

PENDLETON®



issue no.1
Craftsmanship
Connections
Generations

WOVEN



Photo by Janina Meyer, @janinameyerphotography



Photo by Cameron Powell & Taylor Colson Horton, @and.delight.reigned



Photo by Grace Adams, @grace_adams



Photo from Matt Raven



Photo by Jeff Chang, @jeffchangphotog

Front: Issac Lane Kova, isaaclaneoval.com


"Patient observer of the stars. Grinning wild-child of the mountain and its rivers. Adventurous spirit with camera in hand. Captures moments of wonder and joy. Based in Portland, OR, Isaac on an advertising photographer with a focus on outdoor adventure and active lifestyle photography. Some of his clients include Keen Footwear, REI, Nike, and Outside Magazine."

Back: Brandon Burk, brandonburkphotography.com

"I love exploring the great outdoors. I love hiking, A-frame cabins, leather goods, mountains, ranches, lakes, canoes and evergreen trees. I love wearing [Pendleton's] flannel shirts. I can wear anything in their menswear department. Buffalo check and South-western patterns are some of my favorites to wear."

Through the eyes of Pendleton Brand Ambassadors

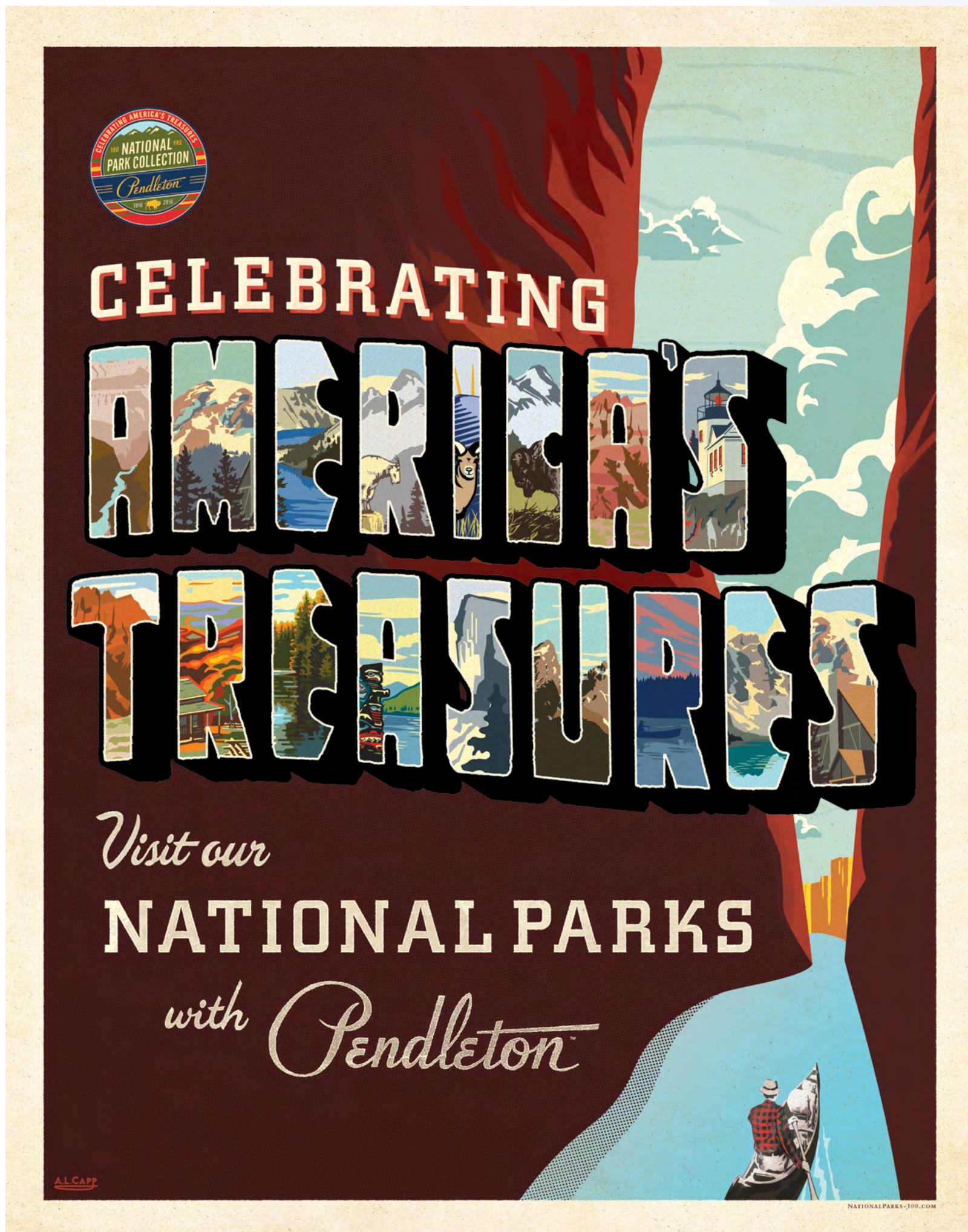
At home or out for adventure, the Pendleton Brand Ambassadors created the amazing images you see here. Find your inspiration through their journeys.

