



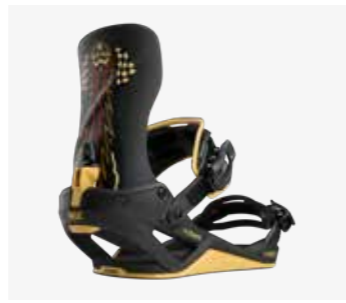
**RETAIL BUYER'S GUIDES 2025/26**  
SNOWBOARDS · WETSUITS, SNOW HELMETS,  
WOMENS OUTERWEAR, MENS OUTERWEAR,  
BASELAYER, SKATE SHOES, SNOW PROTECTION

**BIG WIG** TOMMY DELAGO, NITRO

**BRAND PROFILES** STINKY SOCKS, IRIEDAILY,  
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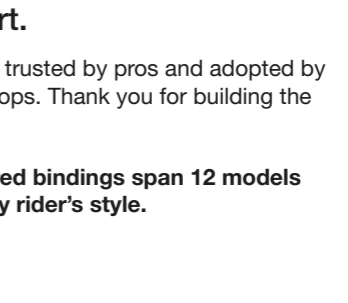
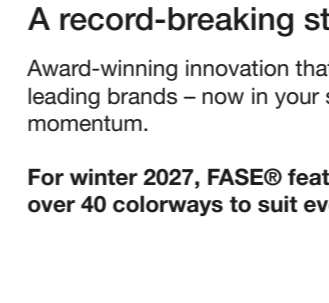
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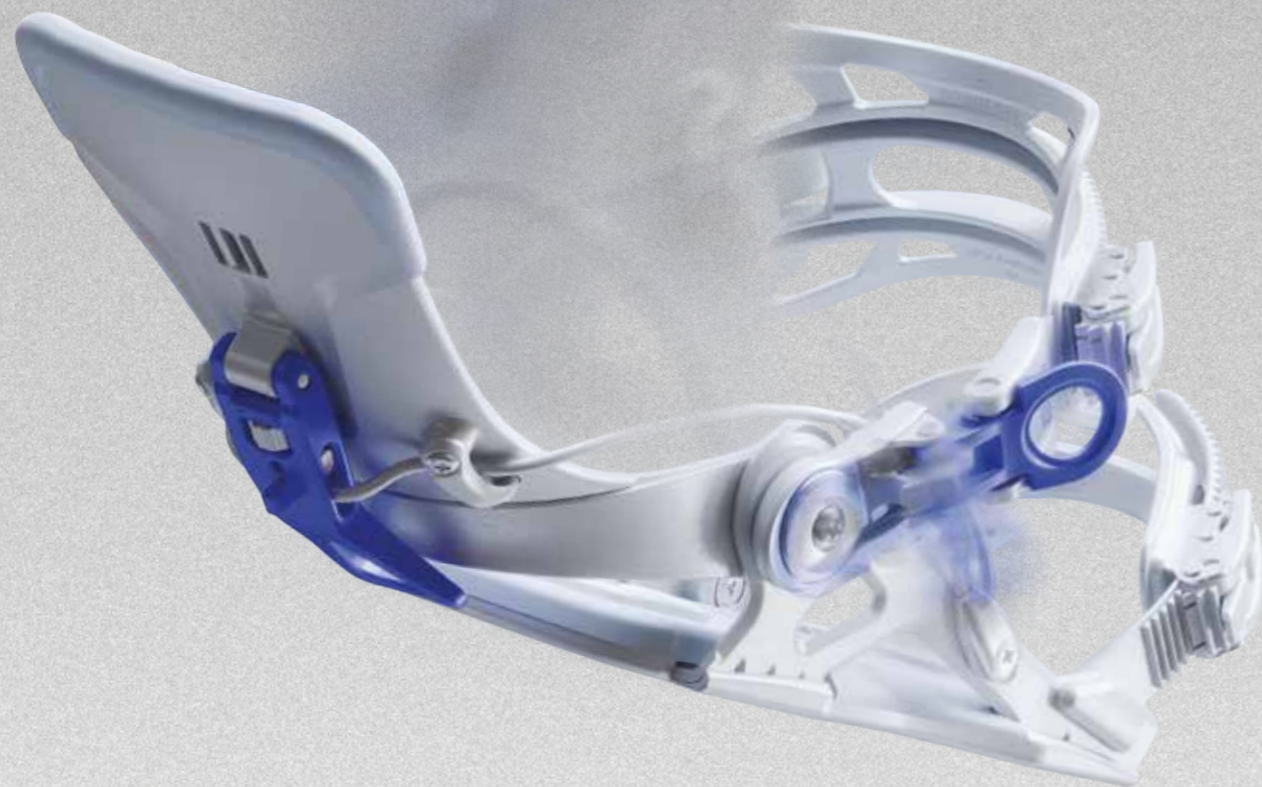
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## HELLO SOURCE#127

The Trade Events Merry-Go-Round

The winter boardsports industry calendar has revolved around the winter ISPO trade show dates for fifty plus years. At its zenith there was one hall for snowboard hardgoods, one for softgoods and one for accessories plus a hall or two for surf and skate. Visitor figures were at the 80,000 level. So, the announcements of ISPO winter moving to Amsterdam, rebranding as a combined B2C and B2B event and the cancellation of summer Outdoor ISPO and its replacement by a new multi-faceted event on Lac Garda in Italy, has caused quite a shake up in the trade event calendar.

Today there is a plethora of winter trade events, all squeezed into the January window and driven by current order deadlines. So, working around the calendar; Slide/OTS has just moved to Liverpool, Winterpro has just moved to Tignes and last year Sport Achat Hiver moved to Grenoble and Shops 1st Try moved to Hochfügen. At the same time the on snow demo events have solidified their positions for snowboard hardgoods testing and community get togethers in the mountains. The functions of trade events stays the same: that real face to face benefit, to see what's new out there and to connect with as many brands as possible, all at one event and best utilising resource, time and money. After the recent changes maybe the winter show calendar is finally bedded down and we can all concentrate on making the most out of the new dates and

locations, not the easiest to organise with all this fragmentation.

With the winter season sell in time upon us, this issue of Source is loaded with winter product retail buyers guides, including the all-important Snowboard guide. Our BigWig interview is with Tommy Delago co-founder of Nitro, he's certainly experienced the change in the trade show calendar on his business. And on top we have a stack of company profiles to keep you informed on what brands are up to. As I finish this editorial, I am planning my packed four week January road trip. So see you soon at one of the many scheduled trade events!

**Onwards, Upwards and Sideways**

**Clive Ripley**  
Publisher

### CONTENT

P.12 Trade event preview Sport Achat Hiver, IF Base Camp  
P.15 Retailer Profile: Les Pieds Dans L'Eau, Jurançon France  
P.17 Retail Buyer's Guide: Snowboards  
P.31 Snowboard Pictorial  
P.38 Brand Profile: 1910  
P.39 Brand Update : Thirtytwo launch snowboards  
P.40 Big Wig Interview: Tommy Delago, Nitro

P.43 Retail Buyer's Guide: Wetsuits  
P.49 Retail Buyer's Guide: Snow Helmets  
P.52 Brand Profile: Gentemstick  
P.53 Brand Update: Deluxe  
P.54 Retail Buyer's Guide: Women's Outerwear  
P.62 Retail Buyer's Guide: Men's Outerwear  
P.71 Retail Buyer's Guide: Baselayer  
P.72 Brand Profile: Spark R&D  
P.73 Brand Update: Stinky Socks

P.75 Retail Buyer's Guide: Skate Shoes  
P.79 Retail Buyer's Guide: Snow Protection  
P.82 Brand Profile: Fubuki  
P.83 Brand Update: Weedo  
P.84 Brand Update: IrieDaily  
P.85 Barts New Products  
P.86 New Products  
P.88 Opportunities  
P.90 Events Calendar

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

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

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SOURCE only puts industry employees on our front covers. No pro athletes for us. This is our way of recognising all the hard work and effort put in, which normally goes unnoticed. Please email submissions to harry@boardsportsource.com

**On the cover** JONI MAKINEN Photo: KEKE LEPPALA

# TRADE EVENTS

PREVIEWS

## SPORT ACHAT HIVER

GRENOBLE, FRANCE  
26-28 JANUARY, 2026

Sport Achat Hiver will once again be held at the end of January at the Alpeexpo exhibition centre in Grenoble. As always, the January timing of the show is key for those earlier pre-book deadlines, but it also makes this the

season's last opportunity for suppliers and retailers to place those orders for next year's winter shop windows.

Grenoble is a great location for a winter show, situated right there in the mountains with the perfect alpine ambiance. Accessibility is undoubtedly a major contributing factor to the show's success: Grenoble is centrally placed in the heart of the Alps, guaranteeing winter sports retailers and visitors quick and easy access from all over Europe, and from further afield. As a result, the event has gone from strength to strength, with 20,000 square metres of space already booked this year and an anticipated record attendance of over 4,000 visitors expected.

In addition this is set to be a significant year for Sport Achat Hiver and for the industry in general, because of the knock-on effect of ISPO's decision to relocate from Munich to Amsterdam, starting in 2026., ISPO is also re-positioning itself as a primarily consumer show, bringing the event forward to take place in early November. This all reinforces Sport Achat Hiver's position as the leading European trade fair for all winter sports.

More than 50 snowboard brands have taken booths so retailers, buyers and professionals can be sure that all categories of hardgoods and soft goods will be well represented. In other words, with almost every snowboard and ski brand exhibiting alongside goggle, gloves and helmet brands, plus an extensive choice of outerwear, buyers will find all they need to prepare their winter season and make the best product selection for their shop. Additionally, retailer service brands will also be well represented with companies offering shop fittings, signage and retail software systems, making the event a real 'one-stop shop for all things' retail.

Driven by a clear strategic ambition, the internationalisation of Sport Achat, which was already tangible in January 2025, will be increasingly evident this year. For the 2026 edition, the event organiser Sportair is stepping up its efforts to further ensure that what French retailers already knew, that Sport Achat Hiver is the leading European trade show for ski equipment, technical apparel and winter sports gear and is now also regarded as a key sourcing and discovery platform for retailers from all over Europe. Three additional specialist staff joined Sportair to support this international expansion campaign. Throughout 2025 the Sportair team met with exhibitors and visited 250 key retailers. 83 foreign stores are already signed up with more expected,

## IF BASE CAMP

PILA, ITALY 26-27 JAN  
FOLGARIA, ITALY 02 FEB  
2026

The largest on-snow ski and snowboard tests in Italy are dedicated to Italian retailers and industry. Unlike the other European on-snow demos, this is a combined snowboard and ski test event, catering for both core and cross over retailers. Last year saw

over 300 shops and a total of 650 retail staff across the two locations. These events offer the opportunity to discover and physically test the new 2026/27 collections.

By having the choice of two events, IF Base Camp ensures that it is never too far to travel to one or the other of the on snow demos.

West Italy is served by the Pila 2 day event. The resort is just a 20-minute gondola ride from the historic town of Aosta is held on Monday, January 26th and Tuesday, January 27th. East Italy is served by the one-day event in Folgaria on February 2nd.

as special offers for both accommodation and transport are available to incentivise international retailers. Brands across a wide range of product segments have shared their European customer databases with the show and all email campaigns, invitation mailings and all Sport Achat communications are now multilingual.

Exhibiting brands are strengthening their presence by bringing in teams from neighbouring countries, whilst new exhibitors are continuously joining, for example brands from the UK, Netherlands, Italy and Spain have confirmed their participation. In total over 300 brands will exhibit.

Near the entrance to the show, you will find the Fresh Zone, a space specially created for young entrepreneurs featuring twelve exhibiting brands who are new to the scene. This year's Fresh Zone exhibitors are Alt Ego, CordAlp, Kou Sportswear, Meeko, Phunkshun Wear, Ruanua ,Rupe, SRKS, Sloe, vingt Cinq milliemes, Wild Mountains and Yogiwell. They will be offering many different product categories, so make sure you check out all these new offerings that will help to keep your shops offer fresh.

Moodboard will feature three major trends of tomorrow, illustrated with inspirational products from the exhibiting brands.

Sport Achat has also planned an inspirational area with their partners Mission Retail Design, that this year will focus on shop windows.

In between your appointments, you can eat in the Food Truck Zone within the salon where there will be a wide choice to satisfy all tastes. On Monday evening is the traditional Sport Achat evening, starting with speeches at 6.30pm followed by DJs, cocktails and a buffet. The following evening, brands will have the opportunity to invite visitors to their booths for an end of the day drink.

New this year, on Wednesday Sport Achat will welcome retailers and buying visitors with a coffee reception, a pass to go snowboarding in Chamrousse, and an invitation to free on-site catering inside the show.

Airports in the region include Grenoble, Geneva and Lyon Saint-Exupéry. Grenoble is also well connected by motorway and TGV from both Paris and Marseilles. The show is open from 9am to 7pm Monday and Tuesday and 9am to 6pm Wednesday. So why not jump on a plane or get in the car and head to Sport Achat Hiver to feel that collective winter spirit. This is your last opportunity in Europe to see and order 26/27 products at the final winter show of the season.

[SPORT-ACHAT.COM](http://SPORT-ACHAT.COM)

The daily program for each event is from 9:00 AM to 4:00 PM and additionally, in Pila only, there is an apres ski event from 4:30 PM – 7:30 PM. At time of going to press snowboard brands signed up include K2 Ski & Snow, Ride, Nitro, Giro, Gnu, Lib Tech, Bent Metal, Jones, Nidecker, 32, Yes, Oakley, Blitz, Salomon, United Shapes, Capita, Union.

