



Gear & Apparel

FALL 2012

MEDIA PREVIEW





REI'S BEST AND BRIGHTEST FOR FALL

This guide highlights some of our most exciting new gear and apparel for fall. Like all REI products, each is characterized by thoughtful design, advanced materials and a comprehensive program of lab and field testing.

YOUR DIGITAL MEDIA KIT

To minimize resource use, REI Media Kit is an Adobe® PDF file. The format also works with iPad® and other ebooks. In mid-2012, REI.com/fallmedia will be updated to allow you to download high-resolution product images.

Navigation Tip: In addition to the clickable “more” buttons on some pages of this guide, the tabs at the bottom of each page take you directly to that grouping of products. The table of contents on this page also has clickable links to navigate more directly to a product.

NEED MORE INFORMATION?

Please contact us for additional product information, images or REI Gear & Apparel product samples.

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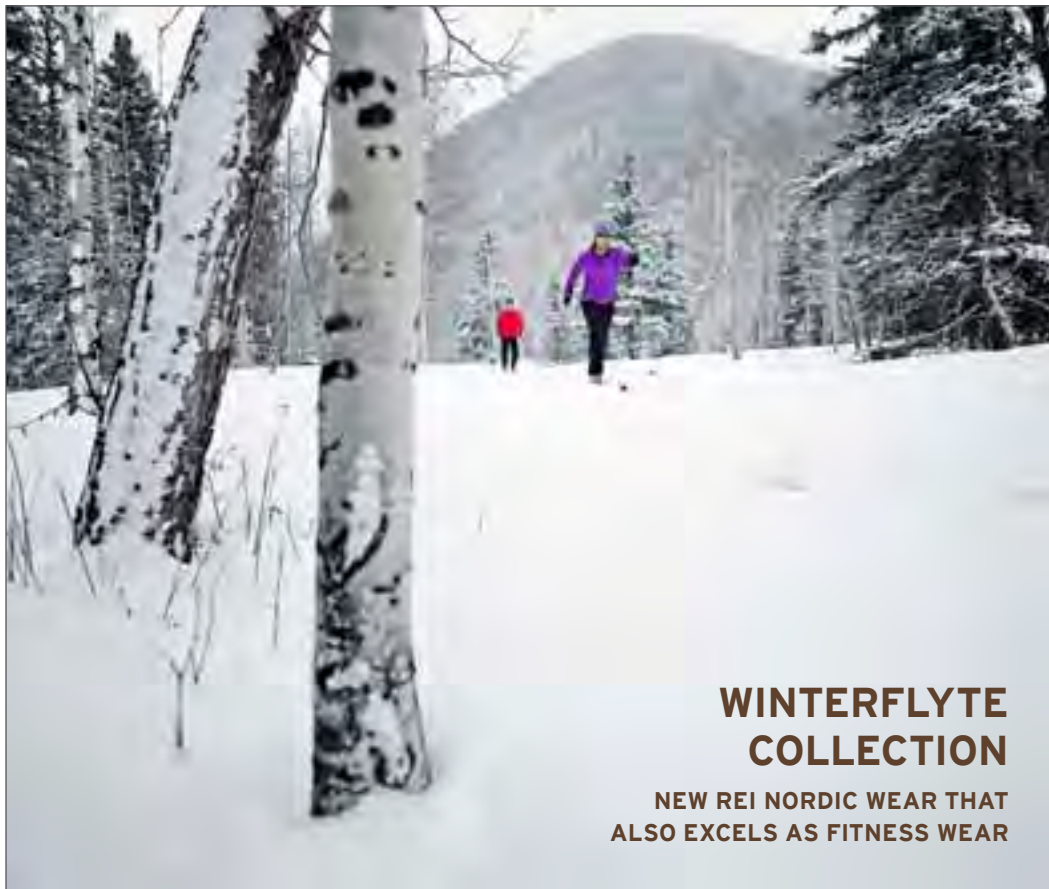
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WINTERFLYTE COLLECTION

WINTERFLYTE COLLECTION

NEW REI NORDIC WEAR THAT ALSO EXCELS AS FITNESS WEAR

NORDIC WEAR MADE FOR ANY WINTER WORKOUT

An evolution of REI Nordic apparel, Winterflyte maintains core warmth and comfort for training in wintry weather. Winterflyte uses a broad spectrum of fitness fabrics and "body mapping" to optimize fabric placement.

