



Eddie Bauer EST. 1920

50TH
ANNIVERSARY

**EDDIE BAUER OUTFITTED
FIRST AMERICAN
ASCENT OF
MOUNT EVEREST**

THE EPIC ISSUE

2013 OUTFITTER BOOK: VOLUME 3, NO. 2

+ CHALLENGE OF THE WEST RIDGE + WHITTAKER RETURNS
+ CIRQUE OF THE UNCLIMBABLES + SLAYING THE IMPOSSIBLE GORGE + ESCAPE TO JOSHUA TREE



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Eddie Bauer | First Ascent

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- Down
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- Hard Shell
- Soft Shell

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- All Women's
- Jackets & Vests
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- Baselayer
- Down
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- Hard Shell
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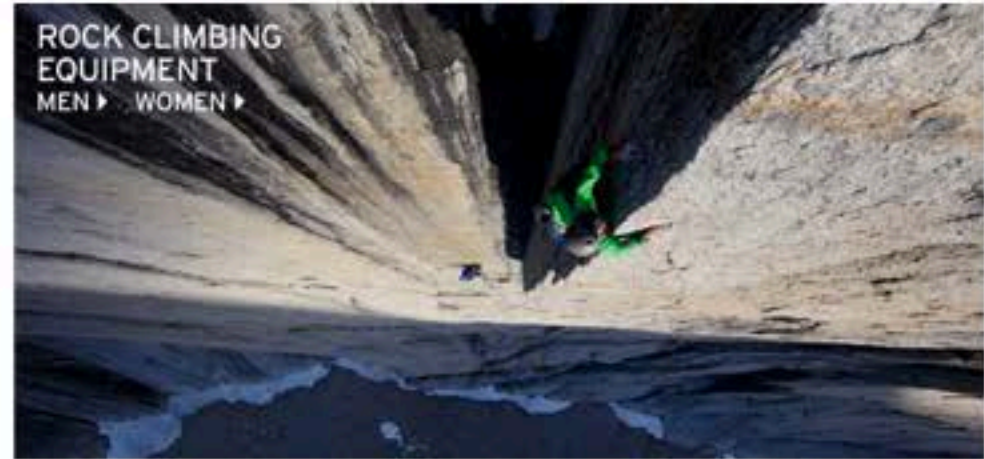
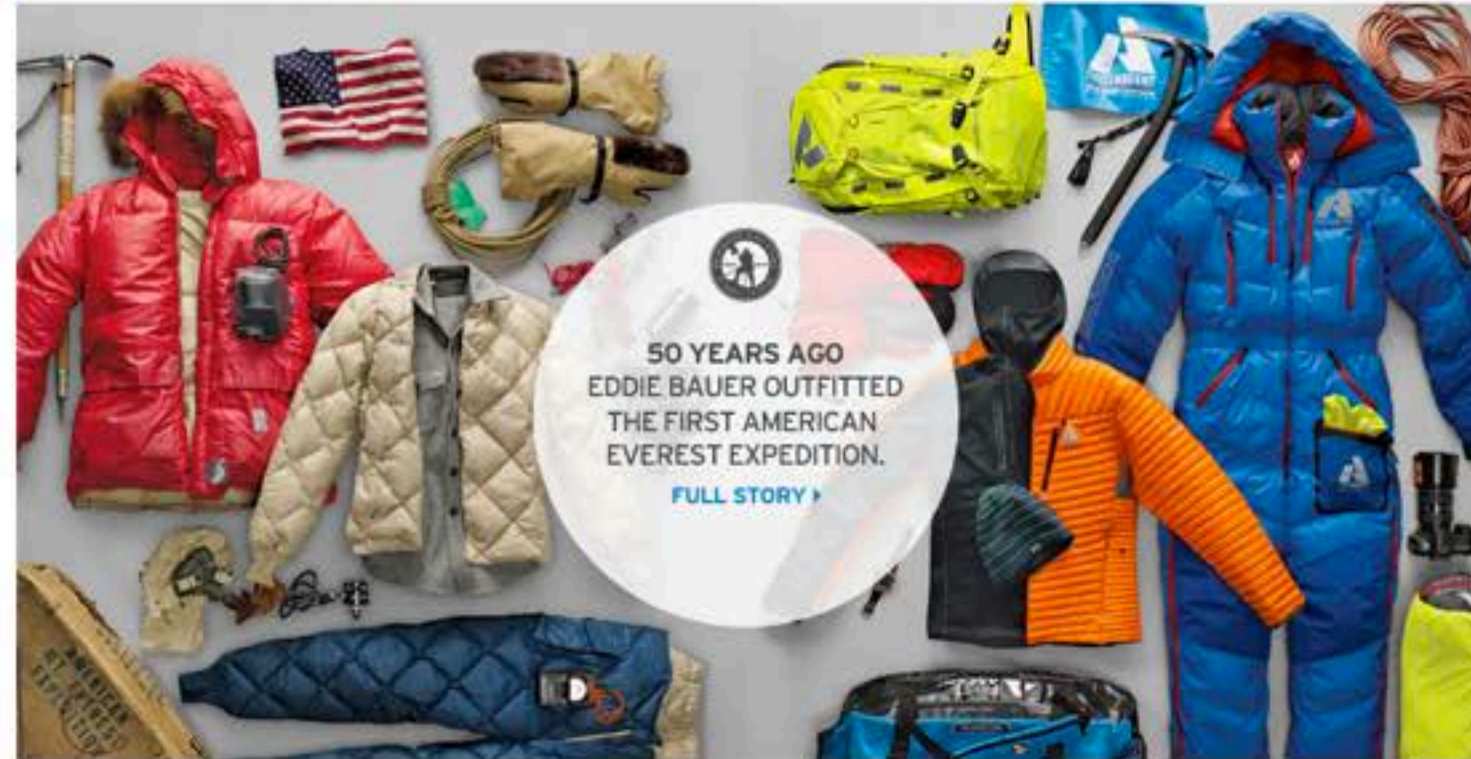
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FIRST ASCENT First Ascent is a line of world-class expedition and ski wear created with some of the best mountain and ski guides in the world.



