

## reThink Everything

At a time when uncertainty reigns, we're turning to the backcountry more than ever. It's where we go to refuel our spirits, pursue happiness, and feel truly alive.

So, this winter, choose nature. Make the great outdoors your playground. Don't hunker down—venture out. And rethink everything, from your daily routine, family dinner, and seasonal traditions, to where you go to seek snow.

Backcountry is here to help you rethink how you make that spiritual appointment with nature. Gearheads are our community of outdoor experts, here to personally guide you. With thousands of hours spent in the backcountry, they can point you toward the perfect gear—and give you a packing list and adventure advice to boot.

Are you ready to rethink winter?



Products with the Goat are Built by Backcountry in partnership with our Gearheads.

## reDiscover Gravity



> We lured sixth generation
Montanan Maria Lovely
(@marialovely) to put down
some lines on Utah powder
in the Cottonwoods Kit—a
customer favorite, back by
popular demand this year;
she made the Wasatch's
steep terrain look easy.

Maria is wearing the ® Backcountry Cottonwoods GORE-TEX\* Jacket [\$399.95] and ® Backcountry Cottonwoods GORE-TEX\* Bibs [\$349.95].



#### reAssess the Commute



Dani Aravich is a multi-sport athlete who we're always happy to get out with. From climbing to cross-country skiing, she does it all. Follow her Paralympic training and adventures @daniaravich



Top to bottom: **Icebreaker** Reversible Pocket Beanie [\$35.00], Hestra Runners All Weather Glove [\$49.95], Oakley Radar Prizm Sunglasses [\$176.00], Icebreaker 260 Zone Long-Sleeve ½-Zip Top [\$140.00] layered under the **Bjorn Daehlie** Skill Jacket [\$159.95], **Skida** Tour Neckwarmer [\$22.00], Bjorn Daehlie Winner Pant [\$119.95], Rossignol EvoControl Ski [\$299.95], Rossignol Control Step In Binding [\$59.95], Swix Insulated Drink Belt [\$35.95], **Alpina** T10 Touring Boot [\$99.95], Swix

Quantum 3 KIT [\$149.95].



Top to bottom:

Patagonia Capilene Air Crew Top [\$129.00], Patagonia Snowbelle Beanie [\$49.00], TSL Snowshoes Connect Carbon 5 Cross Swing Poles [\$159.95], Smartwool Smartloft Jacket [\$90.00], Outdoor Research Hyak Pant [\$129.95], Hestra Fall Line Mitten [\$77.48], Oboz Bridger Insulated Boot [\$185.00], Outdoor Research Crocodiles Gaiter [\$88.95], Tubbs Wilderness Snowshoe [\$199.95].

> There's more than one way to get around on the snow. Outdoor enthusiast Adaeze Noelle Azubuike (@adaezenoelle) is a connoisseur of snowshoeing adventures in her backyard and beyond.







Klarna.

Play now, pay later. Set up a payment plan with Klarna at checkout. Clockwise from top:

Osprey Soelden Pro Avy Airbag [\$1,200.00], Backcountry Access BC Link 2.0 [\$179.95], Black Diamond Evac 7 Shovel [\$79.95], Mammut Barryvox S Beacon [\$499.99], Black Diamond QuickDraw Probe [\$52.46].

#### reTrace the Rat Race

For her from top to bottom: Arc'teryx Atom LT Vest [\$175.00], **Skida** Nordic Hat [\$32.00], Mountain Hardwear Ghee Long-Sleeve Hooded Top [\$74.95], **Hestra** Runners All Weather Glove [\$49.95], Kahtoola MICROspikes [\$69.95], Arc'teryx Trino Tight [\$149.00], **Jaybird** Vista Wireless Headphones [\$179.99], **La Sportiva** Akyra Shoe [\$160.00], **Ultimate Direction** Hydrolight Belt [\$54.95], Garmin Vivoactive Heart Rate Monitor [\$349.95], Oakley Radar Path Prizm Sunglasses [\$176.00].



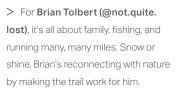


< Faith E. Briggs (@faithevebee)

hits the trails and advocates for more diverse representation in the outdoors through activity and action. The seasons don't rest and neither does she.



