

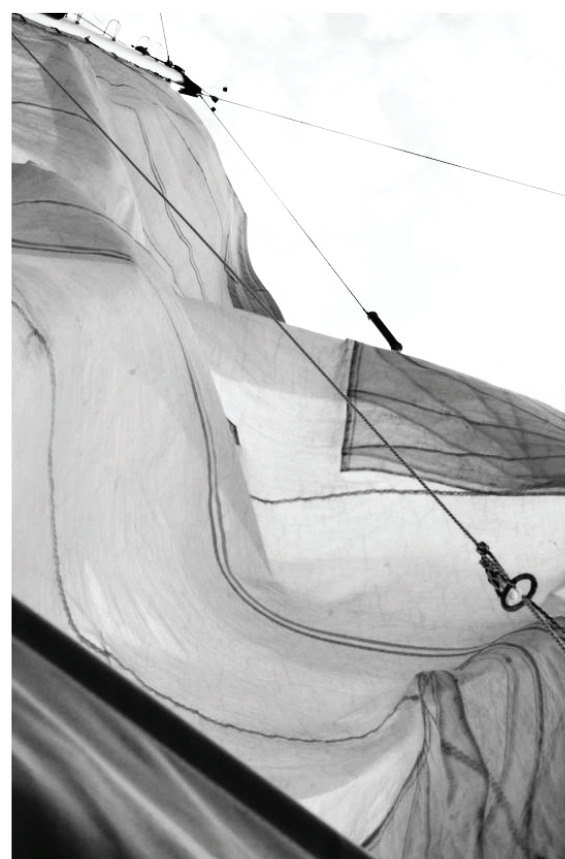


atlantis

WEATHERGEAR



**Discover
life on
the water**



Born on a boat in Boston Harbor
in 1972 as an autumn gale veered
from North to East, a group
of mountaineers, skiers, and
sailors endeavored to create a
different kind of sailing brand.

**Dedicated to adventure
and discovery at sea.**



For decades, Atlantis Weathergear
has created world-class sailing
gear by fusing materials, research,
design, techniques and expertise
of mariners, mountaineers,
firefighters and the US Navy.



Today, we bring our expertise and passion for discovery to a world of products beyond the sailboat – for anyone who loves the water as much as we do.



A close-up, low-angle shot of a sailboat's mast and sails. The sails are white and blue, and the boat is on a dark, choppy sea under a clear sky.

**From
America's
Cup**

An underwater photograph of a family of three swimming over a rocky seabed. A woman is on the left, a man is in the center, and a young boy is on the right. They are all smiling and looking towards the camera. The water is clear and blue, and the rocks are covered in green algae.

**To
America's
Families**

The world of water is a huge market opportunity.

No brand currently commands the “all things water” space.

Virtually all Americans interact with the water sports economy every year.

The water sports economy generates \$86 billion annually with over 30 million participants.

