

# CLASSIC DRIVER

## Snapshot, 1970s: Ski bunnies and snow chains

### Lead

It wasn't only bright colours, tight nylon overalls and enormous fur boots that defined the ski look in the 1970s, but also the means of transport - as these period publicity photos remind us...



Farah Palahvi and her jet-set friends weren't alone in wearing Carrera shades, skin-tight Bogner outfits and fur-lined moon boots when visiting St. Moritz, Gstaad or Cortina d'Ampezzo in the 1970s. But for those that couldn't quite stretch to a [Range Rover](#) or a [Jensen FF](#) as a slope shuttle, a [VW-Porsche 914](#) or [BMW](#) would suffice - providing they were fitted with snow chains and a roof-rack, of course. The Alpine-chic of the 1970s might seem a little comical now, but it's infinitely more glamorous than the grey/black SUV monotony in the valley car parks of today.

*Photos: BMW Group Archive / Porsche Classic*

### Gallery



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