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EUROPEAN SURF/SKATE/SNOW BUSINESS

#123 JANUAR  
2025



**HÄNDLERLEITFÄDEN 2025/26**  
SNOWBOARDS, WETSUITS, SCHNEEHELME, WOMENS  
OUTERWEAR, MENS OUTERWEAR, BASELAYER,  
SKATESCHUHE, SCHNEESCHUTZAUSRÜSTUNG

**BIG WIG-INTERVIEW:** BRIAN COOK, THIRTYTWO

**MARKENPROFILE:** GUL, AIRBLASTER, STINKY  
SOCKS, FAHLO, DOUK



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# HALLO SOURCE#123

Beginnen wir mit etwas Festtagsstimmung: Frohes Neues Jahr! Das können wir sicherlich gut gebrauchen. Die meisten Marken werden froh sein, das Jahr 2024 hinter sich zu lassen, wobei „schwierig“ noch die höfliche Umschreibung für das allgemeine Geschäftsumfeld ist. Die Auswirkungen der Corona-Pandemie auf unsere Geschäftszyklen sind noch nicht ausgestanden, und das wird wohl auch noch eine Weile so bleiben. Die Sommer-Boardsportarten verzeichnen nach wie vor eine weit unter dem Normalwert liegende Nachfrage, aber bald müssen alle Produkte, die während des kurzen Corona-Kaufrauschs erworben wurden, ersetzt werden, und das wahrscheinlich in großen Mengen gleichzeitig. Doch werden die Einzelhändler diese Produkte auf Lager haben? Weder

die Geschäfte sind bereit, Vorbestellungen aufzugeben, noch die Marken, auf eigenes Risiko Produkte bei den Fabriken zu bestellen.

Dennoch sollte das Jahr 2025 besser werden als das Jahr 2024, da die Lagerbestände der Shops abnehmen, die Nachfrage in einigen Produktkategorien steigt und der Weihnachtsmann uns in den meisten Teilen Europas weiße Weihnachten beschert hat, während Nordamerika mit besseren Schneebedingungen als in den letzten Saisons gesegnet ist.

Das bringt uns gut gestimmt zu unserer zweiten Ausgabe des Winters und mit weißen Hängen überall, hoffen, wir, dass es noch lange so weitergeht. Für unser Big Wig-Interview dieser Ausgabe haben wir mit Brian Cook von Thirtytwo gesprochen, der seit 25 Jahren bei der Marke ist, schon alles gesehen hat und weiterhin mit Leidenschaft für diese legendäre, von Snowboardern geprägte Marke arbeitet. Und wie üblich zu dieser Jahreszeit ist die

Ausgabe vollgepackt mit Einkaufsführern für den Winter, darunter Snowboards 2025/26, Helme, Schutzausrüstung, Outerwear und Baselayer für Männer und Frauen sowie Snowboard- und Outerwear-Pictorials. Wir werfen auch einen Blick auf Neoprenanzüge und Skateschuhe und haben fünf Markenprofile für euch, die über die neuesten Entwicklungen in der Branche auf dem Laufenden halten. Während ich dieses Vorwort schreibe, packe ich meine Koffer und stürze zur Tür hinaus, um meinen Flug zur ersten Messe des Jahres zu erwischen – Slide in Großbritannien. Wir sehen uns also irgendwo in Großbritannien, Frankreich, Österreich oder den USA und hoffentlich mit einer Fortsetzung unseres weißen Winters.

**Onwards, Upwards and Sideways**

**Clive Ripley  
Publisher**

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## TEAM

**Editor Harry Mitchell Thompson**  
harry@boardsportsource.com

**Skate Editor Dave Morgan**  
davemorgan@boardsportsource.com

**Surf Editor David Bianic**  
david@boardsportsource.com

**Snowboard Contributor Matthieu Perez**  
Matthieu@boardsportsource.com

**Copy Editor James Dalziel**

**German Editor Natalia Maruniak**  
tala@boardsportsource.com

**French Editor Marie-Laure Ducos**  
ducos@boardsportsource.com

**Graphic Design Louis White**  
hello@louiswhite.co.uk

**Proof-readers Natalia Maruniak, Marie-Laure Ducos, Sam Grant**

**Contributors** Rocio Enriquez, Benoît Brecq, Gordon Way, Franz Holler, Nuno Principe, Sydney Bohannon, Juliana Schneider Holly Bloomfield, Toby Hammer, Anna Langer

**Advertising & Marketing Clive Ripley**  
clive@boardsportsource.com

**Accounts Manager**  
accounts@boardsportsource.com

**To Subscribe**  
boardsportsource.com  
subs@boardsportsource.com

**Publisher**  
publisher@boardsportsource.com

Published by ESB  
22 Friars Street, Sudbury  
Suffolk, CO10 2AA. UK

Boardsport SOURCE  
is published bi-monthly  
© ESB. All Rights Reserved  
**boardsportsource.com**

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The views expressed in this publication are not those necessarily held by the Publisher. ISSN # 1478-4777

Gender-Hinweis: Aus Gründen der besseren Lesbarkeit wird auf die gleichzeitige Verwendung der Sprachformen männlich, weiblich und divers (m/w/d) verzichtet. Sämtliche Personenbezeichnungen gelten gleichermaßen für alle Geschlechter.

**On the cover** Danny Kiebert, Bataleon in Davos **Photo:** Ahriel Povich

# TRADE EVENTS

PREVIEWS

## SPORT ACHAT WINTER

GRENOBLE, FRANKREICH  
27. - 29. JANUAR

Die Sport Achat-Wintermesse findet zum zweiten Mal auf dem Alpexpo-Messegelände in Grenoble statt, nachdem sie im vergangenen Jahr erfolgreich an diesen neuen Veranstaltungsort verlegt wurde.

Grenoble ist ein großartiger Standort für eine Wintermesse, da die Stadt mitten in den Bergen liegt und ein alpines Ambiente bietet. Außerdem ermöglicht sie einen schnellen und einfachen Zugang zur Messe für Wintersportfachhändler. Die diesjährigen Voranmeldungen deuten darauf hin, dass über 4.000 Branchenvertreter teilnehmen werden und 270 Aussteller, die über 500 Marken vertreten, bereits 20.000 Quadratmeter Fläche gebucht haben.

Sport-Achat bietet jetzt die größte Ansammlung von Wintersportmarken auf einer Messe in Europa. Nahezu jede Snowboard- und Skimarke stellt neben Marken für Schneebrillen, Helme und Handschuhe dort aus und es gibt eine große Auswahl an Outerwear. So finden Einzelhändler alles, was sie brauchen, um die beste Auswahl an Brands für ihr Geschäft zu treffen, und können die Messe sehr effizient nutzen. Außerdem richtet sich die Messe jetzt an Einzelhändler aus ganz Europa. Diese neue Strategie wurde insbesondere aufgrund der großen Anzahl an ausstellenden Marken und der Tatsache, dass die Messe die letzte Gelegenheit in Europa ist, 25/26 Produkte zu sehen, gut angenommen.

Im vergangenen Jahr wurde die Messe von ihrem traditionellen Termin Ende März auf Ende Januar vorverlegt. Dieser gelungene Schritt sollte sicherstellen, dass die Messe mit den früheren Pre-Book-Deadlines relevant bleibt und gleichzeitig die letzte Gelegenheit bietet, diese Pre-Book-Bestellungen aufzugeben.

Der frühere Termin hat die Messe sowohl für Aussteller als auch für Einzelhändler attraktiver gemacht. Mathieu Kurtz von Sportair kommentiert: „Einzelhändler kommen zur Messe, um Bekleidungs-, Ski-, Snowboard- und Outdooranbieter zu sehen. Diese persönlichen Treffen sind die Stärke der Messe, die unverzichtbar für Medien, Hersteller, Händler, Agenten, Einzelhändler, Online-Einzelhandelsseiten, Leasing-Spezialisten, Einkaufsgruppen, Fachhandelsketten und Beschaffungszentren ist.“

Auf dem Weg zur Messe wird ein riesiges Moodboard die drei Hauptthemen hervorheben. Diese wurden in Zusammenarbeit mit dem Pariser Phoenix Studio erstellt und bieten eine Auswahl an Produkten (Materialien, Textilien,

Accessoires, Schuhe usw.) zu bestimmten Themen sowie Pantone-Farbkarten, die den Farbtrends der nächsten Saison entsprechen. Die drei Mood-Themen dieser Ausgabe sind „Snow & Speed – Ski Time“, „Connecting to the Roots – Mountain Life“ und „Tech is the new Suit – Athleisure/Lifestyle“. In der Nähe des Eingangs befindet sich außerdem die Fresh Zone, die Start-ups gewidmet ist und Unternehmen präsentiert, die weniger als fünf Jahre alt sind. Diese neuen Akteure erhalten die Möglichkeit, ihre Produkte zu geringen Kosten zu präsentieren und sich einem breiteren Publikum bekannt zu machen.

Am Eingang der Messe präsentiert Mission Retail Design, eine führende Agentur für Einzelhandelsdesign aus dem Sportbereich in Lyon, das „Café du Retail“, ein futuristisches Konzept, bei dem die Besucher verschiedene Arten von Ladenmöbeln und -layouts sehen können. Die Besucher tauchen in das Herz dieses lebensgroßen Konzeptgeschäfts ein, als Inspiration für eigene Experimente mit ihren eigenen Ladenlayouts.

Während der gesamten Messe steht ein Merchandiser zur Verfügung, der den Besuchern Workshops zu bewährten Merchandising-Verfahren anbietet. Der Outdoor-Reparaturspezialist Goodloop wird ebenfalls vor Ort sein, um das Bewusstsein für Textilreparaturen zu schärfen, und ein Workshop zum Thema Bootfitting ist ebenfalls geplant.

Von Montag bis Mittwoch finden im Konferenzbereich direkt neben den Foodtrucks Konferenzen und Seminare statt. Auf dem Programm stehen eine Präsentation der Fresh Zone-Marken sowie die Zahlen der Wintersaison und eine Konferenz über die Berge von morgen. Darüber hinaus organisiert der Konferenzpartner Sympatex Schulungen zu seiner neuen Membran.

Zwischen den Terminen könnt ihr im Food-Truck-Dorf essen, wo es eine große Auswahl für jeden Geschmack gibt. Am Montagabend lädt Sportair um 18:30 Uhr zum traditionellen Sport Achat-Abend ein mit Reden, DJs, einem Cocktail und einem Buffet. Am darauffolgenden Abend haben Marken die Möglichkeit, Besucher zu einem Drink zum Feierabend an ihren Stand einzuladen.

Flughäfen in der Region sind Grenoble, Genf und Lyon Saint-Exupéry. Grenoble ist auch über die Autobahn und den TGV von Paris und Marseille aus gut erreichbar. Die Messe ist montags und dienstags von 9:00 bis 19:00 Uhr und mittwochs von 9:00 bis 18:00 Uhr geöffnet. Steigt also in ein Flugzeug oder ins Auto und besucht die Sport Achat Hiver, um die kollektive Winterstimmung zu erleben. Sie ist die letzte Gelegenheit in Europa zum Anschauen und Bestellen von 25/26 Produkten.

[SPORT-ACHAT.COM](https://www.sportachat.com)

Rossignol, Jones, Libtech, Salomon, Nidecker, Nitro, Now, Ride, K2, Rome, Union, United Shapes, Plum, Rossignol, Roxy, Salomon, Oakley, Out Of, Giro und Yes.

Neben den Produkttests wird es auch viele Veranstaltungen wie Vorträge, Workshops und Seminare geben. Ein Programm wird kurz vor den Veranstaltungen veröffentlicht. Der Abendablauf ist bei beiden Vorführungen gleich: Um 18:00 Uhr wird ein Film gezeigt, gefolgt von einem Aperitif und einer Party. In Folgaria findet die Party im Calkera statt und in Pila im The Place Aosta

Die Pill Base Camps sind eine großartige Gelegenheit für die italienische Snowboard-Community, zusammenzukommen, um über den aktuellen Markt und die Produkte, die sie testen, zu diskutieren und natürlich, um ordentlich zu feiern. Lasst euch die Gelegenheit nicht entgehen, neue Beziehungen aufzubauen oder bestehende zu stärken. Wir sehen uns dort!

[THEPILLBASECAMP.COM](https://www.thepillbasecamp.com)

## THE PILL BASE CAMP

FOLGARIA, ITALIEN  
20. - 21. JANUAR

PILA, ITALIEN  
27. - 28. JANUAR

Der Pill Basecamp-Test, eine Ski-, Freeride- und Snowboard-Testveranstaltung, wird wie im letzten Jahr in zwei Ausgaben stattfinden. Die erste Veranstaltung findet vom 20. bis 21. Januar in

Folgaria für Einzelhändler aus den östlichen italienischen Alpen statt und die zweite vom 27. bis 28. Januar in Pila für Einzelhändler aus den westlichen italienischen Alpen. Der Standort Pila ersetzt die letztjährige Veranstaltung in Sestriere. Beide Veranstaltungen starten am Montag und Dienstag um 9 Uhr. Im Gegensatz zu den anderen On-Snow-Demos handelt es sich hierbei um einen kombinierten Snowboard- und Skitest, der sowohl für Core- als auch für Crossover-Einzelhändler geeignet ist. Im vergangenen Jahr stellten bei den beiden Demos insgesamt 68 Marken aus und 560 Einkäufer aus 230 Geschäften nahmen teil. In diesem Jahr werden die meisten Marken sowohl an den Veranstaltungen in Folgaria als auch in Pila teilnehmen. Zu den bestätigten Snowboardmarken gehören 32, Korua, Arbor, Amplid, Bataleon, Rome, Double Deck, Signal, Bent Metal, Capita, Comera, Gnu,



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## HÄNDLERPROFIL

### RIDE AND STYLE, VAL THORENS, FRANKREICH

Ride and Style ist Val Thorens einziger Snowboard-Fachhandel. Hoch oben in den französischen Alpen gelegen, mit mehr Schnee als in den meisten anderen Gebieten, ist der Ferienort auf wohlhabendere Schneesportler ausgerichtet. Doch trotz dieser großartigen Location machen sich Inhaber Michael und Manager Anthony Sorgen um die Zukunft.

#### Könnt ihr uns einen kurzen Überblick über die Entstehungsgeschichte des Geschäfts geben? Wo und wie hat alles angefangen?

Wir haben das Geschäft 2001 eröffnet. Damals war ich 22 Jahre alt und leitete Black Ski Maverick, ein Geschäft für den Verleih und Verkauf von Skiern und Snowboards. Wir hatten eine großartige Saison und unsere Snowboard-Verkäufe stiegen sprunghaft an. Später kaufte mein Vater (der Gründer) Intersport Caron im Einkaufszentrum. Das Geschäft nebenan, das ursprünglich eine Spielhalle mit Laserspielen war, stand ebenfalls zum Verkauf. Also beschloss er, es zu kaufen und in einen Snowboardshop umzuwandeln. Der Shop wurde schnell ein großer Erfolg, nicht zuletzt aufgrund der damaligen Beliebtheit des Snowboardens. Mit seiner Lage direkt im Zentrum des Ferienortes in einem Einkaufszentrum zog er schnell eine treue Kundschaft von Enthusiasten an.

#### Welche Marken und Produkte haben sich für euch in diesem Winter bisher am besten bewährt und warum?

Seit wir vor einem Monat unsere Türen geöffnet haben, hatten wir einen sehr guten Start für unsere Flaggschiff-Marken Capita und Union und ihre großartige Zusammenarbeit mit Lamborghini. Jones' Victor De Le Rue (letzter FWT-Gewinner) ist sehr beliebt und zieht immer mehr Kunden an, und der Dancehaul von Salomon ist stets sehr gefragt.

Der Infuse von Vans ist nach wie vor unser Bestseller bei den Boots, was auf sein Design, aber vor allem auf die Qualität seines Innenschuhs zurückzuführen ist.

Bei der Outerwear bieten Volcom und L1 wirklich erfolgreiche Outfits an, die unsere Kunden ansprechen.

Neu in diesem Jahr ist die Marke Yeti, die für ihr hochwertiges Outdoorerquipment bekannt ist und im Vorfeld der Festtage viele Kunden angezogen hat.

#### Wie unterscheidet sich euer Shop von anderen Einzelhandelsgeschäften in Val Thorens?

Wir sind anders, weil wir der einzige Snowboardshop im Resort mit einer echten Snowboardatmosphäre sind. Mit einem Team aus leidenschaftlichen, ausgebildeten und spezialisierten Snowboardern, einer authentischen Atmosphäre und Kultmarken haben wir einen echten Treffpunkt für die Snowboard-Community geschaffen. Hochwertige Ausrüstung und fachkundige Beratung machen uns zum Anlaufpunkt für alle Fahrer.

#### Ihr seid ein 100 % klassisches Ladengeschäft. Warum?

Dafür gibt es mehrere Gründe. Der erste ist, dass Ride & Style ein Saisongeschäft ist. Der Laden ist von November bis Mai geöffnet, genau wie das Resort, und unsere Mitarbeiter haben auch Saisonverträge. Um online zu verkaufen, müsste jemand das ganze Jahr über im Laden bleiben.

Der zweite Grund ist, dass wir nicht genug Lagerfläche haben, sodass wir zusätzliche Räumlichkeiten benötigen würden. Der Quadratmeterpreis in Val Thorens und die begrenzte Verfügbarkeit auf dem Markt machen dies jedoch kompliziert.

Der letzte Grund ist, dass wir es uns nicht leisten können, die Preise der anderen großen Websites zu erreichen, da die Gewinnspanne bei Snowboardausrüstung zu gering ist, um mit den Rabatten dieser Seiten ab Dezember mithalten zu können. Wir müssten also unser Volumen erheblich steigern, um einen gleichwertigen Gewinn zu erzielen.

#### Spürst du neue Trends in Bezug auf die Kaufgewohnheiten der Verbraucher während der aktuellen Krise der Lebenshaltungskosten?

Wir haben beobachtet, dass Kunden ihre Ausrüstung nicht mehr so oft erneuern und sie warten, bis sie sie wirklich brauchen, bevor sie sie wechseln. Ich habe einen Rückgang der Impulskäufe festgestellt und die Kunden tätigen mehr sinnvolle Einkäufe wie Schutzausrüstung oder Ausstattung für wirklich kaltes Wetter. Val Thorens ist jedoch immer noch ein recht teurer Ferienort und die Kundschaft ist recht wohlhabend, sodass wir meiner Meinung nach weniger vom Rückgang der allgemeinen Kaufkraft betroffen sind.

#### Wie teilt sich das Produktsortiment in Carry-Over- und neue Produkte auf?

Ich würde sagen, dass etwa 80 % der Produkte, die wir auf Lager haben, jede Saison neu sind. Die meisten Marken, mit denen wir zusammenarbeiten, bieten jedes Jahr neue Kollektionen (Modelle oder Farben) an, sei es im Bereich Snowboards oder Textilien. Modelle aus der Vorsaison sind selten. Die einzigen Modelle aus der Vorsaison, die wir haben, sind einige Goggles, Handschuhe, Helme und ein paar schwarze Boots. Wir müssen uns wirklich auf aktuelle Trends konzentrieren, wenn wir uns von anderen Geschäften abheben und jedes Jahr die besten Modelle auswählen wollen.

#### Welche Marketing-Tools nutzt ihr, um euren Shop bekannt zu machen?

Michael: Wir verlassen uns stark auf Mundpropaganda und den Aufbau eines guten Rufs bei Einheimischen und treuen Kunden, um unseren Shop bekannt zu machen. Google-Rezensionen helfen uns auch dabei, anderen zu zeigen, was unsere Kunden von uns halten, und eine gute Sichtbarkeit zu gewährleisten.

#### Wie seht ihr die Zukunft des Snowboard-Einzelhandels?

Michael: Wir glauben, dass es für spezialisierte Snowboard-Geschäfte keine große Zukunft gibt, da die meisten Snowboard-Marken eine zu geringe Marge für die Nachhaltigkeit des Einzelhandels bieten. Ride&Style allein hätte wirklich Schwierigkeiten, im Geschäft zu bleiben. Aber dank der Zugehörigkeit zu einem größeren Unternehmen und der Liebe der Familie zum Snowboarden sind wir immer noch im Geschäft und weigern uns, nur ein weiteres Skigeschäft zu werden. ☺

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# SALOMON

## HORIZON

Series



### HÄNDLERLEITFADEN

## SNOWBOARDS FW25/26

Die nächste Winter-Snowboard-Saison verspricht, eine Saison der Innovationen und Zugänglichkeit zu werden. Während einige Marken mit High-Tech-Zauberei innovativ sind, bleiben andere realistisch, indem sie dafür sorgen, dass jeder – egal ob erfahrener Fahrer oder absoluter Neuling – Spaß haben kann, ohne seine Kreditkarte zu überlasten. Mit einer Vielzahl von Preisklassen, Boardtypen und ein paar coolen Tricks im Ärmel sorgen die Kollektionen 2025/2026 dafür, dass Snowboarden so viel Spaß macht und frisch bleibt wie die ersten Spuren an einem Powdertag. Tauchen wir ein in die Welt des Snowboardens, um zu sehen, was in der kommenden Saison angesagt ist. Meine Damen und Herren, willkommen zum 25/26 Retail Buyer's Guide für Snowboards, präsentiert von **Matthieu Perez**.



#### POTPOURRI

Die steigenden Kosten für den Skipass sind eines der größten Hindernisse für die Branche, was es vielen erschwert, dieser Sportart nachzugehen. Peter Bauer von Amplid ist besorgt: „Die größte Herausforderung für die Wintersportbranche sind die steigenden Preise für Skipässe.“ Der Reiz des Snowboardens könnte dadurch nachlassen, insbesondere für die jüngeren Generationen. Marken wie Sims ergreifen Maßnahmen, wie Philipp Schöpke, European Sales Manager, erklärt: „Es wird immer exklusiver, und das ist für die nächste Generation, die mit dem Snowboarden anfangen möchte, schwierig. Wir sind froh, ein schönes Board unter 500 Euro in unserem Sortiment zu haben, das den Einstieg ins Snowboarden ermöglicht und eigentlich einfach ein cooles Board ist.“ Wie Sims betont, wird die zunehmende Exklusivität des Sports zu einem Problem, insbesondere für jüngere Fahrer, die aufgrund finanzieller Engpässe Schwierigkeiten haben könnten, in die Welt des Snowboardens einzusteigen.

Dieser Trend der Erschwinglichkeit bei gleichbleibender Qualität spiegelt sich bei Yes Snowboards wider. David Pitschi, Brand Manager, bemerkt: „Wir sehen, dass viele Kids wegen der hohen Kosten für einen Skipass weg von den Skigebieten und hin zu den Straßen und Hinterhöfen der Umgebung zum Snowboarden wechseln. Auch der Gruppeneffekt beim Snowboarden mit Freunden liegt im Trend.“ Diese Verlagerung unterstreicht eine größere Bewegung hin zu einem

„Die größte Herausforderung für die Wintersportbranche sind die steigenden Preise für Skipässe.“

Peter Bauer, Amplid

gemeinschaftsbasierten Snowboarden, bei dem das soziale Erlebnis mit Freunden genauso wichtig ist wie der Sport selbst. Diese Kameradschaft war zwar schon immer ein Teil der Snowboard-DNA, ist aber heute als bestimmender Aspekt der Kultur präsenter denn je. Möge die neue Generation die Stimmung annehmen und den Geist des Snowboardens auf den Straßen, in den Hinterhöfen und darüber hinaus am Leben erhalten!

