

The New Outdoor™

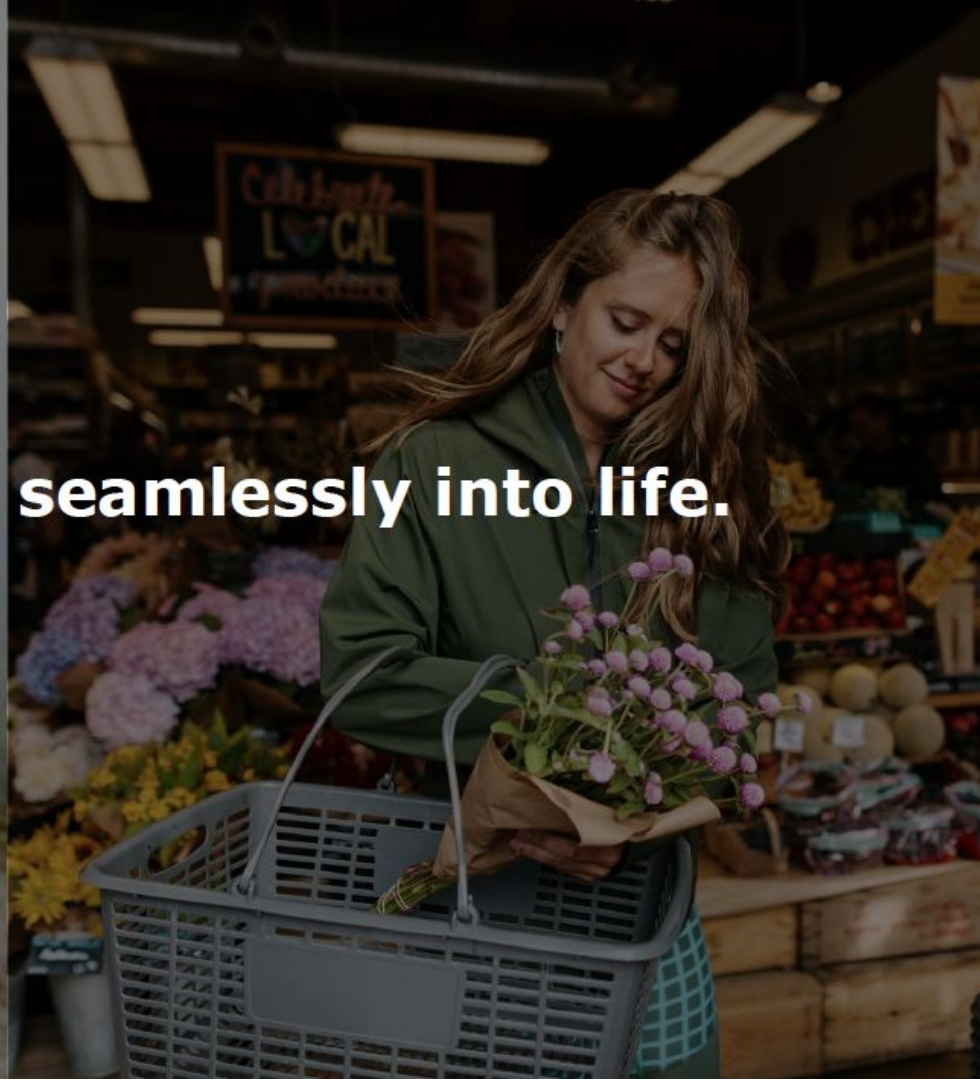
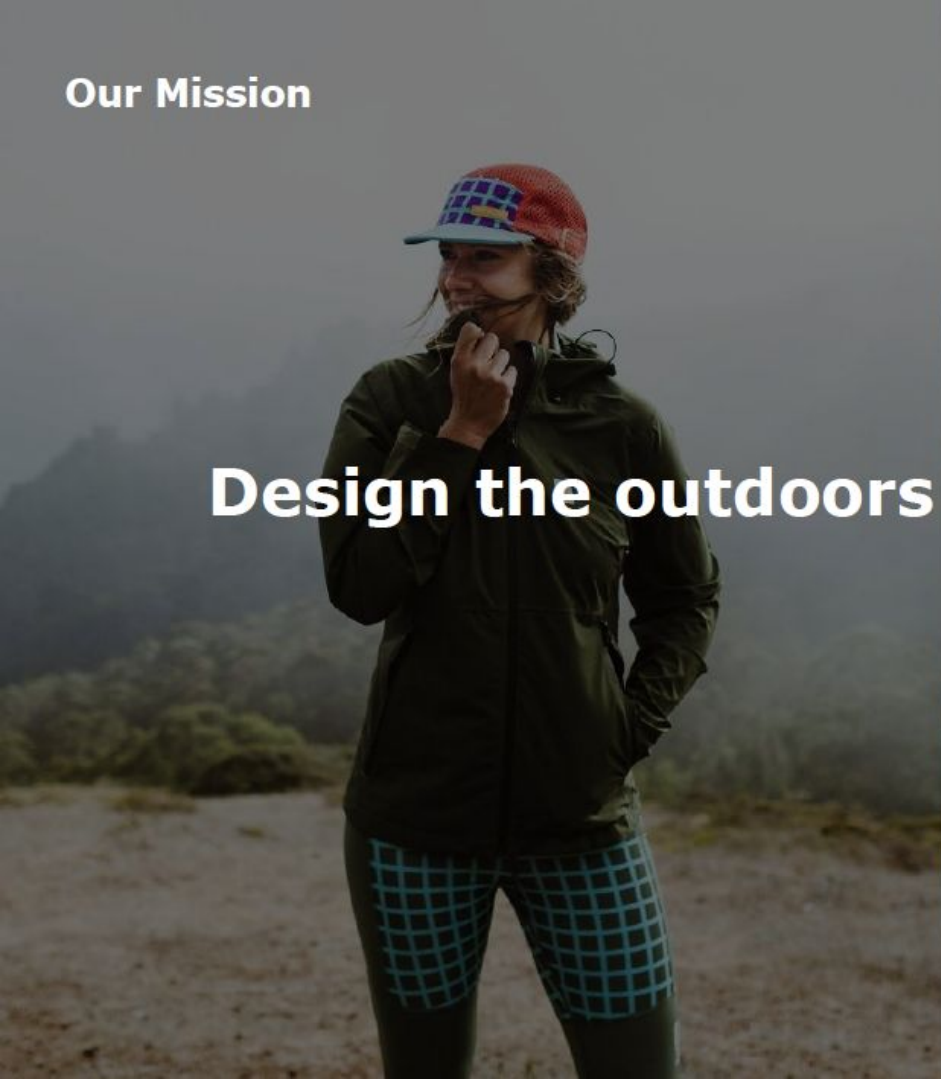


