



Fall-Winter product copy & campaigns

VOICEBOX WEST / 2021 / STIO

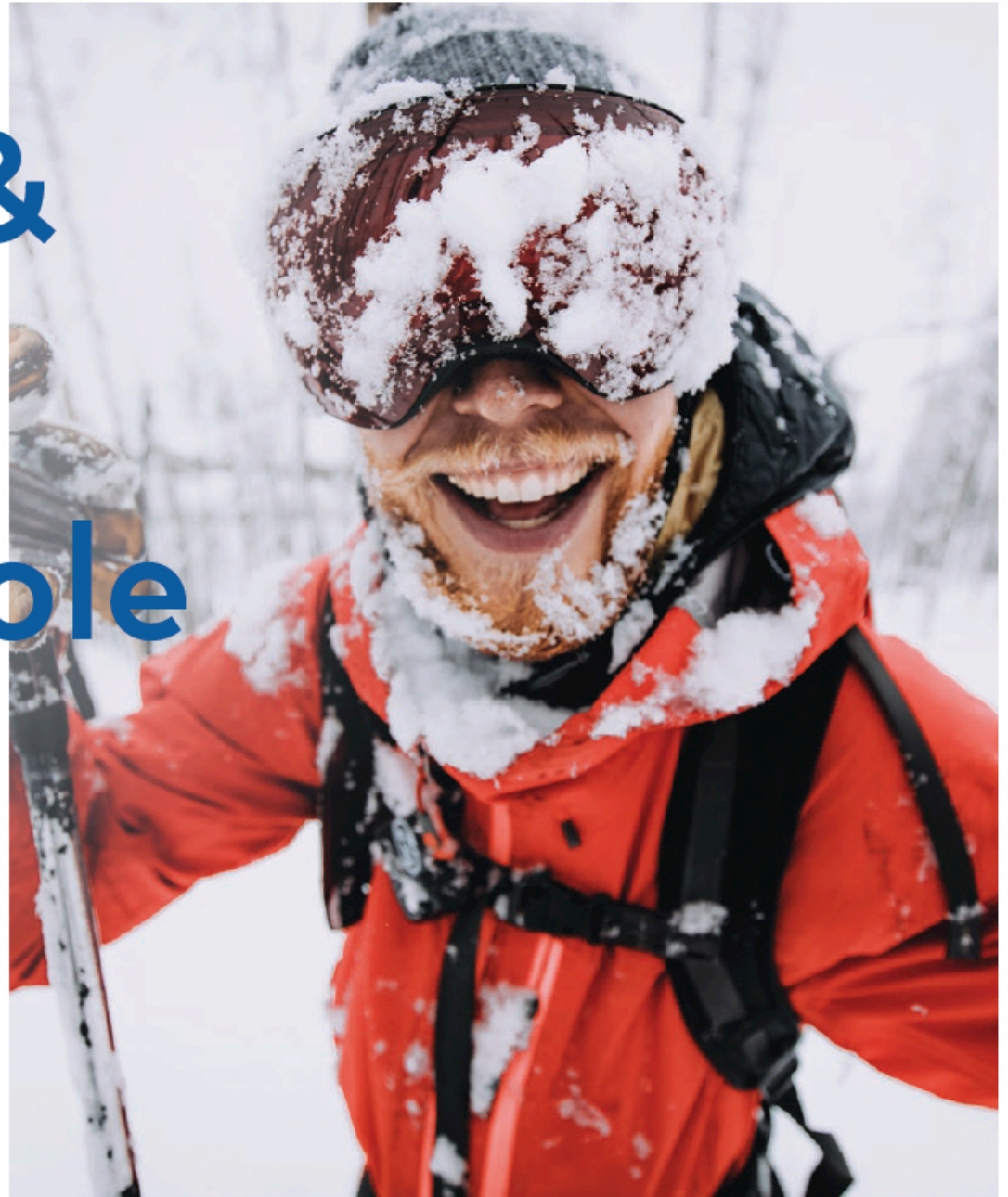
MOUNTAIN APPAREL

Designed & Tested In Jackson Hole

The Tetons have long been a proving ground for visionary skiers and riders. In Jackson, our local heroes sparked change by the style they forged and the lines they left behind. The rugged terrain and bold vertical that inspired them drew all of us—including our founder—to these legendary mountains, famous for powerful storms, aesthetic lines and wild ski culture.

This hometown heritage is why, at Stio, we're committed to bringing you the best in mountain performance.