At both events, hundreds of next season's products will be ready to be previewed. But that's not all: there are also workshops, clinics, presentations, and lots of networking, with If Retail Academy present to advise retailers on business methods.

The Pila Base Camps are a great opportunity for the Italian snowboard community to come together to discuss the current market and the products they are testing and of course to party hard. Don't miss the opportunity to build new relationships or to strengthen existing ones. See you there!

[IFPILLBASECAMP.COM](http://IFPILLBASECAMP.COM)

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# LES PIEDS DANS L'EAU

## RETAILER PROFILE

### LES PIEDS DANS L'EAU, JURANÇON, FRANCE

Since opening in 1987 Les Pieds Dans L'Eau has seen many twists and turns in snowboarding while continuously adapting to meet customer and economic needs. Today the shop is point of reference in the Pyrenees and owner Sylvain Is dedicated to putting a smile on every customers face whilst striving to keep the snowboard spirit alive.

#### Can you introduce your shop and share the story behind how it all began?

My uncle Pierre opened the shop in 1987. It was originally a windsurf shop but snowboarding very quickly appeared on the winter shelves. My first experience in the shop was in December 1997 during my middle-school internship, where I met Yvan for the first time. After studying graphic design and IT, I started spending more and more time there as my passion for snowboarding grew. I eventually worked there for around ten years. Then Covid arrived, and it was also time for Pierre to retire. During this period full of uncertainty, I made the decision to continue this incredible adventure. It was a big leap into new responsibilities, always guided by my enthusiasm for this profession. After a first winter with resorts closed, and two moves in five years, we are now back in the original location where it all began. Yvan is still here, the guardian of the shop's soul. Some customers return nostalgically to the shop where they bought their first board, while others discover it and continue this great adventure. A return to our roots, with the promise of carrying on 40 years of history.

#### Who is your typical customer, and what do they appreciate most about your shop?

Our typical customer is a snowboarder looking for expert advice and a wide, open selection of products. We truly enjoy sharing our passion and creating a story with our customers. We see them grow, progress, and come back with their children, and their enthusiasm still motivates us to open the shutters every morning. We are always attentive to our customers in order to fully understand their needs and respond to them, while also sharing our experience to help them discover new products. It is a balance where everyone should feel satisfied, all in a very friendly atmosphere.

#### How do you choose what brands and gear to stock?

Passion and reason. It is a delicate balance: evolving with trends without betraying our convictions. Our door is always open to new brands that are launching or relaunching, while also working long term with others. And sometimes, it is the brands' accountants who decide, but that is another topic.

#### What are your biggest challenges in today's market?

Stock management. How can we properly plan our purchases with so many unpredictable factors such as snowfall, geopolitics, consumer confidence, exchange rates, banks, and more? Product value is another issue. We sometimes feel like the fools of the story when we display a recommended retail price that others will immediately discount. We are not all playing by the same rules.

#### How important are your website sales for the shop?

A lot of energy spent for very little return. The race for discounts in online retail is not compatible with our values. Algorithms have taken over and now force brands to simplify their product ranges to meet their requirements, at the expense of creativity and passion. Shops are disappearing and being replaced by huge, soulless logistics warehouses.

#### What are some of your best sellers for snowboarding?

Step On. The biggest boost snowboarding has seen in recent years. From a broken binding or a delaminated sole, we can encourage customers to completely renew their setup thanks to the evolution of quick-entry bindings. Many people were waiting for a real evolution in binding systems, and it has now become a turning point for us in terms of sales. We believed in it from the very beginning, and we carry all the brands that offer it. We also have strong expertise in splitboarding, which makes us a reference point in the Pyrenees. Through test sessions and discovery days with Yvan, we introduce many customers to another side of snowboarding.

#### What are your future plans or upcoming projects for the shop?

We are developing our rental and demo program to make up for the lack of snow tests in the Pyrenees. We are also organizing a Banked Slalom at the end of the season to bring our community together. We are giving everything we have to resist and continue to exist in a context that is not favorable to independent shops. This great start to the winter season gives us a boost to keep supporting our customers and offering them the best possible advice for a winter full of sharing, riding, and good vibes. ☺

[PIEDANLO.FR](http://PIEDANLO.FR)

# BEAM AND SOLACE

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## RETAIL BUYER'S GUIDE SNOWBOARDS FW26/27

Up, up, up - at least that's how the snowboard market feels. After a period of stagnant sales, things are moving once again, but in a realistic manner shaped by recent winters, unpredictable weather, and a consumer base that has become more selective, informed, and values-driven. Ladies and gents, welcome to next winter's Snowboard 26/27 Retail Buyer's Guide, brought to you by **Matthieu Perez**.



### STATUS QUO

Heading into Winter 25/26, brands have been cautiously optimistic, but this optimism is subject to some friction. Mats Drougge, shaper and owner at Stranda, sums it up plainly, "So far [sales are] up, but direct sales slowed down due to global warm temps and difficulties having resorts open in December." The demand was there, but conditions once again reminded the industry how dependent momentum remains on snowfall and access.

At Gnu, the past season felt like another step in a longer recovery process. Pete Saari, Gnu in-chief, describes a year filled with creativity but still framed by external challenges, "We had a fun year working with the Gnus on new treats...the market felt like it was still recovering from post-Covid extended hangover and challenged snow years." For Saari, the pace of modern trend cycles adds another layer of complexity: "Trends move so fast and are so empty in the digital world they don't exist for long enough to matter any more...we ride everything and enjoy advanced geometries every way imaginable."

That rider-first mindset is echoed elsewhere. Joe Sexton, owner and founder at Public, believes consumer values are changing structurally. He says, "I like to think there is a little bit of pushback on big corporate brands. People are seemingly wanting to support brands and stories that feel authentic and resonate with them." In practice, that means credibility is as important as innovation.

In Europe, improvements in snowfall helped stabilise confidence. David Pitschi, CMO at YES, observes, "After several challenging winters, the European market appears to be experiencing a modest rebound in purchasing as snowfall improved and consumer confidence began to return." Still, the equation remains fragile. He stresses, "Overall, the category showed resilience, but growth is now heavily dependent on timely snowfall, consumer sentiment, and the ability of brands to invest in demand creation."

"So far [sales are] up, but direct sales slowed down due to global warm temps and difficulties having resorts open in December." **Mats Drougge, Stranda**

From a production standpoint, stability is returning as well. Tony Sasgen, Global Sales Manager at Never Summer, notes, "From what we are seeing, board demand seems to have stabilised and, in many areas, has begun to grow again." He emphasises, "If those customers continue to exist and maybe even grow then we will be in great shape." At the same time, shifts in riding style continue to influence range structures. Demir Julia, Founder and Owner at Verdad, describes a clear evolution in both product and customer. He states, "In the past, Verdad was mostly freestyle-minded, and the range reflected that mindset. But over the last few years, snowboarding has evolved into true mountain riding - focused on powder and carving." That transition has reshaped the brand's lineup and audience as he continues, "Today, only about 20% of our range is freestyle-oriented. The main focus is all-mountain." This evolution naturally attracts a more experienced, mature rider - one who values precision, power, and authenticity.

Looking ahead, product managers are already aligning with what they see coming next. Antoine Floquet, Snowboard Product Line Manager at Nidecker, points to a clear performance trend emerging, "Heading into an Olympic year, the 'back to camber' trend is undeniable, along with a growing appetite for snappier, more responsive boards." Crucially, riders are demanding performance without compromise.

Even within niches, optimism is returning. Harry Kunz, Co-Founder at Rad Air, remains grounded but encouraged. He acknowledges, "Our core mission is longboarding. Period. We know this is a niche within the niche, but that is our DNA." Still, he notes signs of life on the hill. Kunz states, "We are in a niche of the market, but we see a slight increase of snowboarding



32 BOARDS

“Trends move so fast and are so empty in the digital world they don’t exist for long enough to matter anymore.” Pete Saari, GNU

Chief at Nitro, explains “While some 20 years or so ago, Nitro was one brand among many others, we’re now being looked at differently: as one of the few truly authentic and independent brands, and as a market leader that stands for snowboarding and its values.” Perception has shifted over time.

Innovation still comes with challenges, especially when it breaks the standard. Andreas Kramer, president at Doubledeck, acknowledges, “Doubledeck’s patented dual-deck snowboard technology is genuinely novel, but new, unfamiliar product concepts often require more time and marketing investment to build consumer understanding and trust.” Education and patience remain key.

In emerging markets, momentum is also building. Kjetil Bjørge, CEO at Fjell, offers, “The interest for snowboarding seems to increase all over, to achieve that we intend to make boards that leave an experience in use - every time and in every condition.”

Gentemstick, founded by Japanese snowsurf ninja Taro Tamai, has always pursued a cultural outlook rather than a commercial one. Domi Churiki, member of the Gentemstick team and dedicated snowboarder, states simply, “We are in business to make snowboarding a culture.” As the brand mission extends beyond product, he continues, “Contributing to the development of this culture is our ultimate goal. One of the most important things for cultural development is the prerequisite of protecting the environment where snowboarding can happen.” Wise words.

Some brands have evolved from offering a niche portfolio of decks to creating a more robust collection that caters to diverse riders. Mats Drougge explains, “Today we’re seen as a competitive brand to carry when a shop wants to reach a more discerning and performance-oriented customer. Stranda has gone from a specialist brand with a slim portfolio to covering most bases except park.”



NEVER SUMMER

on the mountains.” The takeaway is not explosive growth, but increased relevance. Discipline has replaced excess, and brands with a clear sense of purpose and audience are the ones gaining credibility and momentum.

**WHO’S NEXT?**

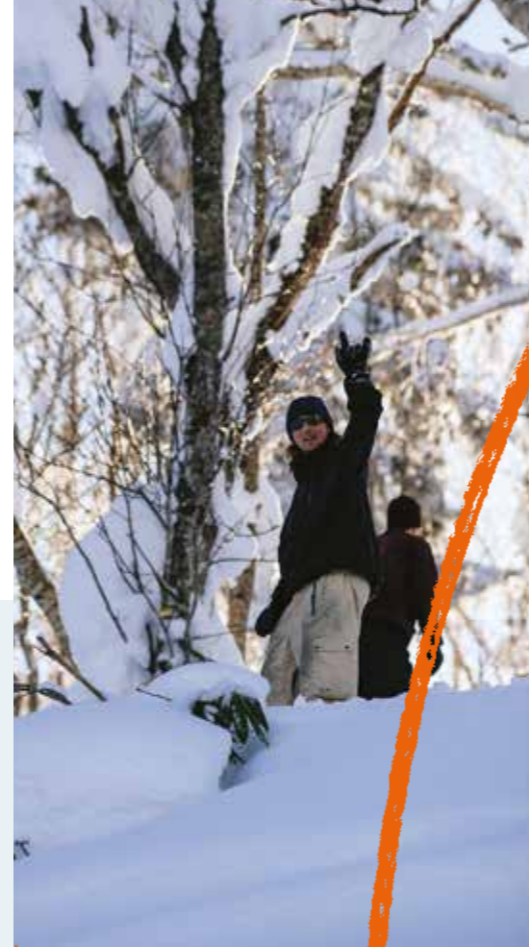
As snowboarding regains momentum, attention is turning toward who will shape its next chapter. The next generation is arriving with different expectations, while established brands work to remain relevant without losing their roots. Jan Grimm, Burton Senior Merchandiser for Hardgoods in Europe, sees a clear generational shift underway. He identifies, “A new generation is taking over, these young riders are style-conscious, but budget minded digital natives and are looking for authenticity in brands.” The combination of visual awareness, price sensitivity, and values sets a new baseline for how product stories must be told.

Some brands are responding by redefining themselves entirely. Entering a new chapter, ThirtyTwo’s move into snowboards comes with deliberate differentiation. Brad Alband, Creative Director states, “Entering the first season of ThirtyTwo snowboards, NDK (the Nidecker Group) has invested in the brand to make sure ThirtyTwo enters the market with our own point of difference.” That investment shows up in scale and intent, Alband adds “This includes 12 custom shapes, 108 sizes, 66 next-gen molds, custom carbon construction and our brand team push to bring back more rounded shapes after listening to our riders.” Welcome to the party!

For others, credibility comes from experience rather than novelty. Tom Kingsnorth, Armada Commercial Manager for Europe, frames the brand’s entry into the snowboard space with humility, “Snowboarding doesn’t need just another brand; it needs another good one.” He emphasises the collective knowledge behind the scenes. “That team behind Armada Snowboards has, collectively, decades of experience in snowboarding. The biggest challenge we have is to communicate that Armada can enter the space in a positive way.”

Community remains a defining theme for brands seeking long-term relevance. “Public was founded with the idea that there should be more community in snowboarding,” explains Sexton. He continues, “When I started the brand, I really wanted customers to feel connected and a part of what we are doing. This philosophy trickles into all aspects of the brand, from the team riders we pick to the graphics to the shops we work with.” This is a clear shift toward brands functioning as ecosystems.

Whitespace frames its mission with similar clarity. Sean Keough, VP of Sales, explains, “Whitespace is a performance snow brand founded by Shaun White to inspire riders to forge their own unconventional journey.” Guided by his legacy of competitive excellence and distinct aesthetic, we design products that harmonise function and form.” Importantly, this ambition is not limited to elite riders but open to seasoned riders and newcomers. Elsewhere, brands are strengthening their identity by staying ahead of trends rather than chasing them, emphasising evolution. Tom Johnson, Global Director of Marketing at Bataleon, explains that “Bataleon has always worked ahead of trends, looking forward and charting our own path in board innovation.” That approach continues as the brand broadens its definition of what a Bataleon board can be. Gian Luca Barbi at Drake reinforces the importance of a strong identity explaining that “In recent years, Drake has strengthened its position as a credible, core-focused snowboard brand.” Nitro echoes this positioning, Tommy Delago, Grand



RENE-GADE



**ROME**

METHOD



**Rene Rinnekangas**

PHOTOGRAPHER: MAX LYONS

“Overall, the category showed resilience, but growth is now heavily dependent on timely snowfall, consumer sentiment, and the ability of brands to invest in demand creation.”

