



brrr° and Strafe Outerwear Introduce Performance Cooling Apparel

New Summer Capsule from Strafe Outerwear uses brrr° cooling performance fabric to bring year-round comfort to active lifestyles.

ATLANTA — Aug. 3, 2022 — Cooling yarn innovator [brrr°](#)® has partnered with Strafe Outerwear to introduce a new line of technical apparel for men and women made with brrr° cooling performance fabric.

The Strafe Summer Capsule made with brrr° cooling fabric includes men’s and women’s technical apparel such as sun hoodies, t-shirts and shorts aimed at hikers, runners, fishers, MTBers, paddlers and anyone who enjoys an active lifestyle.

The [Strafe Summer Capsule featuring brrr°](#) can be purchased starting in August 2022 through Strafe’s website at [StrafeOuterwear.com](#) and at [Strafe’s showrooms](#) in Aspen, Colorado and Snowmass Village, Colorado.

The new Strafe Summer Capsule garments are made with brrr° cooling fabric, which has natural cooling minerals, active wicking and rapid drying to create a “Triple Chill Effect®” that instantly continuously draws heat and moisture away from your skin. The garments also have superior sun protection, and are machine washable.

“We enjoy working with a brand like Strafe that is just as committed to technical innovation and comfort as we are,” said Mary-Cathryn Kolb, Founder and CEO of brrr°. “Bringing the cooling power of brrr° to Strafe gives consumers another easy way to stay cool and comfortable no matter where life takes them.”

All brrr° products are independently tested by globally recognized third-party labs to prove that they keep you cooler and outperform other cooling brands in the market.

brrr° offers a library of hundreds of brrr° polyester and brrr° nylon yarns, brrr° Pro yarns, and brrr° recycled yarns in a wide array of synthetic or natural compositions such as cotton, wool and other materials used to achieve specific attributes in textiles.

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About brrr°

brrr°® was founded in 2014 with a vision to develop advanced cooling fabric technology that could improve the items we wear and touch in our everyday lives. brrr° uses natural cooling minerals, active wicking and rapid drying to create a Triple Chill Effect™ that instantly and continuously draws heat and moisture away from the skin. Its newest offering, brrr° Pro, uses the power of micro minerals to deliver performance level cooling for athletic and activewear apparel. The Atlanta-based company is privately held and led by Founder & CEO Mary-Cathryn Kolb, who previously held senior positions at Spanx, Seven7 Jeans, TOMS Shoes and Von Dutch.