

Páramo release
September 2010



**Ladies' Velez Adventure Trousers join Páramo's fast and light collection
for multi-activities and warmer weather adventures**

New garments have joined Páramo's range of lightweight Analogy waterproofs. The launch of the Men's Velez Adventure Trousers last year prompted by female outdoor enthusiasts to ask for a ladies' version – now added to the range. The Vista Jacket launched as a limited edition garment last spring has proved very popular and now 'officially' joins the range. With no compromise on Directional performance or protection from the elements, this line-up of high performance kit is ideal for those outdoor enthusiasts and professionals who participate in activities where every ounce is crucial, who want to travel fast and light.

All Páramo waterproofs use Nikwax Analogy fabric, renowned for its fantastic breathability and Directionality, which removes perspiration more effectively than conventional waterproofs in all conditions as well as keeping the weather out. Lightweight Analogy offers the same unique advantages over other waterproof fabrics in garments that are almost a fifth lighter plus soft, quiet and robust. The newest garments to this range are

- **The Ladies' Velez Adventure Trousers** – Páramo's best-selling Ladies' Cascada Trousers now have a lighter, trimmer sister. This fully waterproof and windproof legwear with generous thigh vents, superb articulation and ankle adjustment removes the hassle overtrousers.
- **The Vista jacket** – a simple, contoured jacket which minimises weight with no compromise on function and all the benefits of Analogy. It offers a fully adjustable, fixed hood with a wired peak, two zipped 'dry' chest pockets and an internal secure mesh pocket.

The Páramo system has always offered benefits for the multi-active, high energy outdoor user and these are enhanced further by the latest lightweight Analogy garments, which save precious grammes for those travelling fast and light without sacrificing comfort and performance.

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Notes to Editors

1. For more press information, for images or to try any of these garments, please contact the Páramo Marketing Team on 01892 78 6447 or email marketing@paramo.co.uk. Contacts are Catherine Whitehead, Helen Oxley and Fiona Park.

2. Páramo Directional Clothing Systems have been based in Wadhurst, East Sussex since their inception in 1992. They are part of the Nikwax Group.
3. Ladies' Velez Adventure Trousers are available in Black in sizes 8-18. Average weight: 388g.
4. Unisex Vista Jacket is available in Reef Blue or Black in sizes XS-XXL. Average weight: 562g
5. The lightweight Analogy line-up includes:
 - Quito Jacket RRP £205
 - Vista Jacket RRP £205
 - Velez Adventure Light Smock (Ladies' or Men's) RRP £190
 - Velez Adventure Trousers (Ladies' or Men's) RRP £137.50
6. Páramo waterproof garments and baselayers are manufactured ethically, benefitting 'at risk' women helped by the charitable Miquelina Foundation in Bogotá, Colombia in South America.
7. Páramo garments do not rely on coatings or laminates, but have renewable waterproofing maintained by environmentally-friendly, water-based Nikwax aftercare.
8. Garments are available from Páramo stockists. Visit www.paramo.co.uk and click on 'How can I buy Páramo?'



Ladies' Velez Adventure Trousers



Vista Jacket