

@HOLDERNESSE

H.HOLDERNESS.COM



H. HOLDERNESS

MADE IN ENGLAND



*The Aspen Edition*

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*IT WAS A PLEASURE TO HAVE RECEIVED SUCH A WARM RESPONSE IN THE ICONIC SKI RESORT OF ASPEN. THANK YOU TO BRITTA BRISCOE FOR STYLING AND MODELLING THE COLLECTION FOR THE ASPEN CAMPAIGN, TO NATALIA MILLS FOR HER PHOTOGRAPHY, AND A SPECIAL MENTION TO THE HOTEL JEROME AND ASPEN MOUNTAIN FOR THEIR HOSPITALITY. WE CAN'T WAIT TO EMBARK ON THE AMERICAN CHAPTER OF OUR BRITISH BASE LAYER STORY AND LOOK FORWARD TO LAUNCHING THE COLLECTION IN ASPEN.*

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# OUR STORY

H. HOLDERNESS WAS FOUNDED TRYING TO SOLVE A PROBLEM.

IN THE FRENCH ALPS DURING THE WINTER OF 2016/17, FOUNDER, HENRIETTA, NOTICED THAT THERE WAS A DISPARITY IN THE LEGGINGS WOMEN WERE CHOOSING TO WEAR UNDER THEIR SKI TROUSERS, AND THE THERMAL UNDERWEAR THAT WAS DESIGNED TO PERFORM IN EXTREME WEATHER CONDITIONS.

TIME AFTER TIME, SHE SAW WOMEN REACH FOR THEIR BEAUTIFULLY PATTERNED GYM LEGGINGS INSTEAD OF THEIR FUNCTIONAL WOOLY THERMALS, BECAUSE THEY WANTED TO WEAR AESTHETICALLY PLEASING LEGGINGS THAT THEY FELT COMFORTABLE AND CONFIDENT WEARING FROM BREAKFAST TO BED, RATHER THAN UNATTRACTIVE, WOOLY THERMALS.

THE PROBLEM BEING, GYM LEGGINGS LOOK NICE, BUT WITH THEIR EXTRA FEATURES THAT MAKE THEM IDEAL FOR THE GYM, SUCH AS PANELLING, ZIPS AND POCKETS, THEY ARE BOTH UNSUITABLE FOR EXTREME MOUNTAIN CLIMATES AND UNCOMFORTABLE TO WEAR UNDER SKI TROUSERS.

UNWILLING TO SACRIFICE EITHER TECHNICAL PERFORMANCE NOR STYLE, HENRIETTA FOUNDED H. HOLDERNESS WITH THE DESIRE TO CREATE PRODUCTS THAT COMBINED THE BEST OF BOTH OPTIONS. BASE-LAYERS WITH THE TECHNICAL CAPACITIES OF TRADITIONAL WOOLLEN THERMALS, WITH THE AESTHETIC FINESSE AND STYLE OF MODERN GYM LEGGINGS. THE RESULT BEING, THERMAL BASE-LAYERS THAT PERFORM ON THE SKI SLOPES AND LOOK GOOD ENOUGH TO SHOW OFF POST-PISTE: IN THE CHALET, RESTAURANTS AND MOUNTAIN BARS. GIVING WOMEN THE CONFIDENCE TO WEAR THEIR BASE-LAYERS BEFORE, DURING AND AFTER THEIR DAY ON THE SLOPES, NOT JUST WHEN HIDDEN UNDER THEIR SKI TROUSERS.

**WE COMBINE THE FUNCTIONALITY OF WOOLLEN THERMALS WITH THE AESTHETICS OF GYM LEGGINGS TO PRODUCE THERMAL BASE-LAYERS THAT PERFORM ON THE SKI SLOPES AND LOOKS SO GOOD YOU WANT TO SHOW THEM OFF APRÈS.**





**base-layer:**  
the first layer of clothing,  
designed to sit snug against the  
skin, trapping a thin layer of  
warm air and keeping the  
wearer warm in the mountains.

