

IN THE PRESS IN THE PRESS IN THE PRESS IN THE PRESS IN THE PRESS

In the Press: Tyler Paget and Revelyst Adventure Sports Brands Featured in Outside Magazine



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Authenticity is at the heart of Revelyst's brands, and nowhere is that more apparent than Revelyst Adventure Sports in Irvine, California—the home of Fox, Bell, Giro and CamelBak.

Heading up social media for those brands is **Tyler Paget**, whose expertise on showcasing a brand's authenticity was spotlighted in the recent Outside magazine article, [Meet the Outdoor Athletes Redefining What It Means to Influence](#).

Tyler was quoted several times in the piece by writer Gloria Liu, who examines the "rules of creator culture" and how authenticity is king when it



Tyler Paget of Revelyst Adventure Sports

comes to a brand's online presence and how a sponsored athlete represents them on social media.

As one of several subject-matter experts Liu interviewed for the piece, Tyler discusses the role authenticity plays for brands and action sports athletes alike. Here are two passages that feature his thoughts on the topic:

Authenticity has become a social media buzzword—so much that the idea in itself has been co-opted by creators seeking clicks. The movement started with the hashtag #nofilter, then escalated to some athletes and influencers being “overly vulnerable” in a way that felt almost contrived, says [Tyler Paget](#), director of social at [Fox Racing](#), [Bell](#), [Giro](#), and [CamelBak](#), who shares social-media advice for athletes and brands on LinkedIn.

The success of anti-influencers suggests an upside to this fusion: We're developing the same kind of instincts for gauging people online as we do IRL. Our “BS meter” is highly attuned these days, Paget says, and we're learning to recognize those who give us a good “gut feeling,” even if the platform hasn't rewarded them with virality. By opting out of chasing likes and instead focusing on creating more meaningful stories, these anti-influencers seem to be taking a more optimistic view of humanity: They're betting that not all of us are just the vapid, attention span-challenged screen-swipers that the apps suggest we are.

When this issue of Outside arrived at the DragonFlyer office, we wanted to chat with Tyler about these cool mentions. Here's what he told us: “At Fox, Bell, Giro and CamelBak, our athletes are at the center of everything we do, from product design to how we champion them on social. We lead with a long-term vision on our channels, looking beyond fleeting trends or chasing virality to remain intentional and strategic.”

The article also includes a quote from CamelBak sponsored athlete, ultrarunner Max Jolliffe, who says today's influencer is online in a way that feels uncurated, unique and authentic to who they are, often with an edgier style inspired by countercultures like skate and punk. “We're the millennial generation that grew up watching Jackass, surfing, and skating,” Jolliffe says. In these scenes, “it's almost like the less you tried the cooler you were.”



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McLaughlin's designs range from a jacket crafted out of upcycled water reservoirs (bottom left) to a high-heeled shoe equipped with a fully operable pencil sharpener (second from top right). Pockets are a common theme—McLaughlin's way of giving the finger to the lack of functionality that's historically plagued women's clothing.

Hydration x fashion?

Tyler's comments about how our Adventure Sports brands approach building an authentic voice on social media wasn't the only Revelyst appearance in the issue.

In the article titled "All Hail the Upcycling Queen" about Nicole McLaughlin's creative collabs, a jacket made of CamelBak hydration bladders

is included in the photo gallery.

You can link to the [influencer article here](#). To read the upcycling article here, view the entire issue via this [e-reader link](#) and scroll to Page 96.

In the Press is a new section in the DragonFlyer where we spotlight media coverage of our company and brands. Have a clip to share? Send it to [Eric Smith](#) at Revelyst Communications.