RIDGELINE ATHLETIC

HERITAGE SPORTSWEAR · EST. 1924 · GREEN MOUNTAIN, VT

SAMPLE IMAGERY · ARCHIVE MOOD — GREEN MOUNTAIN RIDGELINE

BRAND DEEP-DIVE · CONSUMER & RETAIL PRACTICE

Ridgeline *Athletic*

A century-old maker of trail-worn sportswear, read cover to cover — heritage, positioning, product economics and the road ahead.

TAGLINE	PREPARED	ANALYST	REFERENCE
"Made for the long trail."	15 Jul 2026	E. Marchetti	RA-DD-01

EXECUTIVE SUMMARY

Ridgeline Athletic is a privately held heritage sportswear house founded in 1924, best known for waxed trail outerwear and its enduring wool-blend baselayers. Illustrative revenue of roughly **€184m** is growing at a steady mid-single-digit clip, led by a direct-to-consumer channel that now approaches half of turnover. The brand's moat is authenticity — a genuine archive, durable make, and a loyal outdoor customer — but it sits mid-market, squeezed between technical performance labels above and value fast-fashion below. Its clearest opportunity is to translate heritage credibility into premium price realisation without diluting the workwear-honest identity that earned it. This deep-dive maps where the brand stands and where the next decade of value likely sits.

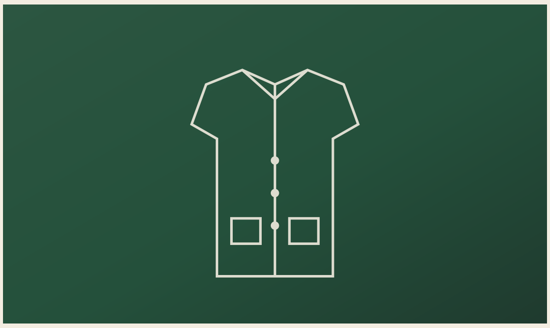
SECTION ONE

The house & *its story*

FOUNDING NARRATIVE

Ridgeline Athletic was founded in **1924** by two former mill hands in Green Mountain, Vermont, who cut and waxed their own field jackets for the loggers and guides working the northern ranges. Word of a coat that outlasted the winter spread down the valley, and a small workshop became a catalogue business by the 1940s.

The brand stayed family-run for three generations, quietly supplying outfitters and army-surplus stores before a 1990s revival of Americana workwear pulled its archive back into fashion. Today it balances a working heritage line with seasonal collaborations, keeping its Vermont cut-and-sew for flagship product while sourcing volume knitwear abroad.



SAMPLE IMAGERY · ARCHIVE FIELD JACKET, 1948 CUT

OWNERSHIP & STRUCTURE

Owner	**Cascade Heritage Group (private)**
Acquired	2016 · majority stake
Structure	Founding family retains 22%
HQ	Green Mountain, Vermont · US

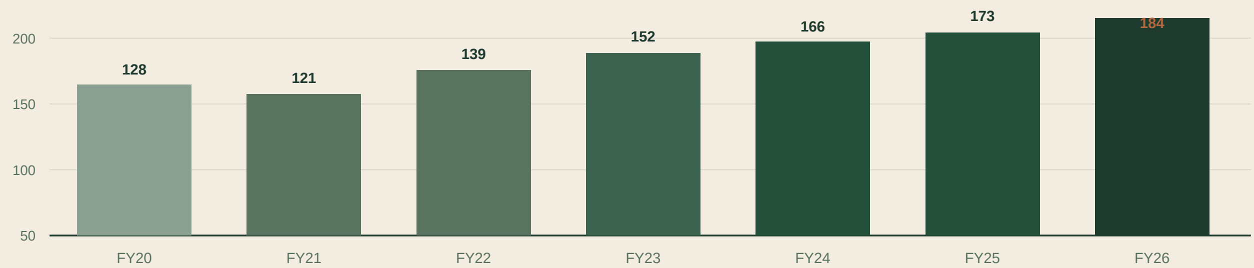
EST. REVENUE (FY26)

