

RETAIL BUYER'S GUIDES 2022/23
SNOWBOARDS, OUTERWEAR, GOGGLES, SNOW
SAFETY, CRUISERS & F/W WETSUITS

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Jeremy Jones @ Andrew Miller





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@Palmerini Rider - THOMAS DEBIERRE

HIGH PERFORMANCE WETSUIT



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HELLO SOURCE#110

We keep seeing season after season that is nothing like we've seen been before. Nothing quite like boardsports for being unique, eh?

As we headed into the 21/22 winter, we were blindly hoping (and optimistic) for a good one, but then Omicron struck. There's little point in me explaining what happened, we all know, but at the time of writing – end of January – I can thankfully report that whereas last year everywhere but Switzerland was closed, this year's picture is distinctly brighter with resorts all across Europe open and covid restrictions lifting bit by bit in most countries.

For example, France closing its borders to the UK just before Christmas had a hugely traumatic effect on the snowsports business, but once France announced the relaxing of restrictions

in the middle of January we've heard from a number of UK retailers that record sales were hit following the news.

So, here we are knocking on February's door and we are definitely in a better position to last year. Good sell-through is being reported from both brands and retailers, in all snow categories. Splitboarding continues its upward momentum and once again we wait with bated breath to see what effect the winter Olympics will have on snowboard sales and participation numbers.

Even though a little more tricky than normal, here at SOURCE we managed to get around the trade events that survived, and one of the most notable things was definitely the lack of samples due to backlogs in raw materials and production facilities. However, at the time of writing, we know these backlogs have cleared and samples are now with brands filtering down to distributors and retailers.

It was truly unfortunate that Shops 1st Try had to cancel for this winter, but we fully commend the event organisers for their never-say-die attitude

and for taking things right to the wire. With the cancellation of SFT, there have been a number of pop-up regional on snow demos appear, not to mention the launch of Winter Pro in La Rosiere, which was a great success. It's great to see there's an appetite for people wanting to try next year's gear and it shows signs of a healthy market and a need for this type of gathering. A big shout out to this issue's cover star Jari Salo and photographer Keke Leppala for the initiative shown in bagging this shot. A snow-deprived Helsinki saw the pair travel to a local ice hockey rink, fill their car boot with snow and stage the photo, aptly named 'Global Warming', shot on a bridge in Helsinki.

This just leaves me to wish you a successful rest of the winter. I'm glad to hear retailers are placing their pre-orders with confidence and I look forward to taking some well-deserved snow turns soon...

Always Sideways
Harry Mitchell Thompson
Ed-in-chief

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On the cover. Rider: Jari Salo does graphic design work for the likes of Capita, Union & Burton. **Photographer:** Keke Leppälä.



WINTER PRO 2022
LA ROSIERE, FRANCE
JANUARY 9-11, 2022

Winter Pro is a new b2b on snow demo in La Rosiere organised by Act Media and replacing the Rock On Snow Pro that was held annually in La Clusaz. Act Media,

the publishers of Act Snowboarding has been involved in organising events including Ride The Snake and Enjoy The Glacier in Les 2 Alpes since 2010 and has long term relationships with snowboard brands who came to the event. La Rosière resort which is renowned for its snowfall is ideally located in the middle of Haute-Tarentaise, just above Bourg Saint Maurice and offers a 2,000m vertical drop (850m - 2850m). It's part of the San Bernardo area with 170 km of slopes distributed between La Rosière in France and La Thuile in Italy. The event ran from Sunday to Tuesday and mother nature decided to celebrate with a major snow dump from mid Saturday to early Monday, so no shortage of powder for testing on and off the piste and Monday and Tuesday were bluebird days.

Winter Pro was based around three sites right next to the slopes. The 700 sq metre test village containing all the exhibiting hardgoods brands was located in front of the departure point of the Roches Noire's chairlift, so you could ride right to the village entrance. Two minutes walk away was the 200 sq metre exhibition hall where the exhibiting accessory and textile brands were located and this was also the location for breakfasts and post-testing get togethers. Lunches and dinners were all held at the Le Boréal restaurant a few more minutes down the street. To get access to all the various Winter Pro sites one had to present a covid passport at the door.

This was Europe's snowboard trade season opener and in fact the first snowboard business event in Europe since spring 2020 and the first opportunity for the French snowboard scene has had to get together for two years. 42 brands' 2022/23 range of snowboard products were available for test for the first time in Europe. With the current supply chain problems many of the products to test had only arrived the week before so everyone was keen to get testing. The brand list was as follows: Amplid, Arbor, Bataleon, Bent Metal, Borealis, Burton, Capita, Cardo, Fjell, Flow, Furberg, Gnu, Goodboards, Jones, K2 snowboarding, Lib-Tech, Nidecker, Nok Boards, Nitro, Now, Ride, Rome, Rossignol, Roxy Snowboards, Salomon, Sandy Shapes, Slash By GiGi, Union, Weston, Yes, and outerwear and accessory brands included 686, Dakine, Volcom, Quiksilver, Roxy, Saxx Underwear, PAG, VonZipper, Electric, Spy and

Mammut. Mammut was testing customers' transceivers to check that they were working properly and offering avalanche research and first aid training on the snow front, just in front of the test village.

The demo was from 9am to 4pm everyday with the Roches Brunes chairlift exclusively opening for Winter Pro participants for the first half hour of each day.

On the Saturday brands set up their tents and then had a welcome drink at the exhibition hall followed by dinner at the Le Boréal. Sunday the village opened and testing began. This was followed by a Vans Aperitif of free beers, a film screening of «Elles» & «Oasen» and a DJ set and a photo exhibition by Mathieu Georges and Perly. Dinner at the Le Boréal was followed by the opening Party at Le Boréal with The Climbers and a DJ Set. On Monday diner was held at the Le Boréal followed by the event closing party with Mullit and the Machine rocking the night away. Most of the brands and retailers stayed in the hotels right next to the Roches Brunes chairlift, so it was an easy late night stumble home!

On the first day when it was almost impossible to drive up to the resort, only 23 shops were in the village to test. When the weather cleared on Monday and Tuesday more shops arrived and a total of 133 shops and 345 testers attended during the 3 days. Shops at the event included Le Vieux Camper, Gliss shop, Ecosport, Snow Leader and Addicted. The test system was run by Nineteen Squared, with each product identified by a QR code and each person by their registration card, with all scanning happening at the test village entrance. French pros riding with shops at the event included Victor De la Rue, Victor Daviet, Mathieu Crepel, Arthur Longo and Olivier Gittler and Austrian legend GiGi RUF.

Brands were happy with this first edition and enjoyed the change of location to la Rosiere. For next year the event will probably move to Monday to Wednesday to encourage even more retailers to come.

Big thanks to organiser David Tchag, Marine Bernard and their team for a great first test event.

actsnowboarding.com/winter-pro-2022-2

WHAT SNOWBOARDING'S BEEN WAITING FOR

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ALL WAYS DOWN

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PHOTO / TATU TOIVANEN



@romesnowboards



RETAILER PROFILE STYLEFISH, WINTERBERG



Staying offline and solely existing as a bricks and mortar shop in Winterberg, Germany, Stylefish's approach may seem a little bizarre considering last year's shift towards digital, however the old-school style is working well for them. The combined shop and snowboard school focuses on hardware and growing a local snow & skate community, so we spoke the boss, Max Bechen, a guy who's pretty much been part of Stylefish's journey from the very beginning to discover how biz is going.

Tell us about your store's history.

Three guys from the Sauerland founded the shop to set up a snowboard school, the shop itself had a different manager. However, this guy stepped down on opening day. After that, the three guys continued with the snowboard school and ran the shop independently.

I started my apprenticeship a year later and stuck with the company, I'm still there today. Some time later, there was tension with the founders. That's how I started to become more and more involved. Firstly, I became the manager of the snow school. After that, I ran the shop with another guy until we combined the school and the shop again. Now, I've been the boss for approximately one year.

Talk to us about your online game... How has this changed in the past 24 months?

For our own reasons, we no longer have an online shop. We believe in the customer-centric approach and having personality behind the shop. Our customers are welcome to try the boards and receive first-hand help from me. However, we used to have a webshop back in the day which pulled in a little over 2 million in revenue. But then the fight began, and the webshop didn't withstand it. At that time, I wasn't too involved myself; that happened afterwards. As I said, there is no online shop these days.

Which brands do you work the best with and why?

We don't stock much clothing anymore. We focus on hardware and only stock a few hoodies or sweatshirts from time to time. We work with 10-12 brands for our hardware gear, for instance, Burton, Bataleon, Ride, YES, Jones, Oakley for goggles and Elevator, to name a few. Especially Burton as we use their stuff in the snowboard school, including their "Learn to Ride" application. We work with these brands because the European brands understand and feature the right attributes we want from a board, rather than brands from outside of Europe. Within Europe, we need boards for carving, the slopes, and the park. Other boards don't make sense here too much; instead, are better designed for use in Japan or Canada.

Which products sold well in the past 12 months?

There wasn't much happening last winter, although I kept some of the models, and I didn't want to be part of the price war for boards with crazy discounts. The problem this year was a stop in production and deliveries, so many shops had their backup stock empty. I'm now one of the lucky ones with some boards that can be sold from the previous season. Next to the snowboards, we sold more than 100 complete skateboards; the reason for that is not primarily the increasing demand, but due to my motivation to follow up on these kids and give them some guidance for their choice. I provide everybody with a clear explanation, and I seek to help everybody who wants to start with skating somewhere; it is interesting because it feels like a revival of the '80s, with it becoming hip again. Furthermore, it is easy to take up a hobby that already has a well-established community and one that doesn't need much money in the first place.

How do you advise brands to work with their e-commerce sites vs you selling locally?

Honestly, they should stop because many brands desire to become like Coca Cola. But unfortunately, it's the retail sector that has helped them become the brands they are today.

Where do you see the future of retail in your region?

It will be difficult for everybody. We are in a ski resort and can sell right next to the slopes. Ultimately, Blue Tomato will take over the clothing branch, and therefore it is pointless for us to focus on backpacks, trousers, etc... Also, I believe people have become lazier, which is beneficial for e-commerce trade. Ultimately, to differentiate us as retailers, we need to be specialists in consultancy and product explanation. We don't need to be bargain hunters, rather a trustful relationship with our customers as part of a more significant community. In addition, I don't want to sell anything of bad quality, but good and long-lasting products to cement the trust component in all our customer relationships. Lastly, a retail shop needs to become more than just a place to buy, but instead a community place with activities, locally produced clothes and fun that brings people together. ☺

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RETAIL BUYER'S GUIDE

SNOWBOARDS 2022/23

Despite global warming, global pandemic or global shitshow, snowboarding is alive and well and knocking on your doorstep to embrace the good life with you. Ready for the ride? Welcome to the Snowboards 22/23 Retail Buyer's Guide. By Matthieu Perez



SALOMON

"Winter 2021/2022 gave us zero revenue so it was like an uppercut but like Rocky Balboa we always stand up and never give up" Demir Julià, Verdad

Like every other industry, snowboard manufacturing goes with trends, moods and influences. The almost 50 brands represented in Europe show an awareness towards distribution network, end consumers, fans, and planet earth. Full commitment, all in, no holding back. The beauty of the manufacturing world consists of a true love for snowboarding and its environment, trying to be consistent through the years and honest to the guidelines established since day one by the brands. The evolution of the products is simply rocketing with tech, shapes, raw materials. Still, the brands need to provide true products, fulfil the needs of riders out there, keep it simple for retailers and customers in order to understand a product and its place in each brand's collection.

Next season is not a normal year or a random year in snowboarding, it will be another beautiful step in our history of progression and fun to have on snow! Starting with commitment, with the likes of rider owned brand Slash Snowboards. Gigi Rüb (please watch PMP's opus: DRIVEN) made a point as people weren't fully aware that he is now fully in control of the company, making his Co the only (current) pro rider owned and operated brand in Europe(?): "We've done some marketing around this, to ensure end consumers and retailers know when they buy from Slash, they're buying from a fully pro rider owned and operated company." Many other brands are led by ex-pros, continuing

their dream to live their life on snow, including Peter Bauer at Amplid, Thierry Kunz at Nidecker, David Lambert at West, Blue Montgomery at Capita Mfg, Christian Kirsch at Canary Cartel, Serge Dupraz at Dupraz Snowboards, Mike Olson and Pete Saari at Mervin Mfg, et al. NB: News hot off the press sees American pro Shaun White introduce WHITESPACE, his snowboard and apparel company launched with retailer Backcountry.

Let's please give them the space and time they deserve to talk about their art. Our entire industry helps grow our culture, drives innovation, raises tomorrow's talent, and more than anything, builds some of the most enjoyable toys on the planet.

Some have been in the biz for so long that we have some major anniversaries coming up. Rome will celebrate its 20th year anniversary with their 22/23 collection and to help celebrate the occasion will feature a capsule collection with a re-issue of the iconic Neasden Control Center Agent graphics. Weston Snowboards, based in Colorado, will be "back in business as

"In these hard times, we've had to be nimble and manoeuvre to anticipate, split and arrange our production timeline & distribution to make sure W23 samples are delivered on time, and we're confident that because of this, there will be little to no impact on the ordering season."

Antoine Floquet, Nidecker



NEVER SUMMER

"Sure, the world is going to D2C so we need to find the best approach for all partners. I believe direct sales gives a great chance to build up an even stronger brand and to tell its stories more properly." Sebi Schmitz, K2

best approach for all partners. I believe direct sales gives a great chance to build up an even stronger brand and to tell its stories more properly." Win-win situation. Maxx Von Marbod, Mervin Sales Director, adds: "we hold ourselves to the highest standard, to drive sell through and margin dollars at retail. It's a symbiotic relationship where Mervin and our partners see the benefit of creating value for our brands." Which translates at Salomon that for sure being close to their local organizations and managing their business with a sweet dose of common sense is the right way to go. Final word from Nicolas Compan, co-owner at Easy, for whom snowboard culture will for sure disappear without physical shops. All hail brick and mortar!

TO CARRY OVER OR NOT TO CARRY OVER?

At least on that one, everyone has their own vision and strategic approach. At first you have the Carry-Over pioneers like Dupraz, who started to carry-over the lines from 2003 on. It's in their DNA. Then you have the Korua boys who have successfully been using carry-over since their inception in 2014. Katharina Acham comments: "HEAD Snowboards has been following a clear carry-over/new models strategy for some years already, with basically a "never-out-of-stock" program. This has helped retailers in the past years in terms of forward planning and risk management."

usual in 22/23 and it's Weston's 10 year anniversary, so the new line is being launched with two totally revamped and different approaches - coined the Quiver and Mission Series" says Sean Eno, director of marketing.

Not only are we celebrating old dogs, newcomers such as Telos Snowboards are causing a stir in Europe too. Ben Schwitz, its CEO, comments: "not only are we dialling in our line to offer a better range of products and boards but we are growing our team as well." Ka-risma's Kolja Keetman joins Telos as European Sales Manager. Schwitz notes, "This is translating into more happy customers and largely expanding our worldwide dealer network as well." And other brands are experiencing a rebirth, such as Verdad: "Winter 2021/2022 gave us zero revenue so it was like an uppercut but like Rocky Balboa we always stand up and never give up," says Demir Julià, CEO.

F*CK COVID.

This hot topic deserves fine fuzz. Since you already know how the pandemic affected your life, let's observe how snowboard brands are managing the side effects. Bataleon keeps on growing. It seems like the brand's customers can't be stopped, even by a pandemic. But there is not one way to drive through this period and everyone has their own approach. At Canary Cartel, Christian Kirsch claims that "despite the recurring Covid situation, things went pretty good. We enlarged outside of Europe and we almost sold out all our 21/22 stock already." For an overseas brand like Lib-Tech, the biggest challenge with boards in Europe has been shipping. Pete Saari, Lib's co-founder explains: "we are adjusting our build calendars, working the logistics details as aggressively as possible and have our fingers crossed for improvements in the variables we can't control." Antoine Floquet at Nidecker exposes the brand's strategy: "In these hard times, we've had to be nimble and manoeuvre to anticipate, split and arrange our production timeline & distribution to make sure W23 samples are delivered on time, and we're confident that because of this, there will be little to no impact on the ordering season."

At all production stages, brands faced challenges in sourcing materials or materials shortages, and issues with raw materials pricing and shipping. So what could help to be back to normal? Full strategies are put in place like Rossignol who developed a three-winter-season inventory and sales management plan that is continuously updated according to the circumstances. Out of Canada, Yunika's manufacturing and sourcing didn't change since they have a "3 years carry-over" collection so they were on time with deliveries to stores and customers. And David Lambert at West Snowboards offers an approach that nails it: "By the fact that we are not producing seasonal products based on a deadline anymore, is actually helping us to produce what we want when we want." Never submit!

BRICKS AND MORTAR Vs. ECOMMERCE?

The answer is no. There is no Versus. No brand has ever thought to give priority to online businesses, whether they are online only or the web version of a physical store, but everyone can benefit from the change of habits. For Jones, in fact, this season marks the first time they will sell direct to consumer in a few European countries. This has been a long time coming as they held off on selling direct in Europe for several years to benefit dealers. And ALL brands approve the fact that brick and mortar stores are the foundation of our community and companies. Sebi Schmitz at K2 states: "sure, the world is going to D2C so we need to find the

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"We hold ourselves to the highest standard, to drive sell through and margin dollars at retail. It's a symbiotic relationship where Mervin and our partners see the benefit of creating value for our brands." Maxx Von Marbod, Mervin

Stranda firmly believes in carry-over designs and changes them every 2 or 3 seasons. As well as Burton who did grow their carryover strategy before Covid and will keep growing it for 22/23. Same for Amplid, which introduced the concept of 2-season carry-over models in its range one year before Covid.

And then right before or since Covid-19, lots of brands committed to the practice. For Goodboards, 80% of the collection was carry-over in 21/22. In the future, they will leave certain series unchanged for two to three years. Same for Borealis, they've always done carry-over because it's better to keep the same graphics on a board for several years rather than HAVING to change it. The goal at Jones for 22/23 is to cut down the number of carry overs to about ¼ of the line as they have lots of new tech and graphics they are excited to showcase.

No matter if you are new to it, growing or decreasing your proportion of carry-over, or even all in 100%, brands are trying to help themselves and their distribution network. Rossignol is carrying over 20%, which is slightly more than its standard carryover year, of our 21/22 boards over to 22/23 due to the inventory situation.

Then, the anti-carry-over brands like Ride have not offered carry-over products for a long time as it believes their customers deserve a fresh line every year. Arbor also assures: "we have moved away from the carry-over thing a little bit and will try to bring some excitement to the market with a lot of fresh designs for the 22/23 season." On its side, Salomon informs that the board line is the only one which is the less impacted by carry-over strategy. Each season it aims to offer a fresh and positive update of its board line.

And Ben Hall at Borealis concludes things with a transition towards our next chapter: "By not doing carry-over, some tend to over-produce and then discount massively. They have the necessity to clear everything before the following season, which isn't very sustainable." Gigi Rüb at Slash reinforces: "we try and roll over some models each season to help promote sustainability."

GREEN OR DIE.
Borealis, which claims to have offered eco-construction since 2013 and its board development and brand management office uses green energy. The brand also aims to become a 100% carbon neutral by 2024. It brings an important issue to the table: "we need to step out of that over-consumption logic where everything needs to be used and thrown away as quickly as possible." At Telos, Ben Schwitz states: "doing things that matter to improve the life cycle of our snowboards is one of the most effective strategies."

And Serge Dupraz nailed it down: "the best rubbish is the rubbish we do not produce." Long lasting products have been the specialty of many manufacturers, sometimes for decades. Never Summer claims to build boards which last a really long time and you can get tons of days on. These boards get passed down and re-sold so they stay on the hills. YES. even proposes a lifetime warranty on all of its boards.

Further, Salomon puts quality and durability first. For them, without this foundation, sustainable features and technologies become less relevant. Mervin Mfg (Lib-Tech, GNU, Roxy) and Capita's Mothership have always been environmentally focused. As leaders, they are continuing their long-time environmental practices and always trying to improve. Both intend to be self-sufficient and use green hydroelectric or solar panel arrays, to

make products with 100% clean energy, in the USA or Europe.

Some who don't have the in-house expertise or capabilities like Drake, work with an agency to guide them towards becoming Carbon Neutral. It's the same at Easy which feels lucky that its factories, forwarder and shipper are always thinking about reducing its carbon footprint, so they always try to find the right partners with the best eco-consciousness.

As of today, almost everyone is doing its best to take part in the process using green bio-based epoxy, sometimes just at its level banning solvents, preferring water-based products, finding substitute petroleum-based materials and from 20% to 100% recycled steel edges. Only the sky is the limit to progression in eco-construction, Tur Snowboards are currently doing a collaboration with RISE, a Swedish research institute for developing new eco-materials.

Wood cores has been a challenge for many unless they can source locally but everyone tends to use FSC certified wood cores. Finally, eco wax ensures straight out of factory fast bases like Ride and Salomon. Once the final product is ready, Mervin Mfg works with a partner to compost all sawdust back into soil that is used in gardens and landscaping. They have an extensive recycling program that encompasses almost every material in the process. Huge. Never Summer does work as well with waste management to recycle the scrap base and sidewall P-tex.

Taking action within your surroundings in order to inspire people is another brick in the wall. Nidecker, who already managed to turn their headquarters 100% solar powered during the covid period, created the Stash The Trash litter pick event last summer, which was a huge success and went far beyond their expectations.



BATALEON

“HEAD Snowboards has been following a clear carry-over/new models strategy for some years already, with basically a “never-out-of-stock” program. This has helped retailers in the past years in terms of forward planning and risk management.” Katharina Acham, HEAD



But more than that, it inspired its distribution network and most of the brand's factories & suppliers took part in this effort too. Joerg Schramm at Ride notes: “we know there are some more steps to help saving the planet and we are trying our best to find better solutions for the future.” One alternative is the way Vimana conducts its approach: “our products have been vegan since day one, this is not a direct eco-consciousness decision but more an animal health decision. The good thing is that this synergy effects on climate and our carbon footprint.”

Onto the next chapter of sustainable production, Capita continually invests in its energy systems because it has a duty to refine and improve their manufacturing processes in order to help preserve the winters we love so much. Nitro's President Tommy Delago says that supporting projects financially that will offset those emissions is the best possible way for us to get as close as possible to a climate neutral product. “We started this approach on boards, and I am proud to say that our snowboards are already 100% climate neutral since the 21/22 season. But we also know that this is still just the beginning of a very long journey.” At Bataleon, Danny Kiebert confirms: “we know how to make a high performance snowboard but how can we reduce the impact of making one? This is not just our challenge but this is snowboarding's biggest challenge for the future.”