Nachhaltigkeit ist auch 2025/26 weiterhin ein Thema, und Marken in der gesamten Branche bemühen sich verstärkt um die Entwicklung umweltfreundlicherer Produkte. So verwendet beispielsweise Bataleon für alle seine Snowboards das leistungsstarke, pflanzenbasierte Wend Wax und signalisiert damit einen Wandel hin zu mehr Nachhaltigkeit, ohne Abstriche bei Geschwindigkeit oder Langlebigkeit zu machen. In ähnlicher Weise überdenkt Borealis seinen gesamten Ansatz im Produktdesign und strebt eine einfachere und nachhaltigere Kollektion an. Die Marke führt für 2025/2026 ein neues Logo als Zeichen der Rückbesinnung auf die Kernwerte und einer gestrafften Produktpalette



„Wir sehen, dass viele Kids wegen der hohen Kosten für einen Skipass weg von den Skigebieten und hin zu den Straßen und Hinterhöfen der Umgebung zum Snowboarden wechseln. Auch der Gruppeneffekt beim Snowboarden mit Freunden liegt im Trend.“

David Pitschi, Yes

allerdings die Aufrechterhaltung wettbewerbsfähiger Preise. Libtech beispielsweise hat mit gestiegenen Materialkosten zu kämpfen, begegnet dieser Herausforderung jedoch durch eine verbesserte Effizienz in der Fabrik. „Die Materialkosten steigen und steigen, aber durch Effizienzsteigerungen in der Fabrik und den Wunsch, hart arbeitenden Helden der Arbeiterklasse großartige Snowboards zu bieten, können wir die Preise senken“, sagt Pete Saari, Vizepräsident für Kreativität bei Lib Tech.

#### IM FOKUS

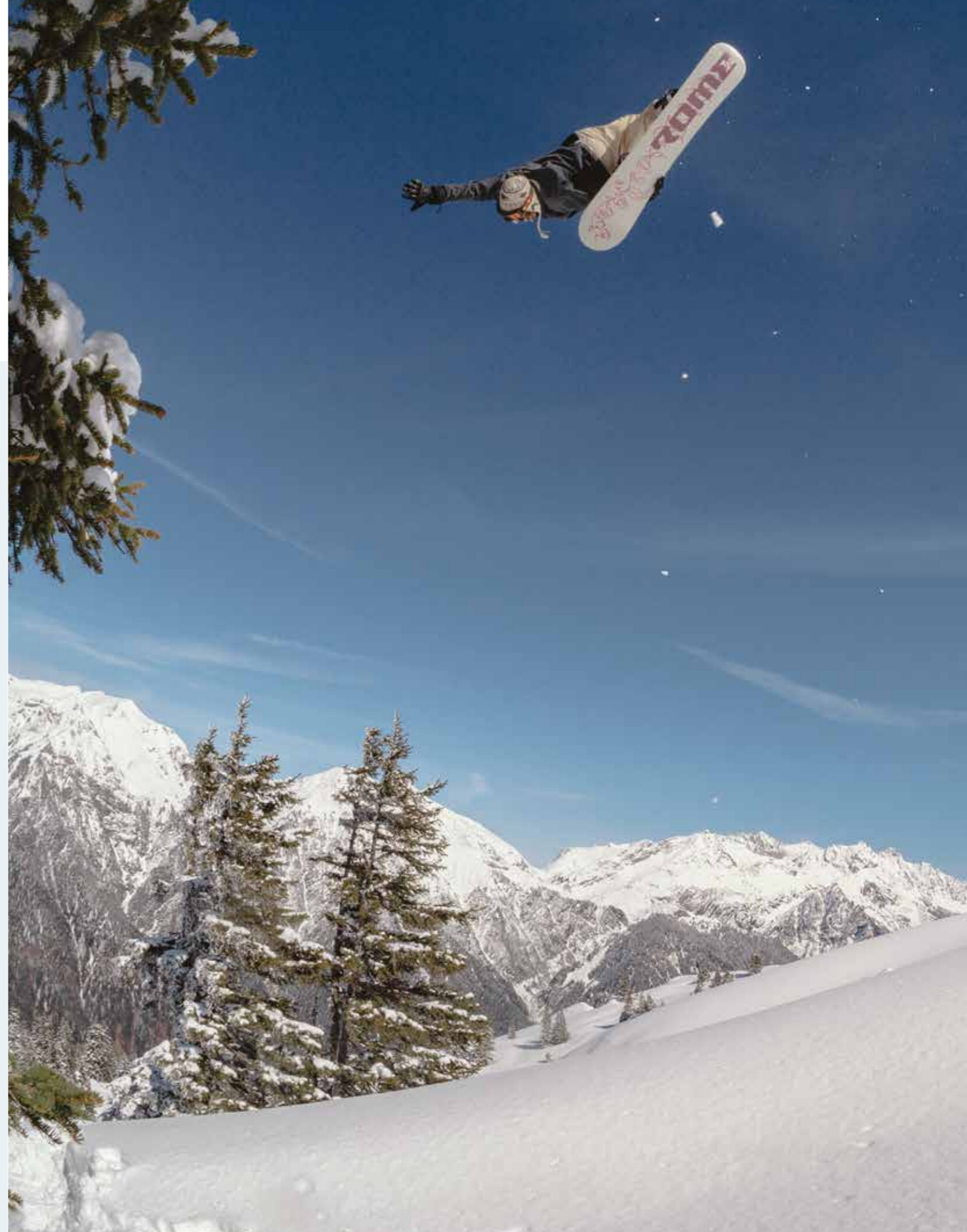
Die nächste Generation von Snowboard-Talenten findet auch bei Marken wie Slash Beachtung, die ihr Kinderprogramm für 2025/2026 weiter ausgebaut haben. „Bei unserem Jugendprogramm geht es darum, Spaß zu fördern und richtig gute Boards unter die Füße zu bekommen, um eine Plattform für die Weiterentwicklung des Freestyles zu bieten“, so Harry Mitchell Thompson, Marketing Manager. Diese Snowboarder, von denen viele Kinder von Snowboardern sind, die mit Gigi Rufs Filmen aufgewachsen sind, sind Teil einer neuen Welle von Snowboard-Enthusiasten, die an Sichtbarkeit gewinnen und dem Sport ihren Stempel aufdrücken. Slashes Engagement für die Jugendförderung stellt sicher, dass die Marke auch in den kommenden Jahren eine bedeutende Rolle in der Snowboardwelt spielen wird. Auch für Head ist die Förderung der nächsten Generation von Snowboardern von größter Bedeutung. Das Futureheads-Programm investiert in die Zukunft des Snowboardens, indem es Kinder an den Sport heranführt und ihre Entwicklung unterstützt. Dieses Ethos wird von Jones aufgegriffen, dessen erweiterte Youth-Serie darauf abzielt, junge Snowboarder mit Premium-Boards zu inspirieren, die auf ihre Bedürfnisse zugeschnitten sind, egal ob sie gerade erst das Kurvenfahren lernen oder sich in Freeride-Gebiete wagen.

Mas erarbeitet sich eine besondere Position auf dem Snowboardmarkt und nutzt dabei seinen strategischen Produktionsstandort in der Türkei. Mit Sitz in Istanbul, einer Stadt, die als Brücke zwischen der Ingenieurskunst Europas und der Fertigungskraft Asiens dient, verbindet Mas diese Stärken, um hochwertige Produkte zu wettbewerbsfähigen Preisen anzubieten. Diese vorteilhafte Positionierung ermöglicht es Mas, sich auf einem überfüllten Markt abzuheben, indem es innovative Designs und zuverlässige Leistung anbietet und gleichzeitig die Zugänglichkeit für eine breite Palette von Fahrern gewährleistet.

DC, das sich für ein paar Jahre vom Snowboarden zurückgezogen hatte, kehrt mit einer sorgfältig ausgewählten Palette an Snowboards für 2025/26 zurück. Das Comeback von DC signalisiert, dass selbst etablierte Marken sich flexibel an die sich ständig verändernde Dynamik der Snowboardbranche anpassen können.

Die letzte Saison war für Sandy Shapes schwierig, da das Unternehmen im Juli einen verheerenden Rückschlag erlitt, als ein Hagelsturm das Dach der Produktionsstätte zerstörte, was zu erheblichen Produktionsverzögerungen führte. Trotz dieser Herausforderungen arbeitete Sandy Shapes unermüdlich daran, die Bestellungen auszuliefern, wenn auch mit Verzögerungen. „Wir wollen die Qualität und das Finish auf ein höheres Niveau bringen und dies mit den Geschäften teilen. Außerdem möchten wir Snowboardern dabei helfen, ihre Technik durch neue Hilfsmittel zu verbessern, damit sie wirklich verstehen, was für sie in Bezug auf die Auswahl des Boards am besten ist,“ erklärt Alessandro Marchi, CEO von Sandy Shapes. Scandinavian Tur Snowboards hat sich als agil bei der Anpassung an Branchentrends erwiesen und sucht ständig nach neuen kreativen Wegen für die Weiterentwicklung seiner Marke. „Für die aktuelle Saison bringen wir ein neues Konzept heraus, das das skandinavische Erbe der Dunkelheit feiert, die ‘Mörkret Edition.’ Diese wurde Ende November in einer limitierten Auflage von Snowboards zusammen mit einigen Kleidungsstücken mit Kunstwerken des schwedischen Künstlers Ragnar Persson auf den Markt gebracht“, erinnert uns Zebbe Landmark, International Sales Manager. Die Marke prüft auch Möglichkeiten für eine Zusammenarbeit in der Zukunft und signalisiert damit eine spannende Zeit der Kreativität und Expansion.

Die wachsende Nachfrage nach Premiumprodukten ist ein weiterer Trend, der die Branche prägt, wie Marken wie Rome zeigen. Da die Verbraucher zunehmend nach hochwertiger Ausrüstung suchen, stellt Rome fest, dass Snowboarder mehr denn je bereit sind, in erstklassige Produkte zu investieren. Steigende Materialkosten erschweren



**“You can expect to see some hype around the 30th anniversary of our custom model”**

**Benedikt Pelikan, Burton**

Despite the challenges of rising costs, many companies keep focusing on their product development, making strides in materials and manufacturing methods that reduce environmental impact. Nidecker Product Manager, Antoine Floquet comments, “Prices remain quite stable on our side and sales are growing, this is enabling us to keep innovating with our marketing and logistics in each product category. It also spurred our partners to invest in new machinery, with the result that we can now build more complex parts with a higher level of quality and consistency.” These efforts reinforce Nidecker’s dedication to innovation, sustainability, and delivering the best possible products to our community. Roxy, a brand known for its focus on versatile, easy-riding shapes and contours, has continued to evolve in line with the latest trends in both product design and sustainability. For 25/26, the XOXO snowboard, designed by Chloe Kim, stands out as a perfect example of this evolution as it incorporates eco-conscious elements, made at Mervin MFG, powered by 90% renewable energy. Goodboards maintains a commitment to short transport routes and small-scale European manufacturing to minimise environmental impact. Jones has always prioritised sustainability and continues with the introduction of responsibly sourced materials such as a partially recycled base for the Mountain Twin Pro, along with carbon-flax stringers in their Pro line. By using reclaimed aerospace-grade carbon, Jones is pushing the boundaries of sustainable manufacturing, creating high-performance boards, like Ultralight splits and the Ultralight Project X, with minimal environmental impact.

However, Nitro has observed a shift in consumer focus away from purely sustainability-driven purchases. While environmental and social responsibility will always remain important, Nitro’s Guru, Tommy Delago notes, “There has been a bit too much green



HEAD

washing and not enough realistic step by step process improvement recently”. Finally, no green BS at Gnu, which is an environmentally minded company since inception. Gary Gnu, King Shepherd amongst the Gnu population confirms, “We build our boards in our own factory and we like it to smell nice so we don’t print via silk-screen, we use our own water based proprietary sublimation process that allows us to eliminate solvents and keep our crew thinking clearly. We recycle our sawdust into soil with our unique composting program, we use low VOC plant based epoxy resins that bond incredibly and help us keep things clean.” Full commitment.

Arbor is refining their product collection to make the decision-making process easier for riders. Arbor’s approach groups snowboards by use-case through terrain targets, allowing customers to find the best board for their specific needs more quickly. In an effort to stay ahead of the curve, Burton is removing traditional gender models from their product lines to create more inclusive options for all riders. By consolidating gender models with the same performance characteristics, Burton is simplifying their range, reducing confusion for consumers, and giving them more graphic customisation options. This reflects a broader trend in the snowboarding industry where inclusivity and accessibility are becoming increasingly important.

As the market grows, retailers need effective tools to help them meet the demands of an increasingly diverse customer base. Brands like Ride and Capita are prioritising in-person presentations and direct partnerships with retailers to ensure their products reach the right audience. Ride is emphasising the importance of educating retailers and consumers alike. “We let them try, we explain, and we take time to highlight our innovations and our concepts. Our athletes have always played an important role as well in showcasing our products. Our unique marketing is playing a huge role too”, observes Stefan Schauer, European Marketing Manager. For Capita, the emphasis is on providing exceptional customer service and retailer support. Capita’s knowledgeable representatives make regular in-person visits to shops to ensure retailers are up to date with the latest products and innovations. The strength of their team, which includes some of the world’s best riders, helps raise the visibility of their products. Similarly, Never Summer values its long-term partnerships with retail locations, offering demos to help customers find the right product. “Shops that I work with directly in my territories can get support in the form of demos for the shop staff and customer base to have the chance to test products. Getting potential customers on the product helps remove any doubt of the product fit”, says Tony Sasgen, International Sales Manager.

Another development in the retail space comes from brands like Double Deck, who are offering rental programs to retailers. Their “Let to Rent” program allows shops to offer rental boards with flexible payment options, ensuring that both beginners and experienced riders can test out equipment before committing to a purchase. This program not only offers convenience but also helps shops expand their offerings without requiring significant upfront costs.



BURTON

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While affordability and sustainability remain key considerations for many brands, others are continuing to push the boundaries of craftsmanship and performance. For instance, Tur's products are meticulously crafted with uncompromising materials, ensuring they deliver the highest riding experience possible. Their dedication to thoughtful design and superior craftsmanship sets a benchmark for performance and quality on the slopes. Dupraz, known for its commitment to quality, which has kept the brand a favorite among serious riders, has seen the trends come and go. Serge Dupraz highlights, "We are ultra pleased with the shape of our boards and their ride, so we are more focused on improving the quality of our products with mixing parameters." Salomon is also stepping up its game with the introduction of the Horizon Series, a new all-mountain snowboard line designed with performance and sustainability in mind. This series, a product of learning from the Hillside Project, features cutting-edge design and reflects Salomon's ongoing commitment to innovation. K2 continues to innovate in the freeride category, introducing the Dopamine series, which is powered by Olympic gold medalist Sage Kotsenburg. This new series caters to the high-performance needs of freeriders, offering them boards that are engineered to deliver exceptional performance in challenging conditions. Adding to this landscape, United Shapes continues to champion its "Simple for a reason" ethos. They produce snowboards built with trusted technology, classic constructions, and dependable materials, aiming to create a seamless connection between the rider and the snow. "Freeriding remains our core focus however we see a broadening of this range as it truly encapsulates areas like Freestyle and Splitboarding", says Gray Thompson, US Brand Manager.

**WHAT'S HOT?**

Next year, advanced materials and technologies are taking center stage. Amplid is introducing its revolutionary Hollow Tech honeycomb construction, named after the Hollow Project, which delivers superlight boards and ultraquiet tips and tails, as well as reduces weight without compromising strength and flexibility.

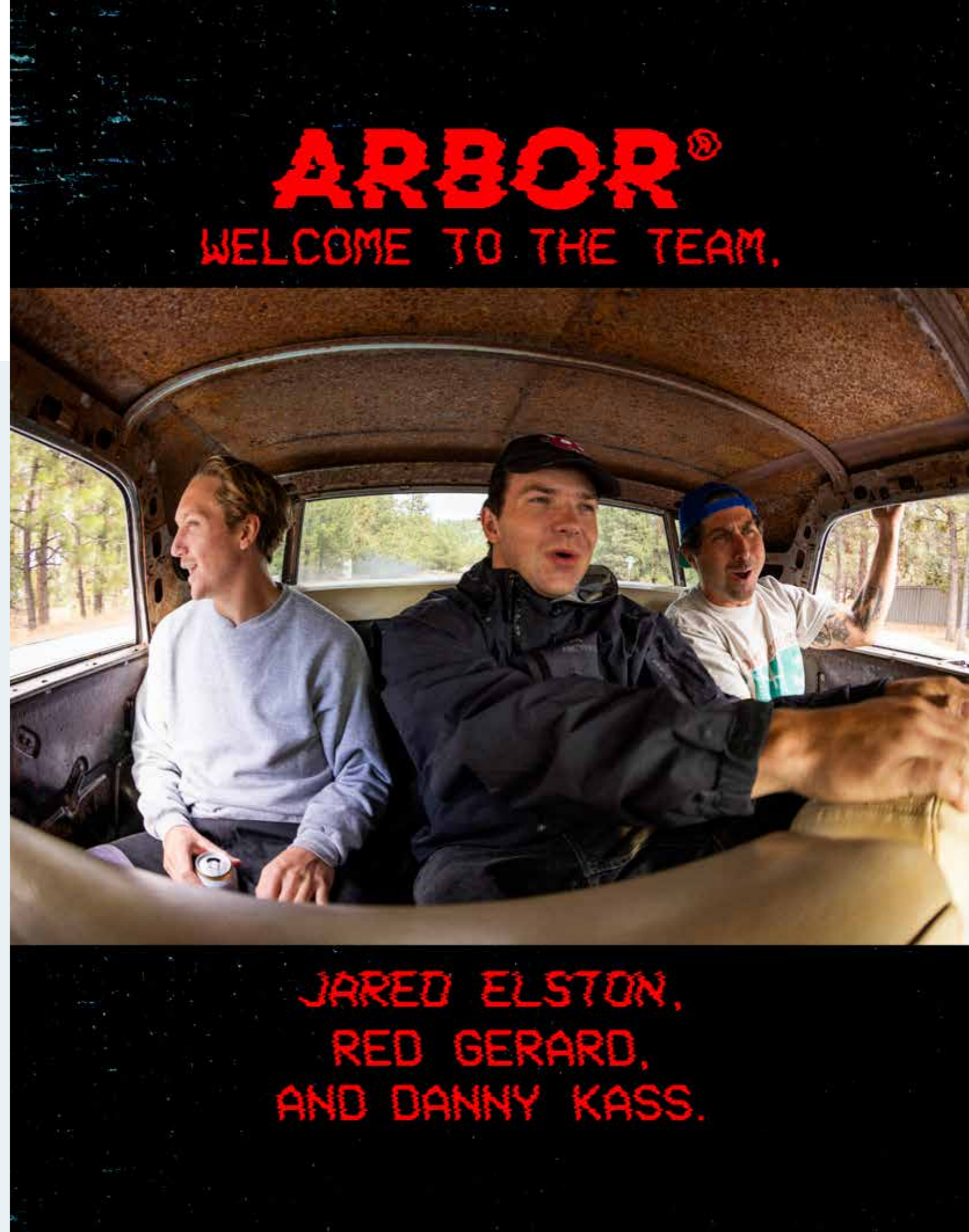
"Our youth program is all about promoting fun and getting really good boards under feet to allow a platform for freestyle progression"

Harry Mitchell Thompson, Slash

Similarly, Nidecker is pioneering forged carbon integration and Mega Core technology, delivering unparalleled durability and liveliness. Their Orbital Cushioning system, which dampens vibrations at the tightest board-to-binding connection points, reflects a dream realized after years of development. "You'll find all of our technological innovations in the brand-new Megalight, which is where we're really pushing the boundaries", says Floquet.

Capita has enhanced its high-end models with XT bases for added durability while maintaining lightweight performance and has introduced Hybrid Holysheet fiberglass layup on Mega Merc and Super DOA to improve precision. Meanwhile, Never Summer's customer base has spoken loudly and the positive feedback with its new profiles that feature the R.I.P. Edge Tech, Triple Camber as well as Recurve have been overwhelmingly positive. "The Triple Camber and Recurve profile hold an edge in all conditions like nothing I've ever ridden before", comments Sasgen.

Shaping innovation remains a core focus for many brands, redefining how boards perform across diverse terrains. Lib Tech is excited to introduce its new DPR directional twin all-mountain freestyle snowboard, designed to provide a high-performance experience with early rise camber for added freestyle capability. "The DPR disappears under your feet and frees your mind, body and board to travel deep into a shred flow state. Everything you want in a snowboard at a price that reminds us of the 90's", comments Saari. Arbor reimagines classic designs with boards



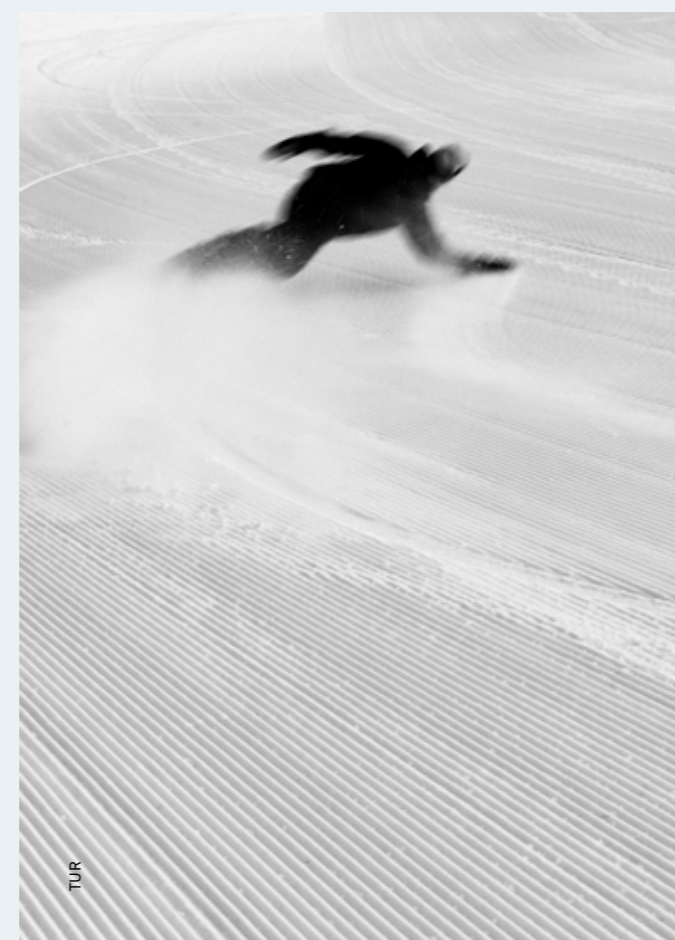


“There has been a bit too much green washing and not enough realistic step by step process improvement recently” Tommy Delago, Nitro

board that promises versatility across varied terrain, while Nitro’s Guest Shaper Project delivers the Stiletto RS 166, a swallowtail powder board that epitomizes creative innovation in design.

Freestyle and park riders are also well-served this season, with brands continuing to innovate in shapes and performance. Bataleon updates its Whatever and Disaster+ models for enhanced park and terrain park performance. Double Deck, meanwhile, prepares to unveil its new freestyle-focused boards at key industry events, underscoring the importance of showcasing innovations directly to the market. In order to reach the prairie, Gnu’s King Shepherd shouts, “At Gnu, we like ‘em young and wild but will always enjoy our time with those creaky boomers who keep it mild. Our newest range is free range...the Wagyu from Cannon and Jady delivers fence free grass fed freestyle performance at a price that is nothing but good Gnus!”

The classic camber profile has made a strong comeback in recent years, reigniting enthusiasm among snowboarders who appreciate its performance advantages. Recognising this trend, Head has expanded its all-mountain lineup for the 25/26 season with two new models: the Beam and Solace. Meanwhile, Sims continues to champion camber with its unwavering dedication to this timeless profile. “We love camber boards, and they work perfectly!” comments Schöpke.



like the A-Frame, now featuring a swallowtail shape and fusing surf-inspired design with progressive directional shaping. “Equal parts precision carver and pow-day optimiser, its camber profile is paired with a progressive dual radius sidecut and RWD carbon A-Frame to provide a powerful back-foot dominant directional turning feel unlike anything before it from Arbor”, says Arbor’s Marketing Magnate, Eddie Wall. And the new Terrapin PFD, has been optimised with Powder Flotation Device with its surf-inspired directional system rocker profile. Jones is similarly pushing the envelope with the Frontier 2.0 and Dream Weaver 2.0, emphasising manoeuvrability and deep powder performance, while the new Howler caters to freeriders seeking power and precision. “We feel riders are looking for innovative shapes with performance focused outlines and board constructions that balance weight, response and sustainability,” says Seth Lightcap, Marketing Boss at Jones. At West, for its new collection, the Swiss based company brings a brand new brushed topsheet from Isosport – “Certainly the most resistant (and expensive) topsheet on the market” adds David Lambert, founder. Last but not least, Yes has collaborated with the Helgason brothers to perfect 3D profiles on their nose and tails, enhancing modern freestyle capabilities, “For anyone who uses their board to be creative on the mountain and to have as much fun in the air as on the ground” clarifies Pitschi.

