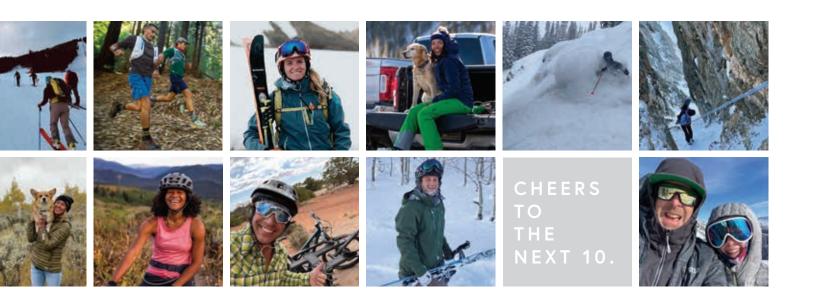






Endless Adventure. Priceless Memories.





A LETTER FROM OUR FOUNDER

LOOKING BACK ON A **TEN-YEAR CLIMB**

Thirty-two years ago, December of 1989, I rolled into Jackson, Wyoming in a VW Bug overloaded with every one of my worldly possessions — most importantly my skis, two bikes, a climbing rack and my fly rods. After growing up and going to college in Colorado, I tried the corporate career path on the west coast, but it didn't take me long to realize the city life was not the life I wanted to lead. So I headed home, back to the mountains.

I spent my first seven years in the valley scratching out a living to feed my outdoor obsessions — bartender, ski instructor, hack carpenter. In between, I logged countless days high in the Tetons, on our local rivers and out on the trails. After landing a day job at an outdoor shop, I quickly became part of the Jackson mountain community. I climbed, skied and fished with some of the best guides, many of whom became lifelong friends. Truth be told, it was damn near idyllic for a guy in his twenties, but my ambitions went beyond shared mountain epics.

So in 1997, after having gone deep for a couple years on textile and apparel construction, I started my first outdoor apparel company with a good friend. We battled our way to respectability, building a small pioneering brand with a committed following. But after a super fun ten year ride, we lost the driver's seat, and consequently the company lost its way. I tried to buy it back from the new owners, but was left standing at the altar. So, with an eighteen month paid sabbatical in my back pocket, I decided to wait it out and then saddle back up.

During that gap, I spent a lot of time back in the mountains, skiing the Teton backcountry, fishing our rivers, climbing our peaks — all the while reflecting on why I'd moved here in the first place and confirming that I wasn't done with the apparel business. Thankful for the incredible daily access and the constant inspiration, I dreamed up Stio as a brand rooted in all aspects of the mountain life, a

Looking back on any journey is always a reflective moment, but it's also a time to appreciate the view as much as the grind. From all of us here at the Stio headquarters in Jackson and Wilson, Wyoming — our dedicated remote crew that spans the country from Portland, Maine to Portland, Oregon — to our dedicated retail teams in Jackson, Teton Village, Park City and Boulder — we send out our most sincere thank you for your continued business and support!



brand emanating from the totality of my life and business experience. I recruited a small but super talented crew, called in a few favors from friends, and we started another big climb with lofty objectives - but with the wisdom of the previous approach deeply embedded.

A decade has passed and Stio has scaled far beyond that original business plan. Fueled by a passionate group of talented people all united around the same vision — and humbled by the response to our unconventional thinking - we've attracted a loyal following of fans and customers who believe that our mountain perspective makes a difference. We haven't been perfect but each and every day we strive to do the right thing, and most importantly have stayed true to our roots, building gear that blends technical function with mountain style while also operating ethically, responsibly and sustainably in our communities and environment.

As we charge into our second decade, we are continuing to build on the original vision. We've embraced better practices — recycled materials, organic fabrics and lifecycle design for the greater global good. We've backed causes that protect our most treasured places and ones that encourage a diversity of access, and most recently have become a Climate Neutral certified company.

Cheers and good health, Stephen Sullivan - Founder/CEO

10 YEARS

Hometown Down & Back

At Stio we all remember what it was like to make the big move to a mountain town, but we also remember how cold that first winter felt. For most of us that meant our first paycheck purchase was a warm down jacket — which is why the Hometown Down emerged in Stio's first winter. Ten years later our signature style still reigns for its comfortable utility, reliable warmth and essential-in-our-town nature. A true mountain town original, it still holds a very warm place in our heart.

Hometown[™] Down Hooded Jacket ∅

RETTO | Risk Red, Alpine Lake, Mulberry, Treeline Green, Bristlecone, Tap Shoe | XS-XXL | 20 oz. | 200019 | \$329

100% of Stio down fill meets the Responsible Down Standard, the certification for humane practices and processes of collecting down insulation.

 (\mathcal{P})



stin

Alpine Lake



"THERE IS A REASON MY STIO PUFFY HANGS IN THE MUD ROOM YEAR ROUND.

It's had my back chasing the dog through the thickets of Cache Creek, shouldering skis on frigid January days and venturing to remote huts on backcountry ski trips.

It is the workhorse of my jacket fleet. Just like the beloved work truck or trusty knife, it works every time, gets better with age and builds character all the while. A family heirloom for my son to inherit when he gets older."

– Chris Wheeler, Jackson, Wyoming, Proud owner of a Hometown Down Jacket for 5 years

Pinedale[™] Pant 🦻

Our most versatile technical pant, the Pinedale is made with Everlight Softshell — a innovative, bluesign® approved combination of nylon, polyester and spandex — providing optimal comfort, flexibility and breathability for year-round adventures. Boot Brown, Magnet, Stormy Weather, Roasted Beet | 30-40, Short and Regular inseams available | 15 oz. | 200015 | \$159

Technical Comfort

WINDBLOCKING, WEATHERPROOF RESISTANCE THAT MAINTAINS ACTIVE CORE COMFORT AND LIBERATING STRETCH WHEN EXPLORING THE HIGH ALPINE

With trails that wind between glaciers, over mountains and through valleys, Iceland is a backpacker's paradise // Peter Lobozzo

Millibar[™] WINDSTOPPER[®] Hooded Jacket

Not all mountain weather requires a stiff storm shell. Made as a more flexible alternative to technical overkill, our Millibar harnesses GORE-TEX INFINIUMTM WINDSTOPPER® technology to block wind, shed weather and stretch liberally — adeptly walking the ridgeline between protection and liberation with alpine style. Paired with a brushed grid backer for light warmth and underarm stretch panels for breathability, it maintains a comfortable core for alpine pursuits.

