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## **BRIGHT AND NEON COLORS LIVEN UP TRADITIONAL SKIWEAR LOOKS FOR WINTER 04-05; NEW TECHNOLOGIES ABOUND**

**MCLEAN, Va. (Winter 2004-05)** - From canvas one-pieces to new illumination technology to the return of neon, skiwear has never looked so good or performed so well, according to SnowSports Industries America (SIA), the national, non-profit trade association that represents snow sports manufacturers.

Soft-shells are still the rage and, thanks to new technologies and fabrics, manufacturers are now making the garments in every shape, size, and style. For example, **Rossignol** has figured out how to sublimate graphic images onto garments, while others, like **Marmot** and **Helly Hansen**, will debut new "hybrid" jackets—soft-shell/hard shell combinations that are both waterproof, stretchy, and pliant—and are fast emerging as their own category. And finally, retail prices have come down. A proliferation of soft-shell fabrics has resulted in a wider range of affordable pieces.

The park-and-pipe and free skiing movements, along with snowboarding and skateboarding, continue to influence and inspire the entire landscape of outerwear. And while muted and earthy color tones still dominate many new lines, traditional ski styling and color schemes are making a serious comeback. The soft-shell and stretch fabric revolution, among other influences, has been driving the trend for several years, but this year everybody from **Spyder** to **DNA** and even **Volkl**, new to the outerwear scene, are sliming down their lines. "We're definitely seeing a return to less baggy, more traditional silhouettes," says **Descente** spokesperson Stacy Tomasic, "and the continuing revival of more traditional bold and bright color schemes."

And that's just for starters. Companies like **Mountain Hardwear** and **Neveca** incorporate welding and laser-cut technology to make stitch-less garments that are both stronger and lighter. **Arc'Teryx** and **Dynastar** are incorporating **RECCO** avalanche safety technology into their garments, while **Obermeyer**, **Cloudveil**, and many others are using **Primaloft** in new and innovative ways. Those are just a few; here are some of the major '04/'05 trends:

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## Trends:

- Soft-shells: The evolving and highly innovative category now includes everything from waterproof “hybrids” to crossover, style-driven pieces.
- A return to traditional ski styling and brighter, bolder color ways.
- Increased popularity of low-rise ski pants, denim fabrics, and traditional jeans in women’s specific garments.
- Retro revival that includes Berber collars, neon accents, and (mostly faux) fur-lined hoods.
- A renaissance of the use of Primaloft as an insulation.
- Insulated shells and garments with a quilted construction.
- Kids lines are being designed more specifically for kids—bright pinks and the like for girls; motocross-inspired garments for boys, for example.
- More companies include RECCO avalanche protection devices in their garments.
- Innovative apparel that features stitch-less seams and laser-cut, welded construction

**Arc’Teryx:** Arc’Teryx reinvents its collection of technical big mountain outerwear by incorporating the latest Recco Rescue System Reflector into its Sidewinder jackets. With the addition of the Recco Reflector, the redesigned Sidewinder collection now offers an added element of safety when skiing and riding in avalanche prone areas.

**Bogner:** Bogner’s new line is an eclectic and trendy mix of styles and colors, everything from tight-fitting stirrup and cargo pants to real fur applications to ski jackets with a “retro-biker look.”

**CB Sports:** With company founder CB Vaughn back in the business, CB Sports is enthusiastic about an expanded 04-05 line that includes the fully seam-sealed **APS (Advance Performance Systems)** line, an all-new down collection, and the brand’s return to the junior and kids’ market.

**Cloudveil:** With the launch of its first official snowsports line and a new affiliation with Gore-Tex, Cloudveil is poised to make a serious impact at SIA. Innovative garments include the **Zero G** jacket, the first true insulated soft-shell, and the **Headwall** jacket, a soft-shell with a decidedly western flair and styling that showcases the Jackson Hole-based company’s Wyoming roots.

**Descente:** While several of Descente’s lines feature a return to traditional colorways, its **DNA** collection blends old school with new school with everything from camouflage and neon accents to Berber collars and fur-lined hoods. Descente will also add ten new resorts to its very-popular passport program, where lift ticket vouchers are included with the purchase of some jackets.

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**Dynastar:** The flagship piece of the **Legend** collection, the **Guerlain** jacket (inspired by Guerlain Chicherit) has RECCO avalanche protection and is made with four-way stretch and coated leather.

**Eider:** Eider is most excited about its soft-shell jacket the **Shield**. Constructed of Polartec Power Shield, the close-fitting jacket features water-tight zippers and cuffs.

**Fera:** New men's styles include a streetwear-inspired **Cargo** pant, while the women's pants are now segmented into two fits: **Classic** and **Contemporary** (low rise). With a relaxed fit, low rise, and flared legs, the Flair exemplifies this new direction. So does the **Tokyo** jacket, a sleek-looking quilted nylon vest with stretch fabric sleeves.

**Helly Hansen:** With a new design team in place, Helly Hansen's winter '04-05 line is the freshest to date. The **Fissure** jacket is one of several that features eVENT fabric technology, a Gore-Tex alternative with arguably better breathability, and laminated, bonded soft-shell nylons. The more urban-influenced **Remix** line, on the other hand, with down jackets like the bomber-style **Sugar** and the long-cut **Mad Daddy**, blend mountain culture practicality with street-styling.

