



For the 2018 Wild Country apparel line, I produced the product copy, and seo website copy to match their historical writing style with a blend of new energy. Below is a small example of the work.

Cellar Sweat - M Pant

Cool temps - perfect for sending, tough for sitting. We designed the Cellar Sweat Pant for cool days and long sessions but, they're not too shabby for lounging either. We do still suggest the occasional wash though.

Tailored from a lightweight, blend of cotton and drirelease®, they use accelerate moisture management to move perspiration to the outside of the fabric keeping you warm and dry while the added FreshGuard helps control odor. A clean cut, ribbed waistband and seamless legs combine to give you a relaxed fit that tapers to an elastic hem keeping them off your shoes. Available in 2 colors.



Cellar 2 - M Short

Warm bouldering sessions, or working the hangboard the Cellar Short's lightweight stretch cotton gives you unrestricted motion and keeps you cool.

Derived from the Cellar Pant these shorts have a flat-elastic waistband with drawcords keeping them securely in place; combined with the low-set pockets they sit perfectly under a harness. The inseam gussets provide unrestricted movement and have ventilation holes to increase airflow. To help reduce blown seams all critical wear areas are triple stitched. Available in 3 colors.



Graphic - M Tee

Treat yourself to a top travel accessory with the convenience and outdoorsy styling of the Itsy Bitsy Wallet. Made of 100% recycled Cordura® nylon, it is modern, light, and practical. Despite its slim profile, this wallet boasts a zippered opening that securely stores your money, credit cards, and receipts, complete with a coin pocket and card divider. Available in multiple colors, it fits your style and is environmentally friendly.



WC - Basecap

A long day at the crag, road trip hair, or heading out for a beer; toss on the Basecap. Made from corduroy with a unique webbing/ snap buckle closure this hat provides clean, subtle styling and a perfect fit. Toss it on and wear your lifestyle proudly no one will even notice your chalk dusted pants.



Category Intro

Organic Cotton

Cotton clothing provides you with a wide range of next to skin luxuries; soft, comfortable, and hypoallergenic not to mention the colorful patterns and designs that represent who you are. Organic cotton helps ensure these benefits are not lost to a negative environmental impact. The production of Organic Cotton is eco-friendly utilizing natural fertilization through crop rotation and organic composts like manure. It also eliminates the use of pesticides and toxic dyes which run into the groundwater. And let's not forget the little guy; organic cotton benefits small farmers by providing an opportunity to sell their crops more easily. So wrap yourself in it, sweat in it, wear it to the pub; whatever luxury you take in wearing cotton take luxury in organic cotton.

Graphic Tee

Humble, bold, unique maybe it sounds like your climbing style. Now add in a bit of humor, some classic art, and hand-drawn sketches and you start to sample the concoction of the Wild Country Graphic T-Shirts.

Born from a love of climbing and the culture that makes us Wild we have created a line of shirts that have a personality of their own.

From the crag, to the gym, to the pub wear your lifestyle proudly but let your climbing speak for itself.