WHY WINTERFLYTE?

- Highly breathable for aerobic winter activities
- Resists wind, snow and rain
- Dries fast to boost comfort and prevent chills

REI WINTERFLYTE APPAREL IN THIS MEDIA KIT:

- Women's Jacket, Half-Zip, Mock Neck
- Women's Pants, Tights, Ski Skirt
- Men's Convertible Jacket, Jacket, Windshirt
- Men's Pants, Tights



A VIRTUOSO NORDIC WINTERFLYTE TRIO

One of the virtues of Winterflyte apparel is that it mixes and matches so well with other fitness apparel. This mock neck, jacket and pants, for example, play very well together. Because the mock neck wicks so efficiently, it excels as an underlayer, while the jacket and pants do their best work in the wind.

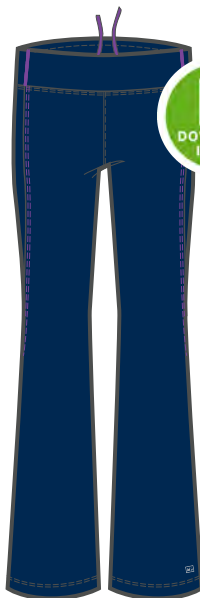
Whether skinny skis or running shoes are underfoot, women can stay warm and dry on the move.



WINTERFLYTE
MOCK NECK



WINTERFLYTE
JACKET



WINTERFLYTE
PANTS

Winterflyte Mock Neck \$49.50

- Polyester/merino wool Dri Release® fabric blended with spandex
- Fabric efficiently wicks and dries to prevent chills
- Performance fabric offers lightweight all-conditions warmth
- Fabric's 4-way stretch creates a comfortable fit and provides a full range of motion

Winterflyte Jacket \$99.50

- Primary panels are a double-weave polyester/spandex to block wind, rain or snow; they also dry fast and move well
- Polyester side panels dissipate heat
- Flat, ergonomically contoured seams make movement comfortable
- Cuff gaskets seal in warmth
- Zip hand pockets and zip lumbar pocket can securely stow essentials
- Reflective trim boosts visibility

Winterflyte Pants \$89.50

- Primary panels are a double-weave polyester/spandex to block wind, rain or snow; they also dry fast and move well
- Polyester side panels dissipate heat
- Flat, ergonomically contoured seams make movement comfortable
- Elastic/drawcord waist fine-tunes fit; cuff zips help slide pants over footwear
- Zip back pocket can stow essentials
- Reflective trim boosts visibility

WINTERFLYTE COLLECTION



WINTERFLYTE WEAR FOR SUNNY DAYS

Azure skies and dazzling white landscapes create idyllic days on the snow. These special weather conditions also require apparel that protects without overheating. REI's Winterflyte Half-Zip and Tights are classic styles that offer that just-right warmth and coverage.

New this year is REI's Winterflyte Ski Skirt. Designed to wear over the tights, it has a sleek cut and technical touches like a windblocking front and stretch fabric in back.

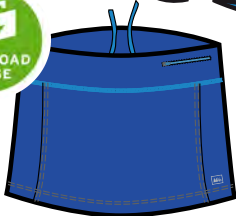
Winter sports aren't always in icy conditions—these pieces excel when sunlight glistens.