Inclusivity and versatility are reshaping snowboard collections, ensuring they meet the needs of diverse riders across skill levels, styles, and terrains. Burton leads the charge with gender-neutral designs like the Counterbalance, a directional all-mountain board, and the Cultivator, a beginner-friendly model combining the best features of their Stylus and Ripcord boards. Rossignol has similarly expanded its range to include genderless and junior models, reflecting a broader shift towards inclusivity. Rome’s reinvigorated sidecuts and core shaping optimise performance, ensuring their boards resonate with a wide audience. In 25/26, Weston will be aiming to make their line more viable to more people. The Ridgeline and Riva will be consolidating into one model under the Gnarnia with expanded sizes to create a more unisex approach.

Artistic and cultural collaborations are adding unique flair to this year’s offerings. Bataleon celebrates the 20th anniversary of the Evil Twin with commemorative graphics while collaborating with Dutch artist Rop Van Mierlo on a special edition Whatever model. Nitro, in a nod to creative exploration, has partnered with Italian bike brand Cinelli for a capsule collection that includes custom boards, apparel, and even bicycles. Slash teams up with British artist Nick Thompson (Thumbs) for vibrant graphics that stand out on the mountain.

Freeride and powder-specific boards are receiving significant attention, catering to the needs of adventurous riders seeking unparalleled performance in deep snow. Radair focuses on longboards like its Tanker line, designed to perform equally well in powder and on groomers. Drake introduces the Billboard, a freeride

# INCITE LYT

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*results in more torsional flexibility and therefore in a playful feeling.*

### TRIAxAL FIBER

*combines excellent edge hold and control while staying soft and playful.*





JONES

“The DPR disappears under your feet and frees your mind, body and board to travel deep into a shred flow state. Everything you want in a snowboard at a price that reminds us of the 90’s” Pete Saari, LibTech

**LAST WORD**

As snowboarding evolves, so does the philosophy of the brands driving the activity forward. For Verdad, whether carving hard-packed slopes or navigating backcountry powder, its range speaks to the rider who seeks freedom and trust in their board. Similarly, Ride declares, “Nothing in moderation,” committing all efforts to producing the best snowboard products on the market, while K2’s mantra, “Face. Of. Freeride,” cements their devotion to leading the freeride category with exceptional offerings.

United Shapes stands apart by grounding their designs in experience, purpose, and soul, consciously avoiding the fleeting influence of industry trends. “For the 25/26 collection, we are excited to tighten up the line positioning of some of our shapes in an effort to better support the end user’s experience both understanding and riding our product”, says Thompson. Amplid stay true to their roots, emphasising purposeful design and performance-driven innovations. “Designed for Performance. Crafted for Your Sickest Day”, claims Bauer at Amplid. CAPITA’s creative vision, expressed through the tagline ‘Hard Choices, Easy Life’, underscores their relentless pursuit of innovation and artistry in snowboard design. “All of our taglines revolve around our consistent brand slogan ‘Everything Is Possible’, says Ryan Ensor, Marketing Coordinator.

Meanwhile, NDK focuses on connecting riders to their products through enhanced storytelling, ensuring every element of their boards resonates with the rider’s experience. “We’re also laser focused on the details – like improving the look and feel of the silent salesman stickers on our bases. They’re small things but they all make a difference”, highlights Floquet.

With a hands-on approach to board building and collaboration with artists, engineers, and riders, Lib Tech creates ‘Dream Boards’ that merge innovation with passion. Pete Saari concludes, “We build our lives around our factory and board building and riding. We love our high tech toy making playground and bringing shred dreams to life.” This deep connection to the craft is mirrored by Nitro’s philosophy of ‘Forever Snowboarding’, a testament to their authenticity and commitment to supporting the snowboarding community. “Nitro provides an alternative with its privately-owned, family style approach. This is the message we put out there and riders worldwide can relate to it”, proudly stands Delago.

Finally, West’s founder, Dave Lambert encapsulates, “For the love of snowboarding (in its true and deep meaning).” A message from the heart which should resonate throughout the industry, where brands are not just creating equipment but celebrating the art form, culture, camaraderie, and freedom that define snowboarding.

As snowboarding continues to evolve, retailers have an incredible array of options to consider when stocking their stores for the 25/26 season. From cutting-edge designs to purpose-driven innovations, the choices reflect the dynamic nature of the sport. Take the opportunity to try out new gear at B2B on-snow demos and bring that excitement back to your customers next season!

One thing is certain: snowboarding is much more than a sport. It’s a lifestyle, a culture, and a testament to the relentless passion of riders and the brands that fuel their journey. Whether carving fresh powder, hitting side hits, 50/50ing a double kink rail, or exploring backcountry lines, snowboarding is a celebration of creativity, adventure, and progression. All brands remind us that this isn’t just a pastime - it’s a journey where the best days are always ahead. ☺

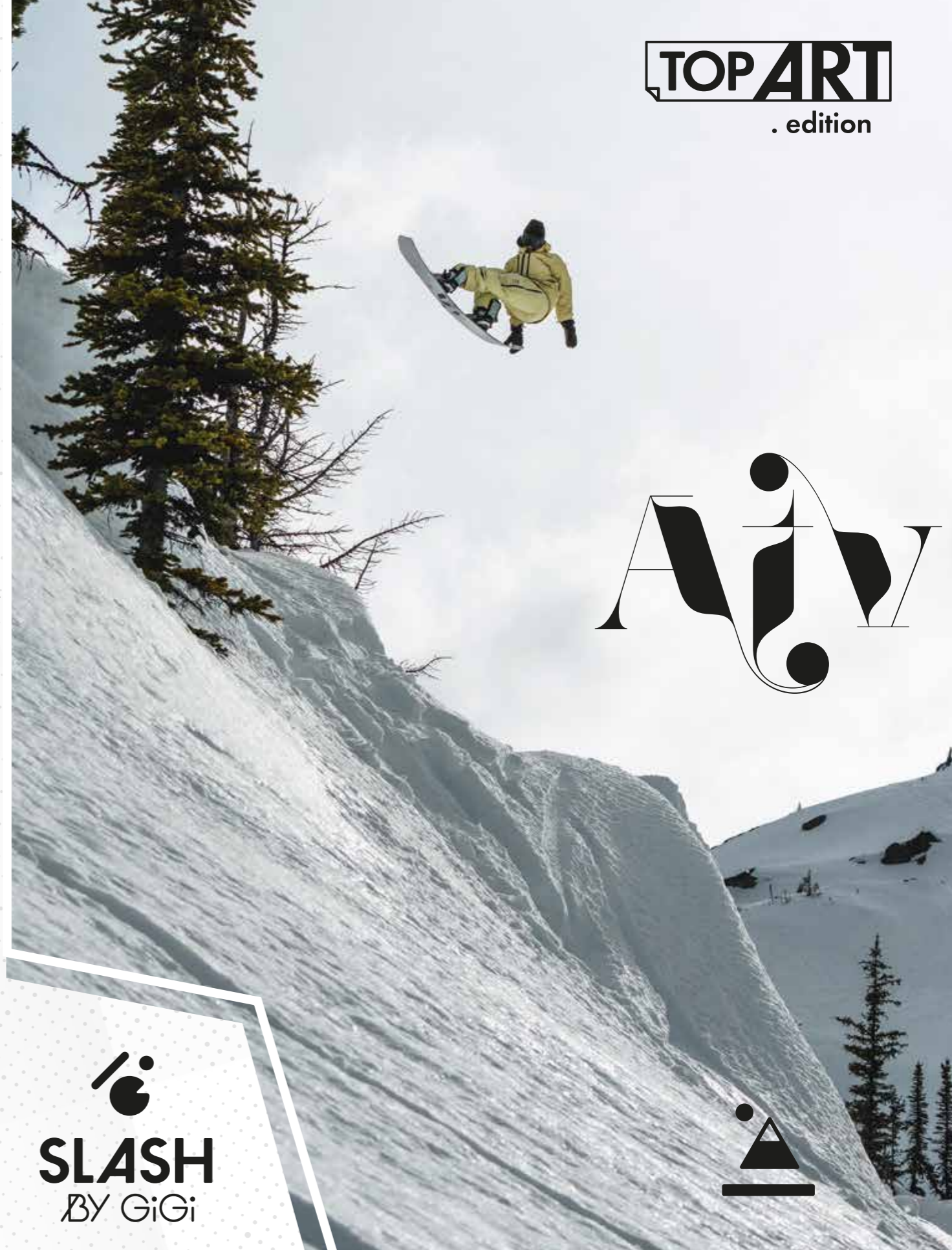
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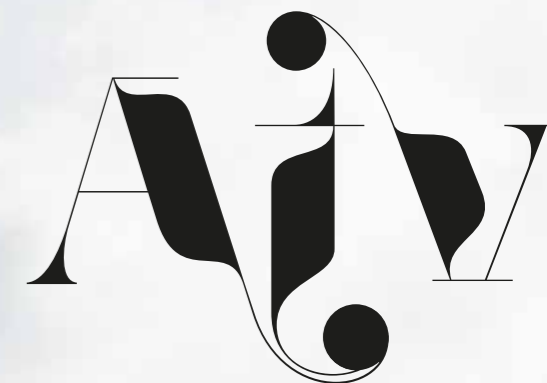
**HIGHLIGHTS**

- 1 Fun
- 2 Tech
- 3 Camber
- 4 Free to ride
- 5 Accessibility and inclusivity
- 6 Sales support

RIDER: GIGIRÜF | PHOTOGRAPHER: CHAD CHOMLACK



**TOPART**  
. edition



**BLANK DROP**

# NIDECKER



Photo | Ed Blomfield  
Rider | Arthur Millerville



## WHO IS NED?

The one who hikes the rail for one more try.

The one with the Janky pants.

The one who still likes spraying skiers.



The one who films until you land it.

The one who's ridden every chair on the park lift.

The one who goes straight from here.



The one who never has a tool.

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NIDECKER

AMPLID



Moodbender Ohana Vibes Time Machine

ARBOR



Byran Iguchi Pro El Camino Terrapin

BATALEON



Disaster+ Goliath+ PushUp+

BOREALIS



Artefact Auriga One Tundra

BURTON



Counterbalance Hallucinate Cultivator Chain Link Family Tree Sketch Artist

CAPITA



Equalizer Mercury Resort Twin





DC



Fantasm Sanctuary Warlord

DOUBLE DECK



Turning Rocking Carving D

DOUK



Asbo Defiant Maven

DRAKE



Billboard DF Pro Team Kohei

DUPRAZ



D1 5'5 D1 6+ D1 6'3

FJELL



MT 1180 HOKKAIDO MT 1542 MT 1365^ w

GNU



Barrett Facts Fiction

GOODBOARDS



Reload Symasym Wooden

HEAD



Beam Day LYT Solace



MEN'S | WOMEN'S  
**PROTO**  
TYPE 3

RECURVE  
TRADITIONAL  
CAMBER

TRIPLE  
CAMBER



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RIDER: MATT WILLIAMS  
PHOTO: STEPHAN JENDE

JONES



Frontier Happy Mountain Howler

K2



Antidote Commonwealth Skypilot

LIBTECH



dPr Glider TRice Pro

MAS SNOWBOARDS



Karamel Peacekeeper Spanner

NEVER SUMMER



Llama Mens Proto T3 Womens Proto T3

NICHE



Minx Story Wraith

NIDECKER



Cheat Code Men Megalight Sensor Mons

NITRO

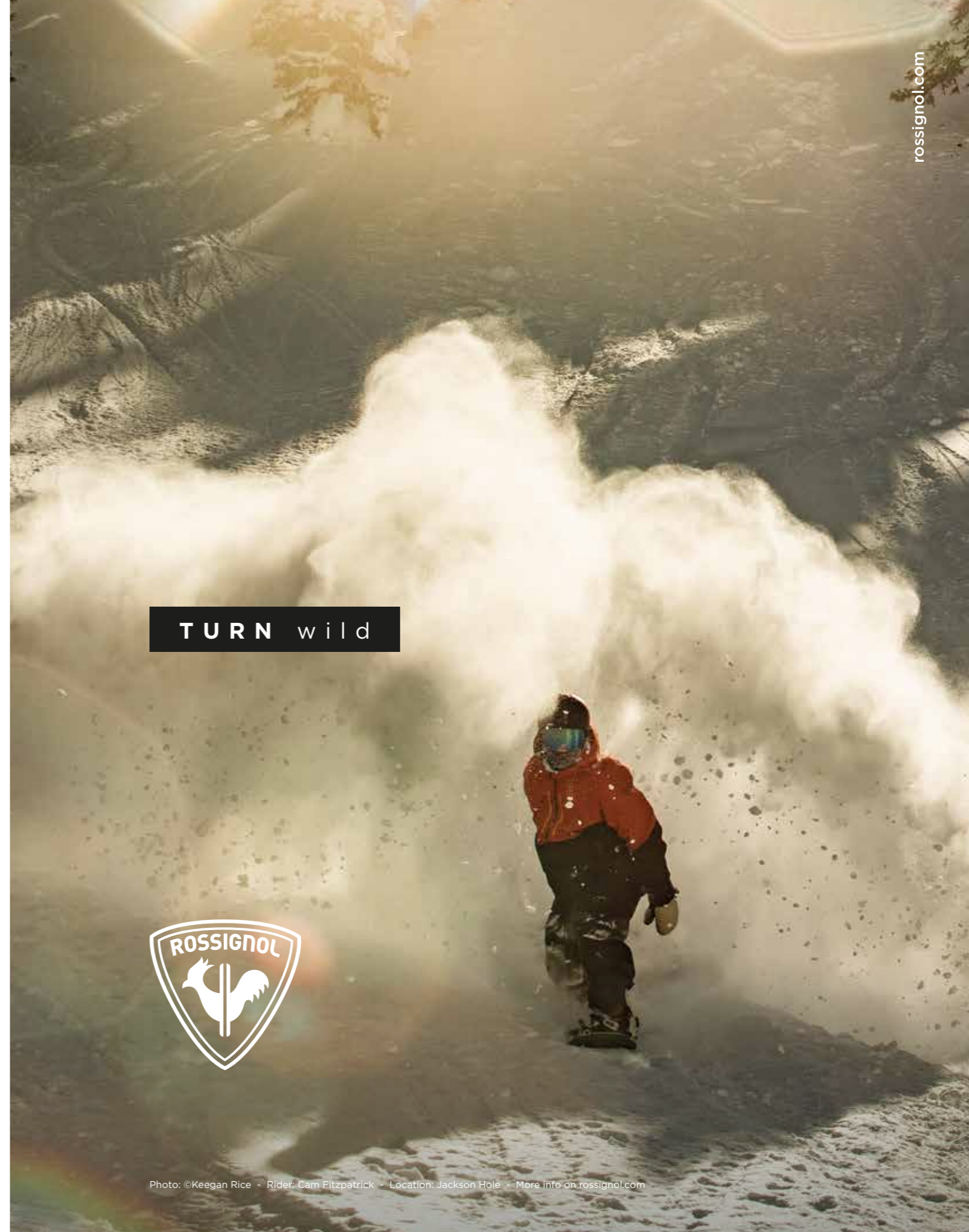


Alternator-X-Hailey Alternator Pow

RADAIR



Tanker 171 Tanker 176 Tanker 186



TURN wild



Photo: ©Keegan Rice - Rider: Cam Fitzpatrick - Location: Jackson Hole - More info on rossignol.com

RIDE



Deep Fake Moderator Warpig

ROME



Boneless Ravine Service Dog

ROSSIGNOL



Diva Revenant Slashimi Split

ROXY



Poppy Raina Xoxo

SALOMON



Fastlane Highpath Jetstream

SIGNAL



Disruptor Compass Park Pro

SIMS



ATV26 UAP Mystery Lunch

SLASH



ATV Blank Slash x Thumbs #02 Vertical Blank

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Cadet Convert Horizon

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Aguila Emperer Grand-Cru

WEST



Nation 6 OG Standard Utopia

WESTON



Dream Machine Gnarnia Logger

YES



Airmaster XTRM Greats Sender

# #YES





LEFT TO RIGHT, BRAD STEUER, AUSTIN VIZZ, ASHTON MAXFIELD, MIKE NEVILLE, BRIAN COOK

## BIG WIG INTERVIEW BRIAN COOK, THIRTYTWO

With its recent acquisition by the Nidecker Group, the launch of their first binding line and the brand's 30 Year Anniversary next year Brian Cook Thirtytwo's Brand Director has had a lot on his plate. In between his deadlines Source sat down with Brian to hear all about the changes and how he has navigated this emblematic rider driven brand through the highs and lows of the snowboard business.

### What does your current job as brand Director of ThirtyTwo entail?

As brand director I collaborate with sales, marketing, and product teams to develop top-tier products that align with the brand's vision and resonate with its audience. My role heavily focuses on leading creative direction, managing teams, overseeing collaborations, driving social strategy and all outbound marketing - all while working with one of the most progressive teams in snowboarding.

### How long have you worked at ThirtyTwo?

It's hard to believe, but I've been with ThirtyTwo for 25 years - and with our 30-year anniversary coming up in 2025, it feels even more surreal. I've spent half my life working for one brand, and I love it. I wouldn't have it any other way.

ThirtyTwo has been incredibly fortunate to remain privately owned and operated by snowboarders throughout its history. Looking at the industry today, I realise what a rarity it has become. The snowboarding experiences I've had during my time here have been unforgettable and have shaped my life in a way that is hard to put into words. From ThirtyTwo's legendary Boot Camps to launching outerwear and team movies, the journey has been insane.

The brand was founded by Pierre-Andre Senizergues, and it's exciting to see it continue to evolve with the Nidecker crew leading the charge.

### So, two questions: 25 years - record? And tell us about the Nidecker acquisition.

I wouldn't say 25 years at a brand is a record, but I'm definitely proud of it. There are leaders in the snowboard industry who have been in their roles even longer, but for me, this is my life. I eat, sleep, and breathe snowboarding. If I could ride powder to park every day, I'd do it.

Being owned by snowboarders is a huge advantage for ThirtyTwo. At the end of the day, it's a business, and tough decisions have to be made.

As for the Nidecker acquisition, it's been an exciting shift. I've known all three Nidecker brothers for years through tradeshows and events, and watching them grow their business - and themselves - has been so rad. Their energy reminds me of the earlier Sole Tech days, when the office was electric, and the vibes were amazing. We haven't felt that kind of energy in a long time, so this change is both refreshing and appreciated.

### Any new categories launching with Nidecker's help?

Yes, 100%. The past 25 years at Sole Tech were amazing - skate-focused for sure - but now, working with snowboarders, it's a whole new level unlocked.

Following the acquisition, the Nidecker Group helped ThirtyTwo move into the binding category. They connected us with the team at FASE, whose fast-entry system enhances the locked-in feel of traditional two-strap bindings. This binding technology has been in development for six years, giving the team plenty of time to fine-tune it before bringing it to market.

ThirtyTwo has always dominated the boot business, and now we're achieving the perfect fit with boots and bindings. It's a dream come true. Over the next three to five years, we'll continue to refine and perfect the integration of boots and bindings. I couldn't be more excited.

Passion. It's a compass with only one direction - forward. Without it, you're going nowhere. Passion drives innovation, fuels style, inspires open communication, and brings excitement to everything you do. At the end of the day, it's passion over everything.

### Being privately owned has always been very important to you. How is that working for Nidecker?

To me, being privately owned is all about taking chances and being so passionate that it hurts, HA! Joking aside, it's about the freedom to do what you love and working with people who empower you to keep doing it - that's what really matters.

Being owned by snowboarders is a huge advantage for ThirtyTwo. At the end of the day, it's a business, and tough decisions have to be made. The Nidecker Group strikes a perfect balance between a deep passion for snowboarding and smart business sense, which has made them incredibly successful.

I see running a brand like building a championship team, and now, with the Nidecker Group, I'm focused on keeping ThirtyTwo at the top - year after year.

### What does it mean for ThirtyTwo to be rider-driven?

ThirtyTwo's product development really starts with the team riders. Every piece is inspired by their wants and needs, whether it's refining gear during a park session - like when JP Walker and Scott Stevens helped develop the Extended Elastic Cuff on the Sweeper and Sono XLT Pant - or tackling the backcountry with groundbreaking designs, such as the Jeremy Jones MTB Lite BOA boot. That boot, a first-of-its-kind mountaineering and snowboarding hybrid, was created from the ground up through collaboration between Jeremy and our boot merchandiser/product manager.

Being rider-driven is at the heart of ThirtyTwo's identity. The T32M defines who we are as a brand, and heading into our 30-Year Anniversary, our team and our gear are looking better than ever.

Boots / Outerwear / Binding Team: Chris Bradshaw and Pat Fava.  
Boots / Outerwear Team: JP Walker, Chris Grenier, Scott Stevens, Toni Kerkela, Joey Fava, Phil Hansen, Austin "Vizz" Visintainer, Stefi Luxton, Ellie Weller, Veda Hallen  
Boots / Gloves Team: Zeb Powell, Halldor Helgason  
Boot Team: Jeremy Jones, Austen Sweetin, Bode Merrill, Joe Sexton, Scott Blum, Desiree Melancon.  
And we'll have some surprise riders to announce very soon.

Being rider-driven is at the heart of ThirtyTwo's identity. The T32M defines who we are as a brand, and heading into our 30-Year Anniversary, our team and our gear are looking better than ever.

One thing people might not know about the ThirtyTwo team? They all rip at skating. With the brand's skate roots, there's always been an organic connection between snowboarding and skateboarding for our crew.

### What do you have planned to celebrate 30 years of ThirtyTwo?

For ThirtyTwo's 30-year anniversary, we'll be celebrating with snowboarders around the world who have a connection to the brand. Some riders remember our earliest boots from the '90s, while others were introduced to ThirtyTwo through videos like AMMO, BONECRUSHER, 2032 and T32M. Whether it's the 100-day rider, the weekend warrior, or the shops and park crews that have always supported us, we're stoked to celebrate with everyone who's been a part of our journey.

We've got some exciting plans for 2025, including the release of a new ThirtyTwo team movie, TR3 D2UCE, with a premiere tour to match. We're also launching a 30-Year Anniversary Product Collection, hosting resort events to connect with local snowboarders, and more. Follow @ThirtyTwo on Instagram for all the latest updates as we kick off this milestone year.

### Anything else you'd like to add?

Hell yeah. A huge thank you to the Nidecker brothers and everyone at the Nidecker Group - we're so excited to team up and keep ThirtyTwo going strong for the next 30 years!

### How will ThirtyTwo be distributed going forward?

ThirtyTwo will not only continue to be available in all your favorite snowboard shops worldwide, but now you'll also find our new T32M bindings alongside our iconic boots.

### What's the biggest lesson you've learned in your 25 years in the snowboarding industry?

Passion. It's a compass with only one direction - forward. Without it, you're going nowhere. Passion drives innovation, fuels style, inspires open



BRIAN COOK &amp; HOLLY COOK - COUPLE NO BOARDERS

communication, and brings excitement to everything you do. At the end of the day, it's passion over everything.

