

FOR IMMEDIATE RELEASE

A UNIQUE APPROACH FROM A UNIQUE BRAND // VIKTOS Redefines Modern Warrior Gear at SHOT SHOW 2026

Las Vegas, NV – January 2026 - In an industry crowded with look-alike products and borrowed language, VIKTOS stands alone. Launched in the fall of 2017 by a combined force of industry veterans and military professionals, VIKTOS was founded on a simple but uncompromising mission: **to design innovative, purpose-built gear for the modern warrior—without compromise, without imitation, and without apologies.**

From day one, VIKTOS rejected the narrow lane of traditional “tactical apparel.” Instead, the brand set out to build a complete ecosystem of performance gear that lives wherever real life happens—on duty, at the range, on deployment, on the road, and off the clock.

This is not costume gear.

This is not trend gear.

This is equipment built for people who carry responsibility.

GEAR THAT LIVES YOUR LIFE

VIKTOS gear transcends the usual boundaries of tactical design by addressing the entire black gun lifestyle—from combat to training, from everyday carry to R&R.

Every garment, bag, and accessory is designed with three guiding principles:

- **Function first** – Built for real-world performance and durability
- **Covert capability** – Designed to protect, conceal, and deploy when it matters
- **Everyday wearability** – Gear that blends into your life without screaming for attention

The result is a system of gear that performs under pressure yet feels natural in everyday environments—because preparedness doesn’t turn off when you clock out.

VETERAN-DESIGNED. REAL-WORLD TESTED.

Every VIKTOS product is designed by veterans, tested by professionals, and refined through direct field feedback from law enforcement, military, and everyday carriers who demand more from their equipment than marketing promises.

If it carries the VIKTOS name, it has earned it.

SPRING 2026 — BUILT FOR WHAT'S NEXT

At **SHOT SHOW 2026**, VIKTOS will debut its **Spring 2026 Collection**—a new generation of mission-ready apparel and modular carry systems designed for evolving operational realities, urban EDC demands, and modern range and duty use.

Visitors to SHOT SHOW 2026 will get first access to:

- New modular carry platforms
- Advanced EDC apparel systems
- Updated bag & concealment innovations
- Field-driven refinements across core apparel lines

Every piece built to answer one question: **What does the modern protector actually need to survive, operate, and move through real life?**

COME SEE WHAT REAL GEAR LOOKS LIKE

VIKTOS invites dealers, media, and industry partners to experience the Spring 2026 Collection in person at SHOT SHOW 2026. See the details. Feel the materials. Test the functionality. And understand why VIKTOS continues to redefine what modern warrior gear should be.

ABOUT VIKTOS

Founded in 2017, VIKTOS is a veteran-designed apparel and gear company dedicated to creating technically advanced, purpose-built equipment for the modern warrior lifestyle. Built by those who have served and tested by those who still do, VIKTOS designs gear that supports preparedness, protection, and everyday carry—without sacrificing style, comfort, or function.

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