PRO-gressive in-HOUSE TECH!

R&D never stops. Always on the run to enhance the end consumer experience on snow, brands are continuously pushing the limits of tech and new material sorcery. For proof, next year brings its very own novelties starting with Head using Graphene for some of their boards. Katharina Acham explains: “graphene is a 2D material that even when an atom thick is one of the strongest and lightest materials on earth. Used zonally in a board it magnifies a board's positive characteristics. Graphene fibres are much stiffer, at a fraction of the weight compared to carbon.” For 21/22, Nidecker developed a brand new construction tech and for 22/23 they'll push a derivative of this out to the whole new Snow Surf Collection. “This is called Nidactive and it drives forces directly onto the edges for more precision & a faster response from edge-to-edge”, guarantees Antoine Floquet – NDK Product Line Manager. As mentioned above, Ride will use eco wax on 100% of their boards next season. Let's dive into the magical recipe of plant-based wax from WEND: the wax uses Meadowfoam seed oil to replace toxic fluorocarbons, creating a faster and more durable base coating that is fully biodegradable. Let it glide!

Jones began using Koroyd, an ultralight dampening material, in the wood core of two of their snowboards for 21/22. “This featherweight core material proved to be an amazing addition to the cores as it provides incredible chatter reduction at a fraction of the weight of wood - a true win-win for a material. For 22/23 we now have Koroyd in the nose section of the wood core on three models” proudly claims Seth Lightcap. Rome is very excited to be incorporating flax into their boards. Flax is a natural, incredibly versatile, lightweight textile material. Depending on how the flax material is used, it has advanced impact absorption properties or the ability to create rigidity and strengthen specific regions of a board. Who said a deck is just wood, P-tex, steel edges and epoxy glue?

ONE FITS ALL?

A specific plank or a one board quiver? No matter a riders' abilities, everybody has his or her own vision and expectations. Manufacturers are exploring it all and combining programs and very specific sticks. Demir Julià at Verdad comments: “today the focus is more on all mountain boards, carving came back in force and free riding is bigger than freestyle now.” Burton continues its focus on freeriding and splitboarding, check out the Family Tree. Under Peter Bauer's influence, Amplid's focus is mainly on directional freeriding and boards for the simple joy of turning.

Telos caters to the premium hardgoods buyer. And although the brand offers a full range that includes entry-level and mid-price-point all mountain models, it specializes in high performance pow and freeride-specific boards. Sean Eno states: “at Weston, as a backcountry company first and foremost, we're focusing our efforts into the freeride/powder category followed by all-mountain”. On the all-mountain spectrum, West is providing for everyone, from backcountry to park and street! David Pitschi from



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YES. introduces us to their new versatile weapon: “we have a new shape profile coming out that will be a game changer for the all-mountain rider that will be able to have both, a performance twin and a floaty powder board under his feet.”

Not only can some boards do it all, they are also unisex. Drake increases its gender equity proposal with a new board, Tao of Drake, which is a unisex model for freestyle/jibbing that will be ridden by the brand’s international team, including both men and women. At Good Boards, they value the fact having “a number of perfectly coordinated models for every area. It is important that these boards are also versatile.” One board for all, all for one board.

YOUTH AGAINST SNOWBOARD ESTABLISHMENT

What was your stoke level when you were a kid or a teenager discovering what snowboarding was all about? What Burton pioneered a few years ago became what the future of snowboarding will be. During the pandemic Burton saw a surge in demand for youth product throughout categories. For 22/23 they restructured their youth boards/boots/bindings line to make it easier to navigate for dealers and consumers.

Beginners and entry level riders are building our future. Now many brands commit to this segment with complete and wide offerings. At Head, the next generation is very important so they bring kids on snow and invest in the future of snowboarding with its Futureheads program, events dedicated to kids and juniors to offer them a memorable experience on snow. Barrett Christy Cummins presents Roxy’s effort: “we have had success with our Poppy package, a youth board/binding set up that comes mounted in a sales floor box in a size range from 80cm – 128cm. Our entry level boards have also been popular with 3 options for more beginner – intermediate riders.” At Rossignol, when it comes to the youth market, the brand has a variety of true twin models that go from size 80cm to 150cm and whose shapes and constructions vary according to the target. Rome has seen youth products and package products growing. Thanks to the influx of new riders. In the meantime, Never Summer’s youth line has specifically grown to a size range for 80-110 for the real little ones. At Slash, Gigi Rűf

“As my sons grow, they’re needing bigger and bigger boards so I’m opening up our cam-rockered park board to the younger punks and smaller women. Our Happy Place board now starts at 135cm and goes up to a 163cm.” Gigi Rűf, Slash By GiGi

observes: “As my sons grow, they’re needing bigger and bigger boards so I’m opening up our cam-rockered park board to the younger punks and smaller women. Our Happy Place board now starts at 135cm and goes up to a 163cm.” Nitro put lots of love into the youth segment, says Tommy Delago: “all shapes of the Ripper and Spirit have been completely redesigned: they are now more modern in look and - more importantly - have been updated in width to match our corresponding boot sizes now perfectly.” Kemper knows what it means and what it takes so for 22/23, they are offering a Mini Rampage for kids in a 100, 110, 120, and 130. All hail heritage!

... X ...

Collabs are the sinews of war. Arbor goes deep: “on the product side we are especially stoked on the addition of our new model, the Satori, the third board that stems from Arbor’s ongoing collaboration with legend Bryan Iguchi”. Statement, remember Melt Down Project, 1995. Burton continues to work with creatives like Scott Lenhardt on its Thinkers Series and Photographer Jesse Dawson on the Feelgood models.

Drake brings the Battle which they’ve made in collab with the Rusty Toothbrush crew and a female freestyle board with an Italian artist who is making his graphics dedicated to women’s themes and psychology. Bring it on! Endeavor is excited to launch a new shape called the Free Ranger, designed by Pyzel surf shaper Doug Moreau. Heavy duty, Kemper has partnered with Mötley Crűe and will introduce their collab Freestyle model in 22/23. Pete Saari at Lib-Tech shakes the snowsurf world by working this year with Matt Biolos to redesign all the Lib-Tech x Lost shapes to incorporate surfy hard-carving progressive sidecuts... in

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“We know how to make a high performance snowboard but how can we reduce the impact of making one? This is not just our challenge but this is snowboarding's biggest challenge for the future.”

Danny Kiebert, Bataleon

art details & production finishes.

Tony Sasgen at Never Summer translates shape experimentation: “combining years of design on shapes and profiles into a blend to create something we have never seen before. Tim Canaday, one of our owners and board shaper, continues to push the boundaries of what is possible in board design and construction. It really helps keep things fun and fresh.” Creativity is the way to go and get lost!

Gigi, with 10+ years of Slash R&D in the archives – not to mention his time with the Burton Uninc crew and then making Volcom boards with Signal & Nidecker – has given Slash's impressive ALL MTN freestyle board, the ATV an overhaul for 22/23: “To continue to push the envelope in what's possible with board design, I've updated the tip and tail with 3D technology, which we successfully introduced with our new model, The Vertical two seasons ago. Tried & tested, I've used this tech to add – what I call – Dog Ears to the tip and tail of the ATV. It's not quite the same amount of scoop as the Vertical's 3D nose, but just enough flick to improve the handling on snow with added lift and more butterability, while making the board look more interesting too.”

As you might have figured out, ALL brands put blood, sweat and sometimes tears into bringing the new 22/23 snowboard collection to life. Whether focused on simply surviving, saving the planet, bringing progression, or creating excitement, they've got the job done. Before we will even be printing this article, numerous on-snow tests will have taken place in Europe, and more are to come. Go on snow, meet THE people behind the brands and get stoked on the snowboard newness.

Have love, will snowboard! ☺

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HIGHLIGHTS

- 1 Everyone mindful of Mother Earth
- 2 Kids are the future
- 3 Price rises in raw materials
- 4 Carry-over creeping in
- 5 Newness still key

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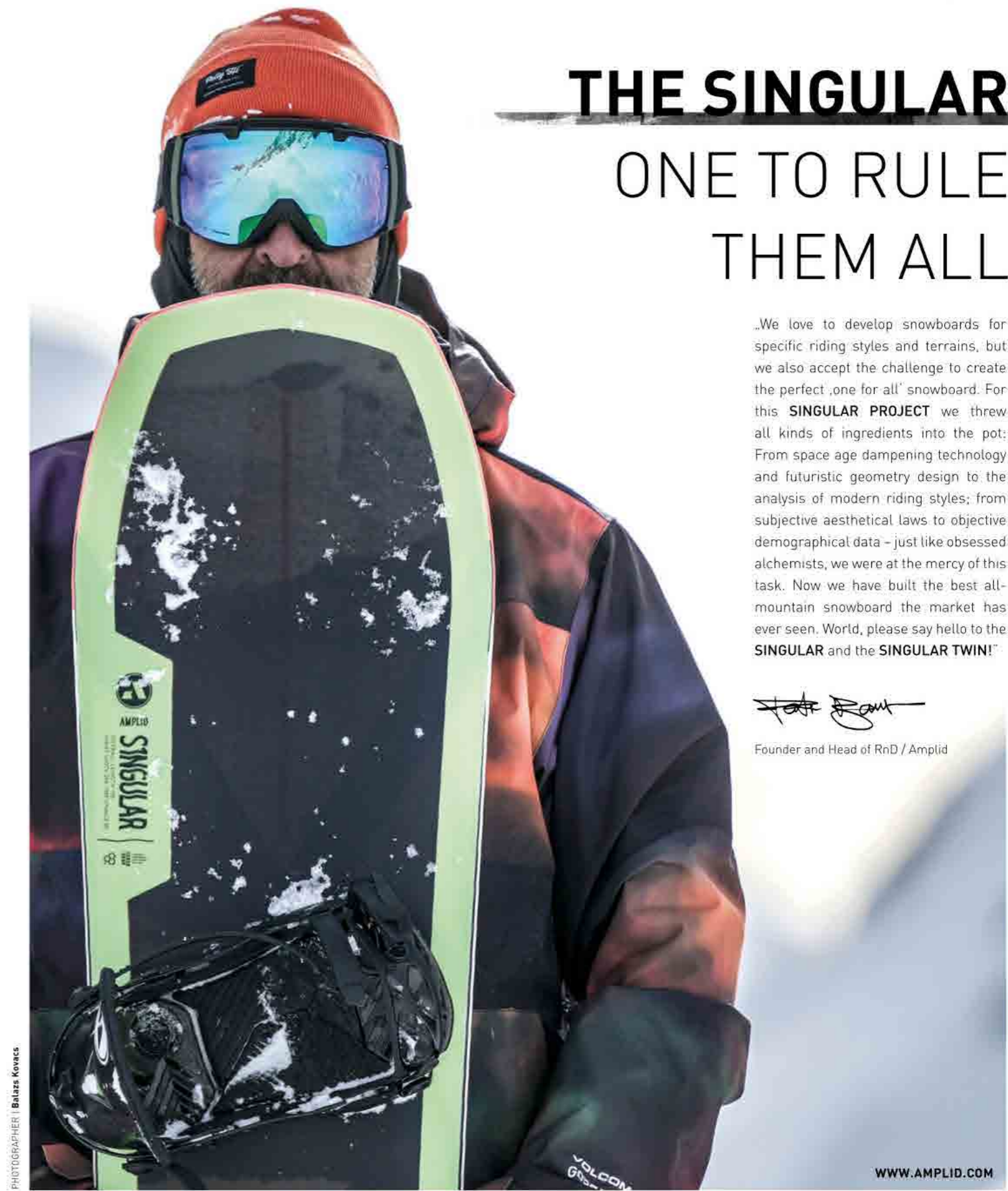


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Founder and Head of RnD / Amplid



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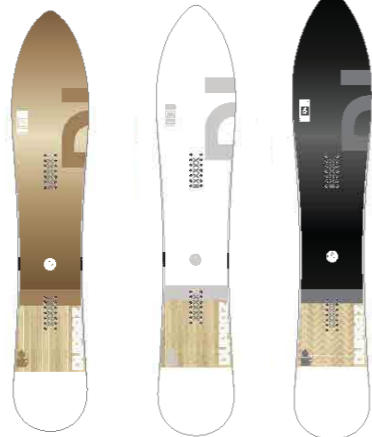
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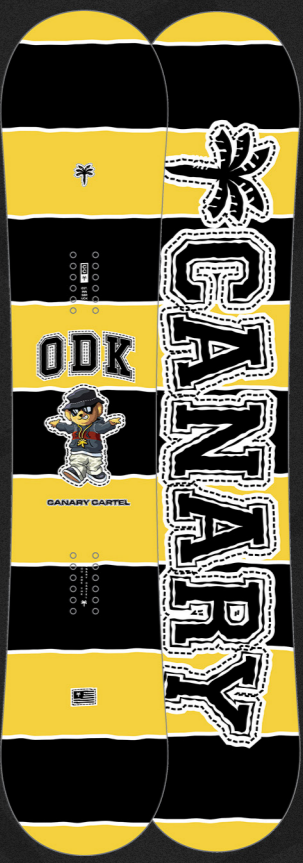
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BIG WIG INTERVIEW PETE SAARI, MERVIN MANUFACTURING

We're stoked to welcome Mervin Manufacturing Co-Founder Pete Saari to the Big Wig chair for issue 110. Based in the Pacific Northwest of America, the company is one of the planet's finest and most ecologically conscious board designers and manufacturers (spanning surf, snow & skate) and Pete talks to us about how he and Co-Founder Mike Olsen met and how they've strived to build a company that they themselves enjoy working for.

Pete, tell us about your background in business and snowboarding.

I grew up skateboarding, skiing and surfing in Washington State, which is the NW corner of the USA just below Canada (snowboarding didn't exist when I grew up). There were almost no other surfers around, especially young ones. In my teens, I ran into Mike Olson at the beach with our mutual friend Mervin. At the time, Mike was shaping surfboards for friends and had also been building snowboards, both as shop projects and for friends. Since there were no surf shops around back then, we were all making our own boards as that was the only way to get them.

In about 1984, I started snowboarding with Mike and our tight little crew. We'd both finished the first couple of years of college when Mike decided his snowboards worked a lot better than some of the others he'd checked out; as a result, he wanted to give making snowboards a go as his own business and needed someone to help him. I had always dreamt of being in the ski industry, so when he offered me a job as his "abrasive technician" doing all the dirty steps, I was all in. We both quit college and have been building boards full-time ever since.

How did you come to create Mervin?

I can't do this interview without Mike Olson. He's a technical genius. An obsessed creative artist who always thinks outside the box. He was going to make it in this world, no matter what he did. As I mentioned above, he gave me a lifesaving, dream opportunity that I just knew I had to take. We both love making boards and experimenting. Together, we built Mervin.

Mike and I grew up as passionate skiers and were inspired by Bobby Burns (of The Ski) and Mike Burnetto (who hand built skis in the 70s). We were

In my teens, I ran into Mike Olson at the beach with our mutual friend Mervin. At the time, Mike was shaping surfboards for friends and had also been building snowboards, both as shop projects and for friends. Since there were no surf shops around back then, we were all making our own boards as that was the only way to get them.

also surrounded by the waterski industry, with people like Connelly and Denny Kidder, who were running their own waterski building business in our region. Boeing Aerospace was our hometown employer, so our region was home to a large composite engineering community. The Kirshner Brothers had their ski company 'K2' on Vashon Island, so we did have examples and heroes who showed us it was possible to be composite board builders. (Ironically we later designed K2's first snowboard.)

From quitting school and dedicating all our energy to board building, step by step, year by year, it all eventually came together to create what is now known as Mervin. Mike had some early geometry concepts that basically defined the modern snowboard as you see it today. Deep progressive sidecuts, full width tips inspired by the ski shapes, cambers centred under

Building in the USA is a challenge cost wise, so we've always focussed on ensuring our process being as technologically advanced as possible while remaining simple and efficient to keep labour costs down. Our eco-sublimation system was a huge one for us as printing is usually one of the most toxic aspects of ski and snowboard building. Lots of smelly solvents are used, many are linked to causing cancer. Our process is one we developed ourselves and uses a unique combination of water-based inks, heat and pressure.

the back foot so you could fully activate them. Those first geometry concepts put us at the forefront of bringing snowboarding to resorts: our boards carved amazing pin lines on hardpack when other boards were either powder focussed or skidding around and barely controllable in resort terrain. Our local resort, that had allowed us to ride for years, actually shut down snowboard access when the first Burtons with fins arrived and people couldn't control them.

As we began to have a bit of success, we were able to buy all the tools we needed (or wanted!) to create the ultimate board building "kitchen", something which has become the foundation of what makes Mervin, Mervin. Essentially, we have a toy making factory where we make high performance snowboards. Great boards attract great riders, like our first world champ, Amy Howat. Matt Cummins, an innovative skate-minded shredder, was our first Lib team rider and he still designs new boards for us every year. Other team riders have included: Jamie Lynn, Danny Kass, Barrett Christy, Temple, Cannon, Austen Sweetin, Eric Jackson, Phil Hansen, Jacob Wilhelmson, James Stentiford, Travis Rice, Jamie Anderson, Naima Antolin, Forest Bailey, Blake Paul, the Worthingtons and many more amazing shredders over the years.

Our production process has evolved from our R&D prototype system, a system which allows us to easily experiment with all aspects of design. The creative freedom this provides inspires us, and our Experimental Division crew, to think outside the box. Any ideas can be built and tested quickly without cost challenges. It's this creative freedom that's attracted some great people to Mervin, including myself, our Head Production Engineer Steven Cobb (who had previously worked with Mike), and our athletes to name a few. Together, we've worked on all kinds of fun design projects over the years. Even after 3 decades of board building, there's still nothing more exciting than getting a new shape or design concept on a hill and seeing how it goes.

What are the top 3 achievements in your career?

Just being able to run an idealistic factory/company that has stuck to its principles for all these years has been something of a miracle. Mike and I always felt like we would work smarter than anyone else and if that didn't

We take all the dust from our core shop and donate it to a local soil company that composts it into soil for residential and commercial use.

work, we would work harder. It's been a lot of fun and a heck of a lot of work keeping things going through various economic climates and eras.

I think what matters to me the most is the relationships we have with our crew, our riders and industry folks that we have been fortunate enough to work with over the years. We have such a great team internally, who all excel in their own way and all love to shred. I love them all.

In terms of technical accomplishments, we have brought quite a few innovative ideas and concepts to snowboarding, and oddly enough, this includes introducing camber in the early 80s and, a decade later, the re-introduction of hybrid rocker/camber contours. Magne Traction® serrated edges is another fun concept we were able to introduce to snowboards and skis. This concept is still very much developing.

What have been the biggest lessons learnt in the past 18 months?

The past 18 months have been interesting... the first thing I had to relearn is not to panic... study the world around you so you are aware of what's going on but also, to remember to live in the moment. One day at a time. If you feel like the world is crumbling around you, take a deep breath and step outside into nature... usually everything is just fine. In fact, it's lovely. I self-medicate with skateboarding, biking, surfing, and when the snow falls, sliding on just about every snow toy we can build or find... injecting a little bit of risk into your life forces you to focus and be in the moment... it becomes meditation. Also, I've learned to take nothing for granted, every day is a gift and so are the people around you (well...most of them ;).

The pandemic has created so many challenges, but I just try and focus on the gifts. I spend half of the day working from home, so I get more time with my kids. My schedule is a bit more flexible nowadays, so if the surf is good, I can get at it during lunch and still get all my work done seamlessly. As I'm writing this, I've just got in from a snowboarding session with the



kids. Before the pandemic, my work schedule was a lot more rigid, so the new flexibility has been magical for me and my family.

Could you please talk to us about your predictions for the future of retail and ecommerce in the snowboard industry?

We are really committed to working with retailers. There is something special about a surf or snow shop and getting to talk with knowledgeable and passionate people that love shredding and know their gear. I grew up crawling around on the floor of the original REI in Seattle, back when it was a one-stop mountaineering shop. I've got the smells of boot sealer, sleeping bags and camping gear imprinted on me. I hope the economic climate will always allow good retailers to thrive. Many have a balance between online and brick and mortar. I feel like variations of that kind of hybrid setup is going to be a formula that works going forward. I am a gear nerd, so I like to touch and feel what I buy especially when it comes to boards, boots, bindings etc... I also love the comradery and friendships that build around local shops. The current pandemic climate makes being instore challenging, but this will pass eventually, and we will return to some sort of new normal that will allow us to be together again. Perhaps Omicron will be a blessing in some way and set up a solid herd immunity that facilitates humans gathering again. In the meantime, online is an option that works when we have restrictions in place.

What B2B software are Mervin using and how has it improved customer service for B2B and B2C?

We use Hubsoft. We are a manufacturer; we build to fill prebooked orders



which really helps us plan and map our year. We always build a small percentage of sales straight away. These early orders and builds are based on B2B forecasts from our sales team, to give our dealers an insight into what we have available, a shop window if you will. Our dealers always get first look in. The shops that take advantage of this opportunity love it and usually take almost everything we build. If our retailers don't want it, we shift it to our own online store; we don't build inventory specifically for our online business.

What was the thinking behind the diversification into surf and skate?

We love surfing and skating and have been building skate and surf boards for ourselves all our lives. We didn't want to enter those worlds from a business perspective unless we had something exciting to bring to them. Traditional surfboards are so fragile, and the building process is so toxic, that we decided we wanted to build boards with a longer lifespan and were much more environmentally friendly. Developing our surf construction process was a huge undertaking. A process led by our very own Mike Olson.

Manufacturing and just being alive leaves an environmental footprint. We are doing a lot of things to minimise Mervin's environmental impact and hopefully inspire others to do what they can.

Making one environmentally friendly board is fairly easy but developing a whole new process that allowed us to build cost-effective boards at our factory in the USA took us 10 years. We're constantly improving our surfboards. The newest version of our board is lighter whilst still being just as strong and environmentally friendly. It's pretty exciting!

With our skateboards, we were focussed on improving durability. People break so many skate decks. If you're skating a lot, a traditional deck lasts roughly 2 weeks. Under heavy use, ours will keep their pop for around 3 months. They last a year for me... but then again, I'm an old dude. For the past year, skate has taken a bit of a backseat as we've had to focus on our core business, but skate will always be something we do. Surf gives our business more balance, providing different peak season cycles. The best surf is usually in the winter when the snow business is firing, but peak selling seasons for surf is in the spring/summer.