©GOVETEX | Beehive, Tap Shoe, Mountain Shadow | S-XXL | 20 oz. | 200012 | \$289

stio



TAP SHOE

MOUNTAIN SHADOW

For The DIY Days

TICK THROUGH THE TO-DO LIST COMFORTABLY

Rugged and ready to tick through any task on the fall to-do list, our relaxed, comfortable and high style partnership of breathable Eddy Shirt and abrasion-resistant Rivet® Canvas Pant together fuse material toughness with a reasonable cut that isn't oversized or over-bulked like traditional work wear.

Eddy[™] Shirt LS | CONFLUX | Roasted Beet Check, Thicket Check, Mulberry Check, Mulberry Plaid, Tap Shoe Plaid, Cowboy Coffee Plaid, Mountain Shadow Heather | S-XXL | 13 oz. 200078 | \$129

Rivet® Canvas Pant 🖗 | 🖗 😳 Control | Stormy Weather, Castlerock, Talus, Elmwood, Cowboy Coffee, Treeline Green | 30-40, Short, Regular, and Long inseams available | 16 oz. 200091 | \$109





Maisie[™] Beanie Dark Olive | 4 oz. | 400011 | \$39

Turpin[™] Fleece Hooded Pullover [™] REP®EVE | Tap Shoe Heather | S-XXL | 10 oz. 200053 | \$99

Buckhorn[™] Insulated Snap Shirt Fortified flannel that fires up warmth for Wyoming falls.

 Information
 Treeline Green Plaid, Confluence Plaid,

 Roasted Beet Plaid, Rodeo Dust Plaid | S-XXL

 29 oz. | 200036 | \$169

$\star \star \star \star \star$

"Everything about this shirt is perfect for me. The insulation is just enough to keep the chill off in my uninsulated shop. The fit is excellent. Snap buttons are super convenient. Hand pockets are also a welcome feature in a flannel. I pretty much live in this shirt."

- Jeffrey E., Verified Buyer of the Buckhorn Insulated Snap Shirt

Sam Wasserman smooths out the rough spots on his latest project, a custom built pop-top truck camper, in Jackson, Wyoming // Becca Bredehoft BRIDGING THE GAP TO OUTDOOR EXPERIENCE

Jorge Moreno

CO-DIRECTOR AT PGM ONE, AMBASSADOR FOR LATINO OUTDOORS & FORMER NOLS INSTRUCTOR

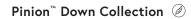
The satisfaction of immersing yourself in the mountains, filtering your water from a small stream and sleeping in the backcountry are all experiences that deepen our connection to the outdoors. For Jorge Moreno, this feeling was not fully realized until after he was thirty years old on his first backpacking trip in Big Sur. While his love for the outdoors blossomed from this point forward he also realized there were serious inequities to access that prevented people who look like him from sharing these same experiences. Now Jorge is focused on helping bridge the gap between outdoor spaces and people who don't feel comfortable outside.

Visit Stio.com/blog to read the full story.

Photos by Andy Cochrane

Pining For Pinion

ULTRALIGHT, FOUR-SEASON DOWN COLLECTION



A lightweight, lofted down insulator — like our Pinion — is one of the most adaptable all-mountain, four-season pieces in our layering quiver. Stuffed with a measured amount of HYPERDry[™] water-repellent down, the lightly lofted styles stow efficiently or layer smoothly under a shell yet still pack enough heat to warm up crisp fall days on their own.

Pinion[™] Down Vest ⊘ | ⊕ PERTEX GUMMINIM | Magnet, Bristlecone, Bourbon, Alpine Lake, Mountain Shadow S-XXL | 8 oz. | 200026 | \$189 Pinion[™] Down Sweater ⊘ | © PERTEX GUMMENT Bourbon, Thicket, Magnet, Mountain Shadow S-XXL | 11 oz. | 200025 | \$249 Pinion^{**} Down Hooded Jacket ② | © PERFECTION Mountain Shadow, Boundary Black, Bourbon, Roasted Beet, Thicket | S-XXL | 11 oz. | 200024 | \$279



100% of Stio down fill meets the Responsible Down Standard.



Magnet

Mountain Shadow

Burn Up The Miles

EARN YOUR FITNESS IN FALL

On those days when you wish the trail goes on forever, gear up in premium performance styles. Made with technical fabrics that are warm, wicking and lightweight, these pieces are designed to keep you comfortable while moving in the mountains no matter the conditions.

Glide[™] Tech Tight | *fortis*[™] | Boundary Black, Treeline, River Shimmer | S-XXL | 7 oz. 200067 | \$129

 Azura[™] Insulated Vest (2) | #/ERM | ♥ PRIMALOFT. | Mountain Shadow, Treeline Green,

 Stormy Weather, Boundary Black | S-XXL | 11 oz. | 200028 | \$169

Gannett Peak[™] Fleece Half Zip | KARUISHI. | Risk Red, Confluence, Tap Shoe, Bristlecone, Cool Charcoal, Mountain Shadow | S-XXL | 9 oz. | 200043 | \$129





"I have a number of tights for running. These are the best hands down. Soft, fit perfectly and keep you very warm in cold conditions. I like them so much I bought two colors and backups of each. What does that tell you?"

- Jason H., Verified Buyer of the Glide Tech Tight

Aidan Goldie scores perfect conditions on a trail run through a sun-kissed aspen grove in Roaring Fork Valley, Colorado // Fredrik Marmsater

Stretch For It

THE PERFECT PERFORMANCE LAYER FOR FALL

We all need warmth as the temps drop in fall. But over-layering with constriction doesn't match the active mentality of the shoulder seasons. The fix is our upwardly mobile Fremont collection, a hoodie, half zip and new jogger that refuse to be defined as just fleece. The rethinking behind these bestsellers is a sleek and flexible character from smooth, stretchy and warm material matched with frictionless seams and streamlined construction.