 This icon indicates a link for more information can be found in our digital publication. Visit pendleton-usa.com/mag for the interactive version.



Warranted to be
 Quality craftsmanship
 enriching lives and
 connecting generations.

Photo by Ben Pham & Michelle Strizhjus, @phamisolive & @michellstrizhjus



Our award-winning graphics for the 2016 National Park Service centennial celebration feature artwork from Pendleton blanket labels in vintage-style postcard letters, and a familiar figure from Pendleton advertising called "Buffalo Chuck."



*“One touch of nature makes
the whole world kin.”
–William Shakespeare*

NATIONAL PARKS CENTENNIAL

CELEBRATING OUR PARKS



Photos by Kristian Irey, @kristianirey at Glacier National Park

In 1910, Glacier National Park was dedicated as one of “America’s Treasures.” The founder of the Great Northern Railroad, James J. Hill, commissioned Pendleton Woolen Mills to create a special blanket for guests at the new park’s lodge. The Glacier National Park blanket debuted in 1916 and has been in production ever since.

Pendleton has been producing blankets to honor our national parks for a century. The blanket stripes reflect the landscape and fauna of each park. The woven labels are vintage-style works of art that recall the windshield stickers given to early motorists who braved mountain roads to visit each park by car.



Photo by Kristian Irej, @kristianirej at Glacier National Park

#PENDLE10PARKS 🌐

Thanks to the #pendle10parks explorers, the intrepid wanderers who took ten National Park blankets home to their respective parks. Check out their Instagrams to see more amazing work.



Photo by Nikolai Karlov, @nikarlov at Acadia National Park



Photo by Emmanuel Beltran, @stick_e at Badlands National Park

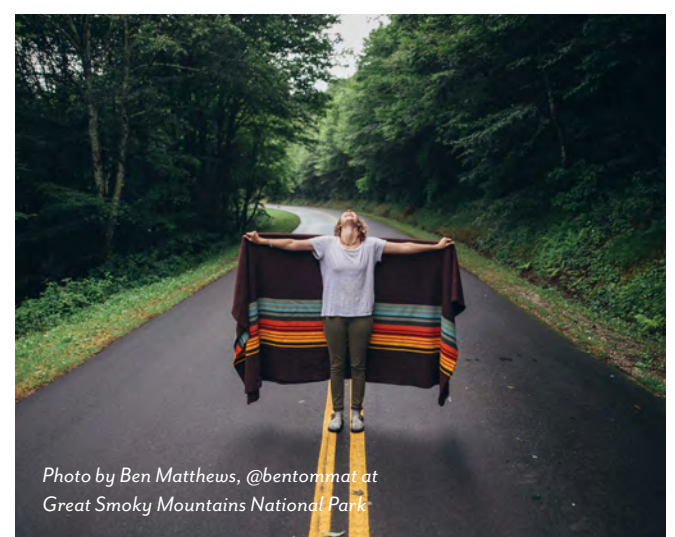


Photo by Ben Matthews, @bentomat at Great Smoky Mountains National Park



Photo by Kate Rolston, @kate_rolston at Rocky Mountain National Park



Photo by Kyle Houck, @kylehouck at Crater Lake National Park



Photo by Kristian Irej, @kristianirej at Grand Canyon National Park



Photo by Keith Savage, @keithsavage at Mount Rainier National Park



Photo by Allie Taylor, @allietaylor at Yosemite National Park



Photo by Our Free Ways, @ourfreeways at Yellowstone National Park



Photo by Nikolai Karlov, @nikarlov

NATIONAL PARK COLLABS

Pendleton's celebration of the National Park Service centennial was more than just a great birthday party. The National Park Foundation works to preserve these treasures with fundraising and volunteer service. Pendleton contributed a percent of sales from the National Park Collection to raise money

and increase awareness for protecting the parks for future generations.

