



GoGumption.com

August 13, 2012

'Best in Show' Awards: Outdoor Retailer Summer 2012

Featuring: SS13 Women's Specific

URL: <http://tinyurl.com/9ocewwe>

'Best in Show' Awards: Outdoor Retailer Summer 2012

It's not often one gets the opportunity to experience new gear, technology and trends before their public release. But for those who attended the Outdoor Retailer Summer show, it's that opportunity which was on tap. The event, which attracts 1,200 vendors, tens of thousands of attendees and generates almost \$25 million for the local economy — is the largest of its kind in the world, and features the newest and most innovative products in the outdoor recreation industry.

This year the annual trade show enjoyed its largest participation ever with nearly 27,000 people registering to preview and purchase the most innovative outdoor products and gear for 2013. Over the course of three days, the Gumption Gear team met with a vast array of brands, representatives and retailers seeking out the "Best in Show" products. Following is our list of winners.

Osprey Expands Their Women Specific Line-up.... In an industry often dominated by and from the male perspective, it's always refreshing when a company takes time to focus on crafting a product designed specifically for the mountainista. Fresh for Spring 2013, Osprey is introducing five new women-specific packs for Spring 2013. The new styles include: Xena, Viva and Kyte backpacks, and the Raven and Mira hydration packs. The expanded line of women's specific designs blend function, comfort and style to deliver an exceptional level of fit and function in the field for women.

