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High-tech meets Retro – the new snowboard fashion trends

- Combinations: high-tech materials with style elements from the past
- Classic: primary colors sets accents in the snow
- Similarity: the looks of snowboard and ski wear continue to come closer to each other
- Padded: garments with protectors keep coccyx & co happy
- Versatile: collections for alternative sports in winters with little or no snow
- Rebirth: renaissance of the quilted jacket

At first glance one or the other piece from the winter 2009/2010 snowboard collections could have originated from our parents' closet. Though several brands rekindled design elements from the 50ies and 70ies, these textiles definitely distinguish themselves from their optical relatives: under bright colors or racing check prints on jackets and pants are high-tech materials such as softshells or multi-layer laminates, ready to withstand even below-zero conditions and stormy winter weather, and providing the best wear comfort at the same time.

There is a lot of technology and functionality in these pieces down to the smallest details. This includes waterproof zippers, ultrasonically welded or taped seams that keep out air and moisture. Practical details such as stretch zones, underarm ventilation, integrated gaiters or the perfect pockets and cable slots for small change, lift pass, and sound system have become the norm in the last few years.

Primary colors, blocks of bright colors and geometric prints in rich shades, as well as elaborate graphics attract the eye. There are mountain and forest silhouettes on a loudly colored surface, or floral designs. Powerful colors meet black and white. Fine pinstripe in bright colors or embroidered flour designs set optical accents. American designs are found on jackets and pants, as well as eccentric prints. Many of the 2009/2010 collection bear the



signature of renowned snowboard cracks such as Travis Rice or Mathieu Crepel. The designs start with the outerwear and continue the same style all the way to the underwear.

A contrast to the bright colors is the darker shades of the street style-influenced product lines. In particular those pieces that were inspired by Grunge. Add to this a sort of understatement with monochromatic pieces in white or muted colors; featuring a colorful interior or small colored accents such as seams, buttons, or zippers.

Slender, casual cuts dominated the look of snowboard fashions. The borders between snowboard and ski fashions are beginning to blur more and more. Elegant quilted jackets in metallic looks attract attention as much as the unadorned, cleanly-cut, yet comfortable pieces for the Snow Dandies. Narrow, long jackets with asymmetric zippers are eye catchers. Cargo pants not only offer high range of motion. Areas on pants and jackets that experience the most wear are reinforced with unobtrusive components made of robust materials.

Safety is one of the most important subjects, in snow park and pipe, and in the backcountry. Protectors integrated into undergarments or outerwear protect the torso and the extremities. Reduced-weight and even more comfortable soft protectors made of composite fibers promise optimal protection, just in case. Even helmets are following the trend of weight reduction. High-tech materials make it possible.

The latest fashion trends are presented in halls A1 to A3 at ispo winter 09, held from February 1st to 4th, 2009 at the New Munich Trade Fair.