

Venustas Recognized Through Real-World User Experiences

From equestrian farms to Arctic expeditions, real users share how heated apparel helps them stay active and comfortable in extreme cold.

LOS ANGELES, CA, UNITED STATES, August 11, 2026 /EINPresswire.com/ -- Across different environments and lifestyles, a similar shift is emerging in how people experience cold weather and outdoor living.

From horse farms in rural Canada to Arctic photography expeditions and working homesteads in Northern Europe, users are discovering that heated apparel is not only about staying warm. Instead, it is becoming part of how they maintain routines, spend more uninterrupted time outdoors, and continue pursuing activities they value despite challenging weather conditions.

For many, the impact is not dramatic. The weather remains the same, and the work remains the same. What changes is the rhythm of the day: fewer breaks to warm up indoors, fewer bulky layers limiting movement, and more time staying focused on the moments that matter.

These real-life experiences show how people in different environments are



Young Equestrian Frankie



Aurora Photographer Sheri

incorporating heated apparel into their everyday outdoor routines, not as a seasonal accessory, but as a practical solution for cold-weather living.

Frankie — Supporting Year-Round Equestrian Life in Rural Canada

Frankie is a young equestrian living on a small farm in Canada, where caring for seven horses is part of her daily routine. Feeding, grooming, training, and riding continue throughout the year, regardless of weather conditions.



Vince and Caroline Working Homestead

During winter, temperatures can fall to around -22°F, making outdoor riding more challenging and reducing the amount of time she can comfortably spend outside. Before using heated apparel, Frankie relied on multiple heavy layers for warmth, but the extra bulk affected flexibility and made movement in the saddle more difficult.

Her family first discovered Venustas through another equestrian family in Canada. After introducing heated apparel into her winter routine, they noticed a difference in both comfort and mobility. Frankie now uses a heated vest, KG10 heated gloves, and S11 heated socks during colder months.

The heated vest helps keep her core warm without adding unnecessary bulk, allowing her to move more naturally while riding. Because it fits comfortably under her riding gear, she can continue using her usual equipment setup. She also relies on the same gear during barn work and other extended outdoor activities.

For Frankie, winter is still part of everyday life, but it no longer determines how long she can stay outside.

Sheri — Capturing the Northern Lights in Extreme Cold

Sheri is an aurora photographer who spends long nights outdoors capturing the Northern Lights in remote, sub-zero environments, where temperatures can drop below -22°F.

Her work requires patience and long periods of stillness while waiting for the perfect moment. At the same time, cold conditions create additional challenges, from reduced hand dexterity to faster battery drain and equipment issues.

Before using heated apparel, Sheri often needed to return to her vehicle to warm up, interrupting her shooting process. She now uses a Venustas heated vest, W2118, and heated gloves, G02, to help maintain comfort during extended outdoor sessions.

The vest helps retain core warmth while waiting for aurora activity, while the gloves allow her to warm her hands without leaving her position. She also keeps batteries close to heated areas to help reduce power loss in freezing conditions.

During one photography session, temperatures reached around -35°F, with wind chills approaching -58°F. Despite the extreme environment, she was able to remain outside long enough to complete a full aurora sequence.

For Sheri, the biggest difference is not simply warmth, but the ability to stay ready until the right moment arrives.

Vince and Caroline — Maintaining a Working Homestead Through Winter

Vince and Caroline operate a working homestead where winter is part of their everyday responsibilities. Their routine includes caring for animals, cutting firewood, maintaining equipment, and completing outdoor tasks throughout the cold season.

With temperatures often ranging from 5°F to -4°F, long hours outside can quickly become uncomfortable. Before using heated apparel, they would often limit outdoor work or take frequent breaks indoors to recover from the cold.

After adding heated gloves, socks, hoodies, and jackets to their winter gear, they noticed a significant change. They were able to continue working outdoors longer with fewer interruptions.

The heated gloves, G02, are especially useful for detailed tasks, while the heated socks, S11, provide additional comfort during long periods outside. The heated hoodie, U2138, offers consistent warmth during early mornings and slower-paced farm activities. During larger projects, including installing solar panels in freezing conditions, the benefits became even more noticeable over a full workday.

The weather has not changed, but their ability to remain productive outdoors has.

Different Environments, One Shared Experience

Frankie, Sheri, and Vince and Caroline live very different lives—from riding horses in rural Canada, to photographing auroras in extreme northern conditions, to managing a working homestead through winter.

What connects their experiences is not the environment itself, but the role cold weather plays in shaping their daily routines. Across each story, the same pattern appears: the work continues, the conditions remain difficult, but interruptions become less frequent.

They are still riding, working, and exploring outdoors. The difference is that they can spend more time doing what matters to them without needing to stop as often to warm up.

At Venustas, these customer stories represent more than product experiences. They reflect how real people adapt to changing environments and how thoughtful design can support everyday outdoor lifestyles. By listening to customers and understanding their needs, Venustas continues developing heated apparel solutions that help people stay comfortable and continue doing what they love.

The cold remains, and so does the work. But with the right equipment, people can stay outside a little longer—and those extra moments can make a meaningful difference.

About Venustas

Venustas is a heated apparel brand dedicated to creating wearable solutions for everyday life and outdoor activities in changing environments. Through lightweight designs and integrated heating technology, Venustas products help people stay comfortable and continue their routines across work, lifestyle, and outdoor applications.

To learn more about Venustas and explore more real user stories, visit venustas.com.

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