



THE *new* COOL

Finding a perfectly stylish winter coat that's also able to combat biting Canadian temperatures has felt like an impossible task—until now. These under-the-radar homegrown brands know what it takes to create beautifully wearable winterwear.

CANADIAN OUTERWEAR SPECIAL



THE HEIRLOOM

Quartz Co.

Four years ago, brothers Jean-Philippe and François-Xavier Robert took over a nearly-two-decades-old Montreal outerwear company and relaunched it as Quartz Co. They merged time-tested technical expertise with contemporary design to create garments meant to be passed down. “A coat is an investment piece that people should be able to keep for a long time,” says Jean-Philippe, Quartz’s CEO and creative director. And since he knows how to enjoy even the chilliest winter days (“I love a long walk in the city after a fresh storm and cross-country skiing at the cottage”), the brand’s coats, which are manufactured in Quebec, are made from breathable shell fabrics and high-loft (meaning super-warm) down so you can get the most of winter too. (From \$649, quartz-co.com) ▶

THE ATTENTION- GETTER



Noize

“We care about working with people who care—people who stand for something and want to make a difference, big or small,” says Noize creative director Nina Mourin, who believes that cruelty-free outerwear should be accessible at any price point. That’s the ethos behind the brand, and each piece in the collection of PETA-approved puffers, parkas and vegan-leather jackets rings in at under \$400. With bold prints and textures, like cheetah and crushed velvet, the coats are designed in Montreal and New York and then ethically manufactured in China using filling made from recycled water bottles. (From \$119, noizeoriginal.ca)

CANADIAN
OUTERWEAR SPECIAL



THE MOOD BOOSTER

Wuxly

When former CFL player James Yurichuk enlisted master tailor Anthony DeBartolo to design a coat for his now wife, he didn't imagine that the two would go on to co-found sustainable brand Wuxly. Today, as a team of 12, the company designs its cruelty-free coats in Toronto and crafts them in locations across the country. "It's great to work with local manufacturers because they have so much specialty expertise," says Yurichuk, referencing a factory in Winnipeg that also produces garments for the protective forces. Each piece takes six months to make and contains military-grade insulation that retains 98 percent of heat, something Yurichuk appreciates when he's playing hockey with his two sons. "Other than the Zamboni driver, I spend more time than anyone at the rink." (From \$395, wuxly.ca)



TEXT: ERICA NGAO; PHOTOGRAPHY: SASHA COHEN (NOIZE) & NICK MERZETTI (WUXLY)

THE OUTERWEAR HALL OF FAME

We'll always love these winterwear pioneers.

CANADA GOOSE

As ubiquitous on city streets as they are on the tundra, the parkas from this Toronto-founded brand have become the ultimate cold-weather staple.



NORDEN

This B Corp-certified company is turning post-consumer water bottles into outerwear that produces 30-percent less greenhouse-gas emissions during the manufacturing process.



SENTALER

Meghan Markle and Kate Middleton are fans of this brand's luxuriously soft wrap coats made of Peruvian alpaca fibre. ➤



KANUK

This independent company has been handcrafting its coats in a small factory located in the heart of Montreal since 1970.



MACKAGE

Combining the best of fashion and function, this collection is made specifically for braving urban winters without sacrificing style.



ARC'TERYX

For serious winter explorers only, this climber-founded brand is tested in B.C.'s Coast Mountains under extreme conditions.



THE MULTI-TASKER



Nobis

We all know the frustrating and increasingly common experience of leaving the house dressed for the early-morning chill only to be melting by the time we make it to the office. So does Nobis vice-president and co-founder Robin Yates. Formerly a VP for Canada Goose, Yates teamed up with Kevin Au-Yeung in 2007 to create fashionable outerwear that keeps you warm and dry, whether you're commuting or heading out to a snowy escape. The machine-washable collection is designed in Toronto with innovation in mind—lightweight Canadian-white-duck down provides warmth while a technical-fabric lamination makes the coats windproof and waterproof. The result, Yates hopes, is jackets that “exude adaptability.” (From \$495, nobis.com)



HiSO

In our books, HiSO could actually be considered a heritage brand. Founded over 40 years ago as Hide Society, it spent years flying under the radar with its well-made shearling. Now it's impossible *not* to take notice of the company. "We merge classic and current designs," says Karl Matar, who took over HiSO with his brother, Mark, from their parents. The Toronto-based brand uses an eco-conscious approach (its tanners, for example, are sourced from food-industry by-products) to create oversized, European-esque pieces that manage to feel both trendy and timeless. (From \$745, hiso.ca) ♦

THE LUXE LEADER