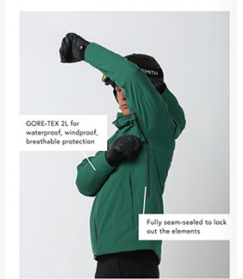
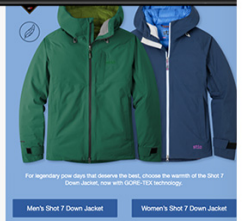
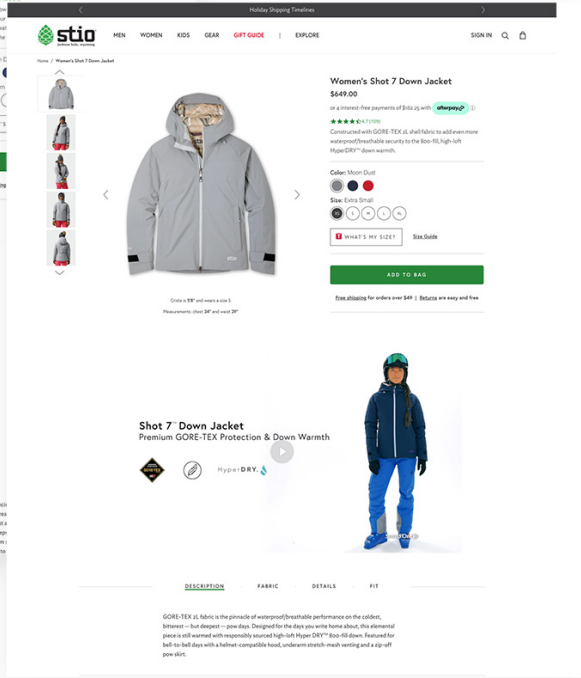
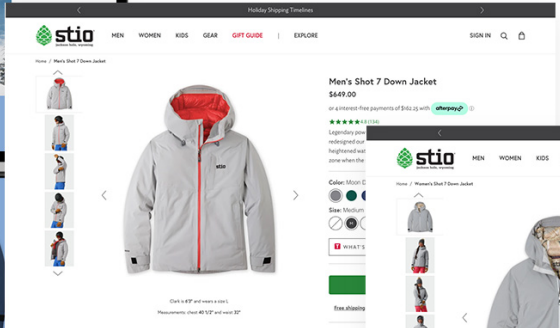
Visit [Stio.com](https://stio.com) to experience the Winter 2021 collection.



Shot 7 Down Jacket

SHOT 7 DOWN JACKET

The image displays three digital devices showcasing the Stio website's product page for the Shot 7 Down Jacket. The laptop at the top left shows a hero banner with a snowy mountain scene and the text 'SHOT 7 Down Collection'. The desktop monitor in the center features a detailed product view of a grey men's jacket with a red interior, including a 'Men's Shot 7 Down Jacket' title, price of \$649.00, and a 'Premium GORE-TEX Protection & Down Warmth' section. The tablet on the right shows a women's version of the jacket, titled 'Women's Shot 7 Down Jacket' with a price of \$649.00. Below the main product view, three smaller images highlight key features: 'GORE-TEX 2L for waterproof, windproof, breathable protection', 'Fully seam-sealed to lock out the elements', 'Zippered sleeve pocket for RFID pass', and 'Adjustable hand shields against wind and snow'. At the bottom, a banner reads 'WOMEN'S SHOT 7 DOWN PARKA Ultimate Warmth'.



MEN'S

Legendary pow days deserve the best gear—which is why we made a game-time decision and revised our Shot 7 jacket to GORE-TEX technology. The heightened waterproof/breathable performance only adds to the comfort zone when the snow is deep, the laps are fast and your crew is absolutely charging. Responsibly sourced high-loft 800-fill HyperDry™ down keeps the lift rides warm even on subzero days, yet keeps the interior regulated comfortably. Fully seam sealed and built with a removable powder skirt, subtle RFID pocket and mesh-backed pit zips to keep cool when the sun shines.

Fired Up For The Coldest Days

GORE-TEX PERFORMANCE AND DOWN WARMTH FOR THE POW DAYS YOU WRITE HOME ABOUT



Responsible Down Standard Certified



Confide

Chimney Hoody

Shot 7 Down Jacket

When we brainstormed what could make our Shot 7 Down Jacket better—the only answer was GORE-TEX technology. So we upgraded for greater waterproof/breathable performance on the slopes, breathability—just in case—your face. Designed for the days you write home about, the elemental piece is still warmed with high-loft, Responsible Down Standard down and features a better-compatible hood, underarm stretch-mesh venting and a zip-off powder skirt.

◆ GORE-TEX | Confide, Mountain, Confidence | S, XS, L | 100% | 100gsm | 40g

Typical Tech Pack Zip | GORE-TEX | Mountain Hoody, Mountain Hoody Hoody, Alpine Hoody | S, XS, L | 100% | 100gsm | 40g

★★★★★ 100% Positive

"Really great! Just finished a week in Steamboat skiing. Had temps from -5 to 30. Never felt cold. Super comfortable and one of the best coats I've ever owned."

—Chris M., Verified Buyer of the Shot 7 Down Jacket

Cold Smoke Charger

LIGHTWEIGHT LOFT AND STORMPROOF SECURITY FOR THE DEEPEST, COLDEST DAYS ON THE HILL



Responsible Down Standard Certified



Confide

How Easy

Confiance

★★★★★ 100% Positive

"Really great! Just finished a week in Steamboat skiing. Had temps from -5 to 30. Never felt cold. Super comfortable and one of the best coats I've ever owned."