### What are ThirtyTwo's best performing markets and why?

The United States is a strong market for us, with California leading the way as the heart of the action sports industry. SoCal, in particular, is huge for ThirtyTwo because it's where many of us grew up riding. For over 10 to 15 years, we've partnered with Bear Mountain, Snow Summit, Snow Valley, and Mammoth. Supporting the park staff and marketing teams there has been essential - they build custom ThirtyTwo TF (Training Facility) rails with our logos for brand awareness, provide valuable product feedback, and collaborate with us on team shoots.

Europe is another strong market, and with Nidecker's support, we're excited about the opportunity to expand our presence even further. Pac Rim is also performing well, and like many brands, we see significant growth potential in China, an untapped market with enormous opportunities.

The biggest lesson we've learned is the importance of owning your backyard. Building strong local partnerships and relationships has been critical to our success and remains a core part of our strategy and DNA.

And the most difficult business decision you have had to make and why? I've been fortunate enough to avoid most difficult decisions because I believe in being an open book. I speak candidly - sometimes maybe a bit too candidly, ha! But this approach fosters open communication and sets clear expectations. When communication is clear, what might have been difficult often becomes much easier to navigate.

O'NEILL 

# UNRIVALLED FLEXIBILITY

## HYPERFREAK



## RETAIL BUYER'S GUIDE

# WETSUITS FW25

If anyone doubted environmental concerns could drive up innovation, here is your answer: the eco-friendly wetsuit truly is a game changer and makes the segment more exciting than ever. Fall-Winter 2025 Wetsuits Retail Buyer's Guide by David Bianic.



PATAGONIA

Neoprene will soon celebrate its first century, invented in 1931 by DuPont as an alternative to natural rubber, when price and shortage became an issue, especially during WWII. Funny, isn't it, as we have almost gone full circle with the advent of 'natural rubber' during the last decade in the wetsuit industry. The combination of innovation and growing participants numbers gave birth to an unprecedented boost of the market. We became 'greedy' in some way and expected the skyrocketing trend to last long. Overproduction coupled with an inflation burst stalled the market in 2022. But you already know that.

The only enigma is 'will the market eventually streamline?'. A good indicator would be to look at the past summer figures and, from what we have been told, the skies look brighter, with mixed results though. "Summer sales performed steadily, with excellent sell-through of springsuits and successful clearance of steamer inventory", reports Bastien Grandy, Rip Curl Europe Wetsuit Product Manager Associate. Not only performances differ from one segment of product to the other, but also depending on pricepoints, says Tom Copsey, O'Neill Wetsuits' Product Manager: "Our customers have been selling through our products fairly consistently and we're seeing a solid amount of replenishment orders, but they have been showing caution when it comes to entry level wetsuits where many brands and stores still seem to be fairly heavy with inventory." On the same note, Bastien at Rip Curl adds that "moderate preorder activity is getting offset by encouraging reorder trends, providing positive momentum."

### FW25 STRATEGIES

Moving forward to Fall-Winter 2025, how do the wetsuit brands

**"Moderate preorder activity is getting offset by encouraging reorder trends, providing positive momentum."** Bastien Grandy, Rip Curl

position themselves on that basis? Again, it mostly relies on the cycle of life of their ranges, which used to be 2 to 3 years. But the 'new normal' made the brands reconsider their schedules. For example, Billabong switched 60% of their wetsuits to natural rubber in FW24, so obviously FW25 will be a continuation of this offer, "injecting new colours here and there", comment the Billabong Europe staff (Katarina Kern, Billabong Wetsuit Product Manager and Valentin Bourgeon, Marketing Director). Oxbow will also carry over a large part of their range "to support market recovery and sell through stock across multiple seasons", explains Aurélien Silvestre, Product Manager, which allows them to offer stable prices to ensure consistency to the customers.

On the other hand, Gul is very excited to unveil a revamped commercial proposition. They changed the structure of the wetsuit families "to make it easier to navigate and shop", begins Jack Knowles, Sales Manager, but they also partnered with Yulex 2.0 as well as Yamamoto, and finally, they will offer natural rubber wetsuits at entry level price points, "because sustainable choices shouldn't only for the elite but should be accessible to all". In the same vein, Rip Curl enters a new chapter in Fall 2025, introducing 70% of new steamer designs, varying from upgraded products in the Ultimate segment, a fully revamped Core segment, and the introduction of innovative neoprene-free



foam. But most of these new models will come at a price, warns Tom at O'Neill: "Prices will go up as we've held them artificially low to help retailers clear stock but with redesigns and increased freight costs, the rise is coming."

And then you have the middle ground, like Neilpryde's strategy for FW25, a balanced approach between innovation and continuity: "In 2025, we will launch some exciting new models that bring fresh ideas and align with current trends. At the same time, we aim to keep some of the successful models introduced in MY24 available, ensuring we meet the needs of our customers and sustain the demand for proven designs."

**CONSUMER HABITS**

As mentioned above, sales performances are quite volatile depending on the product positioning. Fall-winter wetsuits by their nature target core surfers, with a priority on performance over price. But due to the increased participation of newbies, did the brands notice new purchasing habits, maybe more price oriented? Billabong confirms "It is true that in Fall-Winter, the business is driven by our top tier suits like the Furnace which delivers on the promise of best in class warmth."

Neilpryde also aims to catch the core surfer's eye, with an approach to fall-winter wetsuits focused on "Delivering high-performance gear tailored to surfers who prioritise functionality and innovation". But the good news for price-constrained surfers is that "Over time this turns into trickle down tech that ends up benefiting everyone", explains Tom at O'Neill. Today's premium wetsuits will be entry levels within a couple years or so. We can safely claim there is no bad entry-level wetsuit on the market within the endemic brands. You can get 'good' or 'ultimate' performance, but definitely not a poor experience even on the lower priced models.

**FW25: FOAM PARTY**

"Foam [i.e. more volume] is your friend." This motto derived from surfboard design extends to the wetsuit category, just with a different meaning. The eco-driven innovation led to more foam options than ever and helped the brands differentiate themselves from their fellow competitors. Let's honour the mother of all friendly foams, Yulex. The Hevea based rubber has gone a long way, now available in its second

"82% to 90% biobased (Yulex is 62%) and 100% neoprene free materials. This is unique in the industry" Alex Cretier, Prolimit

iteration, Yulex 2.0. And Gul will go the extra mile in FW25 as 94% of the range will be made with natural rubber, "Even the entry level G-force family" ensures Jack Knowles.

The most striking trend is how brands use a panel of foam compounds, compared to a single one in the past. O'Neill are working with Yulex natural rubber, limestone neoprene, that incorporates oyster shells and Ocena natural rubber. "They all have their own unique benefits and drawbacks, but all contribute to making a whole complete product range", explains Tom Copsey. Neilpryde also mixes its offer, in between Yamamoto friendlyprene, Yulex and Jako (Japanese Yamamoto's Korean rival). Fall-Winter 2025 will also see the launch of Alder's new suit, the Luxe MX 5.4: the MX stands for Max Stretch and uses a blend of oyster shell and limestone foam plus Aqua-alpha water-based glue. A top-of-the-range winter wetsuit for core surfers ensures John 'Rubber Man' Westlake.

But let's rewind slightly, shall we. If you are not familiar with Ocena, this is the latest invention from world's #1 wetsuit manufacturer Sheico. This new natural rubber is 82% bio-based, a fine combination of FSC certified latex, eco-carbon black, oyster shell powder and plant-based oil (soybean). Big names like Rip Curl – and as mentioned O'Neill – have jumped on this new find. The more the merrier! Other options are on hand, such as the Naturprene2 at Prolimit: "82% to 90% biobased (Yulex is 62%) and 100% neoprene free materials. This is unique in the industry", says CEO Alex Cretier. Pioneer of the oyster shell powder, Soörüz only sells wetsuits made of Organic Oysterprene since FW24, as "The culmination of 10 years of R&D with our engineers in France, laboratories and our supplier", states Yann Dalibot, CEO and wetsuit developer. Soörüz won Eurosima's Call for Innovation Projects for the second time this past Fall for its ongoing commitment on eco-responsibility. Meanwhile, Dakine remains

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committed to its groundbreaking biodegradable foam, FriendlyPrene, in addition to Oysterprene and regular limestone.

**FW25: LINING LINE-UP**

The Alt-neoprenes get all the attention nowadays, outshining their most important companions: the linings, meant to be a barrier from the elements on the outside and a warmth trap on the inside. Any cold-water enthusiast knows how much of a difference they make between a miserable session, freezing your ass off, and a memorable experience. While FW25 doesn't sound like a heck load of innovations, the technologies carried over have not failed to deliver and remain relevant. Rip Curl have registered great success with their Ultimate E7 & E6 Flashlining, particularly when it comes to quick drying, as they expel water rapidly when hung. The lower tier E5 Flashlining and E4 Thermolining cannot beat the stretch of the E7, but they do deliver on comfort and warmth. O'Neill and Billabong rely on the Nobel Prize winning performance of graphene for their liners, as "It retains heat like no other material AND is infused with recycled fibers", notes the Billabong duo. Same spirit with Prolimit's Thermal Rebound, a layer construction which implements the same material as survival blankets.

**FW25 KEY MODELS**

May we be forgiven for not being able to put up an exhaustive list, but here are some of the upcoming Fall-Winter wetsuits that stand out. In no particular order, let's start with an ode to the heritage styles. In addition to its top of the range Furnace Natural, Billabong will propose a surf capsule, Salty Days Natural – Since '73, a mix of cutting-edge tech and heritage collection. On a similar note, their Oscillator "is a nod to Occy's legacy and fuses Y2K progression with modern performance". The retro revival look with the latest material innovation and eco construction is a catch.

Neilpryde picks up military lingo for its FW25 squadron, with the Combat, Storm and Mission models. The Combat is "designed to battle the iciest, coldest and toughest conditions on the planet, it's crafted from top-tier materials, featuring G3 Armor Skin, Yamamoto Limestone Neoprene, and Tech Zag thermal insulation". The Armor Skin claims to be resistant to tears and damage from pinches, nails, stones, or even rough surfaces! Add the Hotcell Hood and you've got yourself a great winter proposition.

Those bulletproof wetsuits used to be available for men only, but Soörz wants it to change. Their Organic Oysterprene Women Guru Hood Chest-zip ticks all the boxes of the men's model, but "now in Purple!" Next to this, the women's Divine range remains their most versatile wetsuit for the ladies out there. Another classy touch are the female specific hip pads for added comfort and support on Oxbow's Wulxwomen43. Similarly, WIP wetsuits feature integrated knee and shin protection and the award-winning WIPEE standing pee system for women. Speaking to the subject of gender, the women's winter wetsuits reflect the men's ranges, beyond the female fit obviously. The printed fabrics and colorways of the summer models disappear, in favor of tech-infused black models.

"Sustainable choices shouldn't only be for the elite but should be accessible to all." Jack Knowles, Gul

While Rip Curl's Flashbomb and Ebomb wetsuits have been upgraded for FW25 (Fusion Dry Seam Technology for the Flashbomb, 100% internal seam taping for the Ebomb), we chose to focus on a staple of their range for ages, the Dawn Patrol. Even if the Dawn Patrol is the lower pricepoint, it is their "volume-driving keyshape" and a great value for money, "completely redesigned, with a streamlined look and enhanced specs". See for yourself: upgraded interior Flashlining, FSC-certified natural rubber, oyster shell powder, and other bio-based content.

**AFTER SALES: A MANDATORY SERVICE**

The way brands respond to the after-life of your wetsuit is key to trigger (or not) the purchase, whether in-store or online. And this is definitely not something which can be half-assed. It all starts with

durability, obviously. To show proof, Billabong offer a 2-year limited warranty on seams, all materials, labor and liquid-welded seams from the date of purchase. But ultimately, they all need some fixing due to the abuse we inflict on them: salt, sand, sun, poor cleaning, pee-pee, rip, tears, etc. Repair programs came up in almost every brand. Some chose to repair in-house (Alder), some partner with experts in the



needle & sew game (Gul with Bodyline, O'Neill provide a global list of approved repair locations).

Even more interesting, the repair initiative can be integrated into future product designs. Patagonia introduced its Worn Wear Tour ten years ago and has made repair programs a strong argument. The collected data provided some useful statistics. Not only their repair rate is around 90% but after seeing 5,000 wetsuits come through their doors, they learned what they had to redesign to improve their suits: ankle seams, liquid tape, stress zones, etc.

**RETAILER SUPPORT**

The proliferation of technologies, especially on rubber foams, demand a fine-tuned speech from retailers' staff and education remains the #1 priority. Gul for example worked hard on imagery and assets to try and improve the conversion rate when a consumer lands on a Gul product: "Product training is a solid fixture and we have been quite generous on terms!" says Jack Knowles. While brands offer solid digital assets, like high-quality visuals, product videos, and detailed descriptions on Neilpryde's Mediaroom, the good ol' counter chat cannot be beaten: "We try and visit shops a lot, especially in S.W. England. This face to face interaction helps both Alder and the retailer", says John Westlake. Old school is the new school, mate. ☺

Visit our website to see in depth brand previews of this category.

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**HIGHLIGHTS**

- 1 Good sales perf on premium models
- 2 Massive burst of natural foams
- 3 Trickle down tech on entry-level suits
- 4 Strong after-sales services

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## RETAIL BUYER'S GUIDE

## SNOW HELMETS FW25/26

Helmet brands are adapting to the shift that climate challenges provoke in the market, delivering high-performing and sustainable pieces that meet the new demands. By Rocio Enriquez.



Erratic weather conditions and reduced snowfall at lower altitudes is altering the helmet sales environment as much as any other snow product category. One of the impacts of this is the migration of riders to higher altitudes. This cements the need for protection, and helmets are non-negotiable items. Comfort and protection requirements have set minimum standards of impact absorption, ventilation, and fit adjustability. Bestselling models reflect this. Dakine has done best with their Charger model that combines high quality materials with innovative features. Head reports their best sales on their R-series of lightweight, in-mould helmets with outstanding fit and ventilation. Anon's WaveCel collection with the 3D cellular material has performed very well in sales. Since most brands comply with the technology demands, looks have become an important purchase decision factor. Clean designs are in vogue. Sweet's Adapter stood out thanks to the sleek design. TSG attributes the success of their Gravity helmet to the very slim, skate-style hardshell. Smith's new Method sold well on its first season due to the minimalist exterior. They also saw early success of their retro looking Rodeo. Salomon's explanation for the popularity of their Brigade franchise is the urban inspired design that combines aesthetics and safety.

Not all riders feel ready to climb to more challenging altitudes. Another impact of the unpredictability of snowfall is the growing interest in helmets that can perform in other mountain sports when snowboarding is not possible. Dakine believes the versatility of their Charger helmet contributed to its success. Oakley did best with their MOD1 which serves multiple mountain disciplines. Quiksilver and Roxy, who are re-entering the helmet market after a two-season impasse, recognise the need for a versatile product to remain relevant. Smith, with a wealth of experience on bike as well as snow, focuses on innovative solutions that will allow them to adapt. Rossignol pays special attention to developing multi-activity helmets. All-mountain helmets promise the biggest growth. In this category we find Sweet's Daymaker MIPS, Rossignol's Escaper, and the new Lawson MIPS by Quiksilver and Freebird MIPS by Roxy. With climate challenges being so visible now, sustainability awareness increases. Salomon expects growth of their Brigade Index, a fully recyclable helmet. Rossignol foresees great sales

"We are proud to introduce the Vantage 2. We have introduced an additional ABS shell"

Kate Gaeir, Smith

of their Fit Essential helmet made with recycled materials. Spektrum bets on their Sonner, a recycled helmet at a very good price.

#### FW25/26 OFFERING

Helmet collections are awash with technology, focused in two main areas: impact protection and comfort. Most brands rely on MIPS for their impact protection. TSG has incorporated it into their popular Vertice helmet. Smith has updated their Vantage helmet. "We are proud to introduce the Vantage 2. We have introduced an additional ABS shell", announces Kate Gaeir. The tri-shell construction of the Vantage 2 combines two ABS shells at the crown of the helmet with a lightweight polycarbonate shell in the lower portion. Rossignol, who rely on their proprietary Impacts impact protection technology, uses EPP on all models to offer premium protection without compromising on weight and comfort. Poc aims for high-performance products in cleaner designs, such as their new Raw Capsule collection that forges simplicity and technicality together. Fit adjustment secures comfort and safety, and a lot of technology implementation meets this requirement. Head's Faero helmet features Sphere Fit, with innovative height adjustment that ensures a perfect comfortable fit and seamless goggle integration. "The all-new Faero blends safety and style in a modern hybrid shell design", says Kristin Wimmer. Pret updates their helmets with the RCS360 Fit system. Rather than pulling the user's head one way or another, the RCS360 Fit system wraps around the user's head and then tightens from there. Salomon throws a lot of cutting-edge technology to improve the comfort and fit of their new Arcane helmet. "The 25/26 collection marks a turning point with the launch of the Arcane Prime Mips helmet, our most top-end model to date", says Benjamin Raffort. The Arcane features

BOA® fit adjustment, Fidlock® buckles, and Polartec® PowderDry™. Anon introduces thermoformed earpads across their WaveCel line, offering superior fit and improved auditory clarity. Poc reworks the earpads of their Obex helmet to implement the Connect system. The Obex Connect has a unique Mesh communication system that allows users to communicate with each other in closed groups, simply with the touch of a button. This system has been developed with industry pioneer Harman and can be retrofitted to all existing Obex helmets by simply replacing the earpieces. Spektrum uses a new in-mould material in their Sonner helmet. Sustainable materials are more present by the season in helmet construction. Dakine makes their charger with recycled materials. Quiksilver and Roxy introduce sustainable components designed to be repairable.

When it comes to looks, brands aim to have a helmet for everyone. Timeless colours remain a strong offer, as not only are they popular but they make excellent carryovers. Smith includes a great selection of them in their Foundational palette. Quiksilver offers black, white, grey and army for men, while Roxy replaces the grey and army by a burgundy for women. Prosurf sticks to their DNA combination of black and orange. Spektrum highlights their Pebble Grey colour featured on their Sonner and Bunner styles. Salomon keeps on offer some classic colours that performed well last season, such as evening haze, dress blue, and ebony. Dakine reserves two slots of their four-colour palette to black and grey. Head includes a selection of classic colours in their Intermix Design strategy that allows more than six hundred combinations of helmet and goggles. This strategy also includes some seasonal colours, such as earthy and warm tones, that can also be found in Smith's Terrene colour palette. Oakley presents a diverse range of textures and hues drawn from natural landscapes. They pay special attention to the integration of their colour combinations across all product categories, for a head-to-toe seamless look. Bright colours are represented too. Dakine includes lilac and green in their offering. Salomon introduces the new ultra-violet. Smith's Dynamic palette features yellow, orange, blues, and greens. Pret likes to stand out from the multitude of blacks and greys by offering multiple colours and unique graphic techniques. Quiksilver and Roxy also work on seasonal artistic graphics. Some collaborations deliver special edition colour combinations and graphics. Oakley curates colours and graphics combinations for their athlete collections. Smith partners with the High Fives Foundation for a unique release of their Method Pro helmet. Head partners with Nickelodeon to offer the exclusive Paw Patrol helmet for juniors. TSG is the official volunteer supplier of the FIS Freestyle World Championships 2025. "We will equip over 600 volunteers with specially designed TSG Vertice helmets", announces Marcel Korner.

#### SUSTAINABILITY

The increasing use of sustainable materials in a product with such high-performance demands is quite an achievement. There is a lot of innovation in this area. Head's Radar visor is now made from 100% recycled polycarbonate. The soft parts use 100% recycled fleece, and the EPS core includes 20% cork. "Three more environmentally friendly helmet models will be available: the Faero Rethink, Radar Rethink, and Rev Rethink", says Kristin Wimmer. Quiksilver and Roxy use recycled ABS, EPS and EPP/PC, as well as recycled fleece, mesh and short fur for their soft parts. Salomon's Brigade Index is the first fully recyclable helmet, made from over 96% of material of the same origin. This means that the shell, core, fabrics, buckle, and lining don't need to be disassembled for recycling. Salomon also uses recycled materials for their other helmets, such as recycled EPS for the core and recycled polycarbonate for the shell. Smith's Rodeo and Rodeo Jr helmets are constructed of 60% recycled or upcycled materials under the Global Recycled Standard. Rossignol's Fit Essential helmet features 100% recycled polycarbonate in the shell, a mix of 20% recycled cork and 80%

"The 25/26 collection marks a turning point with the launch of the Arcane Prime Mips helmet, our most top-end model to date" Benjamin Raffort, Salomon

recycled EPP foam, and recycled polyester for their padding. Spektrum only works with bio-based and recycled materials. 97% of their helmets are made with recycled materials, which means everything but the buckles. They are working with a bio-based shell material derived from castor oil for their Bunner style. Packaging moves to cardboard and other recyclable materials, eliminating plastic. Smith's retail boxes are produced from post-consumer recycled cardboard and designed to easily fold flat for compact storage, enabling reuse or easy disposal. "This includes the removal of polybags and internal plastic protectors. The move signifies an incredible reduction in waste", says Kate Gaeir. They estimate that they will eliminate 1.2 million polybags a year. They also re-engineered the helmet box with an insert that cradles the helmet, allowing them to remove blocks and pads from it. Anon has redesigned their packaging to eliminate all single use plastic and make it recyclable. Protect is also looking into more sustainable packaging solutions that don't involve plastic. Waste reduction is an

"Three more environmentally friendly helmet models will be available: the Faero Rethink, Radar Rethink, and Rev Rethink" Kristin Wimmer, Head



important factor, achieved not only by the elimination of plastic, but also by creating very long-lasting products, and engaging in the right production processes. Quiksilver and Roxy explain that their solar powered factory re-uses and cleans water.

#### RETAILER SUPPORT

Support is distributed amongst four key areas. The synergy created by retailer education, in-store displays, online content, and presence on the mountains delivers brand awareness that backs the good work of retailers. Head, Salomon, Rossignol and Smith create specific content to educate retailers about the technology of the helmets and how to best use them. This is done through printed material, videos, and specific incentive programmes, like ENDVR. Smith has added significant resources to their point of purchase programmes to enhance their in-store communication. Head provides POS items such as metal-branded slat walls with mannequin heads to highlight the helmet and goggle combinations. For their Paw Patrol helmets they offer practical, eye-catching displays that hold twenty to thirty helmet boxes to attract customers' attention. Salomon, TSG, Oakley, and Sweet also offer dedicated, ready to use in-store materials. Online presence is secured through high quality videos, images, and ads that highlight key product features. On the mountain, it is the representation of athletes and local heroes that carries the brand message.

With advanced technologies addressing impact protection, comfort, and fit, brands are delivering high-performance products for high altitude adventures. Simultaneously, sustainability has become a driving force in production. The snow helmet category seems ready to meet the challenges of a changing climate and market. ☺

Visit our website to see in depth brand previews of this category.  
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#### HIGHLIGHTS

- 1 Higher altitude riding boosts demand for helmets
- 2 Multi-sport helmet use
- 3 Sustainable and eco-friendly production
- 4 Technological innovation in impact protection and comfort

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# RETAIL BUYER'S GUIDE

## WOMEN'S OUTERWEAR

After the challenges the last couple of winters brought the outerwear market, things seem to be evolving in a good direction for FW 25/26. Anna Langer provides an overview of the trends for female customers.

"The 2023/24 season was shaped by the dual pressures of climate change, cost of living and a surplus inventory, creating a challenging environment for the soft goods market" says Jassie Salveson, Marketing and Sales at ROJO outerwear, who took this as an opportunity to stand by their community and doubling down on their commitment to support independent snow retailers initiatives like Chicks Who Shred and strategies that focus on driving in-store engagement. Forward also find that the market has been "tough for everyone – overstock and bad snow globally combined to leave everyone in a difficult position which has left a number of brands by the wayside" and even suspect that "the carnage has only just begun."

Burton agree that "the Softgoods Outerwear Market is a lot depending on snow situation, and that over-stocks in the market are still an issue on which the industry has to work on long term", nevertheless they see a pretty stable market from the consumer side and a task for the industry "to sell the right amount of products in and explaining the functions to consumers even better to create demand." Another factor of course is the general weather situation, as CMP point out: The market trend, in recent years, is very much influenced by the weather, which unfortunately is more and more variable."

