



EIDER'S NEW WOMEN'S SKI COLLECTION – IT'S ALL ABOUT FAUX FUR!

As faux fur, textured fabrics and flattering feminine fit continue to dominate the skiwear scene this season French brand Eider has maximized on this trend with a head-turning collection of ski jackets and pants.

Eider's Shibuya jacket, from the Crossover Series, (£350) with its understated chic and flattering fit, will appeal to fashion driven women who hit the slopes once a year and are looking for a ski jacket that will also look great in an urban environment. As well as stylish this jacket is also technical, offering water resistance and warmth thanks to a combination of Eider's Defender Cloudy Peach fabric, with its soft to touch feel, and E-Loft Down filling.

Team the Shibuya jacket with a pair of Eider's Baquiera Pants in black £170. Fashioned in Windefender 4-way stretch fabric this pant is flattering for the female figure yet sporty.

Another jacket in the collection that boasts the feminine touch of faux fur is the Manhattan Jacket (£250). Versatile in that it can be worn on the slopes or in the city it provides all the technical features required to keep you warm and dry, including Defender Discovery fabric and E-Loft – thermal control insulation.

For the sporty skier looking for a fresh and fun look with the feminine touch of a faux fur hood enter Eider's Sun Peak Jacket from the Focus Series. Premium insulation and down filling in the core region will keep even the most cold-sensitive female toasty warm this winter. This jacket even comes with a handy phone pocket and earphone cable opening. Team Eider's Sun Peak jacket with a pair of fitted Baquiera Pants in Cockatoo Blue for a tailored, flattering look.

All the jackets mentioned above share the following features:

- Adjustable and removable hood
- Removable faux fur trim on hood
- Handy pockets for ski accessories – goggles, ski passes, phones etc.
- Snow skirt (removable on Shibuya Jacket)
- Adjustable cuffs and hem with elastic drawcord.

For stockist details: www.eider.com.

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Eider was born in the French Alps in 1962 and produces an extensive range of stylish and technical outdoor wear and snowsports wear for men and women. At the cutting edge of design Eider is often one of the first to take on new fabric and technical concepts.