

WOMEN / JUNIORS

MEN / YOUNG MEN

GEAR

SIA SNOWSHOW

COMPASS

F/W 14

>>> SIA <<<

January 30-February 2, 2014 | Denver, Colorado
Stylesight analyzes top trends for ski and snowboard
at SIA in Denver, Colorado.



Airblaster



Volcom



Burton



Airblaster



Burton

SNOWBOARD STREET EDGE

INSPIRATION

Directional ensembles for snowboarding take nods from streetwear style.

Fusion of both snow and street / Fitted and skinny snowboarding pants from [Volcom](#) / Railroad outerwear from [Airblaster](#) keeps things rugged and tough / [Burton's](#) collaboration with Frye adds an additional level of authenticity



SKIING IN PINK

COLOR

Pink shades re-emerge, offering a strong look that's not too feminine.

Not too girly – evokes a powerful message / Tonal combinations are more directional in structured silhouettes / Tints range from dusty rose to magenta / Works across multiple pieces



Holden



Roxy



Nikita



B by Burton



Nikita



Sugapoint

NEW PLAID

PRINT + PATTERN

Tartan and plaid took on a fresh approach across ski and snowboard outerwear.

Bold patterns offer a new twist to a design staple / Contrasting combinations with stripes from [Holden](#) lend a streetwear edge / Primary color palettes look right and not too holiday-esque



Burton



Billabong



Nikita



Roxy



Billabong



Nikita

ETHNIC ALLURE

PRINT + PATTERN

Ethnic inspiration is embraced across multiple pieces for F/W 14.

Multicultural and worldly styles / Popular with outerwear and base layers / Technical button-fronts from [Billabong](#) go from street to slope / Rich palettes lend a sense of authenticity – combinations of deep reds and oranges



Obermeyer



Salomon



Mons Royale



EIRA



Mammut



Obermeyer

SKI COLOR BLOCKING

DESIGN DETAILS

Color blocking remains a key design detail across skiing outerwear.

Top trend for multiple seasons / Evolving to new placements and design landscapes / Interesting blocks on inner thighs on pants from [EIRA](#) / Jewel tones are favored / Zipper teeth take on color blocking as a continuing key trend



Helly Hansen



Burton



Helly Hansen



Bern



High Sierra

TEAM USA
INSPIRATION

Various brands display Team USA ski and snowboard uniforms.

[Helly Hansen](#) for the US Alpine Ski Team / [Bern](#) Helmets specifically for one of its elite athletes going to the Olympics / [High Sierra](#) is the official backpack supplier of the US Ski and Snowboard Teams / [Burton](#) kits for the men's and women's US Olympic Snowboard Teams



Analog



Airblaster



Quiksilver



Quiksilver



NEFF

SNOWBOARD WORKWEAR

INSPIRATION

Workwear themes remain constant across outerwear and accessories.

Style cues from traditional workwear brands like Carhartt and Levi's® / Orange safety vests are popular with multiple brands including [Analog](#), [Airblaster](#) and [Quiksilver](#) / Burly, heavy looks are strong for 2014



Quiksilver



Volcom



Patagonia

SNOWBOARD BACKCOUNTRY

INSPIRATION

Technical backcountry gear and outerwear take the lead at multiple brands.

Top professional snowboarder Travis Rice partners with sponsor [Quiksilver](#) for a sleek new collection / [Volcom](#) collaborates with elite backcountry resort Baldface / [Patagonia](#) maintains its commitment to exploration



Burton



Patagonia



Quiksilver



Helly Hansen



Quiksilver



Analog

GOLDEN RUST COLOR

Gold and rust tints take the lead across assortments next season.

Various shades of rust and golden brown / Popular for both ski and snowboard markets / Contrasting tonal combinations look right / Evokes a natural, earthy feel



Quiksilver



Burton



Volcom

SNOWBOARD ANORAKS

ITEM

Pullover anoraks create hip looks on the snow.

Popular among the snowboard set / '70s and '80s looks / Color and fabric blocking look directional with fresh camouflage and tropical patterns / Original '80s styles by [Burton](#)



GNU Snowboards



Burton



Nidecker/Jones
Snowboards

SPLIT BOARDS

ITEM

Split boards move from novelty items to must-haves for both men and women.

