



SCOTTEVEST | GET DRESSED FOR THE TRIP OF YOUR LIFE™



Scott Jordan,
CEO, Co-Founder of SCOTTEVEST and "Shark" Hunter
is wearing his signature Travel Vest



THE TRIP OF YOUR LIFE
STARTS HERE

www.GetSeV.com/catalog



Family Portrait: Co-Founders Laura and Scott Jordan with Chloe, Margaux, Lucy and the newest addition, Susie

Lessons from the Trip of Our Lives

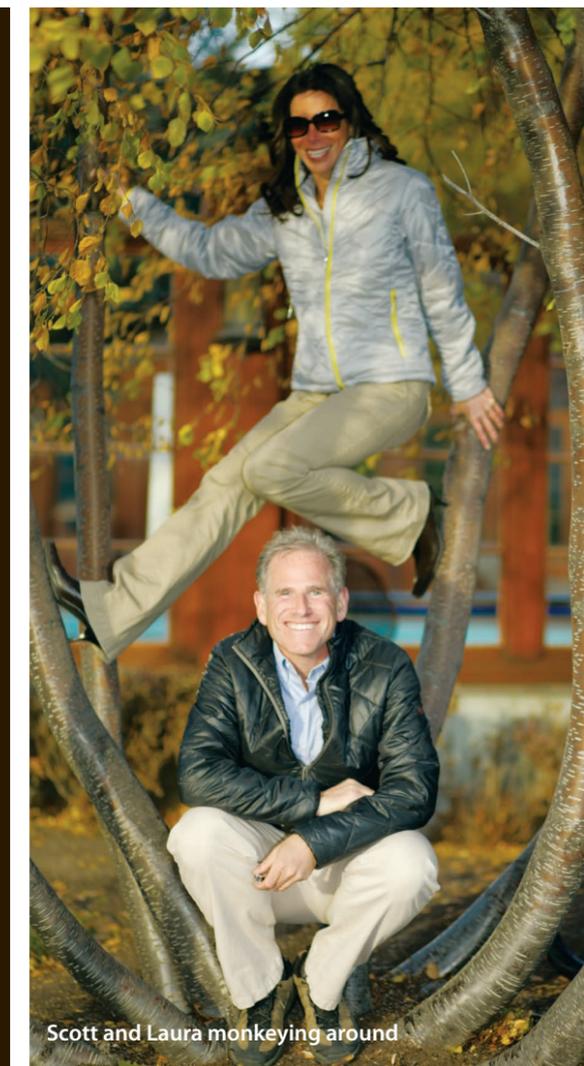
Time moves fast. Eleven years ago when we started SCOTTEVEST, and TEC - Technology Enabled Clothing® the world was a different place. The MP3 player was... lame. The laptop computer was bulky and ran for 45 minutes before needing to be plugged in. And, of course, air travel - and our lives - were about to be changed by some major global events. Through it all - business and personal - we have maintained strong relationships with our customers, our friends, our employees and especially with each other.

While the company name "SCOTTEVEST" originally was a contraction of "SCOTT's Electronics VEST," we now count world travelers, adventurers, undercover law enforcement, celebrities and (as always) gadget-lovers as loyal fans and customers. In this catalog Laura moves from behind the scenes to in front of the camera for the first time in eleven years, and our goal is to give you something new to talk about when it comes to SCOTTEVEST. Our new products, new attitude, new faces and innovations could only come from over a decade of evolution and experience, as we redefine the SeV lifestyle.

So hang on for the ride, let us know what you think of "what we've done with the place," and enjoy the lessons from the trip of our lives, shared with you in these pages.

Sincerely,

Laura and Scott Jordan
from our home in Ketchum, ID



Scott and Laura monkeying around

Always Moving

Innovation has always been at the core of the SCOTTEVEST mindset. This catalog is full of new things from our eleventh year in business:



New Logo



New Hires



New Products



New Roles

Standing Out from the Crowd

We appreciate the loyalty of the fans we've built over the last eleven years, so when we receive great accolades we want to share them with you, our favorite people:



Scott and TEC in the tank



Inc. 2011 Fastest Growing Co. List



Internet Retailer Hot 100



SeV on the Today Show



Even our most loyal fans may not know that SCOTTEVEST was an experiment for TEC-Technology Enabled Clothing®, which licenses their patented Personal Area Network (shown on p. 5) to SeV. Eleven years into the experiment (yeah, it took on a life of its own), Scott is ready - with patent #RE40613 in hand - for 2012, "the year of TEC." The TEC revolution will be televised... in "the tank."

While everyone is called to write their own personal legend, we developed this as the SCOTTEVEST Legend, to help keep us focused.

Go Away! It's time to load up your pockets and start a new adventure, trade in the ordinary for something extraordinary, go somewhere new and discover something about yourself. Change your clothes. We've got you covered.