Joining Pendleton on this journey were other great brands that share the same passion for preserving American's treasures for today and tomorrow.



Photo by NIKE

Nike

This limited-edition shoe used a custom stripe based on the 100-year-old Glacier Park stripe.



Photo by Poler

Poler Stuff

Portland-based Poler reworked the classic pattern dedicated to Oregon's only National Park: Crater Lake. They are sure to enhance your Camp Vibes!



The Many Glacier Hotel's Helical Stairs



The Grand Canyon Depot



PARKS DONATION

A portion of the sales of all items in the Pendleton National Park Collection helps fund landmark restoration projects at two of our nation's most beloved parks.



Airstream

100 limited edition Pendleton National Park Airstream trailers hit the road this year.



Alma Chocolate

Mother-daughter Portland chocolatiers created a very special collection of park-based treats.



Photo by Eddie Bauer

Eddie Bauer

Famed outdoorsman Eddie Bauer also wore Pendleton, so it is fitting that the iconic Eddie Bauer Skyliner jacket received a Pendleton Park Stripe edition.



Photo by UGG

UGG® Australia

A perfect marriage of shearling fleece interiors and woven wool exteriors celebrate the patterns and colors of the National Park blanket designs.



Photo by REI

REI

Northwest-born REI released a singular blanket that celebrated the retro designs of the National Park blanket labels.



Photo by @draftmag

Rogue Ales

Oregon craft brewer Rogue Ales brought beverages to the party, with a beautiful Pendleton Pale Ale dressed in the pattern of the Crater Lake blanket.

GLAMPER OR A CAMPER?

The perfect camp bed is:

- a. A real bed, in a beautiful place, with a door that closes against the weather.
- b. A folding cot to keep me off the cold ground.
- c. An inflatable mattress under a warm sleeping bag.
- d. My trusty mummy bag and flat ground under the stars.

Your idea of nature is:

- a. Taking a walk at the city waterfront on a well-swept sidewalk, hoping not to scuff your Louboutins.
- b. Sitting on your deck with a view of downtown, a tasty martini and a Pendleton throw for the chill.
- c. A well-planned day hike in a national park, because you believe in being prepared.
- d. An extended backpacking adventure in the back country that culminates in tossing boots into a gully.

Any luxurious camping facilities should include:

- a. Full cabins complete with bathrooms and electricity. Five-star meals in the lodge are a given.
- b. A tastefully appointed yurt, a personal chef, a hiking instructor, and a magically smokeless campfire.
- c. Indoor bathrooms, a picnic table, and fire pits for the homemade s'mores. KOA all the way!
- d. "Luxurious camping" is an oxymoron. Give me the open sky, a jackknife and a dry match, and I can make camp.

Food for your trip should be:

- a. Packed in a beautiful picnic basket with fine wine. Presentation is everything.
- b. I don't concern myself with food, other than to eat whatever the chef provides for me.
- c. Fun food! Hot dogs, s'mores, and ice cold beer. Have you tried Pop-tarts crumbled in instant oatmeal?
- d. Maximum fuel for minimum weight — dehydrated, reconstituted, whatever gives me the energy I need.



As & Bs

GLAMPER all the way! The finer things in life include the great outdoors. Enjoy a stay in a luxury glamping resort, or book a room in a national park lodge for rustic beauty!



Cs & Ds

I can't believe they added Glamper to the dictionary. I'm a CAMPER. You totally have the rough-and-ready spirit of a born camper. Grab your friends, pack your tent and go enjoy the great outdoors!



