



spring 2009





## AN ELEVATED PERSPECTIVE

We all have favorite hideaways and secret spots. One of mine is a meadow on the edge of nowhere in the North Cascades that frames the serrated ridges and hanging glaciers of Mt. Shuksan. From this singular location I have witnessed many spectacular scenes, such as dark clouds steaming skyward from the valleys below, alpenglow painting an amphitheatre of adjacent peaks, and the northern lights electrifying the night sky. Access to this vantage requires no epic, but the view is one worthy of photographs and postcards. And just sitting still in this spot always brings me to a place of euphoric calm.

Like most mountain souls, mine both craves and needs the meditative and restorative power of wilderness. And I am not alone. But the firm footing we find in these places is even more welcome and necessary as the ground beneath us shifts. Whether checking out means sleeping in the dirt on a climbing trip, playing hooky on a Friday to fish a local stream or plotting a spring tour where north-facing slopes still hold snow, personal acts of access—like those chronicled in our spring book—keep it all in perspective. And in times charged with both optimism and uncertainty, that feeling of getting away just to take in the view is, without question, worth more than anything I'll ever own.

—Dan Kostrzewski

As a professional writer, mountain addict and the voice of Cloudveil's catalog since 2001, Dan Kostrzewski has found his perspective and inspiration in ranges from the Wind Rivers and Tetons to the North Cascades, San Juans and Selkirks.



Snowmelt gives way to spring's bounty. Cliff Lake in the Cabinet Mountain Wilderness, just north of the Idaho border, Montana. 📷 Woods Wheatcroft





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## PERSPECTIVES | a collection of stories

"I SUPPOSE WE ALL FELT SOME SORT OF SUN RISING BEHIND OUR HEADS — OF SPRING AND HOPE AND THE SKY GONE BIG BLUE—AND THAT WE WOULD REAP SOME SORT OF ETERNAL IF NOT MATERIAL REWARD FROM THE GRAVITY-FED RELIGION THAT WE SPENT EACH DAY PRAYING TO."

read more on **page 11.**

-Peter Kray



"A DOWNHILL COAST AND A QUICK SLIP INTO A DARKENED SMALL WORLD OF SEA-RUN CUTTHROATS, KINGFISHERS AND ENERGY DRINK CANS. NISSAN DEALERS AND BALD EAGLES. HOMELESS CAMPS AND PINK SALMON."

read more on **page 25.**

-Jeff Galbraith



"MIDDAY SUN MOVED TOWARD US, AND WE CREPT QUIETLY AROUND THE BASE. WE CHASED THE TOWER'S DEEPEST SHADOW, AS THE SUN WORKED ITS DAILY ARC ACROSS THIS GIANT SUNDIAL OF THE NORTHERN WYOMING PLAINS."

read more on **page 37.**

-Emily Stifler



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## MOUNTAIN LIFE |

Summer is a season to relax. Barbecues and back decks. Lawn chairs and camp spots. Naps at high noon. A mountain music festival or a long weekend at the lake. Hot sunshine, cool shade and a chill pace. Fireworks on the Fourth. Bike polo, a longboard cruise or random rounds of golf. Ice in the cooler. Rambling down forest roads or road trips on blue highways. Flip-flops from dawn to dusk. And a style matched to the vibe of a mountain summer.

cloudveil  
Jackson Hole, Wyoming



Route finding at the Jenny Lake Ranger Station, Grand Teton National Park, Wyoming.  Greg Van Doersten





### FLASH SHIRT \$75.00

With a balance of bouldering flash and geometric flair, this organic cotton shirt provides the character to stand out at a summer festival, a backyard party or a random gathering. The custom print is derived from retro inspiration and offset by muted fabric colors for a strong visual impression. Two front pockets, pewter buttons and an asymmetrical yoke add style on the surface, while felled seams show tailored precision on the inside.

Style: 9416 Weight: 6oz Size: S-XXL Colors: Olive, Abyss



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### HOPS WEB BELTS \$20.00

When the time comes to crack open a bottled brew, this high-tenacity nylon web belt provides a stylish alternative to prying the cap off with bare teeth, a wedding ring or just the wrong tool for the job. The 44-inch length can be hot-knifed to the right girth.

Style: 9218 Weight: 2.5oz Size: One  
Colors: Tarmac, Cadet, Dark Shadow

Cloudveil Flagship Store 6th man, Mike Lunde goes off piste in Lower Cascade Canyon. Grand Teton National Park, Wyoming. Jeff Diener



### ONSIGHT LONG SHORT \$70.00

This 17-inch inseam short covers the entire summer spectrum from dirt jumping and rope swinging to intense sessions of backyard grilling. A cotton/tactel blend dries quickly yet survives active friction, while a subtle taper provides a clear view of footwork and a belt-loop waist strikes a relaxed camp-chair vibe. Coin pockets protect loose change, a zip thigh pocket stows a wallet and a surface DWR sheds a sadly spilled beverage.

Style: 9421 Weight: 9oz Size: 30-40 (even)  
Colors: Dark Shadow, Tarmac



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#### STEM SHIRT \$75.00

A respectable shirt for long workdays or late dinners, this civilized style features every element of clean design from organic cotton and a custom yarn dye to felled interior seams and a straight back yoke. The visual texture blends three tonal colors into a subtle bamboo pattern that somehow makes us crave a Spider Roll. A front, flapped pocket buttons in the cash or card for buying friendly rounds or picking up the tab.

Style: 9415 Weight: 6.7oz Size: S-XXL  
Colors: Bud Green, Bright White, Chocolate



#### ONSIGHT SHORT \$60.00

Worn on a scramble, at a single-pitch session or over a spandex bike short, this peak season short is always up for something active. The blended cotton/tactel fabric resists wear when scraped over sharp rocks or dragged through thick brush while also drying quickly after a dip in the stream. Eleven inches of inseam keeps the style relaxed and a locking zip pocket stows a few bills when shuffling to the campground store.

Style: 9459 Weight: 7oz Size: 30-40 (even)  
Colors: Tarmac, Dark Shadow





### LAUNCH JACKET \$165.00

For casual fleece layering with a subtle overdyed texture, the Launch keeps style straightforward and complication minimal. Polartec® fabric cuts an early-morning or late-night chill, while also packing small in a daypack or duffel. Power Stretch™ cuffs maintain shape and a solo pocket zips extra cash safely inside.

Style: 5645 Weight: 14oz Size: S-XXL Colors: Orange, Metro, Tarmac, Black

### WILSON JEAN \$95.00

This dark denim jean is a Jackson favorite due to a mix of unwashed style and rugged durability. Crisp organic cotton breaks in naturally and wears in casually, while also hiding seven straight days of dirt or grime. Details such as a pliable button fly, angled back pockets and exposed stitching add hits of timeless style to a pant that will fast become the favorite pair for days in the grid, on the road or out in the sticks.

Style: 9177 Weight: 25oz Size: 30-40 (even) Color: Cadet



J.D. Disney getting loose on the boulders near the Climber's Ranch.  
Grand Teton National Park, Wyoming. Greg Von Doersten



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**Buck Rail.** Whether clearing backyard brush, jump-starting the truck or running errands in town, the rugged Buck Rail styles are built tough enough for daily wear. Organic work-grade cotton canvas, strong bartack reinforcement and beefy brass zippers stand up to the full task list, while relaxed cuts strike the right tone for long days of getting stuff done.



Cloudveil Athlete Chuck Fryberger has solved hard problems in many spectacular places, but the artistic formations of Rocklands, South Africa, a matchless bouldering expanse pioneered by legendary climber Fred Nicole, was the singular spot that inspired his new film “Pure.” Yet rather than just focus on a narrow objective of shooting and sending, Fryberger and Cloudveil athlete Sarah Marvez resolved to make a difference on their second trip to this spectacular zone in rural South Africa.

So, before their departure in 2008, the pair hosted a fundraiser at the American Alpine Club in their hometown of Golden, Colorado. By showing “Perfecto”—a video Chuck helped film—and raffling off donated gear from sponsors such as Cloudveil, Fryberger and Marvez raised \$1,200 from their local climbing community to donate to the Elizabeth Fontaine School, which educates children from the extremely rural region surrounding the Cederberg Wilderness that is home to Rocklands.

In this economically depressed agricultural area, more than half of the students live more than 12 miles from the award-winning school, so many of the local children stay overnight in the adjoining 300-bed hostel during the school week. The donation—which equaled what the government spends to educate 30 students for one year—was used to buy blankets for the hostel to keep the kids warm at night.

Fryberger is quick to say his donation was only a small expression of philanthropy compared to the Herculean efforts of inspirational climbers such as Greg Mortenson, yet he also emphasizes that making a difference is easier than you think. “We didn’t raise a million dollars, we didn’t even raise two thousand dollars. But we made a contribution and I’m going to get into the habit of—every time I take a climbing trip to an area in the world that is economically challenged—I’m going to try to do something along these lines,” Fryberger said. “Long story short, it made me feel really good. It was worth it and it wasn’t that hard.”

To see moving pictures of Fryberger’s trip to the school, visit our video gallery at [www.cloudveil.com/fontaine](http://www.cloudveil.com/fontaine)



#### **BUCK RAIL JACKET \$125.00**

The straight-yoked, banded-hem jacket is equipped with zippered slash pockets that let idle hands hang, an interior security pocket that holds lists or keys, and a two-snap cuff that expands when wearing work gloves.

Style: 9446 Weight: 26oz Size: S-XL Colors: Burlap, Aluminum



#### **BUCK RAIL PANT \$90.00**

This five-pocket pant makes the grade with a self-reliant style. Tough construction outlasts standard work wear and the straight cut hangs naturally over trail runners or fire boots. Two-inch loops fit thick belts, while open back pockets stow thick or thinned wallets.

Style: 9171 Weight: 20oz Size: 30-40 (even) Colors: Aluminum, Burlap





J.D. racks up while Jess McMillan supervises on the deck of cabin #5 at the Climber's Ranch, Grand Teton National Park, Wyoming. © Greg Von Doersten



**QUICKDRAW POLO SHIRT LONG SLEEVE \$65.00**  
**QUICKDRAW POLO SHIRT SHORT SLEEVE \$55.00**

The current style of a classic polo—found in our Quickdraws—is an easy upgrade from over-worn logo tees. With a cooling cotton/rayon fabric, they stay unwrinkled on long road trips, feel comfortable during slow rounds at the public course, and present well when cleaning up the image with family in town. Rubberized rugby buttons, a rib-knit collar and a longer fit balance the untucked style between semi-pro and serious slacker.

LS Style: 9184 Weight: 10.5oz Size: S-XXL Color: Cadet  
 SS Style: 9186 Weight: 9oz Size: S-XXL Colors: Olive, Cadet, Aluminum



**BUCK RAIL SHORT \$75.00**

The sturdy material of this short makes it a top choice for crag sessions, climbing trips or work parties. Front and back pockets stow items when buffing a bike trail, walking to the summer store or making rounds at the campground, while a relaxed fit and 10-inch inseam show a loose style when taking in a million-dollar view with a two-buck tallboy.

Style: 9172 Weight: 13.5oz Size: 30-40 (even)  
 Colors: Burlap, Aluminum



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**Cool Caribe.** The airy, vented nature of our Cool Caribe styles makes them perfect for missions that involve sun, saltwater or sand. SunPro™ and SunPro Plus™ nylons feel cottony soft on skin and prevent the interior from turning sticky or steamy in southern states, canyon country or Gulf Coast waters. The textured, wicking fabrics also shade direct sun at UPF 30+ when flats fishing, adventure traveling or simply deplaning in the lower latitudes.