SO WHAT IS A SCOTTEVEST, AND WHAT MAKES IT TECHNOLOGY ENABLED CLOTHING?

The ultimate clothing for travel + everyday living = the trip of your life.



Jacket shown is the Fleece 5.0, p. 9

Apple iPhone 4s™
'Cause Apple Didn't Release the iPhone 5

Visine
Old School Red-Eye Reduction

Persol Roadsters
Everything Looks Cooler in the Shades

Sony Cyber-shot®
What, the Cameras on All Your Other Devices Aren't Good Enough?!

Evian Spring Water®
You Can't Literally Carry the Kitchen Sink

Keys
Never Forget them Again... Easier than Picking Locks

Shure - SE535-V
Sometimes Your Headphones Should Cost More Than Your Jacket

Montblanc StarWalker®
You'll Never Know When You'll Need to Sign an Autograph

Blackberry™ Bold 9000
Embrace the Power of Tiny Keys

Apple iPod Nano™
Back-up to the Back-up Tunes

US Passport
Your Ticket Back into the Best Country in the World

Zagat Guide
Cleaner than Carrying a Three-Course Meal

Jawbone Bluetooth®
You Could Carry Two Bluetooths or Is It Bluteeth?

Apple iPad2™
How Else Would You Carry It?

These are some of our favorite items we carry in our SCOTTEVESTs - no endorsement by these brands is implied.

THE DIFFERENCE IS INSIDE:



Patented Personal Area Network (PAN)
Hidden conduits keep your headphone wires tangle-free.
Licensed by TEC-Technology Enabled Clothing®.



iPad Compatible

The first clothing line with a pocket for iPads, Kindles, magazines and similarly-sized items. The SeV Weight Management System balances the weight of everything carried in the pockets.



Interior Clear Touch Pockets

See who's calling and control your phone through the clear fabric. Available on most SeV jackets and vests.

Travel Boxers

We put pockets on everything... even boxers!



This is a SCOTTEVEST:

SCOTT-E-VEST (skot-ee-vest), *n.* - Stylish on the outside, full of useful pockets on the inside. Jackets, vests, shirts and pants with hidden, NoBulge™ Pockets to hold your favorite things. X-Ray images are required to understand that "the difference is inside" when it comes to SeV.

Every SCOTTEVEST (aka SeV) is full of highly engineered pockets to keep you organized and your stuff safe and easily accessible. The number of pockets range from 3 to 37 (yes, 37!) and we encourage you to explore our site at www.GetSeV.com/explore for the full details.



For a video exploration of all the features of your SCOTTEVEST, visit www.GetSeV.com/video

AND THIS IS A SCOTTEVEST, TOO: SeV fans wearing their favorite clothing around the world! Where will you wear yours?





Introducing the new Travel Vest for Women

We updated our Classic Vest for Women with a flattering fit, lightweight mesh lining, new colors and restructured pockets (since women aren't shaped like guys).

Available in Black, Red and Gray for \$125.

"When you carry your essentials invisibly in your pockets, it opens up a whole new world of impractically small fashion handbags!"

- Liz, SeV Marketing Manager



Scott is wearing the new Travel Vest for Men in Black. Also available in Khaki and Navy for \$125.

EVERYTHING YOU NEED TO KNOW ABOUT TRAVEL VESTS

SeV HAS THREE STYLES OF VESTS:



1. Our new flagship vest has been ten years in the making! **The SeV Travel Vest**, with 17-24 pockets - \$125

Men: ■ ■ ■
Women: ■ ■ ■

2. **The Classic Vest** has 22 pockets and a roomier fit - \$100

Men: ■ ■ ■
Women: ■ ■ ■

3. **The Lightweight Vest** is breathable, light and has 20-22 pockets - \$100

Men: ■ ■
Women: ■ ■

Check out our Vest Comparison at www.GetSeV.com/vests



Scott demonstrates



the vest way



to get ahead in life.

It's Magnets, Not Magic:

Introducing The Transformer Jacket



Change your clothes... without taking them off!
This revolutionary clothing system has 20 pockets and uses magnets to transform between a vest and a jacket.
Available in three colors for \$160.
P.S. Watch Scott's keynote speech and (awesome) commercial for this jacket at www.GetSeV.com/transform



The SCOTTEVEST Jacket Comes in Many Forms

As the favorite jacket of travelers, road-warriors, gadget lovers, urban explorers and spies (both TV and real), would you really expect anything less? From the stylish lines of the new Puffer Jacket, to the versatility of the Fleece 5.0 (below), SeV has over ten distinct jacket looks to keep you covered from Kathmandu to Manhattan to Machu Picchu.

Just smile the next time you breeze through airport security (with no extra baggage fees) on your way to your next adventure on the trip of your life.

