

PRESS RELEASE

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Brella Showcases Utility-Patented Half Jacket Platform for Outdoor Sports and Law Enforcement at SHOT Show 2026

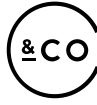
WEBSTER, NY (December 2025) – Brella, the performance outerwear innovator behind the utility-patented Half Rain Jacket, continues to raise the bar for outerwear built for demanding real-world environments where mobility, visibility, and protection are critical.

At SHOT Show 2026, Brella will showcase its utility-patented Half Jacket platform, including a Blaze camo Half Jacket tailored for hunting, archery and outdoor sports, alongside Half Jacket solutions engineered for law enforcement, public utility, and military applications. These designs address a common problem across professions and pursuits — bulky, restrictive outerwear that limits movement, obscures visibility, and reduces effectiveness in harsh weather.

Built to cover the head, neck, shoulders, and arms—helping keep the wearer dry and reduce the risk of hypothermia—the Brella Half Jacket provides customizable weather defense against rain, sleet, wind, and snow. Its lightweight 10-ounce design and 20,000mm waterproof fabric, paired with high-performance breathable construction, deliver serious protection that keeps wearers dry, comfortable, and unimpeded through long shifts. The Brella Half Jacket helps prevent hypothermia, is wearable in the car, and allows first responders can hop out into the rain without taking the extra time to put it on.

One customer shared in a five-star review about the Brella Half Rain Jacket: *“One of the best rain jackets I’ve owned. It’s extremely waterproof while still breathable, with smart venting that allows for a full range of motion. It’s roomy without feeling bulky, easy to pack, and thoughtfully designed for comfort and versatility in changing outdoor conditions.”*

“First responders, outdoor athletes, and professionals in the field can’t choose their weather, but they can choose gear that works as hard as they do,” said Hugh Rundle, Founder of Brella. “The Brella Half Jacket was engineered to deploy quickly, layer easily, and perform in demanding conditions while maintaining full visibility, mobility, and a professional appearance.”



Featuring fully taped waterproof seams, heavy-duty YKK waterproof zippers, and a patented retractable hood with up to 180° peripheral vision, Brella's design ensures operational readiness without compromise. Reflective striping meets EN ISO20471 / ANSI107 certifications, with customizable color and striping options available for departments and agencies.

The Brella Half Jacket's snap-on sleeves with releasable side snaps for cross ventilation, along with an adjustable drawcord system, offer flexible coverage to adapt to temperature and activity level—whether maintaining warmth in freezing rain or cooling down after an active pursuit. Each jacket conveniently packs into its own pocket for easy stowing, with a built-in loop for hanging when the weather clears.

Brella's utility-patented Half Jacket line is available now at www.brellabrella.com including options designed for law enforcement, outdoor sports, and hunting.

SHOT Show 2026 will take place **January 20–23** at the Venetian Expo and Caesars Forum. Brella will exhibit at **Booth #12477**, located on the second floor of the Venetian Expo.

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About Brella

Brella is a performance outerwear company redefining how people stay dry, visible, and protected in all conditions. With patented designs, advanced materials, and a focus on real-world functionality, Brella products empower professionals and outdoor enthusiasts alike to keep moving — rain or shine.

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