

# The Granola Girl Trend Proves You Can Look Cute in Outdoor Gear

Here's how to nail the practical-chic aesthetic.



When it comes to aesthetics versus practicality in outdoorswear, some fashion brands seem to think that they can't coexist. Either clothing is too delicate that it won't withstand the great outdoors or too rugged that you look like a boxy lumberjack.

Of course, everyone feels confident wearing different things, and there's no standard uniform out there that will fit everyone's style. That being said, there's those of us who want to dress for the outdoors in a way that looks like they know what they're doing but could also strike for a spontaneous photoshoot mid-hike. The key? Knowing how to find balance and where to find apparel options.

Enter: the granola girl, i.e. girls who love hiking, camping, and basically anything nature-related, but look effortlessly chic while doing it. That's easier said than done of course, so here's what to keep in mind.

## How to Be a Chic Granola Girl

### **A cute (but comfortable) pair of shoes always helps.**

If you're hitting the trails for a light hike, look for low-cut models with flexible midsoles—these often flex easily and require little break-in time. ([Merrell](#) makes some of my favorite trail running sneakers.) If you're going to be trekking through tricky terrain and needing something with more sturdiness and ankle support, you're going to want a higher cut that wraps above the ankles. Try the [waterproof, polar fleece-lined boots from Cougar](#) (featuring winter technology rubber soles by Michelin).

According to [REI experts](#), the most important thing to remember is that any outdoor shoe should fit snug everywhere, tight nowhere, and offer room to wiggle your toes. And you'll want to try them on at the end of the day (after feet swell) and with the socks you plan to wear to ensure the best fit.