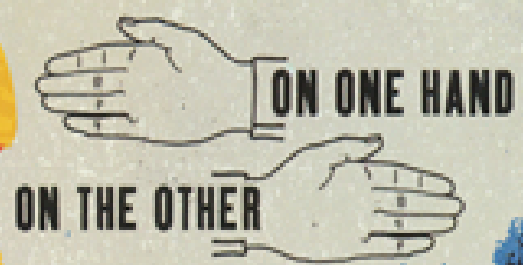


Aspen sojourn

MIDWINTER 2009

ASPEN'S ECONOMY



"DAMN IT! SOMEONE BRING ME A ONE-ARMED ECONOMIST!" — HARRY TRUMAN



SLOWLY, BUT SURELY



The interior of the new Performance Ski in Snowmass.

Snowmass has always felt like Aspen's unnoticed kid sister on the shopping front. That's still the case, but new retail arriving as part of Snowmass' Base Village development hints at a more attractive future.

Aspen Sports has set up two new spaces. The first: a North Face concept store, where shoppers can always see cutting-edge gear and occasionally North Face-sponsored athletes. The second: a premier demo center that lets customers try out the latest skis from Volkl, K2, Salomon and Nordica, as well as high tech clothing from Patagonia, Descente, Spyder and others.

Generation Snowmass and Snowmass Style give moms and dads a spot to find cute and affordable souvenirs, children's clothing, toys, games, books, stuffed animals and logo-wear. Both might seem standard additions to a tourist destination—perfectly OK, since that's what Snowmass is.

Perhaps the most significant addition is the arrival to Snowmass of Aspen luxury stalwart Performance Ski. Crafted from fragrant cedar wood to look like the interior of a ski hut, Performance's new space is as stunning as its designer wares from Prada, Jet Set, Moncler, D Squared, Kjús, Postcard and Matador.

Take note, Aspen. Little sister's growing up.
—Kate Bailey