Which eco achievements are you most proud of with your production facility?

Mike and I have always been very conscious of making sure Mervin is a safe and healthy place for people to work. We spent most of our lives on the

factory floor and wanted it to be a healthy environment for ourselves, then when we started hiring friends, it became even more important to ensure processes and material decisions were safe.

We started Mervin with passion and ideas but very little money, therefore efficiency with materials was paramount and still remains part of our formula. We try to minimise waste as much as possible. Building in the USA is a challenge cost wise, so we've always focussed on ensuring our process being as technologically advanced as possible while remaining simple and efficient to keep labour costs down. Our eco-sublimation system was a huge one for us as printing is usually one of the most toxic aspects of ski and snowboard building. Lots of smelly solvents are used, many are linked to causing cancer. Our process is one we developed ourselves and uses a unique combination of water-based inks, heat and pressure. Developing this process was a big breakthrough for us which made it possible to have the kind of work environment we wanted, from the start of the building process to the end.

Our 'Sawdust to Soil' wood dust recycling program is a fun one. We take all the dust from our core shop and donate it to a local soil company that composts it into soil for residential and commercial use. On the surf side of business, our entire process is pretty amazing; it's completely unique and has many environmental components. The first of which is a longer board life, however it's the materials and building process that's the exciting part. We use a plant-based resin, our foam uses a non-ozone depleting blowing agent, we have eliminated most of the sanding steps and our process radically minimises any exposure to resin and uses no solvents. We compact all of our foam dust and are able to send it back to our core manufacturer to make more blanks.

How does a snowboard company sustainably grow year on year?

That's an interesting question. Manufacturing and just being alive leaves an environmental footprint. We are doing a lot of things to minimise Mervin's environmental impact and hopefully inspire others to do what they can. Patagonia is one of the companies that inspired us. There is a certain point where our factory capacity maxes out, from which we will have to make some decisions on scale. For now, we have diversified into surf and tried to bring something environmentally significant to that world. There are still some steps in our snowboard building process that we can improve on. We have produced zero hazardous waste for years and our next goal is to reach zero waste being dumped in landfill, instead, we aim to have all of our waste either recycled, composted or made into other products downstream. There are some front-end costs, in both time and money, that we need to work through, but overall, this goal is another exciting step for us. I think the answer is always going to be that the bigger you are, the larger environmental footprint you have on the planet... but we are constantly working to be better and improve our little toy factory. ♻️

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RETAIL BUYER'S GUIDE

GOGGLES 2022/23

Goggles have been improving technically at speed over recent years. The result is highly educated consumers. They know what they want and are ready to spend more on brands that meet their needs.

By Rocio Enriquez.



Goggle users expect improved visibility, wearing comfort and good looks. Efforts in sustainability are rewarded.

Lens technology is paramount. "Customers expect the best vision possible in any condition", says Alexis Ratajczak from Spy+. To be able to interpret the slope correctly secures enjoyment and safety. Customers seek the largest field of vision possible coupled with quick adjustment to light conditions. Ventilation avoids fogging. Toric lenses have proved appealing. They combine great peripheral vision with a sleek look. Double lenses minimise spaces in between, avoiding distortion issues. Photochromic lenses are a solution to varying light conditions, but this isn't the only solution. Easy lens changing systems are getting very sophisticated.

Comfort relies on a good fit. The goggle needs to sit steadily but softly on the face. Seamless integration with the rider's helmet and face mask is crucial. Weight is also important, especially for splitboarders for whom every gram carried makes a difference.

The popularity in backcountry riding has increased the eco awareness. Global warming becomes a concern when you like playing in virgin snow. Customers pay more attention to how their goggles are made. Brands are responding with new sustainable materials. Bio-based plastic frames, recycled fabric straps, and carton packaging are amongst the new solutions. "We expect growth from our new bio-based and recycled collection", says Maarten van der Laan from Aphex.

"We expect growth from our new bio-based and recycled collection" Maarten van der Laan, Aphex

There seems to be two main style trends. There is a demand for frameless, thin designs with toric lenses. These speak of premium tech and high performance. There is also a nostalgia for the freestyle scene of the 90's and 00's. This is driving a demand for framed cylindrical lenses.

Innovation has resulted in a wide offer of goggles. Every customer is likely to find the goggle that meets their needs while suiting their budget. Let's take a look at who is doing what.

TECHNOLOGY

Lens technology has claimed a lot of R&D efforts. Most brands are offering their own version of high-definition lens with expanded field of vision. Toric lenses have secured their spot in the lines. The slight vertical axis curve provides a wider field of vision than cylindrical lenses, with less bulk than spherical ones. Rossignol offers several toric styles. Anon's M4S is offered with a cylindrical and toric option. Bollé's version is the Torus. CéBé introduces their first toric style called The Horizon. There are other technologies to explore. Anon's "Perceive" range offers high definition and true colour contrast with a protective coating that keeps the lens clear. Aphex is pushing their V+ lenses. Giro's EXV+ technology offers enhanced peripheral vision. Their Vivid lens enhances contrast. Head has developed their own

lens dye formula called 5K. "It focuses on specific wavelengths of the visual light spectrum, controlling brightness, colour brilliance and contrast", explains Katharina Acham. Their double lens styles have the inner lens laminated directly onto the outer one. This eliminates the space between them, increasing the field of vision in 15%. Red Bull Spect's Pano Tech also laminates the double lenses. Salomon's Sigma Photo Lens enhances contrast, reduces eye fatigue, and adjusts the brightness according to conditions. Smith's Birdseye technology increases the field of vision by 25%. Spy+ is expanding the use of their Happy lenses. They block out the damaging sun rays and let the beneficial ones in. These enhance colour contrast and boost the user's mood and alertness. Poc has added their Clarity high contrast lens technology to the toric lenses of their Zonula goggle. Rossignol, Melon and Spektrum rely on Zeiss Sonar technology. It maximises the light transmitted and eliminates the blue light effect. Spektrum has released their own BIOptic lens. It is made of two layers of cellulose acetate and a polarised sheet in between.

Adaptability to varying light conditions sits at the top of demands. The two main solutions are photochromic lenses and easy lens swapping systems. TSG has added photochromic lenses to their line. Spektrum is having their photochromic lenses injected rather than coated. They perform better and last longer. Quiksilver's NXT lens claims to be the fastest photochromic lens in the market. Head's photochromic lens adapts the tone between a category S1 to a category S3 as needed. As for easy lens swapping systems, we find as many solutions as brands out there. Anon offers two systems, Magna-Tech and M-Fusion. CéBé developed their own Swipe technology. "It allows the lens to be slid up a little to offer maximized ventilation, or completely to make switching lenses easy", explains Adélie Gaillard from CéBé. Dragon has introduced their Switlock magnetic lens changing system. It features magnetic contact points coupled with a one-sided release lever that makes the changing secure and quick. Giro's system is made of pressure snaps and magnets. Melon adds their EasyMag system to their Akira model. Poc's new Zanula model makes their toric lenses interchangeable. Red Bull Spect offers the Magnetron system with a mirrored good weather lens and a contrast enhancing bad weather one. Rossignol's Magne-Click technology uses magnets and small clips to secure the lens on the frame. Roxy has added the Speed Connect magnet system to their Rosewood model. Salomon has spent two years developing their Magnetic Interchangeable lens. Their system uses sixteen magnets, and it can be removed with gloves on.

Good ventilation secures no fogging up of the goggles. Bollé optimises inner airflow of their Mammoth Heritage with a symmetrical ventilation. Quiksilver has added an Aeroprene filter mesh fabric to their Switchback model, increasing breathability. Head's Dynamic Ventilation System allows air into the goggle from three sides. According to Spektrum, their Kyohuo inner lenses have 150% better fog management than the industry standard.

CONSTRUCTION

Frameless designs are pushing their way forward. The lighter weight

"Due to the uncertainties the pandemic brings, people search for products that can be used for several years" Lydia Hofer, Red Bull Spect.

is a plus for backcountry riders. They have improved field of vision and a cleaner, more modern look. Dirty Dog, Rossignol, and Red Bull Spect offer several frameless styles. Dragon's new R1 retains the timeless signature teardrop silhouette without a frame. Head's new F-LYT also discards the frame, gluing the lens directly to the foam. Frames are not something of the past, though. Salomon is making their frames with flexible TPU, using the same technique as their ski boots. The most noteworthy innovation in frame tech is the use of bio-based materials. Several brands have joined this push for sustainability. Aphex, Spektrum and Bollé offer bio-based frames combined with recycled fabric straps. "We introduce our React for Good campaign for the first time in winter sports", announces Dawne Warren from Bollé. Poc is trying their new bio-based frame on their Zanula model. Quiksilver and Roxy use BIO TPU injections in their frames. They also use no varnish or painting, tinting the raw material directly. Salomon uses recycled TPU in their frames.



They combine it with recycled and bio-based nylons for straps and ventilation mesh. Lenses have gone eco too. Spektrum's BIOptic lens, the first bio-based lens in the market, is made with cellulose acetate. Sustainability is sought in packaging and shipping too. Smith and Apex have ditched plastic from their packaging. Smith has partnered with Gogglesoc® to include a lens protector made of recycled water bottles in every model. Melon has moved their production to Italy, securing quality and less carbon footprint.

Fit is an area of constant tweaking. Anon's new M4S features a unisex frame design. This allows the goggle to fit better on small and medium faces. Head places the straps on the front, assuring a snug fit when worn with a helmet. Bollé's Mammoth Heritage is equipped with articulated outriggers for a perfect fit with your helmet. Their Blanca Heritage style has triple density foam, making it easier to adjust to any face size. Rossignol combines their hinge-style strap with three-density foam too. This makes the goggle conform to the rider's head. For prescription glasses wearers, Dragon and Rossignol offer OTG (Over the Glasses) technology. Mask compatibility is also important. Anon relies on their patented MFI system that magnetically connects the goggle to the facemask.

LOOKS

There are two predominant trends. Frameless construction and toric lenses offer a modern, clean, and high-tech look. Loud, framed styles are a throwback to the 90's and 00's. "It's a kind of MX inspired type of goggle like we saw in core freestylers in the early days", says Darius Heristchian from Giro. Modern designs gravitate towards neutral colours that have a long life. "Due to the uncertainties the pandemic brings, people search for products that can be used for several years", says Lydia Hofer from Red Bull Spect. Aphex has opted for natural colours for their line. Spektrum brings in new the 1ce Blue and Mountain Rose colours. Smith has developed terrain colours aimed at creating an inclusive, gender-neutral line. Red Bull Spect has calmer colours on headbands and lenses, while keeping a focus on Red Bull's classic black, white, and silver. Heritage styles are louder. Bollé has created a capsule collection that serves their Torus, Mammoth and Blanca in a fun 90's vibe look. Quiksilver offers a capsule print on their Switchback, to tie in with their "Heritage" outerwear range. Their Browdy style also feeds from colours and logos from archives. Brands are careful to link their colours to their textile or helmets range.



“Customers are much more aware of the various attributes that make up a good goggle”

Damian Phillips, POC

RETAILER SUPPORT

Resort closures last year impacted many brands, especially the ones that sell mostly in Europe. The general immediate response has been to hold back new launches and carry over references. This helps retailers fill up gaps in stock. They're also avoiding discounting products that haven't had the chance to test their sales performance yet. The challenging situation in production and shipping has made many brands change their cycles. Pre-orders are requested earlier. Many brands are stocking up to enable smooth in-season re-orders. Efforts have been individualised to suit customers' needs in these trying times. The results have been on-time FW22 deliveries and a good planning for FW23.

There are marketing efforts to support retail sales. “Customers are much more aware of the various attributes that make up a good goggle”, says Damian Phillips of Poc. The more educated the customer, the more important the training of retail staff is. CéBé, Dirty Dog, Dragon and Smith have dedicated training programmes for their in-store teams. Salomon offers demo tools for their Custom ID Fit and Sigma Lens technology. They also have a full range of POP materials that highlight and explain key products. Red Bull Spect focuses on good online presentations that customers in research mode can come across. They also offer high quality content about features that the shops can use. Stock management is addressed too. Melon has developed a clever restocking system that lowers the low stock risk for the shop. Red Bull Spect have set up a B2B eCommerce portal to order easily. Apex offers the possibility of ordering only frames, lenses, or straps when they need a replacement. All these efforts are combined with POP displays, key visuals in media and a good team of ambassadors. ©

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HIGHLIGHTS

- 1 Increase use of toric lenses
- 2 Easy lens swap magnetic systems
- 3 Popularity of frameless designs
- 4 Retro trend of 90's core freestyling scene.
- 5 Athletes, clothing brands and artists collaborations



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GOGGLES 2022/23 PICTORIAL®



Airblaster - Pill Air



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Anon - M4



Dragon - PXV Ranalter



Dragon - R1 OTG Black Pearl



Dragon - RVX Mag OTG



Electric - The Hex



Anon - M4S



Anon - WM3



Aphex - STYX



Aphex - XPR Black



Electric - The Kleveland II



Electric - The Roteck



Giro - Contour



Giro - Ella



Aphex - XPR



AZR - Galaxy



AZR - Slalom



AZR - Urion



Giro - Method



Head - Contex



Head - F-LYT



Head - Magnify



Melon - Akira



Melon - Jackson



Melon - Parker



Oakly - Flight Deck M



Bliz - Flow



Bliz - Nova Nano



Bliz - Split Nano



Bolle - Blanca



Oakley - Flight Tracker L Horgmo



Oakley - McMorris LineMiner L



Poc - Fovea



Poc - Opsin



Bolle - Eco Blanca



Bolle - Mammoth



Cebe - Horizon



Cebe - Icone



Poc - Zonula



Quiksilver - Browdy



Quiksilver - Greenwood



Quiksilver - Switchback



Cebe - Slider



Dirty Dog - Mutant 2.0



Dirty Dog - Mutant Legacy



Dirty Dog - Mutant Prophecy



Red Bull Spect - Magnetron



Red Bull Spect - Soar



Red Bull Spect - Solo



Roxy - erjtg 03184



Roxy - erjtg 3197



Roxy - erjtg



Rossignol - Maverick Sonar



Rossignol - Magne'lens



Rossignol - Maverick Sonar



Salomon - Aksium 2



Salomon - GH0



Salomon - Radium



Smith - 4D Mag S



Smith - Sequence OTG



Smith - Squad S



Spectrum - Helags Summit



Spectrum - Huala



Spectrum - Ostra Bio Plus



Spy - Legacy



Spy - Marauder Elite



Spy - Raider



TSG - Expect 2



TSG - Goggel-four s



TSG - Goggel-four



Volcom - The Footprints



Volcom - The Odyssey



Volcom - The Yae



Von Zipper - Hana Beaman Cleaver



Von Zipper - John Jackson Capsule



Von Zipper - Kevin Jones Mach

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THE HIGH SEAS WETSUIT



RETAIL BUYER'S GUIDE WETSUITS FW 22/23

It has become the black gold of the boardsports market: neoprene is hot property in shops and online, to the point where stocks are almost out. For fall-winter 2022/23 the mission remains clear: be warm, flexible and durable. Let's see if the recipes have changed at all... An overview of next winter's wetsuit range by David Bianic.



C-SKINS

After two years marked by COVID-related caution in the neoprene category, the clouds still haven't cleared when you look ahead to winter 2022-23. However, brands are no longer happy with a passive attitude and have decided to move forward. "We are the only brand owning our own R&D lab and manufacturing facilities," says Léa Duquay, Assistant Product Manager at Rip Curl. "Which allowed us to keep launching new technology and refreshing the range each season". It's a similar story from Valerie Hill, Head of Global Swimsuit and Wetsuit Product at Roxy, announcing a total overhaul of their collections: new liners, recycling, warmer, softer and stretchier than ever.

Over the years, the demand for tackling winter surfing has also increased in Europe and all brands are noticing a rise in sales on their hooded 4/3s and 5/3s, a once-shunned product. "You can clearly see that the hooded Torch FX 5/4 is selling well in the southwest of England while the 6/4 is more appealing in the Northeast, Scotland

"We are the only brand owning our own R&D lab and manufacturing facilities. Which allowed us to keep launching new technology and refreshing the range each season." Léa Duquay, Rip Curl

and Ireland", says John Westlake, Wetsuit Designer at the British brand Alder. The media trend for cold water surfing has destroyed the aesthetic barrier around hood wearing and "Customers understand the importance of protecting extremities, and especially their head/ears", confirms Julien Salles, Brand Manager at Manera.

So, there are two different 5/3s that meet slightly different needs, says Marin Mauriac from Söörüz: "It would be so easy to have just one winter model...but from Norway to southern Spain, the requirements are just not



RUSSELL BIERKE | BLUEPRINT CHEST ZIP FULL
DESIGNED IN SANTA CRUZ, CALIFORNIA, SINCE 1952.



“If some brands manage to keep the same pricing in FW23 it means they don't have a healthy business or they decreased the quality of their wetsuits” Julien Salles, Manera

(TB4) neoprene that “incorporates graphene to help keep you warmer for longer”, assures Product Manager Tom Copsey.

Another label that speaks to surfers, Japanese Yamamoto neoprene (limestone) is a mark of luxury and second skin sensation, on offer at Saint-Jacques Wetsuits and Zion for example.

Oysterprene neoprene composed of oyster shell limestone continues to gain ground, now utilised by Adelio, Roxy, Alder (Luxe FX), C-skins (Halo X) and still at Söoruz who developed the technology. As for Eicoprene from Picture Organic Clothing (a mix of limestone and recycled rubber from used tyres), it's getting an upgrade to become Flexskin, still just as stretchy but more durable. Vissla presents their new I Foam, a neoprene made from Japanese limestone, recycled oyster shells, scrap rubber and eco carbon black. The use of Yulex remains niche but has gained some converts under the impetus of Patagonia: here we're thinking of Oxbow who are combining it with recycled materials and solvent-free AquaATM glue.

WETSUITS FW22/23: LINERS
Together with neoprene foam, they form a duo to determine the flex/durability ratio of a wetsuit and they boost the heat-retaining properties like a third dose of Pfizer serum. The basic idea is to trap the air and drain water, like the cosy FDL (Fast Dry Lining) and Fireline liners from Alder do. On their more high-end models, O'Neill are introducing a TBX-4 Firewall liner, a top dog

the same.” Claiming one's affiliation to cold water surfing has even become a marketing pitch, at Zion Wetsuits for example, designed “in the depths of a long, cold Tasmania winter”.

Before going deeper into what's new for FW22/23, let's address the elephant in the room: yes, you should count on the inevitability of next season's public price increases because of the exorbitant costs of raw materials and transport, that is to say an invoice which has tripled reports the Hurley Europe staff. At Picture, they are quite forthcoming about it, announcing an average increase to the order of 3%. “If some brands manage to keep the same pricing in FW23 it means they don't have a healthy business or they decreased the quality of their wetsuits”, warns Julien from Manera.

WETSUITS FW22/23: NEOPRENE
Fancy a little warm up stretch? Neoprene is not the only criteria of quality in a wetsuit, everyone knows that, but it's still a powerful sales argument. Rip Curl are stressing that in their Heatseeker they are replacing E6 neoprene with E7, which has 20% more stretch and less weight but just as warm as the E6. Another wetsuit giant, O'Neill are counting on the fourth generation of Technobutter



3D DESIGNED WETSUITS



When the industry standard is to develop 2D patterns and try to fit it on a 3D body, we decided to break new ground and take the opposite direction. We use computer design to model good-fitted wetsuits in 3D, then we employ an innovative software that converts it into a precise 2D pattern for the factory. It creates a natural, second-skin fit that makes the MANERA wetsuits stand out.

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MATHEA OLIN
RIPCURL.COM

"You can clearly see that the hooded Torch FX 5/4 is selling well in the southwest of England while the 6/4 is more appealing in the Northeast, Scotland and Ireland." John Westlake, Alder

in terms of warmth/flex. For their part, Rip Curl are citing the betterment of their Flash Lining, the Flex Energy liners that "have the exact same properties as the flash lining plus an added warmth factor coming from friction," explains Léa Duquay, making a gain of 1° to 2°C according to your activity level. We'll take all we can get! Comfort-wise, the likes of Yeti Wool linings, as offered at Zion, makes for an outstanding plush feel. For their super cold water wetsuits – the North Seas –, Vissla extends their Fever Fiber thermal lining "top to bottom", says Adrian Waller: a wetsuit within a wetsuit so to say.

The performance of these liners is such that you can now go for thinner wetsuits, indicates Phil Bridges from Dakine, highlighting their Hexotherm2 on their Cyclone 5/4 hooded models. Another piece of good news is the trickledown effect of these thermal lining to Hurley's entry level models, as well as Vissla's 7 Seas Comp model.

On the outside, the so-called "liquid skin" liners are also enjoying success, like on the Dark Matter from C-Skins, adding only a really thin layer of material around the torso to negate the wind chill effect, and with no extra stitching.



WETSUITS FW22/23: CONSTRUCTIONS AND FIT

The different panels that combine to make a wetsuit and their assembly have long-since been segmented into three categories: flatlock (flat stitch, entry-level), GBS (glued blind stitched) in the mid range and GBS taped seams (more durable, more waterproof) for premium models. Nowadays we can see a "trickle down" effect with the use of GBS featuring more and more on lower range models. These lower categories have also been enriched by stitchless versions like the Psycho Tech from O'Neill or the Wired+ 6/5 from C-Skins, often with the bonus of having a "liquid seam", a taped joint covering the "non stitches".

Moreover, for a long time brands relied on stretch to provide a good fit before noticing that this pressure exerted on the material affected its longevity. So changing this is now a top priority. This can be done in really simple ways sometimes: "In terms of fit and material, we've revised the crotch area on all our men's styles to reduce the likelihood of leaks and increase the suits longevity", explains John Westlake, Wetsuit Designer at Alder. But more and more brands are using 3D in the design phase to get as close as possible to a second skin fit. We're thinking here about Manera who use a computer programme that can then go on to produce 2D templates for fabrication "It represents a lot of work and it's not something you can easily notice in the shop, but we're all about how you feel in the water instead of using expensive marketing gimmicks to impress the customers in shop". Others prefer the more old-school, handmade option to the high-tech solution. At Quiksilver, the Highline Pro model is assembled by hand in Japan using only five panels.

"It is also crucial to work on cut and the placement of reinforcements," Maurin from Söörüz reminds us, even though "these details are often hard for customers to see".