New [GNU](#) backcountry split board for women / New *Spliff* board by [Burton](#) combines technology from the *Nug* with classic splitboard concepts / *The Solution* by [Nidecker/Jones Snowboards](#), specifically for women



Oakley



UVEX



Dragon Alliance/
Nike



Von Zipper



Smith Optics



Zeal Optics

GOGGLE INNOVATION

ITEM

Goggles update with new lens styles and greater peripheral vision.

[Oakley](#) *Command* frameless goggles / [UVEX](#) tint-changing lenses at the press of a button / [Dragon Alliance/Nike](#) evolves its own line of goggles, moving away from collaboration-only models / [Von Zipper](#) introduces sustainable solutions / The *I/O 7* from [Smith Optics](#) with single-pivot quick-release / [Zeal](#) *HD2* goggle with wireless transfer technology



NEFF



Dakine



Gordini



Ripzone



Rossignol

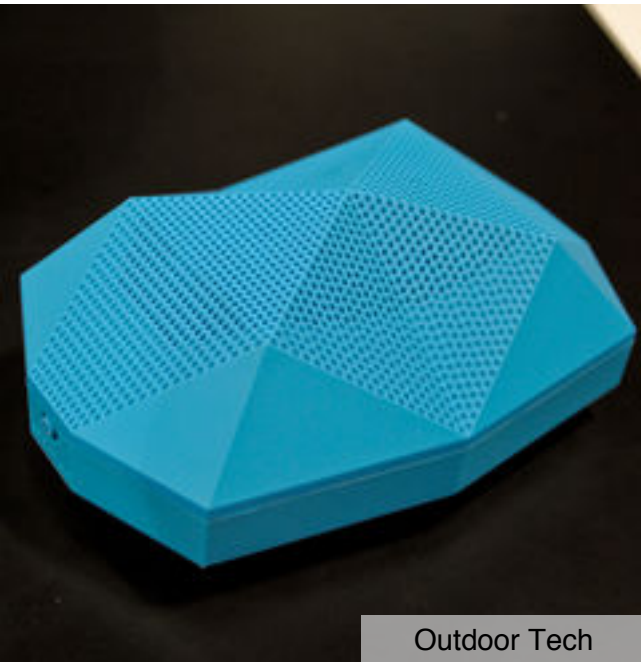
MITTENS

ITEM

Mittens become modern must-haves in new tailored designs. Leathers update traditional silhouettes / Fashion-forward camo prints and sleek fabrics / Silicone grip and touch-screen capability take mittens to new levels



UVEX



Outdoor Tech



Kastle



Smith Optics



Smith Optics



Giro

BLUE STREAK COLOR

Striking blues take over the gear market at the SIA Snow Show.

Metallic tones on helmets and goggles / Chalky, matte blues for tech gear and eyewear / Intensely saturated blues fully penetrate products / Used for cutout windows by multiple ski-industry brands



Quiksilver



Patagonia



Smith Optics



Rossignol

CARGO
COLOR

Neutral tones take a warmer approach for the snow industry.

Matte applications look fresh and fashionable for helmets from [Smith Optics](#) / Softgoods in neutral tones / For graphic texture, [Quiksilver](#) mimics strata patterns on socks



TOTEM POLE

GRAPHICS

Lively graphics reference Native American motifs.

Symbolism with birds and feathers emerges at multiple brands / Geometric patterns at [Nikita](#) make statements / Nikita incorporates graphics based on founder Heida Birgisdottir's personal sketches



Rossignol



Nidecker/Jones
Snowboards



Rossignol

SEE-THROUGH TECH

ESIGN DETAILS

See-through surfaces showcase technologies for both ski and snow brands.

Honeycomb technology at [Rossignol](#) in bright colors for tips and middles of the ski / Translucent topsheets reveal inner technologies at [Nidecker/Jones Snowboards](#)



STYLER



SIGHT

FOR MORE INFORMATION, VISIT STYLESIGHT AT
STYLESIGHT.COM