



ibex

OUTDOOR CLOTHING

**Outdoor Retailer Summer Market 2016  
Booth #39197**

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## **Ibex Introduces New Wool/Silk Blend to its Summer-Weight Fabric Stable for Spring 2017**

**WHITE RIVER JUNCTION, VT (August 3, 2016)** – For Spring 2017, [Ibex Outdoor Clothing](#) unveils a brand new summer-weight natural fabric to its collection. Made from ultra fine wool and silk, **Lumen** is an incredibly soft, durable, lightweight, jersey knit blended fabric.

Ibex turned to the fabrics prized by ancient civilizations and created thoughtfully made, modern silhouettes. A blend of 80-percent Merino wool and 20-percent silk, Lumen possesses qualities that man-made materials cannot duplicate. Lumen is one of Ibex's lightest weight fabrics because of the fact that silk is a durability powerhouse. The addition of silk in a wool fabric offers a 100-percent natural fiber fabric that will stand up to the roughest wear and tear.

At only 17.5 micron, Lumen is Ibex's softest offering. The fabric drapes beautifully while still maintaining an incredible amount of durability and longevity making it a perfect go-to travel pick. Lumen is easy to care for and is machine washable. Lumen will be available in four shirts for men and three tops for women for Spring 2017. The wool/silk blend also is featured in Ibex's new summer-weight sweaters for men and women.

The Spring 2017 Lumen collection includes:



**Women's Essential Tank** – This sleeveless shell tank is a simple summer basic. Available in Birch, Quarry and Black. \$75 MSRP.

**Women's Essential V-Neck** – Wool's stink-proof and temperature control qualities make this simple v-neck tee an excellent choice for relentless warm weather days. Available in Birch, Quarry and Black. \$95 MSRP.

**Women's Essential Dress Shirt** (*pictured: left*) – The ideal choice for adding a touch of comfortable formality to the travel wardrobe, this collared shirt features  $\frac{3}{4}$  sleeves and a shirrtail hem. Available in Birch, Quarry and Black. \$120 MSRP.

**Men's Essential Polo** – The Essential Polo is a classic piece that fits any occasion. Details include a 3-button concealed placket and tonal stitch detail on the sleeve cuff. Available in Quarry, Midnight and Black. \$120 MSRP.

**Men's Essential V-Neck** – And indispensable travel companion, this regular fit v-neck tee offers versatility and natural fiber comfort. Available in Quarry, Midnight and Black. \$95 MSRP.

**Men's Essential T** – There's nothing basic about this ultra-fine Merino and silk blend crew neck tee. The strength and soft feel of silk complement the inherent comfort of wool. Available in Quarry, Midnight and Black. \$95 MSRP.

**Men's Essential Crew** – Simple and sophisticated, this long sleeve, regular fit shirt is available in Midnight and Black. \$120 MSRP.

**About Ibex**

Founded in 1997 and headquartered in White River Junction, VT, Ibex is a designer of year-round premium Merino wool outdoor clothing and cycling apparel, founded in the belief of the superior natural performance and properties of wool. Ibex couples the natural renewable resource with technical innovation and inspired design to create apparel for a diverse range of outdoor and active pursuits and passions. Men's and Women's items are made from the best Merino wool fabrics sustainably sourced from New Zealand. All Ibex clothing and accessories are available for purchase online, in catalog and through outdoor specialty stores. For more information, please visit [ibex.com](http://ibex.com).



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## **Ibex Introduces Videria Collection of Fashion-Forward Activewear for Spring 2017**

**WHITE RIVER JUNCTION, VT (August 3, 2016)** – Versatile fashion meets function in Ibex Outdoor Clothing’s new women’s **Videria** collection for Spring 2017.

A lightweight blend of 76-percent Merino wool and 24-percent polyester, Videria is a super light, semi-sheer shadow jacquard Merino that brings depth to the active wardrobe. The intricate pattern offers more breathability and moisture management.

Ultra comfortable and lightweight, Videria is the perfect blend of performance, comfort and fashion – even on the warmest day. The feminine pattern layers perfectly over an active tank or sports bra for a versatile look.



The Videria collection features easy wearing, fashion-forward athletic garments including the women’s Videria Tank, Videria T and Scoop Back. Each is offered in three on-trend colorways for Spring: Damselfly/Astral; Dahlia/Astral and Black.

**Women’s Videria Tank** – Feminine and practical, this tank features a shirttail hem and crossover straps at the back. \$65 MSRP.

