

12° West

A NEW DIRECTION IN SAILING APPAREL





Launched in 2015, 12° West is the only line of sailing and boating gear **designed by and for women**. With a focus on **fit, performance and styling**, we create clothing women want to wear both on *and* off the boat.

We worked with top pattern makers in NYC's garment district to ensure a female specific fit that functions *and* flatters. We sourced exceptional quality performance fabrics, and added thoughtful details – zip pockets, sun protection, a D-ring for necessities – to help women be at their best on the water.

And finally, we infused everything with a fashion forward attitude that goes from the deck to the docks in style.

All of our products are proudly **designed and manufactured in New York City**.

OUR STORY

12° West was created by **Julie Hylton**. She discovered sailing after moving to New York City, and fell in love with the feeling of confidence, freedom and exhilaration that she found out on the water.

After years of frustration trying to find functional, attractive sailing wear for women, she launched **12° West** to fill the void.

The collection includes warm weather sailing and boating basics that transition effortlessly from the boat to the bar. It's nautical with a twist – rendered in performance fabrics, with an impeccable fit, and in updated colorways. All the pieces in the collection are named after some of Julie's favorite sailing spots.

Julie still gets out sailing every chance she gets. Whether it's Tuesday night racing, weekend cruising, or the occasional sailing vacation, she's happiest on the water.



What is 12° West?

Wondering where the name came from? 12° West is the approximate magnetic deviation (the difference between true north and magnetic north) at New York Harbor, where Julie learned to sail (and spent many hours studying the chart for her Coastal Navigation certification).

OUR PRODUCTS - TOPS

Our Marblehead Pullover and Sandy Hook Shirt are constructed of soft, stretchy performance fabric with moisture management and SPF. Shoulders are designed for maximum mobility, and a dropped back hem ensures coverage while moving around the boat. We amp up the style factor with feminine touches like flattering seam lines and ruching in strategic places.

MARBLEHEAD PULLOVER



SANDY HOOK SHIRT



OUR PRODUCTS - TOPS

Our Saybrook Stripe shirt is the perfect embodiment of our “Modern Nautical” ethos, combining a soft bamboo-cotton blend with feminine shaping. Our fitted Vineyard Vest is water and wind-resistant, the perfect layer for a breezy spring or fall day.

SAYBROOK STRIPE



VINEYARD VEST



OUR PRODUCTS - BOTTOMS

For our bottoms, we found a fantastic performance material that is lightweight, breathable, and has a DWR (Durable Water Resistant) finish. We carefully calibrated the fit for a woman's body, and used stretch fabric to ensure comfortable movement. Then we added thoughtful details like deep zipper pockets, a higher back rise for coverage, and a metal D-ring to attach necessities.

NEWPORT CROP



SAG HARBOR SKORT



OUR PRODUCTS - BOTTOMS

Good women's sailing shorts are hard to find, so we designed our own. Our Oyster Bay Short is made from a breathable performance fabric with a DWR (Durable Water Resistant) finish. The Chesapeake Short is made of a lightweight, super stretchy nylon that is great for hot weather. Both styles have deep zippered pockets and our signature D-ring.

OYSTER BAY SHORT



CHEASPEAKE SHORT



We love our customers, and they love us right back. Here are a few of the customer comments we've received lately.

*I can tell this gear has been designed by a sailor and by a woman – a valuable combination. The **Sag Harbor Skort**, **Newport Crop** and **Marblehead Pullover** came out of my bag wrinkle free and ready for action after 2 days of traveling. These are already my “go to” sailing clothes.*

Mary M, Wexford, Ireland

*I am the proud owner of a fab new pair of **Oyster Bay Shorts** for sailing, made just for girls! Love them, perfect fit, good size pockets with zip, smart design and really beautiful red color. Julie & team are super customer friendly, fast, efficient and great to deal with. Let's go sailing!.*

Sophie R, Boston, MA



*I wore the **Sag Harbor Skort** all weekend. Love the deep pockets, the hook on the front and how movable and comfortable I was all day long. After working on the boat all day I was able to brush off and look more than presentable to go to a restaurant to watch the Derby.*

Suzanne N, Ardmore, PA

*I wore the **Newport Crop** today racing in Block Island Race Week. LOVED THEM!!! Waterproof, stretchy, comfortable & looked great!*

Sue B, Plymouth, MA

*Wow - sailing clothes that are made for us girls! Soooo comfy and soft - and was told yesterday my **Marblehead Pullover** was flattering and kinda sexy! Everything fits so perfectly - sizing is dead on!*

Joy M, Dallas TX

*Ready for another day of racing at Block Island Race Week in my **Chesapeake Shorts**. They are so comfortable when I'm scuttling back & forth across the boat during tacks & gibes. Love the zippered pockets and D-ring to hang my knife on!*

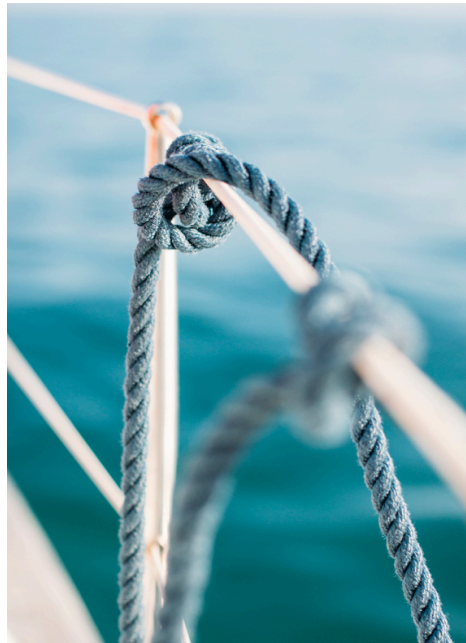
Danielle M, Newport, RI

*Just wanted to let you know how much I LOVE my new sailing gear! The fit & quality of the fabric, stitching and zippers – everything – is amazing. And the red **Sag Harbor Skort** is quite the head-turner!*

