

PAWELA SALISBURY GALLERY

SOLARIS



*pretty***rugged**
By Tracy Slocum

2023 Wholesale Catalog
Info@prettyruggedgear.com
www.prettyruggedshop.com

We are made for *life.*

At Pretty Rugged we believe
the best days are spent doing what you love
with the people you love.

We believe you should never
let the weather get in your way.

Designed to keep you warm, dry and cozy
without ever having to sacrifice luxury for function,
because we provide both.

We call it redesigned luxury.

Wrap up, snuggle in and fall in love with
Pretty Rugged all year long.



The TS Luxe Collection

Featuring SatinTex™





TS Luxe Blanket

Our luxe faux fur blankets are now even more luxurious with our waterproof SatinTex™ backing! With this innovation, you can curl up and relax on the couch or bed with your favorite drink in hand - knowing that even a spill won't leave a mess! At Pretty Rugged, we call this redesigned luxury.

- Machine washable
- Monogrammable
- Waterproof corner pocket
- 55"x70"
- Comes in waterproof duffle with carrying strap
- Wholesale \$145 | Retail \$290





TS Luxe Long Lap Blanket

This blanket is the ideal choice for when you're looking for comfort and luxury! With its plush faux fur exterior and our innovative SatinTex™ waterproof and spill-proof lining, you'll be able to enjoy coziness and warmth while lounging with a book, sipping on a glass of wine, or just taking some time to relax. The ideal size for any lap and sure to keep you cozy all day long.

- Machine washable
- Monogrammable
- Waterproof corner pocket
- 33"x56"
- Comes in waterproof duffle with carrying strap
- Wholesale \$75 | Retail \$150

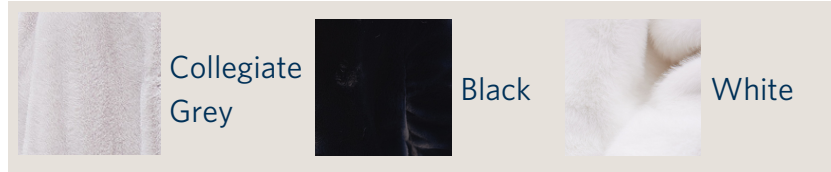




TS Luxe Cardigan

Whether you're running errands, meeting friends for coffee, or snuggling up on the couch, our cardigan is a luxuriously soft and comfy choice. The luxurious faux fur and innovative SatinTex™ lining allow you to easily reverse the cardigan for changes in the weather, keeping you warm and stylish in any season. Our forever favorite.

- Machine Washable
- Monogrammable
- Waterproof pocket
- Waterproof SatinTex™ lining
- One size fits most
- Wholesale \$120 | Retail \$240





TS Luxe Poncho

Our TS Luxe Poncho will elevate any outfit, any day, any occasion. Featuring our luxurious, light-weight faux fur and our waterproof SatinTex™ lining, you will fall in love this. Two oversized buttons down the front complete the esthetic with arm slits and pockets, making this Poncho a closet staple. From running errands to black tie, this poncho will leave you feeling glamorous and ready for anything.

- Machine Washable
- Button closure
- Waterproof pocket
- One size fits most
- Wholesale \$120 | Retail \$240





Reversible Blakely Bomber

Our Reversible Blakely Bomber will take your wardrobe to the next level with effortless sophistication and timeless fashion. It's like getting two jackets in one; a luxuriously soft faux fur on one side and our innovative waterproof SatinTex™ fabric on the other, designed to keep you warm and dry no matter the weather.

- Machine Washable
- Monogrammable
- Bracelet sleeve
- 4 grommet hooks
- Front slit pockets on fur side
- Waterproof cell phone pocket
- Sizes: S, M, L, *XL, *XXL
- Wholesale \$120 | Retail \$240





Shawl

Get ready for ultimate comfort with our lightweight faux mink shawl. Featuring our luxurious faux fur and waterproof SatinTex™ lining, this one-of-a-kind shawl can be worn from lounging in pajamas to your little black dress. A staple for anyone's wardrobe!

