



DARE2B

ELITE / EDIT

**TRAINING MANUAL**

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# ABOUT DARE 2B

**WE BELIEVE IN THE  
ENERGY OF SPORT.**

**IN THE ADRENALINE OF  
EVERY HEART BEAT.**

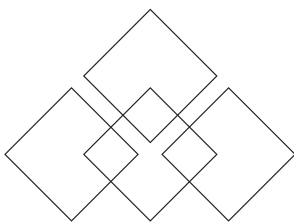
**IN THE BRAVERY OF  
EVERY GOAL.**

Ski, cycle, run or hike. We create the best looking most innovative products for our customers. To push themselves to their limits and then some.

Dare 2b has had strong sales growth year on year.

20 years have passed and still our passion for sport remains





## THE HONESTY PROJECT

As a family business built on a strongly believed set of values, we feel that honesty, courtesy and respect are essential to all the decisions we make. We focus on creating fantastic product, thoughtfully engineered for the great outdoors and in doing so will hopefully enhance the lives of those touched by our business.

We are not perfect yet, but we are striving to be committed to honesty and transparency in everything we do, every step of the way.



### RESPONSIBLE SOURCING

As an Achiever level member of the ETI, we ensure workers in our partner factories are treated fairly, with good working conditions. We have inspected over 116 factories in 7 countries to ensure that 40,000 workers are covered by the ETI Base Code.

### FASHION FOR GLOBAL CLIMATE ACTION

We are proud to have joined the UNFCCC's Fashion for Global Climate Action initiative as a signatory to the Fashion Industry Charter for Climate Action. We have committed to reduce our carbon footprint across our supply chain by selecting climate friendly and sustainable materials.

### SUSTAINABLE PRODUCT

**PFC Free Fabrics** We use fluorocarbon free (PFC free) water repellent finishes.

**Responsibly Sourced Down** 100% of our Down products are ethically sourced.

**The Microfibre Consortium** We are at the forefront of research in finding a solution to reducing the fibre loss during production.

**The Higg Index** Sustainable Apparel Coalition. We measure our environmental footprint through our membership of the Higg Index.

### SOCIAL IMPACT PROGRAMMES



THE REGATTA  
GROUP SCHOOL,  
SAVAR,  
DHAKA

We manage and fund the Regatta Group Savar School in our garment factory area in Dhaka, Bangladesh for students between the age of 4-14, some with learning and physical disabilities.

We have impacted over 3000 families to date.



We provide education on health, hygiene, nutrition and finance to female workers in Bangladesh. To date, we have reached over 10,000 workers.



We work with Newlife the Charity for Disabled Children a leader with over 25 years of experience in the field of sustainability and recycling. Profits from the sale of our donated items help to provide essential equipment for disabled children, medical research into birth defects and campaigning for change to support disabled children.

### OUR ENVIRONMENT



As a member of EOCA we help support their valuable conservation projects all over the world.

We are also making considerable changes to reduce our impact to the environment in our offices.



Basecamp, Urmston, Manchester

Our state of the art Head Quarters is based at Trafford Park, Manchester and is home to all our support functions with a range of departments including Marketing, IT, Planning and Merchandising, HR, Accounts and Credit Control, Buying and Design, Sales support and our E-commerce and Contact Centre teams.

We are lucky to have a fantastic work space. We benefit from an on-site fitness studio, a fabulous subsidised restaurant called The Campsite, free fruit, refreshments and free secure parking.