Jeff Wogoman and Jed Mixer getting ready for another day in paradise. Costa de Cocos Lodge, Xcalak Mexico. © Dirk Collins



**COOL CARIBE LONG SLEEVE SHIRT \$70.00**  
**COOL CARIBE SHORT SLEEVE SHIRT \$65.00**

These airy, subtropical shirts cool down steamy temperatures with a mesh venting system that lets air flow from front to back. Both styles feature zippered chest pockets for fly-box capacity and collars that snap down in offshore wind, while the long sleeve adds roll-up tabs and sunshade cuffs. The short sleeve provides open hand pockets for stashing items like excess line.

LS Style: 9166 Weight: 11oz Size: S-XXL Colors: Rattan, Bright White, Olive  
 SS Style: 9424 Weight: 8oz Size: S-XXL Colors: Rattan, Bright White, Olive



**COOL CARIBE PANT \$65.00**

Long-pant protection is a relief during high-noon exposure, and the 96-gram fabric of this lightweight style blocks damaging rays when the sun is shining directly down. Forward side seams reduce wear and rear pockets fit overstuffed wallets, while front mesh pockets vent when scrambling up trails and drain after fording a stream.

Style: 9167 Weight: 7oz Size: 30-40 (even)  
 Color: Aluminum



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THE GRAVITY-FED RELIGION THAT WE SPENT EACH DAY PRAYING TO."**

#### HIGH WATER

There were two-story windows that faced the Tetons in the house on Sylvester Lane. All winter they rattled from the snow control. On clear nights the peaks would press against the glass, like great granite tsunamis bearing down from a sea of stars. And we gathered there on our island, around the woodstove in the living room, slowly accruing more ski bums, more sleeping bags on the floor, and a burgeoning pack of young shaggy dogs.

"When the snowpack shrinks to a circle, that's when the rivers are running at their highest water," Paul Huser said when the spring finally came, standing out on the other side of the windows on our deck, pointing at the shrinking white oval of winter still left on Rendezvous Bowl.

To be honest, I hadn't really thought past that first ski season. I hadn't thought past each passing day, wondering only where to ski, how and then what to eat, and where to get the cheapest beer. And when the lifts had stopped, it was as if the whole town was wondering what to do—stuck by the deep mud in the roads, and at the construction and landscape sites, wandering around town with the stunned look of Gore-Tex gerbils suddenly let off the training wheel.

Then Huser said, "That means they should be opening Beartooth Pass soon." And with a start, I felt the world kick back into gear.

Huser wore a knee brace and every morning jumped eight feet out of the loft we'd built onto the couch. He wanted to be a ski star and then an architect. I wanted to be a writer. And when *Powder* magazine bought my first article, about that couch, they also published a series of photos of him dropping like a helicopter off a cliff in the Expert Chutes taken by Wade McCoy.

I suppose we all felt some sort of sun rising behind our heads—of spring and hope and the sky gone big blue—and that we would reap some sort of eternal if not material reward from the gravity-fed religion that we spent each day praying to. But there were still so many more winters of Saltines and Top Ramen and Pabst to shiver through.

And even if you could have told us then that all of our dreams would come true, I'm not sure if we would have wanted to know. It's nice now that Sulli, the shop rat from Skinny Skis, started making clothes, and that the Jones boys made movies and that each and



Pete Kray skiing Rock Creek Couloir circa 1991.  
Beartooth Pass, Montana. © Paul Huser

every one of us got to marry the most beautiful woman in the world. But knowing that then would have ruined how fun it felt to be so young and scared, driving north to Montana with skis on the roof and the sound of the spring blaring in our ears.

- Peter Kray

Peter Kray has the honor and charge to serve as editorial director of the famous and infamous *Mountain Gazette*, and also as the U.S. editorial director of *Ski Press World*. During the past 14 months, he has published 28 magazines, which equals almost two per month. All the more reason he'd like to be driving north with Paul Huser and some skis on the roof.



**Cool.** Made to soften the constant exposure of angling missions, backpack trips or adventure travel, the Cool styles blend practical features, progressive styling and performance nylon. Breathable CoolTouch™ and CoolTouch Plus™ fabrics block sun at UPF 45, wick sweat quickly and feel soft on skin whether rowing the drift boat, setting up camp or just riding shotgun on the back road out of town.



#### COOL PRINT SHIRT \$60.00

Horizontal chest pockets zip in standby tickets, train schedules or foreign currency, while hidden front buttons and an asymmetrical back seam detail mellow out the outgoing Aboriginal print with a calming style.

Style: 9159 Weight: 6oz Size: S-XXL  
Colors: Depth, Rattan, Aluminum, Surplus



Watch a review of the Cool Collection by Cloudveil founder Steve Sullivan on SULLITV: [cloudveil.com/cool](http://cloudveil.com/cool)



#### COOL BOARD SHORT \$55.00

Looser board-short styling paired with a 10-inch inseam, big belt loops and switch stitch detail give this streamside style a younger feel. The fabric dries quickly after a dip or a wade, while a full-volume configuration with Velcro®-closure cargos, draining hand pockets and flapped rear zip pockets keeps a random collection of stuff at the ready.

Style: 9164 Weight: 7oz Size: 30-40 (even)  
Colors: Khaki, Covert




#### COOL PANT \$75.00

When tropical vacations or brushy trails call for long-pant protection without the hot, heavy thickness, this thin nylon style is the unsweating solution. A magnetic buckle clicks audibly closed, while deep-drop Velcro® back pockets stow a map, a guide or a shuttle schedule. Cinchable cuffs keep out biting bugs of domestic or foreign origin.

Style: 9163 Weight: 11oz Size: 30-40 (even)  
Colors: Covert, Khaki





Seconds away from raising the heartbeat, Stephen Koch gets a refresher at Delta Lake. Teton County, Wyoming.  Greg Von Doersten



**COOL LONG SLEEVE SHIRT \$60.00**  
**COOL SHORT SLEEVE SHIRT \$55.00**

For weekend trips or traveling afar, these clean Cool shirts keep the look presentable with two zippered chest pockets, a wicking finish and a relaxed, casual fit. Both versions are constructed with a stylish western yoke, hidden front buttons and internal felled seams, while the long sleeve features a two-button cuff that rolls up when temps rise.

LS Style: 9157 Weight: 8oz Size: S-XXL  
Colors: Abyss, Aluminum, Lichen, Rattan  
SS Style: 9158 Weight: 6oz Size: S-XXL  
Colors: Abyss, Aluminum, Lichen, Rattan



**CLASSIC COOL LONG SLEEVE SHIRT \$65.00**

Summer staples for hot and humid weather, these shirts cool down steamy days with mesh back panels, a wicking finish and looser fits. Zippered chest pockets stow fly boxes and a vertical sheath holds polarized sunglasses when heading indoors to wine and/or dine.

Style: 9160 Weight: 8oz Size: S-XXL  
Colors: Rattan, Aluminum, Abyss, Bright White, Lichen



**COOL SHORT \$50.00**

Deep-drop back pockets stow everything from topo maps and climbing guides to Clif Bars and digi cams, while a magnetized web belt clips audibly closed yet keeps a low profile under a heavy pack or racked harness.

Style: 9165 Weight: 7oz Size: 30-40 (even)  
Color: Khaki



**COOL CONVERTIBLE PANT \$85.00**

A legitimately Cool convertible, this pant switches to a 10-inch-inseam board short when temperatures spike or microclimates warm. The thigh pockets stow items in front, a secure stash pocket stows a wallet safely in back and visible stitching provides style not often found on such a functional design. Clean cuffs hang loose over trail shoes.

Style: 9162 Weight: 10oz Size: 30-40 (even)  
Colors: Covert, Khaki




## MEN'S PERFORMANCE



Summer is the season of fitness. Trail runs, road bikes and singletrack loops. Increasing the mileage, charging the switchbacks or picking up the pace. Training for an ultra, a road ride or the Ski to Sea. Dreams of Leadville, LOTOJA or Western States. Circling race day on the calendar. Building lungs for big climbs. Victory in the master's class, a tick on the life list or a solitary personal best. Or just taking a full hour to hit the trail at lunch. An athletic class of wicking styles designed for this performance pressure.





26 miles of pure downhill. Josh Rhea rides the Wasatch Crest on an even-numbered day. Big Cottonwood Canyon, Utah.  Steve Lloyd



Watch Cloudveil athlete Sam Jurekovich's review of the Duo at [cloudveil.com/duo](http://cloudveil.com/duo)



**DUO CREW LONG SLEEVE \$50.00**

**DUO CREW SHORT SLEEVE \$40.00**

With dual-textile dryness, the Duo shirts are a cool, wicking complement to any run, ride or climb. Pace™ fabric dissipates sweat quickly, while mesh panels at the pits and sides let cooling air circulate when temps are rapidly rising. Flatlock seams limit abrasion, tagless interiors stop scrape, and tapered collars won't irritate the neck. New bright colors heighten visibility to keep both traffic and wildlife steering clear.

LS Style: 9149 Weight: 9oz Size: S-XXL Color: Taxi

SS Style: 9151 Weight: 7.75oz Size: S-XXL Colors: Patrol Red, Cadet



**EXCURSION TRAIL SHORT \$55.00**

Whether tackling 5, 10 or 50K distances, this lighter, longer short slides through every stretch of trail. SuperSmooth™ polyester falls softly on skin and dries quickly after a sweaty ride or a cooling dip. The 9-inch inseam shows a relaxed side when stopping for dark roast or circling the finish pavilion, while a thin continuous drawcord stays tied. A mesh boxer provides commando support and a lower back stash holds a key item.

Style: 9431 Weight: 6.5oz Size: S-XL

Colors: Cadet, Black



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**Clutch.** The open pique knit of polyester Pace™ fabric gives the Clutch shirts a balanced blend of wicking performance and everyday style. Casual elements such as a textural dye, contrast stitching and muted colorways break up the relaxing routine, while push/pull fibers move moisture when transitioning into action. Heat-transfer logos are smooth on the skin and reflective on the exterior when exercising at dawn or dusk.



#### CLUTCH POLO SHORT SLEEVE SHIRT \$60.00

Like any good polo, this wicking version features an upstanding collar that adds respectable class on a boat, at a cabin or when playing the back nine. The fabric wicks sweat when taking a quick spin or rowing to shore, while three ring snaps and a longer split hem nail the transition when heading out without first heading home.

Style: 9147 Weight: 6.7oz Size: S-XXL  
Colors: Abyss, Olive, Cadet, Tandoni



### TETON FREEDOM RIDERS

**Harnessing the effort of 600** Boy Scouts to build a sweet bike trail on government land is not the norm, but because of the foundation laid by Jackson's Teton Freedom Riders and the open attitude of the Bridger-Teton National Forest, these groups formed a singletrack synergy that resulted in the widely praised and highly popular Arrow Trail on Teton Pass.

But this collaboration was only one small stretch in a six-year working partnership between the Bridger-Teton National Forest, Friends of Pathways and the Teton Freedom Riders to create the first user-specific trail system in the United States on Teton Pass.

The Teton Freedom Riders were officially founded in 2004 by a core crew eager to sponsor and maintain downhill trails that were being built, such as Lithium, Ritalin and Jimmy's Mom. In an effort to stop rogue trail building and mitigate user conflict, a plan was developed with public input by the Bridger-Teton National Forest that focused on education, perspiration and voluntary separation. And the Freedom Riders, led by dig director Harlan Hottenstein, invested their hours and became stewards of this singletrack.

