

Show Newcomers

NEW EXHIBITORS INCLUDE APPAREL-MAKERS AND GEAR INNOVATORS BY ERIC SMITH

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AGENT OUTERWEAR SPREADING WARMTH



The "one-for-one" business model made famous by shoe company **TOMS** has inspired a Detroit, Mich.-based ski apparel company to launch a similar charitable campaign.

New exhibitor **Agent Outerwear's** "Get Warm. Give Warm." program donates a winter coat to a child

in need for every qualified purchase. Company Founder **Lindsay Pavlich**, who also works as ski patroller, began the initiative to blend her love of skiing and snowboarding, her need to stay warm during harsh Michigan winters and her desire to give back. "The idea is to create a sustainable solution for an ongoing problem," she says. "It's not just donations or hand-me-downs, which are limited. We can give for every purchase made."

The company partners with **One Warm Coat**, a non-profit organization that determines areas in need. Agent Outerwear then hosts a giving event at a community center or school to distribute the coats while Pavlich and volunteers entertain children with games and activities.

Agent Outerwear's Liberator 3-in-1 jacket (pictured) combines an outer shell with a light down liner, and the pieces can be worn separately, offering versatility in places where skiing is only a part of the winter scene.

» **PICK OF THE DAY:** Learn more about Agent Outerwear's mission by visiting booth #435.

BLANC NOIR ADVENTURE BEGINS WITH STYLE

High-end women's apparel designer **Blanc Noir** understands that many people visiting a ski resort will spend only a few hours on the slopes, so the company makes and sells products that provide a stylish answer to the question: "What will I wear the rest of the day?"

"When you're not on the slope, you still need that functional fashion," says **Burt Damsky**, the company's brand vice president. "You still want to look like you belong, you still want to have the comfort, range of motion and adaptability – and also bring a fashion component. We know that ski fashion and resort fashion is a big part of the lifestyle in that community."

New York-based Blanc Noir brings a "signature city style" to contemporary women's styling and fuses it with performance features, fabrics and attributes, says Damsky, as opposed to starting with a ski aesthetic and then bringing a city or urban look to it.

The company is showcasing four products at the **Snow Show**, including the Mesh Puffer Inset Vest, new for 2016-17. Composed of cylinder down and pieced together with power mesh insets to allow ventilation and breathability, the vest is DWR-coated, comes with its own stuff sack and features rubberized hardware to avoid hard edges.

Blanc Noir will also display its 3-in-1 Packable Moto, as well as an après ski jacket and pant, all designed to outfit a "community that demands authenticity and individuality while ushering in a new modern era of functional fashion."

"We are embracing a major shift in the industry," Damsky says. "The consumers we cater to are trailblazers. They work, they ski, and they take care of themselves and families."

» **PICK OF THE DAY:** Visit booth #1311 to see the perfect blend of form and function in Blanc Noir's Mesh Puffer Inset Vest.



ENVY SNOW SPORTS SOLID FOOTING

Anyone who has peeled off a pair of ill-fitting ski boots after a long day on the slopes will understand the complaints that **Chris Schroeder's** mother and sister routinely lodged during family ski trips. Cold, cramped and painful feet prevented them from skiing as long as Schroeder and his father snowboarded.

So Schroeder and his father invented a binding that would allow skiers to wear snowboard boots. Their creation, the Envy Ski Frame, looks like a snowboard binding and is designed to fit a snowboard boot, but its base is built like that of a ski boot and clicks into alpine ski bindings.

The Schroeders, whose company is called **Envy Snow Sports**, developed a prototype of the ski frame two years ago and later 3D-printed an updated version of it. After another redesign, they tested the product last Thanksgiving in Summit County, Colo., where Schroeder said the binding performed well, maintaining stability all over the mountain and, most importantly, keeping his feet pain-free.



The Envy Ski Frame is not in production yet – the company will see what kind of interest it garners before moving forward – but positive reception at the Snow Show would prompt Envy Snow Sports to start selling the frame for the 2016-17 ski season.

Schroeder fully expects skepticism at the Snow Show, but he also believes "this will perform just as well as an entry-level ski boot."

» **PICK OF THE DAY:** Visit booth #4448 to see a prototype of the Envy Ski Frame.