WINTERFLYTE HALF-ZIP



WINTERFLYTE TIGHTS



WINTERFLYTE SKI SKIRT

Winterflyte Ski Skirt \$49.50

- Knit polyester front is a soft-shell material that's waterproof and windproof to preserve core warmth
- Polyester fabric in back offers 4-way stretch for easy movement, along with moisture wicking and heat dissipation
- Zip pocket can secure essentials
- Comfortable elastic waist has a drawcord to fine-tune fit
- Reflective trim boosts visibility

Winterflyte Half-Zip \$59.50

- Features a single high-performance fabric all around: This 4-way-stretch polyester offers light warmth plus efficient wicking and drying
- Flat, ergonomically contoured seams make movement comfortable
- Thumb holes help keep sleeves fully extended; half zip allows venting
- Zip pockets include a headphone port
- Reflective trim boosts visibility

Winterflyte Tights \$79.50

- Primary panels are a double-weave polyester/spandex to block wind, rain or snow; they also dry fast and move well
- Polyester side panels dissipate heat
- Ergonomically contoured seams and a sleek cut create comfort and efficiency
- Elastic/drawcord waist fine-tunes fit; cuff zips help slide pants over footwear
- Zip back pocket can stow essentials
- Reflective trim boosts visibility

WINTERFLYTE COLLECTION



POWERFLYTE MOVES BEAUTIFULLY

REI's most versatile fitness apparel, Powerflyte sports a soft inner face for warmth and a stretchiness that makes movement free and easy. Polartec® Power Dry® side panels feature a bi-component knit technology to keep women comfortable when their activity level heats up.

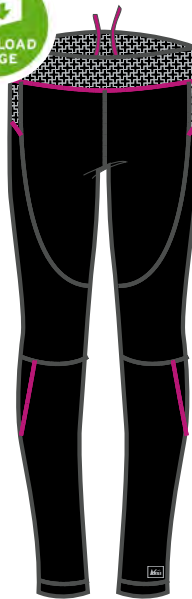
This mid layer offers a little bit of warmth and wicking, plus a whole lot of stretch.



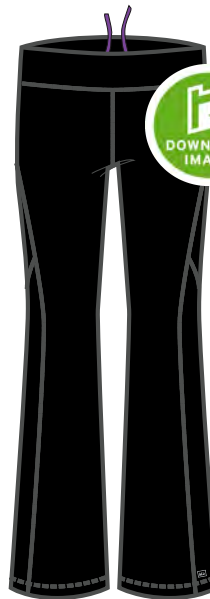
POWERFLYTE HALF-ZIP



POWERFLYTE FULL-ZIP HOODIE



POWERFLYTE TIGHTS



POWERFLYTE PANTS

POWERFLYTE

- Polyester/nylon/Lycra® spandex blend offers 4-way stretch and UPF 50+ sun protection; inner face is soft and warm
- Polartec® Power Dry® side panels boost performance by dissipating moisture and excess heat
- Flat, ergonomically contoured seams make movement comfortable
- Reflective trim boosts visibility

Half-Zip \$69.50

- Zip pockets provide secure storage
- One pocket includes a cord port

Full-Zip Hoodie \$79.50

- Zip pockets provide secure storage
- One pocket includes a cord port

Tights \$64.50

- Zip back pocket offers secure storage
- Drawcord waist fine-tunes the fit

Pants \$69.50

- Zip back pocket offers secure storage
- Drawcord waist fine-tunes the fit



WINTERFLYTE FENDS OFF WINDCHILL

Because Winterflyte apparel relies on many of the same high-performance fabrics as classic fitness wear, it's an excellent option for both Nordic and other aerobic pursuits. These pieces block wind and work well for activities ranging from skate skiing to road riding.

Designed to wick sweat and block wind, this is apparel for any fast-moving activity.



WINTERFLYTE WINDSHIRT



WINTERFLYTE JACKET



WINTERFLYTE TIGHTS

Winterflyte Windshirt \$59.50

- Polyester fabric provides lightweight all-conditions warmth and blocks wind up to 17 mph
- Fabric also efficiently wicks away sweat to prevent chills
- Flat, ergonomically contoured seams make movement comfortable
- Zip chest pocket includes a cord port
- Reflective trim boosts visibility

