

**THE COVETEUR AND VICTORINOX COLLABORATE TO BRING A MEN'S
"GUIDE TO WINTER STYLE PREVIEW" AT THE 2013 SUNDANCE FILM FESTIVAL**

Sundance is just around the corner, and once again, celebrities, filmmakers, and industry A-listers are rummaging through their closets to find the perfect winter wardrobe for the snow-covered extravaganza. Offering actors and audience members a behind-the-scenes look at some of the most exciting trends of the season, *The Coveteur* has teamed up with Victorinox to provide a "Guide to Winter Style Preview" at the 2013 Sundance Film Festival in Park City, Utah.

Founded by designer Erin Kleinberg and stylist Stephanie Mark, *The Coveteur* is changing the way people understand personal style. Allowing readers full access to the creative process of some of the most influential people in the fashion world, the digital fashion magazine is bringing celebrity style secrets out of the closet and onto the slopes. Together, Kleinberg and Mark have chosen a spectacular assortment of snow-savvy apparel from the latest Victorinox line, best known for their Swiss Army style, to keep some of the most recognizable men at Sundance fashionably warm and accessorized for the winter season. This year, the lucky guys being "Coveteured by Victorinox" are **Casey Affleck, Adam Brody, Matthew Goode, Dermot Mulroney, Tony Okungbowa, Adam Scott** and **Alexander Skarsgard**.

At such high altitudes, these leading men need layers. Beginning with the Vx Traveler Sweater, a combination of both strength and softness, Victorinox offers the comfort and durability needed to trudge through the snow in style. Layered on top, Kleinberg and Mark have chosen the Davos Hooded Insulated Jacket, a lightweight material that traps heat in but won't stop them in their tracks, and the Ibach Scarf, which provides a final touch to the perfect winter ensemble. Keeping them on schedule throughout the festival, they will also be sporting either the Dive Master 500 Timepiece, with a more traditional feel, or the Night Vision Timepiece, featuring the same quality with a little urban flair. And last but not least, offering the perfect place to store their winter gear, *The Coveteur* has skillfully selected Victorinox's Spectra Luggage, which combines lightweight durability and contemporary design, providing the strength of a hardside travel case without sacrificing personal style.