BLOG

Everest in 50: Melissa Arnot



05/02/2013
Women's Everest record holder Melissa Arnot boils down what the mountain means to her in 50 words or less.
The post

Everest Clips: Celebrating the First American Ascent of Mt. Everest



05/01/2013
Five decades ago, on May 1st, 1963, American Jim Whittaker stepped side by side with Sherpa Nawang Gombu onto the summit of Mt. Everest. He did it in...
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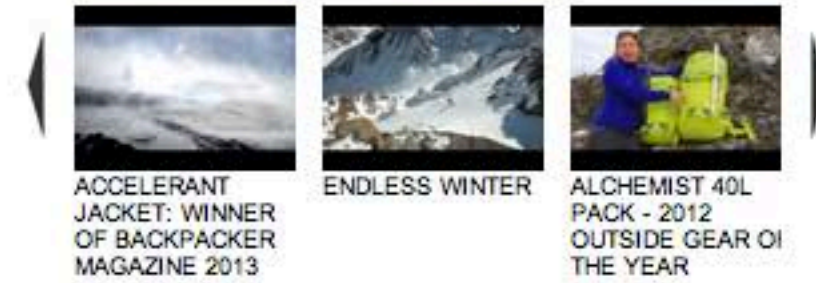
Five Decades on Everest: Jim Whittaker



05/01/2013
Fifty years ago today, Jim Whittaker climbed shoulder to shoulder with Nawang Gombu to the summit of Mt. Everest. He did it in...
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VIDEO



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Jim Whittaker, first American to reach the summit of Everest, raising the flag at the highest point on Earth in 1963

EDDIE BAUER CELEBRATES OUR 50TH ANNIVERSARY ON EVEREST

TWO TEAMS RETURN TO RETRACE THE HISTORIC STEPS OF THE FIRST AMERICAN ASCENT

In 1963 Jim Whittaker, in partnership with Sherpa Nawang Gombu, became the first American to climb to the roof of the world and summit Mt. Everest. He did it outfitted in Eddie Bauer down. On that same American Mount Everest Expedition, Tom Hornbein and Willi Unsoeld completed the first successful ascent of the challenging West Ridge route, which remains one of the greatest achievements in the history of mountaineering.