WETSUITS FW22/23: FINISH AND DETAILS

You do know where the devil is don't you? The details when it comes to finish are anything but details - they are capable of elevating an OK wetsuit to an excellent one. The designers have really used their grey matter for FW22/23. Let's start with the zips (where front entry is still popular). At Adelio, Brett Vergou explains to us that they have added a new double-entry to their chest zips, "for those that like a centred, even feel". At Roxy, this zip



ALDER

zone has been redesigned “to avoid unnecessary water entries and rashes”. And Stan Bresson from Saint-Jacques reveals that backzip models are more popular amongst the female surf population, to the point of almost selling out. At Circle One, Business Director James Trevelyan explains that they have lined the panels on the shoulders with nylon, “so less susceptible to stretch on the hanger (when drying or storing the suit)”. Good idea.

Finally, it’s difficult to talk about wetsuits for cold water without mentioning their obvious accessories: hoods, gloves and booties. Solite have made significant headway in this market in the last few years, enhancing the whole category. Business Director Europe, Dee Caldwell highlights their 8mm booties with one-piece sole and cosy thermal liner as well as their extra millimetre around the toe for extra warmth without sacrificing the tailor made fit that the brand is famous for. Solite will soon be extending its range to gloves, four innovative models between 2-6mm. Endemic brands are responding too, for the benefit of the final consumer, in the shape of 5/4 Cyclone booties from Dakine for example (5mm and 4mm on the sole for more feel on the board), containing the same Hexotherm2 as on the Cyclone wetsuits and double texture sole for grip.

FW22/23: THE GREEN WETSUIT, THE UNICORN

Yulex, Oysterprene, recycled polyester, solvent-free glue, dope-dyes...All the effort made by brands can’t detract from the fact that final consumers mostly favour wetsuits that are scarcely eco-friendly. Not wanting to break the “customer is always right” rule, but aren’t they at fault here? “The gap between what consumers say they’re going to do and what they actually buy is still too big”, reckons James from Circle One. For JL, Technical Designer at C-Skins, customers are no different from brands, in that they are simply not prepared to sacrifice on performance.

Nevertheless, it is the brand’s responsibility to offer at least one natural neoprene model, believes Julien from Manera, to get higher volumes and therefore lower the price of these types of wetsuits.

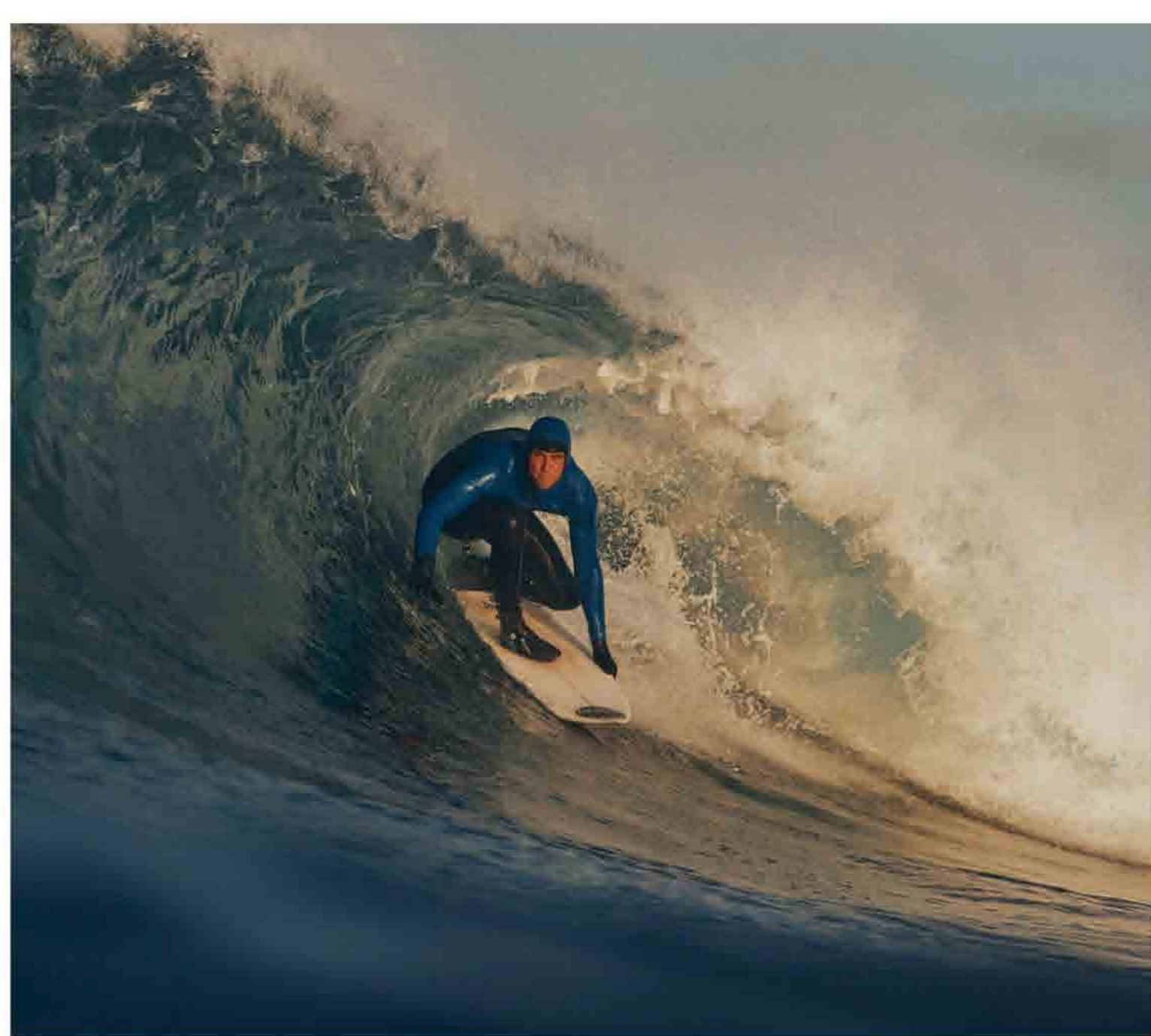
In the meantime, the lifespan of wetsuits remains a priority. Most of the brands we talked to estimated that the average lifespan of a wetsuit is three years if it has been carefully rinsed and dried. “With the right care we’d expect the top-end suits to last at least 5 years”, assures James from Circle One. Nowadays many brands are taking a product’s afterlife seriously by delaying it in the first place. Rip Curl have their own repair centres and similarly O’Neill are using a network of certified repairers while Patagonia design their models to be repaired in the first place, like their easily-replaceable zips for example. “We recently opened a second European repair partner in France”, adds Gabe Davies, Ocean Marketing Director.

Let’s leave the last word to Marion Bertrand from Picture Organic Clothing whose objective is to do their “fair share” in the fight against climate change, in line with the report from Carbone4, the French carbon consultants on the power and responsibilities of individuals, businesses and the State: “Thus, the best that we could expect from voluntary individual lifestyle changes would be a decrease of approximately 5%-10% of the average personal carbon footprint” so “in order to win this battle, we need to look beyond the individual level and reach a new level of collective action”. All for one and one for all! ☺

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HIGHLIGHTS

- 1 More 5 and 6mms with hoods
- 2 Slow progress of eco-friendly neoprenes
- 3 Tech liners (graphene)
- 4 A lot of work on fit



RIDER - MARK BOYD / PHOTOGRAPH - ANDRE SILVER



RETAIL BUYER'S GUIDE

WOMEN'S OUTERWEAR 2022/23

Times are challenging and change is all around us. If tackled the right way, there's great potential for shifts that benefit not only the brands themselves, but also their customers and our environment. Anna Langer reports on the trends for Women's 2022/23 Outerwear.



EIVY

The last two years have been tough, for everyone. Brands in all branches and industries had to adapt their working practices to continue to function. Which isn't an entirely bad thing. Delays have led to rather healthy collection overhauls and strategy changes in a world of constant overproduction, as Candide and Eivy have reported. "We are focusing more on carryover styles and bestsellers paired with some really eye-catching seasonal prints and colours" says Martin Vister, Eivy CEO. Marion Bertrand, Product Manager for Picture Organic Clothing agrees that the "crisis has allowed us to improve our carryover and essentials strategy and to rationalise our collections." Burton's Director of Product Strategy Europe, Christine Egger says it has accelerated and enforced what they've already started: "building out the foundation by increasing carryover products and focusing on versatile layering". Black Diamond invested in digital infrastructure: "We put a big focus on forecasting and committed to higher inventory to be able to guarantee fulfilment and deliver in time." Roxy reviewed their buying strategy: "The idea was not to create too much stock and to arrive this winter with a fresh new collection. The frustration of last winter made

"crisis has allowed us to improve our carryover and essentials strategy and to rationalise our collections." Marion Bertrand, Picture Organic Clothing

everyone rush to book their vacations for this winter." And while things continue to be challenging as long as travel is restricted and resorts can't open fully, there is a silver lining to be found, as Kari Traa point out: "The trauma of the pandemic has given a new understanding of how we can contribute to our overall health, effectiveness, and wellbeing."

THEMES

When asked about trends for 2022/23, Tony McWilliam, Head of Product at newcomer Candide explains: "The old ways of annual/seasonal collections is over. We focus on ensuring that what we design and create are essential, technical, functional pieces which support the user in doing the things they want to do – get outside in the mountains and express themselves

on snow." FW sum it up to "quality is sustainability", which has evolved from a trend to a recurring and majorly important theme for the majority of brands. "Product durability is key to consumers when making a buying decision and an important sustainability criterion. This is an attribute we at Black Diamond consider in all our products and have put a heavy focus on for F22," says Kristina Ehrschwendtner, Black Diamond's Apparel & Footwear Merchandiser, Europe. Picture's campaign theme is "Make An Impact", illustrating how people's smallest actions can have a big impact on our environment. Kari Traa state their goal as making comfort sustainable: "Designing starts with fibre choice, and it's essential to weigh up fibre performance versus its overall environmental impact". At Norrona, new

"The idea was not to create too much stock and to arrive this winter with a fresh new collection. The frustration of last winter made everyone rush to book their vacations for this winter." Roxy

launches are supposed to last for a minimum of 4 years before receiving changes: "This is a matter of consistency, which, in turn, is a matter of quality." Rojo's Tread Lightly concept includes only producing what's needed and measuring the subsequent impact on Mother Earth, the concept addresses both the difficulties of Covid as well as their sustainability goals.

A newly emerging, yet long awaited trend by the female clientele, is inclusivity. "A main focus when developing the 22/23 line was Gender Inclusivity: ensuring product accessibility with non-binary options and creating gender product parity between sexes to ensure performance products with the same end use," explain Burton. Kari Traa agree that a "big focus in the collection is on inclusivity and the materials responding to specific needs of the growing plus-size markets. And it is not just about the size, but the multiple variations of female curves that require a greater variation of silhouettes." Norrona work with gender neutral colours and 686 embrace riders like Mia Brookes, Emma Crosby and Darrah Reid who wear mostly men's outerwear and have introduced more gloves and mid-layers designed specifically for women, that also combine well with the men's looks.

Other important themes are backcountry riding and technical gear from Airblaster, Burton, Black Diamond, Dakine and Jones: "Every shredder on the mountain deserves high performance and sustainably made outerwear that offers the confidence to move fast and ride hard in any weather. That was the inspiration behind the new Jones women's outerwear line - to balance a fresh style, comfortable fit and sustainable materials with the technical features you need to ride all day and stay safe in the backcountry. This is outerwear for hard charging women who want to look and feel their best whether skinning up, riding down or celebrating after." Plus

"The old ways of annual/seasonal collections is over. We focus on ensuring that what we design and create are essential, technical, functional pieces which support the user in doing the things they want to do – get outside in the mountains and express themselves on snow." Tony McWilliam, Candide

heritage inspiration from Burton, elho, Kari Traa, Roxy and Rojo, as well as contemporary takes like L1TAs military and workwear inspiration or Rip Curl's surfing the mountain vibe.

SILHOUETTES

Tying into the inclusivity theme, Airblaster developed a new "Every Body Fit" which is a shorter silhouette with a wider fit. Kari Traa have a growing number of products designed to work with a diverse range of body types. "Oversized fits are becoming increasingly more important as far as how we broaden our offering and cater to a deeper consumer base" finds L1TA Designer, Jon Kooley, Norrona generally gravitate towards a more spacious



686



686



Black Diamond



Black Diamond



Dakine



Dakine



DC



DC



Elho



Elho



FW



FW



Horsefeathers



Horsefeathers



Jones



Jones



Kari



Kari



L1



L1

fit offering a bit more volume between the body measurements and the garment, while elho offer oversized, padded windbreakers, next to “a very new and sporty short jacket for women, that looks different from all the ‘ski-bunnies’ stuff” says CEO, Simone Pitow.

For something different on the lower half of the body, female riders can opt for “high-waist outerwear pants that meet the needs of women ready to perform in the mountains” from Rip Curl, a super feminine Softshell pant from Kari Traa and new pant styles from L1TA that “have evolved to a higher waist, tapered leg and encased elastic hem,” adopting elements from fashion to create unique and feminine styles.

Burton reworked their technical performance offering in the [ak] women’s line and created a new, authentic backcountry kit for women, Picture Organic offer new silhouettes dedicated to backcountry touring, and also the new CANDIDE C2 range is composed of premium technical outerwear and mid-layers for those who wish to combine pinnacle performance with Candide’s elegantly refined style. Jones Outerwear also premier their Women’s line for FW22/23, with relaxed fit high performance wear “blend comfort, performance and sustainability in a fresh look.”

Rehall focus on a cleaner design with less colour/print combinations and elho are “coming back to the more casual fits for skiers, offering the first performance jackets without oversized fit in our signature colours.” Rojo promote silhouettes and styling which they know are current and have staying power. Dakine articulate the designs in each of their four segments to fit the designated riding style.

COLOURS & PRINTS

A lot of brands will be mixing earth tones with brighter colours, especially blue. Burton introduce a new brand colour called “Jake Blue”; FW contrast sky blue with bright orange and lightning blue; L1TA combine a “synthetic blue colour that to me emulates the look of blacklight” called “Ultraviolet” with their earth shades; Norrona feature a lighter cold blue / grey called “Blue Fog” next to a classic sporty Mykonos blue; Dakine mix up Carved Blue, Rusted Orange, Earth Green and Dustbowl Pink; Horsefeathers mix earth colours with toned, yet bright colours; and Rojo opt for “shades of green that act as a soothing calming colour as we connect with nature and a new consciousness”. Rosy shades stay important for women’s as well. Black Diamond add Tundra, ice pink, aloe and blackberry; Rehall work with “Rose Snake, Plum Perfect, Dark Purle and Pink Lady”; Candide updated their cabernet colour; and Roxy introduce a soft purple lilac into the mix which works really well combined with black.

For those who like it brighter, elho extended the neon range with some powerful colour combinations next to a sportive black and anthracite, alongside two of their iconic all-over prints, Rip Curl mix checkers with pop colours such as mint green, and Roxy introduce honey as a strong new street colour and eye-catching bold red in the Chloe Kim range.

“Product durability is key to consumers when making a buying decision and an important sustainability criterion. This is an attribute we at Black Diamond consider in all our products and have put a heavy focus on for F22,”

Kristina Ehrschwendtner, Black Diamond

L1TA blur the line between fun and familiar with a tie-dye camo print, Picture Organic show three new feminine prints such as a cloudy/smoky textured effect, traditional cement tiles to a floral photo print, Rip Curl feature ethnic and geometric Aztec prints, Horsefeathers paint Cheetah in black & anthracite, and Roxy show a strong mix of florals and sportive abstracts.

MATERIALS

In a weather dependent industry such as ours, you can’t afford not to think about your impact as a brand – especially in times like these. Yet the



STYLE & COMFORT FROM THE SLOPES TO THE STREETS





Norrna



Norrna



Picture



Picture



Rehall



Rehall



Rip Curl



Rip Curl



Roxy



Roxy

story doesn't end with just eco-friendly production: for real sustainability, products need to last. "We begin with a purposeful and researched fabric selection. We incorporate eco-friendly materials where they prove to be both durable and functional. For 22/23, the recycled fabrics ratio on the collection is getting higher, from insulation, to linings, to zippers," says Irena Umek, FW's Marketing Manager. "Dakine is a company that has made life saving equipment since 1979. We respect the high standard by designing apparel to last. Like equipment, all styles must be durable with classic designs that are both a pleasure to use and keep you protected from the elements. Glue ramps, internal bellows, cold pressing - these are all ways we build products to last and perform." CANDIDE agrees: "Our products are either sustainably created or recycled. Our C1 and C2 collections feature a unique bio-sourced/recycled polyester fabric. In an industry first, refined crystallised sugar is extracted from sugar cane waste, fermented, and transformed into ethanol. This bioethanol is converted into bio-mono ethylene glycol (Bio-Meg) and extruded into a thread then weaved. This process generates 25% less CO2 emissions vs. traditional methods." Picture Organic Clothing have continued to expand their "Biosource" initiative, so far, they've achieved making their RESORT range 70% bio, making their products from Biosource fabric and recycled polyester. Black Diamond continue their collaboration with GTT's EMPEL Technology, a revolutionary water-repellent treatment which eliminates the production of water pollution from fabric finishing and Rojo also feature a recycled element wherever possible in their outerwear

"big focus in the collection is on inclusivity and the materials responding to specific needs of the growing plus-size markets. And it is not just about the size, but the multiple variations of female curves that require a greater variation of silhouettes." Kari Traa, Rip Curl

fabrics, linings and insulation and are now looking towards packaging and trims. Horsefeathers use biodegradable packing and are implementing Primaloft Bio alongside Ultratech Recycled on more of their models. Next to re- or upcycled materials, Jones also emphasize the social impact of their products by only working with ethically certified factories.

Staying warm and dry is obviously another major factor for our beloved sports. Roxy have extended their Warmlink innovative heating panel technology to other products of the range such as gloves/ mittens, base layers and a belt that you can wear under any snow jacket. Rehall continue their Re-tech dry outer shell fabrics with an improved lamination and Kari Traa feature Porelle lamination (durable, long-lasting and a great fit to female needs) in one of their pants and a parka. Norrona combine "the comfort of tights with the functionality of a ski pant" in their new lyngen collection with 4 layers: a warp knitted highly stretchable and thermal quality, a highly stretchable woven double weave, a 200D waterproof fabric and a highly stretchable quality for the pockets made to accommodate more oversized items." And last but not least, FW enhance comfort with their new, so called pre-baffled insulation fabric: "The baffles are made during the weaving process, ensuring a super-soft hand feel, durability, and more water resistance." ©

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

- 1 Inclusivity
- 2 High Waist pants
- 3 Sustainability
- 4 Earth tones, blues & rosy colours



RIDE, PROTECT & SHARE

«Ride, Protect & Share. These three words represent the essence of who we are: a snowboard, ski, surf, and outdoor clothing brand who, while not taking ourselves too seriously, still want to effect change.»

FW22 BACKCOUNTRY-TOURING

Technical, lightweight, eco-friendly & ergonomic products, dedicated to backcountry skiing/touring.

MEN



TOKELA BEANIE



LASSEN 3L XPORE JKT



MCTIGG GLOVES



TISON JKT



ELIAS ALHARRDT 3L EXPLORE BIB PANTS

WOMEN



MCTIGGA MITTS



AERON 3L JKT



TOKELA BEANIE



TEHANIE HYBRID JKT



AERON BIB



CALGARY



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RETAIL BUYER'S GUIDE

MEN'S OUTERWEAR 2022/23

Crisis or not, people still need to go outside - in tough times probably even more so. And to do so, they need proper gear, which the brands featured below continue to provide despite all challenges. Anna Langer reports on the trends for Men's 2022/23 Outerwear.



On top of logistics issues such as delays and growing costs, the last two years have had an accumulated effect on many brands. Retailers find that "it's becoming less fun to do your work because we're very eager and want to create nice things so everybody can feel good while wearing our garments but if then lockdowns keep happening, crazy restrictions have been applied so nobody will be able to go riding, it gets you down every time," says designer Dana Smits, and she notices that "the unsteadiness of the overall feeling of safety leads to much lower spending." Yet as we all know, every cloud has a silver lining and Black Diamond feel an unbroken high demand for their products: "We continue to see growth in a lot of categories – especially in apparel. Our direction and strategic plan have not changed. The pandemic has reinforced our focus as a brand" says Kristina Ehrschwendtner, Apparel & Footwear Merchandiser, Europe and also Floa and Dakine share a positive outlook on the coming season.

"The fortunate thing in a very scary and unfortunate situation was the need for people to get outside and participate in so many

"We've been wild since '77. The wild energy of the natural world inspires us to adapt, evolve and overcome. We are having fun in the face of fear, we rise above and stand out"

Christine Egger, Burton

outdoor activities, including snowboarding. I would say the influx of new consumers in our sport has really made us look at our product offering through an inclusive and accessible lens," L1 Premium Goods Designer Jon Kooley elaborates. Burton, Picture Organic Clothing and Horsefeathers have used the situation to work on and increase their carry overs, she focuses on bestsellers in new colour stories and patterns with only a few new products and Rip Curl have developed a new range structure already for 2022/23.

"The fortunate thing in a very scary and unfortunate situation was the need for people to get outside and participate in so many outdoor activities, including snowboarding. I would say the influx of new consumers in our sport has really made us look at our product offering through an inclusive and accessible lens," Jon

Kooley, L1 Premium Goods

THEMES

The heritage theme has been going for a couple of seasons now and is only starting to slow down a little bit. Burton state NAUGHTY BY NATURE for FW23/23: "We've been wild since '77. The wild energy of the natural world inspires us to adapt, evolve and overcome. We are having fun in the face of fear, we rise above and stand out," says Christine Egger, Director of Product Strategy Europe. Elho draw inspiration from a pool of over 70 years of brand history with unique designs and ThirtyTwo sport some "seriously OG style" with a wide fit driven by Chris Grenier and Dakine also showcase a baggy cut that reminds you where urban riding started. Quiksilver's High-Altitude capsule collection also features baggy fits with prints and arts are inspired by the early 90's, but with a modern-day twist and a unisex approach feeding the inclusivity trend, inviting women into this collection as well. And Oakley also use bold and bright colourways from their heritage to target younger consumers.

