

trend INSIGHT™

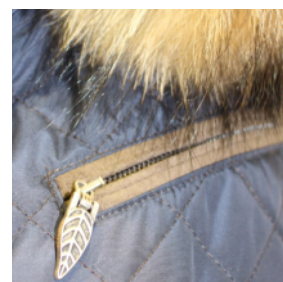
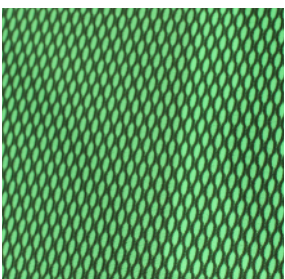
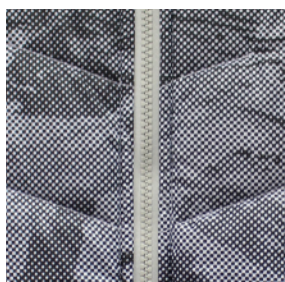
EMILY'S NOTEBOOK

FEBRUARY 09, 2016

TRENDINSIGHTMAG.COM

SIA Sourcing Snow 2016

TEXTILE / PRODUCT / COMMENTARY / TECHNOLOGY / PERSONALITY / FOOTWEAR / SOURCING / DENVER!



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FORMULA4
MEDIA, LLC

Top Take Aways from Sourcing Snow 2016

LIGHT IS RIGHT

Whether you're talking about high-tech insulation or buckles for backpacks, lightweight is a mega trend this season, particularly when paired with other attributes. According to Mary Smith of Duraflex, the company's new Alula Series is a huge success. Why? "Because aluminum is lightweight yet really strong – plus customers like the way it takes color." There you go: lightweight + performance + good looks = a winner. Every textile supplier now has a lightweight alternative with superb functionality in both knits and wovens. Functional merinos are under 19 microns! Hard-working laminates are soft and supple; top tier synthetic insulations feel as light as down – minus the feathers.



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3M
THINSULATE™
Insulation

The original thin, light and warm synthetic insulation

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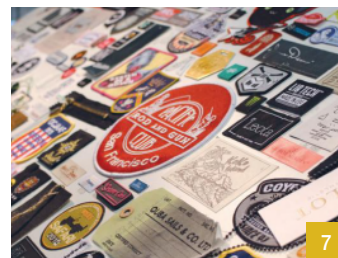
1/2) Toray D-Tube eliminates holes/cold spots of conventional baffled construction. 3) Global Merino merino/poly mesh blends in weights as low as 90 gsm and 125 gsm. 4) 3M refreshes Thinsulate messaging. 5/8) Duraflex Alula Series buckles and color-rich snap covers. 6) Global Merino slub yarn. 7) CBF Labels galore. 9) Duraflex ultra-lite zipper pull on UA parka. 10) DryTex lightweight weatherproof laminate. 11) Jacket with Thinsulate 700 power loose fill featherless insulation.



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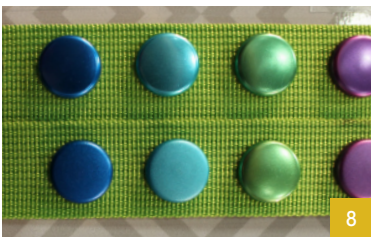
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sia SNOW SHOW

SOURCING SNOW

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Jan. 25, 2017

Industry + Intelligence

Jan. 26 - 29, 2017

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The only exclusively snow sourcing Show.

Colorado Convention Center, Denver, CO

Jan. 30 - 31, 2017

On-Snow/Nordic Demo

Copper Mountain Resort, CO



Top Take Aways from Sourcing Snow 2016

NEW AGE WARMTH

Forget bulk, heft, and the age-old encumbrance of staying warm in the cold as vendors usher in new-age thermal solutions that are comfy, provide mobility and yes indeed are toasty warm. We're seeing this in performance fleeces, layered knitting structures and insulated outerwear. Along with warmth is stretch and a sophisticated aesthetic. "Gone is the basic black," says Chris Parkes of Concept III, who shows a flurry of the latest lightweight functional fleeces by Kingwhale. "Now there's lots of color and texture with high performance." Key, too, are options; warmth now works in any number of ways. Also new: fabrics developed to embrace the cold – not fight against it.