Winterflyte Jacket \$99.50

- Double-weave polyester/spandex blocks rain, snow and wind up to 25 mph
- Polyester side panels dissipate heat
- Flat, ergonomically contoured seams make movement comfortable
- Cuffs have thumb holes to extend coverage and gaskets to seal in warmth
- Zip hand pockets and zip lumbar pocket can securely stow essentials
- Reflective trim boosts visibility

Winterflyte Tights \$79.50

- Double-weave polyester/spandex blocks rain, snow and wind up to 25 mph; it also dries fast and moves well
- Polyester side panels dissipate heat
- Flat, ergonomically contoured seams make movement comfortable
- Elastic/drawcord waist fine-tunes fit; cuff zips help slide pants over footwear
- Zip back pocket can stow essentials
- Reflective trim boosts visibility

WINTERFLYTE COLLECTION



WINTERFLYTE OFFERS ADAPTABILITY

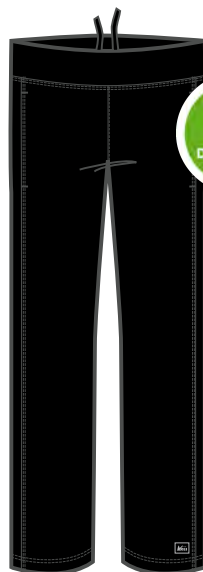
This jacket's sleeves zip off so a skier can detach and stash them in a pack. It's an ideal piece for days that begin on a frosty morning and transition to full sun a few hours later.

Designed to preserve core warmth and prevent windchill.



WINTERFLYTE CONVERTIBLE JACKET

Winter days can fluctuate from frigid to balmy—this duo deftly handles a range of conditions.



WINTERFLYTE PANTS

Winterflyte Convertible Jacket \$129

- Double-weave polyester/spandex blocks rain, snow and wind up to 25 mph; polyester side panels dissipate heat
- Flat, ergonomically contoured seams make movement comfortable
- Thumb-hole cuffs extend coverage; inner gaskets seal in warmth
- Zip hand pockets and zip lumbar pocket securely stow essentials
- Reflective trim boosts visibility

Winterflyte Pants \$79.50

- Double-weave polyester/spandex blocks rain, snow and wind up to 25 mph; it also dries fast and moves well
- Polyester side panels dissipate heat
- Flat, ergonomically contoured seams make movement comfortable
- Elastic/drawcord waist fine-tunes fit; cuff zips help slide pants over footwear
- Zip back pocket can stow essentials
- Reflective trim boosts visibility

WINTERFLYTE COLLECTION



POWERFLYTE IS COMFORT IN MOTION

REI's do-it-all fitness layer is created with a soft inner face for warmth and ample stretch to extend the range of movement. When exertion levels ratchet up, the bi-component knit technology in its Polartec® Power Dry® side panels helps take care of excess heat and sweat.



This mid layer offers warmth and wicking, plus a whole lot of stretch.



POWERFLYTE

- Polyester/nylon/Lycra® spandex blend offers 4-way stretch and UPF 50+ sun protection; inner face is soft and warm
- Polartec® Power Dry® side panels boost performance by dissipating moisture and excess heat
- Flat, ergonomically contoured seams make movement comfortable
- Reflective trim boosts visibility

Half-Zip \$69.50

- Zip pockets provide secure storage
- One pocket includes a cord port

Full-Zip \$79.50

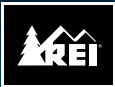
- Zip pockets provide secure storage
- One pocket includes a cord port

Tights \$64.50

- Zip back pocket offers secure storage
- Drawcord waist fine-tunes the fit

Pants \$69.50

- Zip back pocket offers secure storage
- Drawcord waist fine-tunes the fit



RIVERSTONE COLLECTION



RIVERSTONE COLLECTION

WHAT TO WEAR ANYPLACE
THE AIR IS CRISP AND CLEAN

RIVERSTONE CLOTHING: OUTDOOR FABRICS AND EASYGOING STYLES

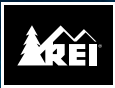
To anyone who loves the outdoors, REI's new Riverstone line offers a familiar feel. The concept is simple: Take premium fabrics, like polyester blends, cotton and wool, and add a dash of outdoor style.

