

Columbia Sportswear

Sub-zero temperatures are no time to go against the grain. Instead, make like the rest of the warm people and wear a Fire Ridge Parka. Its Bergundtal Cloth shell and detachable hood shrug off all things winter while an Interchange System, MTR Fleece liner zips in to make sure you stay well thawed. So if you really want to be different from everyone else, dye your hair blue.