**Women’s Videria T** – This simple tee is at home in the yoga studio and on the trail. On trend with spring styles, it has a crossover keyhole opening at the back and a shirttail hem. \$80 MSRP.

**Women’s Videria Scoop Back** – This is a relaxed fit, long sleeve top that is perfect for a cool evening walk or an a chilly airplane ride. A twisted strap detail on the upper back combined with a deep cowl at the back neckline adds flare to this versatile piece. \$90 MSRP.

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## **Ibex Introduces Axiom Collection of Everyday Luxury Underlayers for Spring 2017**

**WHITE RIVER JUNCTION, VT (August 3, 2016)** — For Spring 2017, [Ibex Outdoor Clothing](#) introduces **Axiom** – a new collection of everyday luxury basics that redefines intimates and underlayers for everyday active living.

The Axiom collection extends smooth coverage for comfort in both men's and women's undergarments. The cut-and-sew collection is made from a lightweight jersey knit blend of 94-percent ultra fine Merino wool and 6-percent spandex for added stretch.

The women's bras and underwear feature a delicate lace detail while the men's boxers boast a plush elastic Ibex logo waistband. All Axiom garments are machine washable for easy care.

The Axiom collection comprises the following pieces for men and women:

**Men's Axiom Undershirt** – Versatility and function define the Axiom Undershirt. This lightweight Merino spandex undershirt is designed with flatlock seams. Available in Birch and Black. \$65 MSRP.

**Men's Axiom Boxer** – Built with comfort in mind, this regular fit boxer has a plush elastic waistband and flatlock seams. It offers a button front fly and four-inch inseam. Available in six colorways, including: Birch, Venom, Lazuli, Woodland, Dahlia and Black. \$45 MSRP.

**Men's Axiom Trunk Boxer** – This form-fitting trunk boxer has flatlock seams, a double front panel closure and a plush elastic waistband. Available in six colorways, including: Birch, Venom, Lazuli, Woodland, Dahlia and Black. \$45 MSRP.

**Women's Axiom Crossover Bra** – Delicate lace detail and adjustable cross back straps make this a stylish piece for low impact outdoor endeavors. The wireless wrap front bra is a pullover style and includes a double layer for support and removable, contoured pads. \$50 MSRP.

**Women's Axiom Bralette** – This Merino spandex wireless, double layer bralette offers adjustable straps and removable contoured pads for customized support and comfort. Available in Birch, Crystal Falls, Acai and Black colorways. \$45 MSRP.

**Women's Axiom Thong** – This lightweight, low rise thong has a smooth lace waistband and is made from a comfortable Merino spandex blend. Available in Birch, Crystal Falls, Acai and Black colorways. \$30 MSRP.

**Women's Axiom Bikini** – This low rise bikini bottom offers moderate back coverage and a smooth lace waistband. Available in Birch, Crystal Falls, Acai and Black colorways. \$30 MSRP.



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## **Ibex Launches Redesigned Balance Collection of Performance Underwear for Men and Women**

**WHITE RIVER JUNCTION, VT (August 3, 2016)** — Performance beyond baselayers embodies Ibex Outdoor Clothing's all new and completely re-designed **Balance** collection of performance underwear. Balance is designed for outdoor sports where mobility and fit are key.

Never constrictive, the construction of the Balance line offers the right blend of support and compression for the ideal first layer. These new Balance garments have engineered mapping for comfort. Made from a blend of ultra fine Merino wool, nylon and Lycra, Balance provides engineered mapping for comfort, high mobility and a contoured fit that is the essence of these seamless underlayers. The Balance collection has all around comfort that moves with you.

The Spring 2017 Balance collection features the following styles for men and women:

**Men's Balance Sleeveless** – This Merino blend seamless crew is a quick absorbing underlayer for any occasion. The blended fabric is made from 70-percent Merino wool, 24-percent nylon and 6-percent elastane. Available in black. \$65 MSRP.

**Men's Balance Boxer Brief** – This Merino blend seamless boxer brief has engineered mapping for support and comfort. Available in black. \$55 MSRP



**Women's Balance Crop Bra** (*pictured: left*) - A longer option that offers additional support and coverage and is perfect to wear under a semi sheer top. This pullover, seamless crop sports bra has a wide rib-knit comfort band. Available in Shell, Midnight, Dahlia and Black. \$65 MSRP.