Local response to the accommodating 47-mile trail network—which includes the current Arrow Trail, future completion of the Phillips Ridge loop and a planned trail linking Teton Pass summit to the Parallel Trail—has been overwhelmingly positive. So positive, in fact, that the Freedom Riders are now raising money as a nonprofit to fund a professional dirty dozen trail crew to maintain and expand the sanctioned, sustainable and sick trail network within BTNF guidelines and with BTNF approval.

"It's mind-boggling. I knew it was going to have a huge effect and it was going to be a really neat thing, but I didn't know it was going to create this kind of synergy in the valley," Freedom Rider President Kevin Kavanagh says. "Separating users is a very positive thing. It lets everyone have their freedom and stops the conflict and tension, which is why we are all out there—to get away from those things."

- The story of the Freedom Riders is soon to be a high definition, action documentary set for release this spring.  
View a trailer at [cloudveil.com/Freedom](http://cloudveil.com/Freedom)





Watch an online product review of the Clutch Collection on SULLITV: [cloudveil.com/clutch](http://cloudveil.com/clutch)

Old Chevys never die, they just go slower with canoes on top.  
Tom Brunner loading up.  Woods Wheatcroft



### CLUTCH SNAP SHORT SLEEVE SHIRT \$65.00

With full-frontal ring snaps, a single-snap chest pocket and a regulation height collar, this bike-shop shirt is the wicking opposite of a tight roadie look. The split hem and loose fit keep the vibe relaxed when rolling around town with a U-lock, while quick-dry fabric enables a wash in the sink when extending a road trip or surfing a spare couch.

Style: 9418 Weight: 7.1oz Size: S-XXL Colors: Cadet, Olive, Tandori, Abyss



### CLUTCH SHORT SLEEVE CREW \$45.00

The right crew for road trips or bike rides, this ringer tee blends wicking comfort with socialized style. The tech material moves sweat when solving hard problems or dropping the A-line, while still looking chill at the burrito shack due to raglan sleeves and a contrasting collar. Flatlock seams sit soft on skin whether charging or lagging.

Style: 9148 Weight: 6.7oz Size: S-XXL  
Colors: Olive, Tandori, Cadet



### DYNO SHORT \$65.00

Matching a resilient fabrication with a 10-inch inseam, the Dyno Short is the answer for making the most of extended daylight hours. Breathable nylon/spandex twill shows strength and stretch for exercises from pre-work rides to after-work rock. Bellowed cargo pockets and deep back pockets stow items when focused on the next hill or hold, while belt loops, a chalk bag hanger and slash hand pockets give it casual utility.

Style: 9419 Weight: 9.3oz Size: 30-40 (even)  
Colors: Krypto, Aluminum



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Cloudveil Marketing Coordinator Nick Brosnan finds a happy place.  
Cache Creek drainage, Jackson. Jeff Diener



**RDW PERFORMANCE LS 1/2 ZIP \$85.00**  
**RDW PERFORMANCE SS 1/2 ZIP \$75.00**

Capillary action gives these active jerseys exceptional moisture management whether on a race day or a training day. Lightweight Polartec® Power Stretch® wicks due to push/pull chemistry while also stretching liberally for greater mobility when gripping disc brakes, reaching for a high hold or swinging arms at full stride. Flatlock seams, reflective logos and back stash pockets give the athletic styles full aerobic fitness.

LS Style: 9142 Weight: 11oz Size: S-XL Color: Mecca Orange  
 SS Style: 9143 Weight: 9.5oz Size: S-XL Color: Mecca Orange



**RDW 1/2 ZIP \$125.00**

With insulative thickness for cool or cold snaps, this Polartec® Power Stretch® top is always on the list for shoulder-season trips. A trim profile allows it to layer easily under any shell and a slick face sheds light moisture when worn solo during aerobic exercise. The DeepDrop™ zip lets air circulate, a chest pocket holds small items securely, and compressible fleece fabric makes packing it along always an easy decision.

Style: 6613 Weight: 9oz Size: S-XXL  
 Colors: Cadet, Mecca Orange, Black, Olive





### CACHE CREEK JACKET \$110.00

Wind shell or warm-up, aerobic layer or stuffed insurance, this utility piece shows alpine range with a two-textile pairing of soft and wicking Transporter™ lining and repellent Cyclone™ shell. A mesh back vent allows sweat to escape, a slick face layers without friction, and a rear jersey pocket stashes enough fuel to get from start to finish. The athletically-profiled shell packs easily into its own pocket and is also equipped with asymmetrical cuffs, reflective logos and an angled chest pocket.

Style: 9137 Weight: 12oz Size: S-XL  
Colors: Cadet, Black, Mecca Orange



Check out the performance features of the Stash Creek on SULLITV: [cloudveil.com/stash](http://cloudveil.com/stash)



### STASH CREEK HOODED JACKET \$100.00

Utilized as a low-bulk rain shell or an aerobic wind block, the Stash Creek serves well due to highly repellent Cyclone™ ripstop fabric. Stretch panels in the back, side and arms add kinetic mobility when climbing, riding or running. A snag-resistant reverse coil zipper forms a tight frontal seal, while asymmetrical cuffs extend coverage past the wrist during rain days. The entire piece self-stuffs into a chest stash pocket and is highlighted by a reversed reflective logo.

Style: 9140 Weight: 12oz Size: S-XL  
Colors: Bud Green, Cadet, Mecca Orange



### JOURNEY TRAIL SHORT \$60.00

With both stretch and recovery, this 10-inch inseam short provides trail performance without packing it too tight. SuperSmooth™ poly falls softly in front and dries quickly during sweaty runs, while stretch Cyclone™ panels enable free range when cranking out a hard uphill or a sprint finish. Styled with mesh hand pockets, a stealth key envelope, a reflective logo and a continuous drawstring that will never recoil into the waistband.

Style: 9153 Weight: 6oz Size: S-XL  
Color: Black



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Men's Performance 19



## MEN'S BACKCOUNTRY




High season is the time to explore. Leaving the truck and reaching the pass. Running a river or climbing a peak. Sport climbs and bouldering problems. Linger at a viewpoint as the sun sets. Long approaches transitioning into glacier travel. The contours of a topo coming to life. Ramen cooking on a hissing stove, alpenglow on a distant ridge and stars crowding the night sky. Playing Yahtzee by headlamp. Sipping something strong from a flask. Sleeping in down then waking to frost. And ticking it all before the window shuts.



Adam Justin taking it in at the end of day 2 on a traverse of the Northern Pickets. North Cascades National Park, Washington. Stephen Matera



Cloudveil Athlete Stephen Koch coils up after a summit of Mount Owen.  
Grand Teton National Park, Wyoming.  Greg Von Doersten



### **BPM JACKET \$180.00**

Most superlight shells are a functional sacrifice, but our BPM provides heightened breathability, sealed waterproofing and unrestricted stretch without breaking the 10-ounce threshold. The active secret is knit construction, which—unlike static woven shells—enables flexible range of motion when cranking up the heart rate. A slim design, an athletic profile and half-elastic cuffs prepare the 2.5-layer storm shell for hill climbs, ridge runs or thru hikes with no guarantee of good weather.

Style: 9430 Weight: 10oz Size: S-XXL  
Colors: Jet, Black

### **INERTIA PEAK LONG SHORT \$100.00**

A long short with free range, this style is found locally and frequently at the bouldering spot and on the freeride trails. An 18-inch inseam hangs low to shade calves or cover pads, while the brushed interior feels soft and light on skin. A seamless gusseted crotch prevents material malfunctions when going big or getting rad, a back tab hangs a chalk bag, and zippered hand and thigh pockets stow items when sticking it or sending it.

Style: 9110 Weight: 13.5oz Size: 30-40 (even)  
Colors: Khaki, Tarmac



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Men's Backcountry 21





### INERTIA PEAK PANT \$110.00

This backcountry pant has earned a workhorse reputation due to its resilient fabric and functional features. The roll-up system, which lifts hems with dual tabs, cools legs when grinding through switchbacks or walking off a climb. A fixed waist, relaxed fit and front fly keep it casual when refueling or recharging after a long day, while dual slash, drop back and single thigh pockets stow items safely. Bonded-and-sewn zips clean the face.

Style: 9096 Weight: 16.5oz Size: 30-40 (even)  
Colors: Khaki, Tarmac

### INERTIA SPINNER SHIRT \$125.00

Tonal snaps keep the front of this overshirt closed and the sunshade collar secured in windy weather, yet allow air inside when in need of a cooling breeze. Large chest pockets stow fly boxes or travel plans, while a stealthy zippered chest pocket keeps other supplies stashed. A strong DWR keeps spray or drizzle shedding off the surface.

Style: 9436 Weight: 17oz Size: S-XXL  
Colors: Abyss, Slate Green

### INERTIA PEAK SHORT \$90.00

The 100-wash DWR of this short sheds moisture while a seamless gusseted crotch allows full stem flexibility during abrasive activity. Designed with a 10-inch inseam for a relaxed look, a chalk bag hanger for easy dipping at the crag, and an easy-access thigh pocket to stow essential or non-essential items for the duration of a climb or ride.

Style: 9112 Weight: 10.5oz Size: 30-40 (even)  
Colors: Tarmac, Khaki



Check out Cloudveil climbing athlete Luke Kretschmar's review of the Inertia Peak at [cloudveil.com/inertiapeak](https://cloudveil.com/inertiapeak)





**Inertia Peak.** From spring touring and lead climbing to trail riding or ridge hiking, our lightweight soft shells are the three-season match for athletes who stay active in every type of weather. InertiaPlus™ fabrics shed precip, stretch mechanically and breathe freely, while also creating a resilient character and liberating feel not found in thicker, stiffer soft shells. For heightened performance and greater longevity, our liberating styles also utilize a Primeflex™ treatment that repels surface moisture and prevents material stains.

### INERTIA CONVERTIBLE PANT \$140.00

Showing rugged and functional style, this soft shell travel pant converts to a 10-inch short when the mercury rises. Reinforced triple-needle stitching, Velcro® stash pockets and bartacked belt loops give it a toughly constructed feel, while straight-leg cuffs and fixed waist sizing wear like an everyday pair of work pants. A side pocket sheaths a cell and a hammer loop gives it rugged style that plays well in rural environments.

Style: 9437 Weight: 17oz Size: 30-40 (even)  
Colors: Burlap, Krypto



First light breaks the horizon as Cloudveil Athletes Jess McMillan and Stephen Koch traverse the East Ridge snowfield, Grand Teton National Park, Wyoming. Greg Von Doersten



### INERTIA PEAK JACKET \$160.00

With bonded-and-sewn construction and stiffened cuff tabs, this highly breathable, Lycra®-free design is one resilient soft shell. The alpine-tough piece features a hem that cinches from inside, a half-raglan silhouette that moves freely and a solo chest pocket that stows items when moving at a good clip. InertiaPlus™ underarm panels increase both aerobic and anaerobic airflow.

Style: 9095 Weight: 17oz Size: S-XL  
Colors: Mecca Orange, Black, Bud Green




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Men's Backcountry 23



**ZORRO.** Our lightweight Zorro shells are designed for days when a rainy forecast becomes the mountain reality. Waterproof/breathable Cloudburst 2.0™ ripstop seals out precip from hard rain to spring sleet while also allowing steam to escape during tough sections of trek or trail. The lightweight but protective shell fabric also features a dry-touch interior that won't turn sticky or clammy even in humid summer weather or misty mountain air.