WHY RIVERSTONE?

- Casual style for kicking around the cabin or playing outdoors
- Comfort and performance fabrics
- For moderate winter activities

REI RIVERSTONE APPAREL IN THIS MEDIA KIT:

- Women's Down Vest, Long-Sleeve Shirt, Hoodie, Crewneck Tee, Cord Skirt, Cord Pants
- Men's Flannel Shirt, Plaid Long-Sleeve Shirt, Lined Pants, Henley, Down Jacket



RIVERSTONE OFFERS WARMTH YOU CAN FEEL GOOD ABOUT

Core warmth and a featherweight feel have made the down vest an outdoor classic. REI's new Riverstone Down Vest uses a recycled polyester shell to give that outdoor classic an environmentally conscious update.

These transitional styles offer just the right amount of warmth for a cool day.



RIVERSTONE DOWN VEST



RIVERSTONE LONG-SLEEVE SHIRT



RIVERSTONE CORD SKIRT

Down Vest \$99.50

- Insulated with warm yet lightweight 550-fill-power goose down
- Recycled polyester shell has a soft feel and resists light rain
- Hem drawcord and front zipper's stormflap seal in warmth
- Zip pockets secure essentials

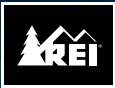
Long-Sleeve Shirt \$64.50

- Comfortable cotton/polyester/wool shirt features flexible knit polyester/spandex side panels
- Each sleeve rolls up to just below the elbow and secures with a button flap
- 2 chest pockets with button flaps
- Brushed collar lining adds a soft touch

Cord Skirt \$59.50

- Comfortable polyester/cotton/spandex blend has a soft feel and a little stretch
- Loaded with pockets; many have a secure button flap
- Contoured waistband provides a comfortable fit

RIVERSTONE COLLECTION



RIVERSTONE OFFERS EVERYDAY COMFORT

What distinguishes Riverstone styles are the subtle details that embellish. The flexible side panels on the hoodie, for example, add an ease of movement people will notice.

Simple lines and comfortable fabrics make these go-to styles for any outing.



RIVERSTONE CREWNECK TEE



RIVERSTONE HOODIE



RIVERSTONE CORD PANTS

Crewneck Tee \$44.50

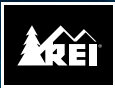
- Polyester/cotton blend offers a soft feel
- Double-knit backing material enhances warmth

Hoodie \$89.50

- Cotton hoodie has a plush fleece lining in the hood and torso for warmth
- Side panels feature a flexible knit polyester/spandex blend
- Has 2 handwarmer pockets

Cord Pants \$69.50

- Polyester/cotton/spandex blend offers a soft feel and a little stretch
- Loaded with pockets; many have a secure button flap
- Comfortable touches include a contoured waistband and a soft tricot lining in the pockets



RIVERSTONE OFFERS LAYERS OF WARMTH AND VERSATILITY

Infuse any gear closet with a wide array of layering options. The Riverstone Henley, for example, is a perfect base layer for cold weather. Layer on the Flannel Shirt, or when conditions get seriously chilly, add the Down Jacket for more warmth yet.

Comfort, style and performance converge in layers that go easily from town to trail.



DOWNLOAD IMAGE



RIVERSTONE HENLEY



DOWNLOAD IMAGE



RIVERSTONE DOWN JACKET



DOWNLOAD IMAGE



RIVERSTONE FLANNEL SHIRT

Henley \$39.50

- Cotton/polyester/ rayon blend offers unmatched comfort
- Rib trim seals in warmth by providing a clean fit at the cuffs and neck
- Locker loop makes it easy to wash and hang dry—anywhere

Down Jacket \$129

- Insulated with warm yet lightweight 550-fill-power goose down
- Recycled polyester shell has a soft feel and resists light rain
- Hem drawcord and front zipper's stormflap seal in warmth
- Zip pockets secure essentials