TOPO  
DESIGNS

Fall 2022

**Our Mission**

**Design the outdoors seamlessly into life.**



Our Position

THE NEW  
OUTDOOR™



## Our DNA

### Sustainability

Our products are designed to stick around for the long haul, through research, implementing sustainable materials and lower impact manufacturing.  
Our lives are designed to be sustainable by practicing a balanced lifestyle.

### Utility

We've been about utility since we started—striving to create a line as versatile in the outdoors as it is in the city, or any travels in-between.  
We design our line to be the ingredients that can be mixed and matched, reconfigured and reimaged by anyone.

### Creativity

We're a company born from the outdoors, yet we move forward by crossing the lines of creativity in other spaces as well: urban, sport, fashion, tech, our ambassadors and friends we work with.

### Innovation

We believe in design forward, trend forward and being the team that blazes the trail in the outdoor industry.

### Individuality

We embrace the idea that doing it uniquely and differently creates a contagious cycle of inspiration and being inspired.





## Our Audience

Who we have and keep

M/W 25-34

Outdoor & Sport Culture enthusiasts.

Urban dweller, travel junkie, fashion forward,  
trend savvy, confident, active, curious, fast  
paced, sustainability minded.

Where we are expanding

M/W 18-25

\*FY22 exploration.

# Grow Brand Awareness

Elevate and talk about the brand. Reach our audience by introducing them to, making them feel and embrace Topo Designs while inspiring them to own The New Outdoor.





