



For Immediate Release  
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**Company of Adventurers launches Winter 2011/12 Collection nationwide this November**  
*-- Men's and women's performance outerwear collection inspired by pioneers of exploration --*

Toronto, ON. Company of Adventurers ([www.COAtesting.ca](http://www.COAtesting.ca)), a new line of technically functional outerwear designed with both urban and wilderness adventures in mind, is premiering its Winter 2011/12 Collection across Canada this month. With a variety of men's and women's apparel ranging from \$75 t-shirts to \$795 for outerwear, the Company of Adventurers (C.O.A) line is available exclusively at The Hudson's Bay Company in select Hudson Bay Company stores, and HBC online. Evoking the romance of frontier adventure, the Collection's parkas, jackets and sweaters reference the quality, design and authenticity of heritage garments with contemporary styling and technical materials – new classics for a modern age. Layering a variety of textures and patterns, the Collection offers signature cold weather performance wear that is water-repellent, breathable and ultra-light, regulating moisture and body temperature. Taking inspiration from the early pioneers of rock and ice, the Company of Adventurers makes rugged, retro-inspired winter gear for rambling, near and far.

North of where you are

North is how the world describes Canada - whether they know exactly where Canada is, they know it is North of where they are. Within Canada, the idea of North has forever been central to our national spirit - a defining notion that binds us uniquely to our landscape and geography. A vast and diverse topography spanning the Atlantic, Pacific and Arctic oceans, Canada is a place where wild frontiers still abound, with virgin forests and uninhabited landscapes that beckon to those adventurous enough to seek out its rugged beauty. The original Company of Adventurers, now known as The Hudson's Bay Company, recognized the potential and purity of the territory and built their famed heritage to stand for and inspire these elemental qualities. 'North of where you are' is not just a geographical reference, but also a statement of a state of mind that C.O.A clothing will inspire you to achieve.

In the spirit of the original adventurers, the Company of Adventurers has created a line of clothing that celebrates the heritage and history of the traders who explored and settled Canada. Drawing on the rich history of the original explorers, C.O.A combines classic looks and fabrics with modern details and silhouettes to provide a powerful, technical and stylish presentation, suited for our extreme and urban playgrounds.

“We are thrilled and honoured to introduce the Company of Adventurers to Canadians this winter,” says Michael Purkis, president of Company of Adventurers. “Our commitment to design, quality, history and authenticity is reflected in each of the garments and our reverence for the historical roots of the brand is evident in every aspect of the Collection. This line combines heritage fashion, with the best of modern technical demands, to create a line for the gentleman and woman adventurer in us all. The technical focus and styling of our line is tremendous, suited to the most extreme cold weather conditions Canada has to offer, and we encourage consumers to put our outerwear to the test this season,” he adds.

#### Into the wild

With rugged, retro winter gear *de rigueur* for men in all seasons, the obvious choice for the coming cold front is a piece from C.O.A’s men’s collection, suited for country and city roaming in the most inclement weather. Impeccably suited to wilderness hikes or an impromptu rock climb, the **Hoodie Zip Large Cable Sweater** (\$245) is a soft merino and lambswool blend with full zipper, waxed cotton rim underarm gusset and waxed cotton hood with Sherpa fleece lining. Rainy fall days are the perfect time to throw on the **3 in 1 Waxed Cotton Trail Jacket** (\$475) and channel one’s inner *coureur de bois*, or fur trader in Canada’s early history. Constructed with 100 per cent cotton with a highly water-repellent wax finish outer shell, large bellows snap-front cargo pockets and tuck-in nylon hood, this jacket is wearable year-round. Whether your compass is hand-held or a digital app, the inside mobile device pocket is a handy feature, as is the snap-out quilted, light-weight nylon vest. As temperatures start dipping low, don a **Radisson Wool Systems Jacket** (\$575), named after the accomplished 17<sup>th</sup> century fur trader and explorer, Pierre-Esprit Radisson. This 3-in-1 coat features metal shank buttons, a Thermolite® snap-out water-resistant nylon inner jacket and adjustable hood. The result is a highly technical piece that also looks as stylish today as it might have centuries ago – proof of the timelessness of classic design. From the distant tundra to the local tavern, the gentleman adventurer will appreciate the craftsmanship and quality of C.O.A garments.

### Modern-day Adventuress

When one's inner fashionista is feeling fatigued, nothing spells rejuvenation like an escape into wilderness. Take in the kaleidoscope of fall foliage, rain or shine, while sporting a **Hooded Thermolite Jacket** (\$275) with its ultra lightweight, quilted, water repellent outer shell and Thermolite-insulated liner, maintaining warming properties even when wet. This incredibly functional piece may be used as a liner or worn on its own – also available in men's sizes. Cozy-up and throw on the 100 per cent lambswool **Goose Bay Birdseye Zip Neck Sweater** (\$245) or the **Classic Turtle Neck Sweater** (\$195) - sure to keep you toasty while enjoying a cup of hot cocoa lakeside or while winterizing the cottage.

Wanderlust-filled women will think nothing of venturing into snow-dusted fields and forests with the elegant, chevron-quilted **Frobisher Down Puffer Jacket** (\$475) or **Vest** (\$345). Made of lightweight, 100 per cent water-repellent 20 denier nylon, packed with 550-filled premium goose down and featuring a removable fur storm ruff for extraordinary warmth, aspiring ice queens have never been outfitted better. Named after famed 16<sup>th</sup> century explorer Sir Martin Frobisher, The Frobisher Puffer Jacket and Vest exemplifies the durability and high-performance materials that would not be out of place on a modern-day arctic expedition. A **Men's Frobisher Puffer Jacket** (\$395) and **Vest** (\$345) are also available.

### Signature styling

For serious off-road winter trekking, the **Limited Edition Founders Snorkel Parka** (\$795) is the ultimate cold weather gear. Crafted with authentic British Millerrain cotton canvas and coated with a wax resin for extreme repellency, this parka is insulated with 550-fill premium goose down and beautifully finished with a removable fur storm ruff. The pinnacle of C.O.A's Winter 2011/12 Collection, the Founders Snorkel Parka is a must-have for modern-day explorers exhilarated by ice, sleet and snow.

### About Company of Adventurers

Company of Adventurers (C.O.A) is a line of authentic, technically functional sportswear that is inspired by, and reflects the legends and stories of the original Canadian explorers and their rich heritage and history, incorporating today's modern principles as a guiding focus. The Company of Adventurers line was designed and developed by Caulfeild Apparel Group Ltd., established in 1886 by Hans Caulfeild.

Inspired by the original Company of Adventurers and their ethos and exclusive lineage, Caulfeild Apparel created C.O.A for discerning outdoorsmen and women who expect quality, fit and precision styling in their adventure wear. For more information, visit [www.COAtading.ca](http://www.COAtading.ca). Share your adventures on Twitter at [#northofwhereyouare](https://twitter.com/northofwhereyouare).

For additional information, visuals, product samples, or to arrange an interview with Company of Adventurers president Michael Purkis, please contact Susan Willemsen, Renee Lalonde or Savi Pannu at The Siren Group Inc. Tel: (416) 461-5270. Fax: (416) 778-9047. E-mail: [info@thesirengroup.com](mailto:info@thesirengroup.com) or [www.thesirengroup.com](http://www.thesirengroup.com) or on Twitter: [@thesirengroup](https://twitter.com/thesirengroup).