

Vail Resorts Unveils Epic Shop, a New Way to Bring Your Mountain Home with Official Resort Apparel and Accessories



IMAGES are available for media use [here](#).

- New website debuts with official branded merchandise from 15 world-class resorts, including Vail Mountain, Whistler Blackcomb, Breckenridge and Park City Mountain
- Guests can now shop merchandise from their favorite resorts year-round from anywhere in the United States

BROOMFIELD, Colo., March 19, 2026– Vail Resorts today announced a new online retail destination for official resort and Epic-branded apparel and accessories. Available now at [EpicShop.com](#), guests can shop exclusive merchandise from 15 world-class resorts to stay connected to the mountains year-round.

Epic® Shop features up to 40 styles per resort across 15 legendary destinations: Vail Mountain, Breckenridge, Park City Mountain, Beaver Creek, Keystone, Whistler Blackcomb, Heavenly, Stowe, Okemo, Northstar, Kirkwood, Stevens Pass, Crested Butte, Mount Snow and Hunter Mountain. The collection includes apparel, headwear, drinkware, souvenirs, stickers and more.

"Our guests have an incredible connection with the mountains they ski, ride, and enjoy in any number of ways—and we want to make it easier for them to shop their favorite mountain merchandise from anywhere," said Greg Sullivan, Vail Resorts Executive Vice President of Retail/Rental, Hospitality & Guest Services. "Ski culture is more vibrant than ever, extending well beyond the slopes and into daily life. Whether guests want a souvenir from their first time on snow, memento from a milestone trip, or simply a way to represent their favorite resort, they can now shop official gear without waiting for their next mountain visit."

The launch collection is only the start. Epic Shop will continue to expand with more resorts and fresh collections coming next season. As Epic Shop evolves, guests can also look forward to co-branded collaborations and exclusive limited-edition pieces designed to bring mountain style into everyday life.

Shipping is available across the United States, with plans to expand internationally in the future. Explore the launch collection now at [EpicShop.com](#), or through any of the 15 resort websites. 2026/27 Epic Passes are now available at [EpicPass.com](#).

About Vail Resorts, Inc. (NYSE: MTN)

Vail Resorts is a network of the best destination and close-to-home ski resorts in the world including Vail Mountain, Breckenridge, Park City Mountain, Whistler Blackcomb, Stowe, and 32 additional resorts across North America; Andermatt-Sedrun and Crans-Montana Mountain Resort in Switzerland; and Perisher, Hotham, and Falls Creek in Australia – all available on the company's industry-changing Epic Pass. We are passionate about providing an Experience of a Lifetime to our team members and guests, and our EpicPromise is to reach a zero net operating footprint by 2030, support our employees and communities, and broaden engagement in our sport. Our company owns and/or manages a collection of elegant hotels under the RockResorts brand, a portfolio of vacation rentals, condominiums and branded hotels located in close proximity to our mountain destinations, as well as the Grand Teton Lodge Company in Jackson Hole, Wyo. Vail Resorts Retail operates more than 250 retail and rental locations across North America. Learn more about our company at [www.VailResorts.com](#), or discover our resorts and pass options at [www.EpicPass.com](#).

Media Contact

news@vailresorts.com

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