

OUTERWEAR HEADQUARTERS™

Women's Best Outerwear Trends to Tackle Winter's Worst

While warmth is the overriding function of a winter coat, women are of course also looking for style. Any piece of quality outerwear should offer both. Lands' End's women's outerwear merchant Annie Short has the top five trends women should look for when shopping for the perfect coat this season.

Shiny Style – Similar to the sun glistening off a frozen lake, the shiny, icy metallic fabrics provide a lustrous look. From down insulated coats and parkas to accessories, touches of shine will bring a bright spot to even the grayest of winter days.

Quilted Fashion – The tiniest bit of embellishment adds a whole lot of style. Quilting in vests, parkas, jackets and coats transforms a flat finish into a more eye-catching pattern. This season, look for flattering diamond-shaped quilting that offers style and function all in one.

Visual Vests – It's a classic that keeps getting reinvented – and this year is no exception. Belts, buttons and fabric patterns have helped update this outerwear basic to a winter wonder.

Wonderful Wool – It's a timeless classic that more and more women are turning to for more than just a dress-up coat. Pea coats in fun, bright colors will add a punch of style to a weekend outfit or a weekday date.

Longer Lengths – Parka- and coat-length jackets are the trend this year more than in past seasons. Adding a belt to these longer coats will add feminine shape while still keeping women warm.

Short says, "Women don't want to look large and unshapely when they put on a winter coat. That's why we've spent a great deal of time adding not only functional details, but fashionable features to every coat offered to women this season. Tested in Wisconsin's harsh winter weather, our women's stylish coats will bring along warmth with the "wow" factor."

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For more information about Lands' End® outerwear, please contact Adam Sodersten at adam.sodersten@landsend.com or 608-935-6395.

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