

## Fiora

### Womens sporty hooded down jacket

**The Fiora is a tight cut and nice little sporty style expressed in the rather young and very urban feel attracting the more younger audience.**

It is provided in a number of colour ways and comes with a detachable hood. Three internal positions of wool in the Fiora adds to the functional general perception of the model while the rip cuff on the inside increase moveability and gives the jacket a light and comfortable fit.

Fiora comes in four colour combinations: black/ribbon red, india ink/cendre blue, forest night/black and ribbon red/black. Fiora is available in selected shops at a retail price of € 299,95.

### Exclusive and ultra light filling

The essence of Yeti is down. Yeti uses only Crystal Down which is a special selection of big fluffy European down of the absolute finest quality. A single gram of Crystal Down consists of up to 1000 individual pieces of down. Therefore Yeti is optimal performance: high insulation at ultra low weight.

### Packable in pocket

Fiora off course has the trademark Yeti feature: it's packable, and packs into its own left hand pocket. This is possible due to the filling, which consists of large, lofty down that are easily compressed. A packed Yeti jacket takes up as little space as two oranges – and weighs a tenth.

### Yeti Down Codex

Yeti only uses European down, mainly from Poland and Germany. All Yeti down complies with the EDFA Traceability Standard.

Animal welfare is a key element for Yeti and the code of conduct is clear and monitored. Yeti only uses down that is a by-product of meat production. Yeti down comes from free-range birds with access to healthy food, water, light and shelter. The flock density, handling, and transportation are regulated. Yeti does not allow live plucking, force-feeding, or steel wire cages.

The Yeti code of conduct is based on the EDFA Down Codex and traceability (*European Down & Feather Association*). This is the only standard which also includes monitoring of actual down standard. The EDFA Down Codex is monitored and controlled by third party (*IDFL – International Down & Feather Laboratories*).

### From climbers on Mount Everest to fashionistas in Milano

Yeti is the ultimate in down products. The brand is designed for discerning outdoor enthusiasts, but the ultralight exclusive design products have found their way into the fashion world.



 **YETI™**

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