

BACKGROUND

Hilary Radley is the savvy CEO and principal designer for the Hilary Radley Womens and the Radley Mens Collections of trend setting outerwear based in Montreal. She has been a visionary designer for many years and has been the recipient of numerous awards due to her innovative use of textiles and technology in this category of apparel. They include the Matinee Foundation Award for Excellence in Design, and the APDMQ Design Excellence Certificate. She is also a three-time honoree of the prestigious WoolMark Design Excellence Award. Recently, Elle Magazine and her peers deemed her the "Designer of the Decade". With offices in New York, Montreal, and Toronto she is positioned to continue global market expansion based on her current established markets in the United States and Canada

Born and educated in England, Ms. Radley's hobbies include mountain climbing, playing tennis, and reading great novels. Motherhood is important to her as well and she spends as much time as possible with her young son. As a break from her busy professional life they often spend time at her home in New England. She is also a great advocate and supporter of the FARAH Foundation Aids Charity Group.

Hilary Radley's commanding presence as an international designer and her outstanding personal achievements make her an ideal spokesperson as we move into the new Millennium.

THE COMMITMENT

In January of 1999 Hilary and her cousin, Jamie Haridsty decided to climb Mount Kilimanjaro in Africa known to some tribes there as the "impossible mountain", They thought it would be a unique way of celebrating his 50th birthday. He lives in South Africa and had wanted to do the climb for some time. Although she is a recreational skier she felt that she would need to be in top shape to make the trek so she spent six months doing endurance training. She did trekking and climbing jaunts every weekend and avoided elevators, always taking the stairs and doing plenty of walking. In preparation she had a complete physical and went to the Center for Tropical Diseases in Montreal to get her shots and to obtain Diacom tablets, a medication which helps the blood to flow faster thereby providing more oxygen to it. Since her design focus is outerwear she was looking for a technical fabric with superior functionality with which to design and construct a garment for this adventure. The Kilimanjaro climb involves five different climate zones and she was interested in a product, which keeps the wearer comfortable in all climates and in all activities. The fabric must be able to endure and perform under the most stressful of environmental conditions. Hilary found these qualities in schoeller®-ComforTemp® a new group of "smart" textiles incorporating Phase Change Technology and offering intelligent temperature control.

THE JOURNEY

Hilary departed on Wednesday, June 16, 1999 for Africa. Having spent a considerable amount of time in the country, she was already familiar with the region and felt comfortable in it. She flew to England first and then on to Nairobi. From there she boarded a rickety bus to Tanzania and finally to Mosie and the Keys Hotel located at the base of Kilimanjaro. "You cannot imagine the magnitude of the mountain until you are at the base of it. It has an astonishing elevation of 19,340 feet". She assembled her apparel for the next morning. Her schoeller®-ComforTemp® coat eliminated the need for a multitude of layered garments, which lightened her load considerably. She hunkered down for the climb ahead.

DAY 1

Friday morning dawned and Hilary and Jamie set out early to meet their two guides, four porters, and one cook all of whom would be making the climb with them. Their main guide, Elie, is a very soft spoken, gentle man. He is a Tanzanian, possessing great physical strength. Hilary felt that they were in competent hands for the daunting task ahead, which began 150 miles south of the Equator and culminated at a snow-capped crater 19,340 feet above them. Although there were several different routes available to them, they had decided earlier on that they would use the Marangu route due to the fact that it provided huts along the way as well as supplying a fair amount of difficulty. They drove to the park headquarters, which, is at an elevation of 6,000 feet to begin the ascent. They hiked through a forest and then through a tropical forest populated by a plethora of monkeys and beautiful vegetation. They finally arrived at the Mandara Hut where Hilary, Jamie, and Elie overnighted and prepared for the next day. The sunsets are early here, normally 6:30 pm. The rest of the group went ahead.