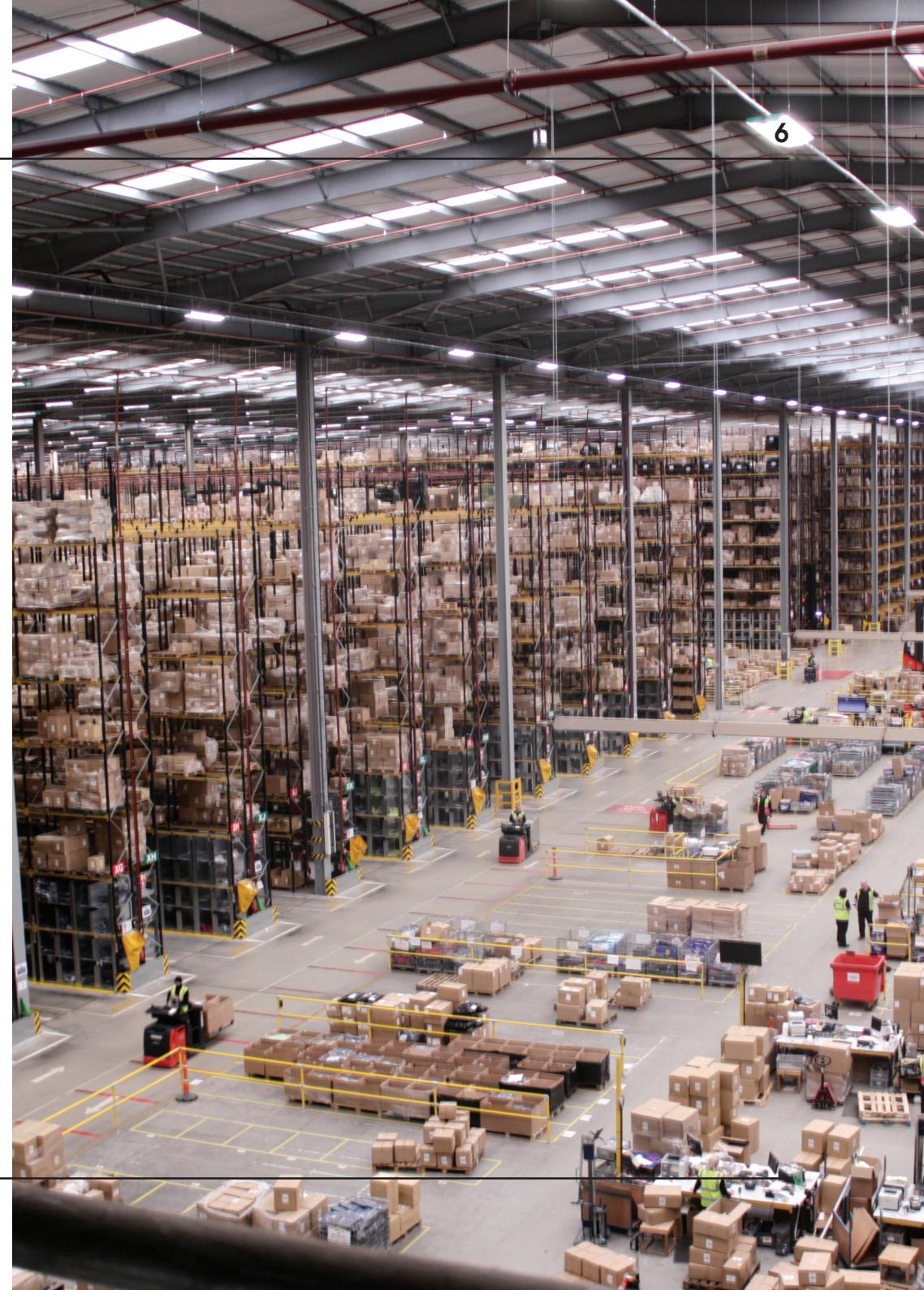
## PIONEER POINT

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Pioneer Point, Ellesmere Port.

Our world class distribution centre is based in Ellesmere Port near Liverpool, where all our products are stored under one roof , ensuring we give a first class service to all our customers around the world, we truly are a global brand.

We have opened a second warehouse in Poznan, Poland established in 2017.









### TIGNES

Sit at the base of the Grande Motte funicular station at 2,100 metres, Club Med Tignes Val Claret is the ideal all-inclusive ski resort for exploring the Espace Killy ski domain. With 300km of slopes, there's something for everyone from gentle beginner runs to thrilling off-piste challenges. Join the party after lunch with top DJs on the snow. Or for something different, take a dip into the unknown with ice diving. Then return in the evening for après ski with views of the Vanoise mountains.



### LA PLAGNE

Think of La Plagne this way: a flattish plateau, mostly above the treeline, which has steeper, forested flanks to the south and north. An extra dimension is provided by the 3417m peak of the Bellecote, which is joined to the rest of the ski area by a narrow saddle of rock, and is home to some of the toughest off-piste skiing in the Alps. There's also a cable-car link to Les Arcs.



### SIERRA NEVADA

The Sierra Nevada ski resort is one of the most important in the south of Spain thanks to the quality of their facilities and the great weather conditions during the skiing season. The resort offers ski slopes for different levels, and after a long day descending the slopes, you can relax and enjoy the many restaurants, pubs and other leisure options.