Tap Shoe



Mulberry





Risk Red



Thicket



Stormy Weather

Beppe Amodio clips his next quick draw on a climbing trip in Sinks Canyon, Wyoming // Andrew McKean



Mulberry



Alpine Lake

Fremont[™] Stretch Fleece Collection

Hoodie | KARUISHI. | Risk Red, Thicket, Mulberry, Alpine Lake, Tap Shoe | S-XXL | 10 oz. 200040 | \$169

Half Zip | KARUISHI. | Stormy Weather, Alpine Lake, Risk Red, Mulberry, Tap Shoe | S-XXL 8 oz. | 200041 | \$159

Jogger | KARUISHI. | Thicket, Mulberry, Stormy Weather, Tap Shoe | S-XXL | 10 oz. | 200042 | \$169



Relax & Recover





A. Thermop Fleece Snap Shirt | Stormy Weather | 12 oz. | S-XXL | 200051 | \$149 | B. Lenny Beanie | Greenery | 400071 | \$39 | C. Gannett Peak Fleece Pant | Mountain Shadow | 9 oz. | S-XXL | 200044 | \$149 | D. Stio Mountain Towner Boulder Tee | Steel Blue Heather | XS-XXL | 4558 | \$29 | E. All-Action Valley Sock | Alpine Lake | S/M, L/XL | 400007 | \$22



EASE INTO THE COMFORT OF THE REST DAY

A. Stio Classic Tee | Military Heather | S-XXL | 200105 | \$29 | B. Frontier Snap Back | Olive | 4811 | \$29 | C. Turpin Fleece Pant | Bristlecone Heather | 8 oz. | S-XXL | 200057 | \$89 | D. Wilcox Fleece Hoodie | Bristlecone | S-XXL | 20 oz. | 200048 | \$159 | E. Wildflower Buff | Thicket | 8278 | \$30

Saratoga[™] Cord Shirt

Designed to bridge the gap between barn chores and bike commutes, the organic cotton Saratoga

Stormy Weather, Roasted Beet, Bison Herd S-XXL | 24 oz. | 200076 | \$139

Grown In The High Country TETON VALLEY, IDAHO

Rafe Rivers and his wife Ansley own and operate Canewater Farm in Teton Valley, Idaho with their two children, Emmalou (6) and Rowan (3). They cultivate five acres of organic produce and flowers with the help of four committed employees. The farm inspires good food, art and healthy community, set in the beauty of the Greater Yellowstone Ecosystem.

ORGANIC STYLE FOR FIELD DAYS

Mountain lives are not just defined by playtime. For the moments of daily existence whether weekday work or weekend chores — we demand tough, warm materials that stand up to the grit and grind with classic and characteristic style. Our warm organic flannels, rugged corduroy work shirt and burly canvas utility pants get it all done with toughness and character to spare.

17 oz. | 200088 | \$129



Rivet[®] Canvas Utility Pant 🛞 | 🖗 CONTROL | Cowboy Coffee, Mulberry, Boot Brown, Basalt | 30-40

Junction[™] Midweight Flannel Shirt 🛞 | ⊕ CREANIC | Risk Red Plaid, Alpine Lake Plaid, Mountain Shadow Heather, Treeline Green Heather, Deep Delta Plaid | S-XXL | 12 oz. | 200081 | \$119

States and



Risk Red Plaid

Mountain Town Workwear

INTRODUCING THE WEST BUTTE JACKET & VEST



acket: Trout Time, Shirt: Light Chambra

West Butte[™] Insulated Jacket

FORGETEX | 2000 FIII | Trout Time, Mulberry, Boot Brow 22 oz. | S-XXL | 200033 | \$199 Our new West Butte program is built for splitting wood, shoveling snow or taking in the view from the tailgate. Hitting a hardworking stride of reliable, quilted warmth, the burly 70-denier nylon outer looks natural but wears tough, and PeakFill™ 50% recycled, synthetic insulation traps plenty of heat to stay warm while ticking off chores or when getting off the grid. Both styles feature a rib knit collar that nests naturally with a flannel and a patch-on left chest pocket that holds digital or analog items.

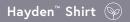


Vest: Mulberry, Shirt: Alp

West Butte[™] Insulated Vest

FORGE TEX | President | Mulberry, Boot Brown, Trout Time
13 oz. | S-XXL | 200034 | \$159

e Lake Plaid



Ipine Lake Plaid, Rodeo Dust Plaid, Thicket Plaid, Roasted Beet Plaid | 11 oz. | S-XXL | **200079** | **\$129**

Go Far & Tread Lightly

CREATE A SMALLER FOOTPRINT WITH OUR ORGANIC COTTON AND RECYCLED FLEECE

This season, we continue our journey in updating fall classics to organic cotton in our Rivet® Jean and Miter Lightweight Flannel styles. 47% of cotton at Stio is organically sourced. In our Wilcox Collection, we use recycled polyester to decrease our use of post-consumer raw materials.

Wilcox[™] Fleece Vest ② | ♂LOFTON | Scorched Rock, Bristlecone, Mountain Shadow S-XXL | 13 oz. | 200050 | \$129

Miter[™] Lightweight Flannel Shirt ⓐ | ⊕ Control | Roasted Beet Plaid, Moon Dust Heather, Basalt Plaid, Thicket Plaid, Mulberry Plaid, Bourbon | S-XXL | 12 oz. | 200082 | \$109

Rivet^{*} Jean () | () Control | Denim | 30-40, Short, Regular, Long inseams available 16 oz. | 200089 | \$129







Brittany Mumma and Lance Lemkau wander through a maze of canyons in southern Utah // Dirk Collins

Hut Couture

FASHIONED FOR ALPINE EXISTENCE



"The 800-fill down makes this one of the warmest vests we've ever tested. Throw in the helmet-compatible hood and DWR coating, and you might never wear sleeves again."

- Outside Magazine, "Our 6 Favorite Vests"

Hometown[™] Down Hooded Vest ② ∅

Street-worthy style that doubles as a great insulator for skiing, with a
helmet-compatible hood. 100% Recycled HTD™ nylon ripstop outer sheds
elements, while its 800-fill, responsibly sourced water-repellent down
keeps your core warm.We built
fires sto
overshi
cotton.

 Filler
 | Alpine Lake, Burnt Orange, Talus, Tap Shoe, Mulberry, Bristlecone

 S-XXL
 | 13 oz.
 | 200020 | \$229

100% of Stio down fill meets the Responsible Down Standard. stio

Vest: Alpine Lake, Flannel: Confluence Plaid

Vest: Burnt Orange, Flannel: Bourbon Plaid

24 | "Congrats on hitting the 10 year mark!" - Brad S. from Michigan, a 10-year customer

Hutkeeper[™] Flannel Shirt 🍥

We built our burliest flannel to honor the caretakers who keep the fires stoked in backcountry zones. For the rest of us, their namesake overshirt hangs tough with double-brushed, heavyweight organic

 Image: Confluence Plaid, Bourbon Plaid, Magnet Plaid | S-XXL | 22 oz.

