

Concept III Textiles Turns 25 Evolving with the Outdoor Industry

Red Bank, NJ – January 5, 2008 In 1984 the first Apple Macintosh was introduced, the Winter Olympics opened in a calm Sarajevo, shoulder pads were de rigueur for women and David Parkes and Bob Wilson started Concept III Textiles in January of that year to sell Borg pile fabrics to the outerwear and ski industry.

"I didn't spend a nickel on transportation, took the least expensive room I could find in Vegas for the SIA show and frequented the casino's all-you-can-eat buffets," recalls Parkes who now partners with son Chris and daughter Helen at the company, with a staff of eight and offices in the US and Europe.

Concept III Grows Up with Outdoor

Parkes watched the outdoor industry branch out from the ski industry in the mid-eighties, driven by a handful of outdoor aficionados like Yvonne Chouinard at Patagonia and retailers like REI. A burgeoning category of technical textiles from rip-stop to Goretex®, Polarfleece (now Polartec®), Thinsulate® insulation was a major catalyst in building interest in new types of performance apparel.

Parkes saw outdoor as a unique new market tailor-made for his textile expertise and knack for service and embraced the new category. Concept III's influence on products in the marketplace has been significant over the years.



David and Chris Parkes

"Initially, ski products were fashionable and colorful while outdoor product were pretty utilitarian," says Parkes. He describes one of the first outerwear products he helped Patagonia develop as a rugged piece made of Borglite – a bulky sherpa pile with poor drape but excellent warmth and wickability. "It wouldn't have sold on 5th avenue, but it was a hot item at the time!"



Over the last 25 years Concept III has worked with literally a 'Who's Who' of prominent apparel brands in the US and Europe. Parkes has watched new leaders come on the scene and also watched established brands disappear. He maintains that it is textile innovation that drives apparel sales. "Only those with exciting new products are the ones that survive."

Today, Concept III stays on top of textile innovation partly by carefully choosing the mills with which it partners – only those with 5-star research and design capabilities in addition to high quality production and

The continually expanding Kingwhale facilities in Taiwan

environmental standards. In the beginning all of them were domestic. Today, Concept III works with Kingwhale Industries (Taiwan), Glenoit Corporation (US), Nice Gain, (China) Rentex (Canada), Melba Industries (Australia) and The British Millerrain Co., Ltd. (UK). Most are privately owned.

Evolution Includes Expanding Services



When Bob Wilson coined the company name in '84, the 'III' stood for service, styling and sales, and it still does.

Along with innovation, service is a major key to Concept III's success. Those services have greatly expanded. In the last 10 years, Concept III has added complete product development services from textile development through garment production and supervision.

Now, completely vertical in operation, the company often refers to itself as 'one-stop' shopping for bringing textile-based products to the marketplace. As Chris Parkes points out: "The buck stops with us - we, quite literally, call Asia at 3 A.M. so your staff doesn't have to."

A cashmere-like performance velboa from Kingwhale at Concept III.

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Concept III Textiles International is an inclusive resource for the development, sourcing, and production of fabric-based finished products worldwide for the active sports and outdoor markets. Headquartered in Red Bank, NJ in the U.S., it also has offices in five cities worldwide. For more information go to <http://www.conceptiii.com>