Cocona installs a pop-up shop on the side of a Colorado cliff

By Emily Jensen - August 30, 2017

To give climbers a chance to stock up on gear midway through their journeys, Cocona Inc. installed a pop-up shop on Bastille Wall in Eldorado Canyon selling sports gear from brands using Cocona’s own 37.5 technology.

Unlike the usual New York City pop-up shop, Cocona’s shop was installed 6,000 feet above the ground, on the side of Colorado’s Bastille Wall in Eldorado Canyon. The shop was staffed by climbing veteran Dave Bywater from sunrise to sunset and sold gear from the likes of Adidas, Rab and Point6 to climbers to help them maintain the ideal core body temperature of 36.5°C.

“For more than a decade, we’ve gone to the ends of the earth to create performance-enhancing materials for athletes,” Cocona Inc. CEO Jeff Bowman said in a statement. “But now we’ve gone to the ends of the earth to get it to them.”

Cocona Inc. is headquartered in Boulder, Colorado, and known for its 37.5 degree technology used by brands such as Mission, Bauer, Kenneth Cole and Babolat. In May of this year, the company sued The North Face and Columbia for allegedly using its patented technology. Cocona had previously worked with The North Face on developing high-performance fabric.