David Pitschi at YES



Manufacturing quality continues to be a cornerstone for brands betting on durability and trust. At Academy, production consistency remains highly valuable. Founder Jeff Baughn explains that Academy's boards are “Built at the Never Summer Factory for the 6th year. [This leads to] the highest level of quality and virtually zero warranties or breakage.”

Refinement rather than reinvention defines legacy brands like Sims. Cheyne Shoultz, Marketing Director, explains that “For 26/27, we've been refining what's already working - clean, functional shapes with a focus on feel and flow.” Directional boards remain mandatory, but versatility matters more than ever. He expands, “Directional freeride shapes continue to lead the charge, but we're also putting more energy into versatile twin and all-terrain boards that let riders adapt to any condition.” Drake Snowboards is also sharpening its focus on ride feel through refined directional and twin shapes, improved sidecut geometry, and optimised flex patterns. According to Barbi, “Innovation is less about complexity and more about smoother turn initiation, stronger edge hold, and predictable response across variable conditions.”

Arbor points to its long-standing commitment to its values. Eddie Wall, Marketing and Athlete Manager, reminds us, “For 30 years, we have used the most sustainable components possible. Our boards are made with 100% solar energy, and we use a closed system that captures, filters, and recycles all water.” As we know, sustainability is no longer a side note. And for some brands, it has been core for decades. Brands such as Borealis, Weston, and Jones view progression as inseparable from a sense of responsibility. Xavier Nidecker explains this direction at Jones, noting that it is “Rooted in adventure, obsessed with performance, [and] committed to our planet. We continually look to evolve our existing designs and innovate new ones, but we do this within the context of minimising environmental impact.” Material responsibility is becoming a differentiator. Ben Hall, Owner and Manager at Borealis, describes, “Our core mission is to utilise the highest possible amount of renewable or responsible materials while maintaining an extremely competitive price point.” Quality remains non-negotiable.

Culture, environment, and accessibility go together at Weston. As Sean Eno, Director of Marketing, states, “Our core mission or philosophy is to bring Powder to the People.” As commitment influences everything, he emphasises, “We want to do our best to make sure that we design gear that can slay [and] that we build gear with the environment and our staff in mind.”

Long committed to snowboarding's core, Salomon continues to balance heritage with relevance. Basti Kuhn, Marketing Specialist for Snowboards for EMEA, explains that “From up-and-comers to legends, our global team shows we're here to make an impact and stay at the forefront.” He also emphasises the importance of “staying authentic and sharing the passion for snowboarding culture.”

A renewed focus on youth and creativity defines Yes, where snowboarding is positioned as a form of expression rather than pure performance. Pitschi explains, “Freestyle is not just tricks but a mindset that influences how you ride, create, and connect with the mountain.”

Performance and innovative refinement continue to be the goal as well. Designing with intention rather than trends, Mas builds versatile boards for riders guided by curiosity, creativity, and connection, aligning performance, authenticity, and responsibility into a single, coherent direction.



ROME



PHOTO: LIAM GLASS RIDER: QUIN ELLUL

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Burton highlights its ongoing exploration of geometry. "We are continuing to explore multi-radius sidecuts to fine-tune a board's performance in different sections of a turn." It's a clear example of how small, targeted refinements are driving meaningful improvements in ride feel.

Innovation-driven brands are also finding broader acceptance. Reflecting on Doubledeck's evolution, Kramer explains, "As a result, Doubledeck's role has evolved from a niche disruptor to a recognised innovator with tangible market traction." Amplid echoes this philosophy. Peter Bauer, Bavarian snowboard GOAT, states that "Amplid's DNA is still focused on R&D." He adds, "While other brands invest most of their money in marketing, Amplid is investing heavily into testing new materials and building new molds. We have many new geometries coming out every season." Commitment. Likewise, at Nidecker innovation is treated as identity rather than a marketing layer. The brand tagline says it all: Different by Design. Floquet emphasises, "Everything we do is driven by innovation, quality, and individuality. We design with intent - each product has to bring something fresh to the table."

A rider-first mindset continues to define Never Summer Industries. "From day one, we've been a product-driven company," Sasgen states, emphasising a continued commitment to making the best possible boards with the best materials the brand can source. Saari at Lib Tech encapsulates the spirit: riders working with riders, fast prototyping, no barriers to creativity. He explains, "Our business is a hands-on shred based art project." Snowboarding, at its best.

Eva Knöpfle, Junior Marketing Manager at Head, emphasises consistency and accessibility, "Over the past years, Head Snowboards has continuously strengthened its position in the snowboard market by offering a comprehensive range of all-mountain boards for every skill level and budget." The goal remains universal access. Finally, at Rossignol the mission remains grounded in rideability. Arnaud Repa, Snowboard Category Manager, summarises the brand's approach simply: "Built to Ride. Proven to Perform. For nearly four decades, we've prioritised quality and function you can see, feel, and understand."

Listening closely to rider and retailer feedback, Public Snowboards is expanding its offering of wide boards. "We heard a lot of riders and retailers wanting more wide options, so we're responding directly to that demand" notes Sexton. Overall, the focus is shifting from volume to value,

"Snowboarding doesn't need just another brand; it needs another good one." Tom Kingsnorth, Armada

from reaction to intention, signaling a more mature and accountable phase for the industry.

**GRAPHIC OR DIE**

If technology defines how a snowboard rides, graphics still define how it feels emotionally. For some brands, design remains inseparable from their lifestyle. As Saari explains, "We, at Lib Tech, design how we feel...we skate, surf, snowboard, mountain bike, love live music, art, hard work, and good living. We listen to riders and immerse ourselves in culture with a bit of extra attention to skateboarding because that's where it all started for us." Collaboration across disciplines, generations, and art forms reinforces the idea that snowboard graphics are not just decoration, but a reflection of the culture that surrounds them.

Pushing back against graphics that are tame and safe, highly explicit graphics have become a deliberate choice for others. Alband explains that at ThirtyTwo, "We want to be the brand that makes snowboard graphics become wall hangers again when the customer is done with it." Emotional connection is prioritised over neutrality. He continues, "In a sea of clean and pattern-based graphics that are labeled 'easy to sell', we are hoping to connect with customers emotionally." In the long term, that type of mindset opens the door to broader creative crossover. As Alband announces, "We already have skateboard brands lining up to work with us." Giving back to the source.

Design at Sims Snowboards leans into simplicity with intent. Timeless graphics with subtle nods to Sims' archival heritage are paired with new artist collaborations sharing its skate-snow DNA. Shoultz puts it, "The idea is to create boards that look as good on the wall as they feel on snow."

For some creators, graphics remain deeply personal. As Verdad's Julia reflects, "Skulls are no longer 'fashion,' even though I didn't want them - but when Arno Gravebloom designed the new Emperor, fully hand-drawn



**STYLED**  
TEAM  
Chef: Ethan Morgan  
Photo: Theo Acworth



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after hours of work, I was blown away." Authenticity remains the common thread. He notes, "It's a true piece of art, authentic and timeless."

A more stripped-back aesthetic also has its place at Drake. Barbi states, "Design for 26/27 is clean, technical, and timeless," with visuals intentionally reduced so that materials and shapes can speak for themselves." Athlete involvement remains key, ensuring that aesthetics continue to reflect performance and true riding influence.

Head's cohesion across categories is increasingly important at retail. "For the 26/27 season, emphasis continues on clean, contemporary snowboard designs that are visually cohesive with boots and bindings", says Knöpfle.

Classic designs and the raw appeal of natural materials continue to guide Goodboards. As Founder Josef Holub explains, "The brand remains true to its themes of mountains and wood, reinforcing a visual identity that feels timeless rather than reactive."

**INSIDE THE VORTEX**

If graphics speak to emotion, construction speaks to conviction. Product storytelling for 26/27 is rich and diverse. Still, the industry continues to focus on materials, feel, and ride experience. Let's dive inside the tech.

The Whitespace range continues to prioritise premium materials designed to keep boards lightweight, energetic, and fast. Keough explains, "One consistent piece of feedback we get is how much fun our boards are to ride. They are lively, responsive, and different from other brands. We build our boards to maximize the riding experience."

Academy highlights the introduction of X-BOW fiberglass, drawing a parallel rarely made in snowboarding: X-BOW fiberglass has similar properties to the fiberglass in compound hunting bows. It's extremely snappy and retains spring action forever. Baughn also calls out that "Sintered bases are featured on every Academy Series. Why would you buy an expensive car with crappy extruded tires?"

Old pot, new recipe! Saari, Gnu in-chief, sums it up with a grin, "We loaded the new Turbo Gremlin with carbon fiber and narrowed it into an agile high powered resort ATV high performance powder sniffing hot rod." The German precision brand Goodboards distills its design philosophy to one clear statement. Holub states, "All mountain boards. We focus primarily on the advantages of vivid camber. Period."

Amplid pushes material science forward, introducing a new lightweight core innovation. "We are working with a new honeycomb material made in Germany which we call 'Hollow Tech' that shaves off weight in tip and tail and between the bindings", says Bauer proudly. The brand pairs it with the introduction of Zero90 Carbon. Together, these materials create the amicable longitudinal flex of a glass board combined with the 90° rigidity of a carbon board for better edge control. Carving friendly, Bauer tested.

For 26/27, Burton introduces a brand-new core construction on the Process and Talent Scout that are designed for a smooth and consistent flex while saving weight. Grimm explains that this construction features "the addition of localised damping to isolate the rider from vibrations coming up into their bindings. This balances how a board feels underfoot - keeping all the

"We are in business to make snowboarding a culture."

Domi Churiki, Gentemstick

snap and energy our boards are known for without beating you up at the end of the day."

New to the game, Armada's boards are the result of intensive testing to dial in the flex patterns, shapes, and constructions that best support modern freestyle riding. Kingsnorth explains, "We put particular focus on independently tuning longitudinal and torsional flex to optimize each model for its specific purpose."

Mixing the old and new, Nidecker acknowledges a familiar outline comeback with rounded boards. Its new true twin Tape Deck has a steep kick at the nose and tail like those old school jib boards. Floquet adds, "But we're always looking to move things forward, so we've blended this vintage geometry with the latest materials and construction."

Next season, Bataleon introduces the Stereo, bridging a new 3BT base contour, multi-radius sidecut, and a redesigned sidekick geometry. Johnson explains that it offers "Smoother edge-to-edge transitions, quicker response, and fewer hangups - playful when you want it, powerful when you need it." The Tornado has been redesigned with a completely new shape, more aggressive flex, and revised Sidekick profile. He ends on a bang, "Lastly, we've created an all new Bataleon experience in the Placebo - built on a two-dimensional base platform with all the bells and whistles you'd expect from the mad scientists in our board lab." Bataleon continues to expand its experimental approach.

Capitalising on evolution, The Highpath from Salomon's Horizon series, receives refinements by Nils Mindnich aimed at versatility. The brand tops it with a new addition: The Indicator. Kuhn explains, "Inspired by an iconic Hillside Project design, it's built for deep powder with a tapered directional shape, Powder Camber, and a long rockered nose for float and agility." Meanwhile, Mayrhofer's snowboard Superman Wolle Nyvelt continues shaping the future with updates to the HPS Fish.

Ride will debut two all-new boards. According to Stefan Schauer, who spearheads Marketing in Europe, the boards mark a decisive step forward. "The first is the Current, Blake Paul's pro model, developed through more than 40 prototypes to introduce something entirely new to Ride's offering.



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Antoine Floquet, Nidecker

of different styles and budgets to underline Nitro’s claim of ‘Ultimate Diversity’. Full commitment. On the same note, Armada has built out a fully balanced collection, refining women’s-specific construction, flex, and shaping to deliver performance that’s truly tailored to female riders.

**LAST WORDS**

The snowboard industry has learned from the past seasons, relevance is earned through clarity of purpose rather than scale or noise. Across categories, disciplines, and generations, the strongest voices are refining what they stand for and why it matters. As an example of clarity coming from introspection, Morse focuses inward. He offers, “Rome has had many chapters in its history, and it feels like the current state is the summation of its greatest hits.”

United Shapes has sharpened its focus further. As Thompson puts it, “In a time of increased product experimentation, progression and influence, our role has become more clear - to continue to uphold and refine the ethos of freeriding and the personal enjoyment, fulfillment, and expression that reverberates.” Pitschi at Yes describes a similar cultural grounding. He explains, “We are placing renewed emphasis on the freestyle-savvy rider - someone who understands snowboarding’s culture, values quality design, and seeks boards that express style as much as performance.”

Once the esoteric “weird Japanese brand”, Gentemstick’s evolution has expanded toward influence and role-model. Churiki claims, “We have now evolved into the Authentic Reference Point and Cultural Catalyst for the global shape and freeride revolution.”

Jones’ line philosophy remains unchanged. As Nidecker says, “Every board is built for a distinct, experience-driven feel, so the same mountain can be ridden in a multitude of ways. What’s changed is our breadth, not direction.” There’s a bright future ahead.

And a final shout out from Spellerberg at Forum: “Snowboarding is rad and people like rad.” Rad words.