Airblaster find that the market is already improving again, and while Oxbow experience stagnation in the snow market, they also report on steady demand for performance gear: "there's a growing emphasis on eco-friendly materials and sustainable practices, reflecting changing consumer values. While participation in winter sports remains stable, stylish designs continue to be prioritized alongside functionality, though overall market growth is limited."

Oakley feel that the 2023/2024 women's snow outerwear market focused on technical innovation, with advancements in lightweight insulation, breathability, and ergonomic designs for better performance and comfort. They add that layering systems became popular for their adaptability to changing weather conditions while price sensitivity rose, pushing consumers to seek affordable, high-quality options, encouraging brands to focus on value-driven products. Which is a designated specialty of Horsefeathers, who state that "delivering premium gear at a solid price, blending tech and style" is the main drive of their collection and report of a solid season with 50-70% sell-through by early January.

**THEMES**  
Aligning with the demand for functional performance, Oakley's outerwear range is defined by "Precision Fit and Purpose-Driven Design," inspired by the diverse needs of snow sports enthusiasts and designed to cater to multiple disciplines; Forward

"there's a growing emphasis on eco-friendly materials and sustainable practices, reflecting changing consumer values. While participation in winter sports remains stable, stylish designs continue to be prioritized alongside functionality, though overall market growth is limited." Oxbow

state the combination of performance, fit and function with progressive style as their mantra and Airblaster describe the driving theme of their FW25/26 Women's outerwear line as FIT, FUN, FUNCTION. "Our missions is to offer our clients a visionary fusion of out-standing performance quality and visionary design. To be worn in the mountains in every weather condition and at the same time for everyday use in the city – looking stylish," Elho chime in as well.

And since no one knows more about functionality than the riders, they play an important role in the FW25/26 collections as well. "The ThirtyTwo women's collection caters 100% to the women on the T32M," says Susanne Dachgruber, ThirtyTwo Apparel Merchandise Director and for L1 "the goal is to create a line designed by snowboarders, for snowboarders. We make outerwear that not only with-stands the elements but also has the fit and design that inspires our team to get out there."

686 mix inspiration from their team with current trends of thrifting and pairing extremely technical bot-toms with some less technical but more expressive tops and Patagonia build their line with input from their ambassadors to minimise impact without compromising performance. Which is also an important factor for Oxbow,



686



686



CMP



CMP



Airblaster



Airblaster



Elho



Elho



Brethren



Brethren



Forward



Forward



Burton



Burton



Horsefeathers



Horsefeathers



Colourwear



Colourwear



Jones



Jones

who call their theme a "fusion of adventure and sustainability. We're drawing inspiration from the growing trend of eco-consciousness, emphasizing the use of recycled and sustainable materials while also prioritizing local production in Europe." explains Product Manager Aurelien Silvestre.

As an independently owned and operated brand since 1987, making them "the original art-driven snow and outerwear brand designed by women, for women", Rojo take inspiration from their archives, blending their rich heritage with the ever-evolving needs of the modern snow community, while Colourwear's line "reflects the spirit of those who thrive in nature's extremes and the vibrant pulse of city life. It's about more than just looking sharp on the slopes or turning heads on the streets, though that's a big part of it."

More philosophically based themes are 686's "New Horizons: Our uniting goal is self-expression and the creation of art as we paint upon the snowy canvas beneath our feet." And also Burton's "Ride to Paradise: the idea that paradise is not a place, but a state of mind. We wanted to make sure anyone can have their needs met at Burton so inclusivity for all shapes and sizes was also a big driver for us" next to Pro-test's Arctic Myths: "We draw inspiration from Inuit costumes, their art and patterns and capturing the essence of arctic dreams."

**FITS & SILHOUETTES**  
One trend that is clearly everywhere these days is the "loose-fit trend that's blowing up in the community. You can also see it resonating in the mainstream, mainly in looser pant silhouettes" as Tomas Koudela, Head of Marketing at Horsefeather's backs up rebuilding the whole line towards relaxed cuts and looser silhouettes. Over the past two seasons, L1 have completely redesigned the entire women's line as well, updating the fits to be more modern and relaxed, and also Airblaster have "focused energy on new fits, making sure to create wide fits that still fit well." ThirtyTwo offer a unisex collection with bag-gier fits and 686 too are growing their "loose" fit range "that now has the Outline Pant, the Outline Ano-rak and a full zip 20K Hologram jacket that has a shorter loose fit that our team has been asking for."

Burton continue their classic slimmer and regular cuts with a refresh and introduce some women's specific relaxed fits: "It's really exciting as often if women want something in a more relaxed style, they shop in the mens sections and size down. Now we're catering to this customer and can give them that relaxed freedom they're looking for that is fully designed to women's bodies" Aisling Kyte, Softgoods Merchandiser Europe outlines the new Women's Reserve segment. Colourwear also see that more women like to size up the pants and wear more regular/loose fitted pants, so for the 2025/2026 season they added more options for them how want to wear the pants

"The loose-fit trend that's blowing up in the community. You can also see it resonating in the mainstream, mainly in looser pant silhouettes" Tomas Koudela, Horsefeather's

a bit more loose. Oakley highlight two key fits: "Slim Fit, close-to-body, trim design with freedom of movement, and Regular Fit, relaxed and comfortable, allowing for unrestricted movement. The key look designed for Jamie Anderson features a unisex look that merges functionality with cutting-edge style," says Andrea Bay Braathen, Global Brand Manager AFA.

Exciting news from Rojo is an expansion of the plus-size range and introduction of extended sizing, focusing on fit options for larger busts and hips. And Burton also aim for more inclusivity in their offering, with the "broadest options we have ever had, with variations in insulated, shell, short, tall and inclusive sizing from XXS – XXL." Another interesting focus topic is usability, on which both CMP and Colourwear focus: "It is essential for us that each garment is able to adapt to different functions and contexts of use. This is why many of our best-selling garments can be used for more than one outdoor activity, ensuring our customers a complete, high-performance and comfortable experience in any environment. for this reason in the FW25/26 collection we have greatly increased the outdoor/urban part" say the former.

**COLOURS**  
Colours are staying pretty solid and comparable to previous seasons. ThirtyTwo mention neutral colours including Copper, Grey and Tobacco, 686 highlight Dusty Marine as an "impactful colour as it plays both as a neutral and pop colour when put against snow and trees" and Horsefeathers find that "earth tones and pastels are essential this year, with more black in the mix. The trending colours are Taupe, Antarctica, Lotus, Peach, Orchid and Iceberg Green".

Burton carry their gender neutral palette over from the men's collection; Oxbow mix solid colours that feature both tonal and vibrant shades to create timeless styles that are versatile and easily adaptable to different settings; and Forward work on "getting back to basics with strong, bold blues and reds with depth to them, then some supporting light blue/greys and purples that are sophisticated yet modern and will stand the test of time for winters to come."

Protest go into more depths here, outlining four exciting colour groups. "First, we have a strong presence of blues and natural tones, offering a calming and versatile palette. Next, greens, pinks, and natural tones are also strongly featured, bringing a fresh and vibrant look. We are also introducing intense pastels combined with

natural tones, which will be slightly less prominent but still add a unique touch. Lastly, poppy red, blue, and natural tones will be included, providing a bold and dynamic option, though they will be a bit less present.” Rojo have four colour groups, from Organic Neutrals with Warm Taupe, Sphagnum, Cafe to Nostalgic Hues: Retro Blue, Lilas, Thistle and Restorative Tones: Skipper Blue, Fig all the way to Washed pastels: Wax Yellow, Ballard Blue, Pink-A-Boo. Oakley even go for five pillars: “Mist, Cement, Black, Abyss, and Auburn, each with distinct characteristics. The creative direction is based around unique nuances: Nearly Black (a deep shade of Abyss), Mirror Frost (a cool version of Mist), and Gradient (a rich variation of Auburn). These colours offer a mix of versatile neutrals and bold accents, providing both performance-driven and stylish options for the season.” And last but not least, but may-be brightest, Elho bring in some new innovative neon colours, neon purple, neon coral, neon green: the new Neon Brights!

**PRINTS**

If you're craving prints on your outerwear, it looks like you'll have a lot less options than we've seen in previous years, at least from what we can report on from our

“It's really exciting as often if women want something in a more relaxed style, they shop in the mens sections and size down. Now we're catering to this customer and can give them that re-laxed freedom they're looking for that is fully designed to women's bodies” Aisting Kyte, Burton

questionnaires. Yet this doesn't have to be a bad thing, as quality trumps quantity any time if you ask us. Burton offer Prism Pro, City Streets and Floral Blur numbers, Protest incorporate Inuit patterns and art into our designs, “adding a cultural and artistic flair” and Horsefeathers feature Mosaic, Floral Cheetah and Rainbow, all based on their histori-cally successful all over prints with a new touch.

Airblaster “just can't get enough Leopard. For FW25/26 we are featuring a Snow Leopard and an OG Leopard. Also a juicy Watermelon and Realtree Camo print blocks to keep the street look locked, while subtle hits of blush keep the vibe distinctly feminine,” reports Brand Manager Jesse Grandkoski, while Elho offer a special art capsule collection featuring Jean-Michel Basquiat.

**TECHNOLOGY & MATERIALS**

For the women's lines, the main news in outerwear technology continue to revolve around sustainabil-ity. From OEKO-TEX-certified fabrics and plant-based PFC-free waterproofing treatments at Rojo, to 100% Recycled PFAS FREE GORE-TEX backed lightweight poly fabric at 686 and 100% of Airblaster products made without PFC or PFAS. Colourwear want to prove that “quality and durability can coexist with style and for each season we go aim and run for more sustainable sourced fabrics, how we dye our colours and how we treat them. For FW25/26 we introduce mechanical stretch in a 3 layer jacket and pants and swoop out the spandex fiber to minimize fossil fibers into recycled polyester. “

Patagonia are excited to introduce the new Gore-Tex PRO ePE membrane: “We've led the industry in re-moving harmful chemicals without compromising performance and durability, a monumental achieve-ment for our brand” and Oxbow highlight their use of Primaloft Evolve linings: “This innovative material enhances insulation while being lightweight and highly compressible, ensuring that our jackets provide exceptional warmth without bulk. Primaloft Evolve is also made from recycled materials.”

Next to PFC-free DWR coating on the entire line, Horsefeathers also introduce Sorona insulation in select models, which is 37% plant-based, uses 30% less energy, and slashes greenhouse gas emissions by 50% compared to nylon. Also Elho feature Sorona with a 15,000 mm water column and 15,000 g/m<sup>2</sup>/24h breathability rating in their Nova jacket and Scorpio pant, next to 100% biodegradable G-LOFT® ECO FUTURE insulation, ensuring optimal warmth and comfort while respecting the planet.

Forward on the other hand report that they are shifting a lot of their fabrics from PET to nylon “as it's stronger and more durable, and the supply chain is more transparent and reliable when it comes to things like recycled yarns etc. PET got a lot of hype over the last few years because of 'recycled bottles' etc but the truth is that the supply chain is way more opaque than we're led to believe,” says Global Brand Director Tony McWilliam. He continues: “While we can control the supply chain from raw material to weaving to cut-and-sew (and we still have a long journey to go on that front to reduce impact), end-of-life is harder to build solutions for but they are out there and we're joining the dots together.”

On top of that, 686 introduced their evolved Thermagraph® body-mapped lining system into the wom-en's collection, Burton kicked up the level of their tech across all our Reserve products with 20K/20K or Gore waterproof rating, and Burton as well as Rojo feature new stretch options for women that are way softer than before. ☺

**HIGHLIGHTS**

- 1 Baggier fits for women
- 2 Unisex styles & colours
- 3 Inclusive sizing (more plus sizes)

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# RETAIL BUYER'S GUIDE

## MEN'S OUTERWEAR

After some challenges, the market for Outerwear is looking to be picking up again and Anna Langer has summed up what'll be trending for Men in FW 25/26.

The past season has not been the sunniest for many retailers and brands, due to multiple factors. One being weather based, with the softgoods outerwear market depending on snow situation, and is nothing anyone can change. Other factors though are definitely human-made: "In a way we're victims of our own success. We've spent decades building this global supply chain juggernaut and we're paying the price. Brands can't expect to keep doing things the same way and survive. You can't force December order deadlines onto retailers when the snow hasn't even hit the ground" reminds Tony McWilliam, Global Brand Director at Forward. They work very closely with their factory, who is a stakeholder in their business and allows for a lot of flexibility with ordering deadlines, production timelines and so on.

Last but not least the aftermath of Covid has deposited a lot of surplus stock on the market that needs to be dealt with. "FW23/24 saw a big surplus of inventory in the market that needed time to clear out for shops and brands" says Jones Snowboards, who have always been conservative with ordering and are now reaping the benefits for that. L1 also find that the past season "...was challenging. A tough winter for snowfall, along with a saturated market, makes it difficult for snowboard-specific outerwear brands. We're incredibly proud of our commitment to never overproducing gear, only manufacturing what's ordered."

Yet for this current season, the outlook is already quite a bit more rosy and there are reports of positive responses and growth among all brands. 686 highlights their ATLAS collection, Airblaster successfully launched their separates and ThirtyTwo, Brethren, Oakley and Oxbow experienced "steady performance" in the outerwear market. "This season, overall, the market seems to have stabilised somewhat, with more opportunity; overall growth potential may be determined by where, when, and how often snow falls in different regions" muse Jesse Grandkoski, Brand Manager and Kyle Phillips, Sales Director at Airblaster. Horesfeathers' Head of Marketing Tomas Koudela would agree to that, reporting on a solid season: "Our key territories crushed it, and we even dropped into some new ones. The warm, snowless January slowed preorders a bit, but the strong finish to the season flipped things around. Shops sold out, and we're seeing a solid reorder spike early this season. It's all stacking up to a nice year-over-year growth." On top of that, CMP report that "In general, the overall market was more static than the previous year, but there is evidence of continued interest in outdoor activities, which are growing in general. We note a greater search for comfort in everyday clothing, and the increasing mixing of sport and everyday life in garments."

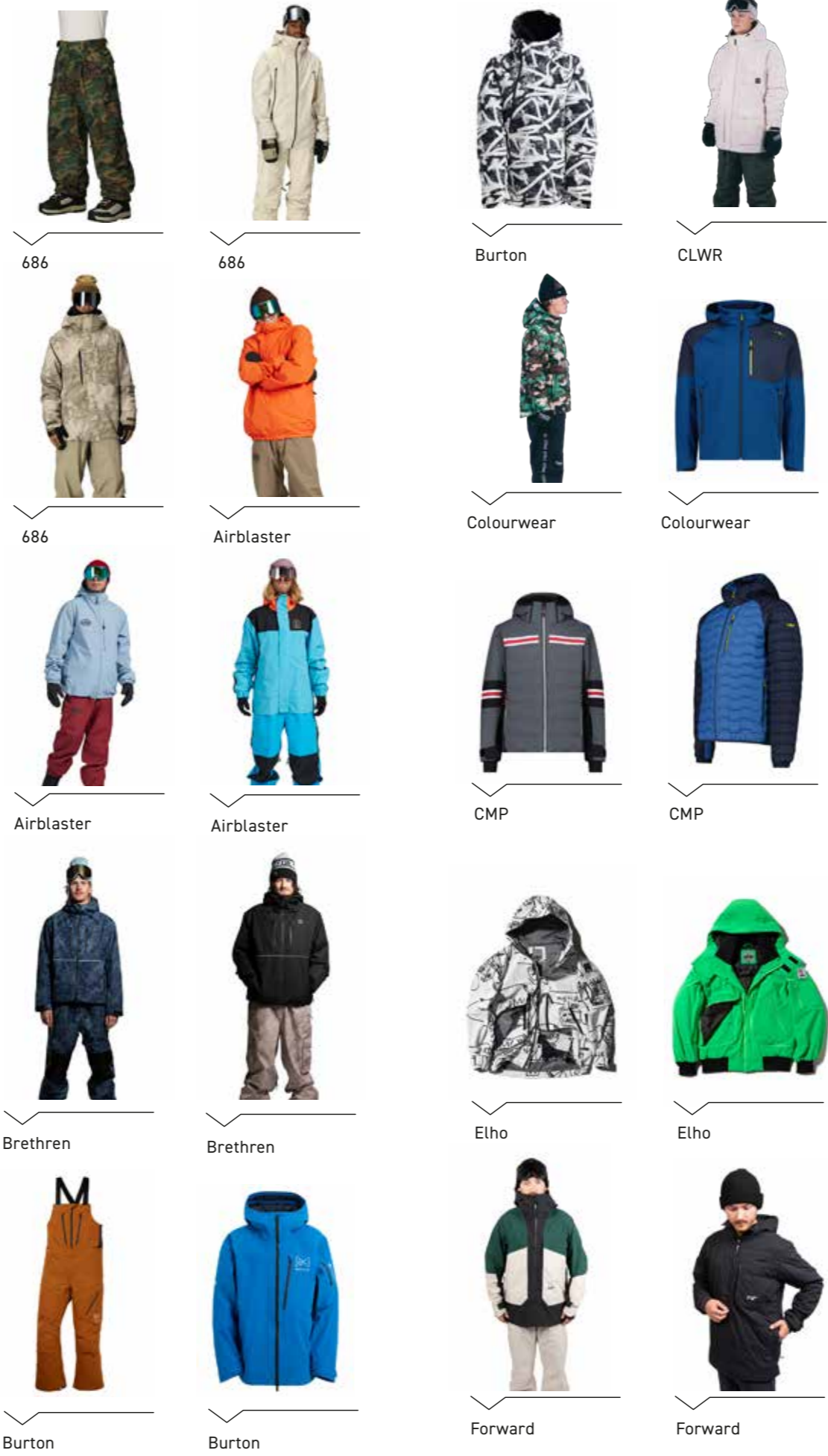
### THEMES

Instead of following fancy trends and getting carried away by fashion, there seems to be a strong consensus brewing to preserve the snowboard culture in as much originality as possible. "ThirtyTwo always draws inspiration from the team as it is truly a rider-driven snowboarding brand!" says Apparel Merchandise Director, Susanne Dachgruber and also 686 take inspiration from their team, pairing

"In a way we're victims of our own success. We've spent decades building this global supply chain juggernaut and we're paying the price." Tony McWilliam, Forward

extremely technical bottoms with some less technical but more expressive tops. Brethren continue their focus on "functional, comfortable and affordable. Our styling is still old school, loose cut and kept simple.

Under the slogan of 'Defend the Culture', L1 create a line designed by snowboarders, for snowboarders: "We believe in the importance of supporting the culture itself by backing team riders, photographers, shops, reps, and filmmakers," states Bob Plumb, Global Marketing Manager. Jones "strives to make high performance and versatile outerwear that's responsibly made out of recycled fabrics. All of our fits are movement focused and designed to offer the comfort and protection you need for long days in the mountains" and also Patagonia work with input from their ambassadors and tests in the roughest conditions: "this season's snow line



686

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Burton

CLWR

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Airblaster

Colourwear

Colourwear

Airblaster

Airblaster

CMP

CMP

Brethren

Brethren

Elho

Elho

Burton

Burton

Forward

Forward

shows how we can reduce the footprint of our product without compromising on performance," says Dominik Martin, EMEA BU Buying Manager. The theme of the Lotus range by Snow shepherd operates was "to show that we can manufacture a fabric, inspired by nature that performs in the toughest environments." Oxbow also focuses on sustainability, fused with a taste of adventure: "We're drawing inspiration from the growing trend of eco-consciousness, emphasising the use of recycled and sustainable materials while also prioritising local production in Europe" says Silvestre Aurelien, Product Manager.

Old-school newcomers ELHO's inspiration is the growing Freestyle generation and their lifestyle, while Forward combine influences across everything from ski, snowboard, skate, bike, street and fashion. For Oakley next season is all about advanced functionality: "Designed to cater to multiple disciplines, the range includes specific solutions for backcountry, all-mountain, and freestyle pursuits" says Andrea Bay Braathe, Global Brand Manager AFA and CMP also state that "the trend that has influenced us the most is the contamination between environments, lifestyles, habits and uses, which guides us in the construction of garments oriented towards multifunctionality. It is essential for us that each garment is able to adapt to different functions and contexts of use. This is why many of our best-selling garments can be used for more than one outdoor activity, ensuring our customers a complete, high-performance and comfortable experience in any environment. Burton also mention inclusivity for all shapes and sizes as a big driver for their collection.

"This season, overall, the market seems to have stabilised somewhat, with more opportunity; overall growth potential may be determined by where, when, and how often snow falls in different regions"

Jesse Grandkoski, Airblaster

Last but not least, we'll get a lot of Nordic spirit next winter as well. "The 2025 Collection is inspired by the Nordics roots! It's a tribute to the essence of the North, where untouched wilderness and urban sophistication blend seamlessly. Drawing from the rugged beauty of fjords, forests, and Arctic skies, this collection reflects the spirit of those who thrive in nature's extremes and the vibrant pulse of city life," says Colourwear. And Protest report that they drew inspiration from the adventurous spirit of Nordic pioneers who explored the Arctic wilderness, "this collection captures the thrill of adventure in extreme conditions."

### FITS & SILHOUETTES

Main 'news' in fits is a rise of boxy cuts, which some of us remember from the early 90's and can be found at ThirtyTwo, L1, Protest and ELHO, the latter highlighting their "revolutionary Performance Bomber Jacket".

Pants are staying either baggy or at least with a loose, relaxed fit - no more skinny pants in sight on our mountains or as Colourwear put it: "Go big or go home!" Jones answer that with the Tweaker Recycled Pants and Tweaker Recycled Jacket that "reflect young freestyle riders" demand for high performance and durable technical outerwear with a relaxed fit and boxy cut that allows for completely unrestricted movement in dynamic riding situations". Airblaster chime in: "Baggy fits are on the rise for tops and bottoms, simple gas station style, a bit of piping, we're back in the mid and late 90's!" and for those seeking a bold, baggy silhouette with a retro twist, the MTHOD Insulated Jacket paired with the Channel Cargo Pant from Oakley offers standout Scandi style. 686 pay high attention to tailoring in their pants, reporting their pro team wants them loose, but not completely over exaggerated which they answer with their Loose Fit pants Dojo, Ghost and the new Tommy Gesme signature Essox Pant. Colourwear highlight their oversized Box pants in light fabric, Horesfeathers are also leaning into more loose fitting pants and Protest offer new styles with a wider fit for comfort and a modern look.

Another trend when it comes to outerwear silhouettes is the growth of unisex offerings, like L1's Axial Pro Collection which is part of their genderless line. ELHO even base their whole brand on gender fluidity, "redefining modern outdoor design by blending versatility, innovation, and style, making each item wearable by anyone, regardless of gender identity. ELHO stands for the new generation of outdoor style." In line with their focus on inclusivity, Burton have reworked their offer for FW2526 quite a bit in many ways, including size options in slim, regular and relaxed, with both extended (short and tall) and inclusive sizing (XXS-XXXL).

“We believe in the importance of supporting the culture itself by backing team riders, photographers, shops, reps, and filmmakers” Bob Plumb, L1

For Patagonia “innovation lies in the refinement of function. We’ve significantly increased storage capacity and organisation while improving fit and mobility - all with zero weight penalty!” and Horsefeathers focus on high-performance jackets for frequent riders in FW25/26.

Airblaster offer the only one-piece in our line up, “the Men’s Wrench Coverall is an awesome, industrial styled coverall with trademark Airblaster full body coverage, all at a price that is less than half of the snowboard jackets out there. With free pants attached.”

**COLOURS**

There’s not much radically fresh to report colour-wise, the main camps we continue to see are either bold pops or earthy shades, Wich some brands, like CMP employ in different collections: “Colour has always been a distinctive element for us, and one to which we attach great importance. In the snow collection, we have been inspired by primary and bright colours, in order to affirm our heritage. In the unlimitech and outdoor collection, on the other hand, we have incorporated colours that are lower in tone, but always stand out for their character and colour mix.”