"Pocket Nirvana!"
The Washington Post

Visit www.GetSeV.com/jackets for the full selection from rugged to refined

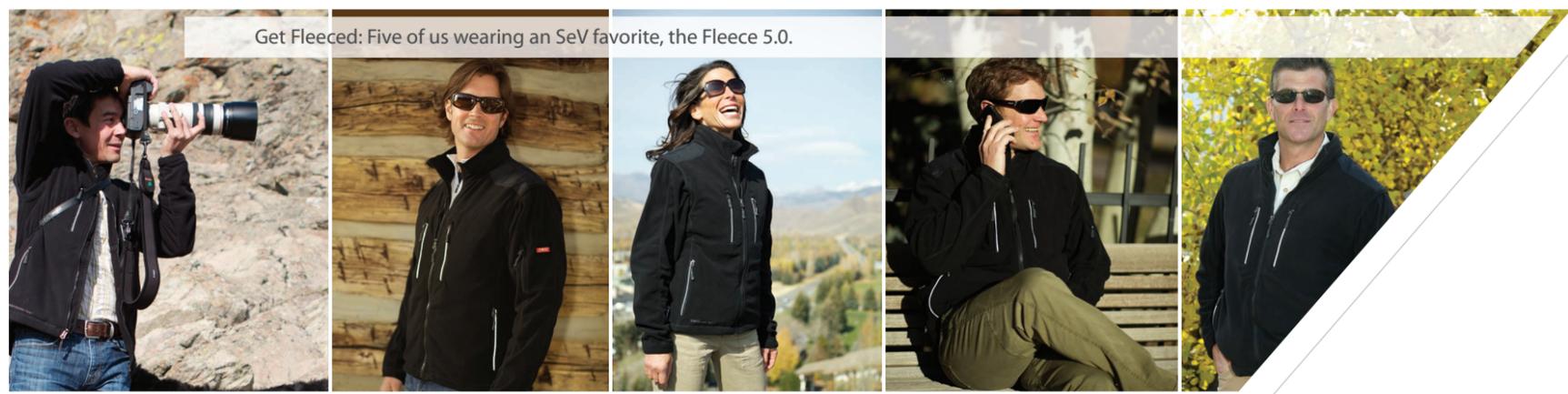


It's not puffery when we say that our new Puffer Jacket is the best on the market!
Available in Licorice and Cardinal for \$190.



Let's keep it basic... SeV Standard Jacket
Available in Fog and Midnight Blue for \$135.

The jacket transforms into a vest... and the vest transforms into a jacket!



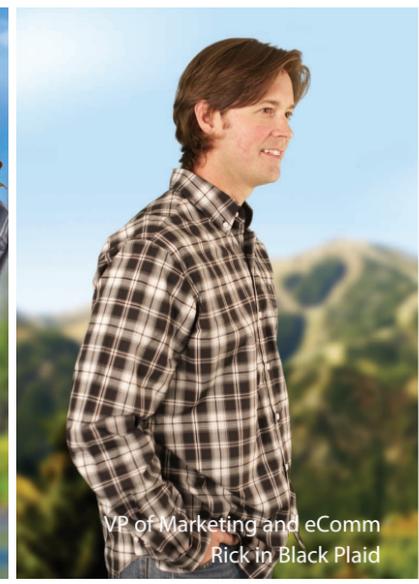
Get Fleece'd: Five of us wearing an SeV favorite, the Fleece 5.0.



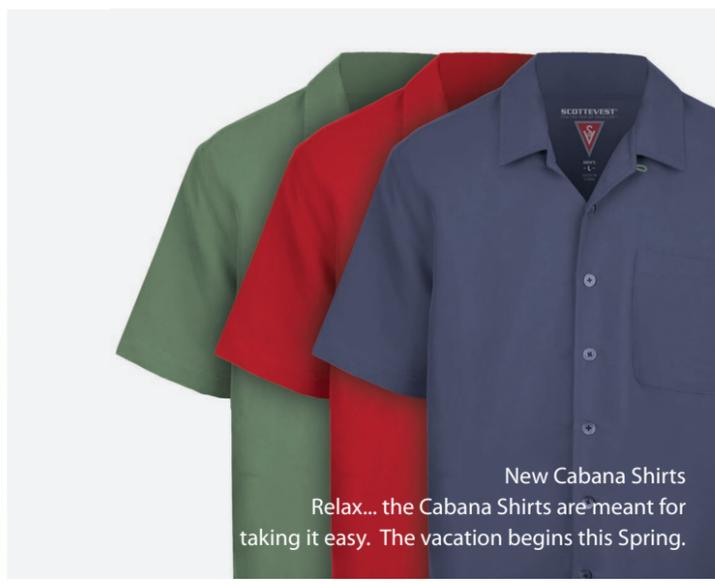
Scott & Eric in Blueberry & Raspberry Stripes



