDVEIL?

At Cloudveil it has never been a secret we suffer the fly-fishing itch. When the fish are rising we trade climbing racks and single track for rod and reel. We trailer up driftboats for after-work floats down the Snake, rally to Silver Creek on the weekends, and play hooky like clockwork on Flat Creek's opening day. We've hiked our favorite four-piece into the lakes of the Winds and down Yellowstone's famous Bechler River to throw a line into each angler's paradise for days at a time. And we've loaded up the bike more than once to crank into a spot we'd rather not disclose.

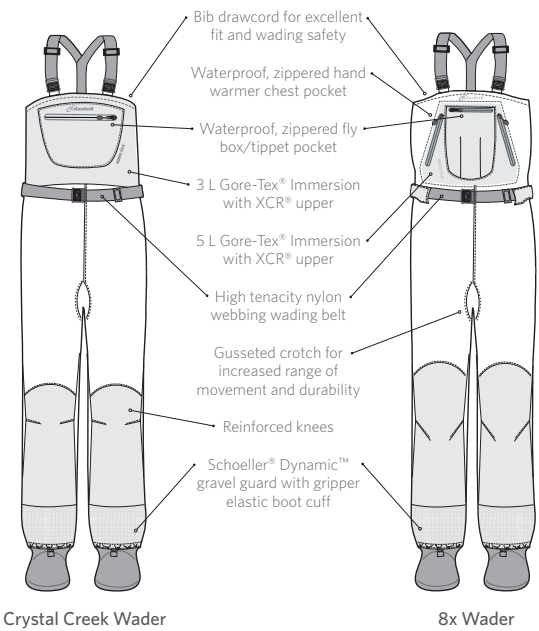
In our catch-and-release culture, adventure is part of the game. Exploring a new river, lake or spring creek may involve sleeping on hard cabin floors, being eaten alive by bugs or packing gear 10 miles deep with hired llamas just to tie into some exotic subspecies. Closer to home, whispered rumors of hot fishing can entice us to take weekend trips to nunya spots on the Madison, Green, or Henry's Fork where a friend's couch or a gear-free truck bed equals luxury accommodations.

And we are not alone. From Northwest rivers to Catskill streams, the trucks parked by the bank or at the takeout prove our passion is shared by souls who would rather match the hatch than fit the profile. For years this faction has clamored for gear focused on the way they fish. And since we first started sewing up apparel, the talk directed our way often turned to how it should be done. We've heard it in the fly shop, in the driftboat and with elbows on the bar. Motivated by this relentless prodding, we realized we could make gear well suited to the needs of our fly-fishing comrades. So we committed the sum of our experience and, at last, created a line our kind can proudly claim as their own.



Gabe Rogel





Crystal Creek Wader 8x Wader

8x & Crystal Creek
Built to function under the harshest conditions, both of our waders offer superb fit, comfort, and durability. The 8x Wader, named for a precision tippet that draws big fish from any undercut, is the most technically advanced wader in our line. With Gore-Tex® Immersion® 3 layer fabric in the thighs for increased breathability and packability, and 5 layer Immersion® in the lower legs for extreme puncture resistance and durability, this is a wader that works in any condition on any continent. Both the 8x and Crystal Creek waders feature Gore-Tex® XCR® in the upper bib for exceptional breathability at the core.



