

## MEDIA COVERAGE

CNN December 14, 2005  
CNN December 24, 2005  
Boulder Daily Camera December 13, 2005  
Edmonton Journal December 1, 2005  
Rocky Mountain News November 14, 2005  
The Oregonian, December 14 and 15, 2006  
The Denver Post February 2, 2005



## THE WALL STREET JOURNAL

Winter Wear Gets More Extreme

But do you really need lights in your hood or speakers in your ear warmers?

By Ray. A Smith

The new line of winter jackets from Scottevest, an apparel maker in Ketchum, Idaho, includes one with places designed to stash everything from batteries to a baseball cap—if you can figure out what’s supposed to go where. The jacket has 52 pockets and compartments in all, including many that are hidden or use magnets to keep them closed. It even comes with operating instructions.

This winter, men might need to dust off their engineering skills. Like automakers who made Americans believe they needed heavy-duty sport-utility vehicles to drive to the mall, makers of outerwear and accessories are trying to boost sales by getting men to buy souped-up versions of their products.

The features take the pockets for iPods and personal digital assistants that have been showing up for the past couple of years in men’s coats to new extremes. Retailer Paul Stuart says a small thermostat in the lining of its new wool Arthur coat triggers microcapsules in the fibers to release heat when you are cold and to store heat when you are warm. Pants from North Face feature hip vents and special “reflectors” that bounce back high-frequency signals from avalanche rescue systems, in addition to calf, thigh and back pockets. This year, sunglass maker Oakley added shades equipped with Motorola’s wireless Bluetooth phone device. And a company called 180s, an athletic wear maker in Baltimore, is selling ear warmers with built-in headphones.

Even gloves are getting more features: Marmot Mountain plans to introduce iGloves next year with coated fingertips designed to operate an iPod click wheel.

Manufacturers say they’re following up on the success of menswear with multiple places to store gadgets, as well as the broader trend of incorporating athletic and performance features into everyday clothes. The bells and whistles come as sales of outerwear are sagging; men’s coat sales were down 5.9 percent for the 12 months ending Oct. 31, according to market researcher NPD Group.

“They’ve got to attract the customer, to make him think he’s getting more for his money,” says Allison Levy, a menswear market specialist at Doneger Group, a New York fashion-merchandising consultant.

It doesn’t hurt that manufacturers can charge more for the feature-laden duds: A coat from Swiss Army Brands’ Victorinox line with lights in the hood, for example, costs nearly \$300 more than the average for the line.

Some of this year’s coats have so many features you can work up a sweat just trying one on. Nicole Young, a personal shopper who works with finance and entertainment industry executives, is steering clients away from many of the offerings because they make outerwear bulkier and busier looking and some people say it’s hard to find things when there are so many pockets.

But that’s not stopping people from buying them. Irene Levine of Chappaqua, N.Y. purchased one for her college-aged son with a dozen pockets and instruction cards explaining what they were all for. “I thought it was pretty amusing,” she says, adding that she bought the jacket because her son carries a lot of things.

A new fleece jacket from Scottevest can be worn with or without sleeves. It can zip into another jacket with optional gear that includes water-resistant solar panels that attach to the back and can be used to recharge electronic devices. Another option: volume controls for an iPod or other electronic device on the outside of the jacket.

Scottevest's chief executive, Scott E. Jordan, acknowledges that the winter line, called Version 4.0, like software, can "take some explaining," but says its coat with four LED lights in the zip-off hood is good for "backcountry skiing" or "evening walks with your dog." A battery pack in the hood looks like it could pack a wallop, but Steven Horn, the company's director of retail, says it won't hit you in the head and you'll get used to its feel.

At L.L.Bean, a new field coat comes with a detachable, water-resistant compass, complete with thermometer, clock, alarm, chronograph and timer. And at the high end, Loro Piana has a deerskin leather jacket that features what looks like a buttonhole in the lining but is intended for an earpiece wire so you can speak on a mobile phone or other device without having to take it out of your pocket.

Jacob Watrous loves his new Arc'teryx winter jacket made of wind- and water-resistant fabric with a flap behind the zipper to keep him dry and warm. But the 24-year-old high school teacher from Edmonds, Wash., is stumped by a small pocket on the sleeve. And, after giving it some thought, he figures he could use the mesh pockets near the hips as vents if his hands—or his "love handles"—get too hot.

Bob Holding, senior vice president at Arc'teryx, says the mesh pockets are designed for breathability.