To celebrate of the 50th anniversary of these triumphs, Eddie Bauer returned to Mt. Everest in 2012 with two teams of world-class, high-altitude climbers, an entire line of award-winning, guide-built First Ascent gear, and a mission to retrace the steps of the historic American achievements on Mt. Everest. The mountain again revealed its power and proved that, five decades later, Everest still represents adventure in its grandest form.

WATCH THE FULL STORY WITH NEVER-BEFORE-SEEN FOOTAGE



THE PINNACLE OF ADVENTURE

Standing as the tallest point Earth, 29,035-foot Mount Everest has long represented the ultimate challenge in the worlds of mountaineering and exploration. The peak itself is located deep in the Solu Khumbu region of the Himalaya and is perched on the border between Tibet and Nepal. On May 29, 1953, Tenzing Norgay and Edmund Hillary became the first climbers to reach the summit of the world's tallest peak. In 1963, Jim Whittaker became the first American to reach the summit, while Tom Hornbein and Willi Unsoeld completed the first ascent via the daunting West Ridge route. Hundreds now attempt Everest in a single season, with 97% who climb from Nepal attempting via the South Col route. The West Ridge remains the ultimate in high-altitude adventure. More men have stood on the moon in the last 50 years than have successfully repeated the 1963 ascent via the Hornbein Couloir.



VIEW FULL SIZE MAP ▶

EVEREST BY THE NUMBERS

A Mountain of Statistics

First Identified	1852 by Britain's Great Trigonometric Survey
First Called	Peak XV by the original surveyor's notation for Everest
Named	1856 by the Royal Geographical Society
First Summit	1953 by Tenzing Norgay and Edmund Hillary
First West Ridge Climb	1963 by Willi Unsoeld and Tom Hornbein
First Summit without Sup. Oxygen	1978 by Reinhold Messner and Peter Habeler
Height	29,035
Number of Named Routes	18

Successful Summits	More than 5,000
Percent via South Col	97%
Elevation of Base Camp	17,400 feet
Elevation of Camp I	19,500 feet
Most Dangerous Zone	Khumbu Icefall
Most Famous Step	The Hillary Step
Summits via Hornbein Couloir	6
Number of Moon Walks	12

AMERICA STANDS ON THE SUMMIT

WHITTAKER TICKS OFF THE BIG ONE DUE TO THE TEAMWORK OF THE AMERICAN MOUNT EVEREST EXPEDITION

Five decades ago, on May 1, 1963, American Jim Whittaker stepped side by side with Sherpa Nawang Gombu onto the summit of Mount Everest and became the first American to conquer the world's tallest peak. His achievement was possible due to the tireless efforts of the American Mount Everest Expedition, a half-million-dollar undertaking funded by 350 sponsors that required moving 27 tons of food and equipment to base camp with the assistance of 909 porter loads, as well as navigating a route through the Khumbu Icefall and establishing the high camps.

Led by Norman Dyhrenfurth, the Eddie Bauer-outfitted expedition was the third ever to successfully place climbers on the summit. The success turned Whittaker into a national celebrity and elevated the stature of all six

climbers who reached the summit. The entire AMEE team was awarded the Hubbard Medal by President Kennedy for their achievement. Hundreds now summit Everest in a single season and the camps on the mountain are a very different place, but the events of 1963 still resonate deeply throughout climbing culture and still permeate the fabric of our brand.

To revisit the pioneering steps of the AMEE expedition, we've compiled a never-before-seen gallery from the Bishop archives and original video footage from the first American expedition to successfully summit Mt. Everest.

WATCH THE FULL STORY OF THE 1963 AMEE



NEW FROM THE 1963 ARCHIVES



Barry Bishop & Willi Unsoeld on the west promontory, before Bishop was forced to switch to the southeast ridge team due to his National Geographic obligations.