Flannel Shirt \$69.50

- Shoulder and side-seam panels are a double-weave polyester/spandex blend that makes movement free and easy
- Welded vent holes are added to enhance breathability

RIVERSTONE COLLECTION



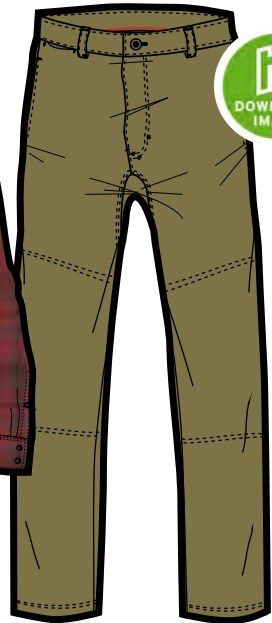
RIVERSTONE OFFERS GO-ANYWHERE POSSIBILITIES

Fresh-air seekers who go from the office to the outdoors need clothing that's up to the task. REI's new Riverstone Pants cover that range nicely. A center gusset allows a longer stride for hiking ease and the reinforced cuff backs won't get shredded by sturdy soles.

Combining proven fabrics and thoughtful designs creates styles that wear well anywhere.



RIVERSTONE
PLAID LONG-SLEEVE SHIRT



RIVERSTONE
LINED PANTS

Plaid Long-Sleeve Shirt \$59.50

- Features soft cotton in a double-layer construction that offers added warmth and a different look on the inside
- Two patch pockets for essentials
- Locker loop makes it easy to wash and hang dry

Lined Pants \$79.50

- Cotton/nylon blend lined with a warm, wicking polyester base-layer material
- Bar tack at the bottom of side pockets prevents contents from sliding out
- Gusseted center panel extends the range of motion
- Reinforced rear-cuff hems guard against boot abrasion



SCHOOL TO TRAIL: STURDY MATERIALS AND KID-FRIENDLY DESIGNS

REI's fall gear and clothing for kids helps them stay active outdoors on cool or cold days. Built tough for scrambling or sledding, but also very presentable for trips to the school library or museum.

REI KIDS' GEAR IN THIS MEDIA KIT:

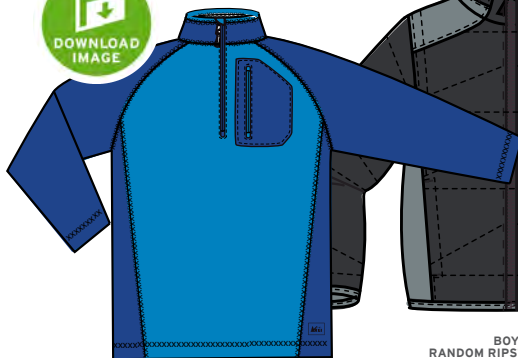
- Boys' half-zip, jacket and pants
- Girls' half-zip, jacket and pants
- Toddlers' jackets and overalls
- Big School pack



HIS TICKET TO RIDE, ROCK AND ROLL

When it's cold out, boys who are dressed in warm, quick-drying clothes will be ready to romp. These REI styles are all made of sturdy stuff, too, so they can play as hard as they want.

This is clothing made for fun and comfort at the campground, playground and around town.



BOYS'
BIRDSVIEW HALF-ZIP



BOYS'
RANDOM RIPSTOP JACKET



BOYS'
ROCK POINT PANTS

Birdsview Half-Zip \$42.50

- Interlock polyester face sheds moisture, dries quickly
- Brushed-fleece interior adds lightweight warmth for cool days
- Tall neck extends warmth and coverage; zipper allows ventilation
- Zippered chest pocket can secure money or a student ID

Random Ripstop Jacket \$99.50

- Lightweight polyfill is warm, lightweight and layers well under a rain shell
- Removable hood and sleeves offer versatility
- Zip hand pockets secure essentials
- Elastic binding at hood opening and cuffs snugs the fit
- Windproof to 35 mph; water resistant

Rock Point Pants \$49.50

- Perfect for playground or campground
- Articulated knees aid movement
- Fully lined for warmth and comfort
- Easy pull-on style with elastic waistband and ankle zips
- Double-layer fabric at knees
- 1 zippered security pocket (plus 2 hand pockets and 2 back patch pockets)



CLOTHING FOR ALL HER ESCAPADES

Active girls who like to look smart are more likely to feel that way when they're warm and dry. Those who play especially hard will love REI's Snowpeak Ridge Jacket. It features a detachable hood and sleeves to let them cool off when things heat up.

