

MONEY

## Could heated airport runways melt away your winter travel headaches?

Jeff Rossen and Lindsey Bomnin TODAY

9 hours ago

There have been thousands of flight delays and cancellations due to winter weather this year, and it's only January. Not only that: snow and ice at airports can send planes skidding off slippery runways.

Get Jeff Rossen's new book, "Rossen to the Rescue," here.

What if there were something that could fix all that? At Des Moines International Airport in Iowa, TODAY national investigative correspondent Jeff Rossen got a look at a new technology in action: heated runways and tarmacs.















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"We have stainless steel electrodes embedded within the concrete," explained Halil Ceylan, head researcher of the lowa State University team that developed the technology. "Then we connect it to power, turn the electricity on. It generates heat and it melts ice and snow on it."

When Rossen tossed snow onto a slab of prototype heated runway, it melted into water in seconds. A thermal gun showed the heated pavement to have a temperature of 62 degrees Fahrenheit, in contrast to 22 degrees for unheated pavement nearby.



Jeff Rossen at (chilly) Des Moines International Airport.

To put the technology to a bigger test, snow was hauled in from Sleepy Hollow Sports Park and spread across the heated slabs. Instantly the snow started to melt, taking less than 10 minutes to turn to water.

The research team estimated that the technology would cost about \$200 million to install in the most congested areas of an average-size airport. But over time, they added, it could save airlines, airports and passengers up to \$273 million.

Ceylan said the heated concrete could also be used on sidewalks, bridges, parking lots and even highways to help prevent winter accidents.

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### MONEY

# J. Crew and Madewell just made denim shopping easier for more women

Chrissy Callahan
TODAY

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J. Crew and sister brand Madewell just got a lot cooler. Both brands recently expanded their denim offerings to include additional sizes, while Madewell also added a new style made just for curvy gals. The move is one small step in a growing push for more inclusive sizing in the fashion industry.



J.Crew

J. Crew and Madewell are the latest in a string of brands to offer expanded size offerings.

from 32 to 35 last week, according to Racked. Shortly afterward, Madewell unveiled extended size options, which now include 11 styles offered in sizes 33-35. To save you the trouble of converting the sizes yourself, that means Madewell now carries sizes 000 to 20!

The younger brand also launched a new style dubbed the curvy high-rise skinny jean. Available in three washes, the design is a throwback to Madewell's classic skinny style, and is made for "those with an hourglass shape (translation: booty)," according to the retailer's website.



Shoppers will find extended size offerings and a brand new curvy denim style in Madewell's spring collection.

inspiration behind the new size offerings: "I want those jeans in my size."

The relatable quote expresses a sentiment shoppers everywhere have been voicing to retailers. And while there's still work to be done, these latest moves show something that's pretty encouraging: Brands are listening.

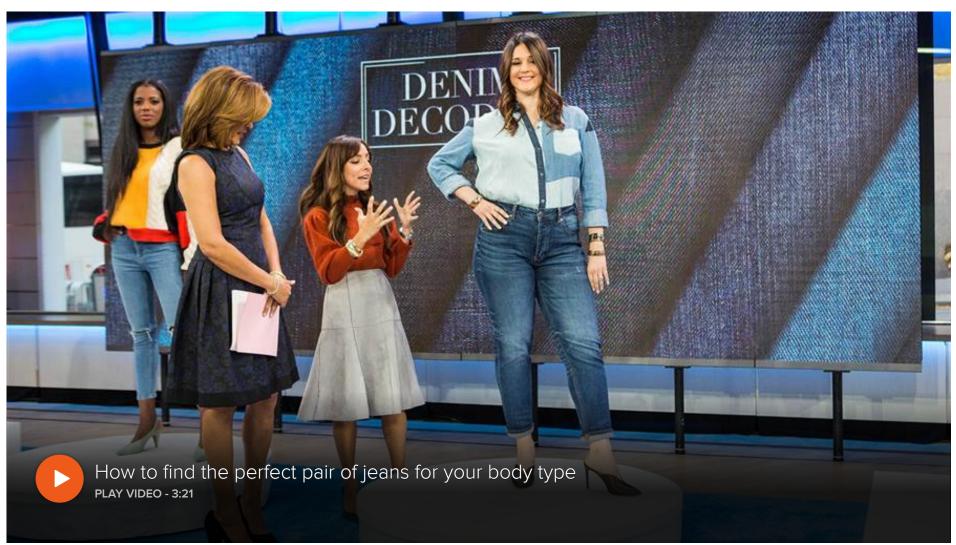








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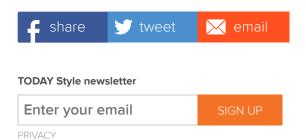


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