€184m

▲ 6.2% year on year

REVENUE TREND · €M (ILLUSTRATIVE)

FY20 → FY26 · CAGR ≈ 5.4%



EMPLOYEES	OWNED STORES	WHOLESALE DOORS	GROSS MARGIN
1,240	**38**	**610**	**54**%
incl. 180 in VT make	US · UK · JP · DE	specialty & dept.	blended, FY26

SECTION TWO

Positioning & *identity*

Ridgeline trades on **lived-in authenticity** — a real archive, honest make, and a refusal to over-brand. Its voice is plain-spoken and unhurried; its values sit closer to a workshop than a catwalk.

PILLAR 01

Made to outlast

Durability as a design ethic — waxed cottons, full-grain trims, repairable seams. Product is sold to be kept, not replaced.

PILLAR 02

Honest heritage

A genuine 1924 origin, not a manufactured backstory. The archive is a working reference, reissued rather than reinvented.

PILLAR 03

Of the outdoors

Rooted in trail and range culture. Credibility is earned outside — with guides, hikers and working wearers first.

TONE OF VOICE

Plain, never precious. Short declarative lines. Talks about the wearing, not the wearer.

Warm & grounded. A guide by the fire, not a salesman. Confidence without volume.

Specific. Names the cloth, the county, the year. Detail is the proof of authenticity.

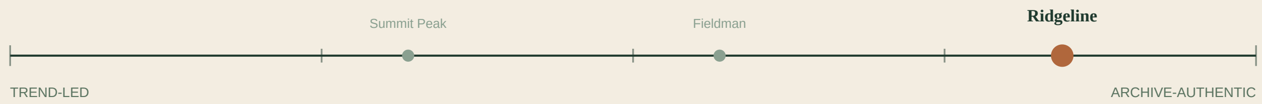
CORE VALUES

DURABILITY · CRAFT · STEWARDSHIP · MODESTY · THE OUTDOORS

IDENTITY AT A GLANCE

ARCHETYPE	The Explorer
REGISTER	Understated
PALETTE	Forest · Bone · Rust
SIGNATURE	Waxed field coat
PROMISE	Kit that lasts