Answering the success of their apparel collection, Rip Curl tie their outerwear products to that division, creating consistency between snow jackets and the apparel offer in polars, fleeces, tee-shirts, "to keep our surf spirit in the mountains." They highlight trans categories jacket that "can be worn in a city or during a cold day at the beach, proposing a versatile offer where everyone can find a perfect match," says Raphaël Delfour, Winter & Trade Marketing Manager. Horsefeathers bring back rideable shirts and DC promote "outerwear for everywhere. Matching flawless technical function with original DC style. Building the boundaries between streetwear and outerwear. Balancing advanced mountain performance with city street wearability", explains Manu Labadie, Marketing Manager. ThirtyTwo's biggest theme this season is to create better accessibly for all snowboarders through refinement of features, improved waterproofing / breathability, more fit options, and lower price points. "We want to make outerwear that everyone can afford, but still functions in all conditions," says Susanne Dachgruber, Merchandise Director. Oakley focus on layering that works on & off the mountain, like their Park RC 10K Softshell Hoodie that can be used as a midlayer but can also be considered as a jacket.

Dakine's collection is designed for "urban playgrounds and backcountry pillow lines. We think about this product like Dakine's Trusted Equipment, an interface between you and the mountain and shaped by the many ways we ride." Burton also focus on technical layering systems (base/mid/outer layer), replacing certain lifestyle product without functionality by a highly functional base/mid/outer layer offering. Airblaster highlight their super techy Beast Series with maximum function for splitboarding and resort riding, made out of 100% recycled content; Templeton offer a basic layering system including, base layer, vegan synthetic insulator as mid layer and triple layer bonded outer layer jackets as shell; Horsefeathers also bring back their shell jackets for freeriding and Norrona expand the lyngen collection: "a freeride-driven touring line, first launched in 2009. Pushing the limits of durable lightweight, packability, and the balance between protection and breathability," explains Fredrik Lundberg, RDD Director. Jones Outerwear state their collection "is about making cutting edge apparel that performs just like we move through the mountains - with complex simplicity. One foot in front of the other, but no wasted steps, and no wasted energy. This is apparel we believe in every step of the way."



686



686



Black Diamond



Black Diamond



Candide



Candide



Dakine



Dakine



Dakine



DC



DC



Elho



Elho



FW



FW



Horsefeathers



Horsefeathers



Jones



Jones



Jones

“In the case of a snow jacket, it means creating a fabric partially made with plant material such as sugar cane or castor beans, wiping out of the extremely polluting dependence on fossil fuels” Marion Bertrand, Picture

Sustainability has evolved from trend to permanent theme. Tony McWilliam, Head of Product at Candide says: “We are not interested in trends – our design ethos exists where elegance and functionality collide. Sustainable materials and premium constructions result in timeless pieces.” Norrona also follow a general aesthetic based on their design DNA, “Loaded Minimalism™.” Black Diamond heavily focus on product durability, which is key to consumers when taking a buying decision and an important sustainability criteria. FW also focus on durable materials which are fit for purpose to make products that last and keep out of landfills. “Make An Impact” is Picture Organic Clothing’s campaign theme, illustrating how the smallest actions can have a big impact on our environment. DC report of their most eco-friendly line to date, implementing more sustainable materials than ever, next to clean-energy snowboard production and 100% recycled packaging and hang tags.

MATERIALS

When it comes to new technical developments in outerwear, bio sourcing deserves a big mention that is used by both Picture Organic Clothing and Candide. “In the case of a snow jacket, it means creating a fabric partially made with plant material such as sugar cane or castor beans, wiping out of the extremely polluting dependence on fossil fuels” explains Marion Bertrand, Product Manager at Picture. “The shell fabric, which is derived from sugarcane waste and blended with recycled PET, reduces carbon emissions by 25% while providing the same level of durability and performance as traditional polyester. Picture’s short-term goal is to expand the use of bio-sourced materials throughout 100% of its technical apparel line.” Templeton feature an ecological water-repellent impregnation BIONIC FINISH ECO from RUCO that is approved by RWTH University Aachen and based on a fluorine-free recipe and Black Diamond continue their collaboration with GTT’s EMPEL Technology, a revolutionary water-repellent treatment which eliminates the use of water pollution from fabric finishing. Oakley introduce a biodegradable fabric: “Bio-Earth is a comprehensive solution aiming to reduce the environmental impact of textile products. The Bio-Earth collection is modified by organic compounds to enhance the biodegradation of our products in a biologically active landfill and is tested no harmful substances being released to the environment,” says Laurent Vogt, Global AFA Category Manager Snow.

Not really new but still relevant is the use of recycled material. Horsefeathers use Primaloft Bio and Ultratech Recycled on more models next to biodegradable packaging, L1 continue their transition to more recycled and sustainable fabric options. ThirtyTwo even use 100% recycled shell fabrics in their TM-3 and TM Jacket, Pant, and Bib, made from recycled plastic bottles and also FW report that their ratio of recycled fabrics is getting higher. “We are stoked to have more and more products featuring almost all recycled materials, from the main fabrics, insulation, linings, and zippers. For you to not only look good but also feel good” says Irena Umek, Marketing Manager. Rip Curl also use recycled fabrics on most models and 75% of their outerwear range is BLUESIGN approved, matching The Global Recycled Standard, Quiksilver use between 80-100% recycled materials. Jones add the Oekotex certificate to all their materials, which range from organic cotton, upcycled down and non-mulesed merino wool to PFC-Free DWR treatments.

For their “Search Series”, Rip Curl introduce their 37.5 technology, based on the Heatseeker lining of their wetsuit range. “It’s an incredible way to add adaptable breathability properties to the fabric.

▶▶▶ ENJOY YOUR RIDES!



20/20 SERIES
REHALL.COM





L1



L1



L1



Norrna



Norrna



Norrna



Picture



Picture



Picture



Quiksilver

It helps keep your body at the ideal core temperature of 37.5° C when you're active by removing the sweat during its vapor stage before it gets liquid." In order to answer Travis Rice's demand, Quiksilver combine "Primaloft Active, the most breathable, lightweight insulation in the market, with Gore-Tex Infinium to create a jacket that is super light, extra warm, and made to move with you. 686 keep riders warm and dry with the new GORE-TEX PRO 3L Thermagraph Jacket and Bib that combine the most rugged GORE-TEX PRO with fused strategically placed Polartech Alpha insulation panels to help with warmth retention and moisture management. Norrona blend two GORE-TEX® technologies for their lyngen Gore-Tex Active Jacket: the Active SHAKEDRY™ – a technology that eliminates the face fabric, preventing water absorption to maintain comfort during high-intensity and 30D GORE-TEX® Active, built for extreme breathability, ideal for highly aerobic, done-in-a-day activities. Rehall continue their Re-tech dry outer shell fabrics with an improved 20k lamination and FW work with a new pre-baffled insulation fabric for a super-soft hand feel, durability, and more water resistance.

"It's an incredible way to add adaptable breathability properties to the fabric. It helps keep your body at the ideal core temperature of 37.5°C when you're active by removing the sweat during its vapor stage before it gets liquid." Rip Curl

SILHOUETTES

While they're almost completely extinct from women's collections, bibs continue to stay super relevant and popular for men. "We're seeing an increased need for a wider selection in bibs and more price accessible styles" report L1, Rip Curl updated their backcountry bib with 37.5 recycled twill fabric with no lining or padding, FW add a workwear inspired bib to their catalyst family, 686 offer Forest Bailey's oversized signature Dojo pant as a bib and also Burton introduce new pants to "build off momentum in bibs and continue the modernization of the line." Pants are generally moving towards a wider fit again, as seen at Dakine, L1, Norrona and elho.

Supporting the lasting backcountry trend, layering options are a must have for riders which is catered for by the Burton Men's AK TUSK Jacket, a splitboard-specific jacket designed to be as packable as it is functional, Candides's new C2 flagship collection, and the ELIAS ELHARDT x Picture Organic pro model, a 3L jacket and pants with their revolutionary XPORE membrane. Jones use an origami-inspired fabric pattern that maximizes mobility and breathability by minimizing taped seams that don't breathe or stretch in their Shralpinist Stretch 3L Jacket and Bib.

Dakine dedicate each of their outerwear segments to a certain riding style and articulate the patterning to move effortlessly with the body. "If it's for the backcountry, it's shaped to move freely with your stride. As we move into the resort comfort is king and the fit has a more relaxed articulation. Then to the streets and park where style and protection help you stomp the rails by incorporating heavy fabrics that demand a loose cut." For the street, this means a heavy workwear influence that can also be seen in the L1 range, and Rip Curl also reworked part of their range in a more minimalist direction "that it will fill the gap between classic outerwear products and more lifestyle jackets."

Last but not least, elho continue to rock their colourful all-over printed overalls, while Templeton highlight their "overall that does not look like a



FALL - WINTER 2022/23

candide.co



Quiksilver



Quiksilver



Rehall



Rehall



Rehall



Rip Curl



Rip Curl



Templeton



Templeton



Templeton

“We’re seeing an increased need for a wider selection in bibs and more price accessible styles” L1

overall, with full waterproof with taped YKK zipper and seams, made with our most functional 3-Layer bonded Outer Layer shell.”

COLOURS & PRINTS

Rehall make their designs “more clean and with not so many colour/print combinations” and in general colours are a bit more toned down than in previous years. “Inspiration for the colours and prints comes from the colours found in nature during its seasonal changes” say Picture and Rip Curl feature natural and earthy colours in their SURF LANDING search collection.

Blue is the main colour for 2022/23, in various variations ranging from Burton’s new Jake Blue, L1’s Ultraviolet synthetic blue, Norrona’s cold blue / grey Blue Fog or their Mykonos Blue, Oil Blue from Horsefeathers to Kingfisher or Indigo at Black Diamond.

Inspired by riders like Victor Daviet and Matt Belzile wearing head to boot in the same colour with pop accessory hits, 686 created a collection of tonal outfits in both brights and neutrals, that combined with key gloves and facemasks in specific accent colours create a signature look throughout their range. For more colourful options, Burton show shades of reds and greens, elho extended the neon range with some powerful colour combinations and Rip Curl use bright and fun colours directly referring to their surfing roots. Black Diamond introduce Lime Green as highlight colour for FW22/23, Candide update their cabernet colour and Dakine feature Flame Orange, Earth Green, Purple Haze, Fir Green and Russet Brown. FW on the other hand introduce pastel colours like Sky Blue and Wisteria “to bring sweetness and contrast with the very bright orange and lightning blue. The new and very neutral sand colour is easy to merch with all kind of colours. The new burnt orange Antelope canyon brings warmth.” Rehall sport Cathay Spice, Navy, Olive and Dessert Palm colour combinations.

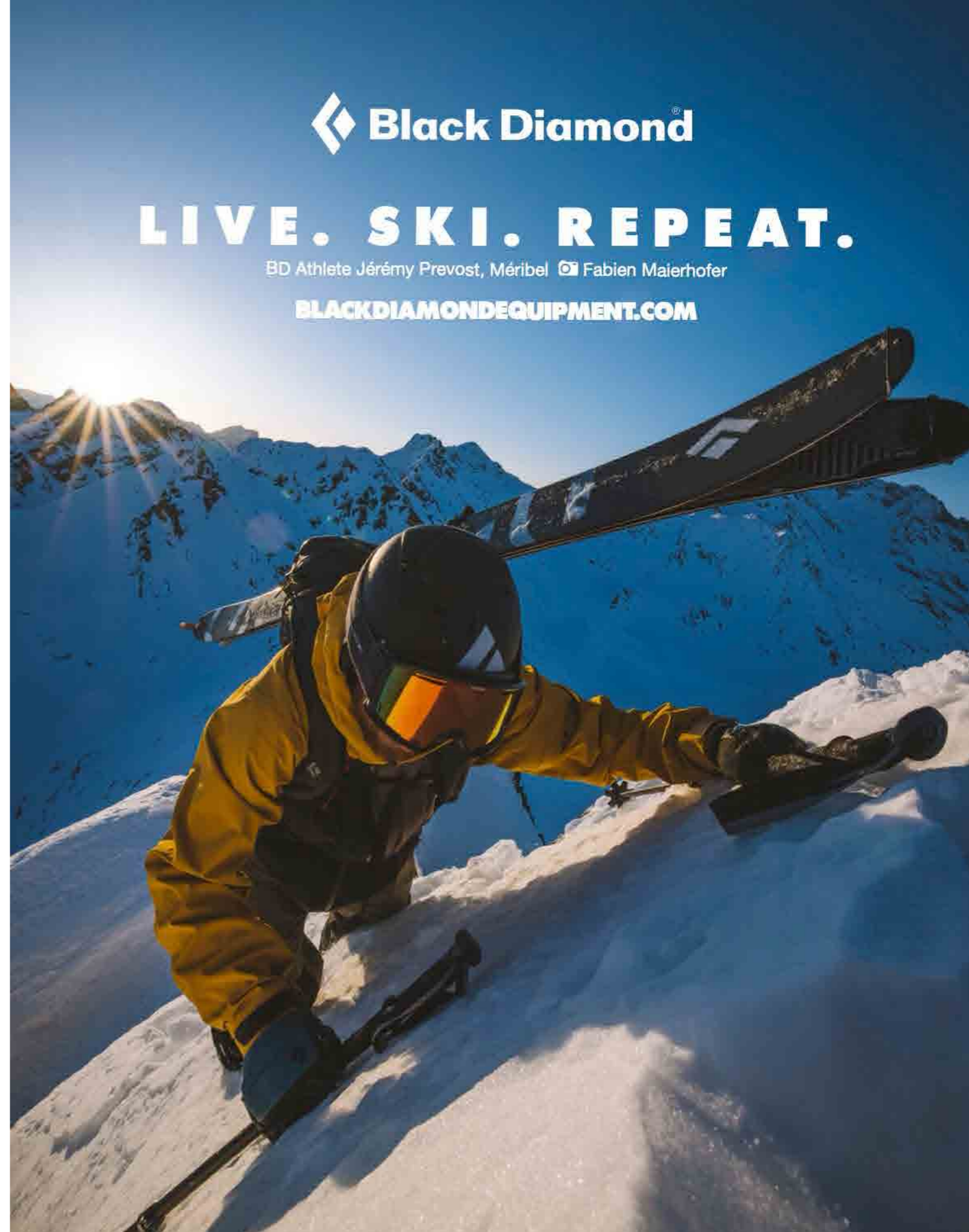
Colour blocks are making a comeback in the collections from Templeton and Burton, next to elho’s iconic elho all-over prints from the past. Dakine say that camos have always been part of their DNA, featuring a terrain version for FW22/23, L1 blur the line between fun and familiar with a tie-dye camo, Picture Organic show a world map in the form of a camo and ThirtyTwo have a blur camo with red that was inspired by JP Walker, snorkel blue by Chris Grenier, and forest green by Scott Stevens. “Zeb wanted something with a space theme and so we did a play on NASA inspired logos and colors. I always let the team drive the bus on colour, prints, and general direction.” Burton’s prints are inspired by natural patterns, Picture show a new print called CLOUD, a cloudy textured effect next to LINES, graphic lines representing mountain tops and Rip Curl also introduce geometric prints as well as taping details. Oakley have developed specific prints for each of their Team Collection riders: an allover tie dye print jacket inspired by a snow mountain for Sage Kotsenburg, a crackle print and a skull patch logo used on a color blocked jacket for Stale Sandbech and a bandana print used on a colour blocked jacket for Jamie Anderson. ☺

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

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HIGHLIGHTS

- 1 Bio Sourcing Materials
- 2 Camo prints
- 3 Baggy Pants & Bibs
- 4 Splitboard / Backcountry gear
- 5 Blue colourways



RETAIL BUYER'S GUIDE

BASE LAYERS 2022/23

Properly geared up, you can withstand almost all conditions. What you wear underneath is just as, if not more important, than your outerwear, which is why we're now dedicating a full Buyer's Guide to base layers. Anna Langer reviews the trends for FW22/23.



MATERIALS

Creating the perfect mix of warmth and breathability for a myriad of different body climates is the main goal for the base layer segment, keeping their customers dry and toasty at the same time - all day long, no matter the level of activity. To achieve this tricky balance, PAG developed a new textile material in collaboration with 37.5 Technology, based on dynamic thermoregulation: "Our base layer retains the right amount of infrared to keep you warm in winter conditions and in summer and during intense exercise, it expels excess heat to keep you cool & dry." FLÖA combine the natural qualities of merino with the engineered qualities of polyester, using the latest seamless manufacturing techniques and yarn construction, giving riders a garment with advanced wicking properties. Also perfect for going way out is the popular Airblaster Ninja Suit Pro, which got a makeover with Polartec Powergrid.

"Protection from the elements begins with proper base wear: the first and last line of defence," muses FW Marketing Manager Irena Umek, a brand who make their layers from merino. Norrøna launch their first styles in their new Norrøna Ull merino material for FW22/23: "We will offer Ull in different fabric qualities: pureUll (100% merino wool) and corespunUll (which is spun around a recycled nylon core)," explains Karoline Sarilla, Norrøna's Web and Content Editor. Kari Traa also use merino, and they even pair it with cashmere, yet their main innovation is the seamless wool Oline base layer that adapts to fit your body if you have parts that are in-between sizes, like wider hips or broad muscular shoulders: "This merino wool mix is suitable for a various range of activities and adapts with temperature changes. Seamless construction creates a minimal amount of production waste and is a very big sustainable step."

Picture Organic Clothing is introducing men's and women's outfits in merino tencel, with flat seams designed to be anti-chafing, in addition to their usual basic range of layers in recycled polyester. Eivy Clothing have moved all their products to sustainable fabrics, which saw them achieve Global Recycled Standard certification last season, which they are super happy with. "Base layers have been a massive part of Rojo Outerwear since inception," says founder Jo Buckle. "All of our base layer fabrics are saving numerous plastic bottles from landfill and the use of water-based inks and prints is also reducing the amount of water wasted in the production process." Kari Traa have found that "designing starts with fibre choice, and it's essential to weigh up fibre performance versus its overall environmental impact" and are working to update well-known synthetical base layer styles into recycled fabrics. Dakine also feature recycled breathable fabrics. The new Bentu Plus Fleece made of Nikwax Fleece fabric, is water repellent, warm and breathable. "When teamed

with a Duology Windproof, from the Páramo collection, they form the Nikwax Duology waterproof system. This unique system provides optimum protection whilst outdoors."

SILHOUETTES

Kari Traa's main focus for FW22/23 is on inclusivity and the materials responding to specific needs of the growing plus-size markets. "And it is not just about the size, but the multiple variations of female curves that each require designing different silhouettes. A growing number of products in our collection are designed to work with a diverse range of body types," like the above-mentioned Kari Traa Oline base layer. Eivy continue their Icecold tops and tights lines, "timeless multifunctional designs that have been incrementally improved since our Founder and Creative Director Anna Vister invented the neckwarmer base layer over ten years ago" says CEO Martin Vister, as well as adding more ribbed styles, for which the FW21/22 pre-orders have been really strong. FW create "RAW BSW garments to act as a second skin which are ergonomically designed to stretch naturally with your body". Dakine offer two silhouettes: the Kickback and the Liberator, for an articulated and a relaxed fit, respectively. The Liberator also comes with a hood.

COLOURS & PRINTS

"Our base layer collection does not only match our outerwear design; our base layer's colourful prints, comfortable fabrics and fashionable fits can be worn as a statement before and after the slopes. Our goal was to design base layers that don't look like underwear but can also be worn for any sports activities or even worn in the office," says elho CEO, Simone Pitow. Kari Traa is also known for their iconic patterns, which they are still focusing on with a new, toned down and sophisticated take in Rose Light. Eivy continue their Pink Cheetah, Abstract Shapes and MX Pink prints and will collaborate with Jamie Anderson for the next two years, so keep your eyes peeled for updates on this.

The main colours in base layers range from classic blacks for men, women and kids, to shade of blues, pinks and greens for the female customers. ©

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

[BOARDSPORTSOURCE.COM](https://boardsportsources.com)

HIGHLIGHTS

- 1 Merino & Merino blends
- 2 Ergonomic Designs
- 3 patterns
- 4 Black for all, pink & blue for women's

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INNER CHAMBER
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AUTOMATICALLY
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174 LITRES FULL SIZE AVALANCHE AIRBAG WITH INNOVATIVE AEROSIZE HYBRID AIRBAG TECHNOLOGY



AEROSIZE VEST ONE.
FIRST COMPACT AVALANCHE AIRBAG VEST

CAN BE USED TOGETHER WITH DIFFERENT BACKPACKS

NO CONNECTION BETWEEN VEST AND USER BACKPACK

BETTER WEIGHT DISTRIBUTION (VEST+BACKPACK)

BACKPACK TO BE PUT UNDER THE VEST AND CAN BE TAKE OFF ANY MOMENT WITH STILL KEEPING AVALANCHE PROTECTION

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RETAIL BUYER'S GUIDE

BACKCOUNTRY SNOW SAFETY 2022/23

There's a new generation of off-piste riders that need to purchase safety gear for the first time. By securing a positive immersion experience, brands will contribute to a steady growth in backcountry riding.

By Rocio Enriquez.



For some, last season was one of frustration and one of discovery for others. Some snowboarders were just not ready to wait the season out at home and ventured off-piste for the first time. Many fell in love. This has boosted the popularity of backcountry riding. Brands that develop snow safety products have benefitted the most. The demand for safety gear has grown substantially. However, these new users are not familiar with this product category. They can be easily overwhelmed by the knowledge required to read the mountain and use the products properly. Brands are listening. They are focusing their efforts on creating products that are very easy to use, as well as reliable.

There is innovation in airbag systems, aiming for increased functionality and ease of use. Ortovox offers their Avabag range of airbag packs. ABS developed their EasyTech airbag system. "It is the most advanced cartridge-based system with two airbags on the market", says Robert Scheibenzuber. It's immediately available, easy to adjust and independent from electricity. The ability to repeatedly practice the moment of trigger without the cartridge is a bonus for newbies. Aerosize's vest has a hybrid design which uses gas to inflate the frame of the airbag, but the rest is inflated with air sucked from the environment. The brand has shared that they've got developments to their system in the pipeline. "Since we focus on a different construction, the type of drive – gas or electricity – will be a secondary issue in the future, giving the user the option to choose the drive", says Wojciech Wieczorek. Black Diamond relies on their proven Jet Force Pro inflation system. It is very light, reduced in size and rechargeable. The airbag can be deployed several times before it needs recharging. "Each activation provides three minutes of continuous pressure. It also features automatic deflation to create an air pocket and has automated self-diagnosis", explains Loïc Tonnot. The Bluetooth capabilities allow easy updates through their Pieps App. Some brands aim for versatility in the packs that hold the airbags. ABS presents their A.Round bag; it turns into an all-season, highly functional outdoor pack by just removing the EasyTech compartment. The modular design of Black Diamond's Jet Force Pro system allows it to attach to packs of different volumes.

