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Meghan Markle and Martha Stewart's Famous Winter Coats Are on ...

Aritzia Super Puff Jackets are on sale up to 30% off. Shop the Meghan Markle and Martha Stewart-worn coats, plus, lookalikes from Gap and Steve Madden from \$40.

The Story Behind Aritzia's Super Puff - VITA Daily

Aritzia's Super Puff jacket is so ubiquitous now that it's hard to believe it has only been around since 2017. The Vancouver-based brand launched its winter staple with a Kendall Jenner-fronted campaign five years ago, and celebs like Bella Hadid and J-Lo have since been photographed in the puffiest of all the puffers. As well [...]

The Super Puff™ cliMATTE™ | Aritzia US

Our Super Puffs are perfected season after season to achieve the best in form, fill and function. It's what makes Super so super. Engineered to deliver warmth to -30°C / -22°F, The Super Puff™ is designed with maximalist proportions and will keep you super warm where it counts. It's filled with 100% responsibly sourced, 800+ fill-power premium down that provides ultra-warm, lightweight ...

About Us - Super Puff

Welcome to the-superpuff.com, your go-to destination for stylish and functional Super Puff® outerwear, phone cases, and bags! Our story begins in Canada, where long, cold winters inspired us to create the warmest, coziest, and most fashion-forward coats, vests, and jackets to brave the elements in style. Our Humble Beginnings It all started when our founder [...]

I went to see the hype about Aritzia's Super Puff for myself

...

I wanted to see if the Super Puff lived up to the hype After browsing among the throng of shoppers, I flagged down an associate with a simple question. "What's all this hype about?" I asked.

The Super Puff™ Liquid Shine | Aritzia US

It's what makes Super so super. Engineered to deliver warmth to -30°C / -22° F, The Super Puff™ is designed with maximalist proportions and will keep you super warm where it counts. It's filled with 100% responsibly sourced, 800+ fill-power premium down that provides ultra-warm, lightweight insulation.

THE SUPER PUFF™ | Aritzia INTL

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