ThirtyTwo go for primary colours that were staples in the 90’s, ELHO continue their 75 year history of neons, Forward found a creative way to use seams for dynamic tri-colour blocking and Jones stay true to their “high visibility” cause with Lime Green and a Bright Coral. Forward find that it’s time to revive “strong, bold traditional colours like Deep Blue and Red, Oxbow mix tonal and vibrant shades and Protest varies between dynamic blue shades paired with beige and natural tones next to blending greens, yellow-orange, and beige/natural tones for a versatile look. A similar approach can be found at Oakley, who “introduce a fresh color palette that blends bold, earthy tones with cool, misty shades. New colors include Mirror Frost (grays and whites), Mist (neutral cool tones), and Pacific (vibrant blues and greens), alongside Uniform Green and striking accents like Mercurius Red. Metallics to add a futuristic touch.”

L1 offer colour blocking and earthy tones and 686 continue with a neutral palette with pop colours, making sure their entire line works well together to accommodate their riders to pair lots of kits together depending on the spot or trick. Brethren mix some pastels into their earthy palette and Burton feature Soft Sage, Glow Green, Washed Lavender, Sunrise Coral, and Light Teal, next to Prism Violet, and Fiesta Red. In line with their Nordic theme, Colourwear have “soft blushes of twilight skies, icy blues of snow-covered peaks, and deep greens of endless forests. These hues aren’t just about style - they’re a tribute to the natural world that inspires us. Understated yet impactful, they capture the Nordic wilderness’s essence while effortlessly slipping into the urban scene.”

**PRINTS**

Prints are mainly revolving around all time favourites like Camouflage, with several options to pick from. ThirtyTwo went deep on camo for the season, offering a custom tree camo on several pieces, classic woodsman camo and a tribal 90’s inspired camo on the Corduroy collaboration jacket and pant; Jones have a “super cool ‘Peak Camo’ colourway designed by RP Roberts” and Burton have a Graffiti Camo next to Fiesto Pro, and City Streets prints.

ELHO highlight their collab with Jean-Michel Basquiat with black & white artwork from the legendary artist, Horesefeathers partnered up with Japanese artist SAGA, blending snowboarding vibes with samurai-style art U.S. artist Jeremy Beightol and offer two back prints on their Coach jacket. A special mention goes out to the new thermo-reactive pattern from Oakley that is featured on the Baldface Shell Jacket, which adds an innovative surprise element, inspired by Sage Kotsenburg’s backcountry adventures and reveals the Oakley monogram pattern as temperatures drop, which sounds really cool if you ask us.

**TECHNOLOGY & MATERIALS**

Looking at the FW25/26 collections, what strikes most is that all brands are upping their levels when it comes to functionality. High performance materials are steadily gaining importance and have reached all price segments. “We upgraded all our fabrics to be 20k/20k. Our customers can shop between styles without waterproofing being a decision factor, secure in the knowledge that



Forward



Horsefeathers



Horsefeathers



Horsefeathers



Jones



Jones



Jones



L1



L1



L1



**Terra 3-LAYER JACKET**

The Terra 3-layer jacket combines style, premium features, and outstanding performance! Everyone's favorite since its debut, it's the result of a long collaboration between our designers and team riders. Made with lightweight Ultratech 3L 20/20 fabric, PFC-free DWR coating, and rugged details like YKK zippers, durable Coats threads, and fully taped seams, it's built for serious snow days. Fresh W25/26 colors are available for €359.95 – a price that won't break the bank. Delivering the joy of the next epic ride.

Burton products will keep you dry. We also have regular and stretch options depending on your preference," reports Aisling Kyte, Softgoods Merchandiser Europe.

A new material that can be found in the L1 collection is the "Bamboo Charcoal membrane technology. It represents the next level in breathable, waterproof, and thermal regulation. By harnessing the natural properties of bamboo charcoal integrated into a PU fiber structure, it offers outstanding waterproofing, breathability, moisture and odour absorption, and thermal regulation - all at minimal weight for maximum comfort." The Lotus fabric by Snow Shepherd Lotus operates under a similar principle: "it was based off the water repellent properties of the lotus flower. The fabric underwent extensive testing to ensure its exceptional performance. As a new material, not built from plastic but done in the same way Lotus fabric was once created. It was subject to rigorous evaluation, including both laboratory and real-world physical testing."

Patagonia introduce the new Gore-Tex PRO ePE membrane in their "pinnacle, iconic revision of the highest-performing Gore Pro snow styles on the market. This new fabric marks the final chapter of our journey towards high performing products made without intentionally applied PFAS. And now all of Gore-Tex' fabric division is PFAS-free." Also Jones find that "PFAS is an important topic, and starting in FW24/25 with our move to Gore-Tex ePE, all of our outerwear is now made without PFAS." 100% of Airblaster products are made without PFC or PFAS too, all DWR coatings are PFAS-free, and the Airblaster black lining taffeta (their highest usage fabric) is either 100% recycled or 100% solution dye and 47% of Airblaster garment styles use recycled fabric as a primary fabrication.

To create garments that are as functional as they are stylish, ELHO prioritised using a maximum of bio-based materials, sourcing exceptional fabrics from Japan and Taiwan like a 3-layer outer material made from 100% Sorona with a 15,000 mm water column and 15,000 g/m<sup>2</sup>/24h breathability rating and 100% biodegradable G-Loft® Eco Future insulation.

The use of recycled materials is becoming ever more important for a lot of brands. ThirtyTwo utilise 100% recycled 4-way stretch fabric in their 3L and 2L products and Jones also state that all of their outerwear is made with recycled materials. 686 have updated all their Gore-Tex and GLCR 20K fabrics to 100% recycled fabrics too, positively impacting their carbon footprint and also introducing new Sorona 3L Fabrics that are 43% bio-based and have a 50% reduced carbon footprint compared to similar poly or nylon fabrics.

Working closely with their decade-old fabric mill, Forward have developed a 20k/20k recycled mechanical stretch 3-layer fabric for their Catalyst line and also add a recycled nylon down-proof ripstop into two new models. Colourwear also introduce "mechanical stretch in a 3 layer jacket and pants and swap out the spandex fiber to minimise fossil fibers into recycled polyester."

Brethren report that they have moved to a new manufacturer, which has not only allowed them to use recycled fibre fabrics, but comes from a plant that have installed solar panels to completely cover their factory roofs. "Over the year, they produce more than 50% of the energy used by the factory from these panels. They were also the first manufacturer in their country to sign up to the digital product passporting required for all textile products in the coming years. It's not quite completed, but later this year we will be able to trace the complete product lifecycle from sourcing to manufacturer, ensuring we're operating and producing using the right materials."

Oxbow highlight their use of Primaloft Evolve linings in their outerwear: "This innovative material enhances insulation while being lightweight and highly compressible, ensuring that our jackets provide exceptional warmth without bulk. Primaloft Evolve is also made from recycled materials, aligning with our commitment to sustainability." And finally, Protest share the use of denim fabric in their winter jackets and snow pants, inspired by Nordic work wear. "This denim is specially treated to withstand harsh winter conditions, providing both style and functionality. In our new collection, all paddings in the line-jacket are made from recycled materials. Additionally, all pants and active tops are PVRE Green, which mean made from recycled materials." ©

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**HIGHLIGHTS**

- 1 Boxy fits, loose & relaxed
- 2 Genderfluid & inclusive silhouettes
- 3 Camo here to stay
- 4 More high end, highly functional materials across all offerings
- 5 timeless, classic designs instead of hot trends



Oakley



Oakley



Oakley



Patagonia



Patagonia



Protest



Protest



Protest



Snowshepherd



Snowshepherd

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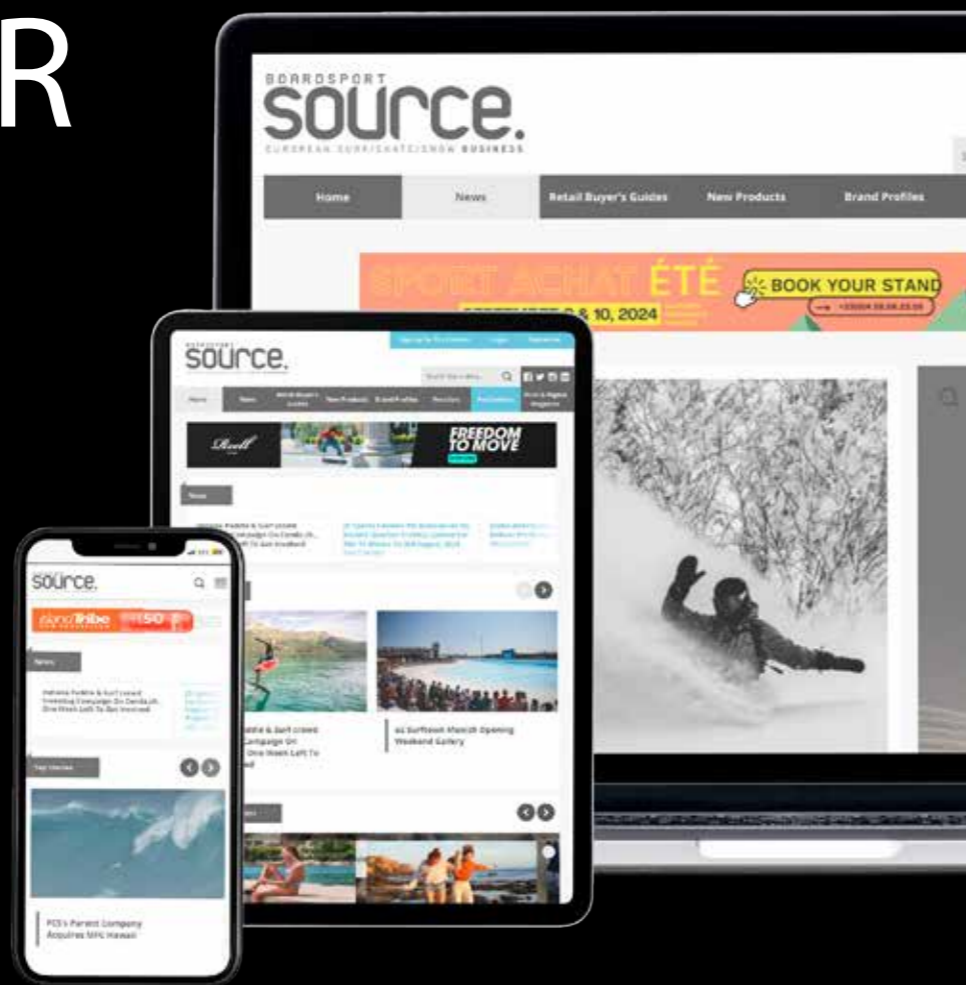
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## RETAIL BUYER'S GUIDE BASELAYERS FW25/26

Baby it's cold outside! What to wear first row on your skin while playing in the snow next winter. Anna Langer on the baselayer trends for FW25/26.



In retrospect of the FW23/24 season, Eivy saw a strong and growing interest in versatile and technical base layers: "Customers are increasingly recognising the importance of multifunctional clothing that works seamlessly across a range of activities" says Johanna Krook, Teamlead e-com & marketing. Rojo agrees that "Cross functionality is key. Athleisure-inspired designs dominate, blending performance for cold conditions with timeless, affordable, and comfortable aesthetics. Consumers want pieces that work seamlessly on the mountain, at the gym, or even lounging at home." The past season also posed challenges for the soft goods market, driven by climate change, cost-of-living pressures, and surplus inventory, which they addressed with a tightly focused base layer collection designed to complement their outerwear line, offering retailers flexibility without overwhelming with excessive options.

Woolf Merino reported "Another exciting year of growth", with more outdoor enthusiasts prioritising sustainability and transparency. At Airblaster the verdict is also rather positive, with strong sales for their first collection of Separates next to their staple, the infamous Ninja Suit.

#### TRENDS & STRATEGY

"Since a base layer is under cover most of the day" Jesse Grandkoski finds that "like socks, a base layer is a safe place to be expressive and wild" and continues the Airblaster range of fun prints paired with a solid baseline of functional performance.

And while female-only brands Eivy and Rojo also sport some super stylish and fun designs, they find it essential to partner functionality with a versatile look. "Base layers are no longer confined to the slopes; they need to work across multiple environments," says Jassie Salvesson, Marketing and Sales at

"Looser, more relaxed fits are on the rise, giving people the option to rock a casual style while staying adventure-ready" Tord Olsen, Woolf Merino

Rojo and Eivy too, finding that "Today's base layers must strike the perfect balance between functionality, sustainability and lifestyle," says Johanna. "Our focus remains on blending a streetwear-inspired aesthetic with technical, multifunctional garments. The idea of traveling light and choosing versatile, packable pieces is definitely gaining traction among women." They also notice that base layer as a key component of layering is getting more attention, and is becoming a staple for more than just skiing and snowboarding trips for which they've added new loose-fit styles in tops and

also pants. Main colours for these are Sand and Olive and Rose Water next to darker Earth Tones and classic Black.

Woolf agrees that "Looser, more relaxed fits are on the rise, giving people the option to rock a casual style while staying adventure-ready" says Tord Olsen, CEO and Co-Founder. The shifts they are noticing in the base layer market fit perfectly with their focus on 100% natural Merino wool and Merino Tencel blends.

#### MATERIALS

For Woolf it's a matter of heart to educate consumers on the great benefits of Merino, "As a Norwegian you grow up learning that you must wear wool, or you are going to freeze. Hence we are on a mission to export this rich culture to a wider audience" explains Co-Founder and CCO/CMO Marco Cignini. Eivy feature Australian Core Spun Merino Wool, certified by Woolmark® and RWS® in their wool line, while the rest of their collection is made with Global Recycled Standard® and Oeko-Tex® certified 4-way stretch materials, with a UPF50+ sun protection. Next to their trademark 4-way stretch poly/spandex Air Tech blend and their proprietary recycled Dry Tech stretch woven and recycled Air Tech knit micro fleece, Airblaster also introduce a 4-way stretch Merino / Tencel / Elastane blend for increased durability and sustained odor resistance. For their main focus of creating climate-conscious, cost-effective, and versatile designs, Rojo base layers are 90% recycled polyester: a high-performing, breathable, warm, and anti-pilling material.

When it comes to technical innovations, Eivy proudly presents a brand-new category: lightweight, packable, and multifunctional outdoor shell pieces like the new Windbreaker Utility Vest & Oversized Outdoor Pants. Woolf just launched a men's Performance Merino Tencel T-shirt that's incredibly breathable and moisture-wicking, perfect for warmer or more active days which is planned to be evolved for women as well. "Alongside that, we're expanding our Merino Tencel line with sports bras, women's briefs, and men's briefs, designed for ultimate comfort and support with the same breathable, eco-friendly materials." ©

#### HIGHLIGHTS

- 1 Looser fit garments
- 2 Natural wool or recycled fabrics
- 3 Multi-functionality
- 4 Subtle colours or wild prints

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## RETAIL BUYER'S GUIDE

# SKATE SHOES FW25

Skateboard footwear is currently in a strange period. Some brands are excelling, whilst others are barely clinging on, with some being sold and others closing their doors. With the Olympics giving a boost in the popularity of skateboarding, there is strong participation, however, many people are having to limit their spending and operate on tighter budgets as money is becoming tighter for most. Understandably, nothing is getting cheaper, but how are brands catering to the market's needs? by **David St Clair Morgan**



### MARKET

The skate footwear market is fluctuating, with some brands struggling, whilst others are thriving, but competition is tough. The post-COVID situation plaguing the industry for several years now is subsiding thankfully. Hoursisyours Creative Director, Dennis Martin said "The market is in a bounce back from overstocking and we expect to see a strong year ahead." Whilst being a small niche, the skate-specific footwear market is still appealing to customers, both in and outside of skateboarding." Rick Marmolijo, Footwear Designer at Etnies noticed that "There seem to be opportunities in creating lifestyle shoes that can also be skated in." This is just one way the skate footwear industry can attract a wider audience. Andres Araya, Sales manager EMEA at New Balance Numeric commented on the competition from larger brands, saying "The market is fragmented, with established skate-specific brands competing against lifestyle and sportswear giants." Alessandro Urso, Sales Director EME/NAM at C1RCA said positively that "The European skate footwear market is experiencing a dynamic and exciting phase. In the EMEA territories, where C1RCA is present in 8 key markets, we are seeing a renewed interest in authentic brands with a deep skateboarding heritage like C1RCA." Osiris's Brian Barber said "We're seeing a major trend where many of the core, original skate shoe companies have been bought, sold, or are under new management. That's what makes us unique – we're the last independent, owner-operated original skate shoe company!"

### TRENDS

In terms of market trends, customers desire brands with a history of skateboarding. Another thing that seems to be trending is vintage styles, as Rick from Etnies said: "The current trend at the moment is

"Specifically in skate, there's always going to be a vulcanised shoe loyalist consumer."

**Michael Morey, Emerica**

vintage court-inspired aesthetics." Alongside this, the search for more retro looks from the younger generation is booming, as Brian Barber, CEO at Osiris Shoes said: "We feel that there is a younger customer that loves the discovery and search for the nostalgic / glory days of skate."

### PRICE POINTS

Everything is getting more expensive these days, however, skate shoes remain within a similar price point to last season. The general price range starts at around €80 and goes upwards of €100 for the more technical shoes. Fallen, for example, has their price point shoe "The Bomber vulcanised" with a price of €79" as Ricky Mazzone, CEO of Fallen said. Newcomers OPUS Footwear is offering an even lower price point, with all of their shoes under €75. New Balance Numeric will have various shoes at the €80, €90 and €100 price points, however as Andres from NB Numeric said: "Additionally, we're introducing the new Reynolds shoe at €140, which we believe will be a game-changer. It combines high-performance features with a lifestyle-inspired aesthetic."

### STORIES & PRO MODELS

There's plenty to be excited about in the coming FW season, with some classics reimaged in more weatherproof materials ready for those frosty skates. éS for example, will be releasing the first pro shoe

Schuh für den etablierten kanadischen Top-Skater TJ Rogers herausbringen. Gleichzeitig werden die Silhouetten verschärft, wie Michael Morey, Footwear Designer & Merchandiser, erklärte: „Wir haben eine Kollektion aus Vollnarbenleder für die Wintersaison von éS, zu der auch der erste Pro-Schuh von TJ Rogers gehört.“ Rick von Etnies sagte: „Skate Classics werden der Schwerpunkt der FW25 sein. Diese Kollektion war die Definition des goldenen Zeitalters des Skateboardens in den 90er Jahren und besteht aus The Snake, The Scam, Sal 23 und der Wiedereinführung des ursprünglichen Locut.“ Emerica rundet die Geschichten der Nidecker-Geschwister mit der Einführung des neuesten Signature-Schuhs von Baker-Profi Kevin ‚Spanky‘ Long, dem KSL III, ab. Michael sagte: „Für die Wintersaison wird es auch eine spezielle Farbgebung geben, die wir noch geheim halten, aber für den Herbst haben wir superstarkes weißes Action-Leder, das die Launch-Phase anführt, sowie eine wirklich starke marineblaue Wildlederversion.“ DC wird verschiedene Pro-Modelle, darunter Lucien Clarke Pro von Palace Skateboard in verschiedenen Farbgebungen, sowie winterfeste Versionen ihrer klassischen Silhouetten auf den Markt bringen. Hoursisyours hält die Dinge mit den Angeboten dieser Saison übersichtlich, wie Dennis sagte: „Ein hochwertiges, leistungsstarkes und lässiges Angebot für alle. Wir bringen auch den Code V3 Cold von Bryan Herman heraus.“ C1RCA bringt das „Metamorphosis-Projekt“ auf den Markt. Alessandro sagte: „Wir haben mit mehreren internationalen Designern zusammengearbeitet, von denen jeder eines unserer ikonischen Modelle durch eine zugewiesene Farbpalette und ein exklusives Grafikdesign interpretiert hat.“

#### KOLLEKTIONSTHEMEN

In Bezug auf Materialthemen und Experimente mit neuen Stoffen passieren interessante Dinge. Brian von Osiris sagte: „Die Themen beinhalten innovative technische Materialien wie Lenticular.“ Rick von Etnies sprach von der Abkehr von den üblichen erdigen FW-Tönen und sagte: „Wir verwenden auch etwas haariges Wildleder in der Sal23- und Barge LS-Kollektion, um sie etwas hochwertiger zu machen.“ Ähnlich verhält es sich bei Emerica und éS, die beide Farbvarianten für ihre Modelle herausbringen oder neu herausbringen werden, wie Michael erklärte: „Bei beiden Marken konzentrieren wir uns darauf, ein umfassendes Angebot sicherzustellen, damit für jeden etwas dabei ist. Bei éS gibt es einige Möglichkeiten, bei neuen Produkten und Stilen auf archivierte Farbvarianten zurückzugreifen, die sich für uns seit einiger Zeit bewährt haben und langjährige Fans begeistern werden. Bei Emerica besteht die Palette aus einer ausgewogenen Mischung aus Erdtönen, Core-Klassikern und einigen neuen interessanten, aber letztlich tragbaren Farboptionen.“ Hoursisyours bleiben ihrer Natur als schlichte, elegante Schuhe treu, wobei Dennis von Hours ihr Thema als ‚Lowkey Luxury‘ beschreibt.

#### EVENTS/PROJEKTE

Mit der Einführung der oben genannten Pro-Modelle in der kommenden Saison wird den jeweiligen Marken mit Sicherheit viel Aufmerksamkeit zuteil werden. Cédric Bordderie von DC, EMEA Core Marketing Skate & Snow Coordinator, kündigte an, dass „die neuen Farbgebungen von Lucien Clarke in ausgewählten Geschäften erhältlich sein werden und im Frühjahr eine Skate-Deluxe-Kollaboration auf den Markt kommt.“ Skateboard-Marken wagen sich auch in die Welt der Haute Couture vor, wobei Marken wie Vans auf Modenschauen wie der Paris Fashion Week vertreten sind. Andres von NB Numeric kündigte an: „Wir bereiten uns auf die Pariser Modewoche und die Kopenhagener Modewoche im Januar 2025 vor, gefolgt von der mit Spannung erwarteten Einführung eines neuen

„Der aktuelle Trend geht derzeit zu einer Vintage-Court-Ästhetik.“ Rick Marmolijo, Etnies

Schuhmodells im Laufe des Jahres.“ Neben Veranstaltungen wie diesen sind auch Touren immer noch angesagt, wobei Reisen nach Europa kommt, wie Ronnie sagte: „Wir planen, im Mai/Juni eine Reise in die Tschechische Republik.“ Opus-Mitbegründer Mirko Mangum sprach von einem Event, auf das sie sich besonders freuen: „Wir freuen uns auf die <https://www.projectfashionevents.com/en/index.html> – es wäre toll, wenn ein paar alte Freunde aus Europa zur Show kommen würden. Die letzte Show kam einer ASR-Show nahe, wie ich sie seit Jahren nicht mehr gesehen habe.“

#### DESIGN (TRENDS)

Die allgemeinen Designtrends scheinen immer noch in Richtung größerer, eher retro-artiger Stile zu gehen. Es scheint auch, als seien Chucks derzeit gefragter, aber wie Michael von Emerica sagte: „Speziell beim Skateboarden wird es immer eine treue Kundschaft für vulkanisierte Schuhe geben.“ Mirko Mangum, Mitbegründer von Opus, sagte: „Ein wichtiger Trend, den wir sehen, sind weiter geschnittene Passformen, und mit diesen kommen Schuhe mit mehr Volumen oder Puff.“ Alessandro von C1RCA sprach über einen der wichtigsten Trends, den sie sehen: „Technische Funktionalität und Langlebigkeit: Die Verbraucher suchen nach widerstandsfähigem

„Der Markt ist fragmentiert, und etablierte skatespezifische Marken konkurrieren mit Lifestyle- und Sportbekleidungsriesen.“

Andres Araya, New Balance Numeric



und leistungsorientiertem Schuhwerk mit Sohlen, die Grip und Schutz garantieren.“

#### COLLABS

In der nächsten Saison gibt es einige heiße Collabs, darunter Hoursisyours, das sich mit Dustin Dollins wiederbelebter PD-Marke und Heroin Skateboards zusammenschließt, um nur einige zu nennen. éS arbeitet mit Movember zusammen – einer gemeinnützigen Organisation zur Aufklärung über Hodenkrebs. Michael von éS sagte: „Die Partnerschaft ergab sich ganz natürlich aus TJs Verbindung zur Movember-Crew, die während seiner Überwindung von Hodenkrebs entstand.“ Etnies arbeitet auch mit der gemeinnützigen Keep a Breast Foundation und Apache Skateboards zusammen, wie Rick erklärte: „Diese werden im Oktober zum Tag der indigenen Völker und zum Brustkrebsmonat auf den Markt kommen.“

#### NACHHALTIGKEIT

Angeht es um den aktuellen globalen Klimawandel sollte jede Marke versuchen, in irgendeiner Weise nachhaltig zu sein. Ob alternative Stoffe oder recycelte Materialien – Marken werden bei ihren Bemühungen immer kreativer. Alessandro von C1RCA sagte: „Wir arbeiten aktiv daran, unsere Kollektionen nachhaltiger zu gestalten, indem wir nach und nach umwelt- und veganfreundliche Materialien einführen.“ Mirko von Opus sagte Ähnliches: „Opus arbeitet an zwei Stoffen auf Pflanzenbasis, die wir hoffentlich im Herbst 2025 in der Kollektion haben werden.“ Fast jede Marke in unserem Guide bietet vegane Schuhe mit synthetischen Materialien an, was vielversprechend ist. ©

Weitere Details zu den Previews der Brands in dieser Kategorie findet ihr auf unserer Webseite.