Gabe Rogel

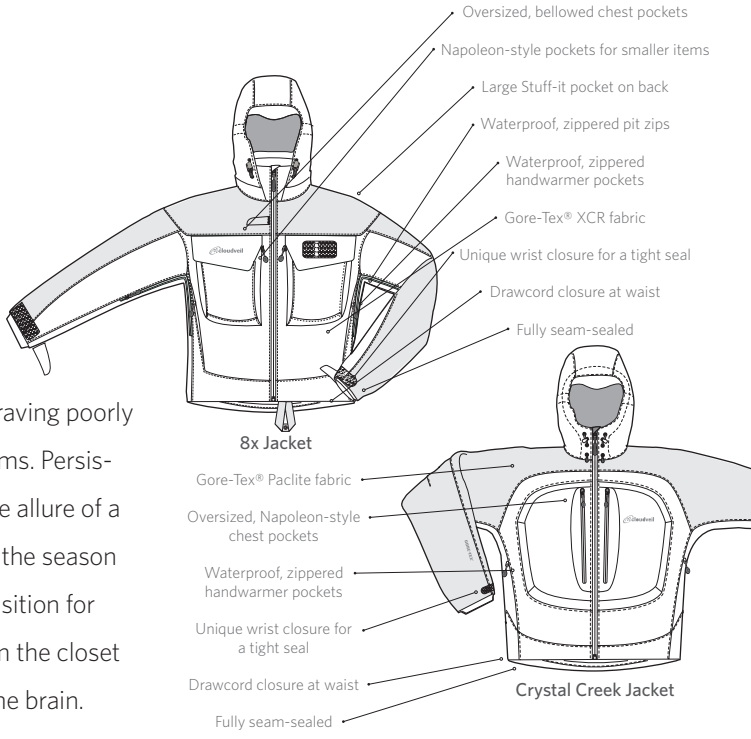
Staying dry is one half of the equation, creating all-day comfort is the sum. For this purpose we built in articulated knees and a gusseted crotch that range freely when hiking deep into the Bear Trap or scrambling up steep banks. Folding down to form a tight seal, the breathable bibs feature clip-off suspenders and cinch-to-size drawcords. Tailored patterns eliminate sag and tough materials resist punctures when tangling with brush. Each piece is steeped in our commitment to innovation, and our prized accomplishment has been to create a pair we are proud to wear when stalking a few of our own.



Waterproof/Breathable

Waterproof/Breathable | PRODUCT DETAILS

Fishing is no fun when you're cold and wet. This we learned by braving poorly equipped shoulder-season experiences on rivers, lakes and streams. Persistent flurries, violent thunderstorms and frosty days don't quell the allure of a good catch, meaning less-than-ideal weather is no reason to cut the season short. Toward this end, a good storm jacket is an important acquisition for anyone not labeled a fair-weather angler. Rather than pulling from the closet for this important purpose, we crafted new jackets with fish on the brain.

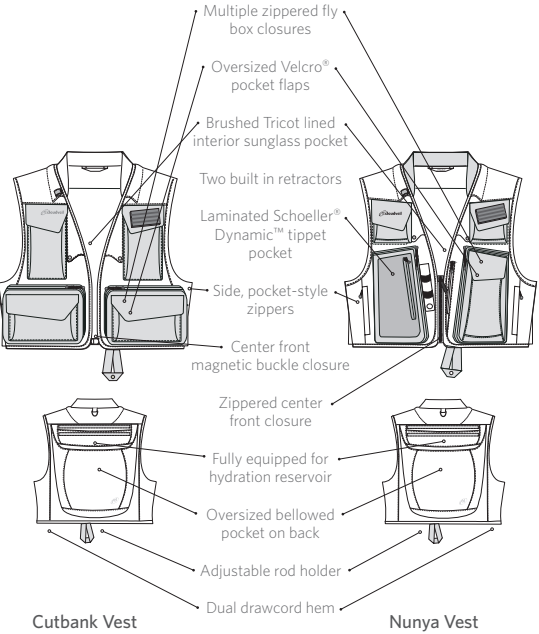


Brad Schwarm

You Need To Breathe
You've heard about the weather in Wyoming, the saying goes, "if you don't like the weather, wait five minutes". Our 8x and Crystal Creek Waterproof/Breathable jackets cover 12 months of unpredictable weather. The 8x, born from years of experience building apparel for people that depend on their gear is what we take when durability, warmth, and abrasion resistance are paramount. Built with smart features, Gore-Tex® XCR® fabric, and impeccable construction, the 8x will outlast any storm. Our Crystal Creek jacket provides waterproof/breathable performance with excellent packability.

Drawing from our partnership with W.L. Gore – makers of Gore-Tex® – we dove in with a distinctively technical perspective. The fabric we selected is from proven waterproof /breathable stock, the details incorporated respond to constant action-to-in-action fluctuation and our precise construction method mirrors what we learned from building inspired mountain apparel. The finished products keep storms from soaking skin while busy tying on tippet, yet stay dry inside when working upstream toward the next promising hole.