Snowboarding continues to matter deeply to those who ride - and those who sell it. All hail snowboarding! ☺

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

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**HIGHLIGHTS**

- 1 Market resilience
- 2 Authenticity
- 3 Selective consumer
- 4 Purpose-driven
- 5 Performance evolution
- 6 Culture

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# 2025/26 SNOWBOARDS PICTORIAL<sup>®</sup>



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Carving Freeing Turning

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Camba Ganda Hybrid

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Moodbender Singular Directional Surfari

## ARBOR



Astrowaste Red Pro Roosterfish

## DRAKE



G One G Two G Three

## FJELL



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## FORUM



Destroyer Recon Roost

## ARMADA



Beatnik Gho Do Si Do Sicko

## BATALEON



Placebo Tornado Womens Stereo

## BOREALIS



Artefact Leviathan Reactor

## GENTEMSTICK



Aloha Nokaai Big Fish Outline Core XY

## GNU



Pepper Turbo-Gremlin Wagyu

## GOODBOARDS



Apikal Deep Wooden

31

30

HEAD



Powehouse LYT, Rush, Stella

JONES



Men Tweaker, Mind Expander, Twin Craft

K2



Alchemist, Antidote, Copycat

LIBTECH



DPR, Lib-Trice Orca-II, Mayhem Rocket

MAS SNOWBOARDS



Lote, Mous, Spanner

NEVER SUMMER



Men's Proto T3 Ultra, Proto T3, VTwin

NIDECKER



Blade Pro, Sorel, Tape Deck

NITRO



IKA, OG Team Guest Shaper Project, PHASE X MOTORHEAD

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General Select, Jib Gurl, Outreach



26/27  
PROTO TYPE 3



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**YES**



ROSSIGNOL

THIRTYTWO



Cold World Permanent Vacation Reiki

UNITED SHAPES



Covert Deep Reach Horizon

VERDAD



Emperor I Ride The Line Winter Is Mine

WESTON



Backwoods Hatchet Japow

WHITE SPACE



Freestyle Shaun White Maax Montano A

YES



Drive Womens Sender Pro Standard Pro Dustin



# 1910

## 1910

Founded two years ago by Schoph, Scottie Daniels and Jamie Lynn and recently joined by Ryan Immegart, 1910 has burst onto the scene bringing a freshness to the boardsports apparel market. Source spoke to the crew to hear first hand all about this successful start up.

### What was the original inspiration behind founding 1910?

"It started with finding a friend and fellow artist who shared the same creative instinct. Every time we painted together, something unique happened—our individual styles naturally blended into something stronger as a collaboration. The more we worked, the clearer it became that this could grow into something bigger. We began building a body of work we were genuinely proud of. The name 1910 came from adding the numerical values of the first letters of our names in the alphabet. We screen-printed our first shirt, and 1910 was born." — Jamie Lynn

### Who is on the team behind the brand?

The snowboarding community and anyone that is living right and being free.

### What are some major milestones in the brands development?

Key milestones for 1910 include evolving from an art-driven project into a fully realized brand, launching our first screen-printed apparel, and steadily building a body of work rooted in collaboration and



community. A major step forward was the development of our debut outerwear program—bringing decades of riding experience, technical intent, and real-world testing into a product category that demands authenticity. Alongside product growth, we've focused on building the right infrastructure behind the scenes: strengthening our resources, refining our operational efficiencies, and establishing reliable systems across design, production, distribution, and partnerships. These milestones have allowed us to grow thoughtfully—without losing the creative independence and human connection that define 1910.

### What motivated you to expand into outerwear now?

It felt like the right moment in the cycle. The timing aligned creatively and operationally, and with decades of riding experience behind us, outerwear became a natural next step we were finally ready to do right.

### Who will your outerwear be aimed at?

Anyone who believes in the power of snowboarding and the healing nature of the mountains. Snowboarding keeps us curious, grounded, and connected—it's our fountain of youth, and this outerwear is built for those who feel that pull, no matter their age.

### How does the community affect what you design?

It affects everything. Our community informs our instincts the same way weather informs riding conditions. The people, places, and experiences around us shape how we think, what we build, and why it matters.

### What challenges have you faced in developing and producing outerwear?

We're a small brand with limited resources, so it's tough. Outerwear is complex and demanding, but we've stayed disciplined—keeping it small, tight, and focused. We're not trying to get ahead of ourselves; we're committed to doing it right rather than doing it fast.

### Any upcoming projects or collaborations you are excited for?

We've got projects in the works with Death Grip Gloves and Dragon for 26/27, but we're especially excited about expanding our own line—introducing new fits, new price points, and fresh artwork as the brand continues to evolve. ☺

# thirtytwo

## THIRTYTWO

After decades focused on boots and outerwear, ThirtyTwo is entering the snowboard market as part of a broader push to become a full offer hardgoods and softgoods brand. Backed by new support from Nidecker, the move marks a strategic expansion into a competitive category. The launch includes a fully custom line of 12 shapes and 108 sizes, signalling a substantial commitment to the space from day one. Source sat down with Brand Lead Brian Cook to get the details.

### What inspired 32 to start making snowboards after years of focusing on boots and apparel?

ThirtyTwo has developed limited boards for over 15 years, usually for promo or special projects, which let us tinker with design and understand exactly what we'd want when the time came.

Snowboards were always in the back of our minds, but moving to Nidecker pushed us to explore what a full board program could mean. We planted the seed early on, and the success of FASE showed NDK that ThirtyTwo had the potential to become a complete hardgoods brand.

We got the go-ahead in April 2025, reached out to artists in May, sent shapes into development in June, and were testing shapes/flexes by early August. We didn't take a summer break this year, but we're not complaining — we have snowboards to ride this season!

### What makes 32's approach to snowboard design different from what's already on the market?

That was a big question from the start. We didn't want to slap graphics on existing boards, so the brand committed to developing our own shapes, moulds, and a real point of difference. NDK completely agreed and encouraged us to explore untraditional shapes and bring fun ideas into the category.



We're fortunate to be manufactured at SWS. Our first samples showed that our quality and finish would stand out. From there, we went through our personal board archives and took influence from our favourite boards over the last 30+ years. We wanted to bring round shapes back — there's so much squared blunted on the market that seeing a classic popsicle shape beneath your feet feels refreshing. We're launching with 12 custom shapes, over 108 sizes and 66 next-gen models — a 100% custom line built from the hearts of ThirtyTwo and the minds of NDK.

That's the most important story to tell. Some people may think that because of NDK's brand assortment, we're just flipping graphics on old models, but nobody wanted that. We invested in doing this category right from the start, and we know how rare that is. It should be the highlight of our launch.

### Please tell us about the line

The line is broken into 4 categories: Destroy — twin shapes with a street/park influence; Shred — directional twins for all mountain performance; Slash — directional freeride boards for exploration and Cryochamber — our test lab for unconventional shapes and design. Each category includes men's, women's and youth specific boards.

### How will the boards fit within 32's existing product line and brand identity?

I think the best early compliment we've heard is "These look how 32 boards should," and that was the goal. This was a boot and outerwear brand for 29 years. In the last two we launched bindings and now boards, 2 of the largest categories on retail floors. We're not just designing boots, we needed to look across all 8 categories and make sure they speak to each other through colour, graphics, materials and overall merchandising. Customers could buy a board, boots, bindings and outerwear that complement each other, so our storytelling needs to be more connected than ever.

### Will we see collaborations or limited editions as part of the launch?

We have three early release models coming



Jan/Feb 2026 for two pros and our 30th anniversary.

Next fall you'll also see Volcom Snowboards built by ThirtyTwo, a four-board collection inspired by Volcom's heritage. The goal was to create boards Volcom fans would collect and save for special days. Each design taps into the brand's signature aesthetics — black & white collage, Y2K and rootsy garden vibes with hand drawn illustrations.

### Who will be riding 32 snowboards?

We have 4 riders as of October 2025 — Pat Fava, Phil Hansen, Brin Alexander and Patrick Hoffman. Two more riders will come on by Spring 2026. We kept this project under wraps for six months, so we targeted a few key riders for launch and will continue building through 2026 as word spreads. The budget is open, we want the right people on these boards.

### How will the line be marketed?

We're going to market snowboards the same way we've marketed boots for 30 years, by being on the hill and proving performance. Demos, bringing back Boot Camp for retailers and media, and letting our team's riding speak for itself. We had our sales force on the boards at Zermatt in October, and everyone came off the mountain saying "LFG!" The product speaks for itself. We're making fun snowboards for fun days on snow. We're not going to complicate that message. ☺



## BIG WIG INTERVIEW

# TOMMY DELAGO, PRESIDENT, NITRO SNOWBOARDS

Tommy Delago, president and founder of Nitro Snowboards, started the company in 1990 and today leads one of the snowboarding industry's standout brands. He began his career as a professional rider for Sims, while also running camps and schools and writing for a snowboard magazine. Over the years, Tommy has experienced all the highs and lows of the snowboard business, so we felt it was a good time to sit down with him to hear how it all began 35 years ago and to learn how through using his experience he is navigating Nitro in today's challenging market.

### Please tell us briefly about your background in snowboarding

I picked up skating in the mid 70's and first got exposed to snowboarding when I saw photos of Tom Sims and Chuck Barfoot in late 70's Skateboarder Magazine. Since I always wanted to surf, but was a landlocked teen in the Bavarian alps, snowboarding appeared the closest thing. So I started building my own boards, initially misusing plastic sleds, waterskis or even 2 or 3 cut-off skis, connected by a piece of plywood that I stood on.

I ordered my first 'real' snowboard from Tom Sims in '81 or '82. It was actually called a 'Skiboard', was made of plywood and had base channels but no bindings, not unlike modern pow surfers.

A few years later, I met Jose Fernandes and Andy Tanner from Switzerland, who introduced me to snowboards with plastic running bases and bindings, which I had not known existed before. I went on to become a Sims Team Rider, competing in the first years of the World Cup and ran one of the first snowboard schools in the mid-to late 80's.

I was also involved in founding the first German snowboard association, in training the first generation of 'official' snowboard teachers and writing the instructional handbook.

During that time, I also worked for a German snowboarding magazine, shooting and writing riding 'how-to's' as well as organising the annual riding tech and product test special issues. Riding 200+ different boards in the late 80's provided an amazing wealth of know-how, which was a great asset when we started Nitro Snowboards in 1990.

### What's the biggest lesson you have learned in your time in Snowboarding?

Stay true to your vision and principles. It's okay to look sideways and adapt to changing markets, but authenticity and the freedom to make your own decisions, independent from exterior needs and investors, is key. Value the people you work with, and focus on consistency, mutual trust and relationships.

Brick and mortar stores are an essential asset to snowboarding. Unlike many other industries, snowboarding is defined by a certain lifestyle, a community and its trends.

### What was the best business decision you have made at Nitro?

Not to give in to the various offers to sell the company to some external investment group.

### And the most difficult?

Not to give in to the various offers to sell the company to some external investment group.

### How's this current Winter season shaping up for you?

Since our worldwide sales are quite evenly spread between Europe, North America and Australasia, we're quite relaxed when it comes to the ever-threatening question of snowfall. There are of course individual challenges in certain territories, but overall, this promises to be a good year but fingers crossed for good snow!

### What is Nitro's USP in the market?

Forever Snowboarding! Authenticity, our 100% focus on snowboarding and on our brand.

### Over the last decade what has been Nitro's standout product and why?

The Team Series, for boards, bindings and boots. Introduced over 25 years ago, the Team initially was the go-to board form for our team riders. Over time, the riders' focus drifted more towards boards like the T1 and other hot newcomers in the line, but we kept evolving the Team's shape

we believe that the future will be shaped by a clean, functional interface. Ideally one standard for the entire industry, giving consumers full choice of brands, styles and fits.

and construction. Recently many riders have rediscovered the Team and appreciate it for its versatility and ease of use. Just like our retailers, who have built enormous trust in this series, as they can safely recommend any Team product to a very broad range of riders, from beginner to pro. This is why we also offer a Pro version of the Team and even Marcus Kleveland trusts this model to be the base for his pro deck. And the immediate success of the Alternator, essentially a Team with more all-mountain focus, proves this concept is still right.

### Why are physical shops so key to your strategy and how do you support them?

Brick and mortar stores are an essential asset to snowboarding. Unlike many other industries, snowboarding is defined by a certain lifestyle, a community and its trends. The shops are the partners we've built our brand with, they are ambassadors that push snowboarding every day of the week and the place for customers to connect with and experience a brand and what it stands for. Specialty stores are willing to carry more than just the 'bread and butter' products and help us to explore new concepts in shapes, technology and design.

This also means we see the importance of having distribution and dedicated sale's people in place. With a mindset of generating sustainable business, not the quick sell-in, they use our extensive product offering to work with each retailer in finding the right mix of product, styles and price points. We can adapt to individual regional or local requirements by segmenting our line and giving each store the best possible selection for a successful season.

We offer unparalleled support to our stores with video premieres, on-snow events or other tailor-made activations. And we listen to their voice, with our sales, marketing and most importantly, our development team.

### What's your current policy for carry over and how to keep stock levels manageable?

Traditionally, Nitro is always trying to sell out, and we don't place risky purchase orders with our suppliers. In recent years though, supply chains have become more fragile, and early ordering, production and shipping are key components of high-quality product, stable pricing and timely delivery. This is where we, and our distributors, are using our carefully planned selection of carry over SKUs to take a bit of ordering risk and have stock available which doesn't devalue after Christmas.

Rising lift ticket prices, hotels and travel costs are making snowboarding an increasingly exclusive activity. This is not what snowboarding should be.