Photo by Maria & Tanner Wendell Stewart, @mariawendellstewart & @tannerwendell

Listen to the Podcast: "I LIVE IN A NATIONAL PARK"

WOOL SAVED MY LIFE

Stephen Jabaut was about to embark on the worst cross-country skiing expedition of his life.

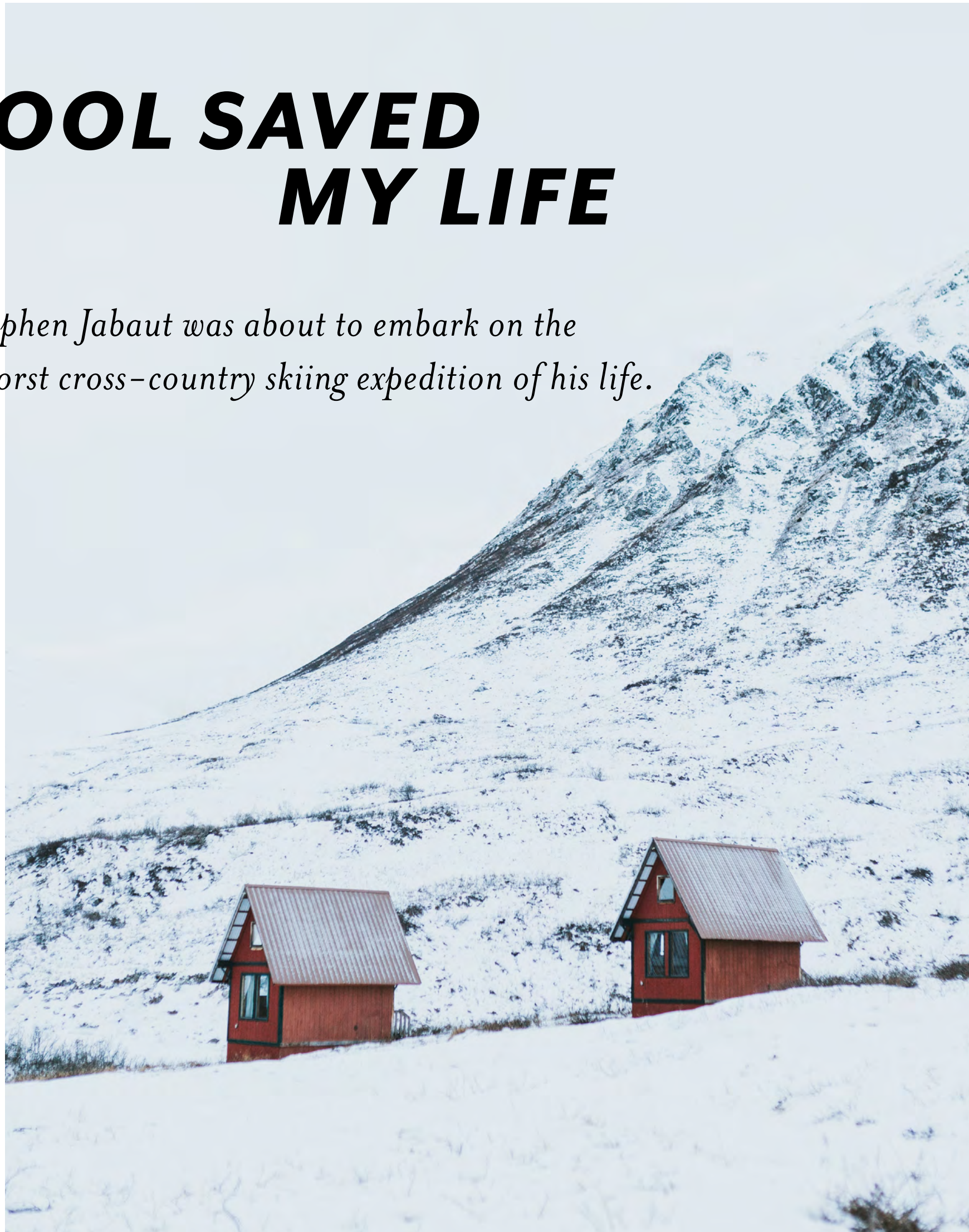


Photo by Kristian Irej, @kristianirej in Alaska, 2016

PENDLETON THREADS PODCAST

When it's time for stories about wool, Pendleton fans have many to tell. This year saw the launch of the Pendleton Threads podcast, with two episodes that showcase the lifesaving properties of wool. Wool is nature's first line of defense against the elements. In the age of tech-fibers and synthetics, it's inspiring to hear testimonials from people who credit their survival to wool. Stephen Jabaut was a 25-year-old model who decided to take advantage of a crisp winter day in New York State's snowy Adirondack Park. He was about to embark on the worst cross-country skiing expedition of his life.

