

[432HZ PRESS RELEASE]



**“ A new variant of outdoor functional apparel “
COMFY OUTDOOR GARMENT for 432Hz
SPECIAL COLLABORATION 2021**

Originally established in Seattle in the US by the HAMMER Family who were specialists in producing homeware, COMFY OUTDOOR GARMENTS excelled in the production of down feather jackets. With World War II looming over the country, the US Army enlisted the HAMMER Family as a military surplus supplier to produce blankets and sleeping bags for their military efforts. While their products were rudimentary in its construction where simply goose feather stuffed in canvas materials, it is after the war that COMFY OUTDOOR GARMENTS devoted their resources into functionalities such as water proofing and closed seams. Through their new venture 'ALL DOWN FILLED MFG.CO', the business extended their product range to include outdoor sleeping bags, down vest and down jackets, turning COMFY OUTDOOR GARMENT into an activewear company. Years have gone past and Japanese vintage clothing specialist MAKOTO OKUYA took the opportunity to distribute the brand in Japan and in 2015 purchased the brand outright to oversee the design and production of this century old American label. Through the use of the latest fabric innovation, the high standards of Japanese craftsmanship and the distinctive Japanese design, it has since elevated COMFY OUTDOOR GARMENT into one of the hottest outdoor apparel labels in Japan. Ever since the opening of 432Hz in 2019, COMFY OUTDOOR GARMENT has been a close partner and stocked in the shop every season. To commemorate this close connection between the labels and to welcome the arrival of hiking & camping season, they have finally collaborated on a special COMFY OUTDOOR GARMENTS for 432Hz/ SPECIAL COLLABORATION 2021 Collection.



As the first collaboration between the labels, MAKOTO OKUYA (CREATIVE DIRECTOR of COMFY OUTDOOR GARMENTS) took inspiration from the Black/Yellow colour combination of 432Hz and implemented into two of their signature designs: ACTIVITY SHORTS and the WINDBREAKER SHIRT, and with the addition of the brand new APPROACH SNEAKERS that was designed in conjunction with Tokyo footwear label PLAYGROUND JP that was scheduled to launch this season. This rounds off the special collaboration collection and has a consistent theme throughout all the products in this capsule collection.





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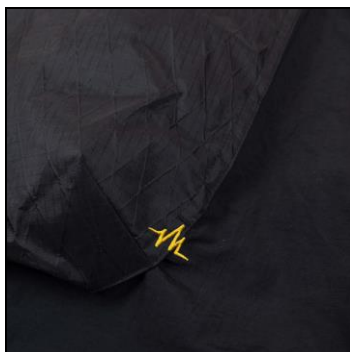
COMFY OUTDOOR GARMENT for 432Hz : ACTIVITY SHORTS

As a key pieces every season that gets sold out quickly, the ACTIVITY SHORTS by COMFY OUTDOOR GARMENTS is suitable for hiking and various outdoor activities. It is renowned for its high capacity storage pockets, and is one of the key items within COMFY OUTDOOR GARMENT's seasonal collection as well as a favourite for Team 432Hz. Going in line with the theme of 'new variant', the ACTIVITY SHORTS underwent changes for this COMFY OUTDOOR GARMENTS for 432Hz Collaborative Collection. The limited edition 432Hz ACTIVITY SHORTS not only retains the use of the highly breathable STRETCH POLYESTER fabric, but also the belt system that was an addition since the previous season's collection which makes it easily accessible for the wearer to take on or off. Also the 2 huge pockets on the side has now changed to be made from water-repellent X-PAC materials, while the embroidered logo of 432Hz stands out from the black/black colourway. Fans of COMFY OUTDOOR GARMENTS cannot miss out on this item.



