



The Canadian Store

Your Canada spirit expert

THE COLD AND HOW TO DRESS FOR IT

Every year there are many opportunities to encounter the cold: with severe weather, a visit to the mountains or even by traveling to cold Nordic countries.

Ok, so in this case, how should one dress? In what way? What type of material is best and also how to navigate amongst the different technical characteristics of the items that are offered to you?

Many of our customers are those who are looking for advice of this kind; whether they are individuals going to a ski resort soon, tourists planning a trip to Lapland, Nepal or Canada, or even a film and television production company traveling to Mongolia at the end of the week...

First, let's start by looking at what the cold is like by examining the impacts of cold on the skin.

When temperatures are below freezing, the skin reacts, notably by sending an influx of blood to the parts of the body exposed directly to the cold. This body mechanism allows you to warm up. It is for this reason that choosing the right clothes is important.

Covering up the extremities of the body (hands, head and feet) is very important in preserving the heat of the body. Multi-layering is also a great rule to follow. Three layers are needed: the base layer, which removes moisture from the body, the middle layer, which serves as insulation, and the outer layer, which protects against wind and weather.

Depending on your own needs and use, it will be appropriate to adapt the advice to context and where you will find yourself.

Another rule to apply here is that of the onion: layers, layers and more layers. Hence the myth of Canadians spending hours getting dressed before going out.

It should start with a few warm technical base layers worn directly as the first layer on the skin. There is nylon, normal wool or merino wool. The latter is really the most efficient and the warmest.

Then you can add a T-shirt.

Then a long-sleeved shirt (big, thick, very warm, Canadian perhaps:); here you want it to be of a different material, wool being the warmest.

After will come the sweater. Two possibly, if you doubt the effectiveness of those you have on their own.

And finally the parka (or coat or down jacket). Warm, comfortable, efficient, breathable and with this... you can't afford not to buy an expensive one. Certainly performance has a price but once you find yourself in -

10°C, -15°C, -25°C or more... there really isn't a choice, and you certainly will not regret it! With time we can forget the price, but not the quality of a good product.

Same goes for the bottom half : Warm technical long underwear or thick pants: jeans do not hold in the heat: it's much better to wear thick doubled canvas, or velvet ..

For your extremities (which need to be taking care of because we always catch cold here first): a thin silk sock worn under a second good pair of socks (merino...), a good pair of shoes made for winter, a good pair of gloves (on this subject mittens are more effective because the fingers are heated amongst themselves in the common area), a touque, earmuffs and possibly a scarf.

The products we sell at the Canadian Store are the result of the outdoors experience and expertise of those for whom their country is winter. That is to say if they are well-versed in the harsh elements and what is needed to weather the cold in the best way possible.

Regarding shoes, do not be worried or overwhelmed by the temperatures shown, such as -15°C, -25°C, -40°C... because even in the French mountains, in the heart of winter and depending on the altitude where you are, you will not be too hot; it should not be forgotten that depending on your activities, you will sometimes only wander or stay standing and the fact that the shoe is performing alone will be important to protect your extremities, such as your feet, which are the most vulnerable parts on the body. It's better to only wear thin socks for comfort, and increase the thickness of the shoe, when needed, than to put on layers of socks and still be cold.

The choice of the model will be tailored according to the desired use: a higher shoe for better protection or look (see our women's boots), or lower for a more comfortable walking shoe. Our models from the largest Canadian manufacturers are ideal for the winter, with some of the specific performance abilities indicated for extreme cold.

In the same way, the parkas that we propose are perfectly adapted for temperatures up to -25°C, which are average temperatures in Canada for example... Beyond, there are parkas more specific to expeditions in the great north but which would not be relevant for most European countries.

Here again, do not be overwhelmed by the temperatures indicated on our clothes, which in terms of protection could present figures going beyond those which you are likely to meet: in a day outside, we will be just as likely to walk slowly or stop as to do activities that are very active, so don't imagine you will be too warm. The feeling we have of body temperature will also vary depending on certain parameters such as fatigue, hunger (and we could also add stress...)

Also the feeling of the reported outside temperature is likely to have important differences: -10°C or -15°C in very dry and sunny weather without wind is more bearable than 0°C or +5°C with a high humidity and wind. Therefore, everything is also a question of relativity.

The clothes are breathable which makes it possible to support the famous layers that we mentioned previously and to adapt to the brutal and rapid changes of temperature that one can sometimes meet in the Alps and more generally in other cold countries (25°C temperature shifts in a 24-hour period in Canada is common).

All these tips will help you to enjoy a great winter experience and especially to be comfortable in your outdoor activities, whatever they may be, so that despite the external elements, they certainly don't stop you from going out to enjoy the best of all the pleasures of this beautiful season, whether it be shopping, walking, hiking, recreational activities, or just to get some fresh air.

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