Other avalanche safety equipment comes in the form of tools and technological devices. ABS is very proud of their compact A.Ssure set of shovel, probe and first aid kit. Ortovox also has probes and shovels on offer. Black Diamond's are designed to fit smoothly in the designated pockets of their snowpacks. They offer aluminium and carbon versions, so users can suit their weight needs. On the techy side of things, Ortovox keeps pushing their Direct Voice technology. This equips their transceivers

with integrated voice navigation. Black Diamond has equipped their Recon BT and Guide BT beacons with Bluetooth, so they can connect to their Pieps App.

Avalanches are not the only danger that the backcountry poses. There are other solutions to keep riders safe. Recco offers a unique system to help the rider's own rescue in case of emergency. The Recco rescue reflectors are quite small and do not need power. They are very easy to integrate into the rider's outfit. It allows the user to be electronically located by an organised rescue team. ABS has developed the A.Way app to plan backcountry adventures. The user can not only check the weather and snow conditions, but can check and train their safety knowledge as well. There are analogic solutions too. Ortovox offers waterproof first aid kits and bivvy bags. Black Diamond has a snow saw, a buddy binding tool and knee pads. Evoc developed their own LiteShield Plus Back Protector. "It offers the highest possible degree of spinal protection with excellent impact protection", says Alexandra Hlawitschka. It is also very lightweight and allows for maximum flexibility in all directions. The segmented design enables high air circulation. Evoc's protection technology can also be found in some undergarments.

Retailer support is highly focused on education. Recco has developed "The Plan" together with rescue partners worldwide. It provides basic safety information with guidelines about how to prepare and how to behave on the mountain. Their hangtags come with a QR-code that explains how Recco technology works. The brand has also developed the Recco Academy. "Retailers can learn more and use it when selling products", says Manuel Dürmoser. Ortovox also offers several digital safety labs with free tutorials. Evoc is creating video-manuals to explain their technologies and guide through the use. Black Diamond puts a lot of effort into educating customers through media outlets, windows displays and in-store support. These are worthy marketing investments to secure that the newcomers to the backcountry stay. ☺

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

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 Growth in safety products driven by BC popularity
- 2 Ease of use and versatility for new adepts
- 3 Focus on customer education

SKATEBOARDS BY
madrid

Chroma



Illusion Blue



Gradient



Galaxy



Totem



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RETAIL BUYER'S GUIDE SKATE CRUISERS 2022

With skateboarding and its various counterparts still gathering pace, we take a look into all things cruiser related with the Retail Buyers Guide for Cruisers '22 with Dave Morgan.



After another booming year for 4 wheeled activities all round, the cruiser market is still going strong. Eben Woodall, Carver's VP of Sales said "we all felt an incredible surge of business during the pandemic that had all of us scrambling to fill orders." However, it looks like brands are figuring out this scramble as time goes on. Nate Shute, Product Manager at Arbor said: "Our sales have seen tremendous growth throughout the year due to more people just wanting to get outside and have fun, and a skateboard is the perfect tool to take with you on all of your outdoor adventures." Be it cruising to work or simply enjoying the freedom of riding in a more effortless fashion than on a normal skateboard, it seems the cruiser is the tool of choice for a lot of people.

As I've said with most of the RBGs recently, the difficulties of shipping and delivery issues brought on by the pandemic have affected all sides of the industry. For Flying Wheels, they actually missed the whole summer season as their entire 2021 range was delivered in autumn as opposed to February. Fortunately, however, brands seem to have solid contact with their distributors and retailers, and people are understanding of the situation. Andy King from Mindless said "Our main issue is that it's delaying our ability to launch products we have ready and waiting."

Most brands have put focus on providing their team riders with enough gear to keep them going, as Shane Maloney - Production Manager at Madrid Skateboards said: "There have been fewer events to get involved with, but most of our marketing efforts have remained unchanged during the pandemic. We still support our team riders, collaborate with other companies, and use social media to get the word out about new products." Loaded Boards &

"Community and cultural/mental health are more important than ever. Covid has limited our ability to help foster the community but we've been creative (along with the broader industry) in doing digital events and now starting to build local community events again."

Pablo Castro -Loaded Boards & Orangatang Wheels

Orangatang Wheels Co-Owner Pablo Castro made a very good point saying: "Community and cultural/mental health are more important than ever. Covid has limited our ability to help foster the community but we've been creative (along with the broader industry) in doing digital events and now starting to build local community events again."

In response to the skateboarding boom and the Olympics influencing people's uptake on cruisers, DB & Rayne's Production Manager, Timothy Mackey said "Many people are still intimidated by park and street skating but want to get on a board, and cruisers offer that first step into this world." It's no doubt that cruiser boards give the user an easier and more stable introduction to skating due to soft wheels and wider decks available, and most definitely give people a taste of what can be done on a board.

When asked whether the current surfskate boom had impacted the cruiser market, Ivan Garcia Arozamena, Product Manager and Global Sales at Miller Division said: "Of course, really a surfskate is a cruiser with a front axle that turns more." Flying Wheels' Brand & Marketing manager Brecq Benoit summed it up perfectly saying: "Everything is linked, people discover the discipline by any means: surfskate is a great entry point. People then experiment with skateboarding by discovering the different disciplines and this also benefits the cruiser."

COLLECTION THEMES

Regarding collection themes, it looks like some brands are styling their cruiser boards on a more surf-style shape as Shane Maloney at Madrid said: "We have a nice variety of cruisers in our 2022 line up. Some are inspired by our roots in surfing, and others are inspired by the revival of 1980s style pool boards." Ivan from Miller said simply: "We really continue to do what we like the most and that is the magic and fun that skateboarding has in general," which I think hits the nail on the head there.

SHAPES & STYLES

It looks like cruisers are currently taking influence from the surfskate styles and vice versa, with fantails and other surf-inspired shapes being prominent in the coming season. Hydroponic for example, will be using surfskate's influence as the basis of their collection, as Jordi Quinto said: "Old school shapes and surfskate shapes are the basis of our cruiser collections. They offer a retro look that is very appreciated by older skaters."

When choosing the right board, it's good to know that brands offer options for the complete beginner, ranging to the skater who wants to skate rougher terrain. Dave Gitlin – Global Hardgoods Manager at Globe said: "In addition to our broad range of every-man cruisers we've added a lot more specialty boards with various concave, wheel and grip options. Blazers are a prime example of boards that anyone can easily jump on, whereas the Chopper and Disaster are wicked shaped street decks set up on oversized softer wheels perfect for ditches and rough transition skating."

The general consensus is that a wider, flatter deck gives more room to manoeuvre and a safer feeling, especially for beginners. That being said, DB & Rayne offer two different styles of board for various riding styles, as Timothy Mackey said: "Our cruisers with a kick offer a great edition to a quiver for a downhill enthusiast and our compact commuters with big wheels are excellent for getting from A to B and everywhere in between." Completes or components?

Most cruiser boards these days are bought as completes, unless you opt for converting an old skateboard into a cruiser by swapping out the hard small wheels for some big soft ones. Either way, it looks like most brands seem to be offering both completes and components

"Old school shapes and surfskate shapes are the basis of our Cruiser Collections. They offer a retro look that is very appreciated by older skaters."

Jordi Quinto, Hydroponic

in the coming season. Hydroponic's Jordi Quinto explained that "Completes are a big part of our collections, but spare parts are also in demand." Ivan Garcia Arozamena from Miller had similar thoughts, saying that they do manufacture parts, but 90% of their business comes from completes, "as it is easier for stores and riders prefer it that way. The technical is not sought so much, but the practical element of a complete is." Loaded Boards & Orangatang Wheels have noticed a recent push on completes, however they prioritise continuing to be a specialised deck & wheel company. Arbor offer primarily completes, as Nate Shute said: "We are known for offering Arbor Certified completes, as people now know to expect a quality product built using select, high-end components that complement the performance and geometry of each of our shapes." Carver who pioneered the surfskate and sell also mainly completes, have just signed Kai Lenny and Jamie O'Brien to the team, and will be releasing

"It's a building process, not an overnight switch."

Dave Gitlin - Globe



2 pro model completes each, which feature either of the renowned the CX or C7 truck systems - definitely ones to keep an eye on!

SUSTAINABILITY

As is the case with all segments of the industry now, sustainability is something brands really have to be making a conscious effort of. It's true that manufacturing skateboards is never going to be a completely sustainable procedure, however there are a lot of ways in which brands can reduce their impact. Andy King from Mindless said "we are trying to substitute maple for bamboo where possible, and looking for the highest quality, sustainable eastern maple to reduce the sea freight." YOW are "not working with plastic anymore and focusing on recycled materials" as Xué Gil Guidonet, Brand Manager explained. Nate Shute of Arbor says "we are proud to have been the originators of using sustainable building materials in all of our products, since our founding in 1995. We take that a step further with our Returning Roots Initiative, which has helped plant over 350,000 Endemic Koa Trees in Hawaii."

With replanting operations and a large cut-down on plastics used in production and packaging, it looks like the industry is really making an attempt to be more conscious. This is fantastic to hear, as everyone needs to do their part in contributing to becoming more eco-conscious. Sometimes something seemingly small can make a huge impact on the larger scale, so any attempt is a good attempt. Globe's Dave Gitlin says "it's a building process, not an overnight switch." ☺

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

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 Surf-style shapes and surfskates
- 2 Cruisers booming
- 3 Supply chain issues still present
- 4 Pro models a plenty

HYDROPONIC
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Hydroponic rider: JM Roura @jmroura.sensei
Photo: Albert Garcia Siles @skateboze

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NEW PRODUCTS

01 / HEAD VOY SPLITBOARD

The new VOY splitboard, including skins, is your reliable partner in untracked terrain. The shape of this board has proven itself in the highest level of competitive freeriding. Combined with specific splitboarding features, this board will make hiking uphill as effortless as riding downhill. This is easy splitboarding.
DE.HEAD.COM



02 / NIDECKER SUPERMATIC BINDING

Like a two-strap binding, just more convenient and much quicker. Drop your foot in and the binding closes by itself. Pull the lever to release. The 'Drop In' technology was developed to allow easy opening and closure in complete safety. Multiple notches allow the binding to lock shut from the first click; there are three in total, which allow closure even if obstructed by snow accumulation. Supermatic offers dual entry for any conditions - just in case you're in steep or off-camber terrain, or in waist deep powder. Supermatic works with every single snowboard boot on the market today.
NIDECKER.COM



03 / GIRO TOR SPHERICAL HELMET

Tor Spherical from Giro could be summarised as sturdy, stylish, safe and boasts a seamless fit with your goggle. Designed for heavy duty shredders who're looking for a sturdy helmet to take anywhere, from resorts to big mountain. Thanks to a hybrid shell construction with an ABS durable upper & a PC lightweight lower, the Tor offers a very nice design in a robust helmet. It's also equipped with Giro Exclusive Spherical technology endorsed by Mips.
GIRO.COM



04 / DEELUXE XV SNOWBOARD BOOT

The new XV was developed together with Xavier de Le Rue. Built around a new hiking cast, the XV features a significantly smaller footprint, a lighter design, and a neutral profile optimised for skinning, hiking and riding. The boot's all-new backcountry liner provides a truly custom fit and sports a flexible toe box that offers a precise yet forgiving feel. The boot also boasts a Vibram Eastridge sole. Drop in and never look back with DEELUXE's XV.
DEELUXE.COM



05 / POW VERSA INFINIUM FLIP MITT

If you've ever suffered from cold, wet hands because you had to take your gloves off to do literally anything, then the Versa Infinium™ Flip Mitt is exactly what you need. Featuring Gore-Tex Infinium™ fabrics, Amara palm overlay, grip print and premium Sherpa-style fleece lining, the Versa's fold over flip mitt is not only lofted (insulated) for extra warmth, but also tucks into its own pocket. To top it off, they made the thumb accessible with its own convertible top for even more dexterity when needed.
POWGLOVES.COM



06 / DRAKE FIFTY BINDING

This year, the Fifty has had a complete revamp! They have added the 'Honey' strap, which makes the top of your foot feel nice and snug. It's got injected TPU making it flexible but very resistant. It's super lightweight, which is what you want when you're wanting to get that natural feel under your feet. Plus, it features the new Delta Evo baseplate which just makes riding so much easier. One more addition is the Spade highback.
NORTHWAVE.COM



UNLOCK A NEW DIMENSION!



NEW MODELS COMING SOON

GUARANTEED HAPPY CUSTOMERS!

BERBE DUPRAZ

NEW PRODUCTS

07 / DAKINE POACHER 32L BACKPACK

Made from 100% recycled high density nylon materials, this pack has a diagonal & A-frame ski/splitboard carry, back panel zippered main access, deployable helmet carry (Dual position), oversized fleece lined goggle pocket, snow tool/shovel pocket, splitboard poles and ice axe carry loops, snow shedding moulded backpanel & padded hipbelt, reverse pull waist belt and rescue whistle on sternum strap. Don't go backcountry without it!

DAKINE.EU



07

08 / NOW PILOT BINDING

The PILOT is a high-performance, all-mountain freestyle binding. For 22/23, the PILOT is equipped with the new S-sense TPU injected straps, which feature the flip-it function. This new strap moulds to any type of boot while preventing unwanted pressure points. Whether it's park laps or deep-ass face shots you're after—the PILOT is the one for you.

NOW-SNOWBOARDING.COM

08



09



09 / REELL'S BLACK WASHED BAGGY PANT

The Reell Baggy black wash. A stylish black washed baggy pant created for use anywhere, not just for outdoor activities. Reell Jeans have produced the 'Baggy' since 1997 and offers comfort and style with a really good price / performance ratio. This summer is the 25th anniversary of the brand whose slogan is "Freedom to move!".

REELLJEANS.COM

10 / POW TORMENTA GTX GLOVE & TRIGGER MITT

The All NEW 3-in-1 Tormenta GTX® Glove and Trigger Mitt has everything you need to keep your hands warm and dry in the harshest winter conditions. Featuring a premium FHK nylon with DWR shell, Grade A water repellent goatskin leather, GORE-TEX waterproof and breathable insert, Primaloft® Gold insulation, Micro Fleece lining, AX Suede thumb buff with squeegee, a YKK Zipper pocket for handwarmers or venting, and it also includes removable Poly Pro Fleece touch screen compatible liners.

POWGLOVES.COM

10



11



11 / BRETHREN SOFTSHELL PANTS

Inspired by 90's tracksuits, designed to battle the hill. Featuring a waist gaiter to seal out the snow, 8k/10k waterproofing and breathability, soft brushed lining, 5 different pockets for your mountain essentials and adjustable ankle hems to suit any style, casual cut to max out your comfort, you'll forget you're wearing snow pants.

BRETHREN-APPAREL.COM

12 / AIRHOLE LAYERING COLLECTION

Continuing our commitment of keeping our riders warm and comfortable, Airhole has extended its technical fabrics to a range of layering products - from the Polar Riding Hoody which includes an Airhole built in to our junior collection of fits, the Airhole layering combines our signature graphic aesthetic with our trusted technical fabrics.

AIRHOLEFACEMASKS.COM

12



POC

DEVOUR GLACIAL

NEW



THE VISION TO SEE THINGS CLEARLY

DEVOUR GLACIAL with our Clarity lens, optimized for winter conditions. Developed with world leaders in optics, Carl Zeiss, CLARITY is our unique lens technology which will intensify specific colors and enhance contrast and give you a new level of sensory clarity.

[READ MORE AT POCSPORTS.COM](http://READMOREATPOCSPORTS.COM)

POC

NEW PRODUCTS

13 / NORTHWAVE DOMAIN 2SPIN BOOT

A boot tested by national team rider Nicholas Huber. It's definitely what you want to stomp hard through big kickers due to its double crossbow vibram sole, which easily absorbs big impacts. One spin system is allocated exclusively for the heel locker retention system which pulls the tongue of your boot snug on your ankle locking your foot in place. The second spin dial closes really nicely at the front of the boot and if that wasn't enough, Northwave added the power strap which will help you feel super rock solid. NORTHWAVE.COM



15



15 / SP SLAB MULTI-ENTRY 2023 BINDING

The SLAB.ONE is a lean, mean, working machine designed for fast laps, big jumps and all-mountain shenanigans. The lightweight aluminium base bears their new aluminium heelcup highback with a straight and direct flex, as well as top-of-the-line technology from top to bottom. True to you in good times and in bad, this binding is the pick of the bunch for the dedicated ripper. SP-BINDINGS.COM

16 / STANCE THE BOMB HOLE SOCK

Fire in the bomb hole. In conjunction with Legendary East Coast snowboarder, Chris Grenier, Stance bring you these mountain-ready Merino wool blend socks. To reduce fatigue and blisters, they added mid-level cushioning in strategic areas on the OTC cut. They've got Feel360™, Stance sweat-wicking, odor-stopping fabric that's made even better with their Infiknit™ fibres won't rip or shred, unlike you. STANCE.COM

17



17 / BRETHERN SOFTSHELL ANORAK

Upgraded for 22/23, the original unisex Softshell Anorak comes in 8 colourways, 5 prints and 3 block colours, something for everyone's flavour. They added a locking system to the side entry zip, with a pulley seal to prevent any snow creeping under the anorak. Ideal partners for our Joggers or Bib pants, depending if you're riding park or powder. BRETHERN-APPAREL.COM

18 / AIRHOLE RUSSELL WINFIELD COLLECTION FACEMASK

Uncle Russ is a name stay is snowboarding, his iconic graphics on Ride snowboards combined with his riding style created an everlasting persona, carrying on his legacy, Russell continues to ride, influence and inspire the next generation of snowboarders, this collection celebrates the living legend. AIRHOLEFACEMASKS.COM

14



16



18



RIDE, PROTECT & SHARE

«Ride, Protect & Share. These three words represent the essence of who we are:

a snowboard, ski, surf, and outdoor clothing brand who, while not taking ourselves too seriously, still want to effect change.»



B246 EQUATION HOOD 3MM A BLACK

MVT405 DOME 4/3 FZ A BLACK

WVT273 EQUATION W 4/3 FZ C IBERIS

GT144 EQUATION GLOVES 3MM A BLACK

ACC140 EQUATION BOOTS 3MM A BLACK

To complete the perfect adventurer's kit, Picture offers an ever evolving range of eco-friendly wetsuits for FW22. While the neoprene used in wetsuits comes directly from oil, EicoPrene is a foam made from limestone and recycled tires. Picture relies on this material for a cleaner surfing practice and wishes to democratize «alternative» solutions. Lining made of recycled polyamide from used fishing nets, FlexSkin technology and solvent-free glue are also part of this complete range of wetsuits designed in respect of nature. Of course, this has not prevented the brand from improving the construction, ergonomics and design of its products, as evidenced by the brand new Eicoprene with oyster powder (the oyster shell process consists of substituting limestone with a natural, recycled and renewable filler made from crushed oyster shells), featured on 100% of the wetsuits range.



www.picture-organic-clothing.com

@pictureorganicclothing



SOUL WATERMAN

Combining his pro experience in snowboarding, kayak and SUP, plus multiple years as a surf coach with 30 years of designing and shaping, Corran Addison tells us about how his boutique brand got started and the creative process behind his snowboard line.

Please tell us about the brand and how you got started.

I was a sponsored racer all through the 1990's until I started to make my own boards in 2000 under the brand 'Riot'. They were high-end carbon Kevlar builds and expensive, but it was a different market back then – kind of the time when all the "off brands" were being weeded out and the industry was falling in behind a few dozen big players. In 2004 we closed down the line. Then, in about 2009, I got onto an Original Sin 4807 volume shifted directional board, and it was a shazam moment. The following year I moved to California and was really focused on competing on the SUP Surfing World Cup, but when I returned to Canada in 2015, I knew that I wanted to adapt my snowboarding to snow surfing. I tried a whole bunch of boards, some I liked and some not so much, but all had some personality and uniqueness to them.

But here where I live it's often icy, and mostly crowded, so these perfect powder condition boards were not doing it for me. So, I designed and built one for myself. The goal was a board that I could "surf" on groomers as well as I could on powder. That was the Pitch Wing 155. Several friends tried it, loved it, and they all pushed me to produce it, so I did.

We started off with just the one design and making them ourselves, but we quickly outgrew our capacity to do that, and so the hunt began for somewhere that could make them to the same standards we were accustomed to.



Tell us about your product family.

It really grew organically, and honestly, quite selfishly. My son was just 3 when I started Soul Stick, and he was struggling on his rockered, curved base twin tip. I realised that a smaller version of the board I was on (in concept, not specific design) would help him stop his helicopter-to-crash sequence every time he tried to turn, and so I made him this little 105 swallowtail (that had a shorter edge length than his 90cm twin). The same thing happened when other parents put their kids on it and they progressed immediately, so we put that in the line.

Then my wife wanted a board – she was also an ex-hard booter and likes to carve, but she's also a surfer and wanted those sensations too, but she didn't gel with the 150 Pitch Wing that I was by then making, so I did the Girl Powder.

Slowly as my son grew and his skills with it, he needed new boards, and as my bag of tricks and how I was snow surfing grew, I wanted more specific boards for certain conditions or moods, and the line just got a life of its own.

Of course, eventually as we got more and more retailers, and they started to ask for specific designs, we started to develop boards that were not necessarily just what we wanted, but boards that could take our company focus and style to a broader range of users.

What sets you aside from other multi-boardsport businesses on the market? We make surfboards, and paddleboards, and WW kayaks and snowboards. I was an Olympic kayaker, a sponsored snowboarder for a decade and have competed in the world cup for SUP surfing. So, I think the fact that as the shaper/designer for Soul, my experience at a top level in each of these categories, but all under one roof, gives a level of "expertise" combined with a constant vision and feel that few other companies have. They can hire



experts, but there isn't necessarily one person in charge that is an expert in all those fields.

How did Covid 19 affect your business and distribution, especially in winter goods?

As sad as Covid is, and the devastating toll it's had on millions of families around the world, from a purely business perspective, it was good for us. It arrived right at the moment where we had the distribution, the line, and the experience to produce and distribute our boards; this preparation allowed us to take advantage of the massive explosion in outdoor sales. If it had arrived a year earlier, we would have been passed by. Instead, we've grown as a company by 200% across our summer and winter lines. The lion's share of this has been our kayak line, but the snowboards are a close second.

Why should retailers stock Soul Waterman?

