

PENDLETON®

issue no. 2
Craftsmanship
Connections
Generations

WOVEN



Photo by Andrew Morton, @andrewmorton



Photo by Benj Haisch, @benjhaisch

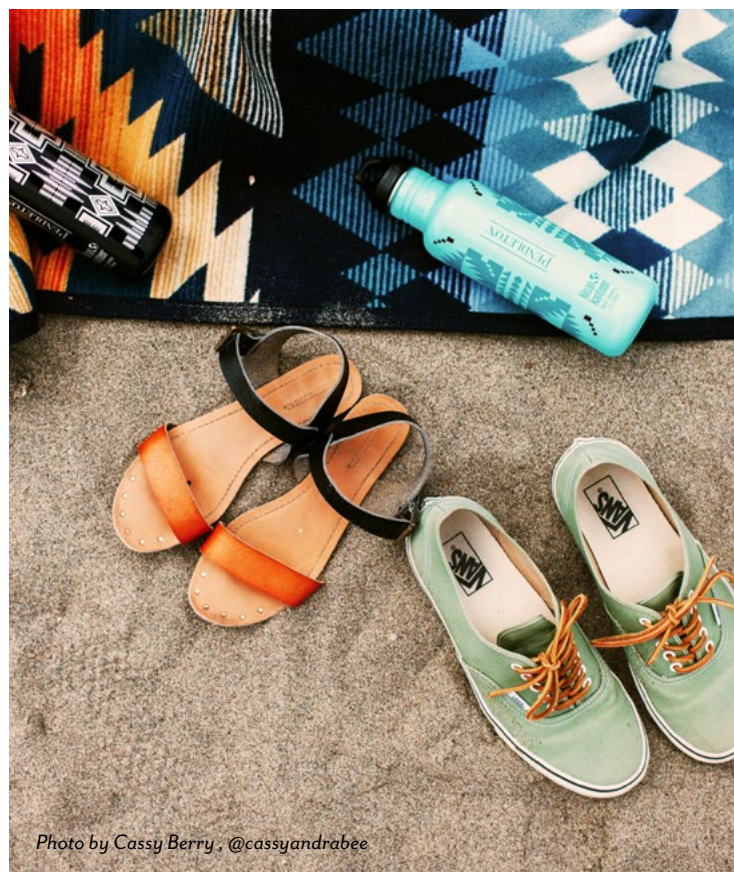



Photo by Cassy Berry, @cassyandabee



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 Travis Hallmark, @travishallmark

HIT THE ROAD

Whether it's planes, trains or automobiles, Pendleton loves a road trip.



Photo by Michell Strizhius & Ben Pham, @michellstrizhius & @phamisalive



Photography by Parker Feierbach & Cherefawn Chang, @bach.photo

Photo by Cassy Berry, @cassyberryphoto



PACK A BAG AND HEAD OUT...

Summer is the season for travel; long rides down dusty roads, stopping to enjoy the view just because you can, family times at the lake cabin, catching a flight to a far-flung destination, or exploring the rugged wonder of America's wilderness.

Quality materials, workmanship and style means your Pendleton gear will last as long as your memories—maybe even longer!



Photo by Kristian Irej, @kristianirej

Pendleton Picnics –

For the ultimate picnic, start with the ultimate picnic blanket.

SUMMER IS HERE, SO PICK YOUR SPOT.

A mountain meadow, a quiet pasture, a beautiful beach or your own backyard; spread your blanket and have a picnic. It's time to enjoy some warm rays and cold treats.

A meal al fresco doesn't have to be elaborate. Some chilled rosé, fresh cherries and a cheese board will do nicely.

If your picnic lasts until the evening, no worries. Just give your Pendleton blanket a shake, wrap yourself up, and settle in to watch the sunset. You can always picnic under the stars.



Photo by Cassy Berry



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



Photo by John Thatcher, @johnthatcher

PICNICS EVERYDAY!



Photo by Kristen Frasca, @kristenfrasca

A BLANKET FOR ADVENTURE: COMPASS POINT

North, South, East, West; these are the Cardinal Directions, immortal points on the compass. In this contemporary pattern, each arm of the Greek cross reaches toward one of Earth's Four Corners, pointing the way to wealth, knowledge and relaxation. Sailors traveled North on high waves to fish the icy waters, South to breathe the balmy air of the Tropics, East to load their ships with profitable trade goods and West to encounter new lands, new dangers, and new opportunities. The compass points guide every ship's journey, showing a path to adventure.

