

# The State of Outdoor Ecommerce with Vista Outdoor

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Nicole McLaughlin, a product designer taking the design, art, and fashion worlds by storm with her unique, upcycled designs shares her experience with the OPDD program.

In a short amount of time, McLaughlin has caught the attention of the industry by challenging the notion of what product is and how to apply and use materials.

McLaughlin shares her insights on designing during COVID-19, the future of sustainability, and how she stays creative.

Watch the whole conversation on [YouTube](#) or listen on the Highlander Podcast.

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<iframe style="border: none; display: block; margin-left: auto; margin-right: auto;" title="Nicole McLaughlin | Highlander Podcast" src="https://www.podbean.com/media/player/zxqrr-e13c5a?from=yiiadmin&download=1&version=1&vjs=1&skin=1&auto=0&share=1&font=Helvetica& width="100%" height="400" scrolling="no" data-name="pb-iframe-player"></iframe>
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