

## OUT OF CONTEXT

A Subculture Emerges that Eyes the Future of Outerwear. **By Kurt Gray**

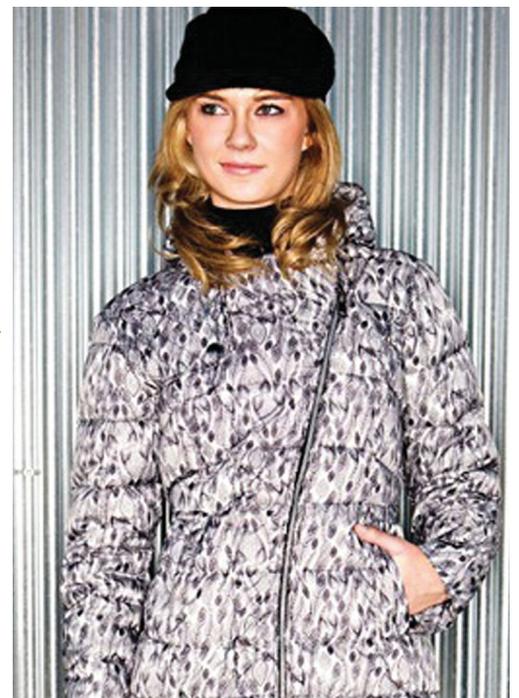
# Garments With Meaning

**B**y whatever name you call it – urban outdoor, outdoor crossover, hybrid, mountain-street – a new market subculture is emerging. This category, like the people it emulates, shuns the specifics of identity while seeking progressive and independent values. It is a community that considers beer an art form, coffee a food group and the bicycle a mode of transportation. At home in a progressive mid-western college town or a thriving international metropolis, this group is technical/athletic by nature, and their garments show respect for movement and purpose in a multi-dimensional urban environment. Comfortable, inquisitive and deeply cross-linked, the outdoor urban hipster reflects back to our culture a vision of a utilitarian utopia; where garments are meaningful in how they perform, how they are made, and how they are used.

**This is post fashion; it is where technical function meets personal taste.**

This is not apparel that is meant to be worn to the top of the mountain. But, just as racing development predicated the evolution of performance automobiles, the hyper technical outdoor industry is showing us the future of general outerwear. This is post fashion; it is where technical function meets personal taste. ●

1



**1. The Sierra Designs Jinx** is sleek, sexy and comfortable from mountain to street. Made from exceptionally aesthetic fabrics, SD's urban offering is heavily designed and almost whimsical, while remaining based on solid technical merits.

2



**2. Arc'Teryx Veilance** is an austere and almost uniform-like collection built upon the same technical fabric sensibilities and construction techniques that cemented AT as a cornerstone outdoor brand. The SS01 Field Blazer demonstrates their off bubble, yet oddly conservative, approach to the classic field jacket.

3



**3. Nau's** uses old school technology, a versatility mindset and award winning design to create the standard bearer of the new urban collections. The Wool Patrol Hoody happily breaks the rules within its mix of materials and classic outdoor features.

### The Networking Sites for the Textile Industry

**Fabric**link

FabricLink.com

Trade-to-Consumer

The  
**Technical  
Center**

theTechnicalCenter.com

Trade-to-Trade

*Check out the opportunities to effectively  
get your message out!*