Finding himself on the other side of the lens, Stephen Matara hikes along the Skogaheiði, Iceland.  Stephen Matara



#### **ZORRO JACKET \$140.00**

The Zorro Jacket's hood shrinks peripherally using only one hand in a fierce downpour, while high-set pockets allow access when hefting a pack. Two-way pit zips vent heat on steep switchbacks, two drawcords cinch the hem, and two-tone color ways brighten the backwoods style. Equipped with a front storm flap, half-elastic cuffs and an athletic fit.

Style: 9091 Weight: 14oz Size: S-XXL  
Colors: Mecca Orange, Jet, Black



#### **ZORRO LT JACKET \$130.00**

With protective utility from morning commutes to weekend hikes, this Zorro rain shell features a hood that stashes in the collar, half-elastic cuffs, a dual-draw hem and zippered hand pockets that vent internal heat when dark clouds let the hard rain fall. Solid, muted colors keep it casually camouflaged in urban or rural settings.

Style: 9092 Weight: 13oz Size: S-XXL  
Colors: Jet, Black, Krypto, Harbor

#### **ZORRO PANT \$100.00**

On any overnight trip or extended adventure, packing a rain pant—like the Zorro—is a smart strategy. Seam-sealed construction prevents leakage or seepage even when fighting through torrential rain or ripping wind, while 12-inch locking ankle zips allow an easy transition over boots when a passing storm becomes an incessant downpour. A kick patch, zip front fly and athletic fit equip it for trips of any duration or destination.

Style: 9094 Weight: 10oz  
Size: XS-XXL Color: Black



## "A DOWNHILL COAST AND A QUICK SLIP INTO A DARKENED SMALL WORLD OF SEA-RUN CUTTHROATS, KINGFISHERS AND ENERGY DRINK CANS. NISSAN DEALERS AND BALD EAGLES. HOMELESS CAMPS AND PINK SALMON."

### ESCAPISM OF AN URBAN NATURE

Escape. The Great Escape. Escarpment.

Escarpment brings to mind the movie "First Blood" and, in particular, John J. Rambo himself, clinging to a basalt plane—difficulty 5.gnar.

But it wasn't an escape. As I recall, they marched John J. off at the end for sequel transport to the jungles of Hollynam and even greater escapes and escarpments.

One moment you are gallivanting down an old BLM road with your lazy-ass Lab and your significant other on a rusted cruiser you bought at a garage sale from the lady whose speed-freak son drives the snowplow that keeps the parking lot for your condo clear ... the next moment you are clinging to a wall in B.C.

The chopper may, or may not, be imaginary.

As it is, I have taken up with my own personal tripwire route: several miles of horribly abused lowland creek that runs a mile or so through urbania to the tidewaters. This lower section, for better or worse, has become my quick-hit solace from distributors, computers, controllers, comptrollers and any other ers or ors that are out to get me.

A downhill coast and a quick slip into a darkened small world of sea-run cutthroats, kingfishers and energy drink cans. Nissan dealers and bald eagles. Homeless camps and pink salmon. Finally struggling past the scorched-earth zones of "restoration" by well-meaning and well-funded conservation groups, spilling into the bay where Salish Indians camped, fished, fought and lived without energy drinks for thousands of years.

It is still a fine place to escape in 2009.

The south fork of the Big W flows, above the rusted shopping carts and bicycles lodged in the bottoms of the deep pools, in a manner that allows for the cutthroat to thrive on bugs and fry, cooling in the shade and lurching back to the salt when the mood strikes.

A short ways above the cacophony of car sales and burger joints is an incredible solitude in the city. Canyon walls pitch upward to eagle aeries in the tops of 200-foot Doug fir skeletons, and the W slips over granite spillways and between sentient boulders. Mountain lions, blacktail deer and homeless veterans make their home here.

Atop the biggest pool, alternately sliding down a natural flume, a crew of young boys, 8-12-ish, pulls up their shin-length Lakers shorts and grips Boogie boards while diving into the cool bliss. They see the man overladen with weird gear, whipping about, and stop with instant attention.



Watching intently, the alpha kid finally breaks the silence, "Is fly fishing better than regular fishing?"

I am stunned. First, by suddenly noticing Team Lord of the Flies, and then by the question itself.

"Well, I think so."

"Why?"

Man, kid, why don't we just talk about something easy to explain, like fractals and the "magic bullet" theory?

"Um, there's more going on. You cast; like this ..." A half-ass haul to a feathered release and drop. "And you have to be aware of the fly and how it sits on the water. And the water itself and how it is running ... and ..." A seven-inch progeny of a hatchery holdover rainbow sips the caddis in front of the posse.

"Cool," the alpha kid says, adjusting his Lycra.

"Cool," say the other kids, tugging at their own licensed and branded swimwear.

They stare into the pool, then at me, gripping their Boogie boards, a touch of tension in the din of the gurgling rivulet.

"You guys can hit it; I'll fish some pools downstream. It's all you."

A cry to rival that of eagles and John J. Rambo bounces throughout the canyon as they belly flop onto their Styrofoam rides, down the flume and into the pool.

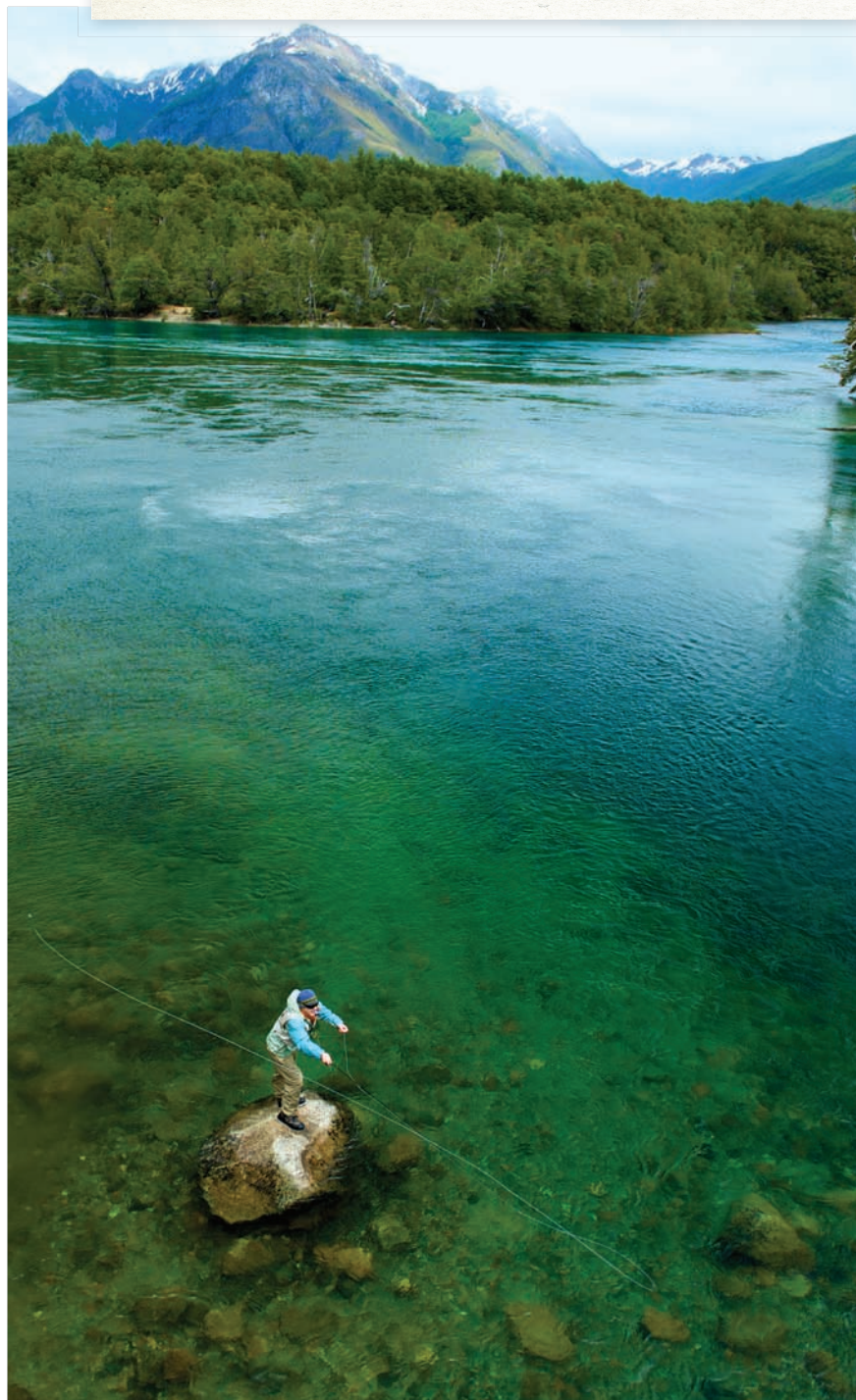
I continue along with my weird gear and whipping motions.

- Jeff Galbraith

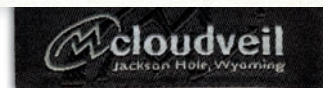
Jeff Galbraith has been getting lost, bitten, extorted, broken off, cold, sunburnt and threatened by Argentine soccer fans — and writing professionally about these things — for a while now. President of Funny Feelings LLC, publisher of *The Ski Journal*, *The Flyfish Journal*, and frequency: *The Snowboarder's Journal*, Jeff resides with his wife Jessie Lu (Funny Feelings LLC's creative director) in Bellingham, Wash. A former editor of *Snowboarder Magazine*, Jeff's work has also been featured in *Time*, *Rolling Stone*, *Men's Journal*, *Outside*, *Surfer*, and *Powder* magazines.



Waking before dawn to catch rising light. Mist on the water or sunshine in the air. Launching a drift boat or wading the stream. Trekking into a remote lake, migrating north for steelhead or being in the right spot for opening day. Stalking browns, cutties or rainbows. Matching the hatch. Working the bank. Finding the right fly. A perfect cast, a light drop and a fish on. Feeling tension and then the rip of line. Staying out until last light then telling a story on the tailgate.



David Gilman casting from his perch on the Rio Menendez, Los Alerces National Park, Argentina. Lucas J. Gilman



## NUNYA VEST \$190.00

Customizable for every mission from small-stream trout fishing to chasing steelhead runs in BC, our modern soft-shell vest is a generation removed from the one in dad's closet. Stretch fabric sheds spray and lets sweat evaporate, while mesh under each shoulder cushions a heavy load. An 18-pocket configuration holds floatant inverted, desiccant upright and eight stacked spools of tippet. The vest closes with a zip in shirt-sleeved weather or a clip when layered up and stashes monofilament garbage in a secure spot that keeps line from becoming litter.

Style: 9433 Weight: 23oz Size: S-XXL Color: Aluminum/Lichen

To read about the struggle to save our rivers against the invasion of didymo, go to our blog - [themountainculture.com](http://themountainculture.com) - and search didymo.



Visit [Cloudveil.com](http://Cloudveil.com) for our complete line of Inspired Angling Apparel.



#### 8X PRO WADER \$475.00 - \$495.00

GORE-TEX® Pro Shell certifies our premium yet pliable wader for rugged use in any river, fork or stream. Three-tiered construction pairs a five-layer front panel to resist punctures with a ripstop upper that breathes as temps rise. Pass-through and top-down pockets sit above the waterline, anatomical 4mm neoprene booties ensure a true fit, a gusseted crotch reduces seam stress and Schoeller® gravel gaiters keep out grit.