**Women's Balance Criss Cross Bra** – A Merino blend seamless cross-back sports bra, this pullover style bra has removable pads and offers medium impact support for up to a C cup. Available in Shell, Midnight, Dahlia and Black. \$55 MSRP.

**Women's Balance Sport Bra** – A pullover, racerback, seamless sports bra that offers medium impact up to a C cup. This bra comes with removable, contoured pads. Available in Shell, Midnight, Dahlia and Black. \$60 MSRP.

**Women's Balance Dance Bra** – This low-impact racerback bralette features removable, contoured pads and a tag free label. A light gathering at the front makes for a chic, modern design. \$55 MSRP.

**Women's Balance Tank** – Designed for low impact activity, this form fit racerback tank has a built-in shelf bra and superior comfort. Available in Shell, Midnight, Dahlia and Black. \$75 MSRP.

**Women's Balance Brief** – This seamless mid-rise brief is made from a performance blend of ultra fine Merino wool, nylon and elastane. Available in Shell, Midnight, Dahlia and Black. \$35 MSRP.

**Women's Balance Boy Short** – A seamless, mid-rise boy short that offers full back coverage with gusset. Available in Shell, Midnight, Dahlia and Black. \$40 MSRP.

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## **Ibex Outdoor Clothing Partners with The Renewal Workshop to Refurbish Returns and Excess Inventory**

**WHITE RIVER JUNCTION, VT (July 26, 2016)** — [Ibex Outdoor Clothing](#), manufacturer of premium technical Merino wool apparel and accessories, is proud to be a founding brand partner of The Renewal Workshop to refurbish Ibex's "unsellable" returns and excess inventory beginning in Fall 2016.

Founded by apparel industry veterans Nicole Bassett and Jeff Denby, [The Renewal Workshop](#) provides a new business model to turn unsellable product back into high-quality apparel. In its own factory, each garment is given new life as Renewed Apparel through a proprietary process. Renewed Apparel is then either sold back to the brand partner to be made available through existing sales channels, or is sold direct-to-consumer through The Renewal Workshop's own ecommerce marketplace, launching in Fall 2016.

Every year, apparel brands and retailers collect millions of unsellable garments via returns, warranty, damages, defects, over-production and stale inventory. Currently there is no infrastructure to support the refurbishment of these products and brands are left with suboptimal solutions, such as overseas donation or landfill.

"The Renewal Workshop helps us complete our product life cycle in an authentic and third-party manor that is traceable," says Keith Anderson, VP of Marketing for Ibex Outdoor Clothing.

"It's important to educate our customers to let them know that when they are done using an Ibex garment, there are choices," he said. "Through The Renewal Workshop, Ibex can help foster greater education on product after purchase."

In its factory, The Renewal Workshop cleans the apparel to a hospital-grade clean using state-of-the-art waterless cleaning technology from Tersus. Any damage to the clothing – from broken zippers to missing buttons to tears – is repaired, creating Renewed Apparel that meets the highest standard of quality certified by the brands. For any product that can't be renewed, The Renewal Workshop responsibly manages the upcycling, downcycling or recycling of it in order to optimize the resources already invested. Nothing ever goes to landfill.

"Ibex is a true industry leader at the forefront of developing a circular economy for apparel," said Jeff Denby, co-founder of The Renewal Workshop. "Ibex products are ideal for renewal since they are high quality and durable with timeless style and function."

Learn more about The Renewal Workshop and help celebrate Ibex's new partnership at a happy hour during Outdoor Retailer on Friday, August 5 at 4:30 p.m. at Ibex booth #39197.

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## **About The Renewal Workshop**

The Renewal Workshop develops industry-wide solutions that optimize the value of resources already invested in apparel. The Renewal Workshop partners with the world's best-loved brands and retailers to renew their "unsellable" returns and excess inventory. In the facility in Cascade Locks, Oregon, products are sorted, cleaned, and repaired, giving each garment new life as Renewed Apparel. The Renewed Apparel is then either sold through the original brands sales channels, or we sell the product through our own website launching Fall 2016. We're the certified renewal partner of the brand and our brand in the garment acts as a seal of trust and quality. For any product that can't be renewed, we responsibly manage the upcycling, downcycling, or recycling of it in order to optimize the resources already invested in them. For continued updates and to be the first to know when sales of Renewed Apparel start, visit [www.therenewalworkshop.com](http://www.therenewalworkshop.com).

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