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#### HIGHLIGHTS

- 1 Nostalgie-Trend mit großen Puffern noch aktuell
- 2 Court-Style Sneakers
- 3 Lifestyle-Crossover-Schuhe
- 4 Größere Auswahl an veganen Schuhen
- 5 Cupsole-Schuhe gefragt



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RETAIL BUYER'S GUIDE  
**SNOW PROTECTION FW25**

As riders venture to higher altitudes, safety becomes a top priority. Protection brands are responding with product development focused on enhanced protection, comfort, and adaptability to varying conditions.  
By Rocio Enriquez.



The unpredictable weather patterns are resulting in declining snowfall at lower elevations. Riders are moving to higher altitudes to find their lines. This trend is influencing the market for body protection just as significantly as other snow-related products. Similarly to what's happening to snow helmets, the necessity for increased safety in the backcountry makes body protection an essential piece of equipment. Product development responds with easy-to-wear and reliable pieces that can adapt to varying conditions. "These conditions are inspiring us to create even more versatile products that can withstand diverse weather while remaining comfortable and light", says Joeri van de Vliet from Clover. Bestsellers reflect this trend. Amplifi, Xion PG and Evoc

"The Vest Evo is loved by our customer for its fit and protection, and especially the bonus lower limb pad" Björn Claussen, Xion PG

have done best with their Reactor Waistcoat, Lite Vest, and Protector Vest that offer reliable features at a very attractive price point. The combination of comfort and safety has made for good results too. Xion PG has experienced good sales of their Vest Evo and Vest Lite. "The Vest Evo is loved by our customer for its fit and protection, and especially the bonus lower limb pad", says Björn Claussen. Clover's back protectors have capitalised on the seamless integration with

the RZ Labs technology. Rekd's Energy Impact Shorts have exceeded their sales expectations. "We have had a lot of positive feedback from riders and are happy to announce that a pro model will be available later this year", says Grant Devonshire-Ryan. Good fit and attractive price will drive growth in the snow protection category.

**2025/2026 COLLECTION**

Product development has focused mainly on two factors: fit and safety, delivered as much as possible in a sustainable format. The goal is to offer a product that provides the best level of protection, and that you can forget you are wearing it. Amplifi launches the all-new AEGI:S protector. It combines hybrid honeycomb with a unique micromolecular compound, creating interconnected and super light flexible cells that exceed EAN Level 2 protection. This compound employs DeCel braking, which reduces rebound and redirects force through its complex geometry. The result is a protector four times more effective than a similar TPE one. The material is also moisture and temperature resistant, so the protection level is not affected by varying conditions, and the lightweight and breathability ensure comfortable use. Rekd presents their Energy Ranger Protective Vest with laser stitching. The precision this stitching provides allows for increased stretch and freedom of movement. "The combination of mesh and our Energy Foam offers complete protection while maintaining breathability and comfort", says Grant Devonshire-Ryan. They also push their Energy Freedom Wrist Guards, that reduce fatigue, maximise mobility, and offer advanced protection in a unique slimline design. Rekd will be expanding the use of their Energy Foam to a wider range of products. Clover uses RZ Labs technology that

enables products to adapt to the body and stiffen upon impact. “The use of RZ Labs technology remains central, but we are pushing this technology further with new eco-conscious materials,” says Joeri van de Vliet. They highlight their Back Protector and their Crash Pants as the ultimate back and tailbone protection without sacrificing freedom of movement. Xion PG highlights their Vest Evo, the Vest Lite, and the Shorts Evo. They all combine D3O® technology with premium breathable fabrics. The Vest Evo will be offered in a range of colours for the first time, breaking from the traditional black offering typical of their stunt protection market background. Triple8 uses neoprene to keep their protection soft and stretchy. The goal is to provide the largest range of mobility possible while being protected. Evoc pushes the three versions of their Protector Vest - Vest, Vest Lite, and Vest Pro - offering a range of functional sports underwear with integrated protectors, blending functionality and comfort. “We offer the outstanding and certified protection properties of our Liteshield Protection Technology combined with very functional outer fabrics for comfort”, says Jan Sallawitz.

**SUSTAINABILITY**

Care for the environment and social responsibility are at the forefront of the minds of product developers. The choice of materials for the fabric part of protectors is predominantly sustainable. Amplifi uses bamboo-based fabrics, which are not only eco-friendly, but antibacterial too. Evoc employs coffee as an environmentally friendly alternative for odour control. They also introduce coffee grounds into the fibre mix of the outer fabric, where it is mixed with recycled PET. Clover focuses on recycled and eco-conscious materials too. Production processes are carefully monitored to avoid unsustainable practices. Amplifi and Clover spend efforts in reducing waste material. “The AEGI:S protector can be returned to us at the end of its useful life and be directly reused in our manufacturing facility to create brand-new protectors”, says Jens Hartmann from Amplifi. Evoc takes back all protection wear at the end of their life cycle to recycle it. Xion PG keeps their production and supply chain 90% within Europe. “We choose only fabrics produced and coloured within the EU”, says Björn Claussen. This practice reduces emissions and ensures high ecological and quality standards. Packaging gets revisited. Amplifi cuts down on all unnecessary packaging and Rekd produces most of it with recycled materials. Longevity of the product plays a big part. This is a factor that both Clover and Evoc report having in mind right from the design process.

**RETAILER SUPPORT**

Brands will be communicating about their products through dedicated stories. Functionality is the main theme that Amplifi, Clover, and Triple8 will push through their channels. Clover goes beyond safety and aims to boost the confidence in every rider, from beginners to pros. Triple8 talks about their soft and flexible padding that fits comfortably underneath the snow gear. “We don’t want users to know they are wearing it until they need it during a fall”, says Noah

“The AEGI:S protector can be returned to us at the end of its useful life and be directly reused in our manufacturing facility to create brand new protectors” Jens Hartmann, Amplifi

Todaro. The narrative of sustainability is important too. Amplifi and Clover share their sustainable practices in order to spread ecological awareness. Evoc talks loudly about their new protection wear fabrics and the recycling opportunities they offer. Other messages tap into style and influencer validation. Clover pushes their simple, no-nonsense design. Xion PG promotes the professional validation they get from their ambassadors. Their “Xioneer Team” includes Benjamin Jenkins, who is Ryan Gosling’s stuntman, and winter sports athletes like Isabele Lötscher. There are many support tools to carry these messages to the end consumer. POS materials boost in-store visibility. Amplifi develops custom designed materials for in-store use. Xion PG offers retailers a free mannequin with their products to help make protection gear more visible and show that protection items can be low profile and good-looking. Triple8 have developed POP items to support in-store branding. Evoc offer a modular and individually customisable display system, to which they add a large complementing

“We offer the outstanding and certified protection properties of our Liteshield Protection Technology combined with very functional outer fabrics for comfort.” Jan Sallawitz, Evoc



selection of graphics, pictures, and product information. Visual content is key to attract the attention of consumers. Xion PG produces videos of each product, which their retailers can use to boost their online sales. Evoc develops visualisations and graphic animations with the same purpose. Rekd makes a lot of supplementary media assets to be used as advertising materials by their retailers. They also advertise directly to end consumers. Easy B2B practices make a big difference to retailers. Having uncomplicated ordering processes allows them to focus all their energy on sales. “We keep things super simple for ordering, reordering, and easy processing of warranty and related issues”, says Jens Hartmann from Amplifi. Clover also enhanced their B2B system to make restocking as seamless as possible. Their genderless collection and strong offer of carry over items helps soothe the worries about outdated stock. Evoc has upgraded their B2B shop and developed an extensive download centre where retailers have 24/7 access to all digital media assets.

Snow protection brands are pulling from cutting-edge technology, superior performance, and sustainability to deliver gear that adapts to the changing snow sports environment. Coupled with strong retailer support, these innovations position body protection gear as an essential category that meets the needs of today’s riders and prepares for the future of winter sports. ☺

Visit our website to see in depth brand previews of this category.  
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**HIGHLIGHTS**

- 1 Higher altitude riding boosting snow protection sales
- 2 Innovative solutions to blend comfort and performance
- 3 Increased focus on sustainable materials
- 4 Wide in-store and digital retailer support



Rider: Seth van de Vliet 🍀 Photo: Dug



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**BARTS**

The new BARTS winter collection allows you to fully immerse yourself in the magic of the season. Each piece is crafted with materials and colours that reflect the vibrant diversity of outdoors while embodying the warmth and comfort of the indoors. Whether you're a seasoned adventurer or a city dweller, this collection invites you to embrace all the beauty winter has to offer.



**RANIVE BEANIE**

The Ranive Beanie is a heavily knitted bomber with a soft pom on top. It comes in four different colourways and is made from 50% recycled materials. It's the embodiment of warmth and comfort.  
RRP £36.99



**ELUZABETH SCARF**

For those who love big scarves. With four colourful designs to choose from, the Eluzabeth Scarf is an essential addition to any woman's winter wardrobe. The scarf measures 200 x 30 cm and is made from 54% recycled materials.  
RRP £32.99



**NEGOMBA BEANIE**

The Negomba Beanie features a classic beanie silhouette. It comes in four colours, each with a cosy Nordic design. Made with 63% recycled materials and a small blend of wool, it offers extra warmth on cold days.  
RRP £26.99

**SUNNAHA EARMUFFS**

Checked earmuffs with a warm lining that are easy to wear and convenient to store in your bag when it's slightly less cold. Also available in a ribbed version, in cream or a fuzzy design with an animal print.  
RRP £32.99



**KAEN BEANIE**

The Kaen Beanie is a heavily knitted men's beanie that pairs perfectly with any outfit. Ideal for a break on the slopes or enjoying coffee in the city on a winter's day. A classic men's style that never goes out of fashion.  
RRP £26.99



# NEW PRODUCTS

## 01 / AIRBLASTER YOUTH BEAST SUIT

Does your chill cruiser / ripping prodigy spend long days on the hill, lapping from bell to bell? If not, check out the Airblaster Youth Beast Suit, the suit that will keep them dry and charging all day. If so, they may already be asking for the Airblaster Youth Beast Suit, the suit that will keep you keeping up with them in the future present. Full seam taping and minimalist 40g minimal insulation keep the storm at bay, while the Airblaster circumferential hip zip keeps bathroom pit stops quick and easy. [MYAIRBLASTER.COM](http://MYAIRBLASTER.COM)



## 02 / DEELUXE ID SNOWBOARD BOOT

Introducing the ID, a snowboard boot that needs no introduction. The boot that's more than just footwear - it's a legend. Celebrating 20 years of innovation and excellence, the ID has become an iconic staple in the snowboarding world. Pretty much every rider knows its name, and there's a good chance you've tried a pair yourself. This anniversary edition stays true to its roots, embodying the classic elements that made it a favourite. [DEELUXE.COM](http://DEELUXE.COM)



## 03 / YES AIRMASTER FRIDGE BINDING

Dominate the park with the #YES Airmaster Fridge Binding, designed by Fridtjof "Fridge" Tischendorf. Built for freestyle enthusiasts, it features a 7/10 flex rating, durable Hyperfuse II straps, and Flatback highbacks for optimal support. Powered by Skate-Tech Technology, it delivers precision, superior control, and smooth landings. [YESSNOWBOARDS.COM](http://YESSNOWBOARDS.COM)



## 04 / PACSAFE® V URBAN SLING

The Pacsafe V Urban Sling Pack offers ultimate anti-theft protection with eXomesh® lining, RFID blocking pocket, cut-resistant shoulder strap, and lockable zippers. Its wide opening ensures easy organization, and the flexible design allows for back, chest, left/right shoulder carry. Made with rPET, equivalent to 8 recycled plastic bottles and PFC-free. [PACSAFE.EU](http://PACSAFE.EU)



## 05 / NIDECKER BOOT KITA APX

Nidecker's biggest boot story for 25/26. A huge evolution of the current Kita; brand-new BOA lace configuration called "Wrap Strap" which solves that feeling of uneven pressure by spreading it all around the boot shell. The boot also comes with a fully seamless construction which is a combination of meshes layered with TPU, and a unique new Permafex tongue which will make the boot's flex remain consistent for years. [NIDECKER.COM](http://NIDECKER.COM)



## 06 / ROME KATANA AW FASE

The Katana AW FASE is the next chapter in the most storied binding in snowboarding. Built on the performance-driven, hyper-adjustable Katana AsymWrap Platform, the FASE Fast Entry System optimises the Katana's legendary performance and lightweight construction, making it faster and easier to strap-in and out than ever before. [ROMESNOWBOARDS.COM](http://ROMESNOWBOARDS.COM)



## 07 / HEAD RAKER BOOT

The RAKER BOA ZONAL was designed for all day comfort and performance. BOA® Coiler Lacing and the Zonal BOA® Fit System provide quick, precise zonal adjustments. The Wrap Fit and True-To-Foot shape ensure a perfect, comfortable fit, while the Cuff Cut adds flexibility and durability. The lightweight sole provides excellent traction even on icy surfaces. [HEAD.COM](http://HEAD.COM)

## 08 / GOPRO HERO13 BLACK

The all new GoPro HERO13 Black has just landed with a powerful combination of leading-edge tech and endless creative possibilities. Beyond best-in-class 5.3K 60 frames per second video, HyperSmooth Stabilisation, and core GoPro characteristics. The new Hero13 Black has new features such as incredible 13x Burst Slo-Mo, redesigned 10% larger capacity, more power efficient Enduro Battery, Snap and Go Magnetic Latch Mounting, Faster WiFi 6 Technology and Professional-level Hybrid Log Gamma (HLG) HDR Video. [GOPRO.COM](http://GOPRO.COM)

## 09 / AIRBLASTER ACCESS JACKET

Introducing the Access Jacket, whether you're lapping the tow rope, chair lift, or street feature, the Airblaster Access Jacket is your waterproof all-access pass to the freestyle life. Vintage track jacket styling meets Baggy Plus fit to create a 10K silhouette with solid storm protection and plenty of room for layering. It has been developed in collaboration with Michael McDaniel as a simple, functional, affordable outerwear solution to help unlock access to snowboarding and all of the good times that come with it. [MYAIRBLASTER.COM](http://MYAIRBLASTER.COM)

## 10 / NORTHWAVE LEGEND 2 SPIN BOOT

Designed for all-mountain and freestyle riders, this gear offers unmatched versatility. Features include a high-speed Polyethylene mechanism for 25% faster response, EVA RP Stamina soles for lightweight grip, an ergonomic Sender liner for comfort and support, and a durable flex tongue for stability and optimal foot wrapping. [NORTHWAVE.COM](http://NORTHWAVE.COM)

## 11 / DRAKE FIFTY BINDINGS

The Fifty binding offers flexible, durable, and lightweight performance with vibrant colors and a magnesium MAG0 buckle for strength and convenience. Combining style, functionality, and affordability, it's ideal for freestyle riders seeking quality, value, and reliability. [NORTHWAVE.COM](http://NORTHWAVE.COM)

## 12 / RIDE THE DRONE BINDING

Ride The Drone was designed because Ride wanted a binding that allows the rider to feel the mountain. The A-Series aluminum chassis offers maximum adjustment for perfect heel/toe centering on your board. It's lightweight and strong, backed by a lifetime warranty. The all-new 2 piece asymmetrical ankle strap provides more flex to your medial side allowing for ultimate mobility and board feel. [RIDESNOWBOARDS.COM](http://RIDESNOWBOARDS.COM)



## GUL

For over 55 years, Gul has been at the forefront of wetsuit development and remains a leading UK based performance apparel company. Since the beginning in 1967, the philosophy has been simple, to make the best product possible and support retailers at every level. It was time for Source to catch up with the brand.

### Please give us a brief history of Gul

It was in the early sixties that Dennis Cross, a man with a passion for surfing, decided that enough was enough. Although he loved surfing, the waters of the Atlantic were too cold, especially in winter! He set about designing the first purpose-built wetsuit for surfers. Dennis began designing and making the first wetsuit, this first model consisted of two pieces, a jacket with beaver tail and separate trousers. This first wetsuit is rumoured to have been made in the back of his split screen camper at Fistral Beach in Newquay, Cornwall. From this humble beginning, the Gul brand was born. By the early 70's, Gul had created the ground breaking one-piece wetsuit, which was named 'The Steamer' due to the steam that came from your wetsuit when removing it on cold days! The term 'Steamer' is still used to this day to describe a full-length wetsuit. Now, over five decades later Gul continues to innovate and has become synonymous with performance, comfort and durability.

**For 2026 the brand is launching a new wetsuit line, please tell us all about it**  
We're very excited to introduce our first new range of wetsuits and surf accessories for over 3 years. Considering



all the innovation in raw materials and the changes in the market during that time we believe our range offers retailers the most comprehensive, compelling and commercial proposition for many years.

Over 90% of the range will be made from natural rubber including the entry level G-force family so sustainable choices are not limited to those able to spend lots of money on their wetsuit. We have partnered with the new, improved Yulex 2.0 which has already proven to deliver fantastic elasticity, insulation and durability in our Dot Series centre suit (as used by Lost Shore Surf Resort in Edinburgh, Scotland).

We have made some adaptations to the families within our range which has enabled us to reduce our SKU count but increase the range of models on offer. Reducing the SKU count and keeping colours super commercial will enable us to back each line with more stock so retailers can be confident of topping up on their pre-orders.

### Why did you make Natural Rubber such a focus of the new line?

Simply because there is no excuse for not embracing natural rubber. The improvements in performance coupled with its affordability mean all wetsuit brands should be using it as the default raw material from now on. Yulex are the true pioneers for natural rubber as an alternative to neoprene and we are very

pleased to partner with them because we know they will continue to innovate and develop their overall proposition.

### What will be the USP of Gul's new range?

We have loads to shout about but ultimately, it's the value we offer. Loads of tech, loads of choice, great aesthetics and sustainable choices, all for very accessible price points. We will be one of the only brands offering natural rubber from entry level all the way through to competition level suits and accessories including boots, gloves and hoods.

### How are you making your wetsuit offer attractive to retailers?

We want to deal directly with specialist retailers across Europe. We believe our future strategy will protect our brand equity and enable retailers to be confident they will sell a high quantity of stock for a decent profit margin. I believe it's the confidence in sales and profit that makes Gul attractive. ☺

Email: jack@gul.com



## AIRBLASTER

Airblaster has long stood out with its unique sense of fun and passion, so Source thought it was time for a deep dive into what makes the brand tick.

### What makes Airblaster different in the world?

Airblaster is a feeling and a set of ideals, with a company moulded on top and around that. I think that many brands, whether they start this way or not, are basically a set of commercial ideas which spend money to invent and mould a feeling and ideals around the business plan, to 'tap into' a desired market. You can buy products from both companies. I hope that when you choose an Airblaster product, you can feel a bit of heartbeat coming through the product. Maybe it's possible, maybe it's not. We try our best to make this happen, and believe that intention carries through into the end product. Because we are snowboarders, it makes sense that we try to contribute more to the culture and landscape of snowboarding than what we pull out. If our environment is healthy and happy, we and our friends and cohabitants will be healthy and happy. You vote with your euros, so please buy some good shit with our label on it, and vote Airblaster.

### What was the initial vision for the brand when it first launched? How has that vision evolved over time?

The vision was to fly the fun flag in an attempt to bring snowboarding back from the brink of a serious case of taking itself way too seriously. We're serious about fun. Seriously. The original product line plan from the first Airblaster meeting in Travis Parker's basement in the early 2000's was '3 T-shirts and a beer koozie'. We make a much greater variety of products today, and it may be less common to run into boarders taking themselves too seriously. They're still out there, but we're working to share the results of our scientific research, which clearly indicate that fun



and performance are mutually supportive factors, rather than mutually exclusive. Science is real. But having fun with your friends is unreal!

### The "Ninja Suit" is a signature item in your lineup. What inspired this product and why has it been so popular?

The inspiration for the Ninja Suit was that gap that happens when you're getting tomahawked ass-over-teakettle down a powder slope, and your pants and jacket are trying to fly in opposite directions. Things can get loose, so best to keep your pants together with your top. Hope for the best, prepare for the worst. Ninja Suit is that. Plus epic après gear.

### What sets your brand apart from other snowboarding outerwear brands in the market?

Better products, designed, tested, and perfected by snowboarders, without a single ounce of your hard earned money going to corporations whose only motivation in snowboarding is to extract money from it.

### How do you make sure your products work well for snowboarders?

We let our team beat the shit out of their gear and let us know any place where it snags, breaks, or just could be a little bit better. From fit and design, to materials, down into the finer details of color and print, our team is involved in making Airblaster outerwear the best available.

### How does Airblaster approach sustainability in its products and operations?

Since the snowboarders who own and operate Airblaster are all also humans living on earth - most of us with children - sustainability is a massive focus for

us. Airblaster is a completely PFAS free company. All of the black taffeta used in our outerwear linings (our largest usage single fabric by far) is either 100% recycled or 100% solution dye (the best option in our opinion). What is on the inside counts (linings, in this case). Externally, close to half of our garments have recycled main body outer fabric, and when we claim 'recycled' for an outerwear shell, that means 100% of the yarn is recycled, not like 12% recycled or some BS (which companies will still legally claim as 'recycled'). For knit goods like Ninja Suit Pro, recycled content is 92% or more; only the Lycra in the knits are not recycled, but you've gotta have stretch! We design gear to last, and encourage our customers to buy used when possible, and vote well with their dollars when they buy new gear. Treat your gear well, repair it when necessary, and recycle it properly at the end of life cycle. And of course, please Stay Wild!

### How is Airblaster distributed in Europe?

Airblaster's Europe warehouse is based in Germany with Independent Distributors in most EU countries. Hit up Kyle@MyAirblaster.com for more information on connecting with your Distributor or inquiring on becoming an Airblaster Distributor. ☺





## STINKY

Stinky Socks is a brand born from a love of snowboarding and a passion for individuality. What started as a small project has grown into a respected name, known for its high-quality, durable socks. In this interview, we explore the story behind the brand, its core values, and what's next for Stinky Socks as they continue to grow.

### How did Stinky Socks begin? What's the story behind the brand?

Stinky Socks began as a reflection of our vision for snowboarding. It wasn't just about creating a product - it was about representing a style of snowboarding and snowboarders who inspire individuality and authenticity. Early on, we started building a team of people who each brought their unique style and perspective to snowboarding. That excitement, watching these individuals express themselves, was the true spark that drove us to create the brand.