—Chris M., Verified Buyer of the Shot 7 Down Jacket

Shot 7 Down Jacket | GORE-TEX | Confide, How Easy, Confidence | S, XS, L | 100% | 100gsm | 40g

GORE-TEX® xL fabric offers durable, waterproof/breathable and windproof protection.

Underarm venting with stretch mesh for flexible comfort climate control.

Best-in-class Responsible Down Standard down that makes the Responsible Down Standard.

WOMEN'S

GORE-TEX 2L fabric is the pinnacle of waterproof/breathable performance on the coldest, bitterest — but deepest — pow days. Designed for the days you write home about, this elemental piece is still warmed with responsibly sourced high-loft Hyper DRY™ 800-fill down. Featured for bell-to-bell days with a helmet-compatible hood, underarm stretch-mesh venting and a zip-off pow skirt.



A group of skiers' favorite mountain view as they glide up the snowy top of a peak at Aspen's legendary Snowmass Mountain. Photo: J. David Johnson

THE COLD SMOKE CHARGER
Deep Days Of Low Density

WARM, WATERPROOF STYLES FOR SKIING THROUGH THE STORM IN THE COLDEST SMOKE CONDITIONS

It's a skier's paradise, but the coldest conditions bring the lightest snow. The best thing any of us wants to do is stop riding in the best snow, which is why we put together the perfect kit for staying warm and comfortable on the lift, in the lift lines and on the chair during bitter cold days. Starting with our waterproof and taped Shot 7 Down Parka, this ski step collection adds under layer warmth with Power Wool® base layers and insulating warm fleece for easy layer combination combos.

30 | Free shipping and returns on all orders over \$200




Fight The Chill


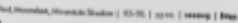
GORE-TEX PERFORMANCE AND DOWN WARMTH FOR THE POW DAYS YOU WRITE HOME ABOUT



Responsible Down Standard Certified



Shot 7 Down Jacket 
 When we brainstormed what could make our Shot 7 Down Jacket better—the only answer was GORE-TEX technology. So we upgraded for premium waterproof/breathable performance on the coldest, bitterest—but deepest—pow days. Designed for the days you write home about, this elevated price is still warmed with high-loft HyperDry™ 800-90 down and features a helmet-compatible hood, underarm stretch-zip opening and a zip-off snow skirt.

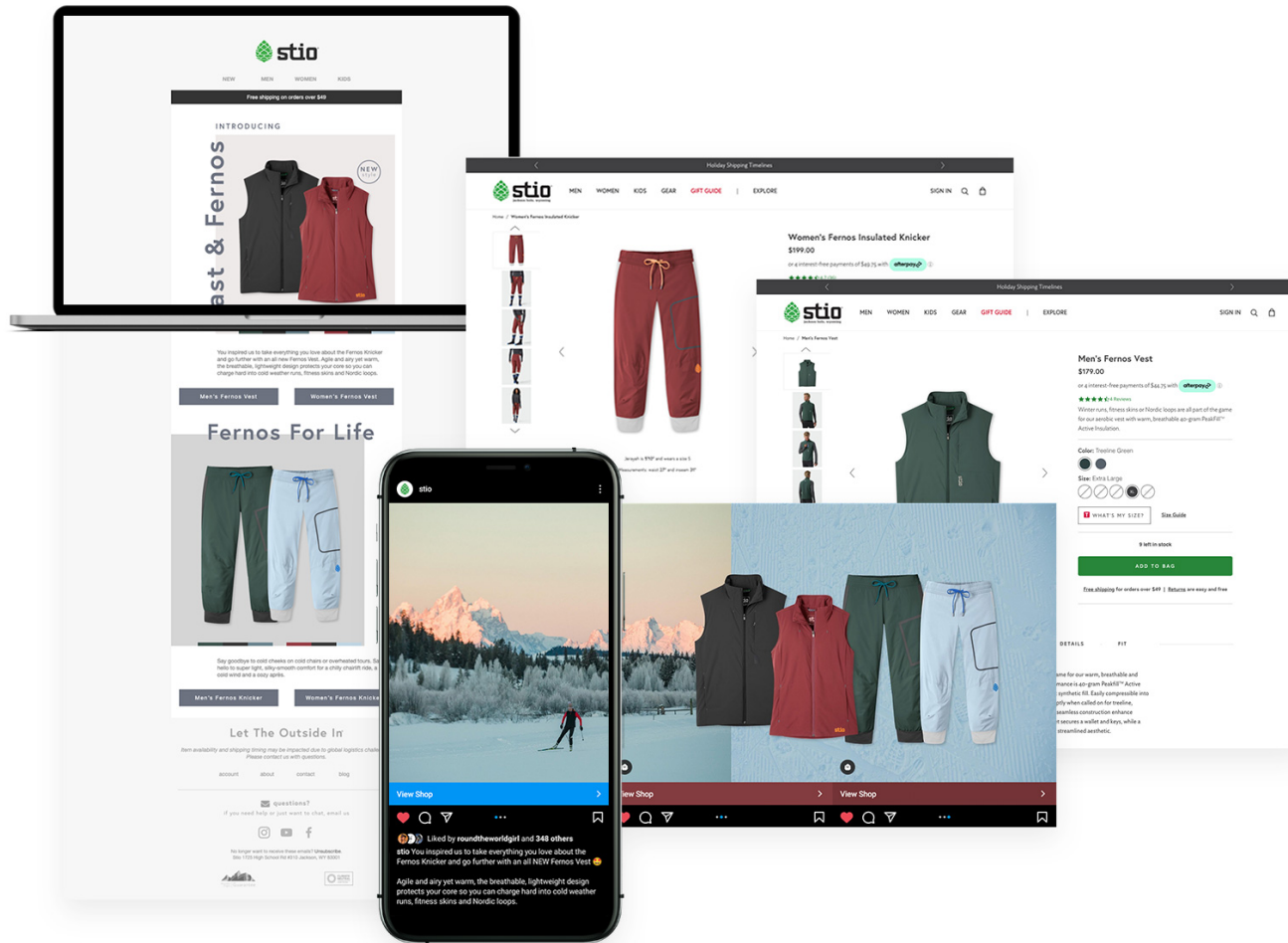
Color |  | Size |  | [View Details](#) | [Shop](#)