 200080 | \$139



Vest: Talus, Flannel: Magnet Plaid

5POINT ADVENTURE FILM FESTIVAL

October 13-17, 2021

Stories of adventure change us. They have the power to ignite positive action in our communities and our world. They move us, shape us and help us find our best selves. As the title sponsor of the 14th Annual 5Point Adventure Film Festival, we are thrilled to join them in Carbondale, Colorado for their flagship festival this year.

Visit 5pointfilm.org to learn more and get your tickets.

Thermop[™] Fleece Snap Shirt 🕄

Updated for 2021 to a recycled fleece blend, the Thermop Fleece Shirt is a technical spin on an indispensable mountain town classic. Featuring HeiQ Fresh, the Thermop manages odor and simplifies product care. This means you can wash less, play more and reduce your impact.

fe Stratex" | Roasted Beet, Pebble, Stormy Weather, Tap Shoe | 11 oz. | S-XXL | 200051 | \$149

Cade Palmer shares in Tala's excitement over the view they landed for a night of camping in the Wallowa-Whitman National Forest, Oregon // Becca Bredehoft

Chill In The Air

CASUAL WARMTH FOR CRISP FALL DAYS

The fall means the reintroduction of layering, and there's nothing we love more in the mountains than mixing cotton comfort and moisture wicking performance. Combining drirelease® technology with organic cotton cords and an insulated snap shirt, you'll get the ideal blend of versatility and style.



Rodeo Dust Heather

Skycrest[™] Snap Shirt

[hermore] | Treeline Green, Boundary Black, Powder Fox Camo, Bourbon | S-XXL | 15 oz. 200035 | \$179

Tipton[™] Tech Hooded Henley 🖬 drireleaser | Rodeo Dust Heather, Boundary Black Heather, Mulberry Heather, Roasted Beet Heather S-XXL | 9 oz. | 200068 | \$99

Segense | Bison Herd, Magnet, Fallen Rock, Stormy Weather, Mulberry | 30-40, Short, Regular, and Long inseams available | 13 oz. | 200090 | \$109

Rivet[®] Cord

10 YEARS

10 Years of Epic & Evervda Memorie

WHAT ARE THE MOST MEMORABLE MOMENTS YOU'VE HAD WEARING STIO?



Photos and memories provided by Stio customers

10-year customer

"Traveling around the country in our camper, I can remember waking up in the redwoods a week after being in Death Valley."

- Lou P., Fruita, CO

8-year customer

"Fly fishing with my daughter on the upper Coeur d'Alene River in Idaho."

-Michael R., Park City, UT

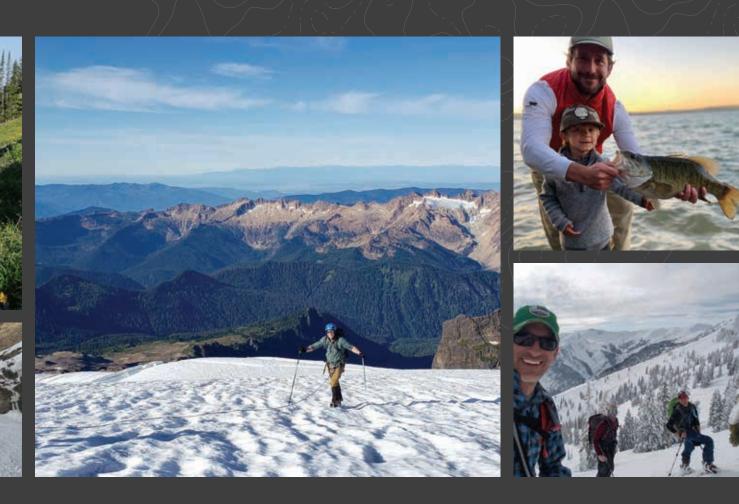
10-year customer

"I remember camping for 4 days in the Utah desert then heading directly to a beach trip. Found myself being just as comfortable wearing the same Stio gear in both conditions."

-Steve G., Aspen, CO

THANKS TO YOU

To all of you — our biggest fans, the early adopters, the newly acquainted, the believers and the cheerleaders — you are the heart & soul of Stio and you are the ones who have made this milestone possible. For ten years we have built epic and everyday memories together. Thanks for taking us on your adventures — here's to many more.



9-year customer

"The hundreds of miles of backcountry singletrack throughout the Greater Yellowstone Ecosystem that my Eddy shirt and I have experienced is hard to beat."

-Sam H., Bozeman, MT

10-year customer

"Skiing at our home mountain of Crystal WA, traveling to Whistler BC, Vail CO, Snowbird UT, Stowe VT, wherever we go, Stio fills our suitcases."

-Deb K.M., Seattle,WA

10-year customer

"Hiking all over Chamonix, skiing in rain or snow at Stowe, bluebird spring slush days at Steamboat, the whole kit'n'kaboodle weatherwise at Sunday River, epic weekends at Tuckerman Ravine and so much more."

- Ted, L., CT

The Burnt Mountain Carbon Project, a 5,408-acre natural area in the Northeast Kingdom of Vermont, is a preservation initiative by The Nature Conservancy to slow the pace of climate change by storing carbon. It is the next phase of Stio's commitment to being good stewards of the mountain life. Our investment in the Burnt Mountain Project made us 100% carbon neutral for 2020 and allows nature to do what it does best in absorbing carbon from the atmosphere and storing it in trees for hundreds of years. It is a commitment to give rather than to take — an investment in protecting land that inspires everything we do.



stewards of the mountain life

PREFERRED MATERIALS

We live and love the mountain life, and as such, see ourselves as caretakers of the resources that provide it. That's why we are committed to building garments that are durable, timeless and continue to perform season after season. We carefully consider the impact of our choices as we strive to deliver the best. After all, the most sustainable products are those that we keep in our closets and out of landfills. One year after announcing our stewardship commitment, we increased our consumption by weight of preferred materials to 30%. Our target is to exceed 50% preferred material usage in 2021. In addition, we're proud that 100% of our down fill meets the Responsible Down Standard, 59% of our fabrics are bluesign[®] approved and 47% of our cotton is organically sourced.

To learn more about our journey towards 100% preferred materials, visit Stio.com/stewardship.



Recycled polyester and nylon increases our usage of postconsumer and post-industrial raw materials. 25% of polyester and 22% of nylon fibers we use comes from recycled sources.



PREFERRED

We prioritize making fiber, finish and factory choices that improve on the conventional supply chain, while delivering premium quality and performance. Our preferred label includes blended fiber content, bluesign[®] partners and finishes that meet STANDARD 100 by OEKO-TEX[®].