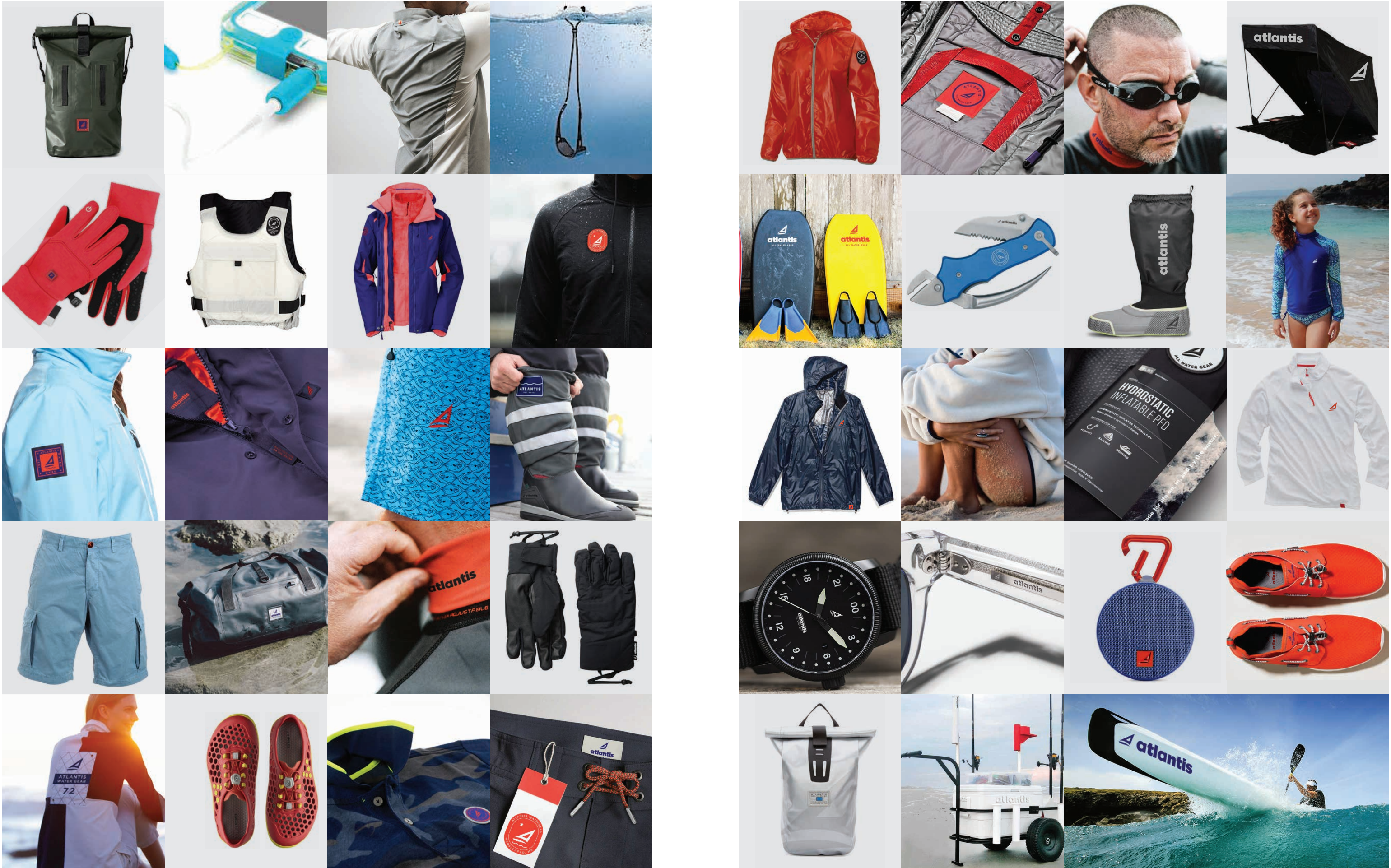
Nearly 60 million Americans visit beaches each year.

The recreational boating market alone is worth \$35 billion with 87 million adult participants.



The World of Atlantis







Atlantis In-Shore



Casual Apparel +
Accessories for Deck
to Dock living.



In-Shore Men's

Must have items for any getaway or adventure.



In-Shore Women's
Casual apparel + accessories for the everyday



In-Shore Kids





Atlantis Blue Water



Technical Apparel
and Accessories
for Life at Sea.



Blue Water Signature Items



- 1. Aegis jacket
- 2. Resolute Boots
- 3. G4 Shell with Flying Point® Fleece
- 4. Flying Point Fleece
- 5. Aegis Ocean Smock

- 6. Zephyr 2 Waterproof Stuffsack
- 7. Microburst Jacket
- 8. Spindrift Vest
- 9. Aegis Articulated Pants
- 10. Quickdry Wet Suit



The Atlantis System

Three compatible layers for optimal protection on and around the water.