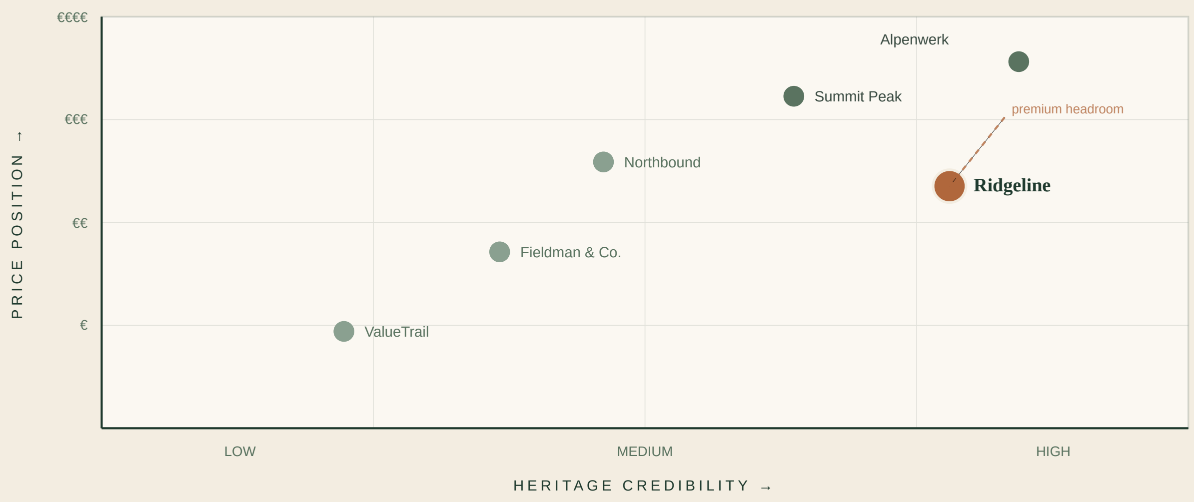
WHERE IT SITS · MODERN ⟷ HERITAGE-AUTHENTIC AXIS



SECTION THREE

Product, price & *the map*

POSITIONING MAP · PRICE (Y) × HERITAGE CREDIBILITY (X) — ILLUSTRATIVE



Ridgeline holds high heritage credibility but under-prices relative to that equity — the dashed vector marks premium headroom.

RANGE ARCHITECTURE & PRICE LADDER · ILLUSTRATIVE €

CATEGORY	HERO PRODUCT	ENTRY	CORE	PREMIUM	MIX %
Outerwear	Waxed field coat	180	340	620	31%
Knitwear	Wool-blend baselayer	70	120	210	24%
Trousers	Range utility pant	90	140	220	18%
Footwear	Trail boot	150	240	390	15%
Accessories	Waxed tote & caps	30	65	140	12%

Average unit retail ≈ €148 · outerwear drives value, knitwear drives frequency.

SECTION FOUR

Customer & *channels*

PERSONA A

The Weekend Guide

Male, 34–52, semi-rural. Hikes and fishes; buys for function and repair-ability. Values provenance over logos, keeps a coat for a decade.

SPEND / YR	CHANNEL	LOYALTY
€420	DTC + specialty	High

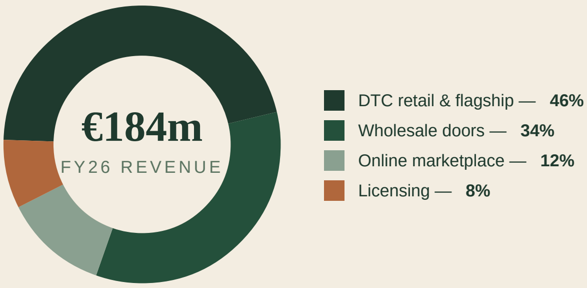
PERSONA B

The Urban Heritagist

Female & male, 26–40, city. Wears the archive as style; discovers via editorial and collabs. Higher frequency, lower single-ticket, brand-story driven.

SPEND / YR	CHANNEL	LOYALTY
€310	DTC + online	Medium

CHANNEL MIX · SHARE OF REVENUE



MARKETING THEMES

"Made for the long trail"

Always-on brand line anchoring durability & the outdoors.

Archive Reissue drops

Seasonal re-cut of a dated original, told through the year it came from.

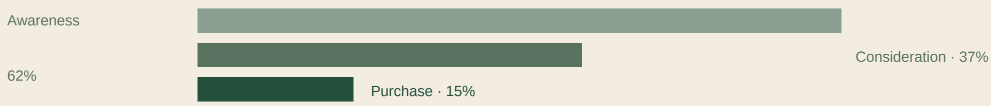
Repair & re-wax service

Stewardship as marketing — a reason to keep, not replace.

Guide & maker collaborations

Credibility borrowed from working partners, not celebrities.