A skier's favorite mountain view as they glide up the snowy top of a peak at Aspen's legendary Snowmass Mountain. Photo: J. David Johnson

Fernos Knickers + Vests

FERNOS KNICKERS / VESTS



KNICKERS, MEN'S

We're a little obsessed with the Fernos Knicker. Say goodbye to cold chairs and overheated tours, we've found the fine skier's line between frictionless mid-layering and highly breathable warmth. Peakfill™ Active Insulation 40g warms yet allows airflow while side stretch panels enable free range skinning or bootpacking. Tuned specifically to skiers, the mid-calf-length, stretch-knit cuff stops short of the boot to eliminate bunching, binding or hassling. A zip side pocket stows a keycard or enough cash to grab a coffee.

VEST, MEN'S

Winter runs, fitness skins or Nordic loops are all part of the game for our warm, breathable and uber aerobic Fernos Vest. The key to its core-warming performance is 40-gram Peakfill™ Active Insulation, a highly breathable, quick recovery, spiral filament synthetic fill. Easily compressible into small spaces like a ski pack or running vest, it lofts back promptly when called on for treeline, ridgeline or rest-break warmth. Mechanical stretch and side-seamless construction enhance mobility and reduce layering friction. A single zip chest pocket secures a wallet and keys, while a rear drop tail and reverse coil YKK® zipper complete the fast, streamlined aesthetic.

