

THE STYLISH TYPE

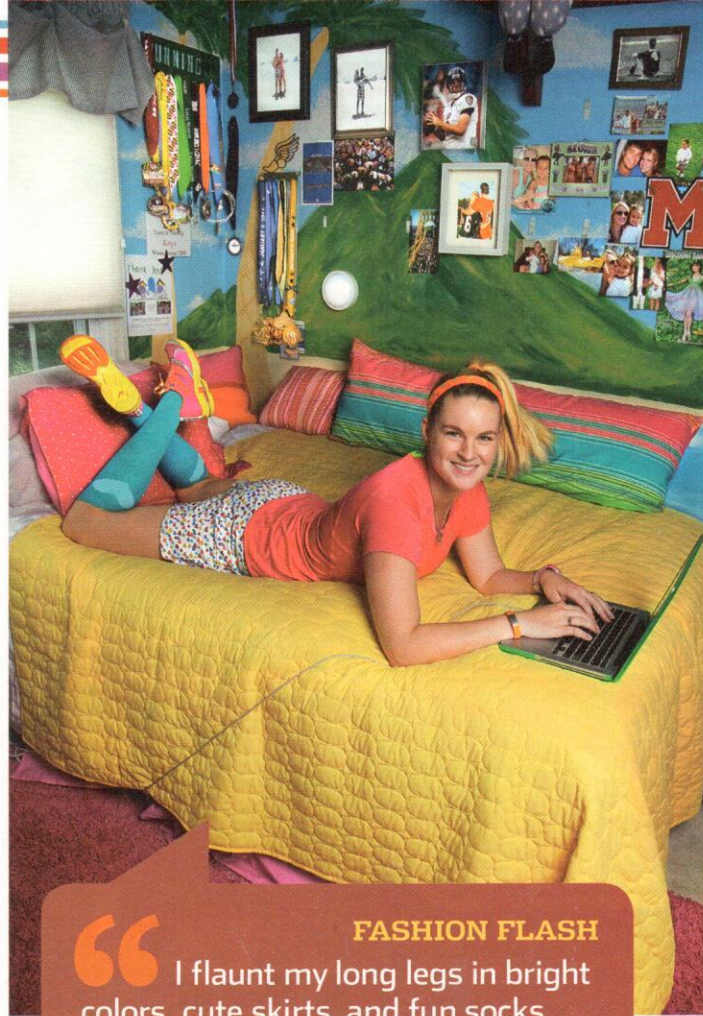
McNulty, in her bedroom in Baltimore, blogs about running, friends, and style.

Even elite runners are in on the popular mash-up of athletic function and fashion: When Olympic bronze medalist Shalane Flanagan wore knee socks in the New York City Marathon, she made noise not only with her fast time—2:28:40—but with her flashy, bright-white, look-at-me color. “These women have an attitude that says, ‘I want to kick some ass wearing some bold outfit that shows people I’m not afraid to stand out,’” says Ironman champion and Skirt Sports founder Nicole DeBoom.

When she runs around her Richmond, Virginia, neighborhood and in races, Ginny Flynn sports splashy knee socks, a running skirt, and a vivid top. She calls her style “somewhat naughty Catholic school girl meets running mom.” The 35-year-old mother of three says, “It would be a lie if I said I don’t like to get noticed. I use it as part of my mental strategy on race day. If I look good, I feel good. It’s like dressing for a job interview. The job I’m dressing for is marathon finisher.”

THE WOMEN’S RUNNING BOOM—double-X-chromosomal runners now make up more than half of all participants in 5-Ks, 10-Ks, and half-marathons, according to Running USA—has helped change the very definition of “running clothes.” “A lot of our customers who run don’t necessarily deem themselves hard-core runners,” says Julie Baxter, vice president of Moving Comfort. “This opens up what they can wear—it doesn’t have to be split shorts. These runners might wear the same capris they wear for yoga.”

“There are different body types in this bigger group of runners,” says Skirt Sports’ DeBoom, who won a 2004 Ironman in a



FASHION FLASH
 “I flaunt my long legs in bright colors, cute skirts, and fun socks. I don’t try to blend in anymore.”

—KATY McNULTY, Baltimore

Photographs by ERIN PATRICE O'BRIEN (Blanchet & daughters, McNulty); Europe/Alamy (Atalanta); Rick Levy (Switzer); Steven E. Sutton/Duomo/PCN (Waitz); Darron Cummings/AP Images (DeBoom); Victor Sailer/PhotoRun (Coucher, Flanagan); Courtesy (Smith-Batchen)

Fly Girls Style-setting women runners through the ages



Atalanta
 Ancient Greece
 The legendary huntress, wearing a skirt, refuses to marry a man who can not run faster than her in a footrace.



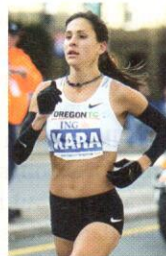
Kathrine Switzer
 1973
 The pioneer finishes the Boston Marathon wearing a red tunic dress, “one of my best running outfits.”



Grete Waitz
 1978–1988
 With blond hair in twin ponytails, the Norwegian nine-time New York City Marathon winner inspired a generation.



Nicole DeBoom
 2004
 Won Ironman Wisconsin in 2004 sporting a hand-fashioned running skirt, leading her to start Skirt Sports.



Kara Goucher
 2008
 In her debut marathon (NYC), popularized the tank-with-arm-warmers look, thanks to her girl-next-door quality.



Lisa Smith-Batchen
 2010
 The ultrarunner wore Nuu-Muu running dresses as she ran 50 miles in 50 states on her 2010 Run Hope.



Shalane Flanagan
 2010
 Made a big splash by running 2:28:40 in the New York City Marathon while wearing bright-white knee socks.

