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Day-glo by night

Hot new technology from Canada could do for snowboarding apparel what fluorescent paint has done for wristwatches. Energlo is a chemical made of crystals that absorb light by day and glow by night. Phenom from Westbeach is the first snowboarding jacket to incorporate this technology. So if you're ever caught out on the slopes after dark, you'll be easily spotted by others. The jacket is also fully-seamed, waterproof and breathable. Clubbers take note: it also turns you into a giant glowstick, just in case you feel the urge to turn your chalet into an old skool rave - whistle and white gloves not included.

Westbeach Phenom Jacket, £260,
www.westbeach.com



The boarder wears Prada

Snowboard purists are quick to slate wintersport collections by the catwalk powerhouses as big on bling, small on specs. Prada's Military Jacket has a technical armoury that will silence the cynics. It includes removable linings, a Gore-Tex shell, taped seams and, most notably, a Recco reflector built into the sleeve. Prada is a massive mistake



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