## A PRODUCT CREATED FOR WOMEN, BY WOMEN

WE WANTED TO PUT INTO THE SKI MARKET A PRODUCT THAT WAS DESIGNED FOR WOMEN, BY WOMEN. BASE-LAYERS THAT INSPIRED CONFIDENCE RATHER THAN THE 'OH THAT WILL DO' APPROACH OF THE WOMEN'S SKI COLLECTIONS OF MANY SKI BRANDS AND THE SKI MARKET IN GENERAL.

THE WINTER SPORTS INDUSTRY IS A BOYS CLUB. BE IT A BIT MORE SCRUFFY AND SUNTANNED THAN THE CITY BANKER EQUIVANT IN LONDON. WE CHALLENGE YOU TO GO INTO A SKI BOUTIQUE AND CAST AN EYE OVER THE MEN'S KIT VERSUS WHAT'S AVAILABLE FOR WOMEN. WE GUARANTEE YOU'LL SEE HIGH PERFORMANCE SKI BOOTS, SERIOUSLY TECHNICAL JACKETS AND HIGH QUALITY GOOGLES ENDORSED BY MALE WINTER SPORTS ATHLETES. IN THE WOMEN'S SECTION AND YOU'LL SEE FLUFFY LINED BOOTS THAT ARE DISTINCTLY MEDIOCRE PERFORMANCE-WISE, LOTS OF TIGHT-BUM HUGGING, FLARE STYLE SALOPETTES (OKAY, THESE LOOK BEAUTIFUL BUT THE MAJORITY AREN'T EVEN WATERPROOF) AND MAYBE SOME PRETTY PINK POLES. WHILST WE ARE ALL IN FAVOUR OF A WELL CURATED SKI ENSEMBLE, WHY SHOULD WOMEN HAVE TO SACRIFICE PERFORMANCE IN FAVOUR OF STYLE?

WE'RE HERE TO OFFER WOMEN TECHNICAL APPAREL THAT SACRIFICES NEITHER PERFORMANCE NOR STYLE AND STANDS UP TO THE BOY'S CORNER. WE KNOW WE CAN HIT THE SKI SLOPES JUST AS WELL AS THE BOYS CAN (AND PROBABLY WITH MORE FINESSE) AND WE BELIEVE OUR KIT SHOULD REFLECT THAT.



BRITTA WEARS THE **GLACIER** LONG  
SLEEVE TOP AND THE NEW ZEALAND  
LEGGINGS IN THE HOTEL JEROME





BRITTA WEARS THE  
**BELLECÔTE** BASE  
LAYER SET ON AJAX  
MOUNTAIN





BRITTA WEARS THE **BELLECÔTE**  
BASE LAYER SET ON AJAX  
MOUNTAIN



BRITTA WEARS THE **PAPILLON** LEGGINGS  
AND **PAPILLON** ZIP TOP IN THE HOTEL  
JEROME





BRITTA WEARS THE **PAPILLON**  
LEGGINGS AND **PAPILLON** ZIP  
TOP IN THE HOTEL JEROME

# OUR TECH SPEC

-  THERMAL INSULATING
-  ANTI-BACTERIAL
-  SOFT-BRUSHED INTERIOR
-  BREATHABLE
-  4-WAY STRETCH
-  'BARELY THERE' SEAM SYSTEM
-  DURABLE
-  LIGHTWEIGHT
-  EASY TO WASH
-  ANTI-WRINKLE



WINTER WEIGHT



SPRING WEIGHT

- THERMAL INSULATING 
- BREATHABLE 
- 4-WAY STRETCH 
- DURABLE 
- 'BARELY THERE' SEAM SYSTEM 
- LIGHTWEIGHT 
- EASY TO WASH 
- ANTI-WRINKLE 

# OUR SOFT-BRUSHED INTERIORS



OUR WINTER WEIGHT BASE-LAYERS FEATURE A SOFT-BRUSHED INTERIOR TO SIT SOFTLY AGAINST THE SKIN AND TO ADD AN EXTRA LAYER OF PROTECTION AGAINST THE WINTER CHILL.