- Machine Washable
- Grommet hook
- Slit pockets on fur side
- Waterproof cell phone pocket on reverse
- Wholesale \$75 | Retail \$150

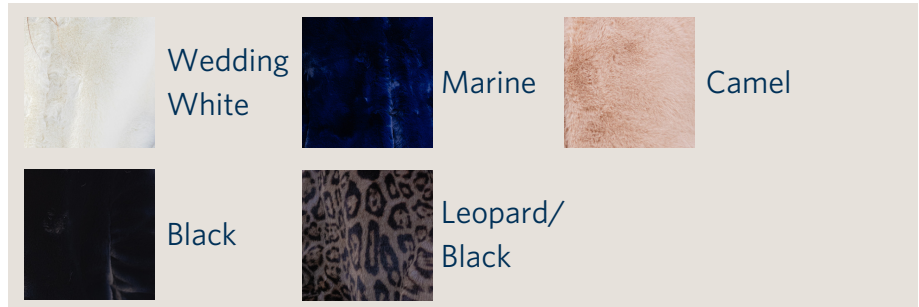




Collins Capelet

Make an elegant statement with the Collins Capelet all year long. With its luxurious faux fur and innovative SatinTex™, you'll look stylish at any occasion. Perfect for date night or just a casual gathering with friends, it's sure to become your go-to piece.

- Machine Washable
- Monogrammable
- Grommet hook for easy closure
- Features two slit pockets
- Waterproof cell phone pocket with zipper
- One size fits most
- Wholesale \$105 | Retail \$210

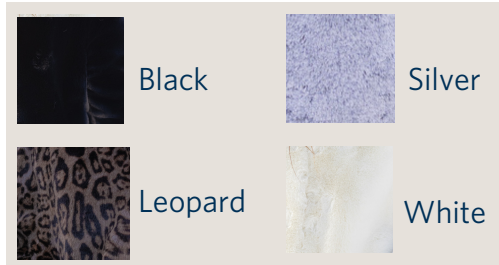




The Scarf

This season, you won't want to be without our cozy and stylish scarf! Our luxurious faux fur and waterproof SatinTex™ lining are guaranteed to keep you warm and dry, whether you're throwing it over your coat or a sweater. Perfect for yourself or a friend, this fashionable accessory is sure to be a hit!

- Zipper waterproof pocket
- SatinTex™ lining
- Easy pull-through
- Wholesale: \$30 | Retail \$60

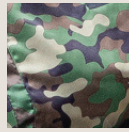
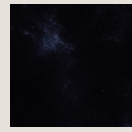




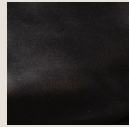
Oversized Reversible Tote

This year's must-have accessory is our Oversized Faux Fur Reversible Tote! Its oversized laptop pocket and interior waterproof zip pocket provide you with plenty of space for all of your day-to-night necessities. The two-in-one design of faux fur and waterproof SatinTex™ allows you to switch up your look for any occasion. With this fun, functional bag, you'll be sure to stand out from the crowd.

- Monogrammable
- Laptop pocket with snap
- Web straps
- Waterproof zippered pocket
- Reversible
- Spot Clean
- Wholesale \$75 | Retail \$150



Black faux fur/
camo satin



Leopard faux fur/
black satin



The Original Collection

Featuring RuggedTex™







Original Blanket

This luxurious blanket features our signature faux fur on one side and our innovative waterproof, windproof, washable RuggedTex™ nylon on the other. Designed to keep you warm, dry and cozy without ever having to sacrifice luxury for function, because we provide both. This is a four season fur blanket we call luxury redefined. Comes in a waterproof duffle (great for wet bathing suits etc. Perfect for: Sporting events, boating, après ski, outdoor concerts, outdoor dining, your kids games, and around the fire pit.

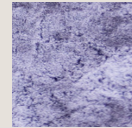
- Machine washable
- Monogrammable
- Waterproof corner pocket
- 55"x70
- Wholesale \$145 | Retail \$290



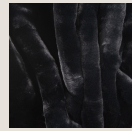
Chocolate/
Black



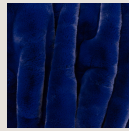
White/
Marine



Silver/
Black



Black/
Black



Marine/
Marine



Collegiate Grey/
Collegiate Grey





Long Lap Blanket

Don't let cold and wet weather put a damper on cheering on your favorite team or watching loved ones play outside. With our Long Lap Blanket, you can keep warm and dry no matter what the weather is! Our award-winning faux fur and innovative RuggedTex™ waterproof and windproof backing ensures you can brave the elements in comfort. Perfect for taking it with you wherever you go - whether it's the field, stadium, park or dock. It's perfect for outdoor events like sporting events, boating, après ski, outdoor concerts, outdoor dining, as well as around the fire pit.

