



Páramo Release  
July 2007

## **Páramo reaches new heights – with women’s launches this Autumn**

After celebrating their 15<sup>th</sup> birthday this summer, Páramo’s launches planned for this September are focussed on making adventures or work in extreme environments more comfortable and more practical for women, with a High Mountain clothing system designed for women by women. Other new products cater for both women and men with new styles of base layers designed to bring the benefits of Nikwax® reversible fabrics to an even wider range of activities – including the Trekker Hoodie and the Cambia Sport Tshirt and Sport Vest.

### LADIES’ HIGH MOUNTAIN GARMENTS

***“There are women out there who are doing hard mountaineering and who need real mountaineering clothing, and we desperately need a range of Páramo clothes that will fit us”***. In response to this heartfelt request from outdoor instructor Rocio Siemens, among many others, the Páramo design team worked with female outdoor professionals to refine the ultimate garment system for the growing number of women whose leisure or work takes them into High Mountain or Polar environments.

The resulting Ladies’ Aspira Smock and Ladies’ Aspira Trousers both use the revolutionary Nikwax Analogy® fabric, which has set Páramo waterproofs apart from conventional waterproof garments. Its significant advantages are crucial in extreme environments – in particular, Nikwax Analogy® offers more effective removal of water from the clothing system, so minimising post-exercise chill and its severe negative effects during prolonged exposure to cold and wet conditions. Additional benefits are the fabric’s toughness and durability, its renewability using Nikwax® Aftercare products and the fact that it is soft and comfortable enough even to sleep in. The robust fabric and components have been extensively field-tested to ensure that they will withstand the extreme conditions and activities they are likely to be subjected to.

### **LADIES' ASPIRA SMOCK**

The new Ladies' Aspira Smock has been devised in consultation with women to handle the rigours of mountain or polar life. The smock design was preferred for the uncluttered front panel (ideal for harness use), the ease of ventilation and access to inner garments via the long reversed front zip which opens to waist level, and the ease of fastening the garment without having to struggle to engage a zip. The fixed hood fits comfortably over all climbing helmets and allows minute adjustment. All the essential controls on the hood and elsewhere are designed to be easily operable with a single gloved hand. Articulated arms and shoulders allow excellent freedom of movement, and the pocketing configuration combines fast access storage with handwarming.

### **LADIES' ASPIRA TROUSERS**

The new Ladies' Aspira trousers are designed for every High Mountain adventure likely to be encountered, offering both durability but also comfort with extra reinforcement on key abrasion areas – backside, knees and ankles. The ingenious '*access all areas seat*' allows the waist band to be retained in place (even during harness use) for comfort stops on the hill.

The trousers can be worn next to skin or with Páramo Stretch Pants in extreme cold. The two-way reversed side zips provide extra ventilation when required, ensuring the trousers can be comfortably worn in a wide range of temperatures. Suitable for snow sports, winter climbing, mountaineering, expedition use or Search & Rescue, the Aspira trousers can be worn (and forgotten about) from dawn to nightfall, and even bivvied in.

### **MULTI-ACTIVITY GARMENTS**

#### **LADIES' VELEZ ADVENTURE**

With an active women's cut the new Ladies' Velez Adventure fuses technicality with design. Conceived for high energy activities such as mountain biking, rambling, adventure racing and running amongst others, the Ladies' Velez Adventure offers tried and tested design features: an roll-away integral hood, unique twin zips at the front (for rapid cooling when required), fully articulated shoulders and elbows for freedom of movement and a drop tail for lower back protection. Maps, tools or snacks etc can be stored in the generous chest pocket.

## **LADIES' AND MEN'S TREKKER HOODIE**

The new Trekker Hoodie by Páramo offers all the advantages of our reversible shirts with the benefit of a fixed hood. The relaxed fit makes it easy to wear in any environment - urban or countryside - for all year round comfort. Ideal worn next to skin or with a Páramo Cambia base layer and combined with the Fuera Peak Windproof Jacket.

Made from Parameta® S Light fabric (15% lighter than original Parameta® S), this long-sleeved base layer dries rapidly, is wind resistant and fully reversible, providing warmth or keeping you cool depending on the way out it is worn, with two zipped pockets accessible even when the Hoodie is reversed.

(The Men's Explorer Pull-on and Ladies' Challenger Pull-on are also now available in 15% lighter weight Parameta® S as well as in original fabric.)

## **LADIES' AND MEN'S CAMBIA SPORT TSHIRT**

These latest additions to the Cambia range offer a more contoured fit than the traditional Cambia T-shirts. The Sport T is a versatile, short sleeved, two-toned high performance base layer that offers two levels of cooling through its reversibility, dries rapidly and is remarkably lightweight - making it ideal for all sports but also travel and expeditions.

## **LADIES' AND MEN'S CAMBIA SPORT VEST**

These close fitting and panelled vest style Cambia base layers have been designed for high energy activities. Styled with an athletic cut for optimum movement and maximum ventilation, the Sport Vest also offers two levels of cooling through the lightweight reversible Parameta® T fabric.

## **|| MENS CAMBIA BRIEFS**

Completing the Cambia launches this autumn, the new Men's Briefs provide an alternative fit to the much sought after Men's Boxers. They are ideal for every kind of activity from arduous short burst exercise to a prolonged hill day. Unlike traditional cotton underwear, these stretchy but supportive briefs do not retain moisture – say adios to damp undies!

**Ends –**

## Notes to Editors

- For more press information please contact the Marketing Team on 01892 786447 or email:  
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- Every sale of a Páramo garment benefits 'at risk' women in South America. In 1992 Nick Brown established Páramo's production facility in Bogotá, Colombia. Working as part of a social program with the Miquelina Foundation, this provides valuable skills to women seeking an improvement in their lives.
- Páramo garments do not rely on coatings or laminates, but have renewable waterproofing maintained by environmentally-friendly, water-based Nikwax Waterproofing.

## INFO ON GARMENTS

GARMENT	COLOURS	SIZES	FABRIC	WEIGHT	RRP
LADIES' ASPIRA SMOCK	Fire/Burgundy, Dawn Blue/Mid Grey	XS-XL XS-L	Nikwax Analogy	890g	£250
LADIES' ASPIRA TROUSERS	Black	XS, S, M, L, XL	Nikwax Analogy	855g	£170
LADIES' VELEZ ADVENTURE	Claret/Burgundy Sky Blue/Storm	XS, S, M, L, XL	Nikwax Analogy	720g	£180
LADIES' TREKKER HOODIE	Sky Blue, Brown	XS, S, M, L, XL	Parameta® S Light Reversible	345g	£70
MEN'S TREKKER HOODIE	Black, Brown	S, M, L, XL, XXL	Parameta® S Light Reversible	435g	£70
MEN'S CAMBIA SPORT TSHIRT	Claret/Dark Grey, Dark Grey/Claret	S, M, L, XL, XXL	Parameta® T Reversible	85g	£25
LADIES' CAMBIA SPORT TSHIRT	Navy, Moss, Fuschia	XS, S, M, L, XL	Parameta® T	130g	£25
MEN'S CAMBIA SPORT VEST	Claret/Dark grey, Dark Grey/Claret	S, M, L, XL, XXL	Parameta® T Reversible	98g	£20
LADIES' CAMBIA SPORT VEST	Fuschia/Dark Grey, Dark Grey/Fuschia	XS, S, M, L, XL	Parameta® T Reversible	85g	£20
MEN'S CAMBIA BRIEFS	Navy	S, M, L, XL, XXL	Parameta® T Reversible	70g	£15