

NEWS BLIP: BATTLE OF THE OUTDOOR BRANDS

*Racked Reports On The Billion Dollar Brand Battle That Many Campers
Have To Go Through When Choosing An Outdoor Outfitter*

Editor's Note: This news item was retrieved through
Racked's website via Google.

Nowadays, there are many outdoor companies for adventure lovers and outdoor enthusiasts to choose from. There is REI, Patagonia, Nike, Lululemon, just to name a few. How are these consumers choosing between all these companies? Maybe it's reputation, maybe its popularity, or maybe years of loyalty. The battle is evident and these companies need to make sure they are ahead of the game.

As Racked writer Chavie Lieber relates in their article: The competition is heating up, and classic outdoor outfitters are hoping customers keep their longstanding reputations for quality and durability in mind. Their argument? They've been in the outdoor business way longer than the Nikes and Lulus of the world. Susan Viscon, REI's senior vice president of merchandising, believes the company has been able to stand up against mass brands because it's been "delivering value to its members for years with a 100% guarantee."

Check this full article at [Racked](#) right [here](#).

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