**LISTEN TO THE FULL
STORY ON OUR
PODCAST.**

tinyurl.com/jdcvq9



Photo from Stephen Jabaut



AMERICAN
INDIAN
COLLEGE
FUND


GIVING BACK:

THE COLLEGE FUND



AMERICAN INDIAN COLLEGE FUND BLANKETS

NASKAN SADDLE BLANKET

Johano-ai, the Navajo sun god, begins his day in the east and rides one of his five horses across the sky to his post in the west while dragging his shining, golden orb—the sun. As his horse gallops across the sky, gorgeous hides and ornately woven blankets, known as naskan, lie beneath its hooves. This blanket derives its mountain pattern and name from these sacred Navajo blankets. 


Introducing our 2017 GIFT of THE EARTH College Fund Blanket. Find out more in our digital version. 




The Important Work of the College Fund

Pendleton is immensely proud to work with the American Indian College Fund through a series of beautiful blankets. A portion of the sale of every College Fund blanket goes to support the goal of this important organization: to enable deserving Native students to pursue their educational dreams.

Education is key to success. Currently, less than 1% of Native Americans participate in any form of higher education. Last year, the Fund disbursed 6,000 scholarships to deserving Native American students.

To read about the scholars helped by the College Fund, visit standwithnativestudents.org. 

SHONDINA LEE YIKASBAA

Shondina Lee Yikasbaa is a Navajo student and fashion stylist. See more of her work at sheandturquoise.wordpress.com 

Photos by Shondina Lee Yikasbaa, @shondinalee



FEATURED ARTISTS

Pendleton works with renowned Native American artists each year to bring bold and colorful designs to life. Each design is rooted in the artist's heritage and unique point of view.



LARRY AHVAKANA

Larry Ahvakana is Inupiaq/Eskimo of Barrow and Point Hope, Alaska. He was born in Fairbanks, Alaska, and has been a working artist since 1972. He graduated from the Rhode Island School of Design and the Institute of American Indian Arts in Santa Fe, New Mexico. He studied at the Cooper Union School of Art in New York and instructed at the Institute of American Indian Art. He headed the Sculpture Studio at the Visual Arts Center in Anchorage, Alaska, and founded a teaching studio for glass blowing in Barrow, Alaska. He has designed two College Fund blankets: Return of the Sun and the Thunderbird and Whale baby blanket.

JOE TOLEDO



Joe Toledo, a native of Jemez Pueblo in New Mexico, has designed two blankets for Pendleton: Buffalo Roam and In Their Element. Joe is a painter who works in watercolor because it is "spontaneous and unpredictable," and mixes soft rain water with his paints. He artfully captures the strength and grace of the plains bison in many of his works.



PRESTON SINGLETARY

Internationally renowned glass artist Preston Singletary draws upon his Tlingit heritage for the imagery in his stunning work. His exploration of traditional imagery in non-traditional materials continues to inspire viewers and artists worldwide. His design for the American Indian College Fund blanket tells the tale of Raven and the Box of Knowledge.



AT HOME

TRADITION LOOKS SO MODERN

Pendleton designs are the instrument for turning your house into your home.



Photo by Morgan Ford, @thewhitefarmhouseblog

Photo by Tyler Sharp, @tylsharpphoto



Photo from Eva Maria Kindler, The Waldfrieden State

ON THE ROAD

TRADITION SPARKS INSPIRATION

Pendleton fabric designs inspire creative make-overs of vintage vehicle interiors.

Shop for Pendleton fabrics at Pendleton-usa.com.

Or see the world's largest selection of Pendleton fabrics at the flagship wool crafting store just outside of Portland, Oregon: Pendleton Woolen Mill Store.