DOWN

100% of Stio down fill meets the Responsible Down Standard (RDS), the certification for humane practices and processes of collecting down insulation.



ORGANIC

Organic cotton uses less water and energy, while protecting habitat biodiversity. 47% of cotton at Stio is organically sourced.

BASIN XT COLLECTION Explore Travel Again

We've constructed our Basin XT Collection for the traveling range with a mountainrated formula of constructive toughness, material weatherproofing and logical organization that will withstand the rigors of the road, the journey or even a long season living out of your duffel.

Go to Stio.com to shop the full collection.

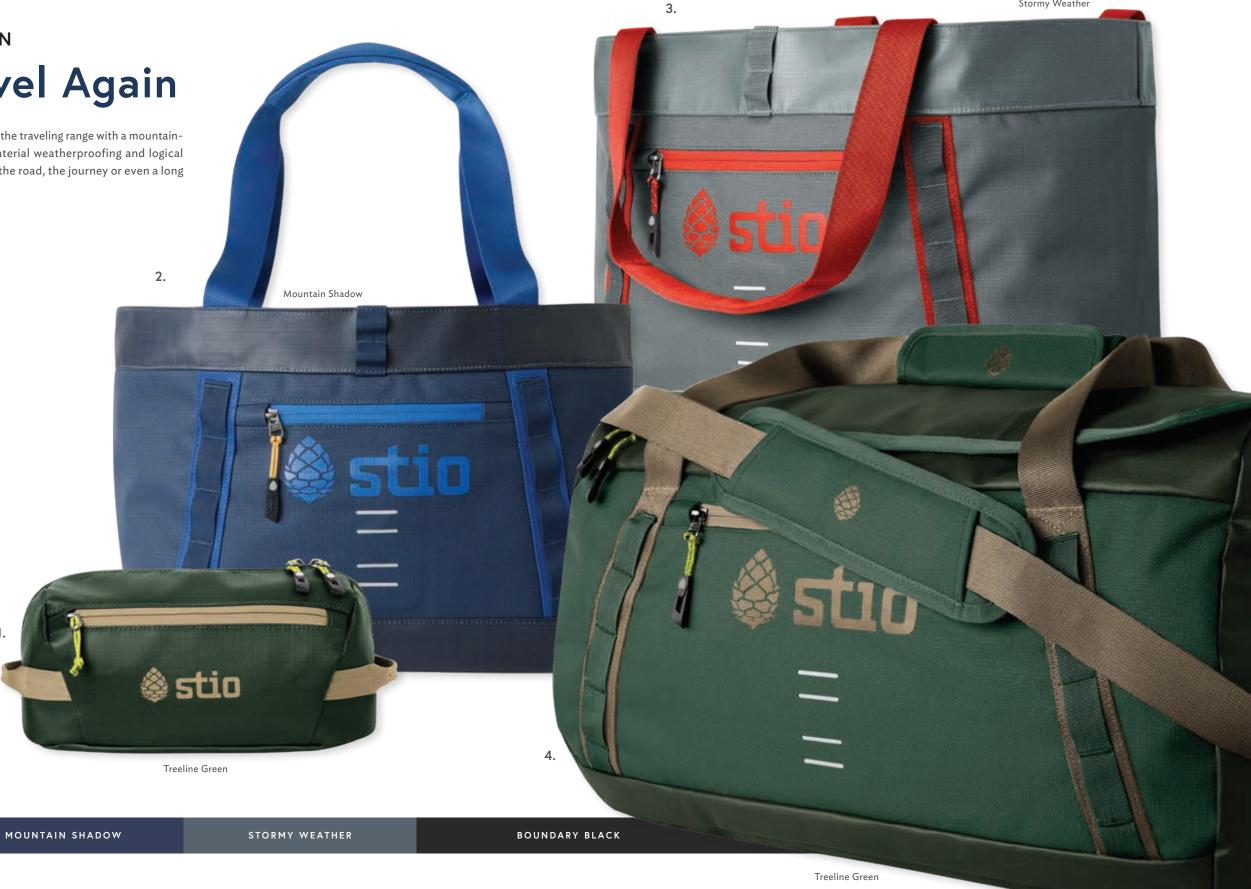
1. Basin[™] XT Dopp Kit Treeline Green, Mountain Shadow, Stormy Weather 6L | **400045** | **\$39**

2. Basin[™] XT CarryAll 25L Mountain Shadow, Boundary Black, Treeline Green 25L | 400041 | \$89

3. Basin[™] XT CarryAll 35L Stormy Weather, Treeline Green, Mountain Shadow, Boundary Black | 35L | 400025 | \$99

4. Basin[™] XT Duffel 55L Treeline Green, Boundary Black, Mountain Shadow 55L | 400043 | \$139

TREELINE GREEN



Stormy Weather

Brighten Up Shorter Days

WARMTH THAT BRINGS COLOR TO SCHOOL AND PLAY

A. Kids' Jackalope Beanie | Alpine Lake | 300006 | \$35 B. Kids' Otis Beanie | Greenery | 300007 | \$35 C. Kids' Snow Jack Beanie | Wind River Blue | 300008 | \$35



Alpine Lake

Backyard Berry

stie

 $\star \star \star \star \star$

very active kid."

- Margot W., Verified Buyer

"Great jacket! This is our 2nd year buying one and it's the best. Love

the color, fit, quality and warmth. Stands up to wear and tear of a

Hometown[™] Down Hooded Jacket ⊘

A kids' technical insulator with 650-fill, water-repellent HyperDry™ down and a 100% Recycled HTD™ nylon outer for abrasion and weather resistance. Features a helmet-compatible hood, kids' ID label and handwarmer pockets.

re 💷 | Bristlecone, Alpine Lake, Backyard Berry, Burnt Orange, Mulberry, Treeline Green | 4-14 | 16 oz. | 300003 | \$169

stin

BRISTLECONE	TREELINE GREEN	ALPINE LAKE	MULBERRY	BACKYARD BERRY	BURNT ORANGE

River Francom and her sister Juniper find entertainment in new perspectives on a family getaway in Alaska // Sunnie Francom

The Hues **Of Fall**

SEASONAL STYLE FOR CRISP DAYS



"This vest keeps me cozy during morning hikes or walks with the dogs, and adds the perfect element of warmth to a baselayer on a crisp day. Thrown over a flannel and jeans, it's also the perfect companion to a drink at our local bar."