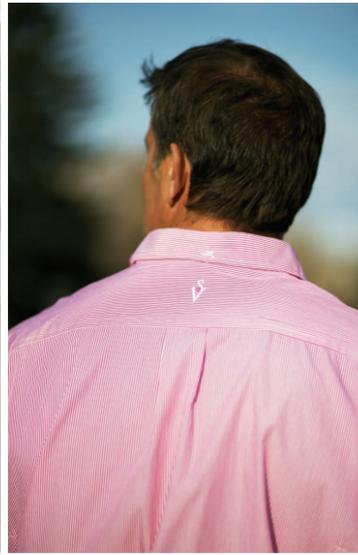
Laura in Scott's Mint Plaid shirt, coming soon



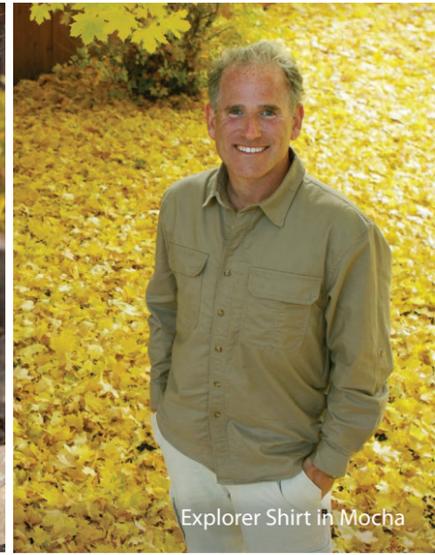
VP of Marketing and eComm Rick in Black Plaid



New Cabana Shirts Relax... the Cabana Shirts are meant for taking it easy. The vacation begins this Spring.



Margaux is ready for the new shirt colors to be unleashed!



Explorer Shirt in Mocha



Hang on, Scott!



Hang up, Scott!



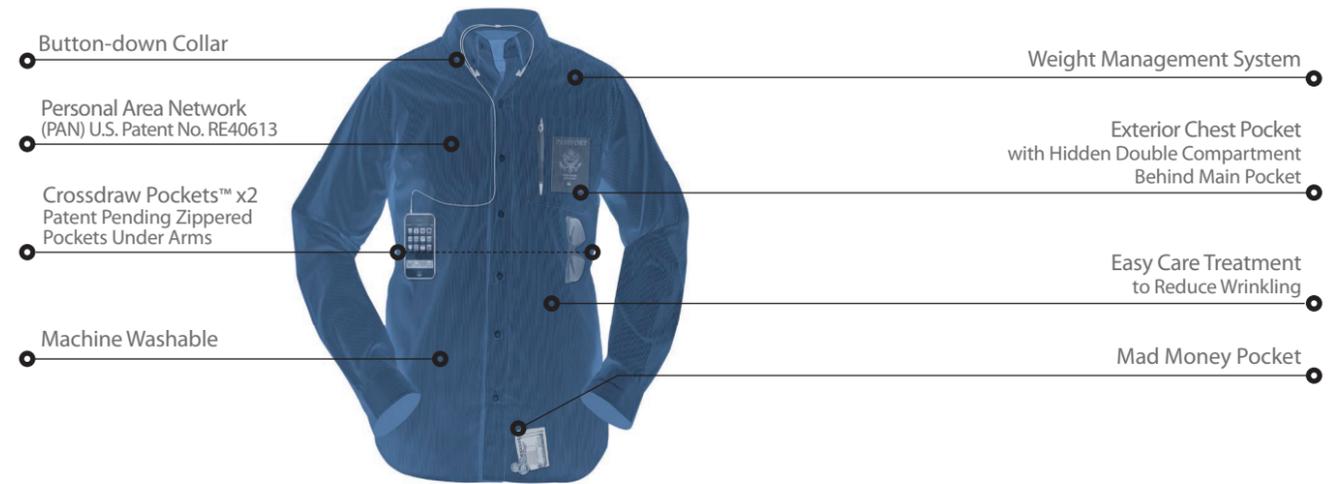
Stand up, Scott! No, really... you're six inches off the ground.



The Most Interesting Shirt in the World

Our goal is to dress you from head to toe, and for every occasion along the trip of your life. With five (and counting) styles of Button Down Shirts - stripes, solids and plaids - we've got your back, wherever you may roam.

Forget pocket protectors... this shirt's six pockets can take care of themselves, especially the patent pending underarm Crossdraw Pockets™ inspired by SeV Fan Jorge Pereira. Visit www.GetSeV.com/shirts for the full story and our latest styles.



Perfect for the Everyday Adventure

Sure, you could scale mountains, fight off wild beasts and discover lost treasures in your Explorer Shirt, but that takes a lot more effort than learning Photoshop (and your insurance carrier will probably drop you). We suggest you dress the part instead.