DAY 2

The goal on this day was to reach the Horombo Hut, which is at an elevation of 11,000 feet. Hilary marveled at the changing terrain as they progressed through alpine desert, which was sparse and contained scrub brush, rocks, and a decided lack of any animals. It was a sharp contrast to the previous day. To assist in her own personal comfort Hilary wore her newly developed schoeller®-ComforTemp® outerwear garment. She knew that having the right gear would be essential to her success in this endeavor and that the jacket would be a key factor. The qualities of temperature and moisture regulation in addition to weather resistance and the UV protection, which the fabric provided, were all significant considerations. Success was also contingent on the conditions and high altitude sickness has nothing to do with age, gender, or fitness level. Normally thirty to forty percent of a climbing group will not make it to the summit.

Hilary Radley Cont

DAY 3

The group arose to meet the day and to acclimate to the altitude. They were now above the clouds and the air was considerably thinner making simple walking a challenge. The pace slowed way down at this point due to the lack of available oxygen. The going was made easier for Hilary due to the fact that she had been able to eliminate several layers of clothing because of the schoeller®-ComforTemp® garment. However, she was experiencing problems with blisters breaking out on her body. Her skin is fair and sensitive and she was more prone to this than other members in the group. She also contracted a chest infection. However, she has a very strong will and was determined to reach the summit. She refused to succumb to the pain. They hiked a short way to take a closer look at the mountain and to contemplate the strenuous hike that would take place the following day. She concentrated on the extraordinary blue sky, the looming mountain, and her original decision to make the climb. She left her ego at the bottom of this magnificent mountain and now all that mattered was her relationship to it and the challenge, which lay ahead. They descended back to the Horombo Hut to prepare for the next day.

DAY 4

Morning dawned and the group began their five hour hike to the Kibo Hut located at 15,000 feet on a glacier known as Kibo Glacier. Movement was very slow reaching this level and Hilary drew on all of her inner strength and spirit to continue. She clung to the realization that she would make it. By early afternoon they had arrived at their destination. They were now at the base of Kilimanjaro and the point of final ascent. They made an equipment and apparel check and consumed a high carbohydrate meal in preparation for the midnight hour. It was important to continue with the daily intake of three to four liters of water per day. They slept and would be awoken at 11:30 pm for the final journey to the top.

DAY 5

The group awakens at 11:30 pm. Their gear includes mining lamps to negotiate in the darkness. Elie suggests going up in the darkness. He does not want the group to see the sheer vertical drop of this last pass, which culminates at 19,340 feet. With great difficulty they climbed over boulders and rocks, each person now with their own personal guide. They arrived at Gilmans Point six hours later at 5:30 in the morning. Hilary then went on to Uhuru Peak, which is the ice cap, crater and summit itself. It is encrusted with volcanic ash and snow. It is very dangerous in terms of the potential of falling into the crater and also the altitude and the lack of oxygen in the air. She was allowed to remain here for only a few moments and became aware of the fact that she had just realized the physical and emotional accomplishment of a lifetime. Savoring that she began her descent immediately.

Hilary Radley Cont.

The group headed back down the mountain to The Kibo Hut to re-join the porters and to take a short rest. At noon they arose and descended further down to revisit The Homobro Hut. After another short rest it was back down to the Keys Hotel for a very well deserved bath, dinner, and champagne celebration. For Hilary, this is another extraordinary accomplishment to add to her list.

PRODUCT SUMMARY

Hilary takes product testing seriously. She wore the schoeller®-ComforTemp® garment through five different types of rugged terrain both on the way up and down the mountain. She hiked through forest, tropical forest, moorlands, desert, and snow capped mountain areas in a trek that takes most people seven days to complete but which she managed to accomplish in just five. "The performance of the jacket was amazing. Because of the ComforTemp® foam my body was kept cool going through the lower regions and it was warmed as I hit the upper regions of the mountain and then finally on to the snow capped peak at the top. schoeller®-ComforTemp® truly does combine functionality with design and character. "Schoeller®-ComforTemp® is important to me from both from a product standpoint as a designer and also as an end product consumer. It really works!"

The Hilary Radley Womens and the Radley Mens Collections of fine outerwear will be available in leading department and specialty store beginning in the Fall 2000 selling season both in the United States and Canada.

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For Further Information Please Contact:

R. Lynn Belmont
Schoeller Textil USA, Inc.
621 Fifth Avenue North
Suite B
Seattle, WA 98109 USA
206-283-6991
lynnb@schoeller.corpusa.com
<http://www.schoeller-textiles.com>