- Sara R., Verified Buyer of the Woodson Down Vest

Woodson[™] Down Vest (∅)

Updated 100% recycled nylon outer, with a classic, heritage-inspired helping of core warmth and a toasty insulated hood for casual outings and routine days around town, the Woodson Down Vest is a cozy, durable essential of winter mountain life.

ALLIED | HyperDay | Pebble, Backyard Berry, Forest Olive, Wind River Blue, Mulberry XS-XL | 16 oz. | 100019 | \$199



Vest: Pebble, Shirt: Dark Chambray

Vest: Backyard Berry, Shirt: Medium Chambray

Ashton[™] Chambray Shirt 🛞

Our bestselling shirt now updated to 100% organic cotton. Classic Western detailing and durable chambray fabric provide that high range identity to a piece that easily spans from work to rest to play.

OCTION | Dark Chambray, Light Chambray, Medium Chambray XS-XL | 10 oz. | 100065 | \$129



Vest: Forest Olive, Shirt: Light Chambray

$\star \star \star$

"This is what I wear when I step outside to do chores or run an errand on my bike when it's cold out. The pockets make it easy to bring whatever I need, and it's a warmer piece of outerwear than expected, but I never overheat. What a gem."

– Jenn., Verified Buyer of the Buckhorn Insulated Snap Shirt

Buckhorn[™] Insulated Snap Shirt 🤄 100039 | \$169

Turpin[™] Fleece Hooded Pullover REPREVE | Tap Shoe Heather | 7 oz.

With a packed day of sport routes behind her, Kika Macfarlane preps for a campfire in Sinks Canyon, Wyoming // Andrew McKean

Lasting Warmth

HIGH RANGE CHARACTER FOR FALL'S WANING DAYS



Bourbon Heather

Saratoga[™] Cord Shirt �

OCCATION | © PERTEX QUANTUM | Maple Brown, Wind River Blue, Roasted Beet, Treeline Green, Sage Flats XS-XL | 18 oz. | **100059** | **\$139**

Turpin[™] Fleece Funnel Neck @

REP®EVE | Bourbon Heather, Wind River Blue Heather, Tap Shoe Heather, Navy Peony Heather, Treeline Green Heather | 7 oz. | XS-XL | 100053 | \$79

With the use of organic cotton in our Saratoga Cord Shirt and Rivet® Canvas Pant, we are able to use less water and energy, and protect habitat biodiversity. In our Turpin Collection, we use a recycled polyester blend to increase our use of post-consumer materials. We hope you join us in our journey to being good stewards of the mountain life.

Rivet[®] Canvas Pant 😡

SCOTTON | DROVER | Basalt, Treeline Green 11 oz. | 2-14, Short, Regular, and Long inseams available | 100058 | \$109



Tap Shoe



Fremont[™] Stretch Fleece Collection

Hoodie | KARUISHI. | Backyard Berry, Mulberry, Alpine Lake, Tap Shoe | XS-XL | 7 oz. 100041 | \$169

Half Zip | KARUISHI. | Backyard Berry, Mulberry, Alpine Lake, Tap Shoe | XS-XL | 6 oz. 100042 | \$159

Jogger | KARUISHI. | Backyard Berry, Mulberry, Thicket, Tap Shoe | XS-XL | 9 oz. 100084 | \$169







Thicket

Tap Shoe





Mulberry



Free To Move

STRETCH, COMFORT & PERFORMANCE

We all need warmth as the temps drop in fall. But over-layering with constriction doesn't match the active mentality of the shoulder seasons. The fix is our upwardly mobile Fremont collection, a hoodie, half zip and new jogger that refuse to be defined as just fleece. The rethinking behind these bestsellers is a sleek and flexible character from smooth, stretchy and warm material matched with frictionless seams and streamlined construction.

Elise Sterck tosses her rope to rappel a multi-pitch climb in El Potrero Chico, Mexico // Ryan Burke



Pinedale[™] Pant

With a mid rise waist and flattering fit, the Pinedale offers better coverage and range of motion when you're on the go.

Basalt, Mulberry, Treeline Green, Roasted Beet 0-14, Short and Regular inseams available 11 oz. | 100014 | \$159

Technical Comfort

WINDBLOCKING, WEATHERPROOF **RESISTANCE THAT MAINTAINS ACTIVE** CORE COMFORT AND LIBERATING STRETCH WHEN EXPLORING THE HIGH ALPINE

Lizzie Peyton walks a ridge between high points on the Laugavegur Trail in Iceland // Peter Lobozzo

Millibar[™] WINDSTOPPER[®] Hooded Jacket

Not all mountain weather requires a stiff storm shell. Made as a more flexible alternative to technical overkill, our Millibar harnesses GORE-TEX INFINIUMTM WINDSTOPPER® to block wind, shed weather and stretch liberally — adeptly walking the ridgeline between protection and liberation with alpine style. Paired with a brushed grid backer for light warmth and underarm stretch panels for breathability, it maintains a comfortable core for alpine pursuits.

SORE-TEX | Quiet Gray, Larkspur Blue, Tap Shoe | XS-XL | 20 oz. | 100012 | \$289

stio



In Season Training

Fall is prime time to hit the trail, whether to build endurance, maintain fitness or just clear the mind from the frenetic pace of summer. Our technical style trio not only provides both the wicking performance, liberating stretch and reliable recovery required for aerobic exercise but also the light, lofted insulation we all crave for warms ups and cool downs after the weather has shifted to the crisp days of fall.



Pinion[™] Down Hooded Pullover ∅

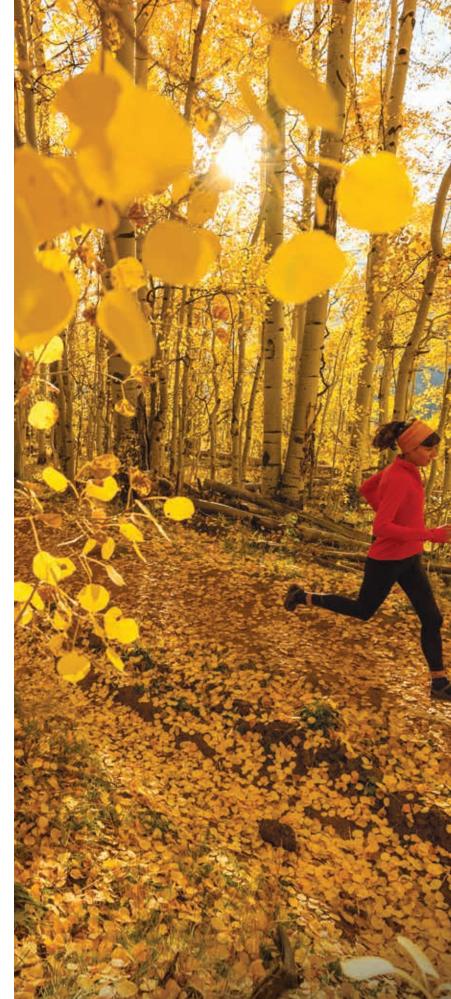
ALLIED | © merres ownrow | Bourbon, Herbage, Thicket, Alpine Lake, Pink Elation | XS-XL 10 oz. | 100025 | \$269