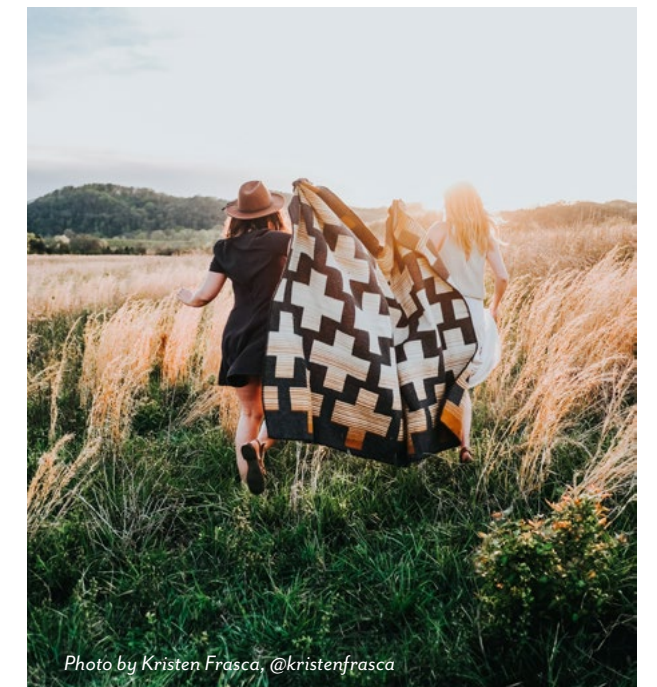


Photo by Kristen Frasca, @kristenfrasca

SURF PENDLETON!



PENDLETON AND SURFING - THE FIRST WETSUIT

Before wetsuits, 1950s-era California surfers layered Pendleton shirts and trunks over petroleum jelly to stay warm on the waves. On shore, surfers wore the same Pendleton Board Shirt over khakis—and so, a trend was born.

The Beach Boys were part of the craze. Originally called The Pendletones, they wore blue Pendleton Board Shirts on the cover of several records and albums, including *Surfer Girl* and *Surfin' Safari*. That pattern—now called Original Surf Plaid—is still available. The Majorettes also name-dropped Pendleton in their 1963 hit “White Levis”: “My boyfriend’s always wearin’ white Levi’s...his surfin’ hat and a big plaid Pendleton shirt.”



tinyurl.com/Pendletones

Photo by Capitol Records



SURF COLLABORATIONS: HURLEY, O'NEILL, BLACKFERN, ROXY

Pendleton's collaborations with surf brands began with Hurley, and will return to Hurley this fall with an expanded collection that brings in Modernica as a third partner (see more on page 17). Over the years, collaborative design work with Reyn Spooner®, Blackfern, Roxy and O'Neill have deepened Pendleton's connection with America's contemporary surf scene.

tinyurl.com/ONEILL-PWM

tinyurl.com/Roxy-x-PWM





sunbrella®

PENDLETON BY SUNBRELLA



Pendleton is immensely proud to work with Sunbrella® on a line of outdoor fabrics, pillows and cushions in Pendleton patterns.

**MASTERS OF CRAFT
WORKING TOGETHER**

Sunbrella® makes outdoor fabrics as you have never felt them before, so soft and textured that they're indistinguishable from fine upholstery textiles. But don't be misled by the silky hand; these textiles are nearly indestructible. They are produced with a zero-waste manufacturing policy in the USA.

FUTURE OF SHADE

Sunbrella® supports innovation in design through an annual event, the Future of Shade. An annual competition held by Sunbrella® and Architizer™, the Future of Shade challenges architects and designers to explore the integral role of fabric in shade and building design. To see more, go to www.futureofshade.com ☺





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Pendleton

"The Outdoors Blanket of America"

PENDLETON WEDDINGS

CELEBRATING LOVE



*Something old, something new,
something special that just says you.*



Wedding season is here, and couples across America are wrapping their love in Pendleton.

From a very Lebowski city wedding with a line of Dudes as groomsmen, to a Navajo ceremony decorated with treasured shawls and robes, Pendleton is part of the celebration.

Nothing is more personal than saying "I do." Today's couples include meaningful touches in ceremonies to reflect their beliefs, traditions, and histories. Newlyweds are wrapped in Pendleton to signify their commitment to each other.

tinyurl.com/PWM-weddings

Photo by Brandon Burk, @brandonburkphotography

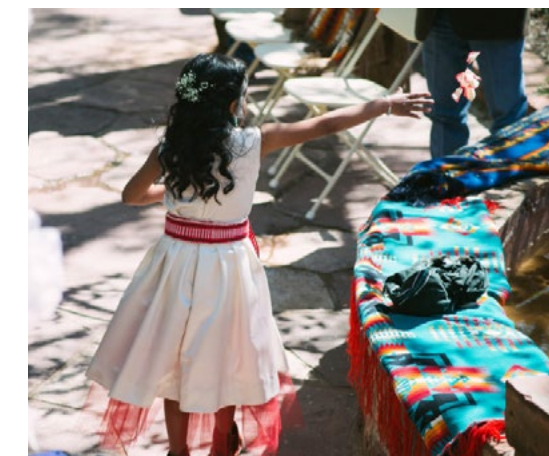
#PENDLETONLOVE

From engagement shoots to wedding ceremonies, it's an honor to be included in momentous life events.