CELEBRITY COLLABORATION

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# FOR THOSE WHO DARE

NEW A W 21 COLLECTION

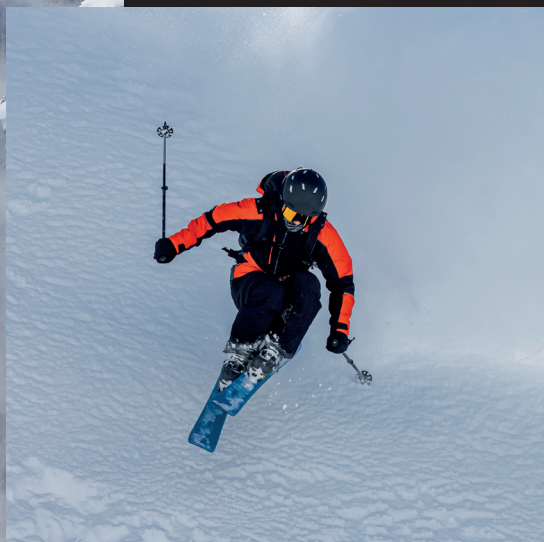
AS WORN BY  
**JENSON BUTTON**  
FORMULA 1 WORLD CHAMPION



# ***ELITE EDIT***

***VENTURE FUTHER, RIDE DEEPER AND  
PERFORM AT YOUR VERY BEST IN GEAR DESIGNED  
TO TAKE YOU BEYOND YOUR LIMITS.***

New for AW21 the Dare 2b Elite Edit offers functional, fashionable apparel made for snow and cooler climates. Selected styles are hand picked and endorsed by former Formula 1 World Champion Jenson Button.





When purchasing a jacket; no doubt one of the most vital factors influencing a decision will be how waterproof the jacket or piece of clothing is.

In the industry, the term hydrostatic head is referred to as a measure of how water resistant your material is.

One easy way to understand this is to imagine a column of water, above your fabric, and the hydrostatic head is how tall the column can be held before water starts to seep through the weave after 24 hours.

A higher hydrostatic head value means the fabric is more water resistant and therefore it can withstand a higher water pressure before a leak.

Our Dare 2b jackets and ski wear are incorporated with Ared V02 Stretch which is the name of our most advanced waterproof technology.

Our products which integrate Ared VO2 stretch are ideal for high energy activities, and even though it is commonly thought that breathability is compromised when waterproofness is maximised; Dare 2b's jackets ensure that with max waterproofness and high breathability that neither are compromised.

In addition to a high hydrostatic head value, all our jackets are treated with a durable water repellent finish which will make a product even more waterproof in terms of resistance.

Ared 20/20 is our newest fabric technology which combines 20,000 hydrostatic head with 20,000 breathability.





## NO DOWN. JUST WARMTH.

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We have made a decisive move towards ethical fashion to ban all fur and down products.

Our iLofT Eco Fill insulation is made using recycled materials from plastic bottles. Each garment uses up to 8 bottles whilst offering a better warmth to weight ratio than down.





### SEAMSMART

Seamsmart Technology in its most simple form, is the elimination of seams in important areas to provide maximum comfort.

Important areas are located on the shoulders in some products so when the wearer is wearing a backpack for example, there is minimal to no discomfort as there are no seams rubbing on the shoulders. This allows optimal comfort and allows you to remain fully focused on the activity at hand.

Removing seams offers an improved fit with less restrictive movement, whilst also enhancing the durability of the product.

Adaptability of this technology allows us to apply Seamsmart across products in all parts of our range.





## TECHNOLOGIES - ILUS CORE

### ILUS CORE STRETCH

Ideal for a variety of different activities ilus Core Stretch offers 4 way stretch properties for freedom of movement. In addition it also has a brushed back finish, which provides warmth and comfort. Offered in a variety of styling options for virtually any end use, ILUS Core technology is a first choice for experienced outdoor enthusiasts.





## QUALITY AND AFTERCARE

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At Dare 2b, we understand the importance in taking care of the garments you love to wear. This is why our team take special care in constructing individual care instructions which are located on the information label.

We strongly advise you to follow these as they have been specially written for the individual product.

A general guide to quality and aftercare of Dare 2b products;

**Care of Iloft Eco** - We suggest that you tumble dry your jacket on a low heat with a couple of tennis balls.

**Reproofing of jackets** - Dare 2b sell a reproofers that we recommend to be used after your 5th wash. Be sure to wash with soap flakes and not a detergent. For fabrics with polyamide and or stencils, we strongly advise your refrain from tumble drying these.

**Wash dark colours** separately

**Delicate fabrics** - be sure to turn the garment inside out and fasten all zippers and close all velcro









