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**SCOTTEVEST TRAVEL CLOTHING INTRODUCES THEIR NEW CARRY-ON COAT™ WITH 33 POCKETS**  
*The Trench Coat the Airlines Don't Want You to Know About Can Replace a Carry-on Bag and Help Travelers Avoid Baggage Fees*

Ketchum, ID, OCTOBER 12, 2010 – [SCOTTEVEST/SeV Travel Clothing](#) was founded ten years ago by CEO Scott Jordan to produce a multi-pocket vest designed for the needs of “gadget guys.” Since then, his invention has evolved into a full line of stylish travel clothing, and influences the way people around the world think about travel. With his [highly publicized](#) crusade against airline baggage fees and the debut of the new [Carry-On Coat™](#), Jordan is taking the consumers' fight to the airlines, and hitting them square in the pocket.

With the introduction of the Carry-On Coat™, SCOTTEVEST's total clothing offerings number nearly 30 unique items, and still retain the essence of SeV's core concept: stylish garments that conceal well-engineered pockets to replace or supplement a carry-on bag when traveling. SeV's customers are opting to wear their carry-on necessities rather than lugging them around in a bag, beating the system every time they save \$25 - \$50 on baggage fees, and saving time as they maneuver airport security "hands-free." To prove the point, Scott Jordan recently sent travel author Rolf Potts on the first [No Baggage Challenge](#) - a six week, around the world journey without any bags to carry his travel gear - only what he could carry in his SCOTTEVEST. What was the result of this grueling field test? It was actually not grueling at all: the clothing performed precisely as intended, and the best part was that not a penny was spent on baggage fees.

SCOTTEVEST's new Carry-On Coat™ is particularly suited to the task of traveling without bags. It is a Trench-styled coat with 33 hidden pockets, some large enough to carry folded shirts, pants and shoes. The Carry-On Coat™ redefines packing light by allowing travelers to replace the contents of a typical carry-on bag with the precisely engineered structure of pockets and compartments built into the coat. Because the coat holds as much as a bag, but is not subject to airline rules and regulations, extra bag fees and carry-on fees do not apply (and it beats trying to stuff a bag under the seat in front of you).



SeV CEO Scott Jordan explains, "Years of research went into fine-tuning the ergonomics of the clothing, with our NoBulge™ pocket structure and Weight Management System built in, so even if a traveler is carrying three days'

worth of wardrobe items, toiletries and other essentials, they won't look or feel like a walking suitcase." In fact, SCOTTEVEST designed the Carry-On Coat™ for precisely this purpose: to allow travelers to go away for a weekend with everything they need (including extra clothing) concealed inside the coat. "It's fully self-contained travel," Jordan continues, "and SeV's engineering ensures that the traveler won't look awkward or overstuffed while walking through the airport."

The Carry-On Coat™ is available in a rich Khaki and made of a Teflon®-treated waterproof and breathable material, and styled like a traditional Trench Coat. There is carrying capacity for up to:

- Four shirts and t-shirts
- Two pairs of slacks
- Socks, ties, underwear and other small wardrobe items
- One pair of shoes
- Toiletries in a TSA-compliant, quick-access 3-1-1 pocket (for carrying the regulation 1 quart bag of 3oz. liquids)
- All items that fit in SeV's TravelSmartSystem™: travel documents/boarding passes/passports, cell phones and iPods® (with a patented Personal Area Network - PAN - for wire management), eyeglasses and digital cameras
- iPads® and similarly-sized items can also fit in most sizes, so even when "traveling light" there's no need to leave anything behind

Frequent airline travelers know the airport security drill: remove your jacket and shoes, put your carry-on in the tray, and watch as everything slides through the x-ray machine. Simple enough. But when your carry-on is too big, or you have too much "stuff" to bring with you, travelers are stuck with paying an extra fee for the "privilege" of checking their bag. Whether you wear the SCOTTEVEST Carry-On Coat™ as to replace – or supplement – your travel bags, SeV Travel Clothing has created a stylish and viable alternative to paying for checked luggage.

## **ABOUT SCOTTEVEST**

SCOTTEVEST is one of the world's leading travel clothing companies. SeV specializes in stylish jackets, shirts and pants with a unique hidden pockets for travelers, and a patented system of conduits and pockets for carrying, using and enjoying personal electronics. In 2010, SCOTTEVEST became the first clothing company to provide a pocket for the iPad®.

Visit our Wikipedia entry for [SCOTTEVEST](#), Wikipedia entry for CEO & Founder [Scott Jordan](#) or [www.SCOTTEVEST.com](http://www.SCOTTEVEST.com) for additional information.

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