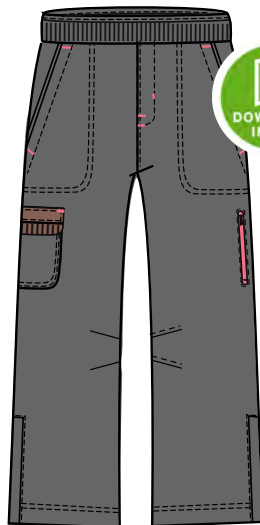
REI's fall lineup features comfy, confident styles for girls to wear to school or the ice skating rink.



GIRLS' LILA HALF-ZIP



GIRLS' SNOWPEAK RIDGE JACKET



GIRLS' PICCADILLY PANTS

Lila Half-Zip \$42.50

- Pullover top features 4-way stretch and lightweight warmth
- Chin guard; zippered sleeve pocket
- Flattering front and back seams
- Raglan sleeves offer full range of motion
- Elastic binding at cuffs and neck keeps out chilly breezes

Snowpeak Ridge Jacket \$99.50

- Synthetic fill perfect for cold, dry days or for warmth under a rain shell
- Removable hood and sleeves offer versatility
- Zippered hand pockets keep gloves and essentials secure
- Elastic binding at hood opening and cuffs snugs the fit
- Windproof to 35 mph; water resistant

Piccadilly Pants \$49.50

- Perfect for playground or campground
- Articulated knees aid movement
- Fully lined for warmth and comfort
- Easy pull-on style with elastic waistband and ankle zips
- A zippered security pocket (plus 2 hand pockets and 2 back welt pockets)



TIMBER MOUNTAIN IS FOR SNOW ANGELS

Tykes too small for the big slopes can still have a great time in the snow. REI's Timber Mountain outerwear keeps little ones cozy so the entire family can play outside longer.

Toddlers, too, need durable and comfy cold-weather clothes for outdoor fun with the family.



Toddler Boys' Jacket \$79.50

- Insulated, water-resistant jacket has a fleece lining to keep kids toasty
- Adjustable hood, cuffs and dropped tail provide extended coverage
- Zipper guard blocks wind
- Important goodies can be securely stored via snap cargo pockets, zip chest pocket and a metal eyelet for a ski pass

Toddler Girls' Jacket \$79.50

- Insulated, water-resistant jacket has a fleece lining to keep kids toasty
- Adjustable hood, cuffs and dropped tail provide extended coverage
- Zipper guard blocks wind
- Important goodies can be securely stored via zip hand pockets and a metal eyelet for a ski pass

Toddlers' Bib Overalls \$59.50

- Water-resistant shell has a fleece lining to keep snow out and warmth in
- Front zip and elastic waist ease the fit
- Includes built-in snow gaiters and double-layer articulated knees
- Zippered, tricot-lined pockets are a warm place for tots' hands



BIG SCHOOL CAN HAUL TEXTBOOKS OR THE TEN ESSENTIALS

Kids love having their own pack, especially one that fits as comfortably as the REI Big School pack. Sized for elementary schoolers, this pack is as sturdy and organized as mom's or dad's daypack. It also features a kid-friendly color scheme.

Sized to fit school kids, this pack features adjustable shoulder straps and plenty of pockets.



HAPPY HAULING

We all know how heavy kids' school backpacks can be—this one will help. Its shoulder straps are plushly padded, sculpted to comfortably conform to young shoulders, and adjustable to fit kids of all shapes and sizes.