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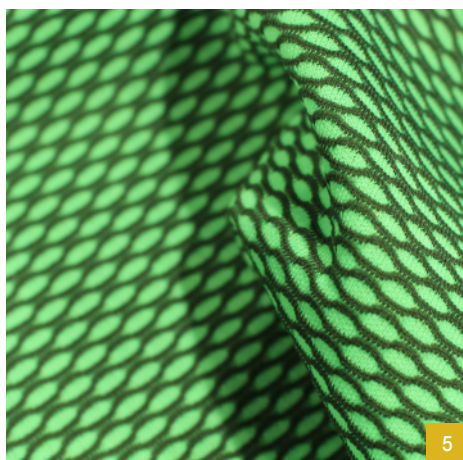
1) Sympatex waterproof liner with Moisture Tech performance gives Canada-based brand Far West footwear a boost of functionality and comfort. 2) Optimer Brands drirelease new GEO Heat generates warmth with significant effect (20 – 30 percent CLO value increase) via ceramic-based technology in filament yarn and fabric. 3) Kingwhale fleeces from Concept III available in wide array of looks, weights, colors. Sweater knit fleece continues to advance and remain on trend as popular choice.

WEATHER OR NOT

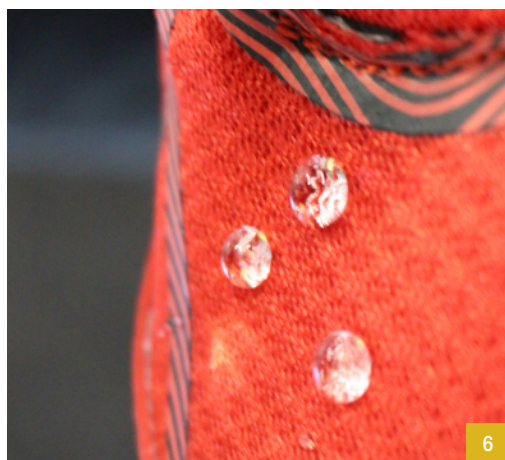
One day brings snow and ice, while the next offers warm temps and sunny skies – such is winter in 2016. Increasingly products are designed to handle Mother Nature's fickle mood with performance properties that prioritize versatility. A cool touch, quick dry moisture management, durability and water resistance are reliably there whatever the weather conditions, and no matter the activity.



4



5



6

4) Toray's soft, lightweight stretch fabric in Stio jacket brings new level of softshell performance to active/outdoor/snow sports market. 5) Optimer Brands drirelease GEO Cool, in filament yarn and fabric, is a mineral-based product with tech infused during the dye process. It works by absorbing and dissipating heat for a one degree cooling benefit. 6) The new Never Wet water-based DWR product remains 100 percent breathable, and doesn't change the feel of the fabric. Good for 50 wash cycles and has a spray rating of 100.

from market vision



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smart garment production



project management



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Top Take Aways from Sourcing Snow 2016

WOOL THAT WOWS

Will the wonders of wool never cease? Probably not while in the hands of designers and product developers for snow sports brands. Collections for F/W16 highlight wool in every which way – from garments to hosiery to insulation – and in all sorts of variations, including black wool, white wool and hand-painted wool. WOW!



1) Dale of Norway features Schoeller yarns developed specifically to make pure white wool. The distinction is obvious when compared to Dale sweaters using wool in its natural shade. 2) Ortovox makes good use of black wool, fibers usually discarded. 3) Woolpower high function merino wool, from Sweden, features a soft, light, comfy French terry loop construction. 4) Krimson Klover draws attention to Mohair with this beautiful knitwear. 5) Dale of Norway Stryn outerwear with weatherproof wool shell complimented by knit wool insulation. 6) Farm To Feet Damascus Elite hiker knit on 200 needle machines with fine micron U.S. wool yarns.