KNICKERS, WOMEN'S

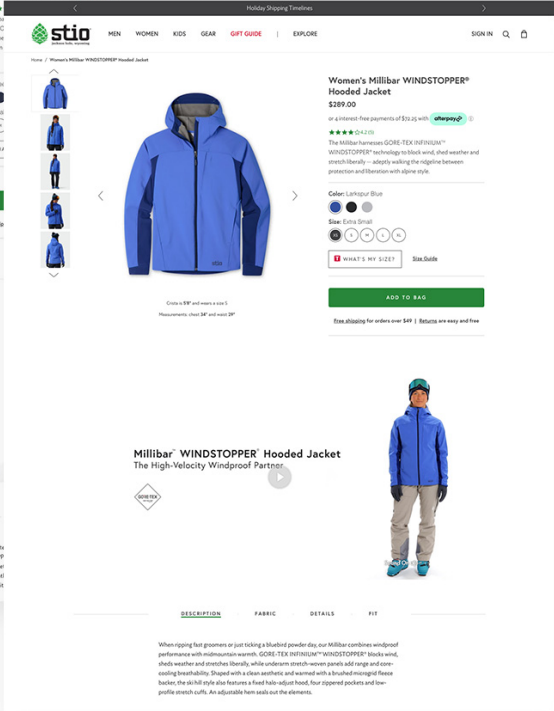
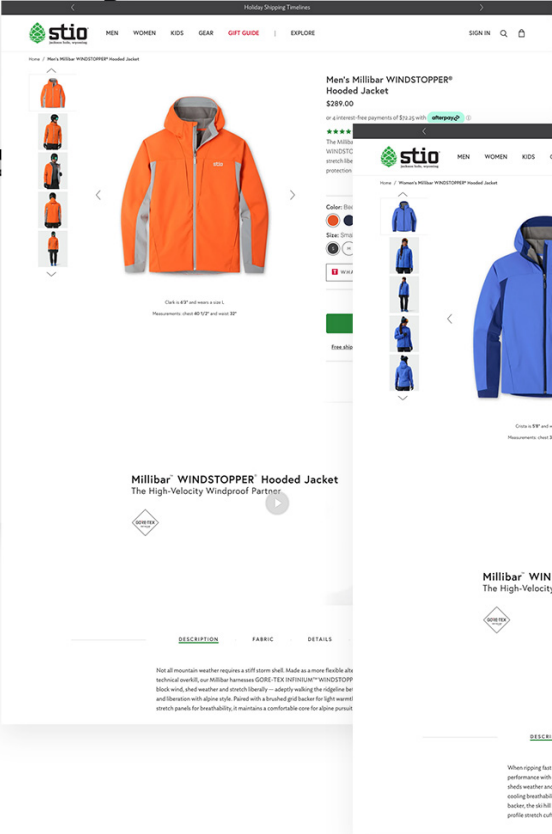
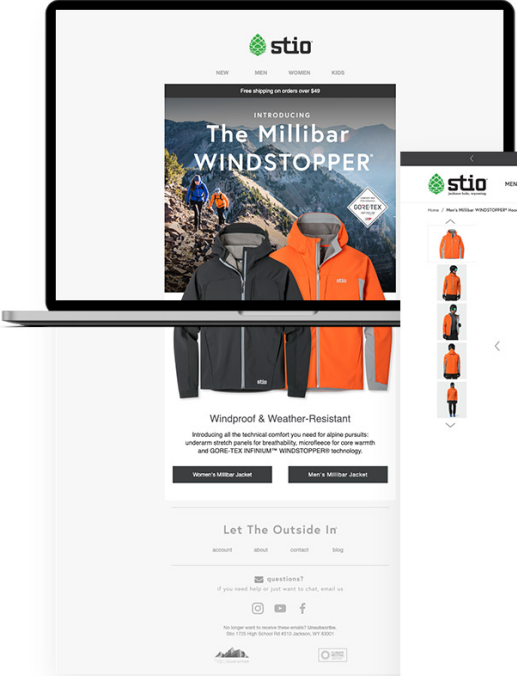
We're obsessed with the Fernos Knicker, it finds the fine skier's line between frictionless mid-layering and highly breathable warmth - think super light, silky-smooth comfort for a chilly chairlift ride, a cold wind and a cozy apres. The articulated, capri-length midlayer packs Peakfill™ Active Insulation 40g that adds warmth during cold smoke conditions yet allows airflow when gaining vertical. A true skier's silhouette stops short of buckles to eliminate bunching, binding or hassling when booting up in the lodge. Side stretch panels enable a full range of motion, while an articulated cut shows athletic shape at the ski cabin or in the seasonal locker room.

VEST, WOMEN'S

Morning fitness gets frigid as the weather turns, but our Fernos Vest provides measured, breathable warmth to keep grinding out miles in frosty weather or gaining vertical as the winter sun rises. The highly aerobic, highly efficient vest warms with 40 grams of PeakFill™ Active, a synthetic circular filament fill that warms when wet and lofts back quickly when pulled from a pack . The sleek silhouette slides easily over a stretch fleece or wicking top, yet still layers smoothly under a rain shell, soft shell or ski shell.

Millibar Jacket

MILLIBAR JACKET



Provala™ Pant
 With 100% recycled wool and featuring fit, the Provala offers superior coverage and range of motion and is designed for everyday use.

Ready to hike? Provala™ Pant. Available in 6.5 Stone and 10.5 Stone weights.

www.stio.com




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

100% Recycled wool | 100% Recycled polyester | 100% Recycled nylon

MILLIBAR™ WINDSTOPPER™ Hooded Jacket
 Not all mountain weather requires a soft down shell. Made as a more flexible alternative to technical overalls, our Millibar harness GORE-TEX INFINITUM™ WINDSTOPPER™ is down wind, shed weather and stretch liberally — adeptly walking the edge between protection and liberating stretch. Paired with a brushed grid backer for light warmth and unobtrusive stretch panels for breathability, it remains a comfortable core to pursuits.

◆ Stone | Green One | Larkspur Blue, Top Stone | 10.5-12 | www.stio.com

42 | "Happy anniversary! Thanks for outfitting 10 years of adventures for my family." — Eric H. from Lehigh, PA, a 10-year customer

GORE-TEX
 INFINITUM™

Provala™ Pant
 Our most versatile technical pant, the Provala™ made with Everlight™ features an unobtrusive, breathable, and stretchable fabric that offers superior coverage and range of motion and is designed for everyday use.

Ready to hike? Provala™ Pant. Available in 6.5 Stone and 10.5 Stone weights.

www.stio.com




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

100% Recycled wool | 100% Recycled polyester | 100% Recycled nylon

MILLIBAR™ WINDSTOPPER™ Hooded Jacket
 Not all mountain weather requires a soft down shell. Made as a more flexible alternative to technical overalls, our Millibar harness GORE-TEX INFINITUM™ WINDSTOPPER™ technology to block wind, shed weather and stretch liberally — adeptly walking the edge between protection and liberation with alpine style. Paired with a brushed grid backer for light warmth and unobtrusive stretch panels for breathability, it remains a comfortable core to alpine pursuits.

