

# Venustas Unveils Brand Refresh: From Functional Warmth to Empowering Everyday Confidence

*Venustas' brand refresh transforms it into a user-focused Heated Apparel Expert, enhancing shopping, product clarity, and everyday confidence beyond warmth.*

LOS ANGELES, CA, UNITED STATES, April 30, 2026 /EINPresswire.com/ -- Venustas, a leading innovator in heated apparel, today announced a comprehensive brand refresh, marking its evolution from a functional warmth provider to a more professional, user-centered Heated Apparel Expert. The transformation introduces a refined visual identity, an upgraded digital experience, and a renewed mission focused on helping people live without limits through comfort, confidence, and innovation.

## A Brand Evolution Shaped by User Needs

As consumer expectations increasingly shift from basic product functionality to lifestyle-driven experiences, Venustas recognized the need to evolve alongside its growing community. While the company's heating technology has continued to advance, the brand sought to better align its identity and user experience with the broader needs of modern consumers.

"Warmth has always been at the core of Venustas, but warmth is just the beginning," said Amelie, our operation director. "This refresh reflects who we serve today and how we aim to support people in their daily lives."

New Positioning: Professional, Reliable, Endurable



Brand Refresh



Brand Refresh 1

At the center of the refresh is Venustas' updated brand positioning as a Heated Apparel Expert built on three pillars: professionalism, reliability, and endurance.

Venustas believes heated apparel should support people across a wide range of everyday experiences — from outdoor work and winter adventures to daily commutes — helping them move forward with greater confidence.

**Mission:** To create heated apparel that empowers people to live without limits, so they can step outside with confidence and comfort.

**Vision:** To become the most trusted expert in heated apparel, where innovation meets real life.

## A Redesigned Digital Experience

The refresh extends beyond visual identity to include a full redesign of the customer journey, from product discovery to checkout.

Venustas has introduced more dynamic and interactive digital elements, including videos, GIFs, and product hotspots that demonstrate features such as heating zones, battery compatibility, and temperature controls. These updates are designed to make product information easier to understand while reducing information overload.

Mobile browsing has also been significantly refined, with improvements to layout, typography, and responsiveness to better match how customers shop today.

## Clearer Product Understanding

To simplify decision-making, product pages now present essential information through more visual and structured formats. Interactive hotspots, visual battery displays, icons, and streamlined product details help users quickly understand sizing, included accessories, product benefits, and core technology.

By replacing lengthy descriptions with more intuitive design, Venustas aims to make heated apparel easier to evaluate for both new and returning customers.

**Venustas Heatwave™**

Exclusively developed by Venustas, our advanced carbon fiber Heatwave™ system sets a new standard for cold-weather performance—delivering 3X faster heat, intelligent protection that minimizes heat loss, and durable, enhanced comfort for every member of the family.

**VENUSTAS HEATWAVE™ – 3X Faster**

Typical Heated Jackets – Standard Heat-Up

**Why is our Heatwave™ Technology perfect?**

- 12000 High-strength Carbon Fibers**  
**Advanced Carbon-Fiber Heating Module**  
12,000 high-strength carbon fibers from the renowned Toray Group (Japan) ensure even, flexible, and long-lasting warmth.
- Smart Chip Control**  
U.S.-homemade intelligent chips ensure rapid heat-up, stable temperature control, and optimized energy efficiency.
- NTC High-Temperature Protection**  
Built-in NTC sensors prevent overheating, protecting both the garment and the wearer.
- Engineered for Extreme Durability**  
Crafted from premium carbon fiber, the module endures 10,000 bending cycles and up to 100 washes without heat degradation, ensuring long-term reliability.

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## More Accessible Information and Transparency

The updated experience also improves visibility for product services, membership benefits, promotions, and brand guarantees across the website. Clearer navigation and more prominent value communication help users better understand available offers and services without unnecessary searching.

Blog content has also been reorganized to make educational resources more accessible, allowing users to find relevant guidance more efficiently.

## Faster Discovery and Shorter Path to Purchase

As Venustas' product range expanded, the company identified opportunities to reduce friction in the buying journey. New tools such as the Apparel Finder and Wishlist help users identify suitable products faster, while improved search and structured product collections simplify browsing.

Enhanced product cards now allow customers to view key information and add products directly to cart from multiple pages, including blogs and collection pages, shortening the path from discovery to purchase.

## Built Around Real User Value

According to Venustas, the refresh is rooted in customer feedback and designed to create more meaningful value at every step. By improving product understanding, simplifying navigation, and making purchasing more intuitive, the company aims to provide a more supportive and user-friendly experience.

More than a visual redesign, this transformation represents Venustas' broader commitment to redefining heated apparel as part of everyday life — not only by delivering warmth, but by supporting confidence, convenience, and peace of mind.

With this evolution, Venustas moves beyond simply providing functional warmth to offering a more empowering lifestyle experience for modern consumers.

The refreshed Venustas experience is now live. For inquiries or collaboration opportunities, please contact: [marketing@venustas.com](mailto:marketing@venustas.com)

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