Tipton[™] Tech Half Zip

☑ drirelease: | Mulberry Heather, Greenery Heather,
 Alpine Lake Heather, Risk Red Heather, Boundary
 Black Heather | XS-XL | 7 oz. | 100070 | \$89

Glide[™] High Rise Tech Tight

fortis | Boundary Black, Burnt Orange, Lily Pad, Grand Purple | XS-XL | 7 oz. | **100074** | **\$129**



Zoe Rom flashes through the golden hues of fall on a trail run in Aspen, Colorado // Fredrick Marmsater

Cozy Up & Stay In



ELEVATE YOUR LOUNGE LOOK FOR THE REST DAYS

A. Sweetwater Fleece Coat | Sage Flats | 20 oz. | XS-XL | 100046 | \$189 | B. Greta Beanie | Sulphur Spring | 400022 | \$39 | C. Turpin Fleece Pant | Treeline Heather | 8 oz. | XS-XL | 100054 | \$89 | D. Stio Mountain Towner Jackson Hole Tee | Charcoal Heather | XS-XXL | 4545 | \$29 | E. Stio Hydro Flask 22 oz. Tumbler | Black | 22 oz | 4073 | \$30



MAX OUT YOUR COMFORT & STYLE FOR FIRESIDE APRÈS

A. Turpin Fleece Hooded Pullover | Alpine Lake Heather | 10 oz. | XS-XL | 100051 | \$99 | B. Teton Elevations Trucker | Royal | 400052 | \$29 | C. Gannett Peak Fleece Pant | Mountain Shadow | 8 oz. | XS-XL | 100044 | \$149 | D. Hutkeeper Flannel Shirt | Mountain Shadow Plaid | 18 oz. | XS-XL | 100062 | \$139 | E. Stio All-Trail Hike Sock | Basalt | S/M, L/XL | 400006 | \$24

Sugar Coated In The Wild West FREEDOM, WYOMING

Lindsey Johnson is a mountain life lover, a mother, a pastry chef, a designer and an artist who lives on a ranch in Freedom, Wyoming. Inspired by the natural beauty of her surroundings, Lindsey cultivates a flower garden in a vintage Ford truck bed to artfully decorate her artisan cakes and confections. The mountain life is different for everyone, but Lindsey has found a way to make it work in a way that's rewarding for her.

Landscape

MODERN MATERIALS & MOUNTAIN TOWN STYLE

With all the warmth and mountain town style - it's no wonder Sweetwater Fleece has been a Stio staple since its origin. The collection has stayed current, offering fresh silhouettes over its history and making the move to recycled fleece in 2020. With modern looks and material choices, you know the Sweetwater can only get sweeter.

Sweetwater[™] Fleece Coat () | [™] | Alpine Lake, Roasted Beet, Sage Flats 20 oz. | XS-XL | **100046** | **\$189**

Confluence | 14 oz. | XS-XL | 100049 | \$149

AND ADDRESS OF

Sweetwater[™] Fleece Hoodie (c. RELOFTON | Backyard Berry | XS-XL | 15 oz. 100048 | \$159

Becca Bredehoft

The Sweetwater

Sweetwater[™] Fleece Jacket ② | [™]LOFTON | Mountain Shadow, Scorched Rock,

Sweetwater[™] Fleece Half Zip (?) | <code>@LOFTON</code> | White Alyssum, Backyard Berry, Mountain Shadow, Sage Flats, Roasted Beet | 16 oz. | XS-XL | 100047 | \$149



Coat: Alpine Lake, Jacket: Mountain Shadow, Half Zip: White Alyssum

Material Truth

FRESH COLORS FOR FAL

Material mountain toughness is an enviable trait, but we believe that getwork-done styles don't need to sacrifice shape, style or flair. Rather than exude a dusty hardware store aesthetic of bland meets functional, our women's organic flannel, weekday insulator and hard-working utility pant all show strength without sacrificing originality, mountain-forward fashion or flattering, attractive silhouettes even during days of more grit and grind.



East Butte[™] Insulated Jacket

PeakFill | Mulberry, Pebble, Greenery | 17 oz. XS-XL | 100033 | \$199

See Full Range of Colors at Stio.com XS-XL | 12 oz. | 100063 | \$119

STATE OF STREET, STREE

Rivet[®] Cord

OCOTTON | DROVER | See Full Range of Colors at Stio.com | 0-14, Short, Regular, and Long inseams available | 13 oz. | **100060** | **\$109**



50 | "Congratulations on hitting this significant milestone!" - Brooks L. from Baton Rouge, LA, a 7-year customer

Contraction of the local division of the loc

The red rocks of the desert get a welcomed cool down with the first snow of the season in Moab, Utah // Brittany Mumma

Whether headed for a fall film fest or an avy center fundraiser, the mountain social calendar gets a bit stacked in the fall. For those community events, our two-layer mountain casual strategies of technical under-the-radar warmth plus comfortable-in-any-crowd shirt bring character and originality to any indoor/outdoor scene or setting.

Mountain Social

FILM FEST TO TAILGATE



Buckhorn: Risk Red Plaid, Thermop: Pebble

Buckhorn[™] Insulated Snap Shirt 🍥

Themae | @????*** | Red Risk Plaid, Mulberry Plaid, Herbage Plaid | XS-XL | 21 oz. | 100039 | \$169





Skycrest: Maple Brown, Dovetail: |

Skycrest[™] Insulated Snap Shirt

G reserves GUANNUM | The meet | Maple Brown, Honey Dew Camo, Riverbank Camo, Mulberry | XS-XL | 12 oz. 100038 | \$179



ne White Plaid

Dovetail[™] Lightweight Flannel Shirt 🍥

요한해해 | Bone White Plaid, Moon Dust Heather, Greenery Plaid, Mountain Shadow Heather, Pink Elation Plaid | XS-XL 11 oz. | 100064 | \$109

Just Right A LITTLE TECH AND A LOT OF STYLE FOR ON AND OFF THE TRAIL

Fall is prime season for making the last of crisp, clear days, whether in the mountains or on the river. For everything from bushwhacking and backcountry travel to prepping the cabin for winter, our toughest utility styles keep skin covered and protected for days that start crisp but warm up quickly. Made with technical fabrics that are lightweight and breathable, yet durable and resilient enough for grit and grind, our hard working styles stand up to what fall brings.

