

OUTERWEAR HEADQUARTERS™

The Five Must-Have Coats for Men

When it comes to “toughing it out” through the long winter months, it’s going to take more than one coat to do the job. In fact, Lands’ End men’s outerwear merchant Alden Short says men need five different jacket options to accommodate what Mother Nature will hand out in the coming months.

- **Functional Field Coat** – Made from cotton canvas, field coats are the perfect weekend or casual work coat silhouette for men. The exterior rugged finish and the flannel lining inside make this jacket the go-to outerwear piece.
- **Quilted Quality** – When the temperature starts to dip, the best way to maximize the usage of a field coat is to layer with a great insulated jacket. Look for options with a thin quilted pattern; this stitching keeps the insulated fill in place. Also, look for water repellent finishes so this option can be worn in a light rain.
- **Worthy Wool** – Whether it’s a parka, pea coat or overcoat, wool jackets are a classic choice for warmth and style. Guys will love the feel of a wool jacket that is blended with a touch of cashmere for added softness. Also, having a wool coat that features a water repellent finish will keep men dry in a light rain or light snow.
- **Downright Warmth** – It’s known as nature’s natural insulator, and rightly so; down-filled styles are a functional trend. Finding a jacket that is wind- and water-resistant, as well being rated for sub-zero temperatures, is the cold weather go-to answer. In addition, men should look for extras like fleece-lined pockets, fleece storm cuffs and a fleece-lined collar for added comfort.
- **Everyday Favorite** – This is the jacket that never goes out of style. Fleece-lined interior, wind and waterproof shell, and available in vibrant colors, the Lands’ End Squall® always has a place in the coat closet. Great for weekend trips to the hardware store or shoveling the driveway after a light snow, the legendary Squall is a classic, quality jacket that does it all.

From rugged cotton field coats to handsomely tailored wool pea coats, it’s important for a man to have outerwear options. “As we designed the men’s collection for fall 2011, we focused on functional fabrics in smart styles that give men plenty of wardrobe options that match their busy lifestyle,” said Short. “We also know men want high-quality features built into their coats, so we make sure we add all the features and benefits we want to have in our own jackets.”

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