◆ Stone | Red One, Top Stone, Mountain Shadow | 10-12 | www.stio.com

43 | Designed and tested in Lehigh Valley. The apparel is made for the alps and everyday.

GORE-TEX
 INFINITUM™

RED ONE | TOP STONE | MOUNTAIN SHADOW

MEN'S

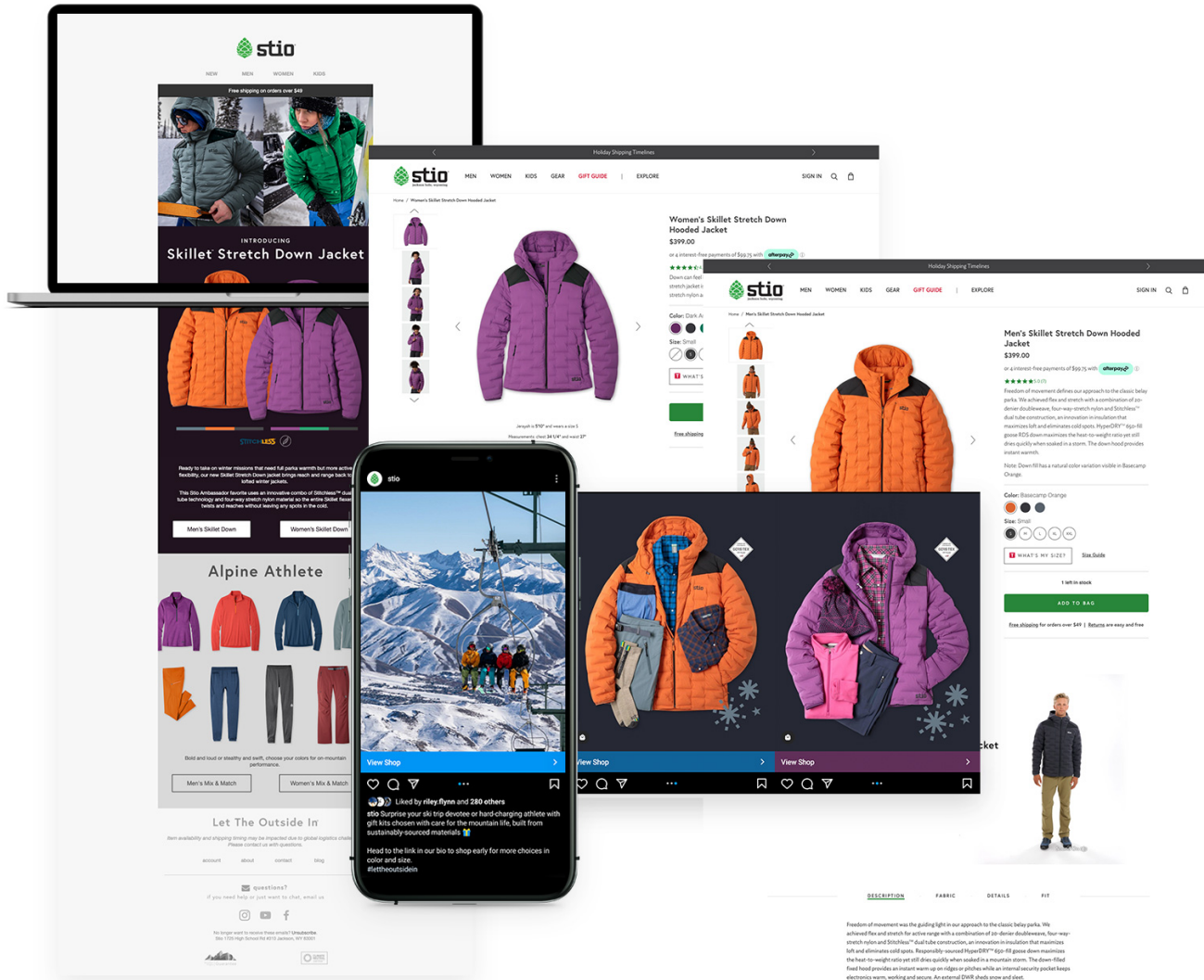
Not all mountain weather requires a stiff storm shell. Made as a more flexible alternative to technical overkill, our Millibar harnesses GORE-TEX INFINIUM™ WINDSTOPPER® technology to block wind, shed weather and stretch liberally — adeptly walking the ridgeline between protection and liberation with 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.

WOMEN'S

When ripping fast groomers or just ticking a bluebird powder day, our Millibar combines windproof performance with midmountain warmth. GORE-TEX INFINIUM™ WINDSTOPPER® blocks wind, sheds weather and stretches liberally, while underarm stretch-woven panels add range and core-cooling breathability. Shaped with a clean aesthetic and warmed with a brushed microgrid fleece backer, the ski hill style also features a fixed halo-adjust hood, four zippered pockets and low-profile stretch cuffs. An adjustable hem seals out the elements.

Skillet Stretch Down Jacket

SKILLET STRETCH DOWN JACKET



SKILLET STRETCH DOWN JACKET



Skillet Stretch | Magenta
 Skillet Stretch | Blue

See how we've been camping for 2 decades in the
 backcountry by choosing a stretch down jacket.