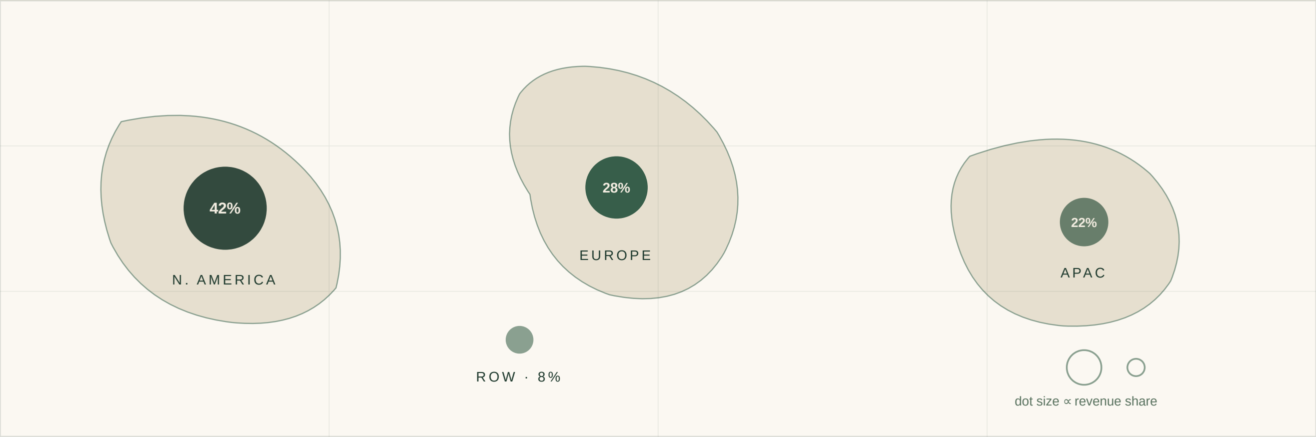
BRAND FUNNEL · ILLUSTRATIVE (% OF TARGET MARKET)



SECTION FIVE

Distribution & *signals*

MARKET PRESENCE · SIZED BY REVENUE SHARE — ILLUSTRATIVE



PERFORMANCE SIGNALS · ILLUSTRATIVE KPIS

DTC SHARE
46%
of revenue · ▲ 4pt

WHOLESALE DOORS
610
−3% (curated down)

REVENUE GROWTH
6.2%
FY26 vs FY25

NET SENTIMENT
+71
social · durability-led

REPEAT RATE
41%
12-mo repurchase

FULL-PRICE SELL-THRU
78%
low markdown reliance

AVG. UNIT RETAIL
€148
▲ 3% mix-led

SECTION SIX

Competitive set & *outlook*

COMPETITIVE COMPARISON · ILLUSTRATIVE

ATTRIBUTE	RIDGELINE	SUMMIT PEAK	FIELDMAN & CO.	NORTHBOUND
Est. revenue	**€184m**	**€520m**	**€96m**	**€260m**
Price tier	Mid–upper	Premium	Mid	Upper-mid
Heritage credibility	Very high	Medium	High	Low–med
DTC share	46%	58%	30%	44%
Technical performance	Medium	Very high	Low	High
Sustainability profile	High (repair)	Medium	Medium	High

STRENGTHS

- Genuine 1924 archive — hard to replicate, cheap to reissue.
- High full-price sell-through and 41% repeat rate.
- Owned Vermont make gives a credible provenance story.
- Strong, durability-led social sentiment (+71).

RISKS

- Mid-market squeeze between performance and value labels.
- Under-priced vs heritage equity — margin left on the table.
- APAC scale still sub-critical; door economics thin.
- Collab dependence risks diluting the honest-make identity.

OUTLOOK

Ridgeline's next decade is a **price-realisation story**, not a volume one. The archive and make credibility support a measured premium move — lifting core outerwear and reframing repair as paid stewardship — while APAC is grown door-by-door rather than broadly. Held to its honest-make identity, the brand can convert heritage equity into margin. The central risk is impatience: chasing reach through collabs faster than the identity can absorb. **Base-case view: steady mid-single-digit growth with expanding margin.**

SOURCES · ILLUSTRATIVE MODEL BUILT FOR DEMONSTRATION. FIGURES ARE FICTIONAL AND DIRECTIONAL.
ILLUSTRATIVE SAMPLE DATA ON A FICTIONAL BRAND — DEMONSTRATES LAYOUT & CAPABILITY, NOT AUDITED FIGURES.