THE SIX WHO SUMMITED IN 1963

VIA THE SOUTH COL ROUTE



JIM WHITTAKER

First American to summit Mount Everest, and national hero who went on to guide Robert Kennedy up Mt. Kennedy in 1965. Longtime Seattle resident, who led the expedition that completed the first American ascent of K2 in 1978 and was the first full-time employee and former CEO of REI.



NAWANG GOMBU

(1935-2011)
Sherpa who summited Mt. Everest in partnership, and at the same time, as Jim Whittaker in 1963. The third man ever to summit Nanda Devi and the first man to climb Everest twice. Recipient of the Tenzing Norgay Lifetime Achievement Award, who dedicated his later life to the Sherpa community.



BARRY BISHOP

(1932-1994)
Member of AMEE who summited Everest via South Col, survived the legendary open-air bivy at 28,000 feet and lost the majority of his toes to frostbite. Longtime editor, photographer, and employee for the National Geographic Society who, along with the AMEE team, was awarded the Hubbard Medal by President Kennedy for his efforts on Everest.



LUTE JERSTAD

(1936-1998)
Member of AMEE who summited via South Col with Barry Bishop, placed an American flag on the peak, and survived the legendary unplanned, open-air bivy at 28,000 feet after linking up with Hornbein and Unsoeld. Along with the entire AMEE team, was awarded the Hubbard Medal by President Kennedy for his efforts on Everest.

VIA THE WEST RIDGE ROUTE



TOM HORNBEIN

West Ridge team member, who completed the first summit of Everest via the West Ridge and completed the first major traverse of a Himalayan peak with Willi Unsoeld. Author of Everest: The West Ridge and longtime professor of medicine at the University of Washington. The Hornbein Couloir is named in his honor.



WILLI UNSOELD

(1926-1979)
West Ridge team leader who completed the first summit of Everest via the West Ridge and the first major traverse of a Himalayan peak. Pioneering member of Outward Bound, founding faculty at Washington's Evergreen State College, and survivor of the 1976 tragedy on Nanda Devi that took the life of his daughter.



David Morton, one step at a time, retracing the steps of Unsoeld and Hornbein

EDDIE BAUER RETURNS TO THE WEST RIDGE

HONORING ONE OF THE GREATEST FEATS IN MOUNTAINEERING HISTORY

Everest's West Ridge has long represented a foreboding challenge and a dangerous route to the summit. On the 1963 AMEE expedition, climbers Tom Hornbein and Willi Unsoeld completed the first successful ascent of the West Ridge route. Climbing in tough terrain, they traversed past the point of no return above the Hornbein Couloir and linked up on their descent with Lute Jerstad and Barry Bishop, who had summited via the South Col route just hours before. The climb was historic, but the descent was legendary. All four were forced into a desperate bivy at 28,000 feet with no tents and no bottled oxygen. The foursome survived due to good weather, good fortune and the warmth of their minus-85 Eddie Bauer Mount Everest Parkas. The first ascent of the West Ridge is still universally respected as one of the greatest achievements in the history of mountaineering. The route is a dangerous one that has presented an almost equal chance of death or success during the past 50 years. Including the West Ridge Direct variation, it has been attempted more than 60 times with only 30 successful climbs but 20 fatalities, including six French climbers who were killed in an avalanche while attempting the route in 1974. To this day, the West Ridge remains a route and a climb that deserves careful consideration and great respect.

To honor the anniversary of the first West Ridge ascent, Jake Norton, David Morton, Charley Mace and Brent Bishop traveled to Everest and followed in the footsteps of Unsoeld and Hornbein's route to within 150 vertical meters of the West Ridge. They spent 45 brutal days battling the mountain, but due to dry, wind-scoured terrain, excessive rockfall, and trying climbing conditions that included rotten blue ice on the difficult approach to the Hornbein Couloir, the West Ridge refused to be climbed in 2012. The West Ridge team was turned back and forced to abandon their climb, but the images they captured are a potent reminder of the magnitude of the first West Ridge ascent and the challenge that still remains.

