

INSIDEOUTDOOR

MAGAZINE

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THE 2024 SUMMER PRODUCT SHOWCASE

Targeting Retail
Organized Crime

The Fix
is Here

FOUR WAYS TO
SUSTAINABILITY

Sooty

The Pakistan denim manufacturer releases its AI-generated denim collection, HumAI. Emphasizing the human value of working with artificial intelligence and in collaboration with internationally recognized trend forecaster, menswear designer and content director Volker Ketteniss, Sooty discovers how technology and fashion go hand in hand. HumAI includes purpose-driven designs made with responsible tools and takes consumers closer to a more sustainable future. Sooty works with CLO 3-D, a software with 3D technology and robust simulation engine that allows users to create styles with countless layers and intricate details and founded Sooty 3D Evolution Studio. Sooty and Ketteniss share an approach that combines technology and innovation to foster sustainability in the denim industry.



Royal Robbins' Desert Pucker Celebrates 25 Years

Launched in 1999, The Desert Pucker from Royal Robbins has been a bestseller since inception, and as it celebrates its 25th anniversary in 2024, it's poised to enter the pantheon of greats such as SpongeBob, The Euro, The Sixth Sense's ending and Susan Lucci finally winning an Emmy after nearly 30 years. The Desert Pucker is a favorite of adventurers. This year – thanks to an infusion of a blend of carbon-zero TENCEL Modal fibers – the Pucker line is set to become certified as CarbonNeutral by Natural Capital Partners.

Outdoor Research's Freewheel Half Zip Hoodie

The Freewheel Half Zip Hoodie is the cornerstone of the all-new Freewheel MTB Collection from Outdoor Research, launching in Spring 2024. Featuring bluesign-approved and recycled materials, this breathable and quick-drying hoodie offers durable protection against the wind and moisture with a bike-specific fit for full coverage on finicky weather days. Movement-mirroring stretch compliments quick reactions on the bike, and integrated UPF 50+ sun protection protects from UV rays on long days in the saddle. Bike-specific features include a drop tail hem, articulated cuffs, a three-panel hood that fits underneath a helmet, and strategically placed shoulder seams for comfortable pack wear. \$179



Salewa Puez Hemp/DST

Salewa's new Puez Hemp Jacket is designed for high-altitude adventures. With its exceptional wind resistance and breathability, it keeps you comfortable and protected from the elements. Crafted from organic hemp material, this eco-friendly jacket offers excellent durability and provides excellent durability. The snap buttons on the front allow for easy customization and ventilation. The Salewa Puez Hemp Jacket is a versatile piece of gear that is zipped from the top and has a loop and adjustable hem allows for a secure fit. MSRP: \$209.95

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