On the other hand, it's not only about stock and production management. Every carry forward SKU we define means we cannot modify, improve or adapt that product for another year. But we love tinkering with stuff, we always strive for improvement, so carry overs sometimes become a thorn in our side...

### What are your views on the hot easy entry binding market?

"Hot" is a good way to describe it: everyone now wants a piece of the action, and we're – once again – dealing with a multitude of solutions and systems, resulting in considerable confusion in the market. We had a similar situation in our market 25 years ago, which is why we decided several years ago not to develop our own system or binding, but instead join forces with what we believe is and will be the leading interface on the market, Step On.

While we recognize the positive short-term sales effect of the so-called 'universal' or 'hybrid' easy entry bindings, we see them only as a transitional solution with more drawbacks than advantages.

Looking also outside of our own bubble, at other sports or industries, we see hybrid solutions have typically only survived for a limited time. But as we speak, retailers are selling hybrid systems well. And that doesn't need to be a bad thing, as it brings more people into the sport and keeps others riding.

But in the mid-to long term, we believe that the future will be shaped by a

clean, functional interface. Ideally one standard for the entire industry, giving consumers full choice of brands, styles and fits. And a maximum focus on boots, with many advancements and innovations still to come. It's already starting if you just look around today.

### How have you restructured the business to mitigate Tariffs in the USA?

In a nutshell, we're trying to share the load between suppliers, distributors and ourselves. But retail price increases cannot be avoided, making snowboarding an even more exclusive activity in the U.S., given the astronomical lift ticket prices.



U.S. production is out of the question for many reasons, but we're obviously focussing on using our productions in lesser taxed countries when we have a choice.

### What are the biggest challenges and opportunities you currently see in the snowboard market over the next few years?

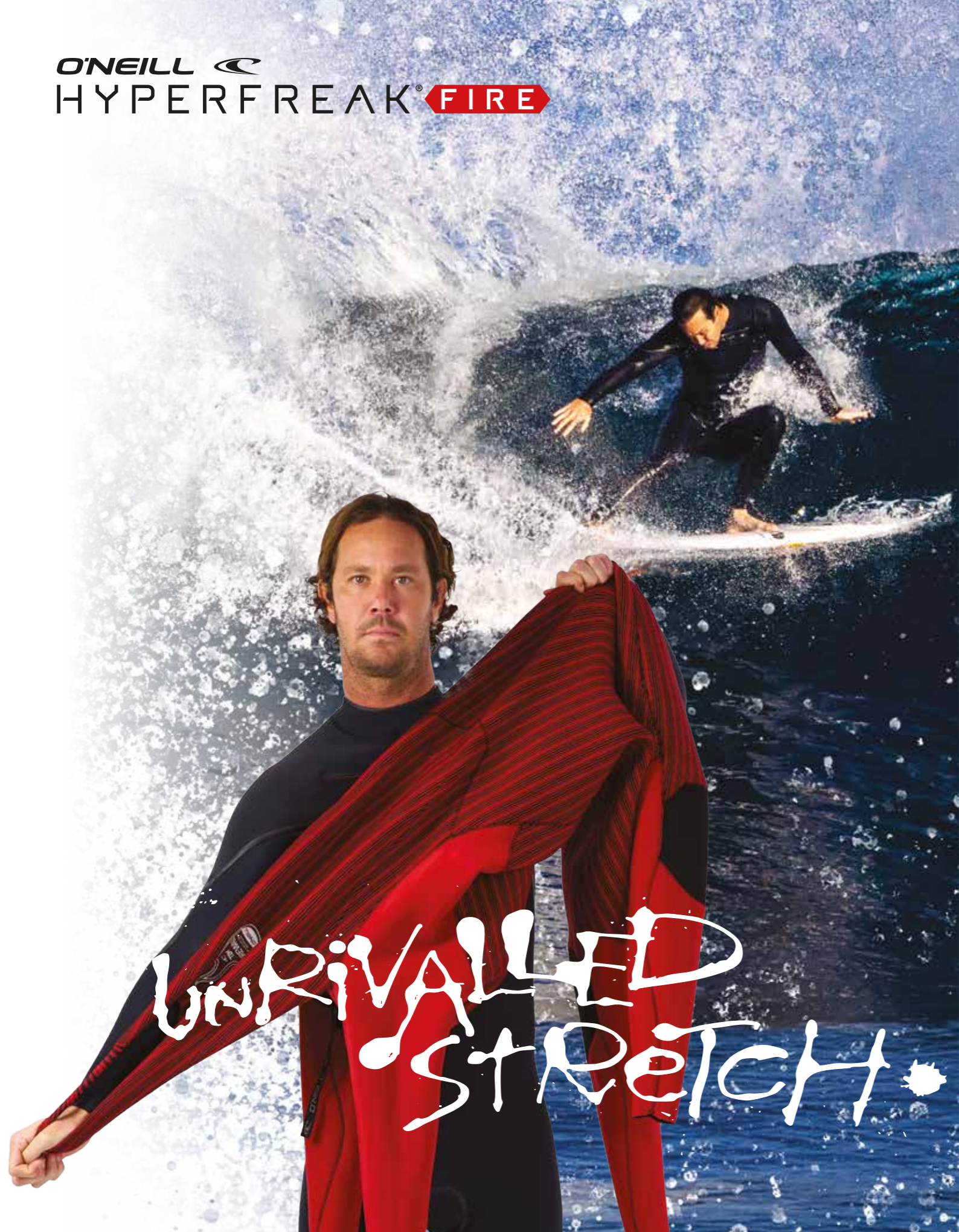
Unfortunately, we have seen a decrease in specialty shops for several years. Seasonal uncertainties, rising costs, and challenges to find good sales staff have driven many retailers to reduce their offering, their store space and hours, or to close doors completely. This hurts us specifically, as we build a big part of our business with them. Each specialty store we lose means a smaller platform for snowboarding, its lifestyle and its many facets.

Climate change is a challenge that concerns all of us. As a company, we're trying to reduce the impact of our operation and production as much as possible.

At the same time, we see the cost of snowboarding rising rapidly. Not so much the equipment, but rising lift ticket prices, hotels and travel costs are making snowboarding an increasingly exclusive activity. This is not what snowboarding should be.

On the other hand, resorts, lifts and slopes are full, especially during holiday periods and weekends. This shows an unbroken interest in winter sports, which is good news for all of us and a motivation to keep investing in the development of better products. Promoting a more grass roots approach to riding, smaller resorts and the sheer fun of sliding down the hill standing sideways will help to keep the appeal of snowboarding broad, fun and attractive.

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## RETAIL BUYER'S GUIDE WETSUITS FW26

retail buyer's guide

What an energetic segment we do have here! The Wetsuit industry again steps on the gas pedal to deliver a bunch of fresh designs and technologies for Fall-Winter 2026. Report by David Bianic



Curb your enthusiasm folks. We know how our over-excitment ended up last time, wetsuits sold like hot cakes (yes, 2021). Yet it is difficult not to get amped up by the overall good indicators of the business. If we take a look at the Fall-Winter 2025 orders, there is more than one reason to be hopeful. Alder Wetsuits reports their new introductions for Fall 2025 “flew off the shelves,” as a reaction to consumer fatigue with a general lack of innovation in the market, says Simon Neep, Sales & Product Development. And figures back up that feeling, as O'Neill Wetsuits saw a 40% jump in Preorders from FW24 to FW25, “and full-price reorders since shipping F25 have also been solid, validating the timing of the new styles”. And when figures aren't as impressive, as for Soörüz, whose FW25 sales were up 20%, the only reason is “because we did not take risks on production volumes, so we are now out of stock on the vast majority of our products”, explains Yann Dalibot, CEO.

Clearly consumers were eager to put their hands on fresh pieces. Almost every new addition met success, like the new Manera Seafarer, a premium suit at an accessible price, which “has been a hit,” say Julien Salles (General Manager), Bud Freitas (Sales Rep) and Lucie Denjean. Another proof can be found at GUL, which noted that “the new kit was well received despite competition from aged stock”, mentions Jack Knowles, Sales and Marketing Manager. FW25 can even be considered as an “important turning point”, announces Franziska Hacker, International Marketing & Communication at Neilpryde, noting that the fresh products based on refined fits and proven performance philosophies “resonate strongly” with customers.

In a fairly enthusiastic market, the female segment is the cloud in a series of silver linings. Women have been identified as the slowest area for sales according to most brands, and has suffered from the highest level of carryovers across the industry, which “has limited opportunities for new product development”, says Simon at Alder. The entry-level category also

“Through our own plantation in Guatemala, we eliminated reliance on costly, underperforming options like Yulex, and made Ocena® accessible across our entire range.” Billabong

appears to be a damper as the main challenge in this price segment is fierce competition from older, discounted stock. “The amount of clearance wetsuits in the market mean that there are still lots of alternatives to a new entry level wetsuit. It's the same price to buy a clearance mid or high end wetsuit from the past few years”, says Tom Copsey, O'Neill Wetsuits Product Manager. Alex Cretier at Prolimit adds that “entry level wetsuits are faced with the competition of close outs [brands]”.

### PRICE POINTS : WALLET-FRIENDLY

One would assume those newly designed wetsuits come at a price. And yeah, they do. But the general consensus among brands is that Fall/Winter 2026 price points will remain stable or, in some cases, even decrease, despite ongoing pressures from raw material costs and the shift toward more sustainable materials. Manera confirms that their prices are “staying right where they are,” same at Patagonia (3/2 full suit at 480€, 4/3 at 520€, 5/4 hooded at 580€) or Soörüz, and for the vast majority of brands we talked with.

The only potential increases will be kept to low single-digit percentages: “Over the past few years, we faced significant pressure from weak Euro and Sterling currencies, which directly impacted our pricing and contributed to higher import costs”, explains Jimmy Pinfield, Marketing Manager at



C-Skins. The reason for this general pricing context is partly the result of competition from discounted old inventory in the market. Several brands, including Prolimit and Billabong, noted that entry-level products often compete directly with clearance mid or high-end wetsuits from previous seasons.

#### FOAM LINE-UP

If you are having trouble keeping up with the quick evolution in rubber technologies, it's okay, we all do. Prolimit, which pioneered its own sustainable material development, starting 12 years ago with NaturePrene, shifting 100% to Limestone neoprene, and then transitioning completely to 100% NaturePrene2 wetsuits (a natural rubber) since 2024, without using any petroleum-based or mined neoprene like limestone. And brands do not necessarily stick to a single material, as seen with Manera. The France-based brand is working with multiple suppliers to avoid being "boxed in," while also working toward the long-term goal of owning the technologies themselves through strong partnerships with manufacturers. For FW26, they are expanding their use of Ocena® material, the neoprene-free, bio-based foam made with natural rubber, oyster shell powder, and plant-based oil, featured in the Xtend, the new Magma, and a new Toddler range.

Clearly Ocena is making a big push in the rubber industry, with Billabong as a flagship user in FW26: "Introduced in 2021, Ocena Natural Rubber redefined performance by replacing synthetic neoprene with a sustainable, neoprene-free alternative that outperforms the old standard. Through our own plantation in Guatemala, we eliminated reliance on costly, underperforming options like Yulex, and made Ocena accessible across our entire range, delivering premium performance at every price point." The Ocena solution now comes with a "+" version, aimed at the elite-level performance, as "it delivers unmatched stretch, warmth, and durability without compromise". For FW26, 80% of Billabong's range is made from Natural Rubber with the new Ocena+ platform, streamlining their lineup into two key pillars: Furnace (high performance) and Absolute (different price points).

Rip Curl also praises its partnership with Sheico, as their best-selling styles, E-Bomb and Dawn Patrol, feature 100% neoprene-free foams since Fall 2025: "These foams incorporate Sheico's Ocena 74% natural rubber content". Rip Curl also admits that, while higher natural rubber compositions exist, they currently do not meet their strict quality standards. On the other hand, the Flashbomb - "our high-performance warmth suit" - continues to use neoprene-based foam "until alternatives can match our expectations without compromising performance". Oxbow also moved away from Yulex to the Ocena foam for their technical Crest, "while developing its own natural rubber-based foam for high-quality

"Our new Neo Silk lining, which offers an ultra-soft, silky feel and is our most flexible lining ever. It allows hands and feet to glide easily into the suit while cushioning the skin." Franziska Hacker, Neilpryde

products at a lower price", teases Thomas Chastol, Product Manager and Loan Santé, Marketing Coordinator.

Yet the classic limestone-based foams are here to stay, despite the fact their eco-credit cannot match those of the "natural rubber" (apart from the Oysterprene foam). O'Neill has been a long-time adopter of limestone foams – they haven't used petroleum-based foam since the 90's – and only implements some natural rubber in products like the O'Original RG8 series. Neilpryde Waterwear uses Terraprene (Yamamoto #39e), a more biodegradable version of traditional Yamamoto #39 limestone neoprene, in its Mission Eco wetsuit, combining this new neoprene with water-based lamination adhesives.

#### LININGS: FINE-TUNING PROVEN TECH

Foams are stealing the show, somehow undermining the efforts made on linings. But, feel assured, brands do not rest on their laurels. No quantum leaps here, but a myriad of updated constructions and materials. For thermal performance, graphene makes its way among more brands in FW26. Already a loud promoter of this carbon-based honeycomb structure, Billabong is introducing Graphene Ultra, which is described as the "warmest inside thermal jersey to date". This material provides a 26.6% increase in thermal retention and keeps heat 20% longer. O'Neill Wetsuits is also carrying over refinements made to their TB4 linings, which were redesigned for FW25 to increase graphene content for extra warmth, reduced weight, and faster drying times. Prolimit is utilizing its patented Thermo blanket based lining on their Thermal Rebound Zodiac linings and Quadflex on their Mercury wetsuits: within the 4-layer construction, an alloy sheet is used to retain and reflect body heat. Another interesting option is Neilpryde's new construction, the Neo Silk lining. As the name suggests it offers "an ultra-soft, silky feel and is our most flexible lining ever", says Franziska Hacker, and also "allows hands and feet to glide easily into the suit while cushioning the skin".

