

PINARELLO PRINCE BIKE

Cyclists covet a Pinarello the way other men desire a Ferrari: as not only the ultimate in performance but as a physical connection to a legendary history. A half-century of victories in the world's biggest races comprise the Prince's DNA, but the frame is fully futuristic, composed of the world's best carbon fiber and shaped in a wind tunnel for a silhouette that's *molto bello*. [\$5,000 for frame and fork; pinarello.com]

THE DETAIL
 Ribs on the frame aren't for pleasure; they stabilize the carbon fiber during compression to offer a buttery ride.



THE DETAIL
 A combination of polypropylene and nanochemicals in the base mean the board never needs wax.



BODY GLOVE ECO SUIT

Surfing the blue just got more green. The Eco's exterior and liner require just a 10th of the energy needed to make the standard petroleum-based wetsuit, the insulation is limestone, the graphics are printed with organic water ink, and even the pocket key holder's zipper is recycled plastic. Yet the suit isn't a tree-hugging novelty act. Comfy materials, flex kneepads, and sealed seams ensure the Eco is a no-compromises cover-up. [\$325; bodyglove.com]

ROME DESIGN SNOWBOARD

Weight is the enemy of speed and control, and with the Design, Rome has declared all-out war on mass. The powder-perfect board is, according to the company, the lightest adult men's deck in existence (the 158-cm board weighs a paltry 5 lbs, 6.6 oz). Featherweight status comes by way of milled air channels and low-density woods in the core, which is still roughly twice as strong as the average snowboard thanks to embedded aluminum plates. [\$550; romesnowboards.com]

LIFESAVER WATER BOTTLE

If anything good came of Hurricane Katrina it's the 750-ml Lifesaver, a new chemical-free water filter that removes 99.99 percent of bacteria, viruses, parasites, and other pathogens. Inspired by the survivors' hardships, Britain's Michael Pritchard designed it to use replaceable cartridges that clean up to 6,000 liters of dirty water. Simply scoop, pump, and slurp out of a bike bottle-style teat for the fastest filtering available. [from \$400; lifesaverbottle.com]

THE DETAIL
 Don't worry about getting a mouthful of disease when the filter expires. Once it's done, the bottle won't work.



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