Base | Mid | Shell

The Atlantis Microburst Collection



PACKABLE



STOWABLE
"NANDBURST"
HOOD

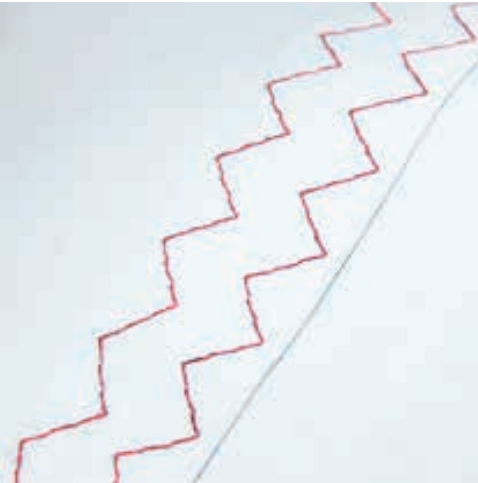


SHEERLINE
FABRIC

ADJUSTABLE
ELASTIC CUFFS

WATCH WINDOW

Lightweight | Compact | Waterproof
For life on and around the water

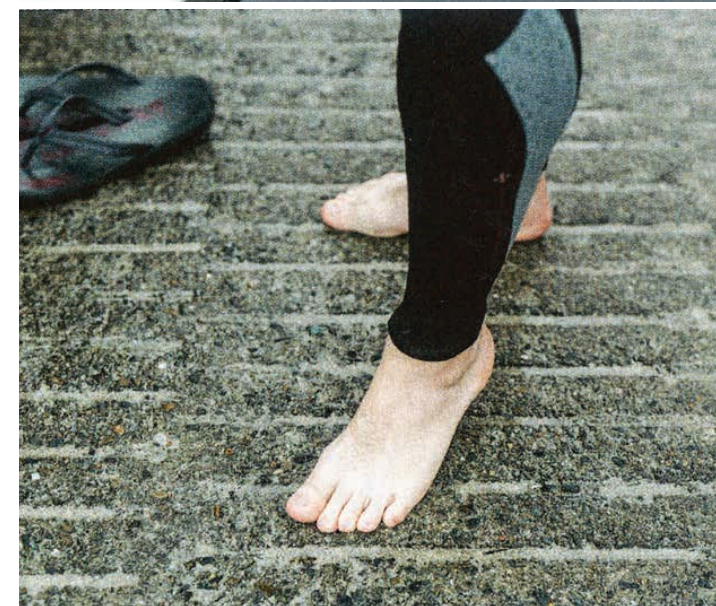


Blue Water
G4 Series
Be prepared for anything



DISCOVER
LIFE ON
THE WATER

Zephyr 2 All Season Wetsuit
featuring
AWG Defender Fabric




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Atlantis Blue Water Collections + Technical Fabrics

Atlantis Collections

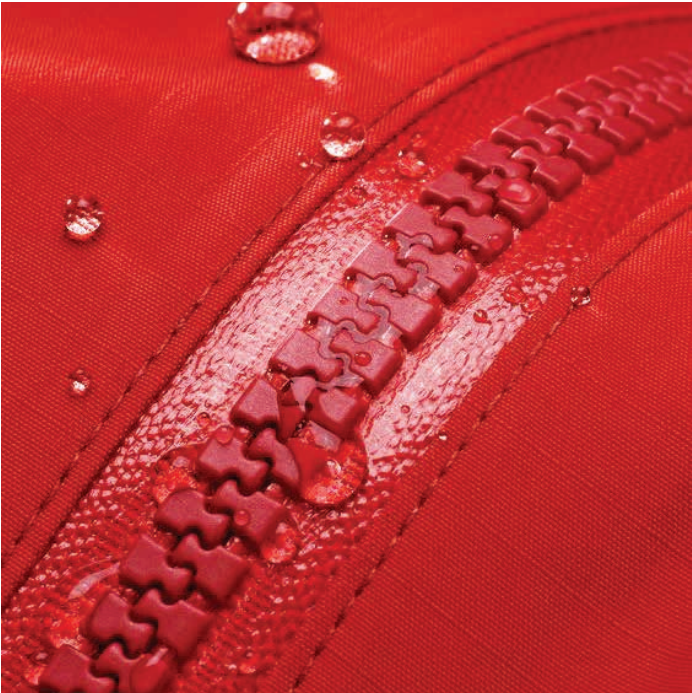


- The Atlantis System
Layering, flexibility, and moisture management
- Aegis
- Spindrift
- Microburst
- Resolute
- Zephyr 2
- Flying Point
- Numbers Softshell
- Gulfstream
Pullover jackets and shells
- G4 Series

Atlantis Technical Fabrics



- AWG Typhoon Fabric
- AWG Defender Fabric
Lightweight, breathable, waterproof, 3 layer, 2 wat stretch, with DWR surface treatment, tough 50-denier surface
- AWG Sheerline Fabric
Lightweight, soft shell packable, wind and water resistant and breathable, 2 way stretch
- AWG QuickDry