# SUSTAINABILITY

Product

Process

People

Environment

Life Cycle





## PRODUCT

We begin every design cycle with clear direction on the sustainable characteristics desired in our material families. Our goal over the next 3 to 5 years is to reduce the amount of virgin materials we use every season, driving towards a line of packs and bags made completely of recycled materials. Our apparel line is currently highlighted with components like GlobalWool™ consisting of 65% recycled Italian wool, Tee shirts are built with 100% organic cotton, and our recycled fleece is supplied by innovative mills focused on reducing microfiber release. Our new outerwear will implement recycled nylons and polyesters that not only look and feel better but are both durable and ethically produced.

**Recycled Bags**   **Recycled Apparel**   **Organic Cotton**   **GlobalWool™**



## PROCESS

Our long-term vision for process improvement is to reduce waste, harmful chemical use and energy consumption. The introduction of our Dirt Collection is an example boasting all three, where utilizing a garment dyeing process along with specifying GreenScreen Certified chemicals has directly resulted in a reduction of water and energy use, as well as waste creation. As applicable in the rest of our apparel line, we specify the use of low-impact dyes, water-based inks and minimal additives during washing and drying processes to further reduce our environmental and human impacts.

Our Made in Colorado products champion local assembly with shorter deliveries, resulting in lower carbon emissions. The packs and bags we make with Horween® Leather fall under the Leather Working Group's guidelines for best practices within the leather supply chain.

**Dirt Collection    Made In USA**





## PEOPLE

The most integral part of bringing Topo Designs products to life are the people driving our manufacturing process from within our high-caliber factories and international teams. We choose our partners based on their ability to deliver innovative manufacturing expertise that best support our long-term quality product demands and sustainability goals. All of our local and international manufacturing partners adhere to Fair Labor guidelines and maintain certifications and best practices needed to fully support our expectations as they relate to the health and well-being of our partner workers.

**Fair Wear**   **WRAP**

# ENVIRONMENT

We are undertaking a number of enduring and progressive steps in order to support the paramount importance of environmental protections. Our current product criteria focuses on technologies reducing energy consumption as well as identifying partners experienced in promoting renewable energy use. We are also driving towards procuring 100% of all our natural fiber fabrics from regenerative and responsible sources; reducing the need for single-use plastics by eliminating them from our packaging; increasing efficiencies within our logistics in order to reduce our carbon emissions; and participating in carbon offsets for those we can not eliminate.

**MAP Guarantee™**







## LIFE CYCLE

We believe in sustainability through durability, which is why we build our packs and bags with components like high denier nylons, heavy-duty YKK zippers and hardware, Cordura® fabrics and rich Horween® leathers. The nylon deniers we choose have high abrasion resistance, tear strength and tensile strength, that along with critical point reinforced stitching equates to a longer product lifespan. Our MAP Guarantee™ Repairs Program pushes a “repair, don’t replace” approach in which we keep more packs in use, rather than sending them to the landfill.

**MAP Guarantee™**

The New Outdoor™



# Dirt Collection

Sustainability and comfort  
built from the ground up.



7  
NEW STYLES  
12 STYLES  
OVERALL

3  
NEW COLORS  
11 COLORS  
OVERALL

AS  
SUSTAINABLE  
AND  
COMFORTABLE  
AS EVER



The New Outdoor™



## Dirt Collection



DIRT JACKET



DIRT SHIRT



DIRT HOODIE

DIRT CREW



DIRT POCKET TEE

DIRT CAMP PANTS

DIRT PANTS

MEN'S



DIRT COVERALL



DIRT JACKET



DIRT SHIRT



DIRT CREW



DIRT TEE S/S

DIRT PANTS

WOMEN'S



# Global Collection

Elevated travel,  
inspired by the outdoors.

The New Outdoor™



APPAREL & BAGS



TRAVEL-FRIENDLY



TOPOLITE™ SERIES



RECYCLED MATERIALS

The New Outdoor™



## Global Collection





The New Outdoor™



APPAREL & BAGS



DURABLE BUILD



RECYCLED MATERIALS

# Mountain Collection

Mountain-born.  
Modern-aged.





# Mountain Collection



