

FRIENDS GREEN WITH ENVY



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5. The name says it all. **Planet Earth** is committed to finding new methods to produce trendy, fashion-forward clothing while respecting the planet upon which they thrive. Their clothing is not ostentatious or flamboyant but rather reflects the colors and tones of nature. We loved the cool look of the Station Solid Insulated Jacket and the Division Solid Pant for men. Not only are they rugged and built tough, but they're also made from 100% recycled materials! Ladies will love the Puffy Kitty Jacket (\$289.95) that's filled with sustainable down insulation and the warm and recycled Jersey Insulated Pant (\$169.95). You'll be taking a step in the right direction when you go to their website and

pick out your next riding outfit. planet-earth-clothing.com

6. **Patagonia** has been committed to our earth for many years, but sometimes we forget that they can still deliver the goods. With the market full of newer companies trying to make a name for themselves, it's nice to see the good ol' boys still standing firm in their core values. Guys and girls, check out the Rubicon Rider Jacket (\$275). If this jacket doesn't brighten your day, nothing will. This soft, warm, breathable and fully functional puffy coat is made out of recycled materials and will put a smile on your face as you cruise down the slopes. patagonia.com

7. Because of **Obermeyer's** business ethics we decided to include their beautiful and daring Lani Ski Pant (\$159.50). The women's Lani is flattering, warm and will keep the moisture at bay. Guys should try the Revert Ski Pant (\$179.50), which offers features similar to the Lani in a men's fit and style. When you purchase Obermeyer products you can be confident that they're doing all they can to offset their carbon footprint by using hydropower, recycling waste, monitoring production and manufacturing. They also use sustainable fabrics and are researching and developing materials which will help them "step lightly on the planet." obermeyer.com

Many companies are trying to make a difference, even if the costs are great. They understand that Earth's beauty and dwindling resources outweigh the limitations and obstacles of creating products which are sustainable and marketable.

There are even some hard goods companies who are finding ways to be more responsible in their practices. Check out movementskis.com, Burton's Green Mountain Project at burton.com, arborsports.com and Rossignol's new eco-friendly, Attraxion Echo bamboo skis at rossignol.com.

