

Brella Brella Introduces New Design Features for the Brella 2020 Rain Jacket

FOR IMMEDIATE RELEASE

Webster, NY, MAY 29 2022 – Brella Brella introduced the Brella 2020 in JUL 2021 as the first 20,000mm waterproof, 20,000MVT breathable rain jacket in the world to be sold for \$99. It still has the best rain jacket performance for price in the industry.

Rainy weather should never keep you from the outdoor adventure you love. Now you can take on wet conditions while looking great in the newly designed Brella 2020 rain jacket.

New design features include side snaps on the Brella bottom panels that allow you to cinch the Brella an additional 2 – 12” for a more custom fit at the waist. Another new design feature has the front panel overlapping the back panel which improves protection and cross venting capabilities. Thanks to its smart, high-quality features, Brella’s rainwear line offers “More Time in the Rain™,” which translates to more opportunity for fun and success in the field, woods or water.

Offering unisex protection, mobility, value and performance, Brella rainwear is designed to keep you dryer longer. The 20,000mm waterproof material and fully taped seams ensure a dry day and the 20,000 MVT breathable design provides cool comfort when the action heats up. Want to be cooler? Just release the snap-on sleeves and cross venting side snaps, weather permitting.

The new features of the Brella 2020 include:

- Customized waist fit up to 12": trim 2, 4 or 6" on each side with 3 side snaps
- Snap-on sleeves included
- Fully taped waterproof seams
- BrellaVent™ cross venting system
- Patented retractable hood 1-4" for extended peripheral vision and safety
- Drawcord adjuster with elastic rope closure



Front view of the Brella 2020



Back view of the Brella 2020



**View of the Brella 2020 side snaps
to tighten the waist up to 12"**

- Heavy-duty YKK waterproof front zipper with outer and inner storm flaps
- 2 outside pockets with YKK waterproof zippers
- Packable in the pocket with 2 way YKK zipper and loop for hanging
- Back length: 30 in.

The Brella 2020 is ideal for fishing, camping, hiking, kayaking, archery, sporting events, travel, golf, backpacking and outdoor social events. This Brella jacket design is available in a variety of solid and Realtree WAV3 and camo colors and is the perfect go-anywhere option where rain is a possibility. Being loose fitting and one size fits most, the Brella can be worn by women and men of all sizes and ages, youth/petite, plus-sizes and people with a disability.

Benefits at a glance:

- Total freedom of movement for the upper body and arms
- Customized peripheral vision by peeling back the hood
- Customized fit around the waist, tighten up to 12"
- Total waterproof protection from head-to-waist
- Universal fit ... one size fits most

The Brella 2020 rain jacket still retails for \$99 in solid colors, \$119 in Realtree patterns.

High resolution photos available on request and distribution inquiries accepted.

For more info,

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Features Video:	https://www.youtube.com/watch?v=V2eFWLZrPIA

About Brella Brella:

Brella Brella specializes in making affordable, unisex waterproof rain wear that will give you More Time in the Rain™ and is the first company to bring a 20,000mm waterproof rain jacket to market for \$99. Find Brella Brella on [Facebook](#) and BrellaBrella.com.

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