- Machine Washable
- Monogrammable
- Waterproof pocket
- 33 x 56"
- Wholesale \$75 | Retail \$150





Baby Blanket

For the little loved ones in your life, we have the luxe baby blanket. This blanket is ideal for parks, strollers, and play mats. Our luxurious faux fur on one side and our innovative waterproof, windproof RuggedTex™ nylon on the other (matching the color of the faux fur). This stylish and practical baby blanket will quickly become your favorite accessory. A gift to treasure forever!

- Machine Washable
- Embroidery optional
- Waterproof corner pocket
- 28"x32"
- Comes in a waterproof duffle bag
- Retail: \$60 | Wholesale \$30





Pretty Puffer

Step out into nice weather in style with our Pretty Puffer Vest! This best-seller will keep you warm and dry with our windproof RuggedTex™ fabric. What sets this vest apart is its show-stopping collar and modern cut. The front is slightly shorter than the back for a modern and stylish silhouette.

- Machine Washable
- Front Slit Pockets
- Snaps to keep closed securely
- Polyester fill
- Sizes: S/M, M/L, *XL
- Wholesale \$95 | Retail \$190

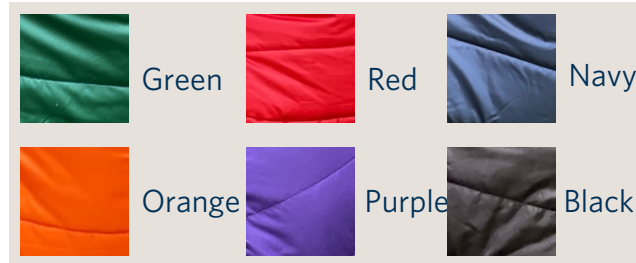




Pretty Puffer Bag

Keep your must-haves close and safe, no matter the weather or circumstances with the Pretty Puffer Bag. Crafted from our innovative RuggedTex™ material, it's designed to keep out moisture and is big enough to hold a water bottle, cell phone and any other items you need to bring along with you. Show your team pride all year long with this must-have bag.

- Two zippered pockets
- Adjustable shoulder strap
- Cellphone pocket inside
- Wholesale \$50 | Retail \$100





Wine Tote

Make your entertaining experience one-of-a-kind with our Wine Tote. We've designed it with luxurious faux fur in a variety of ten colors, and finished it with RuggedTex™ waterproof lining. A perfect choice for your bar, dinner table, or to give as a special hostess gift.

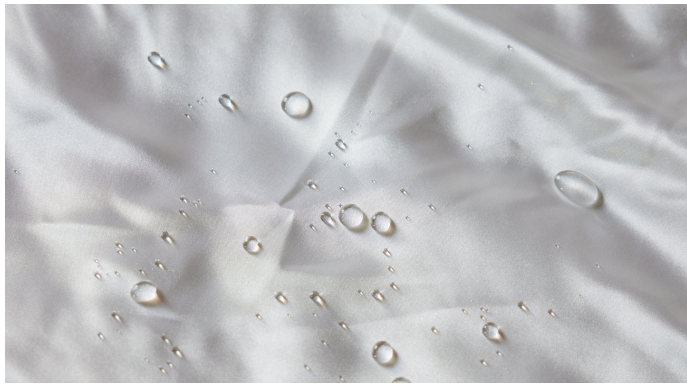
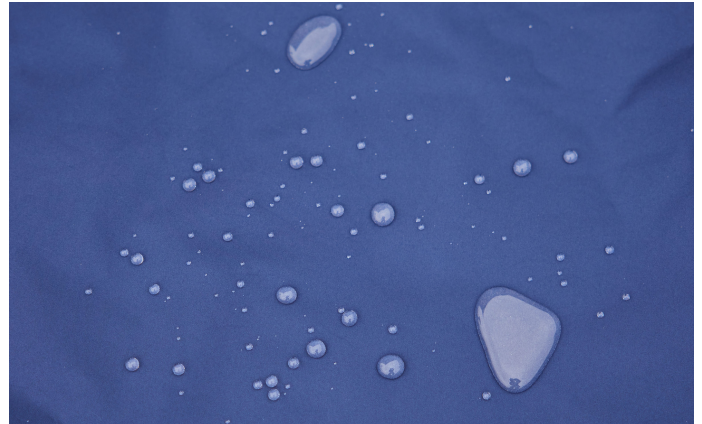
- Web straps
- Spot Clean
- Retail: \$30 |
Wholesale: \$15



What are RuggedTex™ and SatinTex™?