Pinion[™] Down Vest ⊘ | [©] PERTEX QUANTUM</sup> | Mountain Shadow, Greenery, Bourbon, Pink Elation, Magnet | XS-XL | 5 oz. | 100027 | \$189

Eddy[™] Shirt LS | CONFLUX | Mulberry Plaid, Backyard Berry Plaid, Steel Plaid, Greenery Plaid | 7 oz. | XS-XL | 100055 | \$129

 Rivet® Canvas Utility Pant (a) | @ 2004106 | DROVER | Cowboy Coffee, Basalt, Bone

 White | 2-12 | 12 oz. | 100057 | \$129





Azura[™] Insulated Jacket

Our ultra-light jacket features 60g of PrimaLoft[®] Gold Eco recycled insulation, making it the pinnacle of thermal efficiency with an incredible warmth-to-weight ratio.

♥ mnmmorr | æ∕Æux | Mountain Shadow, Roasted Beet, Boundary Black | XS-XL | 12 oz. 100036 | \$219

Arianna Roupinian works her way down the bank to a prime fishing spot on the Yampa River in Colorado // Noah Wetzel

Dress Up Your Down

COZY-BAFFLES AND HIGH-STYLE WITH 800-FILL DOWN WARMTH

$\star \star \star \star \star$

"This is the best casual winter jacket. Seriously. I have spent years and hundreds of dollars searching for the perfect casual winter puffer. I have found it."

- Kelly G., Verified Buyer of the Amalia Down Jacket

Amalia[™] Down Jacket (∅)

For breaking the cabin fever routine — with an art walk, date night or the legendary black-tie blue jeans ball — our generously baffled Amalia Jacket fuses visible style with midwinter down warmth. 800-fill RDS-certified HyperDRY™ down warms without weight.

QILLUMECIRE | ALLIED | Greenery, Mud Season, Tap Shoe XS-XL | 12 oz. | 100022 | \$319



Hometown[™] Down Scarf (∅) Alpine Lake | 5 oz. | **400001** | **\$99** Tap Shoe

Greenery Heather

Amalia[™] Down Jacket Ø

Q ILLUMECIRE | ALLIED | Greenery (Seen In Image On The Right) , Mud Season, Tap Shoe XS-XL | 12 oz. | **100022** | **\$319**

Tipton[™] Tech Turtleneck

driveleaser | Greenery Heather, Mulberry Heather, Roasted Beet Heather, Alpine Lake/ Wind River Blue, Rodeo Dust/ Wind River Blue | XS-XL | 6 oz. 100071 | \$79

GREENERY



Wind River Blue



Section | Wind River Blue, Magnet, Mulberry, Treeline Green, Maple Brown, Roasted Beet 0-14, Short, Regular, and Long inseams available | 13 oz. | **100060** | **\$109**

10 YEARS

Way Beyond The Hometown

At Stio we all remember what it was like to make the big move to a mountain town, but we also remember how cold that first winter felt. For most of us that meant our first paycheck purchase was a warm down jacket — which is why the Hometown Down emerged in Stio's first winter. Ten years later our signature style and its offspring still reign for their comfortable utility, reliable warmth and essential-in-our-town nature. True mountain town originals, they still hold a very warm place in our heart.

Hometown™ Down Hooded Jacket, Parka & Scarf Ø

Scarf | QILLUMEGRE | Risk Red Marble Print, Alpine Lake, Mica Marble Print, Mud Season, Icy Lilac, Evergreen 5 oz. | 400001 | \$99

Jacket | Munetime | Alpine Lake, Tap Shoe, Mulberry, Risk Red, Greenery, Verdant Marble Print, Rodeo Dust XS-XL | 16 oz. | 100021 | \$329

Parka | QILLINECIRE | Thicket, Tap Shoe, Mulberry, Roasted Beet, Alpine Lake | XS-XL | 18 oz. 100020 | \$369

100% of Stio down fill meets the Responsible Down Standard, the certification for humane practices and processes of collecting down insulation.

Risk Red Marble Print

Alpine Lake

Thicket

Dana Laughren and Lee Bryant do whatever it takes on their hunt to find wild ice and go for a skate near Aspen, Colorado // Ann Driggers

ROASTED BEET

"FROM SUNRISE ON MOUNT KENYA TO SUNSET ON THE LOWER SADDLE,

my Hometown Down Jacket has been stuffed into backpacks, sliced by ice axes, burnt by floating campfire embers, and always patched back up with the nearest duct tape. It has been a pillow on a train across Russia and the only thing between me and hypothermia on Lost Temple Spire.

It never fails to ellicit the 'Isn't it time for a new jacket?' question from family during the holidays. My response? 'What's wrong with this one?"

- Crista Valentino, Jackson, Wyoming, Proud owner of a Hometown Down Jacket for 9 years

TAP SHOE



1725 High School Road, Suite 310 | Post Office Box 1188 Jackson, Wyoming 83001 | 800.265.7846 | Stio.com PRSRT STD U.S. POSTAGE PAID STIO

CELEBRATING

10 Years of Mountain Apparel

For 10 years, we've been building mountain life moments together. To our biggest fans, the early adopters and the newly acquainted, you are the heart & soul of Stio and you made this milestone possible. Thanks for taking us with you on all your adventures. Here's to many more!

Visit Stio.com to see our new Fall 2021 Collection.

Men's West Butte[™] Insulated Jacket | PeakFill | See page 20 Women's East Butte[™] Insulated Jacket | PeakFill | See page 50

Mulberry

Boot Brown



Free Shipping On Orders Over \$49

Call Us in Jackson Hole: 800.265.7846 | Chat Us at Stio.com | customerexperience@stio.com Visit a Mountain Studio: Jackson Hole, Wyoming | Teton Village, Wyoming | Park City, Utah | Boulder, Colorado

SUSTAINABLE FORESTRY INITIATIVE Certified Chain of Custody Promoting Sustainable Forestry www.sfiprogram.org

Scan to see the newest arrivals at Stio.com.

Cover: Zoe Rom runs through a palette of fall pastels in the Roaring Fork Valley of Colorado // Fredrick Marmsater