# BASE-LAYER TOPS



## BELLECÔTE LONGSLEEVE TOP

SKU: BTOP  
MATERIAL: 85% PL, 15% EA  
FABRIC WEIGHT: WINTER WEIGHT  
SIZES: XS-XXL

- \* THERMAL INSULATING
- ⊗ ANTI-BACTERIAL
- ▮ SOFT BRUSHED INTERIOR
- ⊗ 'BARELY THERE' SEAM SYSTEM
- ⊗ BREATHABLE
- ⊗ 4-WAY STRETCH
- ⊗ DURABLE
- ⊗ EASY TO WASH
- ☾ LIGHTWEIGHT
- ~ ANTI-WRINKLE



## GLACIER LONGSLEEVE TOP

SKU: GTOP  
MATERIAL: 85% PL, 15% EA  
FABRIC WEIGHT: WINTER WEIGHT  
SIZES: XS-XXL

- \* THERMAL INSULATING
- ⊗ ANTI-BACTERIAL
- ▮ SOFT BRUSHED INTERIOR
- ⊗ 'BARELY THERE' SEAM SYSTEM
- ⊗ BREATHABLE
- ⊗ 4-WAY STRETCH
- ⊗ DURABLE
- ⊗ EASY TO WASH
- ☾ LIGHTWEIGHT
- ~ ANTI-WRINKLE



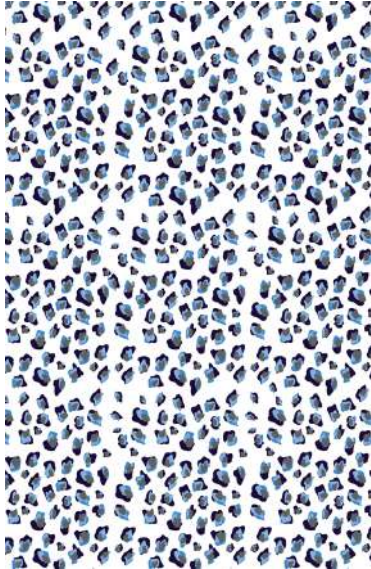
## THE CREUX LONGLINE BRA

SKU: CREUX  
MATERIAL: 82% PL, 18% EA  
SIZES: XS-XXL  
FABRIC WEIGHT: SPRING WEIGHT

- ☀ UV PROTECTIVE
- ⊗ BREATHABLE
- ⊗ 4-WAY STRETCH
- ⊗ DURABLE
- ⊗ EASY TO WASH
- ☾ LIGHTWEIGHT
- ~ ANTI-WRINKLE



# BASE-LAYER TOPS



## SNOW LEOPARD ZIP TOP

SKU: SNOWZIP  
MATERIAL: 85% PL, 15% EA  
FABRIC WEIGHT: WINTER WEIGHT  
SIZES: XS-XXL

- \* THERMAL INSULATING
- ☁ 'BARELY THERE' SEAM SYSTEM
- ☁ BREATHABLE
- ☁ 4-WAY STRETCH
- ☁ DURABLE
- ☁ EASY TO WASH
- ☁ LIGHTWEIGHT
- ☁ ANTI-WRINKLE



## PAPILLON ZIP TOP

SKU: PAPIZIP  
MATERIAL: 85% PL, 15% EA  
FABRIC WEIGHT: WINTER WEIGHT  
SIZES: XS-XXL

- \* THERMAL INSULATING
- ☁ 'BARELY THERE' SEAM SYSTEM
- ☁ BREATHABLE
- ☁ 4-WAY STRETCH
- ☁ DURABLE
- ☁ EASY TO WASH
- ☁ LIGHTWEIGHT
- ☁ ANTI-WRINKLE