The wedding of Zoe and Matt Johnson, held in Portland's Laurelhurst park. Photos used with permission.

tinyurl.com/Lebowski-wedding



The wedding of Brenda and Donovan, held at the historic Cameron Trading Post. Photos used with permission.

tinyurl.com/Cameron-Trading-Post-Wedding

COLLABORATIONS

STRONGER TOGETHER



Photos by Kitsbow

KITSBOW

Pendleton works with Oregon brand Kitsbow to produce their ICON biking shirt, which features articulated sleeves and cuffs, stretch gussets, and laser-cut 3X Dry Schoeller panels strategically placed over shoulders and elbows for abrasion

resistance. Kitsbow selects the Pendleton textiles for these ICON shirts. When presented with the full array of Umatilla wool fabrics, Kitsbow invariably chooses the very best classic Pendleton plaids.



tinyurl.com/Kitsbow-PWM



Photos by Tanner Goods

TANNER GOODS

Portland-based Tanner Goods has developed a family of special glyphs for their limited-run Pendleton throws and pillows in exclusive fabrics.

tinyurl.com/TANNER-PWM

HURLEY

Hurley was one of Pendleton's first collaborative partners. Both brands look forward to the new capsule for Fall 2017. The pattern honors surf, sun and sports with clothing, a blanket, and a limited-edition chair by Modernica.



Photos by Hurley



Photos by Shwood

SHWOOD

Oregon eyewear maker Shwood has collaborated with Pendleton in wood with the Harding pattern, and in acetate with the Serape Stripe and Rancho Arroyo patterns.

tinyurl.com/SHWOOD-PWM

UGG

Pendleton X Ugg collaborations have been wildly popular since the first collection debuted in 2015. This fall, UGG will use the Original Surf Plaid made famous by the Beach Boys, taking both brands back to their surf roots.

tinyurl.com/UGG-PWM



Photos by UGG



ROGUE ALES & PENDLETON



Photos by Andrea Capp, @andrecapbuckle

THE HEART OF CRAFT BREW COUNTRY

If you're on a West Coast road trip, be sure to check out ROGUE ALES Brewery in beautiful Newport, Oregon. Known for award-winning ales, the company has taprooms throughout the state. They are the makers of Pendleton Pale Ale, available in cans that celebrate National Parks with Pendleton blanket stripes.

When Brewmaster John Maier set out to make the Pendleton Pale Ale, his #1 goal was to create a highly drinkable summer pale ale. He wanted no up-front bitter, so he decided against tropical fruit hops and went with old-school British Hops. These spicy, woody hops allow the malt to come through. This is a fitting flavor foundation for Pendleton Pale Ale, as the company has deep British roots, thanks to English weaver Thomas Kay, who came to Oregon to found the Pendleton weaving legacy in 1863.

Brewer Michael King explains that it takes three weeks to brew Pendleton Pale Ale. In Michael's opinion, canning the beer creates a distinctive flavor that is remarkably close to draft.



Craft brew fans' ultimate roadside attraction.



BREWMASTER EXTRAORDINAIRE

John Maier has been brewing for 28 years. His title of Brewmaster has been well-earned through dedication, experimentation, and a craftsman's attention to every detail. He also rides his bike to work every day.



- 🔗 Buy Pendleton Rogue Ales at rogue.com
- 🔗 Learn more at: <http://tinyurl.com/PWM-Rogue-Ales>

THE COLLEGE FUND

GIFT OF THE EARTH

For over 20 years, Wieden+Kennedy, the American Indian College Fund, and Pendleton Woolen Mills have worked together on a line of blankets to raise money and promote higher education in Native American communities. The newest blanket, Gift of the Earth, is a bold design on a neutral backdrop inspired by traditional Hopi pottery of Arizona. Hopi potters draw from generations of knowledge to create unique works of art. This design honors the practice of learning from the past while moving into the future.