Everyday Alpinist

FUSING ACTIVE READINESS
 AND CASUAL FLOW



★★★★★

"I could not be more stoked about this jacket! It is so warm, rugged and breathable. I bought it for my alpinist adventures. I tried it out on a cold, windy hike. I was already told it is exactly what I was looking for!"

-Sarah, Vertical Ascent of the Skillet Stretch Down Jacket

Skillet® Stretch Down Hooded Jacket | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#)
 Skillet® Stretch Down Hooded Jacket | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#)
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 Skillet® Stretch Down Hooded Jacket | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#)

See how we've been camping for 2 decades in the backcountry by choosing a stretch down jacket.

All Skillet products are proudly manufactured in the USA.



Stretch down jackets are the warmest and most breathable in the backcountry by choosing a stretch down jacket.

INTRODUCING New Stretch Down

MAXIMIZE YOUR MOBILITY & COMFORT

Some winter gear makes you feel like you're wearing a brick. For this build, we utilized a constructive combination of innovative Stretch Down® dual tube technology and low weight stretch nylon material, which work together to enable the entire Skillet to flex, twist and stretch while also allowing un-latched cold spots that we continue to move right out from under you.



Boundary Ridge, Storm Weather

Men's Skillet® Stretch Down Hooded Jacket | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#) | [View Product](#)

BOUNDARY RIDGE

STORM WEATHER

BOUNDARY RIDGE

SKILLET STRETCH DOWN JACKET

MEN'S

Freedom of movement was the guiding light in our approach to the classic belay parka. We achieved flex and stretch for active range with a combination of 20-denier doubleweave, four-way-stretch nylon and Stitchless™ dual tube construction, an innovation in insulation that maximizes loft and eliminates cold spots. Responsibly-sourced HyperDRY™ 650-fill goose down maximizes the heat-to-weight ratio yet still dries quickly when soaked in a mountain storm. The down-filled fixed hood provides an instant warm up on ridges or pitches while an internal security pocket keeps electronics warm, working and secure. An external DWR sheds snow and sleet.