**Marker Ltd.:** Marker continues to meld high fashion and technical skiwear with the introduction of a new fabric: Ultrasuede. Marker uses the waterproof/breathable material in both fur-trimmed jackets and its **Comfort Stretch** pants. Marker also unveils its **Weather Extension Technology** (W.E.T), a multi-garment approach to apparel with soft-shell components.

**Marmot:** Like other traditional mountaineering companies, Marmot has recently expanded its skiwear-specific lines. This year, Marmot debuts 27 pieces in two different lines. Developed and tested by the world's largest staff of heli-guides, the **CMH** collection includes insulated jackets like the **Storm King** and the **Telluride**, a Gore-Tex soft-shell with taped seams. Marmot also showcases the **Phenomenon EL** jacket, with revolutionary electroluminescent panels built into the jacket to provide visibility and identification in the dark or during storms. It also features waterproof-breathable all-weather Gore-Tex XCR.

**Mountain Hardwear:** Mountain Hardwear celebrates its 10-year anniversary with its biggest ski-specific line to date featuring everything from lightweight backcountry shells to hybrid soft-shells to Primaloft-insulated parkas like the **Groove** jacket, which exemplifies its pioneering use of laser-cut, welded construction and stitch-less seams.

**Neveca:** Neveca celebrates its 25<sup>th</sup> anniversary with new offerings featuring laser-cut, heat-sealed fabric construction and Primaloft-insulated, multi-component systems. The company also has a rechargeable, battery-operated, and built-in heating system for future pieces.

**Nils:** Nils' **Tech** series garments includes seam-sealed parkas and shells with pit zips and all the bells and whistles, while the **Youthful** and **Fancy** line features streetwear-inspired sweaters, layering pieces, and jackets.

**Sport Obermeyer:** Denim is the big story for Obermeyer women's collections in 04-05. Not real denim, of course, but a performance fabric that looks like denim. And based on the popularity of insulated layers like the diamond-quilted **Diamond** vest, Obermeyer expands those offerings.

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**Orage:** Orage continues to focus on technical yet urban-influenced garments designed specifically for freeskiers. The brand has expanded its popular **All Weather Denim** line with the addition of All Weather Canvas garments, including a waterproof/breathable canvas one-piece suit. Orage will also introduce their first line of pure lifestyle wear, the After Hours collection, with plaid poplin stretch shirts and casual jackets with faux denim and suede effects.

**Pacific Trail:** Reasonably priced yet well-made, Pacific Trail's '04 **Pac Tec** collection features 37 styles, including the price-point soft-shell jacket, the **Canyon** (\$135). The line also includes several lightweight, warm quilted jackets and the 3-in-1 **Shasta**, its flagship jacket with a Napoleon pocket and zip-out cardigan liner.

**Rossignol Technical Outerwear (RTO):** Now in its fifth year of manufacturing outerwear, Rossignol's diverse lines include over 300 pieces. In addition to offering several price-point soft-shells, Rossignol still goes high-end with its continuing partnership with Parisian designer Jean-Charles de Castlebajac. The expanded **JCC** line includes turtlenecks, neon colors, and retro pieces designed after French military-issue sweaters.

**Rotor Sports:** Rotor's outerwear offerings will once again include two lines, **Big Mountain** and **Innovator**. The main difference being the Big Mountain garments are made with Gore-Tex, while the Innovator pieces are constructed with Entrant fabrics. Both series include Thermolite liners, down jackets, and soft-shell hoodies.

**Salomon:** Salomon's redesigned lines fall into three style categories: **Freestyle**, **Big Mountain**, and **All-Mountain**. The **Teneighty** pant, with its jean styling, oversized fit, and urban-influenced fabrics, comes in both denim and corduroy and is indicative of the Freestyle line. The Big Mountain line features highly technical pieces like the **Valdez** jacket, a Primaloft-insulated shell with stretch air-permeable panels, while the All-Mountain line is more style-driven.

**Sessions:** By marrying taped seams with soft-shell fabrics, Sessions debuts several hybrid soft-shells like the **GT3** jacket, which is made with W.L. Gore's new XCR Soft Tech fabric. Other soft-shells, like a track suit-inspired piece for women, are more stylish. Also new is the men's **Chameleon** jacket, which features an iridescent fabric that changes color slightly.

**Spyder:** This traditional alpine and ski racing company showcases its most diverse and eclectic offering for winter 04-05. The all-new **Bode Miller** collection features "attitude wear," accessories, and the fully featured Bode Miller jacket, replete with a communications pocket featuring a weatherproof antenna portal. Spyder also introduces the big-mountain-inspired **Quest** line, with technical features like waterproof zippers, taped seams, and more traditional ski styling.

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**Volkl:** Based on its success overseas, the traditional hard goods manufacturer officially launches its first outerwear line in the U.S. for winter 04-05 with five diverse collections. The **Supersport** line features classic, traditional color schemes (red, royal blue, and bright yellow), while the **1923** collection includes a reversible wool jacket/soft-shell with Volkl's trademark 6-star graphic down the arm.

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