



{ SHOP }

Street Style

Inspired by the success of traveling food trucks, clothing entrepreneurs nationwide are moving fashion forward with their own take on **MOBILE RETAILING**.

1 TEXAS TRENDSETTERS

Dallas and Fort Worth shoppers seek out **THE VINTAGEMOBILE**, a green school bus-turned-boutique, for retro fashion and real value. Expect *Mad Men*-style dresses, pearl-snap shirts, playful tees and classic cowboy boots, plus a well-curated collection of jewelry, handbags and housewares. www.thevintagemobile.com

2 PRETTY BY THE BAY

Local labels headline the hip selection that **TOPSHELF BOUTIQUE** brings to street festivals, special events and other places in the San Francisco Bay Area. The 24-foot truck is packed with the latest finds and creative upcycled items that breathe new life into old looks. www.topshelfstyle.com

3 A BOSTON ACCENT

Versatile must-haves and exclusive statement pieces fill the racks of **THE FASHION TRUCK**, which tucks two dressing rooms into its smartly arranged space. The retailer visits open-air markets, plazas and private parties in Boston and the surrounding communities. www.fashiontruck.com

4 STYLISH IN SEATTLE

Look for the candy-colored **KIPPY DING DING**, a 1965 Aristocrat Travel Trailer, at its monthly Fremont Sunday Market stop and at pop-up affairs throughout the Emerald City. Many of the shop's distinctive purses, accessories and vintage fashions sell for less than \$50. www.thekippy.com
—RENEE BRINCKS

{ GEAR }

Green Skiing

We'll say this about downhill skiing: The equipment, like the mountains, can get pretty steep. Relief from those high costs comes from **RAMP Sports**, an innovative equipment manufacturer that offers direct-to-consumer pricing on state-of-the-art skis and snowboards. Based in Park City, Utah, RAMP makes its products domestically using a groundbreaking approach. Unlike many traditional ski makers, who rely on large, expensive molds to shape their products, RAMP uses a highly efficient vacuum-molding system — the same technology used to make composite helicopter blades. This method allows RAMP to create more innovative shapes so it can customize its products. It also means that less material gets wasted in the process, making production more eco-friendly. To continue the theme, RAMP ships its skis in reusable bags, buys 300 pounds of carbon offsets with every sale and offers a buyback program to recycle or donate used skis to youth programs. It's very green and very lean, with skis starting at \$139. www.rampsports.com

—JOSH SENS