Vests | PRODUCT DETAILS

For years anglers have struggled to find a vest that fit well, carried comfortably and presented an uncluttered exterior. This search led many of us to shed the old uniform for simple lanyards or small packs drafted from our other sports. Yet the utility of a good vest is hard to replace, and too many times we’ve had to swap out boxes of streamers for dries for lack of space, been forced to unpack on the bank to find our split shot, or just had a difficult time stashing the tall boy. So we worked up a design that would bring us back to the vest.

Keep it together
Dry fly or nymph, graphite or bamboo, Yankees or Red Sox, Vertical or Horizontal pocket vest – the debates rage on, but we trust your judgment. Guides and drift boat owners alike will appreciate our vertical pocket Nunya vest that keeps boxes out of oars way. Multiple zippered pockets with oversized flaps, two built in retractors, the first built in hydration system, and a unique draw cord closure that snugs the vest tight when fully loaded. Our Crystal Creek vest with its traditional horizontal configuration offers all of the features of the Nunya in a lightweight, minimalist package.



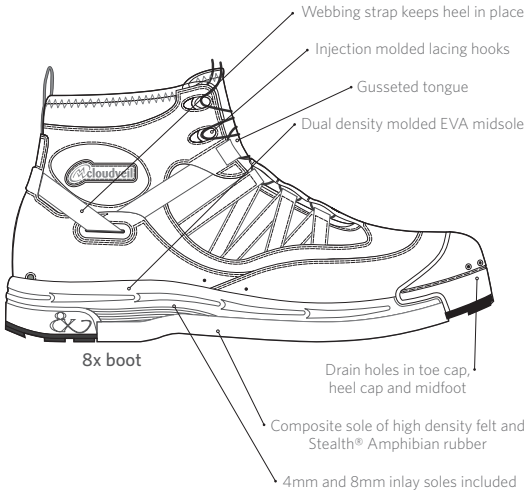
Our take provides basic cargo space-for fly boxes, floatant and tippet-without overloading the exterior. The load balances evenly on the shoulders and the materials dry quickly when doused during waist-deep wades, while a hydration sleeve is tucked inside for days spent far from the truck. Inside drawcords trim out excess and side-mounted zips ease access to waders. The sum of this effort is a fundamental family of vests that stays properly loaded, keeps the essentials close and eagerly joins us at only a moment’s notice.





Wading Boots | PRODUCT DETAILS

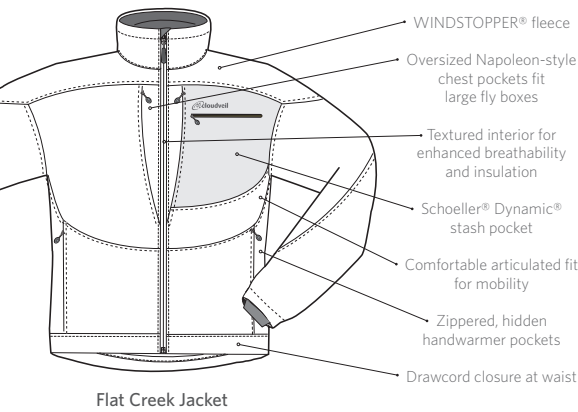
It is a given that fishing our favorite spots requires firm footing. Rarely do we back the truck right up to the seam or section we intend to work, yet most fly-shop footwear is designed only for the water. To us this seems like a major sacrifice given the rough and rocky terrain often encountered to access where the big boys lurk. And for serious bushwhacks to hidden lakes, long hauls upstream or exploratory missions to scope out side channels, the underfoot requirements are stability, comfort and reliable grip.



Gabe Rogel

Go Deep
Lightweight, stable, and durable, the trifecta of features that we had on our drawing board when we set out to design a new wading boot. With an exclusive last that fits more like a trail shoe than a workboot, a rubber toe cap for durability, and exceptional torsional rigidity for a stable footprint, we think we've just cashed in our ticket. Two firsts in a wading boot – included are two insoles, 4mm and 8mm to give a better fit with and without waders, and an exclusive sole that is a combination of felt and Stealth® Amphibian rubber for unprecedented grip.