We are unique. Our story is unique, our boards are unique. They're not for everyone, and we're not trying to be. We're a high end, performance focused brand whose vision is steadfastly on taking the surfing experience to the mountain, be it groomer or powder. If you have customers that are looking for that experience, then I believe we're one of the better options out there. ☺



GOTCHA

Surf brand Gotcha has risen from the ashes and will be available in Europe again from this spring. The brainchild of legendary surfer Michael Tomson – RIP - Gotcha will be available in Europe through Estar (2018) Ltd (apparel) and New Day Fury Ltd (hard goods, also in The Middle East) via Nuno Fonseca, formerly of Maui & Sons.

Please can you give us a short history of the brand from conception.

Founded in 1978, in a one bedroom cottage in Laguna Beach, Gotcha® catapulted the surf industry into a new realm, gave it respect and opened up the perception of surf as a legitimate category in apparel. The brand's meteoric rise was documented by founder and surf legend Michael Tomson. Gotcha® always has been a risk-taking idea factory, a creative foundry that gambles and breaks the rules. The brand creates a look that embodies a lifestyle, a language, an attitude, and a music sensibility all at the same time.

Who is behind the relaunch of the brand in Europe?

Gotcha is owned by Perry Ellis International, who has entered into licence agreements across Europe with various partners to relaunch the brand. Estar (2018) Ltd has taken the licence for apparel in Europe, targeting retailers across the continent. Simultaneously, I (as New Day Fury Ltd) have signed the licence for Gotcha® hard goods in Europe and The Middle East. In addition to this, Kennek FZE will open a stand-alone store in Bordeaux, France in Spring 2022 where both apparel and hard goods will be available to customers. We will all work side-by-side.



How is Gotcha now going to be distributed in Europe?

Gotcha will be sold across a variety of wholesale accounts in Europe, both apparel and hard goods specialists. As mentioned, there will also be a store opening in France early in 2022, with more to follow in coming years.

Where will you draw your inspiration from for your products?

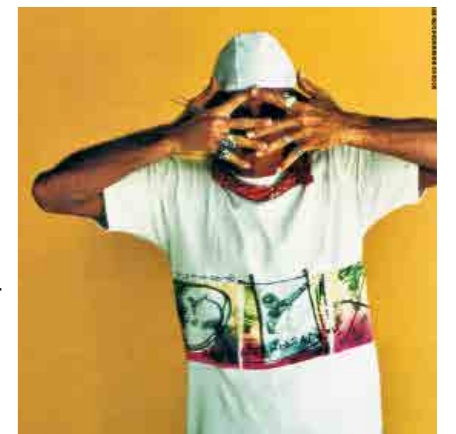
The collections will stay true to Tomson's original concept from the 80s; designs will be vibrant and bold with irreverent graphics across the ranges. The spring/ summer ranges will be based on neon colours and then toned down for the autumn/ winter ranges. We will look to introduce the collections to younger consumers, who might not know the rich heritage of the brand but will soon learn its credible and authentic identity.

Tell us more about the product categories on offer.

Wetsuits and other hard goods such as soft top surf boards, skateboards, scooters and paddleboards will launch in stores from February 2022, with apparel following shortly afterwards in March. Men's, women's and children's apparel products will include t-shirts, hoodies, sweatshirts, sweatpants and swimwear. These will be available in stores from March 2022.

We have also re-introduced More Core Division, aka MCD®. Originally a subdivision of Gotcha®, MCD® was created by Michael Tomson to represent the most modern and progressive pro surfers of the day. Our mechanical accessories such as skateboard trucks, wheels and surfboard leashes and fins will all carry the MCD® mark.

We are excited as the launch comes at a time when the Olympic cycle for surfing and



skateboarding has just begun. Performance factors will be a key element in products; we are introducing a wetsuit range, a super-stretch high-end product that will be tried and tested by champion surfers, as well as a beginner wetsuit that focuses on the needs of a first-time surfer.

How are you planning on marketing the brand in Europe going forward?

Gotcha® plans to support professional athletes in this Olympic circle through sponsorships and events which will be announced in 2022. We want to bring Gotcha® back to its roots and ensure it is visible to both the surf and skate fanatics of the world as well as your everyday customer. As well as sponsorships we will work on a social strategy, organic and paid, which will help us reach our target consumer.

What can we expect from Gotcha in the upcoming years?

The brand is working on a global strategy for the upcoming years. The relaunch in Europe is strengthened even further by existing partners in Latin and North America. In North America specifically, The RP55 Group hold a joint venture for the brand. We hope to bring Gotcha® back to what is once was. ☺



BAGGY

Faded Light Blue
Retro Mid Blue
Black Wash



MARKET INSIGHT

UK

- FRANCE
- GERMANY
- ITALY
- SWISS
- PORTUGAL
- SPAIN

The last days of 2021 were marred by the inability of our winter sports enthusiasts to get out to the snow – particularly in France and whilst today (7th Jan) the French authorities have eased some of the travel restrictions it still does not apply to tourism. The next decision date is in a few days (history by the time you read this) and we're all hoping against hope that business can return to 'normal'. Or at

least some sort of a 'covid normal'.

I spoke to Olly Lambourne from Mountain Mavericks Holidays who have their base in Morzine – a British Ski resort in all but country!

"Apart from the missing Brits you would not know that there is anything amiss out here. It's just life as normal. Yes, you do need to have a Pass Sanitaire to go on the slopes, but nobody is checking. The lift resorts will sell you a lift pass and simply advise you that you need the Pass Sanitaire but they'll still take your money and you can still head up the hill. You are not going to bump into a Gendarme on the hill and they are the only people who can do anything about it."

But what about travel – people cannot get to the resorts? "Once in Switzerland you can simply drive across the border with no checks at all. So we do have some custom but you can just imagine how poor it is."

And the attitude of the great British winter sports enthusiasts? "They are almost all simply carrying over their bookings – if/when they are allowed to travel they're going to come in droves – and the rest of the season will be manic. But there lies other issues – transfers and staff. Lots of the transfer companies have let their vehicles go and seasonal staff have been sent home (or not come in the first place), suddenly everyone will want to ramp up and it will be a nightmare."

As for the white stuff on the ground? "It's there and we have 30cm forecast for this weekend – we just need the French Government to allow us to get properly open, and then we will overcome all those other issues ... hopefully."

I spoke to Ben from Big Dreams – I always have to remind readers that Ben is virtually unique (and I am not talking about his personality although he is a one off) – his business is pretty unique as he still does not offer product online and is purely a face-to-face bricks and mortar store. "Positive" – that's his opening ... Ben is one of the world's optimist, but even so it's a great start. "Don't get me wrong it's been a \$hit start to the season. When we opened in October it was brilliant, then we had to close for 20 days due to personal covid infections and self-isolating issues, then we re-opened and it was brilliant... then we got Boris'd and the French joined in and it's been crap. But I am still positive."

How so? "My customers are still 100% dedicated boarders. They're determined to get out on the slopes. They're not tempted by any other offers. Sunny Barbados and all that does not interest them. They want to get on the snow and come hell or highwater they are going to get there. Of course, they are more cautious, of course it is going to be harder and last minute – but

by God they are going to go."

So, whilst Ben's overall business is not going to be great and he has had more than his fair share of knocks he is still, nevertheless, positive. The biggest downer for Ben was that he is not anticipating getting to the snow himself this year: "No – I'm gutted but I have to focus 100% on the business and my customers. Next year..."

It's a similar story from Angelo at S2AS: "The winter season started really strong – we had pre-orders for kit and we were flying. When the first deliveries arrived, we shipped out the pre-orders, welcomed new people to the shop and started scrabbling around for stock. We were worried that we'd not have enough. The season was looking great".

And then? "Bang. It stopped. Omicron and particularly the French putting a halt on things unnerved everyone. They stopped buying. It's picking up again now and it is obvious that the enthusiasts are going – and avoiding France like the plague – ha!"

Angelo believes the biggest threat to the business is actually the supply chain and he may well be right. Order deadlines have been brought forward and are now earlier than ever, samples are later, people are having to sell from the catalogue, deliveries are later than ever – for some... not for all. "I'm not attending any shows and I will do all my buying from here. I'm also going to be cautious as hell. Don't get me wrong I think that the winter season will actually end well and I know there is a long term future for us but there is a need to be cautious and careful. The water sports market in particular looks like it is over cooking so whilst I'm still comfortable with what we're doing I am going to approach 2022 with caution. It will not take much to go from an over cooked situation to a horrible discount situation."

The Slide Trade Show (again history by the time you read this) is still going ahead as planned and as long as the Govt do not change the rules then we should, hopefully, see a bumper trade show. This year Slide has teamed up with OTS (Outdoor Trade Show) so there is more appeal to attend. "We've had nobody pull out and indeed have some last minute bookings come in." This is Mike Jardine from Rare Management who organise and run the show on behalf of the SIGB: "Pre-registrations were down a little last time I checked but these things are so fluid. I've not spoken to any retailers who are not coming and we have exhibitors who are booked back-to-back with appointments. We're optimistic and especially with OTS joining us we really hope that numbers will increase."

I never cease to be amazed by the resilience of the boardsports industry. Is it the same in other industries or do we have something special in our winter, water, concrete boarding wonderland? Some real challenges lay ahead that we are all going to have to face together yet amidst the difficulties our industry people stay positive and still move forward regardless of what obstacles are put in their way. Is it a certain type of person, of boarder, that has gone through the learning curve – on boards as well as in the industry – that gives us eternal optimism and resilience? I do think there is something special about our industry, our people. Special – that's what we are. Special.

MARKET INSIGHT

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One, two, three, four, five waves...After two years of pandemic, the terms “contact case”, “positive” and “new variant” are now part of everyday parlance here in France, much like they are in the rest of the world. But after the emergence of Delta then Omicron, are we dealing with the same epidemic as we were at the start 2 years ago? Since the end of December 2021, the fifth wave of Covid-19 this winter 21/22 has smashed previous infection records on a daily basis in France with almost 180,000 new cases recorded at the end of December and 330,000 at the start of January. This easily surpassed the figures in the second wave that, at its peak in November 2020, had around 50,000 new cases each day. The difference in figures is in part down to an increase in testing: up to one million per day in France, compared to just half that in May 2020. At the start of this year, the rate of positive tests is pushing 16%, higher than that of November 2020’s infection peak. We can be thankful though that the rate of hospitalisations is not following the same curve as the infection rate. According to the World Health Organisation, this is the result of a more contagious but less severe Omicron variant. While the fifth wave of Covid-19 might - once again - make the French economy stall, Banque de France are taking a reassuring view on 2022. According to the financial institution, the French economy should have repaired the damage caused by the pandemic to reach its pre-crisis cruising speed by 2024.

This return to pre-crisis level growth is also being brought on by more sustained household consumption with people starting to dip into their savings, to the order of 170 billion euros racked up throughout the pandemic, again according to Banque de France. There are also large investments to come from the businesses that have maintained their profits during the health crisis. These investments may translate into a rise in employment (with an unemployment rate of around 7.9% in 2022) as well as an increase in employee spending power (with a rise in salaries?). These predictions remain uncertain and if additional health restrictions come into effect in the first quarter of 2022 it would lead to a weaker rate of growth next year in France, only to catch up again in 2023. It must be said though, problems with supply and recruitment could well take the shine off France’s economic success if they last longer than expected. It should also be said that neither of these two likely scenarios would reduce the nation’s debt. The inflation rise in recent months has become the government’s main concern, multiplying benefits for low-income households in the form of energy cheques, inflation indemnity and gas price freezes. Banque de France is foreseeing two phases following each other: after a peak of 3.5% for the harmonised inflation rate at the end of 2021, this will stay above 2% for a large part of 2022 before retreating to around 1.5% in 2024.

So how did our industry fare at the end of 2021 and how is it looking at the start of the new year 2022? When it comes to ski resorts, the start of winter 21/22 seems incomparable to last year. From Chambéry La Ravoire in the Alps, Christophe Finaz, Director of Montaz, a large shop with 25 staff, tells us: “Visitation numbers were excellent compared to 2019 and 2020 due to the snowy scenes since the start of December and a real eagerness for outdoor sports.” And this is already reflected in the figures, adds Christophe: “We are already up by 20% in turnover compared to last year which was already good.” It’s a similar story in the Pyrenees at SLIDEWAYZ in Soldeu where shop owner Merlin Balfour confirms that: “We are a Snowboard shop at the foot of the pistes with 6 employees and the start of this season has been excellent,” before adding: “Last year was quite strange with the ski lifts closing but this year we are up by 90% on visitation numbers and nearly 80% on billing. Compared to a normal year we are up 30% overall so it’s super positive.”

The weather conditions seem to have been pretty favourable for

mountain shops, as confirmed by Christophe from Montaz: “the weather is by far the most important factor, beyond economic conjecture. The end of November and start of December were cold with decent snowfalls and that was reflected in our figures.” It’s the same story in the Pyrenees at SLIDEWAYZ where Merlin confirms that: “the early season snow and the good weather were favourable for sales.”

When it comes to product, technical equipment seems to have had good rates of sale and much like last year touring gear and especially splitboarding seems to be really popular. Christophe tells us: “Splitboards are still highly sought after products this season and once again we don’t have enough supply for customers.”

At street shops and especially skate shops, it’s a little bit more of a mixed bag. At XOXO in Marseille, Francis del Rosario says that: “We had an excellent year in 2020 with strong interest in skateboarding, especially with its debut in the Olympic Games.” However, he does go on to explain that: “visitation numbers were weaker during the end of year holidays compared to last year. The rise in Covid case numbers had a part to play in turnover and visitor numbers.” While the weather in the mountains was beneficial because of its snowfalls, it wasn’t necessarily so good elsewhere, Francis tells us: “The weather was pretty dreary for the end of year holidays with quite a lot of wind and rain and with our geographical location just next to the famous Marseille bowl, it was significantly detrimental to in-shop visitor numbers.”

At coastal, surf orientated shops, the outcome has been pretty positive as explained by Xavier Aufray, Shop Manager at ATS Surf Shop in Plouharnel, Brittany: “the start of winter went relatively well with strong visitation numbers in autumn and winter,” but on the other hand: “we slowed down a bit during the holiday season which is normally quite good for us,” explaining that: “it’s undoubtedly due to the health situation.” On the Atlantic coast the conditions were excellent Xavier tells us: “weather conditions are a big factor in bringing people into coastal shops, especially in the off season. We had superb wave conditions so we saw a lot of customers in the shop.”

When it comes to product, again, much like last year neoprene has been under attack this winter. Xavier describes that: “neoprenes naturally sold really well, even in spite of the delays experienced by almost all brands.” He adds: “foam boards are still really popular and now it’s all year round, even in winter.”

Finally, there were two topics that regularly came up in conversation. The first topic already affected a large part of 2021 and seems to be an issue this winter 21/22 once again: supply and delivery delays. Xavier from ATS Surf Shop says: “The COVID crisis deeply affecting ordering schedules, causing delivery delays due to high demands and shortages of raw materials looks set to continue for 2022.” He adds: “We are unfortunately going to have to contend with and manage customers’ impatience like we did in 2021.” This is a sentiment shared by Christophe at Montaz: “There are still delays to deliveries, we’re still waiting for products that were supposed to be for October 2021.” The second preoccupation is inflation on products for 2022 and although this looks to be marginal for winter 21/22, as Merlin from Slideways tells us: “there hasn’t been any price hike at the start of this winter,” Christophe does then add that: “Price increases will be felt from 2022 onwards.” This point may well prove significant throughout the year to come.

The start of the 21/22 winter has therefore gone pretty well for our industry but although the outlook seems to be positive, the current health situation is still concerning and unstable. Also, the heralded inflation rise constitutes another unknown factor for 2022 to deal with. Watch this space...

BENOIT BRECQ

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The pandemic continues, and we hope to see a development towards lower numbers, balancing political unrest with increasing options for outdoor sport and holidays. As the Omicron variant of the virus continues to spread worldwide, the German situation is tense with ongoing discussions upon a vaccination duty. As we are speaking, the numbers are breaking records and don’t suggest an early easing to the situation.

The corona pandemic continues to influence our behaviour and business practices. Although, studies show that an increasing number of citizens (19%) believe that positive economic development is taking place again (Rudnicka, 2022). Yet, the numbers are considerably lower, but a positive trend can be seen compared to the previous month. However, the inflation rate has increased steadily and is over 5%. These inflation levels were last reached 1992 after the fall of the Berlin wall (Statista, 2022). The crisis as we know has led to unforeseeable changes to the boardsports business, with many sectors experiencing great demand for their products.

The global supply chain strongly influenced the skate market last year because shipping prices skyrocketed in line with the reduced availability of containers. Furthermore, new customers to the sport created enormous demand for complete boards. Therefore, the demand was much larger than supply. Jörg Ludwig from Urban Supplies underlines this fact “as the demand was approximately double the supply, it was impossible for the manufacturers to cover because their production sites could not simply increase their output.” However, the situation has now normalised, and materials are available again, and production has started and can catch up again to restore the logistic cycles. Nevertheless, the fragile global supply chain last year delayed the cycle by 2-3 months. “We see an ongoing participation in the skate community, which is much influenced by the 90’s in softgoods and in growing numbers in online retail”, states David Morgan from Search & Destroy in Berlin.

Similar developments took place in the SUP industry. With countries locked up, and the corona regulations heavily influencing holiday choices, tourists preferred to stay around their region or holiday in Germany. Furthermore SUPs can be enjoyed in many environments from lakes, to rivers to the ocean. Although the latter was not reachable for most German tourists; instead, their choice fell on their own country’s rivers and lakes. As a result, the need for physical engagement rose and consequently the demand for SUP as a water sport. “The SUP sector outgrew the windsurf sector significantly although the demand increased for every sector such as surfing or wakeboarding”, explains Nicolas Wendelken from Choppywater. The reasoning for the unparalleled growth lies in the freedom and individuality of the sport. Moreover, the entry barriers are comparably small, and the range of applications to make use of a SUP is very wide compared to wave surfing, which needs the appropriate environment to

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be executed. Consequently, the demand for surfboards will only pick up this summer if the travel regulations allow it. The SUP sector faces different challenges due to cheap production in Asian countries. Big retailers offer very affordable products to meet the demand curve for the growing SUP market and have often outplayed smaller retailers. However, because of the rising prices in production and logistics, even bigger retailers are now dealing with problematic price increases. “We hope to see that the bigger discounters will have problems providing cheap hardgoods so that the specialist retailer can profit as well from higher prices”, expresses Nicolas Wendelken from Choppywater in Kiel, Germany. In addition, the e-commerce demand is rising for both hard and soft goods, with a few shops even specialising in specific sectors to meet a growing market. On the other hand, industry experts still predict a balance between retail and e-commerce because the customer enjoys the services offered by the physical shop and clients often prefer trying on softgoods such as wetsuits or hardgoods such as snowboard boots to find the right fit.

As we are writing, the mountains in Austria will see moderate numbers of tourists arriving from Germany, but the season is still young. The last year overall the snowboard industry was hit hard because many of the biggest ski resorts in Europe remained closed, whilst the split boarding sector boomed. The snowboard industry will pick up again as production, and the availability of materials is steady again. Eric Bruweleit from Good Question Supplies has adapted his strategy to cope with what’s happening globally with the supply chain. “A lockdown in Vietnam delayed some product, but overall, we’re fine with our supply chain logistics though working with freight forwarder companies has become very time consuming to ensure our orders are kept moving.” However, importing goods from Asia has become an issue as prices have skyrocketed. Meanwhile hybrid products which worked very well last year are already selling very well again. For instance, certain products are already sold out, such as Crab Grab gloves and helmets.

So far this season with a booster vaccination, the slopes of Austria can be used, and people are keen to go snowboarding. The political and regulatory processes will influence how the snowboarding industry can recover its post-pandemic state. Generally, people have changed their travel patterns to travel destinations in their vicinity. SUPs and skating will continue to experience growth and strong demand because regulations encourage people to participate in these individual outdoor sports. Another trend within the industry is the ongoing integration of online shops in the B2C and the B2B market. The company Good Question Supplies, for instance, set up a new online store with an improved login section. “This helps dealers to put in a reorder easily and quickly, and we’re stoked to see more dealers use that tool!” confirms Eric Bruweleit, the CEO of Good Question Supplies. However, as the industry experiences unusual demand for the online purchase of softgoods, the demand for physical retailers remains as customers are still willing to pay for their face-to-face services.

LAURIDS BELLE

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In Italy, the beginning of 2022 has seen Covid infections reach an all-time high, however nearly all business types have managed to stay open as hospitalisations have not yet reached a critical level. Christmas business was decent for most retailers, but there was less traffic on the streets and in city centres as people were more cautious about going out.

Winter tourism is suffering. We're seeing less tourists coming from abroad and hotels are being hit by last minute cancellations, mainly due to Austrian and German governments continually changing their regulations, making planning and confirming winter trips more difficult.

Masks are still a must when entering stores and certain areas have reintroduced masks in outdoor settings when social distancing requirements can't be met. The Green Pass is needed when going to a restaurant or when you want to buy a ski ticket. Boardsport stores are happy with the 2022 season so far as ski resorts have remained open, which wasn't the case last year. In general, everything is slower than before Covid times, but people seem to be happy with less nowadays and are mostly just happy at the idea of not having another lockdown.

At the moment, overall price increases are considered very critical to the market's success. Gas, electricity, etc... are increasing heavily and people will have less buying power in 2022, which makes the outlook for the rest of the year very cloudy. As businesses are open, government help is slowing down but many are still facing cash flow problems as turnovers are not where they used to be. Due to price increases, Italy is now implementing a tax reduction for employees to give them more buying power, which will be crucial for our GDP in 2022.

Boardsport retailers saw decent sales in hardware and outerwear

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What a strange situation, with the pandemic in its umpteenth wave at the start of 2022, many sectors are suffering from a lack of workforce due to quarantines but retail commerce seems to be holding up pretty well.

Shops that aren't in resorts are really happy with their autumn and start to winter, visitation numbers are good and sales are going well. It's hard to explain but it seems as though your average Swiss person at this point in the pandemic still has good buying power and less opportunities and different ways to spend it. The limited access to culture, restaurants and indoor leisure in general has led people to turn towards outdoor activities and this seems to be confirmed by retailers and rental shops active in winter sports who seem very satisfied with their 2021 end of year period. There's a quick transition when completing purchases, customers are less calculating and really eager, they need their equipment right away and the price matters less than before.

For resorts, we don't quite have enough perspective but for sure the big tourist destinations that attract foreigners are suffering from the travel restrictions; the Brits, the Belgians and the Dutch are lacking and that's being felt. Will local tourism be enough to make up for this shortfall? Probably not. Well, let's not make any hasty judgements because the season is still young.

