McCoy Outdoor Co. Announces Expanded Outdoor Clothing Assortments in New Chapter of Growth

January 29, 2026

MOBILE, AL - January 29, 2026 -
McCoy Outdoor Co., a premier outdoor and sporting goods store in Mobile, Alabama, has announced the expansion of its outdoor clothing in Mobile, AL, as part of a new chapter focused on thoughtful evolution and enhanced customer experiences. This initiative builds on the company's rich history by introducing new brand categories and collaborations to meet the needs of outdoor enthusiasts from woods to waters.

The expansion includes an increased selection of lifestyle clothing that combines everyday comfort with outdoor heritage. Among the highlights is the exclusive availability of Tom Beckbe, an Alabama-made brand featuring items such as the Tensaw Jacket. This line emphasizes quality materials and designs suited for various activities, reflecting the company's commitment to local craftsmanship. Additional brands in the expanded assortment include Johnnie-O, Mavi, Barbour, Filson, Poncho, Duck Head, and Duck Camp, each selected for their ability to transition from work to weekend pursuits.

In conjunction with the clothing expansion, McCoy Outdoor Co. has broadened its overall product offerings. Hunting gear now features curated selections for every season and terrain, with brands like Sitka, Drake, Nomad, Bowtech, and Banded. Fishing equipment, chosen by in-house experts, includes Shimano, AFTCO,

G-Loomis, and Fishpond, tailored to local waters from bay to Gulf. Footwear options encompass Nike, New Balance, ASICS, Muck, OluKai, and Salomon, with expert fitting services to ensure proper performance and comfort.

These changes stem from a renewed vision that embraces collaboration, including vendor-driven shop-in-shop concepts. The approach allows for deeper integration of specialized gear, creating dedicated spaces within the store for immersive shopping experiences. Store renovations accompany the expansions, upgrading the layout to better showcase the diverse inventory and facilitate easier navigation for customers.

"This expansion of our outdoor clothing assortments represents a natural progression in our evolution, allowing us to offer more comprehensive options that align with the lifestyles of our community," said Mark Wilson, Director of Operations at McCoy Outdoor Co. "By incorporating new brands and categories, we aim to provide gear that supports activities across various environments, from daily routines to extended adventures."

The company's focus on expert curation extends to all departments. Staff members assist with selections based on local knowledge, such as matching footwear to specific needs or recommending fishing setups for regional conditions. Custom ordering services are available for items not in stock, ensuring access to a wider range of products. Gift certificates offer flexibility for those seeking presents suited to outdoor interests.

Customer feedback has highlighted the value of these enhancements. Shoppers have noted the knowledgeable assistance in areas like fly fishing, where staff provide guidance on rods and reels, or in the shoe department, where fittings lead to better choices. The expanded assortments address a variety of preferences, from performance-driven hunting apparel to casual lifestyle pieces that incorporate durable fabrics and functional designs.

McCoy Outdoor Co. positions itself as a destination for those pursuing outdoor pursuits in the Mobile area, surrounded by natural features like Mobile Bay, the Mobile-Tensaw Delta, and the Gulf. The store's evolution maintains its traditional roots while adapting to contemporary demands, such as versatile clothing that performs in multiple settings. The inclusion of brands like Tom Beckbe underscores a dedication to supporting Alabama-based manufacturers, fostering a sense of regional pride in the offerings.

Beyond clothing, the expansions touch on practical services like gunsmithing and rod/reel repairs, which complement the gear selections. These elements contribute to a holistic approach, where customers can find maintenance support alongside new purchases. The shop-in-shop concepts further enrich the environment, allowing brands to present their full narratives through dedicated displays.

"As we continue this new chapter, our goal remains to curate assortments that reflect the diverse needs of

outdoor enthusiasts," said Mark Wilson, Director of Operations at McCoy Outdoor Co. "The additions to our outdoor clothing lines, along with other categories, enable us to serve as a reliable resource for gear that enhances experiences in nature."

The initiative aligns with broader trends in the outdoor industry, where versatility and quality drive consumer choices. By expanding assortments, McCoy Outdoor Co. responds to these shifts, offering products that cater to both seasoned adventurers and those new to outdoor activities. The store's location in Mobile provides a strategic base for serving the local community, with gear attuned to the region's climate and terrains.

McCoy Outdoor Co. has long served as a hub for sporting goods, drawing on decades of experience to inform its selections. The current expansions mark a deliberate step forward, preserving core values while introducing fresh elements to the inventory.

McCoy Outdoor Co. specializes in providing hunting gear, fishing equipment, footwear, and lifestyle clothing for outdoor enthusiasts in Mobile, Alabama. The company draws on its historical foundation to offer expertly curated products from trusted brands, supporting activities across various natural settings.

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McCoy Outdoor Co.

At McCoy Outdoor Co., we believe the outdoors has the power to bring people together, strengthen families, and shape future generations. We are called to be faithful stewards of all that God has entrusted to us.

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