Photos by Shondina Lee, @shondinalee

See animated video at tinyurl.com/Gift-Earth

FEATURED ARTIST



Virginia Stroud

Virginia Stroud is an enrolled member of the United Keetoowah Band of Cherokee Indians. She is based in Oklahoma, and her work is shown extensively in museums and galleries worldwide. She received the Cherokee Medal of Honor in 2000. "I paint for my people. Art is a way for our culture to survive...maybe the only way." Her designs for the AICF, "Sons of the Sky" and "Daughters of the Earth," are child-sized blankets that honor a significant Plains Indian tradition: parents place the newborn child's umbilical cord inside a turtle or lizard-shaped amulet that embodies the turtle's hard shell or the lizard's quick movement. This guards the child's spirit to ensure a long, protected life.



PROTECT AND PRESERVE

Pendleton's commitment to the National Park Foundation continues throughout 2017, helping to protect and preserve America's Treasures for generations to come.

tinyurl.com/Pendleton-for-the-parks

A PROJECT COMES TO LIFE AT MANY GLACIER LODGE

Visitors to Glacier National Park are ascending the newly restored Helical Stairs at Many Glacier Lodge. This project was funded in part by Pendleton Woolen Mills, through donations from sales of National Park merchandise from Pendleton and their many collaborative partners. The new stairs are a marvel of both engineering and woodworking!

Pendleton's donations will also help to fund the restoration of the Grand Canyon Train Depot, improving accessibility to the "front door" of Grand Canyon National Park.



Photo by Mary Lang Bishop

NATIONAL PARKS



Photo by Janina Meyer, @janinameyerphotography



PENDLETON ROUND-UP

TRUE WEST

Each fall, an all-American rodeo comes to the all-American town of Pendleton, Oregon. This true western town is home to the original Pendleton Woolen Mill. Every September since 1910, Pendleton has thrown open its arms to welcome 50,000 guests to the Pendleton Round-Up.

Make a stop here to be amazed by roping and riding skills at America's last non-commercial rodeo, where the horses still run on grass. Let'er Buck!

Learn more at www.pendletonroundup.com



A RODEO GOOD TIME!

6:00 AM Cowboy Breakfast - Stillman Park



Start your day with a flapjack, eggs, ham with black coffee to support the Pendleton VFW (every day).

9:00 AM Tribal Dances - Rodeo Grounds



Traditional dancers in their finest regalia are accompanied by traditional drummers (Saturday). Sponsored by Pendleton Woolen Mills.

1:45 PM The Pendleton Round-Up - Rodeo Grounds



Take your seat on time, or you'll miss the best entrance in the rodeo world (every day).

9:00 AM American Indian Beauty Pageant - Main Street



Young women from area tribes dress in their finest traditional regalia, often generations old, and ride their mounts before the judges to compete (Thursday). Sponsored by Pendleton Woolen Mills.

10:00 AM Westward Ho! Parade - Downtown Pendleton



Led by 100 mounted flag bearers, local and regional groups stage a parade with no motorized floats allowed. Look for horse, mules, and oxen-drawn entries (Thursday).

Midnight Manhattan



- 3 oz Midnight Pendleton Whisky
- Dash sweet vermouth
- Dash of bitters
- cherry and orange slice

Shake with ice and strain into chilled martini glass or serve on the rocks in an Old Fashioned glass. Garnish with a maraschino cherry and orange slice.



RODEO RITA
1 oz Pendleton Whisky
3 oz Margarita Mix
1 lime wedge
1 tsp salt

Shake and serve over ice in a rocks glass with salted rim. Garnish with a lime wedge.

Pendleton Woolen Mills presents Pendleton Let'er Buck Whisky, now in Midnight

ROUND-UP HISTORY

The Bishop family, which opened the Pendleton Woolen Mill in 1909, were key partners in the creation of the Round-Up. The company remains involved to this day, supplying blanket prizes to Native American dancers and pageant contestants.



Photo circa 1920s - The winner of the American Indian Beauty Pageant claims her prize

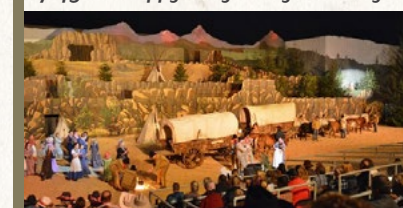


Photo circa 1916 - Roy Bishop and Jackson Sundown, Round-Up Champion, near Sundown's family teepee

Learn more about Jackson Sundown tinyurl.com/Jackson-Sundown-Champ

Photos by Hermon Joyner

7:45 PM Happy Canyon Pageant - Pageant Grounds




A historical pageant tells the history of the west with volunteer actors from the community, including Native Americans who travel from all parts of the Northwest to participate in a longstanding tradition (every day).



3:00 PM Let'er Buck Room - Rodeo Grounds
Straight shots only and NO cameras allowed. You don't want to miss this under-the-grandstand tradition (every day).



Photo by Arnelle Lozada, @arnelle

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