

# Consumer Corner

## How To Pick A Quality Coat

(NAPS)—There are a few important outerwear features to look for to ensure a coat will do everything from fight off wind chill and wet snowflakes to insulate and last throughout the season and beyond. Features to consider include:

### Adjustability

While looking stylish is important, a jacket's function ranks just as high. Adjustable features let the wearer personalize how the jacket fits or even performs during different activities. Features such as articulated elbows, adjustable toggle hem or waistline and adjustable cuffs are all useful.

### Extra Features

Features setting the curve in outerwear are cell phone and MP3 player pockets, a stow-away hood with a welded visor and a removable snow skirt that comes in handy during extreme days on the slopes.

### Insulation

Look for high-quality insulating materials such as PolarThin. This is a type of premium insulation made from ultrafine fibers that create more space inside a jacket, for more warmth without bulkiness. Another premium insulation is goose down fill. Using the same warming philosophy, Lands' End uses more down and less feathers to create more insulation space, providing ultimate warmth.

### Water Resistance

To be protected from rain, snow and sleet, look for technically advanced water-resistant finishes on coats, such as AquaCheck and DriOff. Also look for taped and sealed seams to make sure water won't penetrate the jacket at any point.



**Style, comfort and function are important when selecting outerwear for the whole family.**

### Temperature Ratings

Making sure coats provide warmth in the worst of conditions is a very scientific process. Lands' End uses sensor-dressed mannequins that are outfitted in outerwear, then sealed in a climate-controlled room. The company offers detailed temperature ratings representing a comfort range based on dressing with extra layers such as long underwear or fleece, to dressing without extra layers.

- Warm rating:  
Kids 5°F to 25°F;  
Adults 5°F to 20°F
- Warmer rating:  
Kids -10°F to 15°F;  
Adults -15°F to 5°F
- Warmest rating:  
Kids -25°F to 5°F;  
Adults -40°F to -15°F.

### Top Ten Outerwear Trends

**Shiny Style**—Like the sun glistening off a frozen lake, shiny, icy metallic fabrics in golds and silvery tones provide a lustrous look.

**Swing Away**—Shaped to fit on top and then flaring towards the bottom hem, a fun A-line silhouette provides movement and feminine flair.

**Quilted Fashion**—The tiniest bit of embellishment adds a whole lot of style. Quilting in vests, parkas and even ski jackets transforms a flat finish into something much more eye-catching and provides texture.

**Visions of Vests**—What started as a way for skiers and hikers to have full range of motion and movement has blossomed into one of the most popular fashion trends—the down vest.

**Pretty Puff**—Puffy coats were once selected for ultimate warmth but are now a key fashion trend. Vests, parkas and form-fitted coats filled with down make warmth a trend of choice.

**Fashionable Fur**—It's not the long fur coats of the 1980s that are making headlines but rather fur accents around the collar and hood. Everything from dress coats to ski coats and accessories are sporting the softness of mainly synthetic fur.

**Inside Out**—Piping, embellishments and patterns on the inside of coats and jackets mean just as much as the outside appearance.

**Toasty Necklines**—The newest neckline in outerwear provides protection from the wind and is as cozy as can be thanks to the taller collar and plush, pillow-top neck muffler design. Besides serving an actual function—warmth—these neck mufflers also bring a sense of style and sophistication to the coat or jacket.

**Shapely Silhouettes**—For years, outerwear was shapeless and bulky. New styles are designed to fit well through the shoulders, chest and torso to keep warmth in without adding extra bulk.

**Wonderful Color**—While the classic colors of black, browns and charcoal will never be out of style, this year, the color classics are joined by a burst of new hues. Vivid colors such as berry, pistachio green and heather blue once reserved for ski jackets are appearing in everything from raincoats to pea coats.