ON TREND BRANDS WITH A TEXTILE POINT OF VIEW

With some brands it's obvious, while with others it's just a je ne sais quoi – a hard to put your finger on type of thing —but either way when a product or collection is right on target, we get it. So it goes with snow sports brands Erin Snow, Terramar and Bench.



7) Erin Snow does pants like nobody's business hitting the trifecta of flattering fit, function and fashion in active bottoms for women. 8) Terramar continues to impress with baselayer savvy, bringing newness in wearable performance next to skin duds. 9) Bench gets attendees to stop in their tracks for innovative looks like this graffiti graphic on workwear overall.

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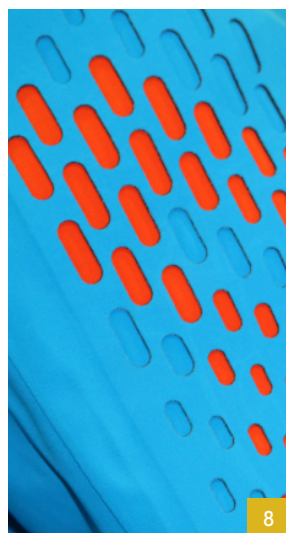
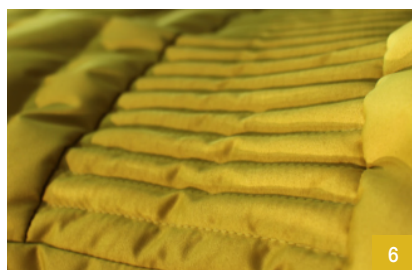
- No membrane for high level of air flow. Total fabric weight starting at 190GSM.
- Air permeable membrane. Total fabric weight starting at 215GSM. Level of permeability can be customized.
- Fully waterproof/breathable membrane. Total fabric weight starting at 240GSM.

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Top Take Aways from Sourcing Snow 2016

DETAILS, DETAILS

It's often the little things that make a big difference. A brushed nickel button, an embroidered zipper pull, a retro patch, an ergonomic zipper, some sophisticated cable knitting, and examples go on and on for F/W16 apparel collections. Even if the whole garment doesn't generate applause, a clever detail or savvy stitch prompts praise in many garments shown for next season. As function and fashion continue to fuse in snow sports, the right detail can serve to accentuate a line. A nip and tuck can advance fit, or even spark a little glamour in utility performance wear.



1) Fashion brand M. Miller elevates style with attention getting button choice on this F/W16 women's parka. 2) Sweaters are strong for the season ahead and with good reason with sophisticated cable knits like this on display. Knitwear in general is robust, and fashion ski brands continue to push stitchery to advance visual and technical appeal. 3) Ortovox finds new use for wool lending warmth and protection in back panel of a pack. 4) In a switcheroo from leather, brands are incorporating Ultrasuede trim. 5) Spyder adds bling to a women's fashion ski jacket. 6) Obermeyer employs rusching to define shape in F/W16 women's parka. 7) Obermeyer hints at its 60 year company history with this heritage button. 8) Spyder men's ski jacket with tech-looking mesh as an accent on shoulder sleeve.

