

Canada's Live Out There Promises to Disrupt the Outdoor Industry with its Mission: To Get the World Outside

***Unveils First Live Out There Signature Collection;
Innovative Direct-to-Consumer Strategy Offers Customers the Highest-Quality Outdoor Gear at the Most Affordable Prices***

NEW YORK, NOVEMBER 14, 2017 – Canadian-based outdoor apparel e-commerce company, Live Out There, is announcing the launch of its Outdoor Collection aimed at revolutionizing the traditional retail model.

Live Out There is the only Outdoor gear brand in North America that embraces the four key elements of a retail revolution:

- 1) High-quality product (created by two-time Everest summiteer Jamie Clarke which ensures quality)
- 2) Radical transparency (including manufactured cost disclosure)
- 3) Fair pricing (from sourcing to consumer)
- 4) Direct to consumer delivery (eliminating middlemen)

All four elements, collectively, create a standard that all consumers should demand of the brands that they buy from.

“I’ve summited Everest twice, and climbed the Seven Summits where one’s life depends on good gear,” explains co-founder and adventurer Jamie Clarke. “There can be no compromise on quality and everything we’re making at Live Out there will be more than good enough to use on another Everest climb.”

If quality and performance are chief to the Live Out There brand, radical transparency is also paramount. From the cutting-edge fabrics and manufacturing techniques employed to the factories and skilled tradespeople handcrafting the garments, every aspect of production is transparent and shared with the consumer—including the cost. Furthermore, all of the factories Live Out There works with follow the BSCI Code of Conduct which adheres to many principles of the Live Out There brand: fair remuneration, occupational health and safety, no child labor, protection of the environment, among others.

Running a brick and mortar store for 14 years, Clarke was frustrated by the huge disparity between manufactured cost and retail pricing.

“Transparency and price disruption have come to other verticals, but the outdoor industry has been stuck in the same wholesale-retail model for half a century and this does not provide a fair price to consumers,” Clarke attests. “Outdoor gear is too expensive because of this, but it doesn’t have to be. Consumers are paying too much and that stops today.”

Live Out There's Direct to Consumer model cuts out the middlemen -- and the corresponding markup that comes with it -- enabling the brand to sell a higher quality product for significantly less than what's on the market today.

The signature Live Out There collection is available exclusively at liveoutthere.com.

For more information or to request a sample, please contact Rose Levy at Pace Public Relations: rose@pacepublicrelations.com or via mobile phone at +1-202-262-1635.

Products and USD Pricing:

MEN

Men's Denali Down Hooded Jacket - \$169.99 (Big Brand Competitive pricing: \$279-\$379)

An ultra-lightweight, hooded jacket is the gold standard for protection against the elements in almost any conditions—alpine and urban alike. Made from 100% 800+ fill traceable goose down, it offers the perfect combination of warmth, functionality and durability.

Men's Chamonix Down Jacket - \$149.99 (Big Brand Competitive pricing: \$229.99-\$349.99)

No kit is complete without a lightweight down jacket. We made this one ultra-lightweight and packable (into its own pocket so your stuff sack is always around), so there's no excuse to leave home without it. In the backcountry, it's a key piece to have on hand for emergencies. And in the city? Wear it alone or under a coat to keep the chill at bay.

Men's Alps Down Vest - \$129.99 (Big Brand Competitive pricing: \$179.99-\$249.99)

Perhaps the most underrated of garments, this vest is a critical part of any stay warm strategy because when your core stays warm, your extremities stay warm too. Plus, the sleeveless style offers unrestricted range of movement for total comfort on the slopes, in the city, and anywhere your adventures may take you.

Men's Joffre Synthetic Insulator - \$129.99 (Big Brand Competitive pricing: \$219.99-\$259.99)

Heading out for heart-pumping, aerobic activity? Reach for this quick-drying synthetic insulator instead of a down jacket. (The latter can cause you to overheat.) In cool, dry weather, this lightweight, windproof jacket is the perfect standalone piece. Downpour on the horizon? Pop a waterproof shell on top and you're good to go.

Men's Storm Down Parka - \$249.99 (Big Brand Competitive pricing: \$329.99-\$699.99)

The goal was to make a jacket that was warm enough that company cofounder, Jamie Clarke, could wear it at Camp 2 on Mt. Everest, yet have it look right at home in the city. When deep winter hits, reach for our urban parka and tell Mother Nature to bring it. Eyeball-freezing weather and blustering snow are no match for this down-filled, waterproof jacket that just so happens to look great, too.

WOMEN

Women's Denali Down Hooded Jacket - \$169.99 (Big Brand Competitive pricing: \$279.99-\$379.99)

An ultra-lightweight, hooded jacket is the gold standard for protection against the elements in almost any conditions—alpine and urban alike. Made from 100% traceable goose down, it offers the perfect combination of warmth, functionality and durability.

Women's Chamonix Down Jacket - \$149.99 (Big Brand Competitive pricing: \$229.99-349.99)

No kit is complete without a lightweight down jacket. We made this one ultra-lightweight and packable, so there's no excuse to leave home without it. In the backcountry, it's a key piece to have on hand for emergencies. And in the city? Wear it alone or under a coat to keep the chill at bay.

Women's Alps Down Vest - \$129.99 (Big Brand Competitive pricing: \$179.99-249.99)

Perhaps the most underrated of garments, this vest is a critical part of any stay-warm strategy because when your core stays warm, your extremities stay warm too. Plus, the sleeveless style offers unrestricted range of movement for total comfort on the slopes, in the city, and anywhere your adventures may take you.

Women's Joffre Synthetic Insulator - \$129.99 (Big Brand Competitive pricing: \$219.99-259.99)

Heading out for heart-pumping, aerobic activity? Reach for this quick-drying synthetic insulator instead of a down jacket. (The latter can cause you to overheat.) In cool, damp weather, this lightweight, windproof jacket is the perfect standalone piece. Downpour on the horizon? Pop a waterproof shell on top and you're good to go.

Women's Tempest Down Parka - \$229.99 (Big Brand Competitive pricing: \$298.99-\$649.99)

The warmest, chicest choice. This jacket was made to be warm enough for temperatures found at Camp 2 on Mt. Everest, but still looks right at home in the city.

For more information, or to request a sample or high resolution images of any of the products, please contact Rose Levy at Pace Public Relations: rose@pacepublicrelations.com or via mobile phone at +1-202-262-1635.