## LYNX ZIP TOP

SKU: LYNXZIP  
MATERIAL: 82% PL, 18% EA  
SIZES: XS-XXL  
FABRIC WEIGHT: SPRING WEIGHT

- \* THERMAL INSULATING
- ☁ 'BARELY THERE' SEAM SYSTEM
- ☁ BREATHABLE
- ☁ 4-WAY STRETCH
- ☁ DURABLE
- ☁ EASY TO WASH
- ☁ LIGHTWEIGHT
- ☁ ANTI-WRINKLE

# BASE-LAYER LEGGINGS



## GLACIER LEGGINGS

SKU: GLEG

MATERIAL: 85% PL, 15% EA

FABRIC WEIGHT: WINTER WEIGHT

SIZES: XS-XXL

- \* THERMAL INSULATING
- ⊗ ANTI-BACTERIAL
- ▮ SOFT BRUSHED INTERIOR
- ⊗ 'BARELY THERE' SEAM SYSTEM
- ☁ BREATHABLE
- ⊞ 4-WAY STRETCH
- ⊙ DURABLE
- ⊞ EASY TO WASH
- ☾ LIGHTWEIGHT
- ~ ANTI-WRINKLE



## BELLEÇÔTE LEGGINGS

SKU: BLEG

MATERIAL: 85% PL, 15% EA

FABRIC WEIGHT: WINTER WEIGHT

SIZES: XS-XXL

- \* THERMAL INSULATING
- ⊗ ANTI-BACTERIAL
- ▮ SOFT BRUSHED INTERIOR
- ⊗ 'BARELY THERE' SEAM SYSTEM
- ☁ BREATHABLE
- ⊞ 4-WAY STRETCH
- ⊙ DURABLE
- ⊞ EASY TO WASH
- ☾ LIGHTWEIGHT
- ~ ANTI-WRINKLE



## NEW ZEALAND LEGGINGS

SKU: NZWW

MATERIAL: 85% PL, 15% EA

FABRIC WEIGHT: WINTER WEIGHT

SIZES: XS-XXL

- \* THERMAL INSULATING
- ⊗ ANTI-BACTERIAL
- ▮ SOFT BRUSHED INTERIOR
- ⊗ 'BARELY THERE' SEAM SYSTEM
- ☁ BREATHABLE
- ⊞ 4-WAY STRETCH
- ⊙ DURABLE
- ⊞ EASY TO WASH
- ☾ LIGHTWEIGHT
- ~ ANTI-WRINKLE

# BASE-LAYER LEGGINGS



## SNOW LEOPARD LEGGINGS

SKU: SNOW

MATERIAL: 87% PL, 13% EA

FABRIC WEIGHT: SPRING WEIGHT

SIZES: XS-XXL

- \* THERMAL INSULATING
- ☁ 'BARELY THERE' SEAM SYSTEM
- ☁ BREATHABLE
- 🔄 4-WAY STRETCH
- 🛡 DURABLE
- 🧺 EASY TO WASH
- 🌙 LIGHTWEIGHT
- 👉 ANTI-WRINKLE



## LYNX LEGGINGS

SKU: LYNX

MATERIAL: 87% PL, 13% EA

FABRIC WEIGHT: SPRING WEIGHT

SIZES: XS-XXL

- \* THERMAL INSULATING
- ☁ 'BARELY THERE' SEAM SYSTEM
- ☁ BREATHABLE
- 🔄 4-WAY STRETCH
- 🛡 DURABLE
- 🧺 EASY TO WASH
- 🌙 LIGHTWEIGHT
- 👉 ANTI-WRINKLE



## PAPILLON LEGGINGS

SKU: PAPI

MATERIAL: 87% PL, 13% EA

FABRIC WEIGHT: SPRING WEIGHT

SIZES: XS-XXL

- \* THERMAL INSULATING
- ☁ 'BARELY THERE' SEAM SYSTEM
- ☁ BREATHABLE
- 🔄 4-WAY STRETCH
- 🛡 DURABLE
- 🧺 EASY TO WASH
- 🌙 LIGHTWEIGHT
- 👉 ANTI-WRINKLE