The Explorer Shirt* has 19 pockets (not a typo!), is rugged but soft, and due to some design magic, makes every guy who puts one on look like a hero. (Really - it has a perfect cut.)

Available in Mocha (on Scott) and Flax (on Eric) - \$85.

* Supply your own adventure.

Check out Scott's encounter with the porcupine at www.tinyurl.com/sevporcupine

SeV Women's Trench



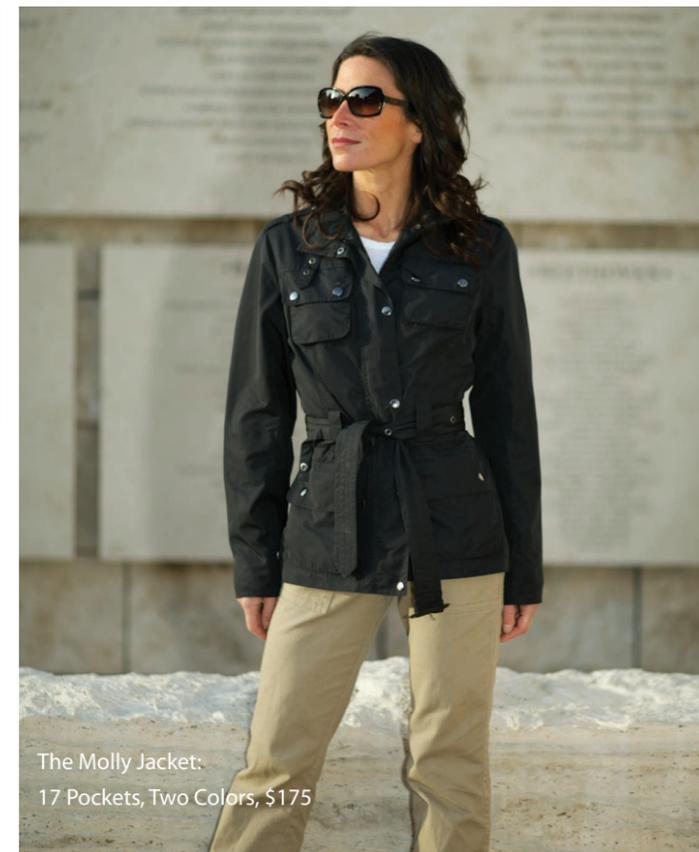
Paris, Chicago and Sun Valley

From breakfast (at Tiffany's, of course) to dinner at Rick's in Casablanca, move all day with effortless style in the SeV Women's Trench. Pack your essentials in its 18 pockets and hit the boulevard, hands-free. Paprika, Black, Red, Mist, Mud, Periwinkle and Thyme - \$150



Pockets are the accessory that never goes out of style!

Margaux Cargaux Flex Cotton Pants
Available this Spring.



The Molly Jacket:
17 Pockets, Two Colors, \$175



The Softer Side of SeV

Think: clouds, fresh laundry and fluffy puppies. Now imagine wearing them (ok, don't wear the puppies, Cruella de Vil). That's 1/10th as soft as the Chloe Hoodie.

Available in Kiss (on Laura) and Magic (black-on-black) for \$90. The plush lined hood and roll-up cuffs complete the look.

Lucy, I'm home!

Keep it light in the Lucy Cardigan. Casual, comfortable and cool (with just enough attention to the pockets that you know it's an SeV).

Available Spring '12.



Changing your mind is so 20th century. It's time to transform instead. The Kelly Jacket bursts onto the scene late Spring '12.

It Could Happen...

Stranded far from home, the reports come over the radio. War of the Worlds? A hoax? Either way, better to be prepared in your SeV Expedition Jacket. (Scott's water pistol is a perfect second line of defense against hydrophobic aliens.)

Can you imagine how much extraterrestrial (or zombie) whoop-ass you could carry in 37 pockets? It's "mind-bottling."

Available in Charcoal (shown) and Safari for \$200. Get one before society unravels and the barter system takes hold.

Details at www.GetSeV.com/expedition



Scott is Packing

His Pack Windbreaker, that is. When it's not on your back, it's great to keep as a spare for unexpected turns in the weather. Think: your glovebox, golf bag, or even in the PadPocket™ of another SeV.



Look Inside

The Pack Windbreaker may come in five different colors - Red, Cobalt, Yellow, Olive and Graphite - but that doesn't mean it's any less pocket-y inside (17, since you asked). At \$75, it's the perfect SeV to introduce a friend to the SeV pocket revolution.



Shown packed into itself with gadgets for scale.

Laura is Packing, too

With a simple, unisex cut, the Pack Windbreaker is a great choice for hiking up to your favorite spot, regardless of how the weather changes on the way to the top.





