



Páramo® release
January 2007

A glimpse of Páramo's Spring Summer 2007 collection

Páramo Directional Clothing Systems – one of the most innovative and functional outdoor clothing companies in the UK - have named 2007 as the 'Year of the Woman'. This represents recognition of the rising participation of female enthusiasts in all kinds of outdoor activities and professions.

Starting with a choice of **new** ladies' base layers this Spring, Páramo have added to their existing gear specifically tailored for women. Calling on the skills of two more female designers, as well as continuous feedback and consumer research among female customers, Páramo are targetting an audience of female outdoor participants that is undoubtedly growing in the UK and Europe.

Here is a preview of what's coming in 2007:

Women's Reversible Shirts – These unique next-to-skin garments offer two shirts for the weight and price of one. Made from Nikwax Parameta S fabric the two new styles provide warmth in the winter when needed and cool comfort in the summer, because of the Directionality they offer, moving water and perspiration to where it's needed. Perfect for combining with Nikwax Windproof or Nikwax Analogy garments, they can be used on their own or as part of a layering system. They are ideal for year round use, and last for years too!

Two new female specific styles join the Ladies' classic Camino Shirt:

- Ladies' Challenger Pull-on – reversible long sleeved top, with chest zip, and venting/ handwarming from our unique reversible twin-zip pocket.
- Ladies' Calluna Shirt - short sleeved reversible top in the **new** Parameta S Light summer weight fabric.

continued

Women's Base Layers – With the introduction of the Cambia range in 2004, Páramo added a new dimension to the control of body temperature. Using the Parameta T lightweight and stretchy fabric, two new female specific garments have been added to the existing line up of ladies' short sleeved T-shirt, long sleeved zip neck T-shirt and Cambia briefs:

- Ladies' Cambia Long Sleeve T-shirt – **reversible** performance base layer offering two levels of cooling and a relaxed fit.
- Ladies' Cambia Micro Shorts – boxer style performance underwear.

Páramo have plans for both **ladies' high mountain and multi-activity garments** next Autumn, increasingly being requested by existing and potential customers.

Páramo's designer Jenny Forster believes that "*Páramo has always endeavoured to be a pioneer. My involvement with Páramo dates back two decades, and we've come a long way in revolutionising outdoor clothing in terms of comfort, durability and functionality. From very early on, we had female-specific hill-walking jackets, trousers **and** base layers. This year's launches cater for the growing number of women participating in a wider range of outdoors activities - both for enjoyment and in a professional capacity. What are the secrets to our success? Obvious really - clothing designed by women **and** tested by women. All the usual Páramo comfort and performance, but in designs that fit female requirements and flatter the feminine figure.*"

In addition to the female specific garments mentioned above, three further new garments will be included in Páramo's Spring/Summer range:

- **Fuera Peak Windproof Jacket** - extremely durable and breathable windproof jacket, which follows on from the hugely successful Fuera windproof smock launched last year.
- **Men's Trek & Travel Shirts** – The new **Kea** (short sleeve) and **Katmai** (long sleeve) shirts offer unique benefits, thanks to the tough and versatile Parameta A fabric. Additional pocketing has been added making them insuperable garments, whether for summer hill walking or travel to warmer climates.

BRAND SHOWCASE AT NEC

Páramo will be showcasing their existing most innovative and their new products at The Ordnance Survey Outdoors Show, 16-18 March 2007 at the NEC Birmingham. As well as the customary Páramo stand offering a range of limited edition garments alongside the chance to see, feel and try on the Páramo range of garments and talk to the Páramo team, Páramo will also be hosting a stand within the Brand Showcase section of the Outdoors Show and be appearing on the catwalk too.

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Notes to Editors

1. For more press information please contact the Marketing Team on 01892 78 64 47 or email: Catherine.Whitehead@paramo.co.uk, Fiona.Park@paramo.co.uk or Helen.Oxley@paramo.co.uk

Garment	Colours	Sizes	RRP
New Challenger Pull-on	Fuchsia/Damson/Silver Birch	XS, S, M, L, XL	£60
New Calluna Shirt	Sky Blue/Brown	XS, S, M, L	£35
New Camino Shirt	Wine/Lavender/Fuchsia	XS, S, M, L, XL	£50
Cambia Long Sleeve T-shirt	Navy/Bluebell	XS, S, M, L, XL	£30
Cambia Micro Short	Navy	XS, S, M, L, XL	TBC
New Fuera Peak Jacket	Amber/Mid Grey/ Sky Blue/ Dark Grey/ Black/ Dark Grey/	XS, S, M, L, XL	£80
New Men's Katmai L/S Shirt	Storm/Latte/Sand/Navy	S, M, L, XL, XXL	£50
New Men's Kea S/S Shirt	Dusk	S, M, L, XL, XXL	£40

2. In 1992 Nick Brown established Páramo's® production facility in Bogotá, Colombia in South America. Working as part of a social program with the 'Miquelina Foundation', Páramo® provides valuable skills to 'at risk' women seeking an improvement in their life.
3. For a list of Páramo stockists consult www.paramo.co.uk or telephone 01892 786444.