# BASE-LAYER LEGGINGS



## ROSE LEGGINGS

SKU: ROSE

MATERIAL: 87% PL, 13% EA

FABRIC WEIGHT: SPRING WEIGHT

SIZES: XS-XXL

- 
- \* THERMAL INSULATING
  - 👤 'BARELY THERE' SEAM SYSTEM
  - 🌀 BREATHABLE
  - 🔄 4-WAY STRETCH
  - 🛡️ DURABLE
  - 🧺 EASY TO WASH
  - ☀️ LIGHTWEIGHT
  - 🌊 ANTI-WRINKLE



## NEW ZEALAND LEGGINGS

SKU: NZSW

MATERIAL: 87% PL, 13% EA

FABRIC WEIGHT: SPRING WEIGHT

SIZES: XS-XXL

- 
- \* THERMAL INSULATING
  - 👤 'BARELY THERE' SEAM SYSTEM
  - 🌀 BREATHABLE
  - 🔄 4-WAY STRETCH
  - 🛡️ DURABLE
  - 🧺 EASY TO WASH
  - ☀️ LIGHTWEIGHT
  - 🌊 ANTI-WRINKLE



# ACCESSORIES



**THE SNOODS  
AVAILABLE IN  
CHARCOAL  
ICE BLUE  
DUSTY PINK**

SKU: SCHAR/SBLUE/SPINK  
MATERIAL: 87% SHERPA PL

- \* THERMAL INSULATING
- 🐼 'BARELY THERE' SEAM SYSTEM
- 🌀 BREATHABLE
- 🔄 4-WAY STRETCH
- 🕒 DURABLE
- 🧺 EASY TO WASH
- 👉 LIGHTWEIGHT
- 👉 ANTI-WRINKLE

## TESTIMONIALS

"I LOVE MY H.HOLDERNESS THERMALS. I HAVE BEEN LIVING IN THEM THIS SEASON. I'M ON THE MOUNTAIN EVERY DAY AND LIVE IN LEGGINGS - THESE ARE AMAZING AND I WEAR THE SAME PAIR AS LONG AS I CAN BEFORE I NEED TO WASH THEM. SOFT, WARM, AND CUTE TO BOOT"

*MEGAN HARROD, ALPINE COMMUNICATIONS MANAGER (U.S. SKI AND SNOWBOARD ASSOCIATION)*

"THE GLACER WINTER WEIGHT LEGGINGS WERE ABSOLUTELY IDEAL FOR THE WEEKEND, WITHSTANDING COLD TEMPERATURES UNDER MY TOURING PANTS WHICH ARE SHELL. I WENT SKI TOURING IN THEM AND SKIING - INCLUDING LONG, COLD CHAIR LIFTS (I GET FREEZING) AND THEY PERFORMED BRILLIANTLY."

*ABI BUTCHER (FREELANCE WINTER SPORTS JOURNALIST)*

"I HAVE BEEN IN ANTARCTICA WITH CLIENTS AND THESE LEGGINGS ARE AMAZING, ABSOLUTELY GREAT AND SUPER EFFECTIVE IN ANTARCTICA. I WORE THEM LOADS!"

*ROBYN WOODHEAD (DIRECTOR OF WHITE DESERT)*

H. HOLDERNESS HAVE TAKEN THE FUNCTIONALITY OF TRADITIONAL THERMALS AND THE STYLE OF ACTIVEWEAR TO CREATE A SMART BUT EQUALLY STYLISH PRODUCT THAT OUGHT TO BE THE LATEST ADDITION TO ANY SKIER'S WARDROBE.

*THE SKI CLUB OF GREAT BRITAIN*

## AS SEEN IN



## **CONTACT**

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