PRICE : HKD\$1,380 SIZE : S / M / L / XL

COLOR : BLACKxBLACK SPEC : STRETCH POLYESTER 100% / X-PAC





**COMFY OUTDOOR GARMENT for 432Hz
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COMFY OUTDOOR GARMENT for 432Hz : WINDBREAKER S/S SHIRTS

As a complement to the ACTIVITY SHORTS that was mentioned previously, the new WINDBREAKER S/S SHIRTS is specially designed by MAKOTO OKUYA for the humid, long summer weather of Hong Kong. As an enhanced version of the normal WINDBREAKER SHIRT that was designed as a long sleeve, the new WINDBREAKER S/S SHIRT retains all the old functionality of the long sleeve version such as high breathability, water-repelling as well as the oversized cutting. The embroidered logo of 432Hz sits on the back of the shirts, while the brand retains the renowned hexagonal pocket design where only a few flips of the shirt and you could pack the entire garment into the pocket, making it very versatile and easy to carry in your bag while entering and leaving areas with high temperature differences.



PRICE : HKD\$1,480 SIZE : S / M / L / XL
COLOR : BLACK SPEC : POLYESTER 100% / NYLON 100%





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PLAYGROUND JAPAN × COMFY OUTDOOR GARMENT for 432Hz :

APPROACH SNEAKERS

Since the establishment of the brand and injecting different themes and functionality into their original designs, the design team at COMFY OUTDOOR GARMENTS invited the talented sneaker designers at PLAYGROUND JP as their technical advisor on a brand new hiking footwear design. Hailing from SHIBUYA and operating their own sneaker shop, the team at PLAYGROUND JP combined the technical use of items such as FREELOCK, FITLOCK and VIBRAM into a unified sneaker design and even offering bespoke design services for those who would love to wear special and 1-off designs. With the launch of the 432Hz collaboration, COMFY OUTDOOR GARMENTS joined forces with PLAYGROUND JP with the theme of 'APPROACH TO PLAYGROUND' and crafted this special 432Hz x PG x COMFY OUTDOOR GARMENTS / APPROACH SNEAKERS. Launching alongside the 2 apparel items, the APPROACH SNEAKERS not only used RIPSTOP fabric on the upper, but it is complemented by vegan leather and water-repellent mesh fabric to add more functionality, structural integrity and remain lite and breathable. To traverse difficult and rocky terrain, the designers used the renowned VIBRAM ROLLING SYSTEM to ensure it is ergonomically comfortable while ensuring high shock absorption, maintaining high grip and a stable ride over rocky surfaces. For ease of access, the design team implemented the FREELOCK shoelace system while the words 'APPROACH TO PLAYGROUND' can be found on the midsoles, and rounded off with a 'sunrise' graphic design on the heels to commemorate this triple-name collaboration.



PRICE : HKD\$2,180 SIZE : US 4 (22cm) - US 11 (29.5cm)
COLOR : BLACK × BLACK SPEC : RIPSTOP / VIBRAM / FREELOCK



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About COMFY OUTDOOR GARMENT

MAKOTO OKUYA founded his vintage clothing shop LOSTHILLS in the backstreets of Harajuku, Tokyo in 1996. On a buying trip in the US, he came across various apparel items from COMFY OUTDOOR GARMENTS and was attracted by its high quality and craftsmanship. After years of negotiation, LOSTHILLS gained the distribution and production rights of COMFY OUTDOOR GARMENTS in 2009 and was directing the brand on a path that utilised and merged Japanese aesthetics and design with high quality materials. In 2015, MAKOTO OKUYA went one step ahead in acquiring the ownership of the entire brand, taking the lead in design work and reinvigorating this century-old American brand with new energy, design approach and transforming it into a modern outdoor apparel label.



*** COMFY OUTDOOR GARMENTS for 432Hz Collaborative Collection will be available from Saturday, 16th of October, 2021 at 432Hz Retail Locations and Online Shop in strictly limited quantities, and only while stocks last.**

HASHTAG :

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Available at :

432Hz

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www.432hzofficial.com

Download the product shots and short video from here :

<https://www.dropbox.com/sh/zpt6c4kh8ytwo9w/AAB9FQVy94XKVfo7s9O8QQEqa?dl=0>

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