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**SCOTTEVEST Travel Clothing promises to make life fashionably easier for Dads on the go**  
***This great gift is a simple solution to airport frustrations and carry-on fees***

Ketchum, Idaho (May 26, 2010) – With an eye toward hard-to-shop-for Dads on Father's Day, [SCOTTEVEST](#)® (SeV), an innovative travel clothing company and online retailer, recommends their unique line of gadget-friendly outerwear. Many gift-givers ask the question, "What do I get the person who already has everything?" The simple answer from SeV: a stylish and functional piece of clothing in which to carry it all.

SeV jackets, vests, pants and hoodies are designed to carry multiple gadgets, documents and other items in hidden, NoBulge(TM) pockets. In fact, there are so many pockets (20+ in some garments) that a single jacket can replace a typical carry-on bag when traveling, whether your loved one is going across town to work or traveling around the world. Everyone from businessmen to active Dads appreciate SeV's dozens of unique features not found in any other article of clothing.

Traveling anywhere these days – whether near or far - can be a study in frustration, gadget overload and an open invitation to thieves. The air traveler laden with bulging pockets or a lone carry-on bag filled with all the electronics that are supposed to make life easier can be delayed in a security checkpoint and become an easy mark for pickpockets and baggage thieves.

TSA inspectors have been trained on the design and features of SCOTTEVEST's brand of unique travel clothing, so only the jacket, with its contents safely hidden from prying eyes, passes through the airport X-ray. This speeds the process while protecting a traveling Dad. Because the agency does not consider the iPad® and Kindle® to be computers, they do not have to be taken out of their SCOTTEVEST hidden pockets when passing through airport security. The jacket or vest is removed and slid through the X-ray in one simple step and does not count as a carry-on bag even though it can hold just as much. No more surprise extra bag fees!

According to SCOTTEVEST's CEO and Founder Scott Jordan, all of these unique features make SeV jackets ideal presents for Father's Day. Unlike more traditional clothing gifts, they are seen as gadgets in their own right, with features and functionality that quickly make them part of the recipient's daily routine. "Even though an SeV is a clothing item, it's about as far away from being *yet another tie* or pair of socks as you can get. It's a game-changer for travelers and gadget-lovers alike," says Jordan.

Case in point, one North Carolina man, reported giving a SCOTTEVEST jacket to his son just before he departed for Japan, where the young sailor was being deployed for three years.

"When he first opened the package, I could see he was surprised – and a little disappointed," he recalls. "So I just said, 'Take a closer look'. After that, it was like getting a new gift every few seconds as he explored all the pockets and features.

"Now my son says they are perfect for the weather in Japan and he wears them nearly every day. Except when he's in uniform, of course. I can't imagine ever giving anyone just another plain piece of clothing as a gift for any occasion."

Jordan recommends the [Pack Windbreaker](#) or the popular [Ultimate Hoodie Microfleece](#) (or [Cotton Hoodie](#)) for Father's Day in 2010. Each come in a variety of colors, offer from 11 to 17 pockets – linked by a patented wire management system – are comfortable and attractive, yet highly affordable (\$75 for

the windbreaker, \$70 each for the hoodies). The ultimate accessories for the gadget-conscious on-the-go.

“Our versatile products are perfect for Dads – great for golf or hiking, travel or casual outings at home,” Jordan says. “He already has all the gadgets, so give him something to carry them in that is far better and more practical than a tie. And if he travels for work, this is a great accessory.

“The hoodies, of course, are very popular with today’s young men, offer the same kind of gadget concealment and utility in an even more relaxed cover they can wear in virtually any weather. They are perfect for quick trips, look stylish and cool and are a better way to carry your gadgets than rattling around in a bag.”

Since its founding in 2001, SCOTTEVEST has pioneered the concept of technology enabled clothing for everyone from gadget-lovers to the FBI. But its greatest appeal has been with travelers, who can carry a world of gadgets on the trip of a lifetime – as well as to the library, a hike in the country or golfing – in trouble-free ease, comfort, style and convenience.

A weight management system, which keeps everything balanced on the wearer’s body, see-through clear touch pockets that allow control of touchscreens without removing a smartphone or MP3 player and special conduits that keep all wires neatly concealed are among a wide range of features incorporated into SeV clothing in the past decade. But Jordan says the company is constantly updating designs, not only to keep up with changing technology, but to stay ahead of the curve, when possible.

The Pack Windbreaker, for example, was among the SeV products that became the first clothing anywhere to offer a pocket to safely carry Apple’s new iPad – even before that device began shipping in 2010.

“With your iPad safe and secure in its own special hidden pocket, you now can be connected, informed and entertained wherever you are, wherever you’re going or whatever you’re doing,” Jordan says, “and still look great in a jacket that reveals none of its secrets to onlookers.

“But while the SCOTTEVEST is stylish, comfortable and flexible, its greatest benefit is the ability to have everything you need on you at all times. If the airline restricts access to overhead bins, it doesn’t matter, because you are wearing all your electronics in your seat. So whether you are going to China or just out for a walk, knowing you have whatever you may need or want with you, ready to use, can be life-changing.”

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## **About SCOTTEVEST**

SCOTTEVEST is one of the world’s leading travel clothing companies. SeV specializes in stylish jackets, shirts and pants with a unique, 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 [SCOTTEVEST.com](#) for additional information.

For high-resolution images or interviews please visit

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