



Snow fine

Look good on Hood (or curled up by the fire)

BY KAREN VITT / SPECIAL TO THE OREGONIAN
PHOTOS BY TIM LaBARGE / THE OREGONIAN

Baby, it's cold outside. But that's no reason you can't look haute.

Whether you're building a snowman in the yard, shredding the slopes or curling up in the lodge with a cup of cocoa, dressing fun and festive is part of the joy of snow. And unlike snow days past, when Mom bundled you up so tight you couldn't move, fashionable women today have cuter, more comfortable options for weathering winter in warmth.

"Winter is such a great season to have fun with your wardrobe," says Susan Straccia, a spokeswoman for Old Navy. "You spend so much time bundled up in outerwear and accessories, so it's really key to find items that are both functional and fashionable. Indulge in little luxuries, and find items with special details to make your look more festive."

Pastel parkas trimmed with fur, retro rainbow moon boots or bright earmuffs and mittens make a frosty fashion statement and will protect you from the elements — whether your activity level parallels Picabo Street or peek-a-boo from under a quilt on the sofa.

Of course, the No. 1 rule of snow style is to stay warm and dry so you can play longer. And as fashion meets function today, it's easy to find water- and wind-resistant gear in feminine colors and flattering fits.

"We put pretty colors in functional clothing and cuts for movement and action," says Janet Freeman, owner of Betty Rides, who founded the Portland-based women's snowboarding apparel company in 1994 because her sister wanted snowboard pants "that made her butt look cute."

Shred Betty or Snow Bunny, there's a playful style solution for every snow day, even if you spend more time falling on your butt than showing it off.

LEFT: "For women's winter fashion, we're seeing a return to things frilly and feminine," says Tecnica's Kevin Dixon. "There was a period, especially with the peak of the snowboard trend, when women wore similar products to men. There is a return to feminine style."

Gathered turtleneck **\$44**
Faux fur-trimmed puff coat **\$98**
Cable knit scarf **\$29.50** All at Gap
Snuggle ski pants **\$62** At Lucy
Furry snow boots **\$79.95** At Aldo

Lauren Ralph
Lauren cable knit
hat and gloves
\$25 each
At Meier & Frank

Mix Match knit hat,
scarf and gloves
Hat **\$12.99**,
scarf **\$14.99**,
gloves **\$8.99**
At Target

Michael Michael
Kors turtleneck
sweater
\$129
At Meier &
Frank

Candie's Siouxx
suede boots
\$185
At Meier & Frank



ABOVE: Bright combinations inspired by retro ski styles complete any urban snow scene. "Anything classic wears well both on and off the slopes," says Kevin Dixon, director of product management for Tecnica, makers of the classic cool Moon Boots first popular in the '80s. "There was a strong element of fun in old-school ski that plays well, especially in today's world."

Earmuffs **\$10** At Old Navy
Striped wool scarf **\$38.50**
Striped wool turtleneck **\$39.50** Both at Limited
Puff vest **\$48** At American Eagle Outfitters
Cable knit gloves **\$10** At Old Navy
AG Jeans **\$130** At Elizabeth Street
Tecnica Moon Boots **\$149** At U.S. Outdoor and www.thetannery.com