RuggedTex™

Our Original, Lap and Long Lap Blankets, Pretty Puffer Vest and Pretty Puffer Bag feature our RuggedTex™ technology or simply put, our waterproof backing. This special nylon backing features our proprietary technology that creates a completely waterproof barrier. Water runs right off of it making it perfect for any situation that's wet or rainy.



SatinTex™

Our TS Luxe collection, outerwear and accessories feature our SatinTex™ technology - the first and only company to make waterproof satin. We apply a coating of Teflon® to our satin, making it truly waterproof!

Our satin is soft and buttery, it's the perfect fabric for outerwear and the couch.

Why do you need a waterproof blanket?

If you've ever sat outside somewhere and been cold and wet, then you get it! Think of that sporting event, boat ride, or a moment by your firepit when you wished you had a blanket with both warmth and function.

Our Founder couldn't find that blanket anywhere, so she created one to keep you warm and dry; so, you can enjoy your time outdoors with the ones you love, the way you should! Luxury, redesigned.

And inside, have you ever sat on the couch and spilled water, wine or coffee on your blanket?

Our TS Luxe Blanket with SatinTex® technology has you covered.

Made for life's little accidents

Our proprietary RuggedTex™ and SatinTex™ backing makes up the 'rugged' in Pretty Rugged. It's 100% waterproof to prevent life's little accidents from affecting you - whether it's spilled coffee, a wet seat, or rain, our proprietary technology wipes clean and keeps you dry.

Pretty Rugged's Story

Tracy Slocum's favorite activity has always been boating on Lake George, however, the chilly mornings and evenings coupled with mixed weather left her and her family cold and wet. After months of looking for a blanket that was both beautiful and functional, it became clear that it didn't exist. So, Tracy decided to make one.

She drew inspiration from her great-great grandfather, Captain Joshua Slocum, the first person to sail around the world alone in the late 1800s.

Tracy created the world's first blanket with luxe faux fur on one side and waterproof, windproof, washable RuggedTex® fabric on the other. The Pretty Rugged Blanket is the definition of liveable luxury. It's modern, easy-care materials, designed to provide years of luxury, performance and style.

It became clear that this special blanket wasn't just for boaters. With its many uses, including taking the chill out of sitting on metal bleachers to watch her son's high school football games, it's great for picnics, tailgating, après-ski, curling up on the couch and so much more.

When the blanket was introduced in 2017, Tracy and Pretty Rugged won Best in Market and Best New Product at NY NOW in February 2018. Unheard of for a company only months "old". The innovative nature of all Pretty Rugged products was noticed by Oprah Winfrey's team and the pet blanket was selected for her Favorite Thing's List for the 2018 holiday season!

As the company's product offerings grew, one thing never changed - each product continues to push the boundaries of innovation. They are all windproof, waterproof and (machine) washable. Leading to the next award for Pretty Rugged - Best New Product for the Blakely Reversible Faux Fur Bomber in 2019. Another first for a young company to win "Best New Product" two years in a row.

Pretty Rugged continues to expand its product offerings, bringing customers products that they will live in and love.

"Pretty Rugged is not just a brand it is a feeling. Looking back, the blanket is a natural first product for so many reasons...my blankets provide warmth, comfort, calming weight and protection - all things I have needed more often than not. When you feel and use the blankets it is clear they were made with great fortitude - as if the Slocum heritage is truly sewn into each one. A heritage so deeply entwined with The American Dream you can actually touch it.

Success is one of those words that means something different to almost everyone. Every time I see our red, white and blue ribbon I beam with pride - it's a symbol of my success and a tribute to every pretty rugged person out there living their version of The American Dream." - Tracy Slocum, CEO & Founder, Pretty Rugged



To learn more about Pretty Rugged,
please visit:
www.prettyruggedshop.com
Info@prettyruggedgear.com
833.778.4433

