

## Cloudveil Announces Launch of New Website Design and Video Product Reviews

Contributed by The Editors  
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Cloudveil, maker of inspired mountain apparel, has redesigned its fall site to include more user-friendly and sport-specific elements as well as interactive video product reviews.

Cloudveil worked with local producers Arden Oksanen and Trask McFarland of Arris Films to produce the athlete video product reviews. Darrell Miller of Storm Show Studios filmed the Sulli TV episodes, a series of product spotlights hosted by Cloudveil co-founder Steve Sullivan. To view an episode of SULLI TV, click on the second video on the left.

Cloudveil ambassadors, Nick Devore, Lisa Watson, Jon Klaczkiewicz, and Jason Tattersall highlight their favorite Cloudveil products while doing what they do best in the Jackson backcountry. Videos can be viewed on the newly designed Cloudveil online product pages or on the Cloudveil YouTube Channel at [www.youtube.com/cloudveilvideos](http://www.youtube.com/cloudveilvideos)

The new [cloudveil.com](http://cloudveil.com) website has also been altered to offer a more directed approach for the online consumer. Not only can users search by sports as specific as expedition mountaineering and skate skiing, but can also link onto relevant websites with news about that activity or read about Cloudveil ambassadors in that category.

"The Sulli TV video reviews are way for us to provide our online community with an in-depth look at the product features as well as the product in action," stated Cloudveil co-founder Steve Sullivan. "A studio photograph only gets you so far and today's consumer likes to know exactly what they are getting."

The new website design and video product reviews are just a continuation of Cloudveil's growing interactive network. Last year, the brand launched [TheMountainCulture.com](http://TheMountainCulture.com), a blog about mountain town life, and also operates a group on Facebook.