**Spindrift Mid Layer w/
AWG Typhoon Fabric**



Atlantis All Water Gear

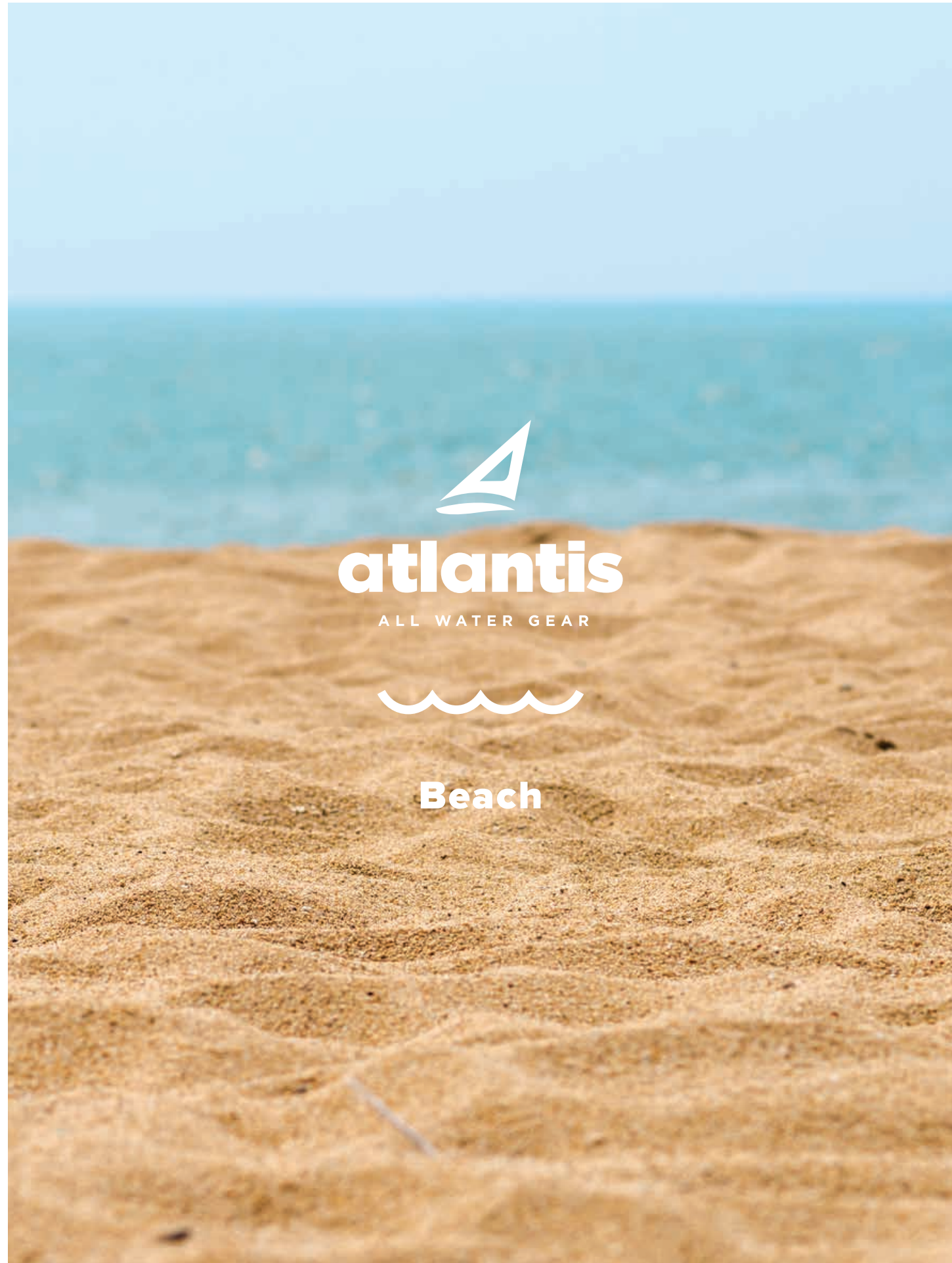
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For Families and  
Fun, from Coast to  
Coast.