Style: 9223 Weight: 40oz Size: XS-XXL Color: Vetiver



#### 8X GRIPPY RUBBER BOOT \$150.00

Since anglers are phasing out felt to help prevent the spread of invasive species like didymo, our most current design upgrades with Vibram® Idrogrip™, a breakthrough compound that significantly improves grip on slick surfaces. The boot also features signature design elements such as a dual-density midsole and a slip-resistant ankle harness so that making a responsible choice requires no sacrifice in comfort or stability.

Style: 0016 Weight: 36.6oz Size: 5-14 Color: Slate



#### FLAT CREEK JACKET \$235.00

When embarking on a cool float or hit with crisp wind, we stay warm with the Flat Creek Jacket. Windstopper® fleece blocks breeze and holds heat without soaking up moisture or sweat. The breathable fleece stays quiet, doesn't crinkle and is perfect when a shell is overkill. Deep Napoleon pockets fit large fly boxes, an external Schoeller® pocket holds priority items, and hidden side pockets warm hands while waiting for the hatch.

Style: 0081 Weight: 21.2oz Size: S-XXL Colors: Rattan, Tarmac



#### CRYSTAL CREEK WADING PANT \$375.00

For low-water wades, spring creek sessions or colddays in the boat, we love the utility of our Crystal Creek Wading Pant. Crafted from three-layer GORE-TEX® Pro Shell, the pant is submersible from the seam-sealed pockets down, making it ideal for launching the drift boat or enduring coastal spray. A front fly, belt loops, removable suspenders and cuff drawcords let the relaxed pant hang naturally when stopping in at the coffee shop or breakfast joint.

Style: 9192 Weight: 20oz Size: XS-XXL Color: Covert



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Angling 27



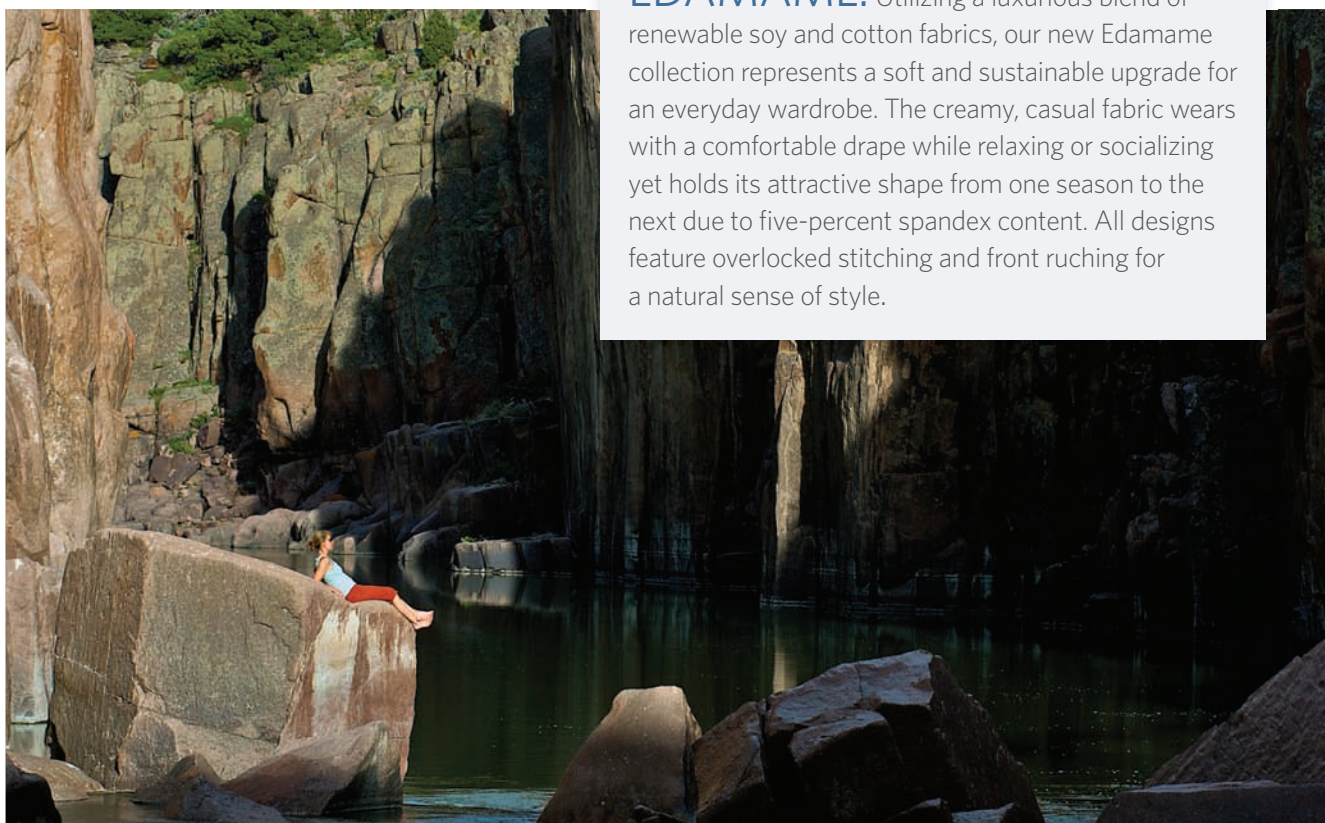
## WOMEN'S MOUNTAIN LIFE | cloudveil

Warming air is a sure sign of summer. Morning light for walking dogs and evening sunsets on display. Spring planting, wildflower blooms and outdoor festivals. Letting toes and shoulders see the sun. A lazy float down the river by drift boat or inner tube. A perfect camp spot and a good swimming hole. Magazines and paperbacks. Bluegrass at the ski hill, produce at the farmer's market and barefoot walks in the grass. Road trips to new destinations. And carefree styles that match the relaxed seasonal pace.



Holly Walker grows her own in Idaho. Tending the family plot outside Sandpoint.  Woods Wheatcroft





**EDAMAME.** Utilizing a luxurious blend of renewable soy and cotton fabrics, our new Edamame collection represents a soft and sustainable upgrade for an everyday wardrobe. The creamy, casual fabric wears with a comfortable drape while relaxing or socializing yet holds its attractive shape from one season to the next due to five-percent spandex content. All designs feature overlapped stitching and front ruching for a natural sense of style.

Kerry Cowan catches a patch of sunshine in the shadow of the pre-Cambrian granite of Fremont Canyon, Wyoming. © Celin Serbo



#### **EDAMAME HOODIE \$60.00**

The flattering front, looser split cuff and longer empire waist of this hooded tee show current style in small towns or hip neighborhoods, while crossover stitching creates both an air and appearance of originality.

Style: 9400 Weight: 8oz Size: XS-L  
Colors: Oatmeal, Abyss, Tandori



#### **EDAMAME V NECK \$55.00**

This appealing feminine tee stands out in open-air environments when paired with practical jeans or a summery skirt. The V-neck shows a natural curve with a fashionable longer length, while details such as raw edges and offset lines highlight a fitted shape.

Style: 9401 Weight: 4.5oz Size: XS-L  
Colors: Abyss, Tandori




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Women's Mountain Life 29





Pizza delivery, Sandpoint style. Holly Walker holds the goods while Tammy Farmin pilots. Sandpoint, Idaho.  Woods Wheatcroft



### RIO SHORT \$50.00

A short short—like our five-inch inseam Rio—is an irresistible choice at the height of summer when legs are fit and tan. Mixing peached cotton fabric with attractive elements such as a wide double-button waistband, welted back pockets and open hand pockets, this short feels at home in snapshot settings from mountain barbecues to beachside bonfires. Poppy and Chocolate match the palette to progressive tastes.

Style: 9458 Weight: 6oz Size: 4-14 (even)  
Colors: Chocolate, Poppy



### MAZE SHIRT \$70.00

When form dictates more formality, this woven shirt provides structure without undue stiffness. Organic cotton falls softly on skin while slight stretch and a back gather create an hourglass shape. Narrow chest pockets stow small items and cap sleeves with mini buttons prevent fit girls from feeling constricted, while two-tone prints from vibrant to versatile provide a range of respectable options for an upscale function.

Style: 9405 Weight: 4.5oz Size: XS-L  
Colors: Mecca Orange, Oatmeal, Barely Pink, Bluegrass



### DYNO SKIRT \$60.00

Tied with a square knot, figure eight or standard bow, this twill skirt is an attractive option for everything from strolls through town to travels to an undiscovered spot. The wide waistband sits comfortably high or low on the hips, side pleats make room to stride and the 21-inch length shows a respectable amount of leg. Front pockets hold everything from spending money and car keys to hands that just need a place to relax.

Style: 9404 Weight: 6.5oz Size: 4-14 (even)  
Colors: Abyss, Berm





Jess McMillan trains for winter's big lines working out on rock in the summer.  
Grand Teton National Park, Wyoming.  Greg Von Doersten



#### LILY CAMI \$40.00

Organic cotton stretch fabric makes this functional cami a cooling treat on sweltering summer afternoons. A deeper V-scoop neckline and lower back show the sun some skin, while an internal shelf bra provides light support for moderate activities such as pedaling a cruiser, walking along the riverbank or wandering through a Bohemian district. The vibrant pattern adds variety to wardrobes weighted toward solids.

Style: 9408 Weight: 3.3oz Size: XS-L Colors: Olive, Poppy, Bluebird



#### DYNO PEDAL PUSHER \$70.00

With a longer cut, a lower rise and flat hand pockets, this twill short brings style to a full calendar of treks, travels and camps. The 17-inch inseam and slightly tapered shape lengthen the leg while also adding coverage on a hard climb or an easy workday. A split hem and button-down back pockets add practicality, while double-needle accents, a striped internal waistband and a relaxed fit kick back with style.

Style: 9403 Weight: 8oz Size: 4-14 (even)  
Colors: Berm, Abyss



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Women's Mountain Life 31





#### TRACK JACKET \$85.00

The indulgent way to stay warm before or after a workout, the Track Jacket stretches, wicks and breathes at the gym, on the trail or in ACL rehab. Two-way front sliders lock at a desired height and also unzip from the bottom to prevent bunching or rising when sitting or stretching. A longer cuff and longer cut add coverage when taking it slow.

Style: 9451 Weight: 8oz Size: XS-L  
Colors: Nightshade, Black, Poppy

**Track.** A collection that moves and breathes with athletic ease, our Women's Track styles take to any exercise with vibrant and liberating style. Stretch spandex fabric allows each silhouette to take shape when warming up or working out, while a moderate thickness holds just enough body heat when cooling down. Rich colors and flatlock seams warm up the tired yoga look, while the flattering shapes move comfortably at a casual speed.



#### TRACK DRESS \$75.00


From mountain music festivals to Sayulita sabbaticals, this active black dress blends structure and flow into a seductive and freeing silhouette. An internal shelf bra adds support, an empire waist creates a universally flattering shape and racer-back straps keep tan lines thin. The dress packs small and the low-thigh length flirts with style.

Style: 9455 Weight: 10oz Size: XS-L Color: Black







Official dress code from the National Horseshoe Pitchers Association rulebook: "Said shirts cannot be sleeveless. No cut-offs are permitted and closed-toe shoes must be worn." 2 out of 3 ain't bad. Holly pitches shoes in Hope, Idaho  Woods Wheatcroft



#### TRACK TANK \$50.00

The popular appeal of this exceptionally limber tank has made it a weeknight workout staple for everything from indoor hot yoga to sunset sport climbing. A soft scoop neck and higher straight back conceal sports bras, while still letting air escape when striking a tough pose or climbing at a higher grade. A close fit prevents material friction.