Laura Z, Brooklyn, NY

*The **Saybrook Stripe Shirt** is the softest, most comfortable thing I own. I may actually sleep in it ☺*

Ginger S, Va Beach, VA



*So happy with my new **Oyster Bay Shorts** and **Sandy Hook Shirt**. I wore the shirt cycling today and it was so cool and comfortable. Can't wait to get out on the boat in my new gear.*

Andrea W, Whitchurch, UK

*The **Sag Harbor Skort** is my new go-to piece on & off the boat. It's great for active sailing & makes for a fashionable transition to the bar for post-regatta celebrations.*

Sonya M, New York, NY

*I am extremely pleased with the **Newport Crop** – I liked them so much I got 2 pairs. The fabric is very durable with just the right amount of stretch. What I like most is how they look! I wear them sailing, running around town & as resort wear. Very versatile, always appropriate.*

Regina W, New York, NY

The media has taken notice too! Here's a sampling of our media mentions.



*Live segment on Great Day Washington, WUSA9 (CBS) to kick off their segment on the Annapolis Boat Show.
Full interview is here: [12° West Live from Annapolis!](#)
WUSA9, April 2017*



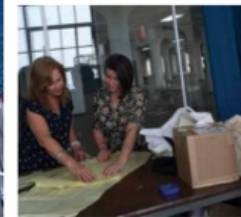
*"Clothing company 12°West makes sailing gear designed by and for women with a focus on fit, performance and style. Among the company's product offerings is the **Marblehead Pullover**, a lightweight and breathable garment featuring a raglan-style shoulder for a full range of mobility and a body-skimming fit, with flattering seam lines and a dropped back hem. Perfect for the women on your gift list."*

SAIL Magazine, November 2015

BOATING TIMESTM LONG ISLAND

We Make It Easy To Have Fun On Your BoatTM

Finding a Passion and a Path



Ten years ago, Julie Hylton could never have imagined that she'd someday leave the trappings of the corporate world, learn to sail, and start up her own clothing line in New York City. Yet a recent Facebook post on Hylton's company site reveals a lot about her journey: *I don't need therapy. I just need to go sailing.*

*A profile of our founder, Julie Hylton, and the story of how 12° West came to life. The full article is here: [Finding a Passion and a Path](#)
Boating Times Long Island, October 2015*



"Women's sailing apparel can sometimes make you feel like a man. That's what Julie Hylton set out to change when she started [12° West](#), a new producer of casual sailing clothes designed by and made for women. "We spent a long time focusing on fit," says Hylton. "And we're really proud of what we came up with." The [bamboo tees](#) are crazy soft; the skirts and shorts are stretchy and water repellant. The [Marblehead Pullover](#) shown here is \$85 and features SPF 50 sun protection."

Cruising World, December 2015

Practical **Sailor**

*"If you have a woman who sails on your gift list, you can be sure she'd appreciate a new pair of sailing shorts or capris from 12° West, a small clothing company owned and operated by sailor Julie Hylton. The company offers a range of attractive, functional women's sailing apparel that is designed and made in New York City. We checked out the **Newport Crop capris** (\$110) and the knee-length **Oyster Bay shorts** (\$95). Testers found the water-resistant, stretchy Dintex fabric soft and easy to move in. The durable fabric, touted for its light weight and breathability, sheds water and keeps its shape during wear. Both the capris and the shorts feature pockets with zip closures, a metal D-ring for attaching a knife or gloves, and SPF 50 sun protection. The shorts also have a cargo pocket, and the capris have articulated knees. Testers—made cynical by years of wearing boxy, men's sailing shorts before the advent of women-specific gear—liked the 12° West clothing's tailored fit, comfort, and construction quality. Sailing women will appreciate the attractive design and free range of movement the clothes offer. Gift-givers will like that each purchase comes pre-wrapped in a reusable cotton-canvas tote bag."*

Practical Sailor, November 2015



12° West

Although it has improved significantly in recent years, the choice of sailing garments for women is comparatively limited and unflattering.

Julie Hylton sought to address this when she launched her new brand of women's sailing apparel called 12° West this year. She says her New York-based company produces clothing to ensure a female-specific fit that's flattering as well as functional.

The initial collection includes tops that are made from a soft, performance fabric with moisture management and UV protection. The shorts use a lightweight, breathable fabric with DWR (Durable Water Resistant) finish.

Price Marblehead Pullover (above) US\$85 (£54). www.12degreeswest.com

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Yachting World, December 2015



HAIL US



For interviews, product reviews or other media inquiries, toss us a line (sorry, we couldn't resist the sailing pun!)

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GET ON BOARD!

Follow 12° West on your favorite social media channel for new product announcements, behind the scenes action, and updates on our adventures.

@12degreeswest



KEEPING IT LOCAL

All of our products are proudly designed and manufactured in New York City