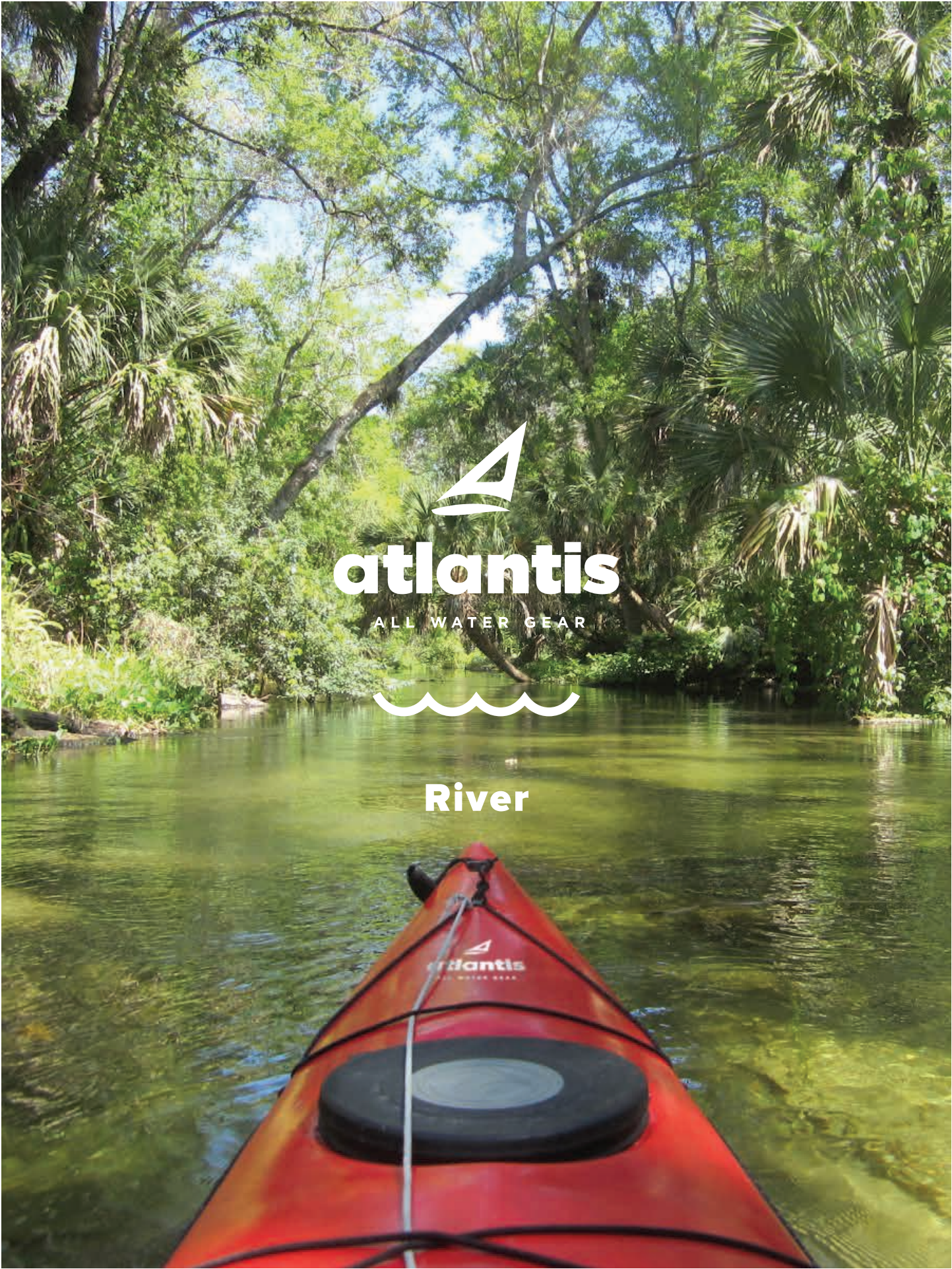




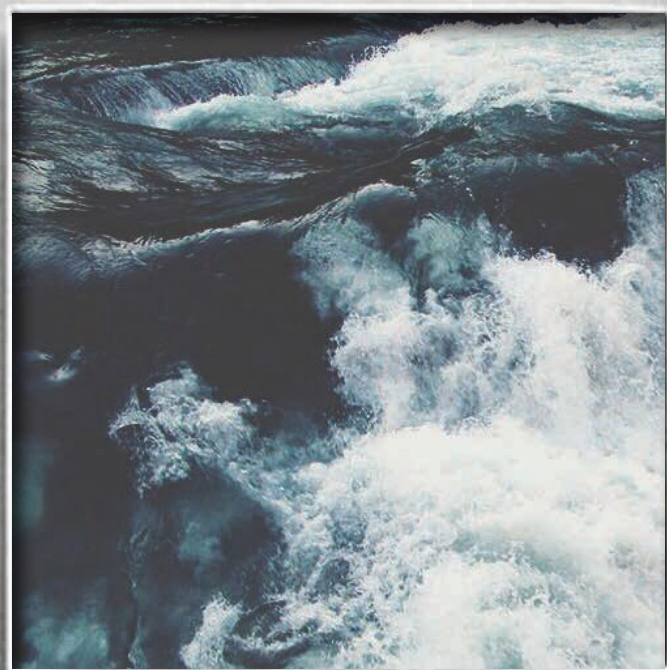












## Branding Packaging Labeling





# Atlantis Labels





# Atlantis Hangtags





# Atlantis Authenticity Patch











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