Photos by Skyler Hughes Photography. Dog Grog's Dan Keeton custom interior.



Photo by Taylor Colson Horton & Cameron Powell, @and.delight.reigned



Photo by Marianna Jamadi, @nomadic_habit

SLOW FASHION

CONNECTIONS THROUGH TIME

Classic American style is meant to last more than a season or two. Pair that with a commitment to quality materials and you have a formula for a lasting relationship with your favorite wardrobe pieces. Your beloved garments travel with you throughout your life and become part of your memories and milestones.



JUL • 57

Photo & story from Robin Crowell

"The year was 1957, and I was only 4 years old. I remember we were visiting the West Coast with my New York grandmother. She wore her favorite Pendleton 49'er jacket when we visited Paradise Inn on Mount Rainier with my mom and sister. It was the only thing keeping her warm in the snow. Great memories and I wish I had that jacket now!"



Photo by Marianna Jamadi, @nomadic_habit

The history behind the garment makes the Pendleton experience that much warmer.



PENDLETON ICONS

Pendleton has been producing a women's line since 1949 with Pendleton Icon styles like The 49'er.



EVERYONE'S FAVORITE SHIRT

HISTORY, INFLUENCE, STYLE

There's a reason you love your Pendletons. Whether it's your own or a vintage style you inherited from your grandfather, a Pendleton wool shirt tells an iconic story.

Pendleton began as a blanket company. After honing their mill expertise, they first produced plaid shirts in 1924. The rich ombred colors were completely new to the marketplace.

Pendleton controls every step of production, from buying raw fleece, dyeing the wool, weaving fabric, cutting and sewing.

Each Pendleton shirt is crafted from 26 to 38 different components, all cut from one bolt of fabric for color and pattern consistency. Meticulous attention is paid to matching patterns, balancing collar points, collar linings, labels and buttonholes. Finally, it's time for rigorous quality inspection.

CLASSIC FABRICS

Umatilla Wool — Umatilla is a versatile midweight 100% virgin wool fabric that takes its name from Oregon's Umatilla County, where Pendleton buys raw stock from local ranchers, and the home of our Pendleton, Oregon mill.

UltraFine Merino — The softest wool you've ever felt. Lightweight and itch-free, UltraFine Merino can be worn comfortably year-round.

Sir Pendleton Worsted Wool — A mile of the lightest weight worsted wool yarn goes into each of these finely woven shirts. This fabric is unparalleled for quality, drape, durability and natural wrinkle resistance.



A HISTORY IN MUSIC

Pendleton's connection to music is rooted in 1950's surf culture where the wool shirt was the uniform of the surfer. When the garage band "The Pendletones" changed their name to the Beach Boys, they brought their signature blue plaid wool shirts to the covers of their first albums.

The Majorettes' 1963 summer anthem, "My boyfriend's always wearin' white Levi's... and a big plaid Pendleton shirt," recognized how surf style was now teen style.

Even today, Pendleton maintains a love affair with musicians that shows no sign of stopping.