Colors **NEW**
**The Transformer Jacket for Men
 Kelly Jacket for Women** (Late Spring)
 \$160.00 | 20 Pockets
*transform from a jacket to a vest...
 with magnets*



Colors M: W: **NEW**
**Travel Vest
 for Men and Women**
 \$125.00 | 24-17 Pockets
*our newest vest design for
 traveling light*



Colors M: W: **NEW**
**Puffer Jacket for Men
 Lola Jacket for Women**
 \$190.00 | 19-16 Pockets
stylish, warm and super-pocketey



Colors **NEW**
SeV Button Down Shirt
 \$80.00
 6 Pockets
*stylish button down shirts with
 the SeV twist*



Colors **NEW**
Explorer Shirt
 \$85.00
 19 Pockets
rugged, adventurous shirt



Colors **NEW**
SeV Bamboo Polo
 \$45.00
 3 Pockets
*just right for golf, travel and
 business casual*



Colors **NEW**
Chloe Hoodie
 \$90.00
 14 Pockets
your soft, daily travel companion



Colors **NEW**
Women's Trench
 \$150.00
 18 Pockets
*stylish women's trench with
 SeV features*



Colors **NEW**
SeV Travel Boxers 2.0
 \$20.00 or 3/\$15 each
 2 Pockets
*comfortable, fast-drying & light -
 the ultimate travel boxers*



Colors **NEW**
SeV Standard Jacket
 \$135.00
 20 Pockets
sure to be your everyday favorite



Colors
**Classic Vests & Lightweight Vests
 for Men and Women**
 \$100.00 | 20-22 Pockets
perfect for travel and everyday use



Colors
Fleece 5.0 Jacket
 \$140.00
 24 Pockets
*sporty and warm microfleece
 with removable sleeves*



Colors
Outback Jacket
 \$150.00
 20 Pockets
*stylish exterior hides special
 concealed carry features*



Colors
Expedition Jacket
 \$200.00
 37 Pockets
*more pockets than any other
 jacket, ever!*



Colors
Tropical Jacket/Vest
 \$120.00
 18 Pockets
*lightweight and breathable, for
 warm weather*



Colors
**Essential Travel Jacket
 for Men and Women**
 \$120.00 | 18-19 Pockets
*functional jacket/vest for
 temperate climates*



Colors
**SeV Revolution &
 Revolution Plus Jacket**
 \$175.00-\$200.00 | 26 Pockets
*versatile and stylish with remov-
 able sleeves and hood*



Colors
Pack Windbreaker
 \$75.00
 17 Pockets
*lightweight layer that packs into
 its own back pocket*



Colors **NEW**
The Molly Jacket for Women
 \$175.00
 17 Pockets
pockets are a girl's best friend



Colors
XAE - Leather Jacket
 \$450.00
 20 Pockets
*stylish, tailored fit with hidden
 pockets and features*



Colors
SeV Carry-on Coat™
 \$225.00
 33 Pockets
*this trench coat doubles as a
 carry-on*



Colors
SeV Sport Coat
 \$200.00
 24 Pockets
*perfect for business travelers with
 hidden pockets and features*



Colors
Go-2 Jacket for Women
 \$175.00
 20 Pockets
*stylish and sporty; our warmest
 jacket for women*



Colors
Microfleece and Cotton Hoodies
 \$70.00
 11 -13 Pockets
*soft and warm, with pockets for
 all of your stuff*



Colors
Microfleece Pullover
 \$60.00
 7 Pockets
*super soft and warm, great cool
 weather layer*



Colors
**Flex Cargo Pants 11 Pockets
 Hidden Cargo Pants 10 Pockets**
 \$60.00
*casual, stylish pants appropriate
 for travel or everyday*



Colors
SeV Travel Pants & Shorts
 \$60-\$45.00
 11 Pockets
*lightweight and quick drying with
 tons of pockets*



Colors **NEW**
Ultimate Cargo Pants
 \$70.00
 11 Pockets
*versatile, cool and perfect
 for every day*



Colors **NEW**
**Margaux Cargaux
 Flex Cotton Pants**
 \$85.00 | 6 Pockets
women's pants, with the SeV twist



Colors **NEW**
Camp Shirt & Cabana Shirt
 \$65.00 - \$70.00
 3-7 Pockets
*lightweight and comfortable,
 especially in warm climates*



Colors
Performance Polo
 \$30.00
 1 Pocket
*ultra comfortable, great for travel,
 golf or just around the house!*



Colors
**Performance and Cotton
 T-Shirt**
 \$25.00 (short) or \$30.00 (long)
 3 Pockets
short or long sleeve



Colors
Q-zip
 \$35.00
 3 Pockets
*wicking, performance fabric is
 great for exercise and travel*

