

Ingenious Ideas Dept.

Style And Performance Battle Bad Weather

(NAPSA)—New technologies deliver a host of product choices that have replaced the days of sacrificing style for basic function in bone-chilling weather conditions on the slopes and in the daily commute. Consumers can be warm and dry and experience the hot new trend that has fashion following technical performance.

This season, it is easier than ever to blend fashion and function with apparel and footwear that looks great and stands up to Mother Nature's toughest stuff. Here are a few useful tips from experts to help protect you against threatening weather:

- **Bundle Up.** Studies show that layering clothes or using new insulated styles is the most effective way to prevent hypothermia. Consider bundling yourself in clothing that comes in layers and includes waterproof-taped zippers, waterproof and windproof fabrics, as well as parkas with hoods and removable shells and liners.

- **Dry Feet = Warm Feet.** The number-one reason for cold feet during cold weather is that the foot itself often gets wet due to low-quality boots. The extremities of the body are more vulnerable to cold weather because they are the farthest from the body core and have less blood flow. By keeping feet dry with a high-quality, waterproof, insulated boot, you can avoid frostbitten toes and enjoy hours of outdoor activities.



Light, lined layers are a lovely way to combat the cold. If they feature special pockets for your electronic gadgets, all the better.

- **Shop Performance Fabrics.** It's fine for pajamas and underwear, but cotton can't stand up to what winter dishes out. If it gets wet, it stays wet, which leads to chilling, chafing and irritation. Good winter fabrics wick moisture and are breathable, providing insulation, comfort and stretchability.

- **Soak Up the Heat.** On extremely cold days, it's important to move into a warm location periodically and drink plenty of fluids. Whether you sit in front of the fire or cozy up with a blanket and a cup of tea, spending a few minutes indoors lets the body regain the necessary warmth for battling the chill factor.

- **Stay Connected**—Inner pockets and compartments specifically designed for your

MP3 player, cell phone and two-way radio can keep you "in tune" and connected in the event you need emergency assistance. The easy access designs allow you to keep the beat and sing away the blues whether you're on the slopes or "keeping it real" on the street.

A line of high-performance winter jackets great for windy, rainy and snowy conditions comes from Columbia Sportswear. Stylish and colorful, the Ore-gomi Parka brings together ultra-warm, water-resistant fabrics and a down lining to help combat the seasonal shivers. Discreet inner beauty includes functional pockets. Add layers with an Ore-gomi Down Vest that features a detachable and faux fur-trimmed hood or the men's Main Man Parka that includes a waterproof/breathable shell and a removable polyester soft shell liner.

The 3-in-1 Main Man Parka also features underarm zipper vents, multifunction pockets, interior comfort cuffs and a detachable hood for increased versatility.

To ensure that feet stay warm and dry in winter's worst, Sorel's fully waterproof Premium boots are temperature-rated to -40 degrees and feature seam-sealed leather uppers, a handcrafted rubber shell and a removable felt liner. For more information visit www.columbia.com or www.sorel.com.