For him from top to bottom: Arc'teryx Argus Jacket [\$199.00], Icebreaker Reversible Pocket Beanie [\$35.00], Hestra Runners All Weather Glove [\$49.95], Garmin Fenix 6X Heart Rate Monitor [\$849.99], Aftershokz Aeropex Headphones [\$159.95], Salomon Skin Set Hydration Vest [\$164.95], Patagonia Peak Mission Tight [\$119.00], **Ortovox** Rock'N'Wool Long-Sleeve Top [\$110.00], **Altra** Lone Peak Trail Running Shoe [\$159.95], **Kahtoola** NANOspikes [\$49.95], Outdoor Research Flex-Tex II Gaiters [\$68.95].









snowboarder Caley Vanular (@caleyvanular) out of the water. In fact, there's no better time to catch a wave than winter—with the right gear, Caley surfs all year long.





O'Neill Psycho Tech Mitten [\$69.95], Rip Curl Flash Bomb Split Toe Bootie [\$69.95], **Pendleton** Oversized Jacquard Towel [\$49.50], O'Neill Psycho Tech Hooded Chest-Zip Full Wetsuit [\$499.95], Salt Gypsy Shorebird Surfboard [\$525.00].



Play now, pay later. Select Klarna at checkout to pay over time.





↑ The fish don't mind the frost and neither does **Ebon Robinson**, an avid angler currently casting his line in Montana. The trout may be cold-blooded, but @fins\_and\_flasks is not, so he suits up to stay warm.













Patagonia Swiftcurrent Waders [\$499.00], Fishpond Thunderhead Lumbar Pack [\$229.95], Simms Guide Windbloc Flex Glove [\$69.95], Simms G3 Guide Wading Jacket [\$449.95], Patagonia x **Danner** Foot Tractor Sticky Rubber Wading Boot [\$499.00], **Sage** Trout Fly Reel [\$375.00], **Sage** X 4-Piece Fly Rod [\$900.00].





## Backcountry's outdoor enthusiasts and gear gurus. They make sure be without, and the right ride for any adventure. Chris Purkey leads you find boots that take you farther, the jacket you'll never want to Chris and his team would love to hear about your next adventure our community of Gearheads and gets out as much as they do. and help you gear up—call a Gearhead at 855.720.5118. ∧ Revolutionize Personalized Service Gearheads are

Leather Dog Leash (\$85.00). Black Diamond Revolt Headlamp (\$64.95). Snow Peak
Titanium Sake Cup (\$34.95), Snow Peak Titanium Sake Carafe (\$179.95), Snow Peak
Titanium Sake Cup (\$34.95), Snow Peak Titanium Sake Carafe (\$179.95), Skida Alpine
Hat (\$36.00), Dragon NFX Goggles (\$199.95), Therabody Theragun Elite (\$399.00),
Therabody Theragun Mini (\$199.00), Norrona Lyngen Down 850 Hooded Jacket
(\$419.00), HOKA ONE ONE Speedgoat 4 GTX Trail Running Shoe (\$159.95), Maxxis
Minion DHR II Tire (\$65.00), Glerups Rubber Slipper Boot (\$154.95), Powertraveller
Harrier Wireless Power Pack (\$78.95), Cruz. this good boy isn't for sale! Tecnica Mach1
MY 105 Ski Boot (\$649.95), Pendleton National Park Grand Canyon Blanket (\$319.00),
Rumpl Solid Puffy Blanket (\$199.00), Chris is holding the Backcountry Access
Tracker4 Avalanche Beacon (\$389.95) and YETI Rambler Mug (\$29.99). Top to bottom:

© Backcountry × Moment Pressure Drop Skis (\$799.95), Giro Aether Spherical Helmet (\$369.95), Kuhl Sienna Sweater (\$88.95), YETI Rambler Tumbler (\$39.99), Smith Wildcat Chromapop Sunglasses (\$209.00), ® Backcountry Face Mask (\$17.95), Filson Leather Dog Leash (\$85.00), Black Diamond Revolt Headlamp (\$64.95), Snow Peak



Backcountry Gift Card [\$25-\$500]

## reVamp Their Gear Closet With These Gifts

gift for someone who's got it all? Along with our top-notch gear, we also curate a selection of niche accessories, apparel, and equipment. Reach out to a Gearhead to find something novel to add to even the most wellstocked gear closets. YOSEMITE

Searching for the perfect

Top left to bottom right:

Rumpl Puffy Poncho [\$179.00], Patagonia Yosemite In The Sixties Book
[\$60.00], Stanley Camp Pour Over Set [\$34.95], Jetboil Flash Stove [\$109.95],

Mountain Hardwear Ghost Whisperer Pant [\$249.95], Hydro Flask Wine Bottle
[\$44.95], YETI Rambler Colster Slim Can Insulator [\$24.99].