A majority of linings are obviously based on recycled materials, and we listed a few updates in such eco-construction. Patagonia is partnering with

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Bureo to introduce the NetPlus® nylon liner, which is made from 100% fully traceable recycled fishing nets. This liner features a grid pattern to trap heat, feels softer against the skin, and increases overall flexibility. Billabong is using Airlite 4D, which is made from 100% post consumer recycled textiles, while Soörüz is introducing its new STORM DRY II inner lining, which is mainly made from recycled products, while also being more flexible and lightweight.

**KEY SILHOUETTES: BULK UP!**

The advent of (very) cold surfing is mirrored in the FW26 ranges with some key pieces designed to withstand the harshest conditions. Hurley responds to the demand with this new addition: the Plus 6/4mm Neospan fullsuit with hood features Extend 2.0 thermal insulation across the chest, back, and legs for maximum warmth. Fully taped seams ensure superior waterproofing and durability. The integrated hood with Smoothskin seal blocks water entry, while the flexible construction allows natural movement. "Perfect for cold-water surfing, offering comfort, performance, and full-body protection", ensures Manuela, Product Merchandiser at Hurley. Same program with Alder's Evo Fire MX Hooded 6.4, a thick suit but with "maximum four way stretch fabrics combined with extra stretch foam", ideally paired with their new Future 6mm Round Toe Boot. It is worth mentioning Alder also caters to the younger cold water rippers with the Comp CX Junior 5.4. GUL offers the Viper 6/5/4, "the ultimate coldwater armour", with its cutting-edge Graphene X core panels, as well as the Flexor 6/5/4 boots, featuring GUL's Boltdry+ thermal lining infused with Graphene X yarns. We also loved the integrated inner lining in the hood of Neilpryde's Vamp 5/4 Hooded GBS FZ, "shielding the most vulnerable areas from the cold". At O'Neill, the popular Hyperfreak Fire model will also come in FW26 with a hooded version. And the term "armour" is no play on words, as shown in WIP's FW26 range. Until recently the brand specialised in sailing and other boardsports with dedicated body protection integrated into their suits: "In response to growing demand of protections in surfing, we designed new wetsuits with high technology of protection with 4 wetsuits: 5/4/3mm, 3/2mm, innovative 1.5mm and a specific Protec Short John that can be also worn under or over a wetsuit", explains Benjamin Tillier, Marketing Manager. Protection consists of reinforced layers with high density foams under the knees and on the ribs for water impact or thermoplastic plates along the shins, among other features.

The cold water armour would not be complete without solid booties, hood and gloves, and one brand stands out in the accessories segment. Solite went the extra length on booties, offering 5mm and 8mm options on the Custom 2.0 Watersports, as well as Split-Mitt gloves and 5-finger gloves. Solite reveals new developments are coming in FW26 regarding linings, while details will be communicated at a later stage.

**IF IT AIN'T BROKE, DON'T FIX IT!**

Repair and Service programs are now common practices, widespread across all brands. Rip Curl's program is a textbook case for things done well. Since last year, their repair program has been fully digitalised, "offering customers complete transparency throughout the process, including transport, repair status, costing, and expedition. Transport is free of charge, and we repair all brands — not just Rip Curl products — at similar costs." 3,800 wetsuits were repaired last year!

While a few other brands still handle the repairs by themselves (Soörüz, Patagonia), we are seeing more and more companies outsourcing the

"In response to growing demand for protection in surfing, we designed new wetsuits with high technology of protection." Benjamin Tillier, WIP

service. Like so, O'Neill Wetsuits has a network of pre-approved repair centres across Europe: "We also reuse components, where possible, from suits that have reached the end of their useful lives to make repairs to older suits", adds Tom. Oxbow offers a 2-year warranty and works with the partner Tearing Waves for a comprehensive repair service that includes tear repair, zip replacement, seam reinforcement/waterproofing, and adjustments/customisation.

Repairs come at no cost thanks to Patagonia's Ironclad Guarantee and free repairs, led by their wetsuit repair facility in Ventura, California, and supported by specialised repair partners across Europe. In the UK, Bodyline in Newquay is the go-to choice for Brit brands like GUL and C-Skins, while Alder "also work to give repaired wetsuits a second life by offering them to charitable organizations at greatly reduced prices", Adds Simon. "This helps us reduce waste and support good causes wherever we can." Good on ya.

When it comes to handling end-of-life products, brands again seek after dedicated facilities. Circular Flow might be the most established and Manera has partnered with them to recycle neoprene residuals (including zips and plastic) into neoprene sheets that can be used to manufacture new products, like car seat covers. Many local repair/upcycle shops popped up



here and there during the past years, and Saint-Jacques Wetsuits favored the proximity of their partner, which "transforms used wetsuits into unique second-life objects, such as our recycled neoprene laptop sleeves and accessories", says Stan Bresson, President.

**RETAILER SUPPORT**

The order sheet isn't the final step for wetsuit brands and they "escort" retailers way further. Three main axes emerge when it comes to retailer support : strengthening retail partnerships, optimising margins and inventory, and providing comprehensive product education. A proper display of this ethos is found at O'Neill as they prioritise healthy margins over sheer volume: "We are focussed on helping retailers to make good margin on each wetsuit, not just pushing them to sell more. By keeping scarcity in the supply of our mid to high end wetsuits, we are helping to prevent a repeat of the past couple of years", explains Tom Copsey.

A simple and efficient way to avoid unsold stocks is to reduce the sheer number of SKUs, as did Billabong : "We've streamlined the range architecture to offer a clearer, more accessible overview of our wetsuit lineup." Concerning product education, brands are dedicated to training retail staff and supplying comprehensive media packs, often doubled with "in-store visits by the marketing product division to discuss and exchange ideas about the product", says Oxbow. In-store experience is also eased through shop floor tools, like O'Neill's new digital display to enhance the customer experience. ☺

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**HIGHLIGHTS**

- 1 Novelty = sales
- 2 Natural rubber takeover (Ocena)
- 3 Women & entry-level slower movement
- 4 (Very) cold water fullsuits

# A. IRONS



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## RETAIL BUYER'S GUIDE

# SNOW HELMETS FW26/27

The snowboarding helmet market grows steadily thanks to elevated safety technologies, sustainability, comfort, and expanded youth offerings. By Rocio Enriquez.



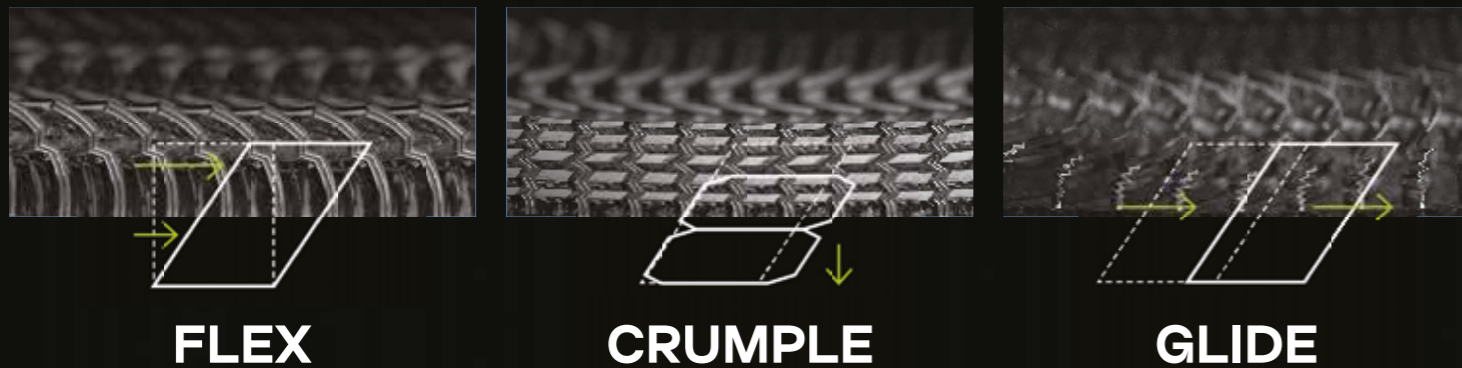
The snowboarding helmet market is stable and growing. The demand being driven mainly by innovation in safety technology, which brands are implementing across their lines. Protection technologies like MIPS, WaveCel, Koroyd, and other high-impact materials dominate last winter's best sellers, a trend expected to continue this winter. As safety tech becomes standard, the differentiation shifts to other important factors. Sustainability demands are growing, with consumers favouring products that are built with recycled materials or offer end-of-life recyclability. Fit and comfort are a high priority; riders want lighter shells, improved ventilation, and advanced fit systems. There is also a growing expectation for functional add-ons. Integrated solutions like goggle visors and communications and audio systems are becoming more common. There is a notable focus on younger demographics too, with many brands expanding their youth offerings with fun-coloured styles that are visible and easy to fit.

**"We are the only brand with MIPS®, the Recco system, and a photochromic magnet lens in one helmet"** Philippe Waldberg, Prosurf

and FornixBC for enhanced fit and comfort. "The thicker padding around the brim and crown of the Fornix provides a softer, more cushioned feel", says Damian Philipps, Global Director of PR. They've also launched the Obex visor, featuring their proprietary Clarity™ panoramic lens and four-step adjustability for comfort. Protec's bestselling Low Pro Snow comes with a seventeen-piece fit kit to dial in the comfort. Ventilation is important. Head uses thermal ventilation on their Faero helmet and its youth replica Yuki, which also inherits the Sphere Fit. Sweet Protection works with their Occigrip fit system, adding a rear dial adjustable ventilation, snap-in quick dry liner, and efficient goggle and audio integration. TSG relies on the proven comfort of their Gravity style, with an anatomical shape that reduces pressure points. They streamline their offering by merging their Lotus model with the Gravity one under a unified Gravity line with no gender segmentation. Pret has updated the looks of the Cynic and Lyric helmets, but even if the vents look different, their ventilation performance remains the same. Dakine offers ventilation with active and passive venting options, complemented with a polyester open cell padded lining and removable earpads for comfort. Pro-tec optimises their classic skate-style profiles with plush liners and earflaps. Head equips their new Yuki style for comfort. "The Beanie Comfort System keeps kids' heads warm and secure, with perfectly aligned with earpads and easy goggle fix hooks", says Eva Knoepfle. Anon introduces an entirely new earpad to the WaveCel line, which they expect to produce significant sales next winter. These new thermoformed earpads form a donut around the ear, improving warmth, comfort, and hearing.

### MATERIALS AND CONSTRUCTIONS

When it comes to helmet constructions, the emphasis is on improved fit and comfort, and lightweight, advanced protection. The main aspects that contribute to enhanced comfort are customisable adjustments, ventilation, earpads, linings, and integration of accessories. Head uses the Sphere Fit construction with innovative height adjustment and seamless goggle integration. Prosurf launches the Oscar helmet with integrated goggle, which they expect to sell best next winter. All their helmets have Recco technology integrated. "We are the only brand with MIPS®, the Recco system, and a photochromic magnet lens in one helmet" says Philippe Waldberg, owner of Prosurf. Dakine offers an adjustable fit system with Fidlock® magnetic buckle and audio system compatibility. Prosurf integrates Recco technology in its helmets. "We are the only brand with MIPS®, the Recco system, and a photochromic magnet lens in one helmet", says Philippe Waldberg, owner of Prosurf. Audio systems brand Aleck upgrades the drivers and in-app equaliser of their Snow Series Pro. The elevated finish with detailed topographic lines on the button surfaces uses a water transfer process that also calls out features. POC has updated their Fornix



**Upgrade your protection.**

Constructions prioritise impact protection obviously, delivered with sustainable materials as much as possible. Dakine pairs the MIPS® protection with recycled materials. “We have a 30% recycled ABS shell, 100% recycled EPS liner, and recycled PET webbing”, says Benjamin Chapuis, Dakine’s Marketing Manager. Salomon expands their Brigade Index platform with the launch of the Brigade Index MIPS, the first fully recyclable snow helmet featuring MIPS technology. Sweet Protection offer their proprietary 2Vi® MIPS technology, featured in their freeride helmets Trooper and Igniter, and now introduced into their bestselling Switcher model. Pro-tec launches the A2 in-mould helmet with MIPS that combines modern design with classic branding. Rossignol will launch a new helmet named Arcade, with an ABS outer shell and EPS liner, they expect the biggest growth next winter from this model. Smith features Koroyd and MIPS widely across their offering. Prosurf features MIPS in their very light in-mould helmet construction. This is the same construction Head uses for its Yuki style, which is expected to boost the growth of the youth segment. TSG also looks after the young with extended sizes of their popular Vertice MIPS, with a new small shell available in XXS and XS sizes. Their Faero helmet is delivered in a modern hybrid shell design, blending safety and style.