The splitboard market continues to grow and when you analyse the sales you realise that the majority of them last season and up to now this season were made by newcomers, a whole segment wanting to start splitboard touring. Although the statistics aren't infallible, we can say that the majority of

MARKET INSIGHT

this winter, even if a lot of sold goods were on sale; many retailers offered discounted prices on leftover stock from last year which customers welcomed and appreciated. Splitboards continue to do well, even though the range of products on offer is way bigger this year, the trend continues and is seeing good growth numbers.

Skateboarding in general is still trending, but hardgoods sales have slowed down due to many stores and distributors having high stock levels. There's now a lot more product on the shelves which needs to be sold and stores who carried less boards (before this increase in demand) are now either fully or over-stocked. As a result, some are able to drop their pricing to get rid of stock.

Overall, retailers agree that spending money on free-time activities has become more important than ever and that people would rather spend more on being outdoors than on other stuff, as having fun outside has become the new luxury. As we face so many regulations in daily life, everyone's been trying to stay outside as much as possible, to experience feeling free.

Starting in February 2022, the government has also decided on a vaccine mandate for everyone over 50, anyone who refuses will face fines. Of course, this has incited many discussions as not everyone agrees, with some claiming it to be a defeat for democracy, however the government sees it as crucial if we want to end this Covid-19 crisis anytime soon. There has also been a very high vaccination rate across all other age groups.

Let's hope the spring and summer of 2022 will give us relief from the high infection rates experienced over this winter. So far this winter, the situation has been getting worse week after week and there's fear of a lockdown being just around the corner.

So that's it, stay healthy and be outside as much as you can.

FRANZ JOSEF HOLLER

splitboards sold with bindings are destined for newcomers to the sport. According to quite a lot of the shops we asked, board sales that did not include bindings (assuming therefore that they already had an old board bought elsewhere) was very rare, only 15% of cases, and most wanted to buy the complete set up. This is interesting and a good sign because this means that the sector is still growing and that it hasn't reached its peak.

Having said that, the problem is that the quantity of bindings dedicated to this activity is very limited, the product has become a rare commodity and it's now certain that there are way more splitboards on the market than bindings for them. This could potentially make sales nosedive at the start of 2022 because if people are looking for complete set ups then the solo boards are going to just stay on the racks because of a lack of bindings. No problem, they'll sell next year, they'll say.

Steve DeCrousaz from Altmann Sport in Vevey says that he's done some good trade and sold well but in memory he has never had so much to do in terms of assembling products that were ordered online. At SB Sport in Gland, the weeks leading up to the end of year holidays were also intense and Yan Bosson has noticed that sales and discussions with customers have changed, these days there are certain products that are so hard to get that the game of stock availability and restock waiting times has completely changed. This makes the customer complete the purchase quicker and the shop anticipate more. From now on there's no more presuming that there will always be exactly what you need at a certain supplier or another. This provides a certain motivation to retailers to make their orders for next winter as soon as possible in order to ensure delivery and good trade in autumn.

FABIEN GRISEL

PORTUGAL

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The last quarter of 2021 saw another bump on the Covid-19 rollercoaster. Despite hitting 85% vaccination rate in October and the economy fully opening... everything indicated that the war was about to be won. But the Omicron variant ignited fear with our government as they saw the scenario seen in other European countries struggling with exponential growth of infections, so they made the vaccine booster and testing a priority. With the Winter and Christmas season coming, the government called for precautions to be taken with family reunions and made four free tests a month available to each person. Fortunately, the 40,000 daily cases of infections had no serious impact on the number of hospitalizations and deaths. To fight the spread of Omicron the authorities set two weeks of restrictions after Christmas with measures such as mandatory work from home, bars and nightclubs closed, banning sales and store limit number of customers.

Despite all the concern, the Portuguese economy shows positivity with the forecast pointing to 5.8% growth in 2022 and the unemployment rate falling to 6.3% in November (the lowest since 2001).

Surf and skate shops continue to struggle with stock problems due to the worldwide production and logistics crisis. Summer weather in October and November harmed Fall collection sales and the limit of one person per 5m2 instore has returned.

Waterbound is a surfshop founded in 2019 located in a premium spot in Ericeira. His business includes apparel, surf lessons and rentals. They work with brands such as Roark, Ocean&Earth, Salty Crew, Sisstrevolution and Jaase, among others. They also have their own clothing brand which is made from organic cotton. For a store that was only about six months old and was still recovering from the investment it was hard to deal with the shock caused by the pandemic. It was survival mode. Looking back almost two years there were several months they were closed or working with lots of restrictions.

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Spain is capitalising on the effectiveness of their vaccination programme and the gift of snow by the weather gods. The spread of the Omicron variant has been as rampant as expected. This wave, however, has not had the same hospitalisation incidence as previous ones. There has been no need for harsh measures. Spain boasts a spectacular vaccination rate. By Christmas, 90% of the population over 12 was double jabbed. This has kept people away from hospitals. Every region has the autonomy to decide on safety measures. They can tailor them to their specific situation. Generally, these measures are reduced to wearing masks, keeping the distance, and presenting a vaccination certificate to access hospitality venues.

Activity has been maintained. As a result, employment has kept on growing, hitting pre-pandemic levels. Especially hopeful is the decrease in youth unemployment, which has fallen by 38.6% for under 25-year-olds. This means more secure monthly salaries. Combined with savings from the first lockdown, they could secure a steady level of consumption.

On the other hand, inflation has crept up to 6.7% at the end of 2021. The uncontrolled increase in groceries, energy and transportation prices does not match salaries. For 2022, inflation is forecast at 3.7%, while salaries are not expected to increase beyond 1.5%. This will have an impact in Spaniards' capacity to spend. The Central Bank of Spain has revised the 2021 GDP growth to factor this, dropping it two points.

Boardsports keep enjoying the same popularity they started acquiring at the beginning of the pandemic. They are a fun and Covid free way to entertain oneself. Snowboarding remained to

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For a store that had its doors open daily from 9am, to start working from 10am to 7pm with a limited number of customers and being closed on the weekend was a disaster. Before the pandemic they had 30 customers in store at the same time but because of government restrictions they only had authorization for two at a time. The result was a 90% drop in the store's capacity. Store owner André Caré admits that his business wasn't prepared for such a disruptive reality. "Our website wasn't ready to have online sales," he said. "Still, we got down to work and opened the online store. But after some sales we had to deal with another setback: lack of stock. This forced us to give up on the idea and remain only with the physical store." Furlough support from the government was key to facing the storm. But that didn't prevent the store from having to reduce staff. Christmas sales didn't go as well as in 2020. That's because there was free circulation of people between cities and a drop in sales was noted. Another reason is customers became more used to shopping online due to the pandemic. The fact that the summer weather lasted until November didn't help to sell the Fall collection either.

Stock and logistics issues that have come to harm the action sports industry also had an effect on the store. "Due to production and transport failures worldwide re-orders sometimes don't arrive when they are supposed to. There's lack of product and a delay in their arrival. Several sizes of clothing are missing. This ended up having an impact on sales", he admits.

But there's always a positive side to things. Waterbound optimized their business thanks to the pandemic. They chose to have only two brands for men and two for women allowing for a more inviting product displays for customers instore. Looking for the present and future, the outlook is colourful. "We feel that the worst is over. We also ended up with new local customers. Special thanks to our staff team, our suppliers and customers for their spirit of resilience. Their unconditional support allowed us to survive and keep the store open and make good sales."

NUNO PRINCIPE

be tested after last season's resorts closures. This season, the weather lent a massive hand and sent a chain of storms that generated a lot of snowfall. Resorts in Spain were able to open in late November. They enjoyed full attendance in the early December bank holiday and over Christmas too. Indoor gatherings were mostly cancelled due to the high infection rates. Many resorts offered snowboarding alternative events for Christmas and New Year. Resorts in the Pyrenees have digitalised their systems. Ski lift passes are purchased online, to offer a crowd free ticket collection. Some shops are taking rental orders online and delivering the gear to the client's address. This climate of safety, after last season's impasse, has done the trick. Snowboarders have taken to the mountains eagerly this December. As winter advances, we will be able to see if snowboarding draws any newcomers in the same fashion that surfing, kiteboarding and skateboarding have done.

The spectacular kick-off of this season has helped to liquidate leftover stock from last season. Shops report good sales so far, although there is some concern about the near future. There is inflation and its impact on spending capacity. The imposition of new restrictions should this wave intensify, looms over everyone. The combination of these two factors is making some people cautious with spending. "The customer wants to buy but the current economic climate makes them doubt. Many purchases are not finalised", says Rafa Sánchez from Back in Black snowboard shop in Madrid. Snowboarding shops are happy about the start of the season, but do not feel that the difficult times are over. They would appreciate long term support from brands. Specific discounts to sell leftover stock with some margin is not enough. Shops have adjusted to the delivery delays and the earlier pre-books that the new global situation has brought about. What they demand is the kind of support that shares the risk of buying in this environment. That kind of support will be the one remembered and rewarded when the situation stabilises.

ROCIO ENRIQUEZ

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surf snow street/outdoor optics

snow	BRANDS FAMILY FESTIVAL	Nebelhorn Oberstdorf, Germany 30-31 Jan 22	n/a
snow	FREERIDE WORLD TOUR	Ordino Arcalis, Andorra 30 Jan-5 Feb 22	freerideworldtour.com
street	REVOLVER	Copenhague, Denmark 2-4 Feb 22	revolver.dk
snow	FUTURE TRY LAAX	Laax, Switzerland 6-7 Feb 22	snowboardbox.ch
snow	WINTER OLYMPICS SLOPESTYLE	Beijing, China 6-7 Feb 22	olympics.com/en/sports/snowboard
snow	THE PILL BASECAMP	Pila, Aosta, Italy 6-7 Feb 22	n/a
street	SCOOP X PURE	London, UK 8-10 Feb 22	scoop-international.com
snow	WINTER OLYMPICS HALF PIPE	Beijing, China 10-11 Feb 22	olympics.com/en/sports/snowboard
surf	SUNSET BEACH	Oahu, Hawaii 11-23 Feb 22	worldsurfleague.com
snow	FREERIDE WORLD TOUR	Kicking Horse Golden BC, Canada 12-17 Feb 22	freerideworldtour.com
snow	WINTER OLYMPICS BIG AIR	Beijing, China 15 Feb 22	fis-ski.com/en/snowboard
street	AGENDA	Las Vegas, USA 15-17 Feb 22	agendashow.com
snow	INTERSTYLE	Yokohama, Japan 15-17 Feb 22	interstyle.jp
snow	FUTURE TRY LES CROSETS	Les Crosets, Switzerland 24 Feb 22	snowboardbox.ch
snow	SLIDE ON SNOW	Kuhtai, Austria 7-11 Mar 22	slideotswinter.co.uk
surf	MEO PORTUGAL PRO	Peniche, Portugal 3-13 Feb 22	worldsurfleague.com
snow	SPORT - ACHAT	Lyon, France 7-9 Mar 22	sport-achat.com
snow	FREERIDE WORLD TOUR	Fieberbrunn, Austria 15-20 Mar 22	freerideworldtour.com
snow	SNOWBOARD WORLD CUP SLOPESTYLE	Bakuriani, Georgia 5 Mar 22	fis-ski.com/en/snowboard
snow	SNOWBOARD WORLD CUP SLOPESTYLE	Spindlermuhle, Czech Republic 19 Mar 22	fis-ski.com/en/snowboard
snow	SNOWBOARD WORLD CUP SLOPESTYLE	Silvaplana, Switzerland 27 Mar 22	fis-ski.com/en/snowboard
snow	FREERIDE WORLD TOUR	Verbier, Switzerland 26 Mar-3 Apr 22	freerideworldtour.com
surf	RIP CURL PRO BELLS BEACH	Bells Beach, Australia 10-20 Apr 22	worldsurfleague.com
surf	MARGARET RIVER PRO	Margaret River, Australia 24 Apr-4 May 22	worldsurfleague.com
surf	GOLD COAST	Gold Coast, Australia 7-15 May 22	worldsurfleague.com
surf	MANLY	Manly Beach, Australia 17-24 May 22	worldsurfleague.com
surf	QUIKSILVER PRO G-LAND	G-Land, Indonesia 28 May-6 Jun 22	worldsurfleague.com
outdoor	OTS	Liverpool, UK 7-9 Jun 22	outdoortradeshows.com
outdoor	OUTDOOR BY ISPO	Munich, Germany 12-14 Jun 22	ispo.com/en/outdoor
surf	TRESTLES	San Clemente, United States 15-22 Jun 22	worldsurfleague.com
snow	WORLD SNOWBOARD FEDERATION GA	Vilnius, Lithuania 15-19 June 22	worldsnowboardfederation.org
surf	OI RIO PRO	Saquarema, Brazil 27 Jun-4 Jul 22	worldsurfleague.com
outdoor	NEXT SUMMER	Chambery, France 27-28 June 22	next-summer.com
SUP	PADDLE SPORTS SHOW	Lyon, France 28 Sep-1 Oct 22	thepaddlesportshow.com
surf	SURF PARK SUMMIT	San Diego, California 16-18 Oct 22	surfparkcentral.com
street	PITTI UOMO	Florence, Italy 14-17 Jun 22	pittimagine.com
street	SEEK	Frankfurt, Germany 5-7 Jul 22	seek.fashion
surf	CORONA OPEN J-BAY	Jeffreys Bay, South Africa 12-21 Jul 22	worldsurfleague.com
optics	SILMO	Paris, France 13-26 Oct 22	m-en.silmoparis.com
snow	ISPO	Munich, Germany 28-30 Nov 22	ispo.com

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Als Weltmarktführer für Snowboard-Equipment entwickeln, produzieren und vertreiben wir alles, was wir für unseren Lieblingssport benötigen: Snowboards, Boots, Bindungen, Outerwear, Accessories, ein Ganzjahresortiment an Apparel und Bags sowie auch Helme und Goggles. Doch auch abseits verschwiegener Pisten sind wir immer unterwegs. Wir sind draußen - zu jeder Jahreszeit.

Für unseren Store in München suchen wir ab Februar 2022 eine/n **Storemanager/in** (m/w/d)

DIE HAUPTAUFGABEN:

- Training, Entwicklung und Führung eines kompetenten und engagierten Teams
- Operatives Store Management mit allen Facetten (Einkauf, Lagerhaltung, Merchandising, Warenpräsentation, Technik, Instandhaltung und Sauberkeit)
- Umsatz- und Ergebnisverantwortung
- Optimierung und Sicherstellung von effizienten und kundenorientierten Abläufen
- Planung und Umsetzung von Store-, Merchandising- und Marketing-Konzepten
- Enge Zusammenarbeit mit dem Retail Management im HQ in Innsbruck

UNSERE ANFORDERUNGEN:

- Abgeschlossene kaufmännische Ausbildung im Einzelhandel
- Gute Fachkenntnisse im Bereich Snowboard & Snowboard Equipment
- Vernetzung in der Wintersportbranche sowie Fashion & Lifestyle Branche
- Marketing Know-how und Erfahrung mit Store Events
- Unternehmerisch denkende Persönlichkeit mit viel Charisma und Leadership-Qualitäten

UNSER ANGEBOT:

- Ehrenhalbe Gelegenheit, Burton in München zu repräsentieren
- Herausfordernde Aufgabenstellung mit viel Gestaltung- und Kreativitätsspielraum
- Angenehme Arbeitsatmosphäre und Fleck des Snowboard Weltmarktführers
- Markt- und leistungsgerechte Vergütung je nach Qualifikation und Erfahrung
- Viele weitere Extras wie z.B. Saisonale Auswertung, Mitarbeiterabbau, Linienerweiterung, etc.

Wir freuen uns auf Deine vollständigen Bewerbungsunterlagen unter jobs@burton.com



Manager PR & Corporate Communication (w/m/d) 100%

Die Weisse Arena Gruppe ist eine integrierte Dienstleistungsunternehmung in der Tourismus- und Freizeitbranche im Kanton Graubünden. Die Unternehmung ist verantwortlich für die Vermarktung der Destination Flims Laax Falera und positioniert deren Freizeitangebote ganzjährig unter den beiden Marken Flims und LAAX. Zur Unternehmensgruppe gehören eine Bergbahnunternehmung, diverse Hotel- und Gastronomiebetriebe, Sport und Rental Shops, eine Ski-, Snowboard- und Bikeschule sowie eine Management- und eine Baugesellschaft.

Stell dir vor, du bist Teil des PR & Corporate Communication Teams und hast täglich mit Medienschaffenden, Bloggern sowie internen und externen Stakeholdern zu tun.

Was du bewegst

- Beantwortung von Medienanfragen
- Konzeption, Produktion und Versand von Medieninformationen
- Planung, Organisation und Betreuung von Medienreisen, Medienevents und Redaktionsbesuchen
- Medienbeobachtung und Erstellung von Reportings und Reviews
- Führung von externen Agenturen zur Umsetzung der Kommunikationsstrategie
- Erstellung von Kommunikationskonzepten zu Nachhaltigkeit und Verantwortung für deren Umsetzung
- Erstellung von Kommunikationskonzepten zur Corporate Communication und Bewirtschaftung der Corporate Kanäle (Corporate Website, Corporate Social Media)
- Kommunikation mit internen und externen Stakeholdern
- Planung und Umsetzung von Kommunikationsmassnahmen in Krisen- oder Change-Situationen
- Erstellung von Sprachregelungen und diversen PR-Texten

Was dich ausmacht

- Abgeschlossenes Studium (Uni/FH) im Bereich Kommunikation oder Journalismus oder Berufsausbildung mit Weiterbildung in den genannten Bereichen
- Mehrjährige Berufserfahrung im Bereich PR & Corporate Communication
- Grosse Leidenschaft und Affinität für die Themen Tourismus und Nachhaltigkeit
- Gute Kenntnisse der Schweizer Medienlandschaft
- Sehr hohe kommunikative, sprachliche und soziale Kompetenz
- Ausgezeichnete mündliche und schriftliche Deutsch- und Englischkenntnisse
- Erfahrung und Freude am Texten für unterschiedliche Zielgruppen und Kanäle
- Digital affin und versiert im Umgang mit Social-Media-Kanälen
- Selbständige, verantwortungsbewusste sowie sorgfältige Arbeitsweise und hohe Eigenmotivation
- Sicheres Auftreten, Durchsetzungsvermögen, Flexibilität und Organisationsgeschick

Neben einem attraktiven Arbeitsplatz in den Bündner Bergen profitierst du von zahlreichen Vergünstigungen.

Lust auf LAAX? Dann bewirb dich [hier online](http://www.waissarena.com) und erfahre mehr über uns.

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- Knowledge of surfing and wetsuit market
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JUNIOR PRODUKT MANAGER (m/w/d)

Du suchst eine neue Herausforderung in der Sportbranche? Dann freuen wir uns, Dir jetzt eine interessante Aufgabe anzubieten.

Wir sind auf der Suche nach einem neuen Team-Member, das ab sofort spannende Aufgaben in der Produktentwicklung übernimmt. Dein Aufgabenbereich beginnt mit der Analyse von Zukunftstrends über die Ideenentwicklung bis hin zur Markteinführung.

Damit Du gut in unser Team passt und Dich in Deine Aufgaben einfinden kannst, solltest Du einige Eigenschaften und Fähigkeiten mitbringen. Du hast Erfahrungen im Textilien Umfeld gesammelt und ein gutes Gespür für Mode, Trends und Farben. Als Sport- und Lifestylemarke suchen wir jemanden, der/die selbst gerne Sport treibt und dementsprechend das Image der Marke auch nach außen glaubhaft repräsentiert. Selbständiges und eigenverantwortliches Arbeiten erlauben es Dir, Deine Aufgaben zuverlässig zu erfüllen.

DEINE AUFGABENBEREICHE

Produktentwicklung

- Begleitung des Entwicklungsprozesses von Sportbekleidung für die Segmente Outdoor/Wintersport/Bike/Yoga in Zusammenarbeit mit dem Produktteam
- Prüfung und Korrektur von Prototypen

Produktmanagement

- Erstellung und Pflege von Tech Packs
- Unterstützung bei der Erstellung von Verkaufsunterlagen
- Kommunikation mit internationalen Produzenten

DU BRINGST MIT

Anforderungen

- Erfahrung im Textilien Umfeld
- Kommunikations- und Organisationsstärke
- Gute Englischkenntnisse
- Gutes Gespür für Trends und Farben
- Gute MS Office Kenntnisse
- Sicherer Umgang mit Adobe CC Produkten wünschenswert

Du passt zu uns? Dann richte Deine Bewerbung inkl. Lebenslauf und frühestmöglichem Startdatum bitte an diese Mailadresse: office@sn-europe.com

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German sales agent

JOIN US

Takuma is seeking an experienced, motivated sales agent / agency situated in Germany to join our pioneering watersports brand.

With an existing action sports network plus connections in the yachting industry, you will be responsible for growing our falling and E-fall markets.

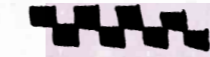
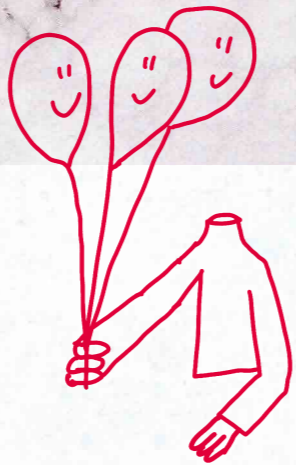
For this role, you should be an outstanding communicator, detailed-oriented, and interested in the latest watersports tendencies, with a drive and expertise to grow and seek new opportunities.

Native German and good level of English

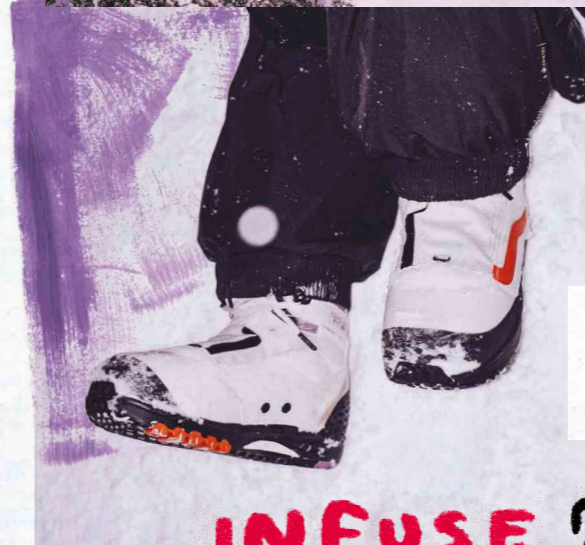
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