Top left to bottom right:

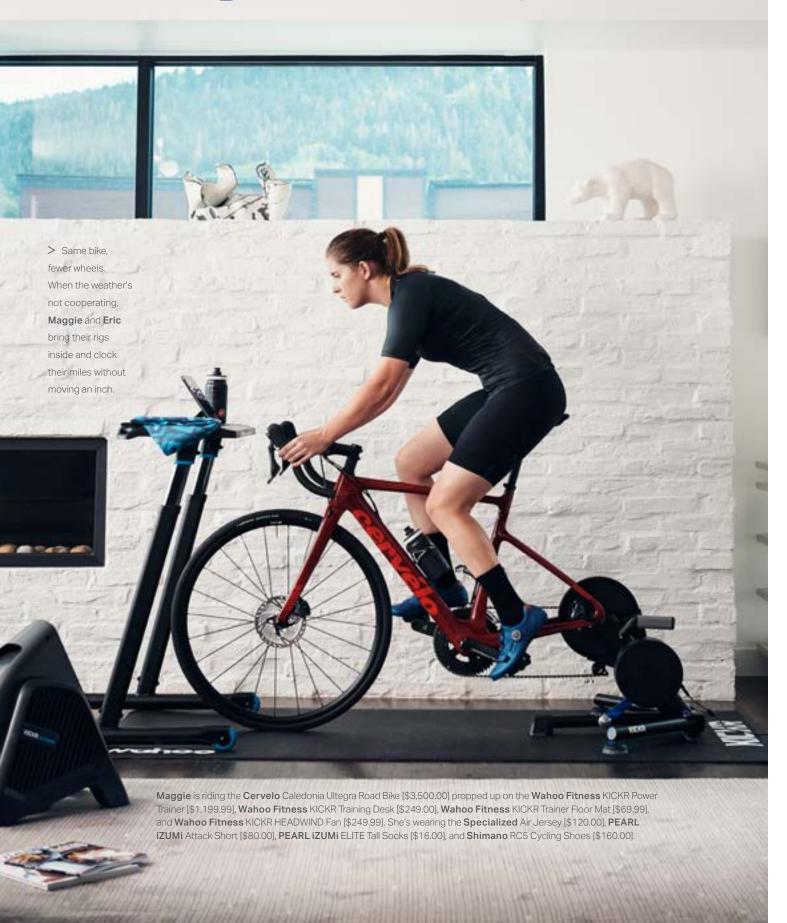
Hestra Power Heater Mitten [\$424.95], Filson Log Carrier [\$95.00], Garmin InReach Mini [\$349.99], Goal Zero YETI 150 Solar Generator [\$199.95], Fjällräven Nordic Heater Hat [\$79.95], Rising Lunker Net [\$178.95], Suunto Suunto 7 Watch [\$499.00].

#### Get ahead of the holidays:

Retailers are expecting unprecedented shipping demands this season. Shop gifts now!



## rePurpose the Living Room





Clockwise from top left:

Men's Specialized SL Race Bib Short [\$180.00], Men's Specialized Air Jersey [\$120.00], prAna Reversible Headband [\$13.95], Women's Shimano RC5 Cycling Shoe [\$160.00], Women's PEARL iZUMi Attack Sleeveless Jersey [\$75.00], Castelli Water Bottle [\$11.95], Tacx Ciro Bottle Cage [\$25.99], Specialized S-Works Carbon Rib Cage [\$70.00], Women's PEARL iZUMi Attack Short [\$80.00], PEARL iZUMi ELITE Tall Sock [\$16.00], Women's Patagonia Wild Trails Sports Bra [\$65.00], Paceline Products Chamois Butt'r Creme [\$17.99], Men's Specialized S-Works 7 Vent Road Cycling Shoe [\$425.00], Specialized Hydrogen Vent Tall Road Sock [\$25.00].