THE 2012 WEST RIDGE TEAM



DAVID MORTON

Eddie Bauer First Ascent guide and high-altitude photographer David Morton has summited Everest six times, participated in more than a dozen expeditions to 8,000-meter peaks, and has guided in the Cascades, Andes, Himalaya, and the Alaska Range. He has captured stunning images of the Khumbu on his travels through the region.

WATCH THE 2012 TEAM EXPLAIN THE MAGNITUDE OF THE WEST RIDGE CLIMB



David Morton, Jake Norton, and Brent Bishop resting in the Khumbu Icefall

SUMMIT RECORDS VIA SOUTH COL

EDDIE BAUER GUIDES SET SUMMIT RECORDS WITH PATIENCE AND GRATITUDE

On the South Col side of the mountain, a challenging and crowded climbing season still granted Eddie Bauer First Ascent guides Dave Hahn and Melissa Arnot access to reach the summit on May 26 and set Everest records in the process. With calculated patience, Hahn earned his 14th summit of Mt. Everest, setting a new record for most non-Sherpa summits of the world's tallest peak. Melissa Arnot claimed her fourth summit, setting a new record for the most summits by any Western woman. As part of the Eddie Bauer South Col team, Leif Whittaker retraced the record-setting steps of his father Jim to the summit.

"It was a slightly surreal day, as always, hanging out at 8,000 meters," Hahn says in his characteristically understated tone. But in a season that once again presented challenges—from avalanches, rockfall, and tragedy to long lines of climbers on prime summit days—Hahn was called the "King of Patience" for his efforts in leading the team to a safe and successful summit. "I never thought I would be lucky enough to summit Everest once, let alone four times," Arnot summarizes. "The experience has given me a sense of gratitude grounded in the idea that anything is possible."



Hahn, Arnot, and the South Col team on summit day, en route to their record-setting Everest achievement

INTERVIEW: DAVE HAHN



INTERVIEW: MELISSA ARNOT



RETRACING JIM WHITTAKER'S 1963 STEPS TO THE SUMMIT

In 2012 Jim Whittaker, the first American to summit Mt. Everest, returned to the Himalaya and attempted the trek to Everest Base Camp. Five decades after the first American ascent it was a challenge and an adventure, but he reached Tengboche Monastery, where he once again said hello to his old friend Everest. His son Leif accompanied him on the trek and went on to follow in his father's footsteps to the summit of Everest.

WATCH TWO GENERATIONS OF WHITTAKERS RETURN TO EVEREST

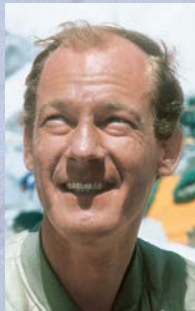


HIGH AND HALLOWED: EVEREST 1963

PRESENTED BY:

Eddie Bauer EST. 1920

High and Hallowed: Everest 1963 is the deeper story of the greatest Himalayan climb in American mountaineering history. Profiling the bold and visionary efforts of the 1963 American Mount Everest Expedition, the film examines the sheer commitment, step-by-step struggle, and lasting impact of the first American ascent of Mt. Everest and the pioneering first ascent of the West Ridge. Five decades later, *High and Hallowed: Everest 1963* journeys back to Everest to discover if the essence of risk, adventure, and the unknown that drew the first Americans to the summit still exists on Everest today.



JIM
WHITTAKER



BARRY
BISHOP



LUTE
JERSTAD



TOM
HORNBEIN



WILLI
UNSOELD



BRENT
BISHOP



JAKE
NORTON



CHARLEY
MACE



DAVID
MORTON

A Co-Production of MountainWorld Productions and Climb.Journey.Live. in association with Flux Productions
Directed & Produced by David Morton & Jake Norton + Co-Directed & Edited by Jim Aikman
Music by Lord Huron, Jose Gonzalez, Grand Hallway, Abel Okugawa, David Dossett & Amy Stolzenbach