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DC SHOES AND P.E NATION COLLAB ON ANOTHER SNOW CAPSULE

FASHION-FORWARD COLLECTION TO DEBUT OCTOBER 29



Huntington Beach, California, October 29, 2019 -

Southern California-based skateboarding and streetwear brand **DC Shoes** is once again collaborating with Australian street-meets-sportswear brand **P.E Nation** for a second season of limited technical snow wear with a three-piece capsule. Designed for women who are unwilling to sacrifice style for true on-mountain performance, this collaboration effectively pairs DC's authenticity and reliability with P.E Nation's bold colors and design sensibility.

The **P.E Nation X DC Shoes** collection launches **October 29th** and is available at **pe-nation.com**, **dcshoes.com**, and **select retailers globally**.

Fusing P.E Nation's strong street-sport aesthetic with DC's technical snow styles, the collection evokes a powerful presence with disruptive aesthetics, premium quality, and technical aspects that only DC can offer. Insulated lining, 15k waterproof rating, and breathable weather defense technologies complement P.E Nation's visual language to create functional fashion for the mountain.

Marked by their unique convergence of nostalgic retro color-blocking with clean lines and a tomboy attitude, P.E Nation has become a global force to be reckoned with. The mash-up of these two natural disruptors brings three on-trend, yet timeless, new pieces.

Shop the collection from October 29 > dcshoes.com/penation



MEDIA NOTES

1. **P.E Nation X DC Counterpunch Jacket** - USD \$249.95

Tailored bib pant combines top-shelf tech features with 15K waterproofing and a fashion-focused fit.

2. P.E Nation X DC Skyline Jacket - USD \$219.95

A modernized version of a vintage classic. This military-inspired Anorak features 10K waterproofing, a large zippered kangaroo pocket and a half side-zip for easy on and off.

- P.E Nation X DC Softshell Pant - USD \$179.95

A timeless classic featuring the comfort of softshell construction, tailored fit and 5-pocket denim jean styling.



ENDS

About DC Shoes, Inc.

From the creative force behind legendary brands Eightball, Droors, and Dub, **DC Shoes** was launched in 1994 as a profound disruption to the skateboarding industry. Founders **Damon Way** and **Ken Block** personified the collision of attributes that has uniquely guided DC for 25 years.

A juxtaposition of music, art, and streetwear sensibilities with oversized confidence, style, and performance created a dynamic brand position which challenged the status quo on every level. This explosive creativity quickly grew from skateboarding to snowboarding, surfing, motocross, and streetwear. Smashing together athletic aesthetics with military-grade performance, DC established itself through groundbreaking product and an unmatched roster of team-riders who lived and breathed the brand ethos.

Complementary to this authentic skate foundation, DC helped shape modern collaboration culture by pioneering partnerships with brands like **Supreme** and artists like **Shepard Fairey**. Guided by this DNA and true to the founders' intent, DC continues this rich legacy today with the same irreverent attitude, rule-breaking style, and entrepreneurial hustle that birthed it. Then, now and always, DC is here to PUSH.

About P.E Nation

P.E Nation was established in Sydney, Australia by **Pip Edwards** and **Claire Tregoning**. Since its launch in 2016, the brand's range of street-meets-sportswear has expanded to include technical activewear, retro-inspired streetwear, footwear, and accessories. 2018 has seen the introduction of swim, menswear, denim capsules, collaborations with **DC snow**, Woolmark, and Superga- with many international collaborations in the pipeline for the brand.

P.E Nation comes from a need for multi-faceted activewear, given the global shift towards juggling fast pace life. This gap in the market is what led two best friends with an impressive history in fashion to create P.E Nation. Their design and business pedigree, combined with a clear and distinct vision for the brand, has allowed them to create covetable and adaptable activewear that is taking on the global scene.

The P.E Nation philosophy is centred around quality design and construction, while being fashion-forward, comfortable and functional.

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