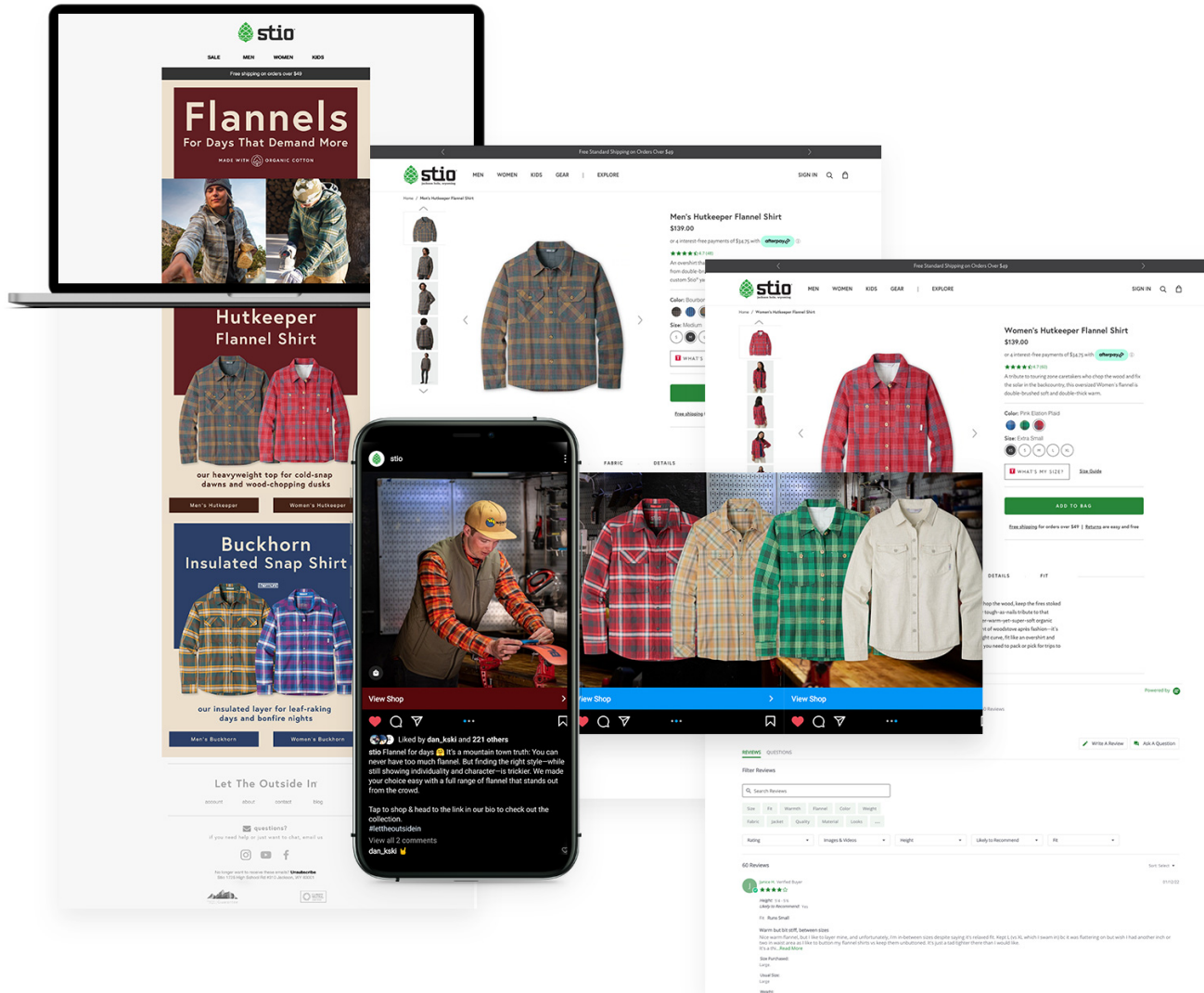
SKILLET STRETCH DOWN JACKET

WOMEN'S

Down can feel bulky and constrictive. Our high-stretch Skillet is the polar opposite, due to a pairing of four-way-stretch nylon and Stitchless™ dual tube construction. Engineered baffles enhance loft, remove cold spots and trap more heat per ounce of fill, yet also enables the piece to move liberally during action or adventure, whether winter camping or village ice skating. Responsibly-sourced HyperDRY™ 650-fill goose down is overstuffed inside, adding warmth that endures even in damp conditions. A medium cut layers over thicker mid-layers yet still slides under a storm shell.

Hutkeeper Flannel Shirt

HUTKEEPER FLANNEL SHIRT



Flannel For Days

It's a mountain town truth that you can never have too much flannel. But finding the right fit for your style and your mission—while still showing individuality and character—is a more complex undertaking. We've made that process easier with a full spectrum of flannel that checks out from the crowd.



INSULATED

Hutkeeper® Insulated Snap Shirt | | Red, Red Plaid, Mulberry Plaid, Heritage Plaid | 25-35 | M-XXL | [www.hutkeeper.com](#) | **Shop**

OVERSHIRT

Hutkeeper® Flannel Shirt | | Mountain Shadow Plaid, Field Sunset Plaid, Heritage Plaid | 25-35 | M-XXL | [www.hutkeeper.com](#) | **Shop**

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INSULATED

Hutkeeper® Insulated Snap Shirt | | Timber Green Plaid, Cow Horse Plaid, Mountain Shadow Plaid, Mulberry Plaid, Heritage Plaid | 25-35 | M-XXL | [www.hutkeeper.com](#) | **Shop**

LIGHTWEIGHT

Alta® Lightweight Flannel Shirt | | Black, Moss Oak, Heather, Bark Plaid, Timber Plaid, Mulberry Plaid, Mountain Shadow Plaid | 25-35 | M-XXL | [www.hutkeeper.com](#) | **Shop**



ORGANIC COTTON
FLANNEL COLLECTION

OVERSHIRT

Hutkeeper® Flannel Shirt | | Mountain Shadow Plaid, Field Sunset Plaid, Heritage Plaid | 25-35 | M-XXL | [www.hutkeeper.com](#) | **Shop**

MIDWEIGHT

Juniper® Midweight Flannel Shirt | | Mountain Shadow Plaid, Field Sunset Plaid, Timber Plaid, Mulberry Plaid, Heritage Plaid | 25-35 | M-XXL | [www.hutkeeper.com](#) | **Shop**

CLASSIC

Hutkeeper® Flannel Shirt | | Alpine Lake Plaid, Mountain Shadow Plaid, Field Sunset Plaid, Timber Plaid | 25-35 | M-XXL | [www.hutkeeper.com](#) | **Shop**

HUTKEEPER FLANNEL SHIRT

MEN'S

We built our burliest flannel to honor the caretakers who keep the fires stoked, the cordwood stacked and the pow slayed deep in iconic touring zones. For the rest of us, their namesake overshirt is tailor made for cabin trips, spring shreds or waxing up the sticks in an unheated garage.

Heavyweight by material, it draws its backwoods character from double-brushed, 300-gram organic cotton flannel in a custom Stio® yarn-dye plaid. Adjustable cuffs roll easily while a modified shirttail hem wears tucked in or left out.

WOMEN'S

Caretaking huts is often a partnership, yet the women who chop the wood, keep the fires stoked and fix the solar rarely get recognition. The Hutkeeper is our tough-as-nails tribute to that backcountry spirit with double-brushed, thick-skinned, super-warm-yet-super-soft organic flannel. Worn as a work shirt, under a ski shell or as the height of woodstove après fashion—it's instantly at home in any hut, yurt or cabin. Shaped with a slight curve, fit like an overshirt and styled with a custom Stio® yarn-dyed plaid, it's the only one you need to pack or pick for trips to treeline shelter.

W VOICEBOX WEST