

History of Gear Series: Dr. Rachel Gross on the Evolution of Outdoor Clothing

Chase Anderson

09/03/2020



River McKay (Class of 2020) designing Backcountry.com apparel

Dr. Rachel Gross shares her insights into the evolution of outdoor apparel and what clothing says about those who wear it. Dr. Gross argues that outdoor clothing, known for its performance, also represents values and communicates identity.

On this episode of the History of Gear Series, Dr. Gross talks about how apparel differs from outdoor equipment and why a study of apparel can tell us about an industry and people.

Watch the whole conversation on [YouTube](#) or listen on the [Highlander Podcast](#).

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