



**THE ORIGINAL
MULTIFUNCTIONAL
HEADWEAR**
Since 1992



PRESS INFORMATION

New Buff® Headwear Autumn 2011

Date: Friday, 03 February 2012

Buff® the Original Multifunctional headwear extends their product portfolio in the active sports market still further by introducing five new styles to its already extensive range, consolidating the brand's position at the forefront of product design and development.

Invented almost 20 years ago, Buff® technical and multifunctional headwear is THE original tubular garment designed for outdoors enthusiasts which can be worn in a multitude of ways; as a scarf, balaclava, foulard, mask, neckerchief, pirate, saharaine, hairband, wristband, diadem or headband or on the head as a beanie.

Original Buff® Headwear will wick perspiration away from the skin and is seamless for maximum comfort. Made with polyester microfibre, it is wind-resistant, small enough to keep in a pocket, machine washable and fast-drying and will not fade or lose its elasticity. The range includes windproof and sun-protection, as well as high visibility products.

New products for Autumn 2011

Storm Buff®



Combining Gore Windstopper® protection with a double layer of soft-to-touch polyester microfibre, new multifunctional and reversible Storm Buff® is ideal for outdoor people who want to get out there whatever the weather conditions.

This special construction makes Storm Buff® both warm and comfortable whilst being fully reversible for two great, yet highly protective looks. The microfibre panel enables the wearer to breathe normally when worn around the nose and mouth and an adjustable drawstring means easy transformation from neckwear to headwear.

Hood Buff®

Also using Gore Windstopper®, Hood Buff® offers top warmth and protection from cold wind around the head and ears whilst the neck is protected by two layers of soft and stretchy polyester microfibre fabric. The adjustable drawstring allows the Hood Buff® to be fitted to the head as required and because the Hood Buff® is not attached to a jacket, the product moves with you so when the head is turned left or right the hood



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does not block the sight line. Hood Buff® is ideal with a soft-shell layer.



Hoodie Buff®

Hoodie Buff® is a stylish and superbly comfortable hooded garment made from polar fleece for cold weather protection with a built-in double polyester microfibre layer at the neck. Long enough to cover the nose and mouth for additional insulation yet less technical than its stable mate Hood Buff®, Hoodie Buff® is brighter, funkier and very wearable. Like Hood Buff®, the neck acts as a pivot so when turning your head you don't have your sight line blocked by the inside of the hood.

Bandana Buff®

Bandana Buff® is the edgy sibling to a traditional bandana with a double layer triangle combining warm protective polar fleece with brightly patterned Buff® polyester microfibre for style and attitude. Bandana Buff® can be worn around the head or neck, with the triangular front panels tucked snugly into the neck of a jacket or soft shell. When the wind kicks in, pull Bandana Buff® up over the nose and mouth and the special breath holes make for easier transpiration of moisture vapour from the mouth for improved comfort.



Headband Buff®

An improved version of last season's model, this dual layered headband has stretchy Buff® microfibre fabric backed with the insulating softness of Polartec® fleece. This combination protects and warms the ears while wicking away sweat and moisture.

Buff® Multifunctional Headwear can be found at all good outdoor, cycle and motorcycle retailers or online - www.buffwear.co.uk.

- Storm Buff® - RRP £28.00
- Hood Buff® - RRP £35.00
- Hoodie Buff® RRP £27.00
- Bandana Buff® RRP £22.00

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Headband Buff® RRP £21.00

Ends

Notes to editors:

For samples of any Buff® multifunctional headwear, further information or images please contact sarah@buffera.co.uk

Buff® Multifunctional Headwear can be found at all good outdoor, cycle and motorcycle retailers or online - www.buffwear.co.uk

The 'How to wear' demo video can be seen here: <http://www.buffwear.co.uk/link-to-videos.htm>

Customised Buff® headwear can be created in any logo or design. Contact maria@buffera.co.uk for further information.

Buff® and the ways to wear icons are registered trademark properties of Original Buff SA.

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