Style: 9453 Weight: 4.4oz Size: XS-L  
Colors: Poppy, Black, Sharp Green



#### TRACK CAMI \$55.00

For physical, mental and spiritual exercises, this fitted top provides the active freedom to move and breathe. Skinny straps stay in place when stretching, reaching or running, the deep V-neck cools off rising temperatures and an internal shelf bra provides A/B support during an intense workout. Flatlock seams accentuate the athletic fit.

Style: 9454 Weight: 4.4oz Size: XS-L  
Colors: Nightshade, Poppy



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Women's Mountain Life 33





**Pearl Street.** The softness and style of our Pearl Street collection are a natural match for days that move through town at a relaxed and leisurely pace. Organic cotton poplin feels light on skin, rich dyed colors strike a summery tone and contrast stitching provides a carefree visual accent for everything from walking and strolling to browsing or biking.

#### **LILY TANK \$45.00**

Blending soft organic cotton, slight stretch and a higher neckline, this free-flowing style is an ideal summer tank for girls who need a little extra coverage. The scoop neck, fitted cut and blouse-like chest contribute fashion-forward elements to a more active style, while the intricate print livens up any short or skirt in the warm-weather wardrobe.

Style: 9407 Weight: 3.3oz Size: XS-L  
Colors: Bluebird, Poppy



#### **PEARL STREET ROLLER SHORT \$70.00**

With a big front button, contrasting belt loops and a vertical front seam, this longer short is a natural match for longboarding, three speeding or flip-flopping. The inseam rolls up from 15 to 12 inches or wears long when aiming for an uncuffed style. A thigh cargo that faces forward and asymmetrical back pockets reduce bulk.

Style: 9118 Weight: 5.5oz Size: 4-14 (even)  
Colors: Chocolate, Bud Green



#### **PEARL STREET CAPRI \$70.00**

This loose-fitting capri shows everyday style with an oversized front button, contrast stitchwork and slanted front pockets. Wide loops fit thick belts, patch-on pockets sit flat on back and an 18-inch inseam shortens by drawstring when wading a stream.

Style: 9116 Weight: 6oz Size: 4-14 (even)  
Colors: Bud Green, Tandori, Chocolate







#### LILY TEE \$50.00

This low-maintenance stretch tee provides a fashionable option on hot summer days. Organic cotton fabric feels soft on sunburned or suntanned skin and a longer length—that fits tight up top yet flows at the hips—wears well with shorts, skirts or capris. The vibrant pattern radiates more energy than a monotone, while the pairing of a scoop neck and extra volume up top accommodates girls who need a little more support and a little more coverage.

Style: 9406 Weight: 4oz Size: XS-L Colors: Poppy, Bluebird, Olive



#### PEARL STREET SHORT \$60.00

Both functional and flattering, this shorter short fits with a hip-hung rise and a five-inch inseam. An oversized front button, bartacked belt loops and a wider band waist show off style, while a corded inset on the small hand pockets adds definition at the hip. Half-circle back pockets sit flat yet provide space for relaxed hands to idle.

Style: 9117 Weight: 4oz Size: 4-14 (even) Colors: Chocolate, Bud Green



Saying it with flowers. Karin Kean and Heather Zierenberg load the landscaping truck for a day of dirty work in Wilson, Wyoming. Jeff Diener



**COOL CARIBE.** The airy, vented nature of our Cool Caribe styles makes them perfect for destinations that involve sun, saltwater or sand. Light SunPro™ and SunPro Plus™ nylons feel cottony soft on skin and prevent the interior from turning sticky or steamy in southern states, canyon country or Gulf Coast waters. The textured, wicking fabrics also shade direct sun at UPF 30 when hiking in the tropics, fishing in warm climates or just taking a trip south.



**COOL CARIBE HOODED POPOVER \$70.00**

For covering up on the boat or the coast, this longer, textured top provides light and soft relief. A hidden pocket stashes items such as sunscreen and a room key, while bicep pockets keep rolled sleeves tabbed in place. Four buttons allow the front to cool, a beach hood provides extra sun protection and a long length with side slits flares at the hip.

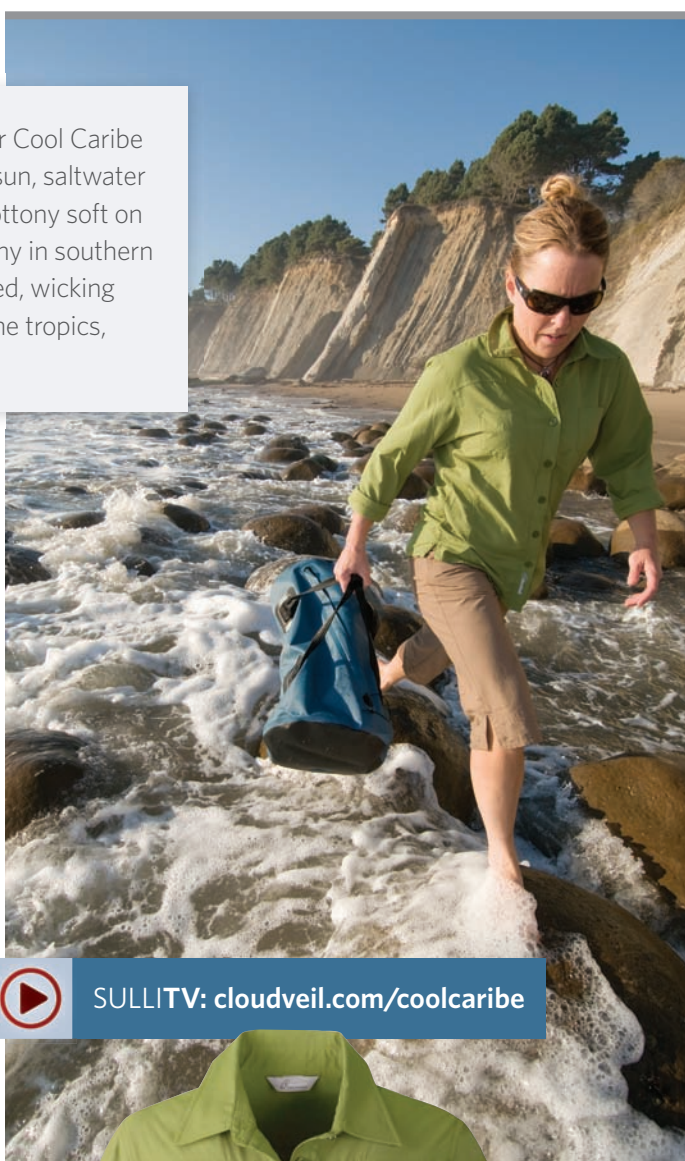
Style: 9101 Weight: 6.5oz Size: XS-XL Colors: Bright White, Bud Green



**COOL CARIBE PANT \$65.00**

The looser fit and shorter rise of this lightly textured pant fashionably match it to brushy trails or an inspiring trek. Half-moon back pockets button for security and front pocket mesh lets hot air escape, while both cuffs roll up to capri length and secure with a two-button tab when wading or fording. Hook-and-button closure with V-web belt loops.

Style: 9103 Weight: 7oz Size: 4-16 (even) Colors: Chocolate, Stone



**SULLITV:** [cloudveil.com/coolcaribe](http://cloudveil.com/coolcaribe)

**COOL CARIBE LONG SLEEVE SHIRT \$65.00**

Unlike tech shirts with peek-a-boo mesh, this long sleeve covers up on scorching days with a feminine design. The wicking fabric shades sun without feeling too hot in humid climates due to a textured surface. Princess seams, small chest pockets and a pleasing palette show style, while a split hem, button front and open cuffs let in the breeze.

Style: 9102 Weight: 6oz Size: XS-XL  
Colors: Bud Green, Bluegrass, Bright White

Cheryl Albrecht-Harvey picks her way along Bowling Ball Beach, North Coast, Point Arena, California. Kennan Harvey



**"MIDDAY SUN MOVED TOWARD US, AND WE CREPT QUIETLY AROUND THE BASE. WE CHASED THE TOWER'S DEEPEST SHADOW, AS THE SUN WORKED ITS DAILY ARC ACROSS THIS GIANT SUNDIAL OF THE NORTHERN WYOMING PLAINS."**

#### THE OTHER KIND OF RICHES

Sweat dripped down my forehead and stung my eyes. I adjusted my right foot in the crack, and shook out pumped forearms. With sun baking through the leather of my climbing shoe, my other foot felt like broiled meat. I cursed myself for choosing a route called Burning Daylight while it was in the sun, and then kept moving. Devil's Tower was a wick.

Later that afternoon, from the Teacher's Lounge ledge, Sam and I watched as the shadow of the Tower lengthened along bends in the river. Patches of auburn and red in the prairie grasses were the only signs of fall.

After dinner on the camp stove, I got into the back of my truck to read before bed. My whole body was exhausted from climbing the long, steep cracks, and I was nearly broke from a summer chasing writing work, climbing and adventures. Life here was simple, clear and rich.

At 9 p.m., I got a text message from my brother: "Stock market is tanking."

I called him, and he listed banks that had crashed. "Cross your fingers we have jobs this winter," he said, and we hung up.

My friends were still drinking beer under the street lamp outside, sitting on coolers. I stuck my head out the back window. "Hey guys, I just talked to my brother. The stock market is dive bombing and banks are filing for bankruptcy."

"That won't make it any easier to find work back in Bozeman," Sam said. He and I had both looked for work in town, and had instead ended up here, climbing.

After a rest day, I felt stronger. We woke and made eggs, then scrambled through the boulders to the West Face. Dave and I climbed El Matador, a notorious, 150-foot calf-burner. I palmed opposing walls, pushing down and out against my hands to unweight and move my feet, one at a time. Cool air dried my hands, and I moved quickly above my gear. In my periphery, the rope swooped along steep rock, an orange line on gray.

Midday sun moved toward us, and we crept quietly around the base. We chased the Tower's deepest shadow, as the sun worked its daily arc across this giant sundial of the northern Wyoming plains.

We returned to Bozeman a week later, just as the ski area where I'd worked the past three winters laid off 100 seasonal employees. My patrol boss sent an email that included the words, "I would be

Sam Magro



untruthful if I told anyone they have a job this winter." I parked my truck on the street, packed my haul bag and climbed into a friend's Subaru, headed for Yosemite.

Just before we left town, I got an email from an editor at *Alpinist*—they'd lost funding, stopped publishing and weren't running an essay I'd written for them. Sleeping in the dirt for five months had kept me insulated from the dark clouds of the financial page. But as the Nevada desert skimmed by on a return to another reality, both my excitement and nervousness swirled. With winter employment uncertain and my creative outlet no longer in print, I had no excuse not to keep climbing. Leaving town made me feel stable again, centered.

I called my mom from Yosemite. "I guess that's as good a place as any to be right now," she said. "It's beautiful there this time of year."

I certainly couldn't think of anywhere else I'd rather be.

- Emily Stifler

Despite rumors of her employer's demise, Emily Stifler still ski patrols on a rocky, windy, north-facing mountain in Montana six months of the year. She wakes at 4 a.m. and commutes an hour to hike, ski, throw explosives and carry heavy stuff so she can get home by 7, drink beer and write until 10. And she's still looking for a summer job.





### COOL PRINT SHORT SLEEVE SHIRT \$60.00

The vibrant floral pattern of the Cool Print Shirt adds an upbeat island vibe to the average summer day. Cap sleeves, exposed buttons and felled interior seams show casual quality, while Blueberry, Bud and Glow colorways create a rainbow of attractive options that stand out during a diversion, at a destination or on any excursion.