### What are Stinky Socks' core values?

At our core, we value individuality. This passion drives everything, from our product design, to the people we partner with. We've always sought collaborators who deeply care about snowboarding, who live and breathe it. For us, it's never about finding the most famous riders but about partnering with those who are authentic and true to themselves. Stinky's identity is deeply rooted in snowboarding culture and the love for the sport, which is how we've defined the brand from the beginning. Stinky Socks is all about 'Family.' Tell us more about this.

For us, snowboarding has always been about the time spent on the road with friends, sharing experiences, and building lifelong connections. Growing up in a single-parent household with limited resources, our snowboarding



buddies became our extended family. Long before Stinky Socks was even an idea, that sense of 'family' was central to everything we did. The Stinky Family embodies that spirit—people from all over the world united by a shared passion for snowboarding and self-expression. It's about creating a deeper connection with those who care about what we do and what we stand for.

### Which is your best market and why?

Europe is our strongest market and has been growing steadily with double-digit increases in recent years. We believe this success comes from the demand for high-quality products that truly represent the snowboarding community. Our socks are not only among the most durable and comfortable on the market, but they also reflect the values of the riders we design for. It feels like the community has recognised our commitment, and that's incredibly rewarding.

### You've built a big family through your partnerships. Do you have any upcoming collaborations?

We've been lucky to collaborate with some of the most iconic names in the snowboarding industry. It's humbling to have brands and organisations we've admired for years trust us to represent them. For example, having the legendary High Cascade Summer Camp's marshmallow logo on a pair of Stinky Socks or Airblaster's Squatch as part of our snow classics line is mind-blowing. We also have exciting collaborations lined up with Snowboy Productions, Goon Gear, and Mt. High for the Fall '25 collection. These partnerships allow us to continue pushing boundaries while staying connected to the community.

### How does Stinky Socks stand out from other sock brands in the market?



Our product quality speaks for itself - durable, comfortable, and designed with purpose. But beyond that, we've stayed true to our values, ensuring that our socks are environmentally responsible and align with the needs of our outdoor-driven lifestyle. Stinky Socks isn't just a brand; it's a reflection of who we are, and we strive to maintain honesty and authenticity in everything we do.

### What is the most important marketing tool for the brand?

Our team is our greatest asset. We've always looked for individuals who stand out, not because they fit a mould, but because they follow their own path. The underdogs, the creative minds, and those with a unique style - they embody what Stinky Socks is all about. Our team's authenticity is what resonates with our audience and sets us apart in a crowded market.

### Please tell us about your distribution setup in Europe.

Producing 100% of our socks in Europe gives us a unique edge. It allows us to maintain top-quality production while offering flexibility in meeting the needs of our distributors and customers. This setup not only supports the local economy but also ensures we can stay true to our values while growing sustainably. ☺



## FAHLO

Fahlo uniquely combines wildlife conservation with meaningful products, offering bracelets and plush toys that connect customers to real animals. Through their conservation partners and wildlife tracking app, purchasers can track a real animal of their choice in the wild. Each purchase directly supports our conservation partners, helping protect endangered species around the world.

### What inspired the founding of Fahlo?

After graduating college, our co-founders (Carter Forbes and DJ Gunter) - who have a huge passion for sea life conservation - wanted to bring their love of the ocean to the retail space. It began with Sea Turtle Conservancy, the oldest sea turtle organisation in the world, to create jewellery that allowed customers to track an actual sea turtle in the wild and support their conservation. Those bracelets paved the way for what Fahlo is today!

### What is Fahlo's mission?

Our mission has always been to make helping wildlife fun and interactive. We aim to get people curious and excited about conversation through the lens of tracking the actual animals we support. By pairing our tracking bracelets with the ability to track real animals, we believe we've created a really special way to make conservation approachable to anyone, and to give customers the ability to make a difference just by tracking.

### What makes Fahlo's bracelets and plush unique, and how do they support wildlife conservation?

We partner with wildlife conservation nonprofits to support their work protecting threatened species, preserving habitats, and promoting peaceful human & animal coexistence around the world.

Every single one of our bracelets comes with a real animal to track in the wild, and we



donate 10% of profits back to our partners. Simply scan the included QR code in the Fahlo app to reveal your animal and start tracking right away! Since the start in 2018, we've donated over \$3.5 million thanks to incredibly passionate customers and their love for our world's most at-risk species.

### Each product tracks a real animal on a 3D map, tell us more about this?

Depending on the species and the type of tracking researchers employ, we receive data from our partners that allows us to map out each animal's path in the Fahlo app. One of the coolest visual features we have is a 3D map view, which really puts you in the animals' environment and brings an extra level of depth to their journey.

### How does Fahlo ensure that its manufacturing and sourcing practices are environmentally sustainable?

Each of our tracking bracelets is handmade with either natural, crushed stone or glass, and strung with an elastic, biodegradable plastic. Our eco-friendly tracking plushies are also made and stuffed with recycled water bottles!

### How does Fahlo choose its wildlife conservation partners?

We take care to choose partners that are the absolute expert in a particular species, so we can ensure the tracking is being done the right way and for the right reasons.

### How do you see the brand evolving in the future?

Our ultimate goal is to continue raising more funds for our partners by improving the animal tracking experience in the Fahlo app, and create new products that bring the experience to new groups of people. Just this past year, we've completely reinvented the app with improved tracking graphics, a 3D terrain view, an entirely new content experience that updates customers about their animals, and so much more. We're on track to add 5 new species in 2025, plus even



more tracking plushies and limited edition surprises!

### Why should retailers stock Fahlo?

Fahlo is unique because we combine purpose-driven products with innovative ways to support our retail partners. What truly sets us apart is the ability to live in our customers' pockets through the Fahlo app. This gives us an unparalleled opportunity to drive traffic to stores in exciting and creative ways.

For example, during Small Business Saturday this year, we launched our app-based Store Locator and sent push notifications to over 4 million app users, encouraging them to shop local by offering a free bonus animal exclusively for in-store purchases. These types of initiatives are only the beginning - we're just scratching the surface. In the future, we plan to gamify the experience by incentivising store visits with limited-edition animals and other engaging features, creating more reasons for customers to visit your store.

On top of that, Fahlo isn't just about cool products. We're action sports enthusiasts ourselves, with roots in surf, skate, and snow shops, so we naturally have a deep respect for the outdoors and the wildlife that call it home. Stocking Fahlo means more than carrying a product - it's joining a movement to inspire your customers, drive store traffic, and make a positive impact on the world. ☺

# DOUK

## DOUK SNOW

DOUK Snow has been hand crafting boards at its UK workshop since 2012 and is now looking to expand out into the European Market. Source sat down with founder Lewey to hear the brands unique story.

### Please tell us the story behind DOUK Snow?

DOUK was founded in 2012 after the founder David Ombler came back from multiple seasons and decided to combine his passion for Snowboarding with his cabinet making and woodworking skills.

In 2020 Lewey who started as an apprentice for David back in 2016, took over the company bringing a new energy and focus around offering boards for everyone, with new shapes, sizes and options for customisation. Since then he has continued to grow the vision, handmaking each board himself in DOUK's cosy workshop in Worcestershire.

You specialise in custom-built skis and snowboards, tell us more about this. Since we handmake every part of the boards and skis in house we have always found that our bespoke touch lends itself well to small batch or one of custom skis/snowboards, working both direct to customers and riders, as well as working with brands and smaller snowboard companies to produce fully custom or partially customised boards to meet the exact needs of the end user.

### Please take us through your product development process

Our development process is, and always has been, a constant steady progression, testing and trialing new materials, shapes and processes throughout the year to enable us to continue to make better and more diverse skis and snowboards.

### What is your best selling product and why?



Our most popular board is our Freighter, a ultra wide 30cm+ waist width board designed purely with riders with size UK12+ boots. Helping to fill a niche that the big brands have neglected, but one we think is important, and we are looking to increase our ultra wide line up because of the success we have had with the freighter.

### What is DOUK's USP?

We are the longest running UK manufacturer of skis and snowboards, as well as being one of the only places in the world offering a full build your own ski/snowboard experience allowing customers to come into our workshop and build their very own custom ski/snowboard with us.

### How do you market the brand?

We use social media as our main marketing tool, with most people finding us through there, via our website or through word of mouth (which is huge for us as a smaller brand) We also run snowcamps where customers come out on a trip with us, try the boards and then get a board included in the trip price which is a great way of getting people involved in the brand story.

### How has the market for custom boards and skis changed over the last 5 years?

I would say the biggest change has been the coming and going of various other brands in the space, with it being rare these days that snowboard brands actually manufacture in house, it is also becoming rare to find small scale custom boards which naturally draws more people into us. I have also found that people come to us much more informed these days too, knowing more about which camber/profile they are looking for etc.. With less people

asking for advice from me on these details, probably due to people being informed via social media and review sites.

### How do you sell your products across Europe?

All our sales currently come direct through the site, selling to Europe is trickier since Brexit, but we do still get a large amount of sales to the EU as well as people travelling to us to build their own board/skis on our experience courses.

### How do you envision the brand evolving in the next few years?

We would love to look into small scale retail in the short term future with a focus on allowing our customer to get hands on with our boards as well as are trying to work with shops to make it as beneficial for them as we can as we know these small retailers are the life blood of the industry, especially here in the UK. We are also looking to expand physically by potentially taking a new apprentice on to allow more ability for growth, to go along with this new small scale retail campaign and growing range of boards. But with this said, I think it's important that we grow organically and don't rush it as it's super important that we maintain our authenticity and handmade quality focus. ©

# PROMISED

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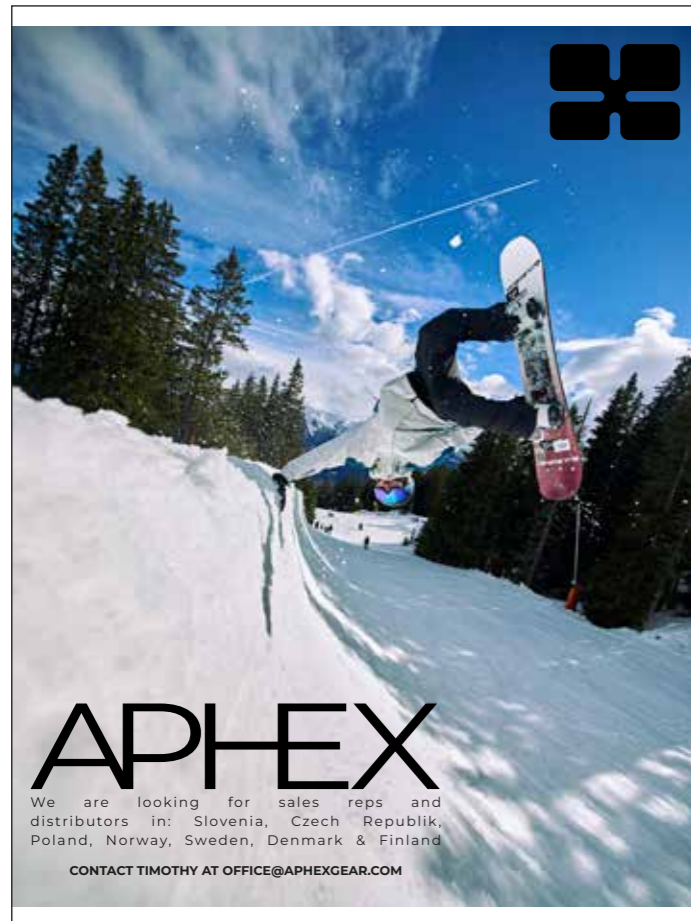
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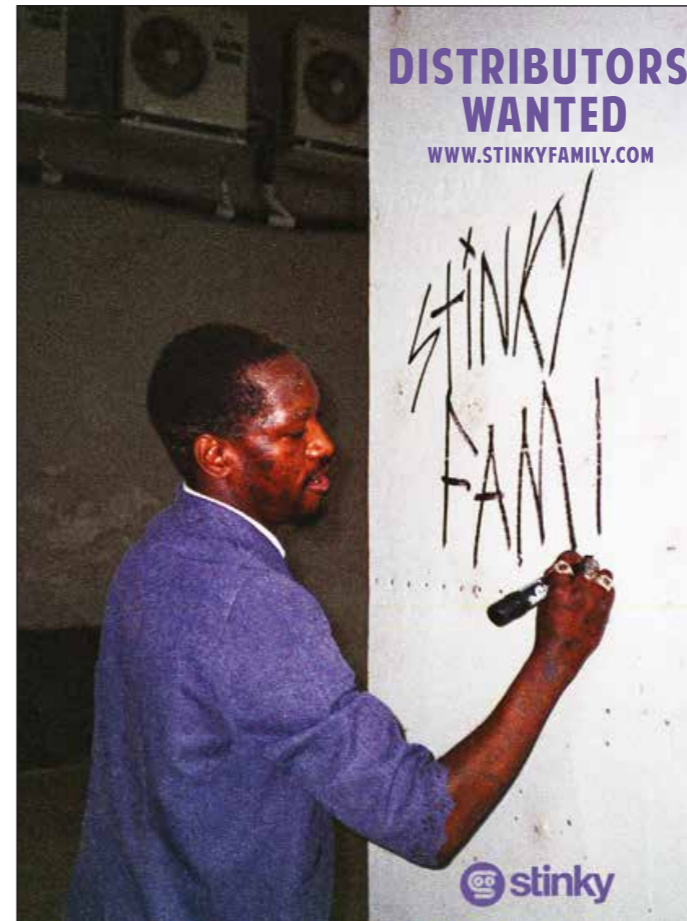
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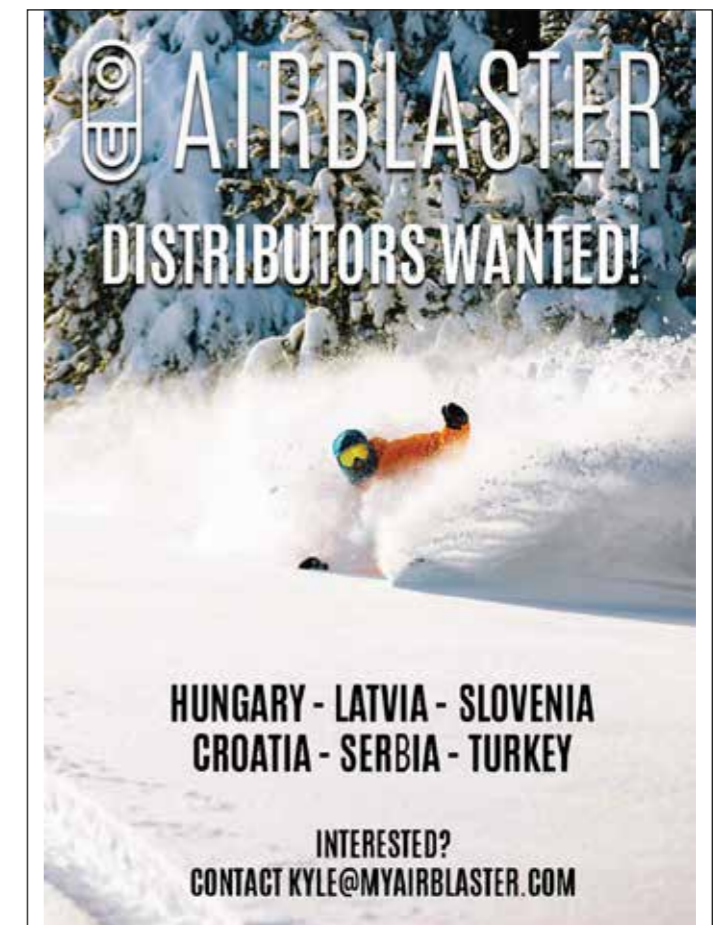
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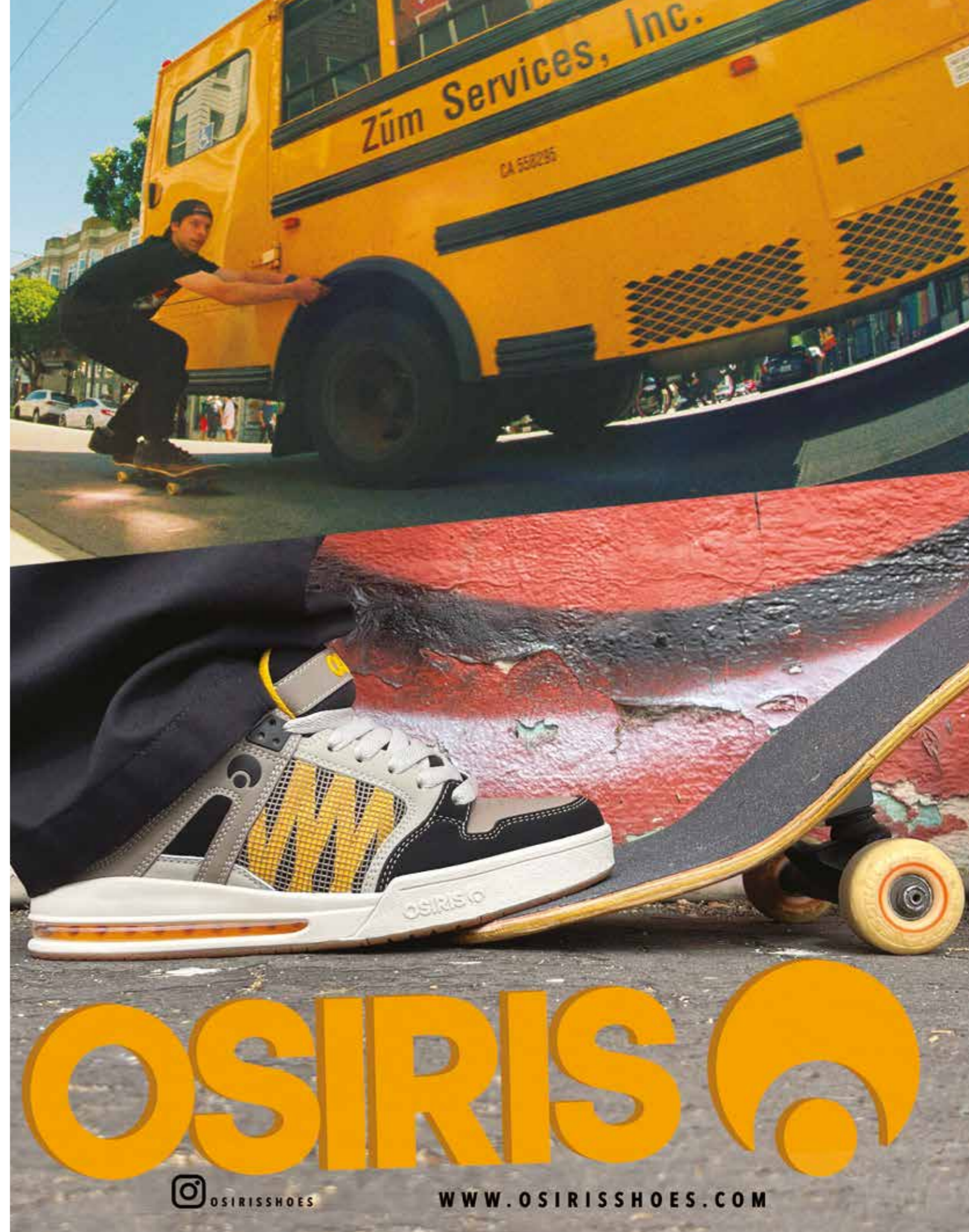


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# EVENTS #123

	surf/kite	snow	street/outdoor	SUP/foil
surf	TUDOR NAZARE	Nazare, Portugal   1 Nov - 31 Mar		worldsurfleague.com
snow	INTERLUDE	Ogen ,USA   3 - 5 Jan		interludesnowshow.com
snow	SLIDE AND OTS	Telford, UK   7-9 Jan		slideotswinter.co.uk
surf	SURF EXPO	Orlando, USA   8 - 10 Jan		surfexpo.com
snow	PROWINTER	Bolzano, Italy   10 - 12 Jan		fierabolzano.it/en/prowinter
snow	WINTERPRO	La Rosiere, France   12 -14 Jan		actsnowboarding.com
sport	ISPO BEIJING	Beijing, China   12 - 14 jan		ispo.com/en/beijing
snow	LAAX OPEN	Laax, Switzerland   14 - 18 Jan		open.laax.com
street	SEEK	Berlin, Germany   16 - 17 Jan		seek.fashion/en
street	WHOS NEXT	Paris, France   18 - 20 Jan		whosnext.com
snow	BAQUERIA BERET PRO	Baqueria Beret, Spain   18 - 23 Jan		freerideworldtour.com
snow	SHOPS 1ST TRY	Hochfügen , Austria   19 - 21 Jan		shops-1st-try.com
snow	THE PILL BASE CAMP TEST	Pila, Italy   20 - 21 Jan		thepilloutdoor.com
water	BOOT	Dusseldorf, Germany   20 - 28 Jan		boot.com
fabric	MUNICH FABRIC START	Munich, Germany   23 - 25 Jan		municfabricstart.com
snow	WINTER X GAMES	Aspen, USA   23 - 25 Jan		x-games.com
snow	THE PILL BASE CAMP TEST	Folgaria, Italy   27 - 28 Jan		thepilloutdoor.com
snow	SPORT ACHAT HIVER	Grenoble, France   27 - 29 Jan		sportair.fr
snow	SLIDE ON SNOW	La Cluzas, France   27 - 31 Jan		sigb.org.uk/slide-on-snow
snow	VAL THORENS PRO	Val Thorens, France   27 Jan - 1 Feb		freerideworldtour.com
surf	LEXUS PRO PIPELINE	Oahu, Hawaii   27 Jan - 8 Feb		worldsurfleague.com
snow	KICKING HORSE GOLDEN BC	Kicking Horse, Canada   7 - 13 Feb		freerideworldtour.com
snow	SURF ABU DHABI PRO	Abu Dhabi, UAE   14 - 16 Feb		worldsurfleague.com
snow	GEORGIA PRO	Georgia, USA   23 Feb- 1 Mar		freerideworldtour.com
fabric	PERFORMANCE DAYS	Munich, Germany   5 - 6 Mar		performancedays.com
snow	FIEBERBRUNN PRO	Fieberbrunn, Austria   8 - 13 Mar		freerideworldtour.com
snow	YETI XTRME VERBIER	Verbier, Switzerland   22 - 30 Mar		freerideworldtour.com
surf	MEO RIP CURL PRO	Peniche, Portugal   15 - 25 Mar		worldsurfleague.com
surf	SURF CITY PRO	El Salvador   2 -12 Apr		worldsurfleague.com
fabric	FUNCTIONAL FABRIC FAIR	New York, USA   14- 16 Apr		performancedays.com
outdoor	OUTDOOR BY ISPO	Munich, Germany   19 - 21 May		ispo.com/en/outdoor
outdoor	OTS	Liverpool, UK   10 -12 Jun		outdoortradeshows.com
street	PITTI UOMO	Milan, Italy   17 - 20 Jun		uomo.pittimagine.com
outdoor	OUTDOOR RETAILER	Salt Lake City, USA   18 - 20 Jun		outdoorretailer.com
street	SEEK	Berlin, Germany   2 - 3 July		seek.fashion/en
surf	SURF EXPO	Orlando, USA   4 - 6 Sep		surfexpo.com
snow	SPORT ACHAT ETE	Grenoble, France   8 - 9 Dec		sportair.fr
water	UK SURF AND SKATE EXPO	Newquay, UK   12 - 14 Sep		uksurfskate.com
SUP	THE PADDLE SPORTS SHOW	Strasbourg, France   30 Sep - 2 Oct		thepaddlesportshow.com
foil	EFWE	Lagos, Portugal   8 - 11 Oct		www.efwexpo.org



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# THE QUIVER

BRYAN FOX

A FILM BY  
ALEXANDER DOUGLAS AND  
BRYAN FOX

TOMMY DELAGO

**NITRO**  
SNOWBOARDS