

# ZAPPED

PLAY HARD ⚡ BE SEEN



## FALL COLLECTION 2018

REFLECTIVE GEAR FOR RAD KIDS





## THIS WINTER IS ABOUT TO BE A WHOLE LOT BRIGHTER THANKS TO ZAPPED OUTFITTERS

**ZAPPED** is highly visible reflective and durable street wear disguised as rad everyday essentials for school-aged kids so they can play hard **AND** be seen, especially in those dark winter months.

### THE **ZAPPED** STORY

**ZAPPED** Outfitters was founded by active sportswear designer Scarlet Kux-Kardos. Her 10-year-old son made her realize how unaware most kids are about being seen on the street. She soon recognized the gap in the market for reflective gear that could lighten up dull days while keeping kids visible. She was inspired to make a line of practical, stylish, edgy, fun and incognito essentials.

**ZAPPED** makes your decisions easy by offering all the vivid nitty-gritty gear your kids need, with designs that suit both little dudes and little dames. Our launch collection includes a ball cap, a jacket, a backpack, slip-on sneakers and fleece-lined high tops; that illuminate your kids from head-to-toe while allowing them to blend in.

Our brand's goal is to add lightness to the world, in ways big and small. Reflective essentials mean less waste on unnecessary clothing, and more focus on the practical. Gear built for utility fused with superior design equals fewer necessities in the closet.

A partnership is currently being considered with an organization whose purpose is to give light to those in need around the globe, to light the way for future generations. We welcome all suggestions for a cause on our social media, or contact us through email!

[www.zappedoutfitters.com](http://www.zappedoutfitters.com)

Questions or comments? Connect directly at [tellmemore@zappedoutfitters.com](mailto:tellmemore@zappedoutfitters.com)

## FOR OUR NEXT COLLECTION

We will continue to offer everyday essentials to keep kids warm and dry, while offering the unique aspect of fully reflective. **ZAPPED** intends to become a leader in kid-focused fabric technology. We will continue to make our choices based on our **BE SEEN** value, and we will continue to proudly grow organically and lead by example for future generations, sharing light with others around the world in ways big and small.



# HOW DOES THE FABRIC WORK?

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The reflective print on Zapped products works in the same way as high-visibility reflective tape, and very similarly to paint used on street signs and road markers.



Zapped custom prints are made up of millions of microscopic glass beads that refract light back to the source within a very tight angle, allowing the silver print underneath to reflect light.



One other little factoid: the reflecting print you see 150 metres ahead of you has travelled 300 metres, first moving 150 metres from your light to the reflective print, hitting the "mirror," then returning another 150 metres to your eyeballs. Good thing light travels . . . at the speed of light!



The performance of a reflector is still noticeable just outside of the reflected range, but performance decreases. This means that as the angle between the light, the reflective object and the observer shifts, the reflective reaction also increases or decreases. Think of how you see your reflection in a mirror. As you move to the far side of a mirror, the less you see of yourself.





## THE BACKPACK

BP17-02



**An everyday durable pack for school, the street or the skatepark.**

- Be seen and keep your stuff dry with reflective, water resistant fabric
- Abrasion resistant base and front flap
- Side water bottle storage
- 2-way zippers, front stuff-it pocket
- Chest strap and top handle
- Secondary zip pocket & internal sleeves
- Smart-phone and cord escape
- Built in whistle on chest strap
- Comfy carrying with padded and adjustable shoulder straps

Dimensions: 17.5" height x 12.5" width x 5" depth  
(44.5cm height x 32 cm width x 12 cm depth)

## THE JACKET

JK17-01



**Raining, windy and cool? We've got you covered.**

- The Slightly sophisticated, 3-season jacket for rad kids.
- Play hard and be seen in this hooded, reflective, wind and rain-proof essential
- Hip length jacket with flip-back brim and sculpted hem
- Available in sizes XS-XL
- Dual entry pockets to keep hands warm with elastic cuffs to keep the cold out
- Secret stuff-it pocket and chest zipper pocket
- Brushed tricot lined upper
- Taffeta lined sleeves, hood and lower

## THE HIGH TOP

SH17-03



**Rowdy Weather? Oh Well. Gear up with this re-invented classic high-top.**

- Light up the street with reflective feet
- Stay warm with ultra-plush fleece lining and water resistant outer
- Play hard with rubber toe cap, extra durable heels and vulcanized soles
- Out the door in lightning speed with elasticized laces durable inside zipper and rear-loop
- Padded tongue
- Cushioned footbed for all-day play and comfort
- Available in sizes 12-5

## THE SLIP ON

SH17-01



**Say NO to laces and YES to rad everyday slip-ons.**

- Play hard with these flashy, comfy water-resistant casuals
- Rugged rubber toe cap
- Reinforced heel for durability
- Tough elastic fit and vulcanized soles
- Out the door in lightning speed with rear loop easy-on
- Padded collar and cushioned footbed for all-day play and comfort
- Available in sizes 12-5



## NEED HELP CHOOSING YOUR SIZE?

We know how much of a range there can be with age vs. size in our kids, so please consider the age indicator a rough average.

### SIZE CHART

JACKET	XS	S	M	L	XL
AGE - YEARS	5-6 1/2	6 1/2-8	8-9 1/2	9 1/2-11	11-12 1/2
CHILD CHEST	23-25"	25-27"	27-29"	29-31"	31-33"
JACKET CENTER BACK LENGTH	22"	23 1/4"	24 1/2"	25 3/4"	27"
JACKET CHEST CIRCUMFERENCE	30 1/4"	32 1/4"	34 1/4"	36 1/4"	38 1/4"
JACKET SLEEVE FROM SHOULDER POINT	17 1/2"	18"	19 1/2"	21"	22 1/2"

### FOOTWEAR

	12	13	1	2	3	4	5
AGE - YEARS	5-6	6-7	7-8	8-9	9-10	10-11	11-13
INSOLE LENGTH (CM)	18.3	18.9	19.5	20.7	22.1	23.4	24.7
EURO SIZE EQUIVALENT	28	29	30	32	34	36	38
CLOSEST COMPETITOR SIZE EQUIVALENT	12	13	13.5	1.5	3	4.5	6

## THE CAP

FW17-03



- BOOM! Flat bill, mesh-backed ball cap
- Light up your noggin with reflective front panel
- Fit any head with flat bill, mesh-backed snap adjustment
- 3D embroidered Zapped logo is on there for life

Inside circumference: 22.5"  
Brim measure: 3"



## FALL 2018 OVERVIEW

PLAY HARD BE SEEN



### THE BACKPACK

BP17-02



### THE SLIP ON

SH17-01



### THE JACKET

JK17-01



### THE CAP

FW17-03



### THE HIGH TOP

SH17-03



### THE BEANIE

RT17-07

NORMAL DAYLIGHT

WITH REFLECTOR



black

- Classic pom-pom beanie infused with REFLECTIVE yarn.
- Broad roll up cuff with fold-over woven label.

### THE HOODY

HD17-04



grey



black

- Long-sleeved, hooded sweatshirt made from a cotton blend.
- Kangaroo pocket, ribbing at cuffs and hem, and soft, brushed inside.
- Glow-in-the-dark front logo with sleeve graphic.
- Sizes S - L

### THE TEE

SS17-05



grey



black

- Short-sleeved cotton jersey T-shirt.
- Glow-in-the-dark front logo with back hem graphic.
- Sizes S - L

### THE LONG SLEEVE

LS17-06



white



black

- Long-sleeved, cotton jersey T-shirt.
- Glow-in-the-dark front logo with sleeve graphic.
- Sizes S - L