

# Lifestyle Apparel: When Function and Fashion Manage to Get Along

While the Outdoor Industry has always been at the forefront of technological innovation, both in hardgoods and softgoods, in recent years, customers have been looking for more than just the most advanced fabrics or utilitarian clothing. It's not that the outdoor customer is ignoring technical innovation, more to the point, outdoor customers expect more from an outdoor brand. Today's customer demands better styling, better fit, and better function all in one package that looks and performs equally on the mountain and off.

## Mid-Layers Focus on Design

The new mid-layer sweaters, sweatshirts, and hoodies for this season all reflect the sensibilities of this new consumer with varied colorways, textures, and designs that cater to anyone's tastes.

Hot Chilly's is offering a new ribbed textured fleece with a soft pile fleece backer called "Agave" for men, which is offered in full-zip, half-zip, and hoodie styles. This fleece is designed to be layered with the men's technical shells.



Mountain Hardwear's Skye Sweater in women's and Nevis Sweater in men's are made of heavy weight, washable Luna Merino Wool from Australia. The Skye Sweater is cut with feminine lines and a fun swerve from the zipper to the left arm, while the men's features a rib knit collar and cuffs.

Marmot will introduce the women's Rockchuck Sweater at OR this winter made of an Alpaca fiber blended with polyester that is warm, lightweight, machine washable, and hypoallergenic. It is lightly brushed for texture and has a small rock pocket on the side for collectibles.



The new Annabelle by Horny Toad is a lambswool hooded poncho with a distinctive look, feel, and fit. With a generous, functional hood and decorative fringe hem, the Annabelle looks both modern and classic with a five-button front that is made of lambswool shell.

SmartWool continues its push into apparel with the new Synergy category, which features the Synergy knit, blending SmartWool, nylon, and polyester for a closed knit fabric that sheds moisture on the outside, while absorbing and evaporating from the inside. The Synergy line has pieces for top and bottom including a pullover and hoodie.

## Outerwear to go Anywhere

The go everywhere, do everything idea is especially evident in this season's new outerwear line-up, where companies are unleashing a plethora of fabrics and textures including corduroys, twills, and herringbone to appeal to a wide demographic.

Mountain Hardwear's Downtown Jacket and Vest, available for men and women, feature urban styling in a down jacket acceptable round the world from Katmandu to the streets of New York City. Swerving quilting for women and geometric quilting for men add style. Both Jacket and Vest have 650-fill power down insulation. The Jacket sports Mountain Hardwear's PimpChimp fleece in the jacket body for added warmth.



The Bridger Jacket by Marmot is a stretch cotton canvas, insulated, everyday jacket that is slightly peached for texture. It is lined in DriClima and insulated with MarmaLoft polyester insulation. Four front pockets and inside climbing shoe warmer pockets finish the look.

The Torrent line from Sierra Designs features waterproof/breathable outerwear pieces that apply polyester corduroy weave. Styles are designed with the urban adventurer in mind, but perform in the outdoors and on the mountain and include the men's Cartwright Jacket and Montague Bomber.

Known for its technical products, Cloudveil has extended their line into everyday wear over the past few seasons. New for Winter 2006 are the Wild Wooly

Jacket in men's and women's, which offers travelers a wool/spandex blend in a stylish jacket and the new Women's Snow Princess Parka, a three-quarter length down parka that offers slope side style and warmth. Additionally, the Women's Cord-o-let Jacket and Vest blends a flair of funk with classic western styling.



SWIX is getting into the fashion side of Outdoor with the Polaris, a clear jacket with visible down filling that is dyed in a variety of colors for the daring trendsetter.