



Look for this icon in our reviews!

More Fresh Faces

1. REDFEATHER SNOWSHOES

» Proud of its Made in America heritage, Wisconsin-based snowshoe manufacturer Redfeather Snowshoes makes its return to the Snow Show this year. Founded in 1988, the company serves the needs of everyone from racers to toddlers. On the Show floor, look for Redfeather's Women's Hike Kit, its Elf series designed for 5- to 9-year-olds and its fun FlashTrax Big Foot-shaped snowshoes with motion-activated LED lights.

2. WEDGEWAIR

» New company WedgeWair wants to help you breathe easier while wearing ski goggles with a helmet on the slopes. When attached to goggles with a helmet, WedgeWair opens nasal passages by spreading the goggle cushion and underlying skin away from the nose. In other words: No more "nose squeeze." It also reduces air leaks into goggles and keeps them in place when they're moved to the top of a helmet.

3. BELONG DESIGNS

» Belong Designs' philosophy is about following true

passions and finding meaning in what you do. The Colorado-based brand draws inspiration from the state for its T-shirts, hoodies, facemasks and hats, with the Colorado state emblem, camo and tree-print designs.

4. PIVOTAL

» Pivotal features its new Soft Case gear bag today at the Show, with a 360-degree rotating PIVOT-GRIP ergonomic handle designed for traveling with heavy or bulky equipment like skis, snowboards, boots and helmets. The bag organizes the gear for easy access and collapses for flat storage when not in use.

5. BANSHEE BUNGEE

» Only recently returning to the market, Banshee Bungee are skate-snow-skim tools that give instant speed and eliminate the need for a drop-in ramp. The brand touts its bungee packages as a way for the urban boarder to access a "whole new world."

6. GODDESS GARDEN ORGANICS

» Goddess Garden, a Boulder, Colo.-based natural skin-

care company, was founded by entrepreneur and mom Nova Covington after she discovered her daughter was allergic to the chemicals in traditional bath and cosmetic products. Her skincare solutions use pure minerals as the active agents for sun protection.

7. MOOSE KNUCKLES

» Calling itself a "ballsy and playful" brand, with a no-holds-barred attitude, Canadian-born Moose Knuckles makes its first appearance at the Snow Show today. It offers premium sportswear updating time-honored Canadian garments for an urban market. Many of its parkas feature furs from Scandinavian and Canadian furriers that are ethically certified, making each piece unique.

8. SYNC

» Rooted in the world of alpine ski racing, SYNC partners with top teams and clubs – including Team America, the University of Denver Ski Team and the Stratton Mountain School – to design high-performance alpine race suits, training wear, bags and packs and accessories.

—Lindsay Konzak

For a complete listing of new exhibitors, see page 62. Watch for additional coverage of new exhibitors in tomorrow's *Snow Show Daily*.

