



says Brian Thompson, GM of ExOfficio.

Arc'teryx leads in both style and performance. "Products can start from many places, but they're always grounded in a functional need," says Carl Moriarty, design director, apparel at Arc'teryx. "That function, may be driven by a particular textile, a feature, a fit concept, a construction technique or any combination of these elements. Our process is to place these functional elements into their optimal configuration and then set about making that configuration as elegant as possible. The goal is to remove any resistance the user might have to the product—to make it invisible to wear and a natural extension of your identity."

Men's brand Fisher + Baker, which bridges "fashion and function," has a highlight collection that exemplifies outdoor style — Everyday Cashmere. The brand worked with Optimizer Brands to develop a fine blend of cashmere and drirelease that combines style and hand with functional performance.

"Our design process starts with thinking about 'the everyday.' We start with style and then make sure we consistently push the limits to include the key functional performance factors in fabrications, trims, design elements and construction," says Fisher + Baker's Mike Arbeiter. ♦



Fall 2017 apparel from the Mountain Hardwear line. For the brand, performance means "products purposefully designed, form following function, using the highest quality materials and technologies."