**LOOKS**

Earthy and natural tones dominate seasonal palettes, with Head, Salomon, and Dakine highlighting these options for next winter. Sweet introduces the new Warm Thunder, Teal, and Placid Blue colours inspired by the elements, as part of a re-branding process from Sweet Protection to SweetTM. Timeless classics remain very important, particularly for premium and performance ranges. Aleck’s audio systems are all delivered in matte black. Head allows you to combine these with their trendy earthy tones thanks to their Intermix design strategy. Youth products lean towards bright colours that offer high-visibility and are fun for the kids. Pret’s Moxie helmet has a version that the kids can colour themselves. Head’s Yuki helmet comes in vibrant colours that bring energy to the slopes. They also continue their partnership with Nickelodeon to offer the exclusive PAW Patrol Yuki helmet. Other notable collaborations are Aleck’s partnership with Smith Optics and Anon’s exclusive capsule collection called the Encounter that features the artist-driven designs of Lucas Beaufort. Smith offers athlete collaborations signed by Matej Švancer and Iris. Pret and Prosurf offer bright and bold colours, with the latter paying tribute to their French Racing heritage with the combination of blue, white, and red.

**SUSTAINABILITY**

The presence of recycled and natural materials is increasing across the helmet category. Dakine uses recycled ABS shells, EPS foam liners, and PET webbing. The shell of Head’s Radar helmet contains 40% of recycled material, while the smaller plastic components are 60% recycled. The visor is produced using 100% recycled polycarbonate, all soft parts are made from 100% recycled fleece, and the EPS core incorporates 20% natural cork. Salomon uses 100% recycled fabrics in 80% of their helmets. Some of them also incorporate 50% recycled EPS for the core or 100% recycled polycarbonate shell. Smith expands the use of recycled materials in ABS, PC, EPS, linings and soft goods in their ReNu programme. Rossignol uses recycled EPS in their new Arcade helmet as well as recycled fabric in the padding. Recyclability of the helmet after its useful life is a bonus. Salomon achieves this in their Brigade Index model. “The Brigade Index is made from over 96% materials of the same origin, including shell, core, fabrics, buckle, and lining, making it fully recyclable without the need to disassemble it”, says Benjamin Raffort, Helmets Line Manager. Plastic-free packaging boosts sustainability levels. Cardboard, the recycled kind, when possible, is a

“The Brigade Index is made from over 96% materials of the same origin, including shell, core, fabrics, buckle, and lining, making it fully recyclable without the need to disassemble it”

Benjamin Raffort, Salomon

great replacement that can also optimise shipping by making boxes more compact and efficient in transport. Dakine and Aleck focus on durability too. Aleck offer long life batteries and firmware updates. Dakine focuses on the quality of the product and the modularity of its components. Removable liners and ear pads that can be easily replaced extend product usability.

**RETAILER SUPPORT**

Safety, sustainability, and premium technology are central narratives of next winter’s marketing campaigns. Brands appeal to community, connection, and performance in the themes they use to carry these stories, as seen in Pret’s “Find your line, find your crew”, Aleck’s “Connect and Conquer”, and Sweet’s “Stronger, lighter, better” campaigns. There is considerable investment in staff training to educate the customer about the technological

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



and sustainable aspects of the product. Aleck and Smith complement their staff training clinics with educational videos. Anon, Sweet, and Rossignol also offer clinics to enhance product knowledge. Salomon have developed dedicated training books and catalogues gathering insights on products and technologies. Retailers can also access strong POS and merchandising kits. Head provides sustainable metal-branded slat wall holders with mannequin heads designed to highlight the helmet-goggle combinations. Smith offers product display units and glorifiers. Aleck secures in-store visibility with branded shelf trays and headers that explain their Core, Pro, and Off Grid lines at a glance. Anon adds to their POP programme the possibility of customising a window based on the retailer’s specific needs. Salomon, Sweet, and Protec also offer POP displays. Brand visibility is further supported with high quality product imagery that retailers can use in-store and online. These are images and videos that feature technology insights and fit guidance. Up in the mountain, the message remains visible through demo events and athlete seeding. Head invests heavily in this. They sign up high-profile athletes to wear their helmets, and they are expanding their seeding strategy by equipping selected testers and ambassador families ahead of the season. One good example is their FutureHeads team of young athletes who will all be equipped with the new Yuki helmet. Head is also planning on-snow test events to offer potential customers the chance to experience the helmet first hand. Pro-tec and Pret also focus on rider sponsorship.

As core safety technologies become widely adopted, brands are focusing on comfort, fit, integrated features, and sustainability to differentiate themselves. This is resulting in a mature offering with great potential for growth based on meaningful improvements rather than trend-driven novelties. ☺

**HIGHLIGHTS**

- 1 Safety innovation driving demand.
- 2 Sustainability is a key differentiator.
- 3 Strong focus on fit, comfort, and functional add-ons.
- 4 Strong retailer support and education.

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## GENTEMSTICK

Gentemstick was founded with a clear goal: to bring a more natural, surf-inspired approach back to snowboarding. From its roots in Hokkaido, the brand has become a defining force in Japan's snowsurf movement, known for its focus on shape, performance, and craftsmanship. In this interview, Gentemstick shares insights into its origins, market position, global expansion, and future direction.

### What was the original inspiration behind founding Gentemstick?

The original inspiration was the realization that snowboarding had strayed from its surfing roots. By the late '80s, the sport was becoming just about a skateboard-like image on the snow and the actual riding was often limited to straight lines and drift turns. Founder Taro Tamai, a lifelong surfer who pioneered Valdez, Alaska and searched for swells globally, felt that the focus obscured the potential for fluid, surf-style carving in the snow. His mission, which began with the first TT-model in 1989, was to relieve the spirit of snowboarding and reawaken its art from soulless mass-production. He sought to create boards that allowed the rider to naturally blend into the terrain, just as naturally as birds fly in the sky or fish flows in the streams.

### Please tell us about Gentemstick's position in the Japanese market

Gentemstick is positioned as the authentic pioneer and standard-bearer for the snowsurf culture in Japan. Founded in 1998, we are viewed as the reference point for the contemporary snowsurf movement. The brand is intrinsically linked to the legendary powder of Hokkaido/Niseko. While other brands entered the market earlier, Gentemstick defined the modern surf-inspired, directional shape revolution. The brand represents more than performance; it embodies a cultural, philosophical, and high-quality approach to riding, where the ultimate goal is to



"unite with Nature". We are the standard-bearer for sophisticated, flow-focused riding in Japan.

### Gentemstick has its roots in Hokkaido/Niseko but now has an expanding global presence. What have been the biggest challenges and successes?

**Successes:** The biggest success has been the global validation of the snowsurf philosophy. Boards like the Mantaray and Hornet won "powder board of the year." These awards from US Transworld Snowboarding magazine, demonstrating the technical recognition of our shapes internationally. The expansion proves that the feeling our boards provide, making top turns and carving roundhouse cutbacks is universal. The Snowsurf movement has taken on an identity of its own and is an influential and actual lifestyle.

**Challenges:** Our biggest challenge is maintaining artisanal quality and construction consistency while meeting global demand. The shape is the most essential factor, relying on an ideal three-dimensional curve resulting from a harmonizing outline, bottom-line, and the board's flex when riding. The highly personalized nature of the core selection and the final tuning process, which is critical to activating the board's life, is difficult to scale without compromising the feel. Managing global logistics and costs while refusing to compromise on premium materials is also a continuous pressure.

### All your boards have very minimalist graphics, what's the thinking behind that?

The minimalist graphics are a deliberate philosophical statement. Gentemstick believes that the shape is the most essential factor in board design. We believe that the best graphic design is one that harmonizes with the shape of the board.

### As consumer purchasing shifts online, how is Gentemstick balancing direct-to-consumer sales with maintaining strong relationships with specialty shops and distributors?

We employ a balanced and supportive strategy that prioritizes the specialty shop as the essential cultural and technical hub.

· Tuning and Expertise: The final shaping process



is the tuning, which is critical for activating the board's potential. Specialty shops and distributors are crucial for providing this expertise and customizing the board's final performance for the individual rider. The core is protected, and the final shape is applied by a skilled tuner.

· Cultural Hub: Our dealers serve as the cultural touchpoint where riders can learn the philosophies of the brand.

· Dealer Priority: We prioritize pre-orders and sales through our official dealers, ensuring that the shops remain the primary contact point for customers.

### How will the brand be promoted in Europe this winter?

Promotion in Europe will be built on authenticity, performance, and the hands-on experience of Snowsurfing.

· Dedicated Demo Events (The Crucial Touchpoint): We will host two dedicated demo days in Switzerland this winter to allow riders to physically experience the unique "live" feel and flow of our shapes.

· Dealer Demo Program: We are actively working with our European dealers to provide them with a selection of demo boards for customers to try, extending the try-before-you-buy opportunity.

· Cultural Content: We will push content focused on the connection to the water cycle and the philosophy of "living the moment", contrasting sharply with mainstream extreme sports promotion. ©



## DEELUXE

The 2026/27 season marks DEELUXE's 30th anniversary. They are also one of the very few brands (if not the only brand) fully dedicated to snowboard boots. Source spoke to the team to find out what continues to drive their commitment to this path whilst the brand has evolved over the last three decades?

Yes, that's right! The 2026/27 season marks DEELUXE's 30th anniversary. We're proud of everything we've achieved so far, but rather than celebrating ourselves or getting lost in nostalgia, we see this milestone as an opportunity to look ahead. It pushes us to focus on the future and what we want to achieve next.

Snowboard boots are the most important part of your setup. They ultimately decide whether you're having a great day on the board or a frustrating one. That's exactly why we've stayed fully dedicated to boots and continue to focus all our energy on refining and evolving them. Comfort and performance have always been at the core of what we do, and that commitment continues to drive us forward.

### Can you please tell us about your RAPID REACT MODULAR TECHNOLOGY?

In recent years, our focus has been on one key challenge: how to precisely control a boot's flex and maintain the perfect flex from day one and throughout its entire lifespan. Whether you prefer a stiffer or softer boot, our priority is always tailoring flex to match the demands of every riding style.

This led us to develop Rapid React Modular Technology, which we first introduced with the ID Y-20 in the 2025/26 season. Since then, we've refined and expanded the system, and we're bringing this breakthrough to many models in our 2026/27 collection. By



using injected TPU tongues and Flex Guards (injected TPU highbacks), we can fine-tune flex with unmatched precision, delivering a whole new level of performance and responsiveness that lasts—day after day, season after season.

### Sounds like a game changer. How exactly does this enhance the performance and overall feel of a snowboard boot?

With Rapid React Modular Technology a boot becomes sleeker, lighter, and incredibly responsive. The best part is that it rides perfectly out-of-the-box, minimizing the typical break-in period you'd experience with traditional snowboard boots. On top of that, the boot maintains its flex and responsiveness even after multiple days of riding.

The traditional way of building boots uses 3D EVA tongues. Like any foam material, EVA tongues naturally compress and gradually lose their original flex and support with prolonged use. To compensate for this, a boot designed to be Flex 8 out of 10 would often feel like a Flex 10 at first. After a few days of break-in, it might finally ride like a Flex 8, but over time it gradually softens, and by the end of the season it could feel more like a Flex 6 out of 10. Rapid React Modular Technology helps minimize this, keeping the boot performing consistently from day one ad throughout its entire lifespan.

### Modular implies that you can precisely adjust and fine-tune the flex and feel of the boot. How does this enhance the rider's experience on the board?

Exactly! When we developed the concept, it was important for us to design different parts that can be freely swapped and adjusted, depending on the performance and flex we aim for in each boot. For the ID Y-20, we started with the Boost Tongue and the Flex Guard Freestyle—slightly softer, freestyle-oriented versions of the injected TPU tongue and highback. For the 2026/27 season, we



introduced the Blaster Tongue and Flex Guard ATV, stiffer and upgraded, all-mountain-oriented versions of the same components. By combining these parts in any way, we can precisely fine-tune each boot based on feedback from our team riders, core shops, and customers—ensuring every model delivers exactly the flex and feel it should. Factory tuned straight out of the box for the best riding experience. And we're already working on additional parts to offer even more possibilities in the future.

### Are all boots in your 2026/27 line factory tuned with Rapid React Modular Technology?

Many of our boots now come factory tuned with Rapid React Modular Technology, so you'll find Factory Tuned boots across every category in our collection. For riders who prefer a more classic ride, we continue to offer models with traditional highbacks and 3D molded EVA tongues—plus the option to further customize them with Flex Boosters, available as accessories.

### Do you offer further customization possibilities?

Yes! Every DEELUXE boot comes with a thermo mouldable liner, offering an easy way to customize your fit. You can ride them right out of the box, or have them custom fitted for a perfect fit that matches the exact shape of your foot. ©

# RETAIL BUYER'S GUIDE

## WOMEN'S OUTERWEAR

The women's snowboard outerwear market enters FW26/27 with renewed confidence and a clearer sense of direction than it has had in several seasons. Report by Anna Langer

After seasons of fluctuating snow conditions, uneven inventory, and shifting priorities, brands and retailers are now aligned around a clearer understanding of what female riders want: performance-driven outerwear that offers real choice in fit and style while staying rooted in snowboard culture. FW26/27 marks a category no longer defined by compromise, but by rider-led design, expanding unisex options, and a more confident balance between technical credibility and personal expression.

### MARKET OVERVIEW

The women's snow outerwear market through FW24/25 showed resilience amid recalibration. Despite challenging conditions - high inventories, cautious retail ordering, and inconsistent snowfall - several brands reported stronger-than-expected performance in women's categories, in some cases outpacing men's.

Cassandra Panayotopoulos, Marketing at Protest Sportswear described FW24/25 as a particularly strong season, driven by standout silhouettes and lifestyle-forward pieces. "The women's FW 24/25 collection performed exceptionally well," citing strong demand for ZIP-Shift jackets, cropped styles, and coordinated urban outdoor accessories - reinforcing that women's outerwear succeeds when fashion confidence meets functional credibility. 686 agree: "We are seeing growth of contemporary styling in multiple directions - some want it baggy and some want more traditionally fitting skiwear. Both sides are thriving with more great options than ever.

