

Hello! We have some exciting news we are pleased to share with you. Our company will operate under a new name beginning January 1st, 2019. As you are one of our current clients, we want to give you a first look at what's to come before we make a public announcement. Our founder, Alex Biegler, has written a letter including all relevant details below.

"To All Our Clients, Supporters, and Friends,

Over the years you each have held a key role in getting us to where we are today. We have grown our brand recognition, market presence, and consumer loyalty to an incredible level I never thought possible. The support from our wholesale partners and consumers has been overwhelmingly positive and the backbone that keeps us in business. I personally want to thank everyone who has supported our brand up to this point.

Beginning on January 1st, 2019 we will operate under a new brand name. My team and I have long desired a more meaningful mission for our company, something we believe in and can stand behind. Our new identity, LOCALE Outdoor, better represents the products we produce and our evolution of the brand to a year-round assortment. Lastly, the brand will embody our new socially conscious mission to reinvest in the environment and our local communities.

We will operate under our new name starting on January 1st, 2019. All products designed as part of the Spring 2019 line and forward will be branded with LOCALE Outdoor branding.

I am very enthusiastic and optimistic at the positive opportunity we have to engage our consumers with our wholesale partners at the point of purchase, as well as further promoting our positive mission. I encourage each of you to take a look at our Brand Overview for a sneak peek of our new look and aesthetic (see link below). Additionally, some high-level information on the new brand, logistics, and timelines is below. Please reach out with any questions or concerns as we take on this project.

Thank you very much for your continued support and sticking with us as we begin the next chapter of our company."

Alex Biegler  
CEO & Founder



# BRANDING OVERVIEW



**Mission Statement:** Create apparel inspired by your favorite destinations, passions, and brands. Reinvest in the environment and communities that support our lifestyles.

**Brand Positioning:** LOCALE Outdoor (formerly Cirque Mountain Apparel) creates apparel that brings to life the destinations, passions, and brands that define you. We are inspired with a purpose - support, protect, and preserve the environment and communities that make our lifestyles possible. LOCALE empowers our consumers to join our initiative to give back through our Buy to Give program.

**Buy to Give Program:** The "Buy to Give" program is an opportunity for the LOCALE Outdoor community to support the organizations that make our lifestyles possible. Any consumer who purchases an item may choose one of our partner charities and LOCALE Outdoor will make a donation to the selected charity. Each product sold enables a member of our community to give back in a direct and meaningful



## SELECTED 2019 ORGANIZATIONS:



For any questions, feedback, concerns, or logistics please contact us.

970-845-1150

info@cirquemtn.com



+1 970-845-1150

211 Eagle Road  
Avon, CO 81620

www.localeoutdoor.com  
info@localeoutdoor.com