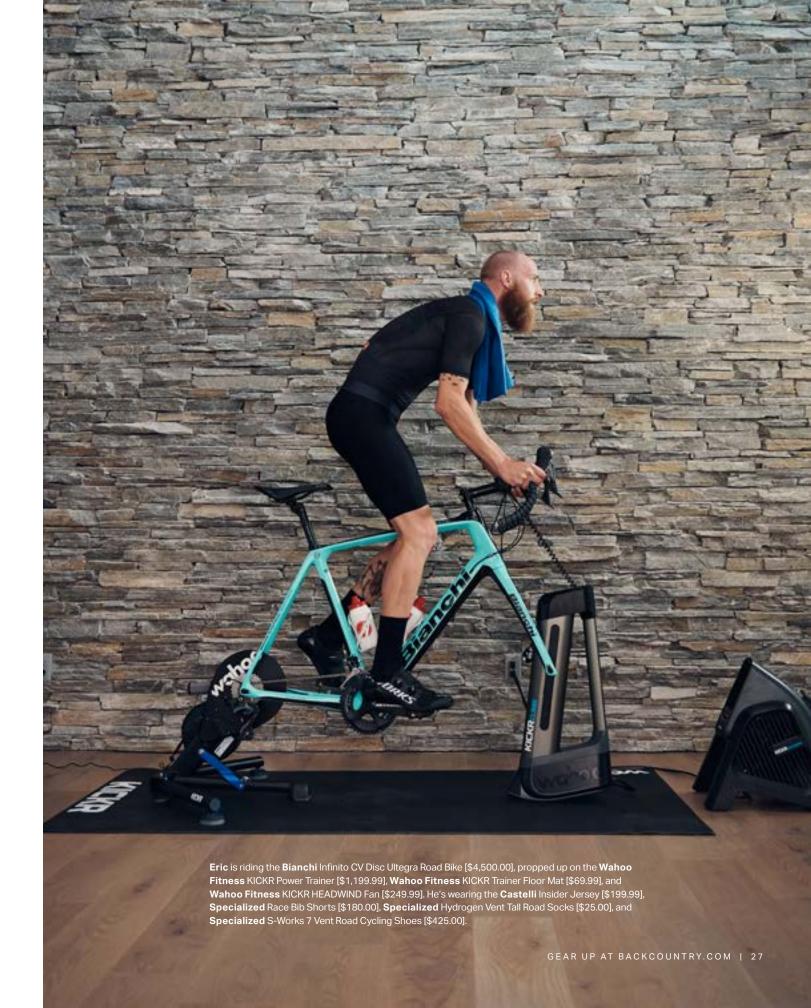


Clockwise from top left:

Wahoo Fitness KICKR Power Trainer [\$1,199.99], Wahoo Fitness KICKR Training Desk [\$249.99], Wahoo Fitness KICKR Trainer Floor Mat [\$69.99], Wahoo Fitness KICKR Climb [\$599.99], Wahoo Fitness TICKR FIT Optical Heart Rate Monitor Armband [\$79.00], Wahoo Fitness ELEMNT BOLT GPS Bike Computer Bundle [\$329.99], Wahoo Fitness KICKR HEADWIND Fan [\$249.99].



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#### Staying fit is non-negotiable for Jess Shade (@shade\_jess) and Dara Cohen. When they're not out skiing or climbing, they make the time and space to stretch and train. > Dara (left) is wearing the Free People Movement Love Tank Top [\$38.00], Free People Movement Good Karma Crop [\$48.00], and Girlfriend Collective High-Rise Compressive Leggings [\$68.00]. She's using the **Hugger Mugger** Nature Collection Ultra Yoga Mat [\$47.95], **Hugger Mugger** Zafu Bolster Solid [\$54.95], **Hugger** Mugger Standard Bolster Solid [\$82.95], and **YETI** Rambler Water Bottle [\$29.99]. > Jess (right) is wearing the **prAna** Zandra Funnel Neck Top [\$78.95], **prAna** Becksa Bralette [\$58.95], prAna Becksa 1/8-Legging [\$88.95], and Sorel Kinetic Sneakers [\$139.95]. She is using the Hugger Mugger Tapas Original Yoga Mat [\$32.95] and the **PackTowl** Personal Towel [\$19.95]. 28 | CALL A GEARHEAD: 855.720.511

### reInvent the Home Workout



Searching for men's fitness apparel? Top to bottom: PackTowl Personal Towel [\$44.95], Hugger Mugger Earth Elements Eco Yoga Mat [\$57.95], Jaybird Vista Wireless Headphones [\$179.99], ® Backcountry YETI Rambler [\$54.95], Reigning Champ Deltapeak™ 90 Logo Training Shirt [\$85.00], Arc'teryx Calvus Cap [\$35.00], **Stance** Mariner Butter Blend Underwear [\$34.99], Reigning Champ Midweight Sweatshort [\$105.00], **ON Running** Cloudstratus Running Shoes [\$169.95].



