



5280 [THE DENVER MAGAZINE]

TRAVEL AND OUTDOORS

Highlights from the Summer Outdoor Retailer Show

Check out the new gear from the outdoor industry's largest trade show in Salt Lake City.

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Featuring: SS15 Kids Hydration

Monthly Traffic: 230,300

URL: <http://tinyurl.com/le7tj97>

Every summer and winter, the biggest outdoor brands (and a few up-and-comers) gather in Salt Lake City to showcase their new gear and technical innovations for the upcoming year. **Outdoor Retailer**, or OR, is the industry's largest trade show and attracts over 25,000 attendees; most are buyers from the country's leading specialty retailers (think REI) and your favorite local shops. Here are some of the greatest hits from Colorado companies like **Osprey** and **Nite Ize**—plus, a few standouts from some boutique brands.



*The family that hydrates together, plays together. Colorado company **Osprey** is introducing a new line of (adorable) hydration packs in Spring 2015 for little ones as young as three.*

