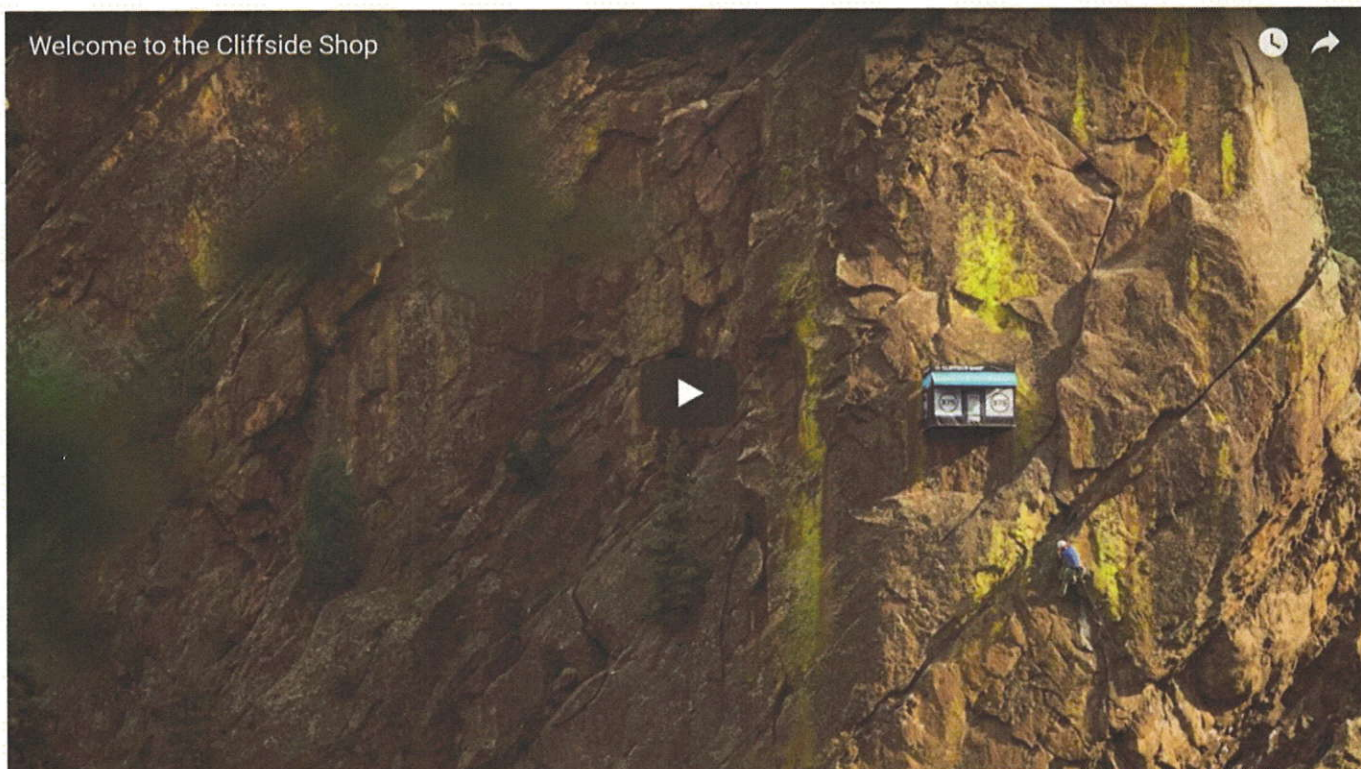




This Cliffside Pop-Up Shop in Colorado Was Made for Daring Climbers

By Keith Estiler / Aug 29, 2017 / Fashion

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Pop-up shops are all the rage these days, but one outdoor company is taking the fashion trend to new heights, literally. Outerwear textile specialist, 37.5 by Cocona Natural Technologies, has mounted a temporary store on the facade of the immense Bastille Wall in Eldorado Canyon in Colorado (approximately 300 feet high). The company has invited only the most daring climbers to drop by and snag apparel from brands such as adidas, Point6, and Rab that utilize 37.5 technology — an innovative fabric patented by Cocona that helps expert mountain climbers keep the ideal core body temperature of 37.5°C when trekking at high altitudes.

Watch the video above and head over to [Cocona's official website](#) to learn more about the project.

IMAGE CREDIT 37.5 BY COCONA NATURAL TECHNOLOGIES