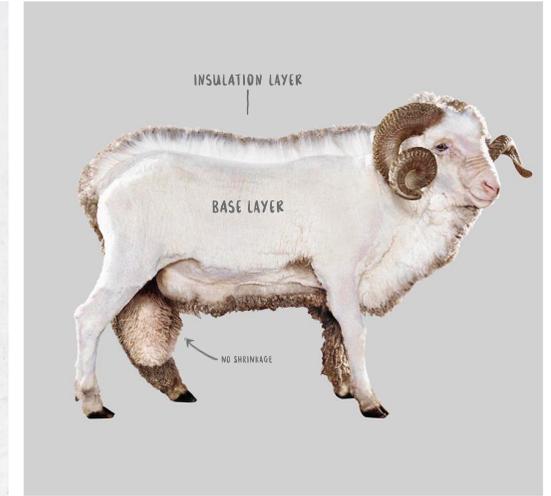


ICEBREAKER SPRING/SUMMER 2013





THE ICEBREAKER STORY

Created by nature in the extreme climate of New Zealand's rugged Southern Alps, Icebreaker merino is ideal for summer because it breathes to prevent overheating, resists odour, is exceptionally lightweight, feels silky soft against the skin and protects against the sun's harmful rays.

Launched in 1994, Icebreaker was the first company in the world to develop a merino wool layering system for the outdoors. Icebreaker merino for the outdoors, run/fitness and travel is now sold in more than 3,000 stores in 43 countries.

Join us at:
icebreaker.com
facebook.com/icebreakernz
twitter.com/icebreakernz
[icebreaker blog](#)

TRAVEL



RUN/FITNESS



OUTDOOR



SEASONAL HIGHLIGHTS

Merino pioneer Icebreaker celebrates summer with fresh styles, fabric innovations, playful graphics and high-energy colours.

The comprehensive collection includes shorts and pants to complete the top-to-toe layering system, featherweight tops in our lightest ever weight of merino, stylish new dresses and cardigans, technical sports garments, and high-protection soft shell jackets and vests.



Vista Short



Vista Short Detail



Seeker Short

GET SHORTY

Icebreaker is from the bottom of the world – and now we're making bottoms a priority. New shorts, pants and leggings complete our top-to-toe layering system.

- > First-ever woven shorts, made from 70% merino with 30% organic cotton for extra durability, strength and shape
- > Two styles each for men and women for the outdoors, travel and the city
- > Women's Villa Crop Pants are the ideal airplane pants; team the Villa Crop Leggings with a dress, skirt or tunic
- > Men's Escape pants feature roomy front pockets and a relaxed fit – ideal for the next adventure



LIGHTEN UP

Tapping into the trend for tissue-weight styles, the Willow range of featherweight women's tops is made from our lightest, finest weight of merino ever.

- > Willow Tank, Willow ¾ T, Willow Tunic and matching Vista scarf
- > Relaxed fit, jersey construction and a beautiful drape
- > Constructed from 90% merino (120gm), with 10% LYCRA® for strength and stability



Villa Wrap



Vista Hood



Villa Wrap Detail



Harmony Dress

GO- ANYWHERE LAYERS

Keep cool in the summer heat with fresh new tops, cover-ups and dresses in our Journeys travel and lifestyle collection.

- > The Villa Wrap, the Villa Cardigan, the cropped Via Cardigan and the longer-length Vista Hood - ideal cover-ups for lightweight layering
- > Wrap-around Harmony Dress and striped Pizzario Dress
- > Athena Scoop joins the Black Sheep range of premium fine-gauge knitwear



Sonic LS Half Zip



Flash SS V



Vibe SS Jersey



Free Seam Detail

SPORT INNOVATION

The GT technical sports collection hits the ground running with new assortments of performance pieces for running, the gym, fitness and cycling.

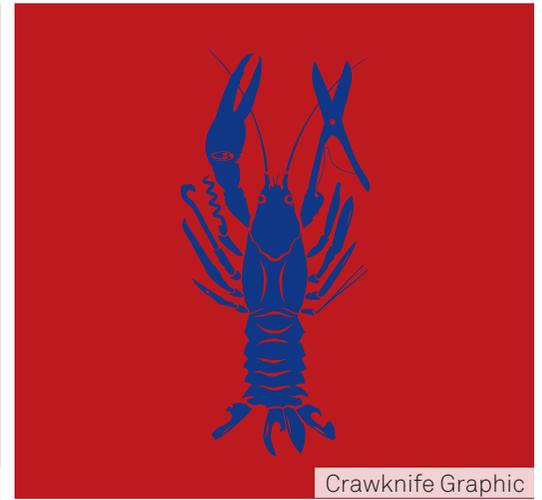
- > Soft shell jackets and vests ward off wind and rain
- > New sports tops, plus jerseys and shorts for cycling and mountain biking
- > GT150 ultralight technical base layer for running, hiking and biking
- > The innovative Free Seam prevents chafing, while eyelet mesh fabric increases ventilation



Tech SS V Chrysanthemum



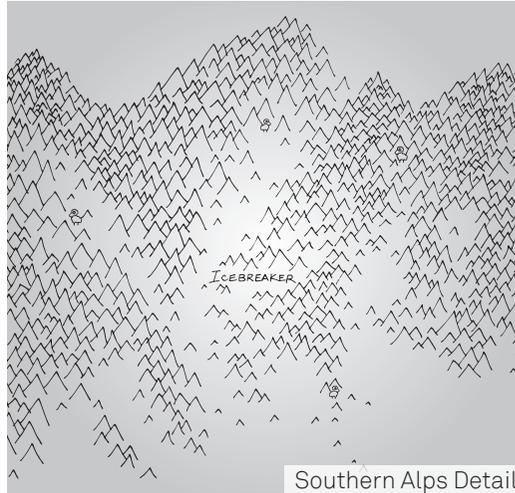
Tech SS Scoop Pohutukawa



Crawknife Graphic



Kids Tech T Lite Flutter



Southern Alps Detail



Tech T Lite SS Logbike

BOLD AND BRIGHT

Brilliantly intense colours and a strong collection of fun, active graphics from guest artists capture the heat and intensity of summer in the outdoors.

- > Confident colour palette teams strong brights with pastel shades
- > Three guest artists for Spring/Summer 2013: Penny Stotter, Adam Haynes and Ed Hepp
- > Graphics celebrate the natural world and bring contrasting ideas together in playful ways