Style: 9456 Weight: 3.6oz Size: XS-XL

Colors: Bud Green, Glow, Crushed Blueberry



### COOL CAPRI \$60.00

This 24-inch capri stays in season from spring planting sessions through fall hiking trips. Open front pockets, a zip back pocket and a center front snap add easy outdoor function, while the cuff hangs at the perfect length for dusty trail runners, comfy Swedish clogs or surfy summer flip-flops.

Style: 9097 Weight: 7oz Size: 4-16 (even) Color: Stone

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### CLASSIC COOL SHIRT \$65.00

The shapely construction and feminine colors of this travel shirt have made it a proven classic for river and road. Ventilation from hidden mesh in back and wide roll-up cuffs help the cooling cause, while hidden Napoleon-style chest pockets secure small items.

Style: 9084 Weight: 5oz Size: XS-XL

Colors: Blueberry, Bright White, Key Lime



**COOL.** Made to soften the constant exposure of backpack trips, fishing expeditions or adventure travel, the Cool styles blend practical features, progressive styling and performance nylon. Breathable CoolTouch™ and CoolTouch Plus™ fabrics block sun at UPF 45, wick sweat quickly and feel soft on skin whether trekking to ancient ruins, setting up camp or just spending an idyllic week in a tropical climate.

The Whitewater State happens to have plenty of flat water. Julie Wheaton paddles the Upper Payette with her son, Jake. McCall, Idaho.  Woods Wheatcraft



#### COOL BOARD SHORT \$55.00

A five-inch inseam short for the boat or the bank, this summery style rides lower on the hip and shows off toned thighs. Striking seam lines, low-slung Velcro® front pockets and a zippered back pocket give it a look that feels ten years younger than the standard fly-shop selection of drab expedition fare.

Style: 9098 Weight: 5oz Size: 4-16 (even)  
Colors: Chocolate, Stone



#### COOL PANT \$75.00

Whether trekking or traveling, the Cool Pant always makes the trip due to sun-shading, quick-drying and soft nylon function. Jean-style pockets and saddle-stitched detail translate the style to any setting, while loops and an internal waist adjustment keep them properly fitted while hands take on other tasks. A drawcord cinches cuffs out of standing or flowing water while Velcro® rear pockets stash it all away.


Style: 9088 Weight: 9oz Size: 4-16 (even)  
Colors: Vetiver, Stone



#### COOL CONVERTIBLE PANT \$85.00

Two-in-one function is the unmistakable highlight of our Women's Cool Convertible Pant. When sun warms the air, the wicking nylon style changes into a nine-inch inseam short ideal for hiking, traveling or wading. An adjustable waist sits on the hip, while a combination of casual front pockets, adjustable cuffs and a single zippered back pocket add functionality at any daylight hour.

Style: 9087 Weight: 10oz  
Size: 4-16 (even) Colors: Vetiver, Stone

 Greg Von Doersten



**Cloudveil Athlete Quincy Becker Liby** learned to fish growing up in Jackson, where her dad worked as a guide and took her fishing every Sunday. But it was her experience fishing the Yellowstone, Madison and Gallatin during college—in addition to her lineage—that landed her a summer job as a fly-fishing guide back home. And, in the 10 years since, Liby has made this passion her profession, guiding 100 days a year on the Snake, South Fork and Green rivers as well as seasonally in Alaska and Argentina.

In addition to guiding the guys, Liby has worked to introduce a local population of women to an activity still known for its gender imbalance. Working with experienced return clients, volunteering for organizations such as Casting for the Cure and leading women's clinics for Trout Unlimited, she has taught a succession of women how to find fish and finesse a cast.

Liby's career path also earned her a spot on the board of the Teton Valley chapter of Trout Unlimited, which spearheads stream bank restoration efforts on the Teton River. But guiding is her primary passion, and she sees it as an experience with no gender bias. "It isn't a sport of just brute strength; it's a lifetime sport and it's very rewarding—there are so many different facets to it," Liby says. "It is so amazing to see people's faces when you teach them to cast in the morning. And when they catch that first fish, my day is fulfilled."

- To schedule a day on the river with Quincy this summer, contact her at (208) 709-2976 or quincyliby@gmail.com.



## WOMEN'S PERFORMANCE |

Summer is the season of fitness. Rides to ride, races to race and challenges to tick. Training for an objective or elevating personal fitness. Road rides up the pass, trail runs down the ridge or sport climbs at a higher grade. Hill climbs after work or long runs on long weekends. Yoga retreats and bouldering trips. A multi-day tour or a hut-to-hut hike. Racing an ultra or running the 10K. Legs that feel fast, lungs that feel fit and a core that is strong. Working out in styles that keep comfortable over the entire range.



Mercedes Pollmeier trains in the Duo tank and skirt among the evergreens at Three Sisters Park, Colorado.  Chuck Fryberger

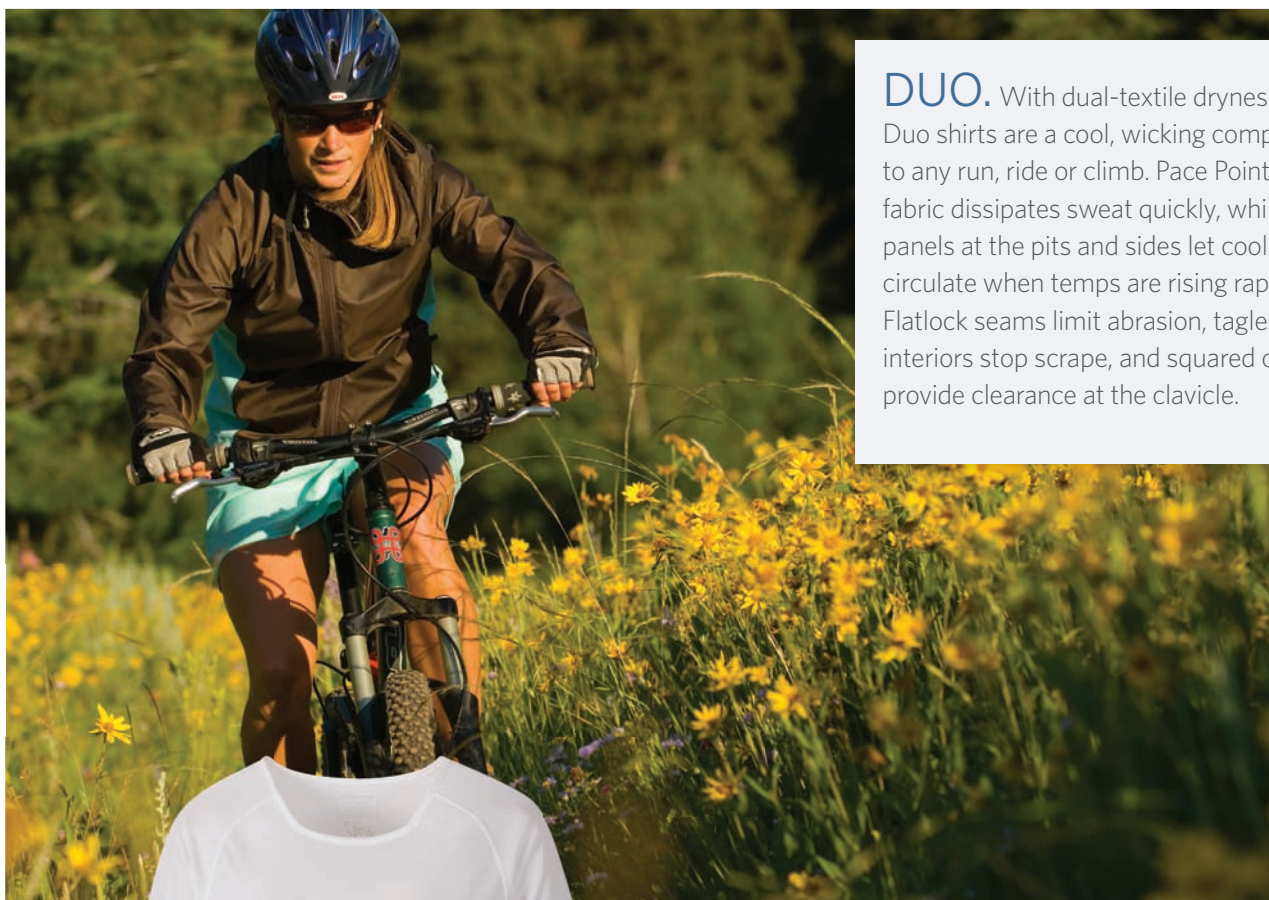


### **DUO TANK \$35.00**


By opting for a racer-back style, this wicking tank added extra mobility and breezier venting to its athletic resume. Side mesh panels create additional airflow when moving rapidly and allow the entire trunk to twist and turn. An active cut stays comfortable for every exercise from a quick sprint up the ski hill to a long run at the elk refuge.

Style: 9077 Weight: 5oz Size: XS-L  
Colors: Laurel, Bright White, Barely Pink





**DUO.** With dual-textile dryness, the Duo shirts are a cool, wicking complement to any run, ride or climb. Pace Pointelle™ fabric dissipates sweat quickly, while mesh panels at the pits and sides let cooling air circulate when temps are rising rapidly. Flatlock seams limit abrasion, tagless interiors stop scrape, and squared collars provide clearance at the clavicle.

The first trails in the area to melt out, Katie Stevenson links a connector on the Putt-Putt trail. Jackson Hole, Wyoming.  Jeff Diener



**DUO CREW LONG SLEEVE \$50.00**  
**DUO CREW SHORT SLEEVE \$40.00**

The venting mesh of the Duo crews creates both contrasting style and cooling airflow for everything from weeknight spin classes and weekday trail runs to destination yoga retreats. The long sleeve shows hourglass shape with princess seams while the short sleeve provides extra coverage for an active user but more style than an athletic special.

Style: 9413/9076 Weight: 7/5.3oz Size: XS-L  
 Colors: Barely Pink, Bright White, Laurel



**DUO SKIRT \$40.00**

Designed as a freeing alternative to sweaty shorts, this aerobic skirt has become a favorite for fitness hikes and training runs. Contrasting Pace™ mesh side panels stretch and breathe, a wide elastic waist sits high or low on the hips and an inside security sleeve stashes a key or a card. A mesh boy short provides internal coverage.

Style: 9075 Weight: 7oz Size: XS-L  
 Colors: Bright White, Laurel, Barely Pink



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### STASH CREEK HOODED JACKET \$100.00

This unlined shell is perfect light protection or packed insurance against a sudden storm, breeze or squall. Cyclone™ fabric sheds weather when looping the lake and stretch panels—at the back, side and arm—twist and turn when taking on longer aerobic challenges. A cinch hood, a drop tail and asymmetrical half-elastic cuffs add protection, while a self-stash pocket with a reflective logo creates an easy find in dark bike bags or dim morning light.

Style: 9066 Weight: 7oz Size: XS-L Colors: Chocolate, Barely Pink



### EXCURSION SHORT \$55.00

When pushing hard on road or trail, this soft and smooth short stays comfortable for the duration of the distance. SuperSmooth™ poly fabric dries quickly and feels light on sweaty skin, while an elasticized drawstring waist stays tightly tied until the loop is complete. The five-inch inseam and split side hem enable a full stride, while a liner-less interior keeps it airy during hot days. A mesh pocket zips a key or Gu™ at the small of the back for secure storage.