# V Backcountry's Chief Marketing Officer Sarah Crockett rarely ditches a day at work, so when she gets out she goes far and finds fun in the forest with her husband Ben and son Finn. Ben is wearing the Patagonia Recycled Wool Cap [\$45.00], © Backcountry Plaid Fendler Fl [\$79.95], © Backcountry Covile Pant [\$79.95], and Blundstone Original 500 Series Boots [\$189.95]. Sarah is wearing the Stetson Open Road Royal Deluxe Hat [\$229.95], Icel [\$189.95], Sarah is wearing the Stetson Open Road Royal Deluxe Hat [\$229.95], Icebreaker Bodyfit 200 Oasis Crew Top [\$95.00], Mountain Hardwear Insulated Mini Skirt [\$75.00], Beyond Yoga Caught in the Midi Legging [\$97.00], and Sorel Harlow Zip Boots [\$154.95]. Sarah's © Backcountry Sherwood 1/4-Zip Fleece [\$109.95] is on the chair. Around camp they have their TRAVELCHAIR Kanpai Bamboo Table [\$249.95], Jetboil Flash Stove [\$119.95], Stanley Camp Pour Over Set [\$34.95], YETI Rambler Colster Tall Can Insulator [\$29.99], TRAVELCHAIR Joey Camp Chair [\$79.95], and June is lounging on the Carhartt Sherpa Top Dog Bed [\$129.95].

#### reVisit the Good Times



#### Clockwise from top left:

Toddlers' **Patagonia** Hi-Loft Down Sweater Hoodie [\$129.00], **Patagonia** Nano Puff Insulated Jacket [\$199.00], The North Face ThermoBall Lace Up Boot [\$109.95], Kids' The North Face Reversible Hoodie [\$129.95], Mountain Hardwear Insulated Skirt [\$75.00], **Teva** Ember Moc Shoe [\$74.95], **® Backcountry** Stansbury Down Hooded Jacket [\$249.95], Patagonia Nano Puff Mitts [\$69.00].

#### Let Us Be Your Guide

We are obsessed with all things outdoors. From our founders and our buyers to our Gearheads, we are a herd of people who track down the best gear available, love discovering new outdoor brands to bring to you, and live to pursue our passions in the backcountry.

Our Gearheads—Backcountry's team of outdoor experts—have spent countless hours outside and are passionate about the gear that gets them out there. Ready to get out there, too? Our Gearheads equip you with everything you need to get out, whether it's building a custom bike, piecing together a backcountry setup, or planning a hut trip to get away from it all this winter.

Want some help gearing up for the season? **Get complimentary guidance from a Gearhead by calling 855.720.5118.** 



∧ Koly Swistak has spent a lifetime in the wild places of the Mountain West and believes in the transformative power of the outdoors. As a Gearhead, she follows her passions and gets customers outside doing what they love best.



∧ Shayan Hart is Backcountry's camp and fly fish buyer. She's a Midwest native who ventured to Utah one winter and never moved back. When the snow falls, you'll find her skiing and snowboarding during days on the mountain.



↑ Jesse Ramirez grew up in Southern California, and moved to Utah to snowboard. After falling in love with the tranquility of the outdoors, he became a Gearhead and started camping, fly fishing, and mountain biking, too.



↑ Clayton Otto is a sponsored mountain biker and Backcountry bike apparel buyer. He loves chasing the unknown in the desert, seeking new trails, faster speeds, and challenging his limits.

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#### **FREE SHIPPING**

Over \$50 Backcountry.com

#### Get ahead of the holidays:

Retailers are expecting unprecedented shipping demands this season



Everything we make starts with our Gearheads. With their countless hours of experience in the outdoors, they tell us the design elements, features, and materials they dream of, and we deliver. Gearhead inspired, tested, and approved. From our GORE-TEX® bibs and our backcountry skis, to our baselayers and mittens, Built by Backcountry means built for the best.

#### Klarna.

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This book is printed on paper made from wood from environmentally and socially responsible sources.