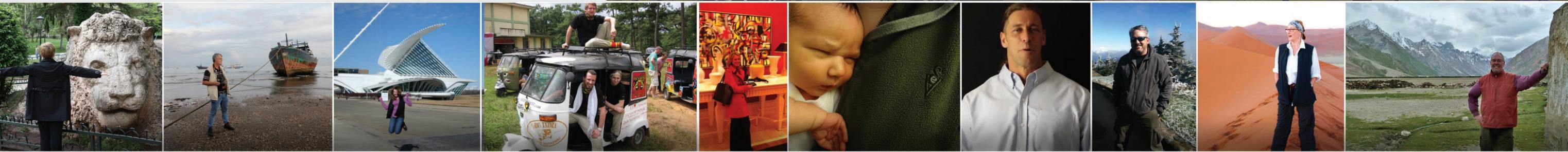


Colors
Women's Q-Zip
 \$55.00
 2 Pockets
*the perfect layer over a t-shirt, or
 on its own*



Colors
TEC Hat
 \$20.00
 2 Pockets
baseball cap with 2 pockets

SeV AROUND THE WORLD



Recognize them? Celebs are SeV Fans just like you!



Amy Tan
Best-selling author of
"The Joy Luck Club"



Herbie Hancock
Grammy® award-winning
jazz musician



Leo Laporte
Tech guru & host of TWiT.tv



Adam Baldwin
Co-star of NBC's CHUCK



ABC's Flash Forward



Steve Wozniak
Co-founder of Apple &
SeV board member



Adam West
Iconic TV crimefighter
& Family Guy's Mayor
of Quahog



Licensed by **TEC**
TECHNOLOGY ENABLED CLOTHING

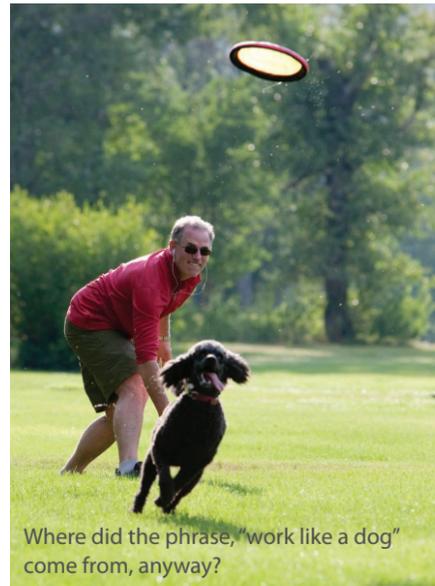
SEARCH
www.GetSeV.com/fans
find us on



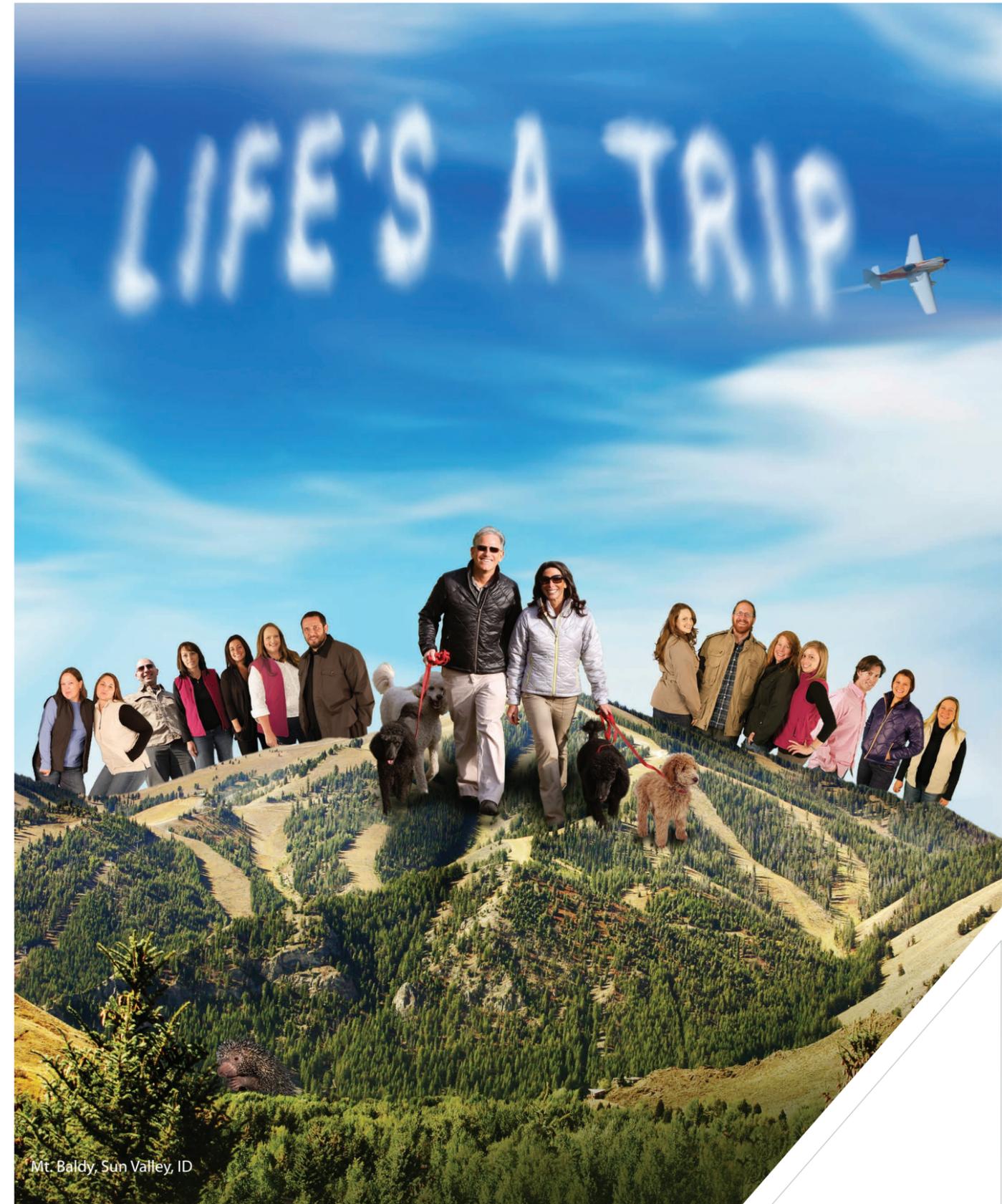
Laura and Scott behind the scenes



