



# Mike Snyder

## last run

**Born to be wild** April 21, 1965

**Grew up in** Huntington Beach, Calif.

**Designs on greatness** Co-owner and head designer for Burning Snow, a pioneering snowboard clothing company in a market that now boasts more than 150 apparel makers.

**The first time** "It was in 1987, at Mt. Baldy, Calif. I was wearing nylon shell pants and froze my ass off. But I didn't care. I was instantly addicted to snowboarding. It changed my life."

**Burning desire** "I started Burning Snow that same year. I saw a huge market for snowboard clothing and I thought the surf market (I had worked for Quiksilver and then Maui & Sons) was saturated."

**Lactic overload** "We called the company Burning Snow because our legs were burning after snowboarding all day. We were so amped—we'd ride all day without eating lunch."

**The only thing missing is Mickey** "My favorite place to ride is Snow Summit, Calif. They really like riders there, and their park is insane—like a Disneyland for snowboarders. Plus, it's only an hour and a half from my house in Newport Beach."

**Droop doggy dog** "The grungy, baggy look is history. Last season, the trend was to see who could have the biggest pants. It was a little ridiculous. People used six yards of fabric to make a pair of pants when you needed only two yards."

**Back to the future** "This year you'll see more standard silhouettes and more vibrant colors in snowboard clothing. There will be a cleaner, preppier, more retro look—a Fifties look."

**Cross-dressing** "I see more and more skiers wearing snowboard clothing. That's because snowboarding apparel has a big edge on durability—snowboarders really abuse their clothing—and also in style. Ski clothing is so boring. If I were a skier, I'd want to wear something cool and hip like snowboard clothing." —Reade Bailey