To solve this problem we took a different path. Adopting the mentality from sports where performance footwear is the norm, we crafted boots that come prepared for mossy rocks, boulder-strewn exits and steep game trails. Lightweight and durable, they snug down to eliminate slop, grip with rock-shoe rubber and include two sets of insoles for wearing with or without waders. Technical to the very sole, our footwear is designed to endure extended seasons on the river and travel light on ten-mile treks into that spot you refuse to share.



Soft Shell & Destination | PRODUCT DETAILS

Trout in the Rockies, salmon runs in the Northwest, stripers off Montauk and bonefish in the Keys all make the serious angler salivate. Each situation requires different rods, reels, flies and tactics, but also subjects us to drastically different climates. Even an October day floating the Snake can start out with sunshine and conclude in a virtual whiteout. To stay comfortable with these shifting conditions requires the ability to adapt-which is the very essence of our apparel.

Apparel for Every Season
We all have our favorite fishing shirt, jacket, hat, and of course that fly that always works. We don't leave the house in waders and waterproof jacket every day, and for that reason, we offer a complete selection of fishing apparel that doubles for daily life wear. Mountain culture requires that your clothing have multi-purpose functionality. At Cloudveil we believe that a functional, quality garment does not have to sacrifice style.



Cut from advanced synthetic materials, our designs comfortably adapt in all the favored fishing spots. InertiaPlus™ soft shell fabric in our Spinner and Damsel shirts blends weather-shedding, sun-shielding and abrasion-resistance for river days that start cool and rise to a swelter. Our Windstopper® Flat Creek Jacket keeps the breeze blocked and the core comfortable when exposed to chilly weather, while our sun-blocked Destination Collection uses nylon fabric to pack light, travel well and dry quickly even under scorching heat or oppressive humidity.



Livin' Large

"Dying is no big deal. Living is the trick."

- Red Smith eulogizing a fellow sportswriter

We all die, but how many of us lead contented purposeful lives? Henry David Thoreau made famous the observation that, *"The mass of men lead lives of quiet desperation."* But Thoreau wasn't much of a fisherman. In fact, he eventually gave it up entirely.

Reading Red Smith's quote got me to thinking about how often fishing leads to an understanding of ourselves as sentient beings wholly engaged in the act of living. (Something Thoreau would have appreciated.) It's an addiction really. And once you get used it you can't go too long without longing for the experience again.

I'm sure many of you have had experiences similar to the following - experiences that make you realize you're fully alive (and in some cases that you would like to remain so):

- Discovering where a previously unknown lunger makes his home
- Effortlessly executing a perfect cast with a perfectly balanced rod
- Watching a trout explode on your grasshopper
- Tingling with childish anticipation when launching a boat for a day - a whole day - on the river
- Locating a new hotspot on a river you've been fishing for years
- Teaching someone the art of fly fishing and seeing the spark in their eye when things begin to click
- Solving a tricky hatch
- Falling in the river
- Rowing through a windstorm that has your driftboat moving upstream
- Watching a trout that's rejected a dozen different patterns finally eat your fly
- Nailing yourself in the back of the head with a lead shot
- Drawing blood from your clients face while demonstrating why you shouldn't roll cast from a driftboat
- Marveling at a hatch that's so heavy you have to keep your mouth shut lest you find out what mayflies taste like
- Listening to your wife say, "I can't wait to go fishing!" - in January
- Watching a kid land his first trout
- Hanging on for dear life as a hooked trout rips line from the reel - one of my favorite sounds - and moments later comes skyrocketing out of the water
- Realizing you'll never know half there is to know about fly fishing

"Living is the trick. And when you're fishing, you're livin' large."

- Guy Turck

Inventor of the Turck Tarantula, long time Jackson resident and guide.



Brad Schwarm

Cloudveil supports these fine groups:

CFSH
Campaign for the
Snake Headwaters



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