Did you say, "can I drive stick?" or "can I fetch a stick?"

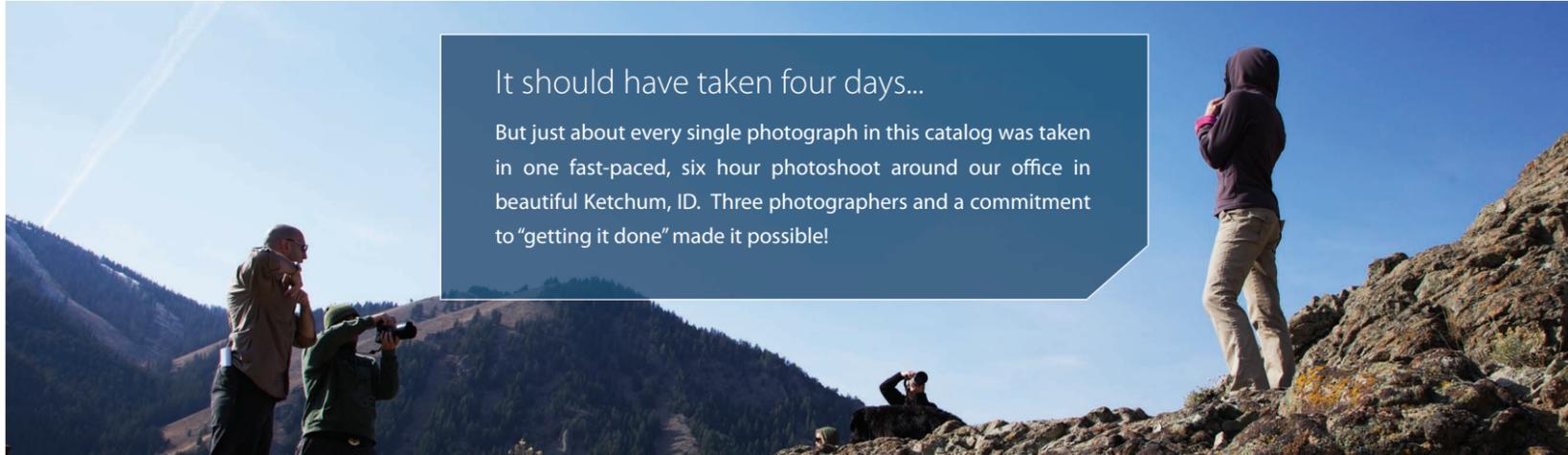


Where did the phrase, "work like a dog" come from, anyway?



LIFE'S A TRIP

It should have taken four days...
But just about every single photograph in this catalog was taken in one fast-paced, six hour photoshoot around our office in beautiful Ketchum, ID. Three photographers and a commitment to "getting it done" made it possible!



This is why we're based in Ketchum, ID



Focus, Scott!



The perfect jacket for the perfect shot

Mt. Baldy, Sun Valley, ID



SCOTTEVEST, INC.
PO Box 1915
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1.866.909.8378
www.GetSeV.com/catalog



SeV Co-Founders Laura and Scott Jordan wearing the new Lola and Puffer Jackets

SeV Standard Jacket
p. 9



SeV Puffer Jacket
Shown on Scott (left)
and p. 9

