



*Mother Gert Boyle, Chairman,
Columbia Sportswear*

“MOTHER ALWAYS HAS A HAND IN DESIGN.”

—Tim Boyle, President, Columbia Sportswear

My mother may not be a goddess, but it appears that she has eight arms. Otherwise, how do you explain the fact that while creating this Hoodoo Parka™ she sealed seams, finessed the pull-out hood and checked the Radial Sleeves™. Simultaneously. And she still managed to add a draw-cord waist with an internal powder skirt. In fact, Mother always tackles the task of building the world's most technical parkas head-on. Her search for maximum waterproof/breathability led to the Mini-Oxford Omni-Tech™ outershell in this Hoodoo Parka. So why should you care that Mother is a hands-on person? The answer

 **Columbia**
Sportswear Company

*Hoodoo Parka,
with mesh fleece-
lined, zip-out
HydroPlus™
liner.*

