

The Umbrella – BusinessWeek

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ONE TRUE THING

The Umbrella

An elegant model that stands up to the elements—rain or shine

The Want: A high-quality, handsome portable umbrella that fits in a briefcase, can stand up to wind, and has a decent circumference. Bonus points for swanky fabric and a fashionable knob. In short: Looking for a long-term relationship, willing to pay for it.

The Get: Oertel makes a pocket umbrella (\$120 at european-umbrellas.com) with polished ribs, brass rivets, and nickel-plated tempered steel that enables it to keep its shape no matter the gale force. The canopy has an unusual deep curve to keep your head and shoulders dry. The woven glen check is attractive, and the handle is Canadian maple.