The Beach Boys
Capital Records



The Majorettes
Troy Records



Neil Young



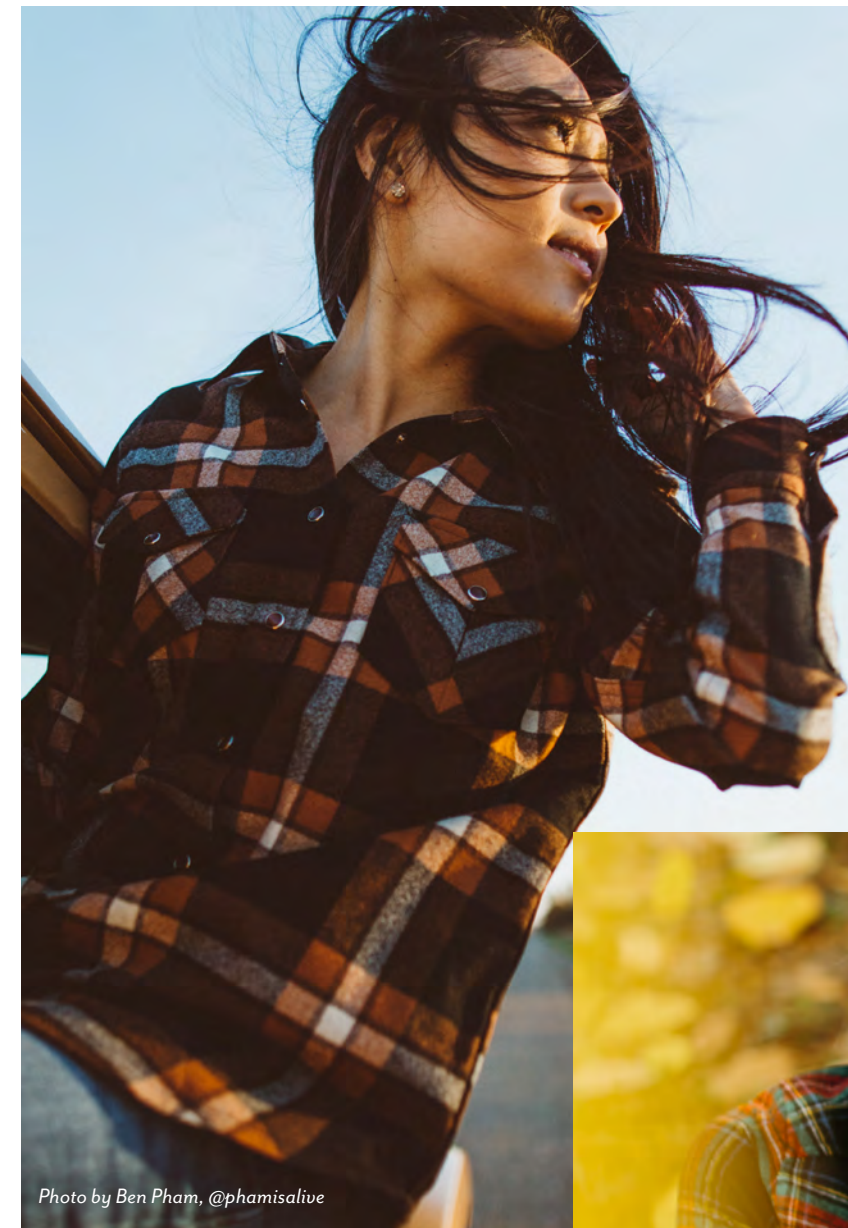
Kurt Cobain
Sub Pop Records



Lady Gaga
Photo by Nick Laham/Getty Images

Frenship
Photo by Tony Corella, @tcorella





IT'S ALL ABOUT THE WOOL

WOOL: THE ORIGINAL OUTDOOR FABRIC

In a time of sustainability and environmental consciousness, wool is a renewable resource that remains longer-lasting and better looking than anything synthetic. Even though advanced processing methods have made wool more versatile and easy care, it has not changed the miracle fiber itself. Resilience gives wool its ability to hold its shape, resist wrinkles and withstand wear. It resists tearing because it's flexible.

Wool can bend back on itself 20,000 times without breaking. Wool repels a light rain shower, because of the membrane on the outer scales. It provides the most warmth with the least weight. The air that is trapped inside (about 80% of wool fabric volume) makes wool an excellent insulator to keep the body at its normal temperature year round: warm in winter and cool in summer.



Left: Early wool buying for the Pendleton mills.

Below: Pendleton is still owned and managed by the original family. Fourth and fifth generation family members Brot and Charles Bishop inspect wool for Pendleton fabrics.



Fine wool begins with healthy, happy sheep.



GENERATIONS OF WOOL GROWERS

Since 1918, the Krebs family has provided high-quality wool to Pendleton's USA mills. Located on the Umatilla County line in Eastern Oregon, their wool is the basis for the popular Umatilla shirts. That wool is spun, dyed and woven just a few hours away in the Washougal, Washington mill. With a family farm on the original Oregon Trail, the fourth generation of wool ranchers continues to innovate and improve their skill with their flocks.



RIGHT: Cameron Krebs' flock feeding in a managed tree farm.



CAMERON KREBS, 4TH GENERATION RANCHER



Photo by Brandon Burk Photography,
@brandonburkphotography



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