

NEWS RELEASE

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Rare Active
November 18, 2020

THE NEXT GENERATION OF TEARAWAY PANTS REIMAGINED JUST FOR WOMEN!

Dayton, OH, February 1, 2021

The online clothing company Rare Active has released a patented new design in athletic outerwear pants that allow them to be put on and taken off in a matter of seconds, over shoes and other clothing.

The idea for the pant was born on a cold winter day in 2012 when Rare Active founder, Patty Vanderburgh, was getting ready for her morning gym run. She realized she had forgotten her workout pants to wear over her shorts, and had two choices: run back inside and go through the long process of taking her shoes and socks off to get her workout pants on, or freeze. She chose the latter, leading to a break-through in active wear and a patented technology.

"The key to Rare Active pants is that you don't have to take your shoes off, and there is quick-and-easy layering," said Vanderburgh.

Rare Active is produced in a small, private, female owned manufacturing plant in Minnesota. The pants are designed for the winter months with a performance fleece fabric made by an Italian company, Carvico. The company has a focus on ecofriendly products, a mission that was appealing to Vanderburgh. The product attributes include thermal protection (fleece lined), UV protection (SP 50+), and is moisture wicking, anti-microbial, breathable, lightweight, and pill resistant. In an outerwear pant that's designed to get you to and from the gym during the cold winter months, you'll look and feel so good you won't want to take them off.

About Rare Active

Rare Active, a female-founded activewear company, has reinvented the modern tear-away pant for women. Rare Active's patented technology features a smart waistband and leg-length zippers that allow the wearer to quickly and easily layer the pants over shoes, shorts, and leggings. The clever design is both flattering and functional making Rare Actives an indispensable staple in the wardrobe of women on the go. www.rareactive.co