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Nov. 6, 7, 8 -
Wings Stadium - Kalamazoo
Dec. 4, 5, 6 - Flint IMA Sports Arena

Ski clothing takes solar turn

Jewel tones, solar-heated parkas and color-coded boots, ski and bindings are the latest trends in ski clothing and equipment for the 1991/92 ski season.

In a recent survey, conducted by the Michigan Ski Industry Association, the general consensus of ski retailers and manufacturers is that ski clothing is taking a more subtle turn. "Ruby red, turquoise blue, emerald green and subtle earth tones of forest, olive and gold provide a balance of bright and dark in today's ski wear," says Lynne Bay, ski wear buyer for Don Thomas Sporthaus in Bloomfield Hills.

Bay says that the neon colors popular the past few years are giving way to the richer jewel shades.

Ken Griffith, soft goods buyer for Bavarian Village Ski Shops, says he is also seeing more detailing in the parkas. "Much of today's ski clothing is being designed so that it can do double duty, both on the slopes and as normal street wear," Griffith adds.

While the hot pinks, neon orange and fluorescent yellows that have been popular the past few seasons limited the ski wear use, today's rich colors seem to fit in comfortably with most wardrobes.

Another exciting change in ski clothing is the development of solar-heated parkas. A new fabric innovation actually allows ski clothing to store solar heat, keeping the wearer warm whether or not the sun is shining. "Heat generating" is the buzz word of the 90s," says Bay. Although the concept sounds almost too good to be true, Bay contends that it really does work.

In headgear, Bay says off-beat shapes made of fleece will be popular as well as richly embroidered hats.

Gloves become "exothermic" this year, with insertable heat packs and fabrics made of "heat generating" material.

In all, Bay says that ski fashions are definitely becoming more functional as colors subdue and fabrics collect the sun's warmth.

Ski equipment manufacturers are following the clothing companies lead by designing skis, boots and poles with the new jewel tones in mind.

Richard Held, vice president advertising, at Bavarian Village Ski Shops, says that over the last couple of seasons, the ski industry has made



DOUBLE DUTY—More detailing and the use of subtle colors make today's ski fashions a hit on the street as well as on the slopes.

dramatic improvements in color-coordinating by ability level.

"Many manufacturers are matching like-skill level skis, boots and bindings. For example, an intermediate-level ski would have the same color combinations as the intermediate boot and binding," Held says.

This makes putting together a great looking package easier for the consumer.

Over all, ski clothing is becoming more elegant, functional and less flashy while ski equipment manufacturers have taken a lot of the guess work out of package purchasing.



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