

YoColorado Opens New Retail Store at Denver International Airport

Golden-based outdoor apparel brand brings its retro designs and Colorado spirit to travelers from around the world

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EINPresswire.com/ -- [YoColorado](#), a Colorado-based company known for its bold, retro-inspired outdoor apparel, today announced the opening of YoColorado DIA, a 1,600-square-foot store at Denver International Airport (DIA). The company's second Colorado retail location is in the southeast section of Concourse B's Center Core, across from Elway's restaurant. The store offers colorful, Colorado-inspired apparel and accessories to travelers from Colorado and around the world.

Co-founded in 2013 by Brad Miller and Pe Maslowsky, and based in Golden, Colorado, YoColorado has grown from a Colorado-focused brand into a thriving outdoor lifestyle company with customers across the country. The brand sells direct-to-consumer through e-commerce, wholesale to 200-plus Colorado and regional outdoor and specialty retailers including REI and Christy Sports, and now, via two brick-and-mortar retail stores. YoColorado's original Basecamp store in historic downtown Golden opened in 2021.

YoColorado DIA carries YoColorado



DIA Airfield at Sunset-Jeppesen Terminal-Credit DIA.



YoColorado Founders, Pe Maslowsky & Brad Miller - Credit, Paul Adams Media

apparel and accessories, including the brand's Breezy Snap™ shirts, Yoveralls, fleece, knits, outdoor-themed graphic apparel, official merchandise from the world-famous Golden's in Golden event, limited-edition selections from collaborative partnerships with Coors Banquet and National Ski Patrol and sustainable accessories crafted from unexpected upcycled materials. Customers can also shop a curated selection of outdoor accessories from adventure-worthy brands including BIRKENSTOCK, TOBIQ, Nocs Provisions, Ruml, Sockwell, Smartwool, Après Ski Jewelry, goodr, Stanley 1913, YETI and Matador Travel Equipment.

"Opening at Denver International Airport is an incredible milestone for YoColorado and a major step forward for our brand and business," said Brad Miller, YoColorado co-founder and owner. "We started in 2013 with one Colorado flag-inspired beanie, and what began as a Colorado-only business has grown into a full outdoor apparel and accessories brand with customers nationwide. Now, we get to share our playful and joyful brand with travelers from around the world at the 10th-busiest airport on the planet. It's our chance to show them the Colorado we love: laid-back, full of color and always ready to play outside."

Alongside its retail and sales growth, YoColorado prioritizes philanthropy and giving back through its collaborations and community events.

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YoColorado Founder Brad Miller

Nationally, the company contributes 10% of direct-to-consumer sales and 5% of wholesale sales from its National Ski Patrol collection to support ski and bike patroller education and training. Locally, during the Golden's in Golden event, a portion of official event merchandise sales supports Foothills Animal Shelter and Golden Retriever Rescue of the Rockies. YoColorado also donates merchandise to a broad range of Colorado nonprofit partners.

About YoColorado

Founded in 2013 and based in historic Golden, Colo.,

YoColorado is a retro-inspired outdoor apparel and accessories company that celebrates the free-spirited adventure of the Colorado lifestyle. Blending bold design and color with quality



YoColorado DIA - Colorado-inspired apparel. YoColorado's new, 2nd retail location in Concourse B Central Hub.

craftsmanship, YoColorado offers a broad collection of high-quality men's, women's, unisex and children's outdoor apparel and accessories. YoColorado has collaborated with iconic partners including Coors Banquet and National Ski Patrol and is carried by 200+ outdoor and specialty retailers such as REI and Christy Sports. From small-batch apparel production to upcycling materials into unique accessories to community-first partnerships and philanthropy, YoColorado is all about doing good, looking good and feeling good. Visit yocolorado.com, Facebook and Instagram for more information or the [YoColorado Newsroom](#) for media resources, images and inquiries.

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