Style: 9080 Weight: 3oz Size: XS-L  
Colors: Dark Shadow, Aruba Blue





Watch the online review at  
[cloudveil.com/cachecreek](http://cloudveil.com/cachecreek)

### CACHE CREEK JACKET \$110.00

The versatile character of this utility shell allows it to adapt to every action from aerobic exercise to last-minute layering. The pairing of repellent Cyclone™ with a Transporter™ lining finds a balance of warmth and wicking that won't overheat the core during workouts yet still slides smoothly under a shell. A back body vent cools it down during intense intervals and reverse slash pockets stow refuel treats. A draped raglan sleeve and shaped waist shift the style from boxy to attractive.

Style: 6704 Weight: 10.5oz Size: XS-L  
Colors: Chocolate, Poppy



### EXCURSION LT SHORT \$50.00

This shorter three-inch inseam short is cut for runners who log impressive weekly distance. SuperSmooth™ fabric feels soft during social Wednesday runs while an internal mesh boy short adds comfort and wicks moisture when cranking a hard solo pace. Side stretch panels made from Pace™ mesh enable a full stride on hard ups or fast downs while a flat-elastic drawcord never gets lost in the wash due to a continuous closed loop. Reflective logos add a hit of safety before the sun comes up.

Style: 9081 Weight: 5oz Size: XS-L  
Colors: Aruba Blue



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## WOMEN'S BACKCOUNTRY



Melting trails and lasting daylight are a sign to head for the high country. Discovering new ranges or retracing your steps. Filtering water, cooking on a camp stove and finding the perfect camp spot. Crisp streams for soaking tired feet. Drinking tea inside a down bag. Bear bags and bug repellent. Sleeping under the stars. Seven days of blue sky or racing thunderheads to the pass. Taking time to enjoy the view before returning safe to the trailhead. But always packing clothing that adapts to any backcountry escape.



Getting down is half the fun. Jess McMillan glissades for home down the Lower Koven snowfield. Grand Teton National Park, Wyoming.  Greg Von Doersten

### BPM JACKET \$180.00

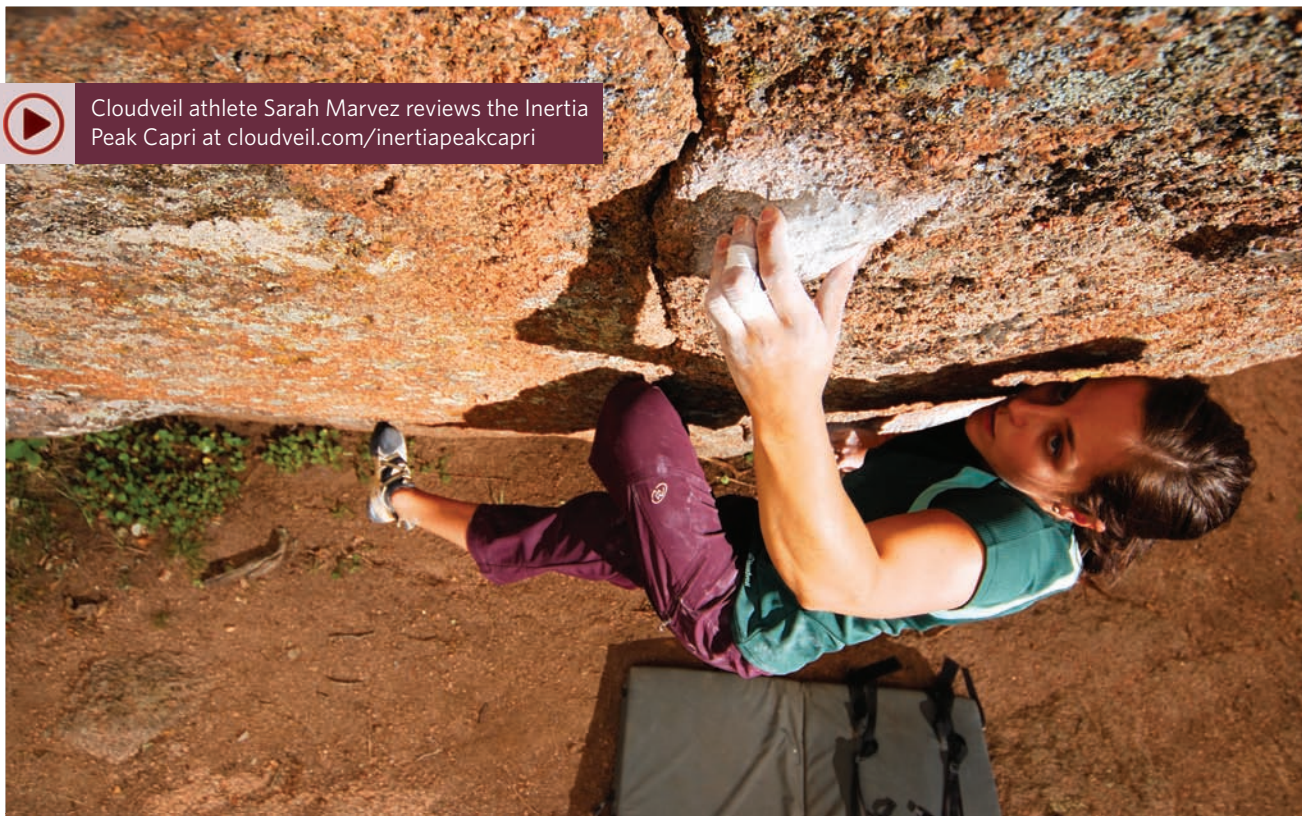
Don't be fooled by its fashionable pattern or rich colors, this waterproof, breathable and stretchy style is a technical execution of the latest innovation in shell construction. The secret is knit nylon, which—unlike static woven shells—enables an extremely flexible range of motion when cranking up the heart rate. A slim design and Reverso zips streamline the aesthetic, while asymmetrical cuffs cover wrists and a zippered stash pocket stows items on long weekend road rides over the pass or up the coast.

Style: 9412 Weight: 8.5oz Size: XS-L Colors: Chocolate, Bluegrass





Cloudveil athlete Sarah Marvez reviews the Inertia Peak Capri at [cloudveil.com/inertiapeakcapri](http://cloudveil.com/inertiapeakcapri)



Cloudveil Athlete Sarah Marvez makes use of the chickenhead. Vedauwoo, Wyoming. © Chuck Fryberger



### ZORRO JACKET \$140.00

When weather takes a turn for the worse, this lightweight waterproof/breathable shell is a perfect one to unpack for protection. Cloudburst 2.0™ seals out squalls and allows the body to breathe in humid conditions, while the full hood snugs with one-handed pulls, half-elastic cuffs cinch easily, and vertical front pockets provide refuge for fingers that are first to feel cold. Two-way pit zips release heat during active spurts, a dual-cinch hem seals the waist in wet weather, and a fitted cut maintains attractive shape.

Style: 9051 Weight: 12.5oz Size: XS-L  
Colors: Poppy, Nightshade, Black, Bluebird



### INERTIA PEAK CAPRI \$85.00

This versatile 21-inch inseam capri is designed for active use on trail or rock with a brushed tricot band, bonded belt loops and a seamless gusseted crotch. Zippered thigh pockets, a front fly and a light material weight equip this style for the height of flip-flop and climbing-shoe season.

Style: 9064 Weight: 10oz Size: 4-14 (even)  
Colors: Nightshade, Stone, Chocolate



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**Inertia.** From spring touring and lead climbing to trail riding or ridge hiking, our lightweight soft shells are the three-season match for ladies who stay active in every type of weather. InertiaPlus™ fabrics shed precip, stretch mechanically and breathe freely, while also creating a resilient character and liberating feel not found in thicker, stiffer soft shells. For heightened performance and greater longevity, our liberating styles also utilize a Primeflex™ treatment that repels surface moisture and prevents material stains.



#### **INERTIA DAMSEL SHIRT \$125.00**

Composed and comfortable whether floating local rivers or exploring new destinations, our soft-shell overshirt blends breathable material with feminine design. Napoleon chest pockets stow items, a sunshade collar prevents burn, and adjustable cuffs roll up when weather improves. A hidden front placket and princess seaming trim the appearance.

Style: 9460 Weight: 13oz Size: XS-XL Colors: Bluebird, Oatmeal



#### **INERTIA CONVERTIBLE PANT \$140.00**

This relaxed pant blends breathable fabric, convertible function and a khaki attitude for adventurous weekends filled with everything from glorious day hikes to spontaneous car camps. A small thigh pocket stashes a cell phone, a lined waistband accepts a belt, and opposed zippers transition quickly to a nine-inch inseam short when afternoons warm.

Style: 9461 Weight: 14.5oz Size: 4-14 (even) Colors: Berm, Burlap

Jessica Strahan getting ready to dismount. Lower Cascade Canyon, Grand Teton National Park, Wyoming. © Jeff Diener





### ZORRO LT JACKET \$130.00

The waterproof/breathable Zorro LT is a smart, lightweight and packable solution for rainy days, misty hikes or damp mornings. The rollaway hood tucks away in the collar when not needed, while hand pockets provide venting when switchbacking up a steep hill. Half-elastic cuffs, Reverso zips and a moderate length give it a style that adapts with comfortable ease in mountain, urban or foreign settings.

Style: 9414 Weight: 12.5oz Size: XS-XL  
Colors: Poppy, Nightshade, Bluebird, Black



### INERTIA PEAK JACKET \$160.00

A peak shell that adapts to changes in weather or pace, this style comes streamlined with a trim hem, thin zips and a bulkless fit. Three pockets—one shoulder and two hand—stow daily extras, while flat interior seams reduce friction when worn over just a tank. A cleanly curved hip and solid or blocked colors elevate the visual impression.

Style: 9055 Weight: 15.5oz Size: XS-L  
Colors: Nightshade, Bluebird, Pearl, Black



### INERTIA PEAK PANT \$110.00

Both streetwise and alpine-savvy, this pant blends side slash pockets, a flat angled cargo and a khaki-style fit for functional style that transitions smoothly from trail to town to couch. A dual roll-up system cools calves when approaching a climb and prevents overheating on the round-trip return to the trailhead.

Style: 9056 Weight: 16oz Size: 4-14 (even)  
Colors: Stone, Chocolate



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**Our brand** is rooted in Jackson Hole and we take advantage of this prime alpine location to exhaustively put our gear to the test. From first sketch to refined form, we sanction only clean, functional designs and innovative, adaptable textiles that excel on our rugged Teton home turf.



Studio Photography by **Lesley Allen Photo, Inc.**

FRONT COVER: Cloudveil Athlete Luke Kretschmar leads Balding Bob Ain't So Bold 5.12a. Iron Mountain, Black Hills, South Dakota. © Andrew Burr



#### ONSIGHT LONG SHORT \$70.00

This 17-inch inseam short covers the entire summer spectrum from dirt jumping and rope swinging to intense sessions of backyard grilling. A cotton/tactel blend dries quickly yet survives active friction, while a subtle taper provides a clear view of footwork.

Style: 9421 Weight: 9oz Size: 30-40 (even)  
Colors: Tarmac, Dark Shadow



#### EDAMAME HOODIE \$60.00

The flattering front, looser split cuff and longer empire waist of this hooded tee show current style in small towns or hip neighborhoods, while crossover stitching creates both an air and appearance of originality.

Style: 9400 Weight: 8oz Size: XS-L  
Colors: Abyss, Oatmeal, Tandori



This catalog was printed on 10% post-consumer waste paper harvested from well-managed forests.