FOR RELEASE: Jan. 1, 2023 Sophia Lapus

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**Outdoor Voices Launches the FrostKnit Collection**

AUSTIN, Texas., Jan. 1, 2023 – Outdoor Voices kicks off 2023 by relaunching the FrostKnit collection, featuring 20 new pieces for men and women. Significant improvements to the FrostKnit fabric were made; it is now lightweight, breathable, stretchy, and insulated for cold weather. The FrostKnit collection reimagines what fitness apparel looks like; it invites consumers to move in a way that feels good to them and not let factors like cold weather stop them from moving their bodies daily.

Outdoor Voices embraces the start of the new year with this collection and advocates for steady and healthy lifestyle changes rather than setting unrealistic fitness goals. This new collection features the perfect material for light exercises such as yoga, pilates, and walking, yet it is also functional enough for high-intensity training.

“This collection feels like an extension of your favorite blanket. We worked hard to achieve the soft yet functional fabric that is supportive and sweat-proof,” said Jane Smith, director of product development at Outdoor Voices. “I am excited for our customers to experience this collection, and I hope they are as impressed as we are. Everything about this launch celebrates the joy of moving your body and feeling your best in activewear.”

The collection is available nationwide at [www.outdoorvoices.com](http://www.outdoorvoices.com) and in Outdoor Voices retail stores.

**About Outdoor Voices**

Based in Austin, Texas, Outdoor Voices is an athletic apparel and lifestyle company that designs and sells high-quality athletic clothing and accessories. Since 2013, Outdoor Voices has been on a mission to make exercise and healthy living accessible for everyone, regardless of fitness level. The company currently has a product line of over 30 pieces, including activewear to accessories such as bags, socks, and reusable water bottles. Outdoor Voices is committed to helping the environment and is proud to maintain sustainable manufacturing practices and raw material sourcing. For more information, please visit <https://www.outdoorvoices.com/pages/press/>.

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The outlet for this release will be Refinery29, a lifestyle outlet targets towards Millennial and Gen Z women who are looking for actionable and reasonable ways to improve their daily lives; the target audience for this release are women ages 21 to 35 who want to start their fitness journey and need athletic clothing that will fit into their lifestyle.