W16

NEW PRODUCTS

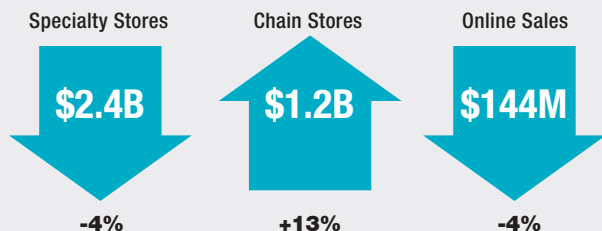




Major Talking Points

SPECIALTY SHOPS

GENERATING MORE THAN HALF OF THE INDUSTRY'S SALES IN 2014-2015



TOTAL SALES IN 2014-15 SEASON

\$4.5 BILLION

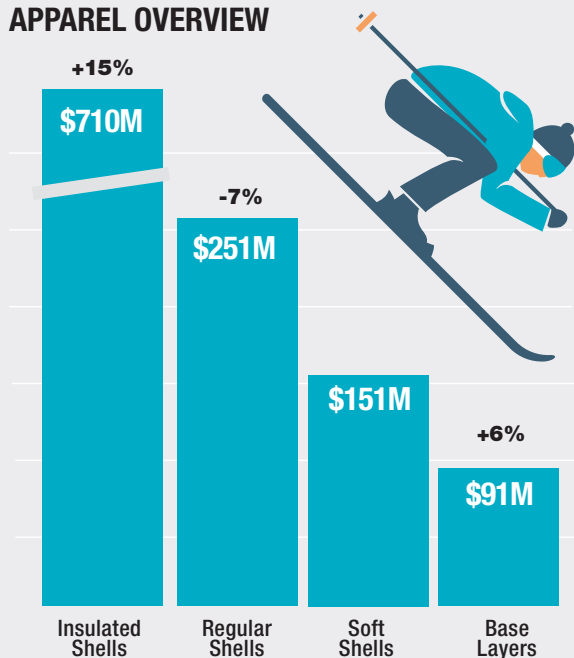
WOMEN'S OUTERWEAR SALES ARE UP 13%

\$783 MILLION

11.7 MILLION SKIERS HIT THE SLOPES LAST SEASON

9.4M ALPINE / 4.5M FREESKIERS

APPAREL OVERVIEW



“Snow trends for 2016/17 encompass hallmarks of the past with inspiration from the golden years of 1970s skiing across color palettes and silhouettes. Key trends include advancement in technical innovation, sleek city-like aesthetics and continued momentum in a mountain lifestyle within specific backcountry product.”

JESSICA KAPLAN, TREND FORECASTER

“I’m honored and excited to formally step into the role of SIA president and join an incredibly enthusiastic team of people committed to progression. There is so much room for growth in our industry, and I’m thrilled to come on board at such a pivotal moment in the business.”

NICK SARGENT, SIA'S NEW PRESIDENT

“We have to keep building momentum. Look at how many young people the snow sports industry can connect with at a moment’s notice. People who are feeling through their own experience that the world is changing and they want to do something about it.”

GINA MCCARTHY, ADMINISTRATOR, ENVIRONMENTAL PROTECTION AGENCY (EPA) IN HER WELCOME TO THE INDUSTRY ADDRESS

“We want to open the door to the joy of cold weather. We spent a year revisiting the company’s heritage and talking with consumers and now we want people to get out and enjoy the cold – without being inhibited by the weather or their clothing.”

JULIA DRIETZ, 3M, MAKER OF THINSULATE INSULATION

Chart Sources: SIA Snow Sports Market Intelligence Report



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Welcome to Denver

THE SHOW ITSELF

And on the fourth day it snowed! Winter arrived just as the SIA Snow Sports Show was coming to a close with snow covering the streets of Denver and a storm forecast for the On-Snow Demo at Copper Mountain. The blast of cold and blanket of snow gave industry execs a reason to smile. At least momentarily. But these are challenging times for business; weather concerns, environmental issues, political transition, changing demographics and economic sluggishness are all factors facing the ski and sourcing community. A mellow vibe permeated the Denver Convention Center for SIA 2016 and attendance appeared light. Yet, Sourcing Snow exhibitors said their expectations were met; unhurried meetings with customers, casual conversations with industry colleagues and the opportunity to make a handful of new business contacts were reason enough to smile – along with the falling snow.



The bi-monthly magazine focused on design innovation and its exciting product applications.



Edited for designers, product developers and sourcing executives.

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