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Gear Trends: Brands Leverage Lightness
Featuring: Ozone Series and Farpoint 40

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→ **THE STEADFAST OUTDOOR** equipment traits of making products more durable, lightweight and functional continue to creep into a growing number of travel-oriented packs and luggage being shown at Outdoor Retailer.

Outdoor and travel consumers are becoming one in the same — frequently meeting in the middle within the burgeoning adventure travel market — manufacturers told O.R.D. These consumers demand the same type of outdoor durability and functionality in their gear when facing cobblestone streets and paths less traveled abroad.

“People are really drawn to rollers for the airport, but they’re soon finding themselves on a dirt road, or maybe there’s a security concern, and they want the ability to attach that pack or luggage to their body,” said Gareth Martins, director of marketing for Osprey.

And spoiled by their lightweight technical outdoor packs, consumers are demanding light travel gear, manufacturers said, especially with more airlines placing weight limits on luggage. Lightweight is a trend the outdoor industry is well familiar with, and it’s how many outdoor brands are claiming their stake in the travel market.

At Winter Market, **Osprey** (#5011) debuts its new Ozone Series of lightweight travel rollers with three models — an 18-inch, 36-liter (MSRP \$199); 22-inch, 46-liter (MSRP \$229); 28-inch, 80-liter (MSRP \$249) — which weigh four to five pounds, compared to the typical 8 to 10 pounds, Martins said.

“We’re using a lot of the same lightweight and durable materials that we use in our packs,” he said. That includes 210-denier nylon fabrics and aluminum frames.



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—GARETH MARTINS, DIRECTOR OF MARKETING, OSPREY

everything as carry-ons, vendors said. To help ensure carry-on compliance, both **Briggs & Riley** (#34157) and Osprey are introducing additional smaller versions of some of their more popular travel packs and luggage. Briggs & Riley brings its new Exchange 20 Duffel (MSRP \$155), which can go from a duffel to a backpack in one zip, and Osprey adds the Fairpoint 40 (MSRP \$149) to its travel pack line.

