



VRTBR® /'vɜr təˌbreɪ/ Hunting



The Story

The C7 Parka was born at 700 meters above sea level in November. It was indeed a dark and stormy night. We had been scaling a mountainside to gain access to the areas above the red deer stags, spent all day in the rain, and almost got within reach several times. We walked back to camp in the dusk using headlamps, and while we fed the fire we thought about how we could stay warm and dry in such weather. This was day one.

Four days later, the base pattern and a mock-up was ready of the first C7 WOMEN'S PARKA. The rest of the journey is about not giving up...

Ladies first

The idea quickly grew into a full concept with five styles in a complete layering system with C7 Parka and Pants as shell, T1 Mid Layer for warmth and T2 Base Layer for next-to-skin insulation.

Malene, the designer, has spent her fair share of hours outdoors in garments typically fitted for men – and not to mention, she has spent her fair share of hours at her mother's business specializing in custom dressmaking.

So instead of just downsizing a men's version and "shrink it and pink it", the natural choice was to make a women's line from scratch and design specifically for the female physique. Next step was to take the main features and functionalities and incorporate them in a corresponding men's line – but respect the difference in physique and wish for a masculine look and feel of the garments.

Both the women's and men's styles are designed to interact and complement one another on length, safety features, and integrated functionalities.

The Company

VRTBR® /'vɜr tə,brɪ/ is an innovative company with Norwegian roots and Danish design, bringing Nordic hunting gear to a new level.

Vertebrae stems from the backbone in everything we do, to stay firm to our ideas and customers. The name came up years back when Kenneth, co-founder, was injured in military service - and the x-ray pictures of the absolute low point in his life determined the only possible direction: Forward.

We are hunters, designers, soldiers and engineers and have learnt from experience – and sometimes learnt stuff the hard way. Even on a 4-hour walk, it makes sense to take care of yourself and pay attention to weather, physical condition, the terrain - and your companions if you are not out here on your own.

We have added quite a few safety features into the garment and did our best to include knowledge and experience in every detail and decision. We combine our skill-sets to push boundaries and create new ways to do things.

The Design

Silent, waterproof, esthetic, breathable, windproof - Simplicity, Functionality, Quality, Weight, Protection, Safety – in that order...

You perform better outdoors when your garments protect you. Our hunting clothing is borne from the desire to stay comfortably warm and dry and effective as a hunter. Nothing is more demanding climate than 1 degree Celsius and rain in the Norwegian fjord landscape. Our design is a fusion of modern materials and centuries of experience by hunters living near the Arctic Circle.

The best result is when you stop concentrating on how it feels to wear and only focuses on the surroundings and the experience – as it should be.



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