Big School Pack \$44.50

- Fully padded back keeps kids from getting poked by sharp or bulky objects
- Shoulder straps have sculpted padding to provide comfort
- Front organizer pocket neatly holds pens, pencils, a calculator and more
- Mesh side pockets stash a small bottle, hat, gloves and other goodies
- Rear loop fits an LED safety light; reflective trim aids visibility in the dark



**FOR FREQUENT FLIERS:
SECURITY-SAVVY AND
SLOPE-READY GEAR**

Whether it's reshaping a carry-on bag to slip more easily in an overhead bin or creating a special pocket for avalanche rescue gear, REI pack designs make it easier to get away and play.

**REI TRAVEL AND SKI PACKS
IN THIS MEDIA KIT:**

- Inside Passage 20", 22" and 28" luggage
- Side Country 19, Fall Line 35 and Double Diamond 50 ski packs



ARTFUL STOWAWAYS: REI INSIDE PASSAGE

Named for Alaska's spectacular densely forested waterway, REI's classic line of luggage has a rugged beauty all its own. Travelers will appreciate details like the telescoping handle and how effortlessly each piece rolls, checks and stows.

Curbs, crowded airports and ship decks are a breeze with these smart, smooth-wheeling bags.



INSIDE PASSAGE 20



INSIDE PASSAGE 22



INSIDE PASSAGE 28

20" \$189

- Shorter and wider than typical carry-on packs, it fits overhead bins more easily
- Inner sleeve secures up to 14" laptops; sturdy outer pocket holds power cords
- Quart-size clear pouch is removable for ease at airport screening
- Outer pocket fits tickets and documents
- Inner mesh pockets and compression straps help keep things tidy
- Size: 36 liters; 9" x 16" x 20"

22" \$189

- Traditional carry-on dimensions maximize bag's storage capacity
- Quart-size clear pouch is removable for ease at airport screening
- Outer pocket fits tickets and documents
- Secure ID window on back panel
- Inner mesh pockets and compression straps help keep things tidy
- Size: 41 liters; 9" x 14" x 22"

28" \$239

- Zippered expansion panel lets bag size expand to bring home souvenirs
- Maximizes return on a flier's baggage fee because its unexpanded dimensions match most airlines' upper size limit
- Interior zip pocket has water-resistant liner to separate dry and wet items
- Outer zippers are compatible with travel locks
- Size: 87.5-94.5 liters; 18" x 11.5" x 28"



SKI AND SNOWBOARD PACKS BUILT FOR THE BACKCOUNTRY

These REI packs offer serious backcountry snow seekers a range of options for carrying their skis or board or snowshoes and other critical gear. All feature snow-friendly strap buckles and back materials that repel snow. Padding and reinforcement in front protect against damage from ski or snowboard edges.

Designed to go beyond the lift, they carry skis or boards and essential avalanche gear.



SIDE COUNTRY 19



FALL LINE 35



DOUBLE DIAMOND 50

Side Country 19 \$74.50

- 19-liter pack carries skis, a snowboard or snowshoes; straps stow away
- Front pocket holds a shovel and probe
- Dedicated pocket holds a variety of hydration reservoirs
- Insulated shoulder-strap sleeve keeps hydration tube from freezing up
- Heavy-duty lining won't absorb water

Fall Line 35 \$109

- 35-liter pack carries skis, a snowboard or snowshoes; straps stow away
- Zip back panel allows access to gear and reservoir, even with skis attached
- Holds a variety of hydration reservoirs; insulated shoulder-strap sleeve keeps hydration tube from freezing up
- Mesh helmet sling tucks away
- Front pocket holds a shovel and probe
- Heavy-duty lining won't absorb water

Double Diamond 50 \$139

- 50-liter pack carries skis, a snowboard or snowshoes; straps stow away
- Zip back panel allows access to gear and reservoir, even with skis attached
- Holds a variety of hydration reservoirs; insulated shoulder-strap sleeve keeps hydration tube from freezing up
- Front pocket organizes avalanche gear; clear accessory pocket and saw sleeve
- Bungee system stores skins or a shell; mesh helmet sling tucks away
- Heavy-duty lining won't absorb water