Airblaster also reported positive momentum, pointing to women's-specific fit and expressive colour as key drivers. "Women's Outerwear remains a strong category," Sales Director Kyle Phillips explains, as inventory pressures eased and early snow supported engagement. Forward highlighted a broader cultural shift, noting that "a lot of brands underestimate the desire for women to get out into the mountains and ride just as hard and as fast as the men," alongside growing demand for unisex pieces that allow riders to mix fits freely, says Global Brand Director, Tony McWilliam. Colourwear echoes this regional split, noting that while the Scandinavian market was tougher, Central Europe showed growth despite economic pressure and late-season snow.

Horsefeathers reported stable conditions with faster growth on the women's side, driven by updated fits, refined styling, and black continuing to rank as a top-performing colour. Jones observed continued investment-driven purchasing, with riders prioritising "weatherproofing, durability and versatility over short-term savings," and strong uptake of the unisex MTN Surf Tweaker among younger all-mountain consumers.

At the more challenging end, Picture Organic Clothing characterised FW24/25 as "very hard," pointing to market saturation and a lack of newness - positioning FW25/26 as a necessary reset, according to CEO Julien Durant. Across brands, the takeaway remained consistent: women's outerwear performs best when it is purpose-built, clearly merchandised, and supported by authentic technical, cultural, or expressive narratives.

### TRENDS

FW26/27 signals a clear shift in how women's snowboard outerwear is designed and positioned. Rather than relying on narrow gender definitions, brands are expanding choice through female specific fits, relaxed silhouettes, and unisex options that allow riders to define their own style and function.

Burton frames this evolution as part of a broader reset, "simplifying the line, elevating functionality, and rebuilding our portfolio for long-term growth." Rider alignment across genders continues to drive "unexpected style shifts, bold fits, and a more expressive, movement-driven approach to outerwear," says Benjamin Schwarz, Softgoods Merchandising Manager Europe.

Volcom echoes this philosophy, stating that "style and fit come first, regardless of gender." The focus is on outerwear that feels right and performs without limiting identity, supported by a growing women's team that actively shapes product and storytelling.

ThirtyTwo makes the unisex direction explicit for FW26/27, citing "a focus on unisex fit and styling." Its women's team wears pieces across the entire line, while the new



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DC



DC



Airblaster



Airblaster



Forward



Forward



Burton



Burton



Helloid



Horsefeathers



CLWR



CLWR



Horsefeathers



Jones

JIB fit - developed around Jib Gurl's custom pant shape - demonstrates how rider-driven design now extends beyond gendered categories.

At the same time, brands such as L1, Jones, Protest, and Rojo continue to strengthen female specific design as a complementary path. L1 points to rising demand for "purpose-built designs - not resized men's silhouettes," while Protest balances expressive narratives of transformation with technical credibility. Oxbow, positioning its line as fully unisex, reinforces this rider-first approach, noting that its premium silhouettes are "still and will always be inspired and developed with our riders and brand ambassadors," while its "Old Roots, New Tech" collection responds to demand for wider fits and vintage-inspired style without sacrificing performance. 686 take inspiration from their team and their travels, "from colour to silhouette and graphics, everything is derived from the actual experience", says Brent Sandor, VP Marketing.

Women are no longer choosing between fashion and function or between men's and women's racks - they are choosing what fits, what performs, and what feels authentic.

### FITS & SILHOUETTES

The silhouette story for women in FW26/27 is clear: relaxed and baggy fits have moved firmly into the mainstream. This shift is not about excess volume, but about re-engineering fit to flatter, move, and perform under real riding conditions. Across collections, fit is treated as a design pillar rather than a trend response. At Airblaster, "FIT, FUN, and FUNCTION" continue to guide development, with the EVERY BODY fit expanding across new and updated styles. One-piece suits such as the SASSY BEAST SUIT and FREEDOM SUIT have been refined through adjustable waists and revised patterning, allowing riders to customise fit without compromising performance.

Relaxed silhouettes are equally central at Jones, where fits have widened in line with market movement while articulation and mobility remain non-negotiable. The growing appeal of unisex options like the MTN Surf Tweaker reflects demand for flexibility in silhouette choice, supported by women's-specific colours and sizing for

"The women's FW collection in 2024/25 performed exceptionally well, with standout pieces like the new ZIP-Shift jackets with its detachable belt and the short VOX jacket becoming top sellers." Cassandra Panayotopoulos, Protest Sportswear

clear merchandising. Colourwear notes that many core female riders are increasingly seeking genderless pieces, with baggier silhouettes offering both comfort and style. ThirtyTwo's FW26/27 direction places unisex fit and rider individualism at the center, with the women's team wearing freely across the entire line rather than being confined to gendered categories.

Female specific baggy design remains a point of leadership for L1. The Fairfield Cargo Pant - designed from the ground up by the women's team - anchors the collection and evolves for FW26/27 into a full jacket-and-pant kit, including Brantley Mullins' Burnt Rose colourway.

Elsewhere, brands are applying wider proportions to proven silhouettes rather than reinventing shapes. Horsefeathers Tomáš Koudela, Head of Marketing, reports strong momentum behind updated classics, with anoraks continuing to trend and pieces like the refreshed Sora jacket and boxy Neva jacket capturing modern proportions, while acknowledging "another strong trend: more and more girls are buying men's styles, turning a lot of the line into true unisex."

Rehall reflects the diversity of the women's market through two contrasting directions: a fashion-ski line with Western-inspired details such as fringes and lace-up fronts, and a separate baggy-fit collection built around oversized jackets and pants, states Designer, Dana Smits.

DC Snow enters FW26/27 following a full European-led reset, with design and development now based in France and a renewed focus on unisex silhouettes that move fluidly between mountain and city.

### COLOURS & PRINTS

Colour increasingly works as a system rather than isolated accents. Burton leads with hero shades such as Moondust Purple in Reserve and Airstream Blue and Hot Tamale in [ak], supported by versatile prints including Nimbus, Crumple Dye, and Seersucker Camo. Atlantic Teal continues to perform as a dependable feminine solid.

Fashion influence is strongest at Protest, where corduroy - fully upgraded with 10K waterproofing - anchors the collection alongside stripes, velvet textures, and expressive detailing. These visual statements are balanced by technical pieces like

the PRTRicci rib-structured jacket. Airblaster keeps colour playful but controlled, introducing tonal pastels and restrained prints. Leopard returns in wearable tonal executions, joined by softer watercolor options for riders seeking expression without overload.

L1 blends rider signature colourways and jungle-inspired prints with a grounded palette of earthy tones and soft pastels, while Rojo revisits its art-led roots through washed hues that feel nostalgic yet current. Oxbow similarly draws from its archive, adapting seasonal colourways from classic jackets and introducing heritage shades such as pale lime, soft yellow, and dry rose, reinforced through vintage trims and old-school silicon badges.

HELLOID draws heavily from Japanese street culture, favoring solid colours, minimal palettes, and relaxed, dimensional cuts that translate seamlessly into unisex snowboard outerwear. Operating exclusively on a made-to-order basis, the brand avoids excess inventory entirely - prioritising core riders, longevity, and sustainability over trend-driven production cycles.

**TECH & MATERIALS**

The focus has shifted to durability, comfort, and performance that holds up over time. Proven platforms continue to lead. Volcom builds on its core technologies - GORE-TEX waterproofing, Thermal Defense System (TDS), Zip Tech jacket-to-pant integration, and Face-Tech - now delivered entirely PFAS-free.

At Jones, technical storytelling is rooted in longevity. The women's line benefits from the expanded Deeper, Further, and Higher outerwear program, integrating women's-specific colours, sizing, and fits into advanced constructions. The introduction of GORE-TEX 2L ePE in Deeper Outerwear reduces environmental impact while maintaining guaranteed waterproofing, supported by Comfortemp® insulation made from post-consumer plastic bottles.

Material innovation is more focused at L1, where the women's collection is anchored by Nova-X Pro™, a 3-layer shell combining 4-way stretch with a bamboo charcoal membrane for breathability and thermoregulation. All insulated styles use NovaLoft, the brand's 100% recycled insulation, supporting performance without added complexity, says Bob Plumb, Global Marketing Manager.

“More women are demanding purpose-built designs - not resized men's silhouettes.” L1

Airblaster approaches tech through functional minimalism. The women's BEAST Series uses 100% recycled outer fabrics with 30K/20K performance, introducing a new lightweight recycled ripstop for FW26/27 that balances durability with a refined feel. Development remains driven by rider testing and real-world use.

Forward delivers one of the most distinct material stories with XERO™, a proprietary membrane engineered to provide “absolute protection without compromise.” Offering uniform 20K/20K performance across the entire range, XERO™ is built from 100% recycled nylon and is completely PFAS-free, shifting focus from tiered specs to consistent functionality. Colourwear adds that freeride riders are increasingly looking for technical garments that support long days in unpredictable conditions, with performance and responsibility now expected to work hand in hand.

Elsewhere, continuity reinforces credibility. Horsefeathers continues to rely on its proven Ultratech fabric with PrimaLoft insulation in premium styles, while Rehall maintains its signature 20K/20K recycled polyester across both regular and baggy-fit women's collections.

Overall, FW26/27 technical direction prioritises reliability over novelty. Performance is expected, durability is scrutinised, and innovation is valued when it improves comfort, movement, and protection over time - not just on the hangtag.

**SUSTAINABILITY**

Sustainability in women's snowboard outerwear for FW26/27 is no longer positioned as a differentiator - it is a baseline expectation that must coexist with durability, performance, and long product life.

At the top end of the market, comprehensive material and system-level changes are becoming standard. Burton continues to set a high benchmark, with all fabrics now 100% bluesign® approved, all [ak] outerwear PFAS-free, and the full [ak] line transitioned to GORE-TEX ePE membranes. These upgrades are reinforced by the elimination of single-use plastics in softgoods packaging and supported by lifetime warranty, repair, and reuse programs designed to keep products in circulation longer.



L1

L1



Narroan

Oxbow



Protest

Protest



Rehall

Rehall



TEAMRIDER: CAMILLE ARMAND

PROTEST.EU

A similarly holistic mindset defines Jones' sustainability strategy. All outerwear is built from recycled materials, including recycled 750+ fill RENU down in select insulated styles. PFAS-free fabrics, PFC-free DWRs, and sourcing from OEKO-TEX® and bluesign® certified mills are paired with lifetime guarantees and EU-based repair partnerships, reinforcing long-term product responsibility beyond the point of sale.

Durability itself is increasingly framed as a sustainability strategy. Forward exemplifies this approach by switching entirely to 100% recycled nylon - a more durable but harder-to-source fibre intended to reduce replacement cycles over time. Its ReVolve program further extends responsibility through in-store repair support and end-of-life collection with select retail partners.

"Another strong trend: more and more girls are buying men's styles, turning a lot of the line into true unisex."

Tomáš Koudela, Horsefeathers

Manufacturing discipline also plays a key role. At L1, producing to order helps avoid overproduction and heavy discounting, keeping products out of landfills while preserving long-term value. Early adoption of PFC-free DWR and extensive use of recycled insulation underline a waste-averse, performance-first philosophy. Consumer behaviour works as a sustainability lever, says Finn Schottenius, Head of Colourwear, noting that clearer product communication helps reduce over-ordering and returns, lowering environmental impact alongside increased use of more sustainable fabrics and trims.

Elsewhere, sustainability is embedded into brand DNA rather than isolated initiatives. Rojo advances its Positive Change Initiative through OEKO-TEX® certified materials, plant-based PFC-free waterproofing, and fewer, more intentional seasonal pieces - moving deliberately away from fast-cycle trend consumption.

Across FW26/27, the message is consistent: PFAS-free chemistry is now standard, recycled materials span all price tiers, durability remains the primary environmental win, and transparency around repair, reuse, and end-of-life responsibility is increasingly expected. For retailers, this translates into more informed consumer conversations—and greater trust when sustainability is communicated clearly rather than overstated.

**KIDS OUTERWEAR**

Many female riders are also mothers, looking for kids gear that simplifies daily routines, lasts more than one season, and keeps kids comfortable outside.

Roarsome approaches kids' outerwear through imagination-led design, using character storytelling to turn dressing for winter into part of the experience. Their range spans full winter systems and is supported by strong sustainability credentials, with 90% of the collection made from recycled plastic.

WeeDo focuses on longevity and practicality. Its grow system allows suits to adapt as children grow, extending product life and value. "Your child can wear it for a long time - and then even pass it on to their siblings," the brand notes, supported by a commitment to textile-to-textile recycling.

**OUTLOOK**

FW26/27 positions women's snowboard outerwear as one of the most confident and clearly defined segments in the market. Riders are no longer willing to compromise between performance, style, and identity, and brands that respect this balance are gaining momentum. For retailers, the opportunity lies in curated assortments that clearly communicate fit, purpose, and value across both women's-specific and unisex options. Sustainability remains a baseline expectation, increasingly judged through durability and after-life solutions rather than marketing claims. Overall, FW26/27 is defined by refinement - supporting how women actually ride, live, and choose. ☺

**HIGHLIGHTS**

- 1 Relaxed, engineered fits
- 2 Unisex as choice, not compromise
- 3 Expressive colour confidence
- 4 Proven, PFAS-free performance
- 5 Durability-led sustainability

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Roarsome



Rojo



Rojo



Thirtytwo



Thirtytwo



Volcom

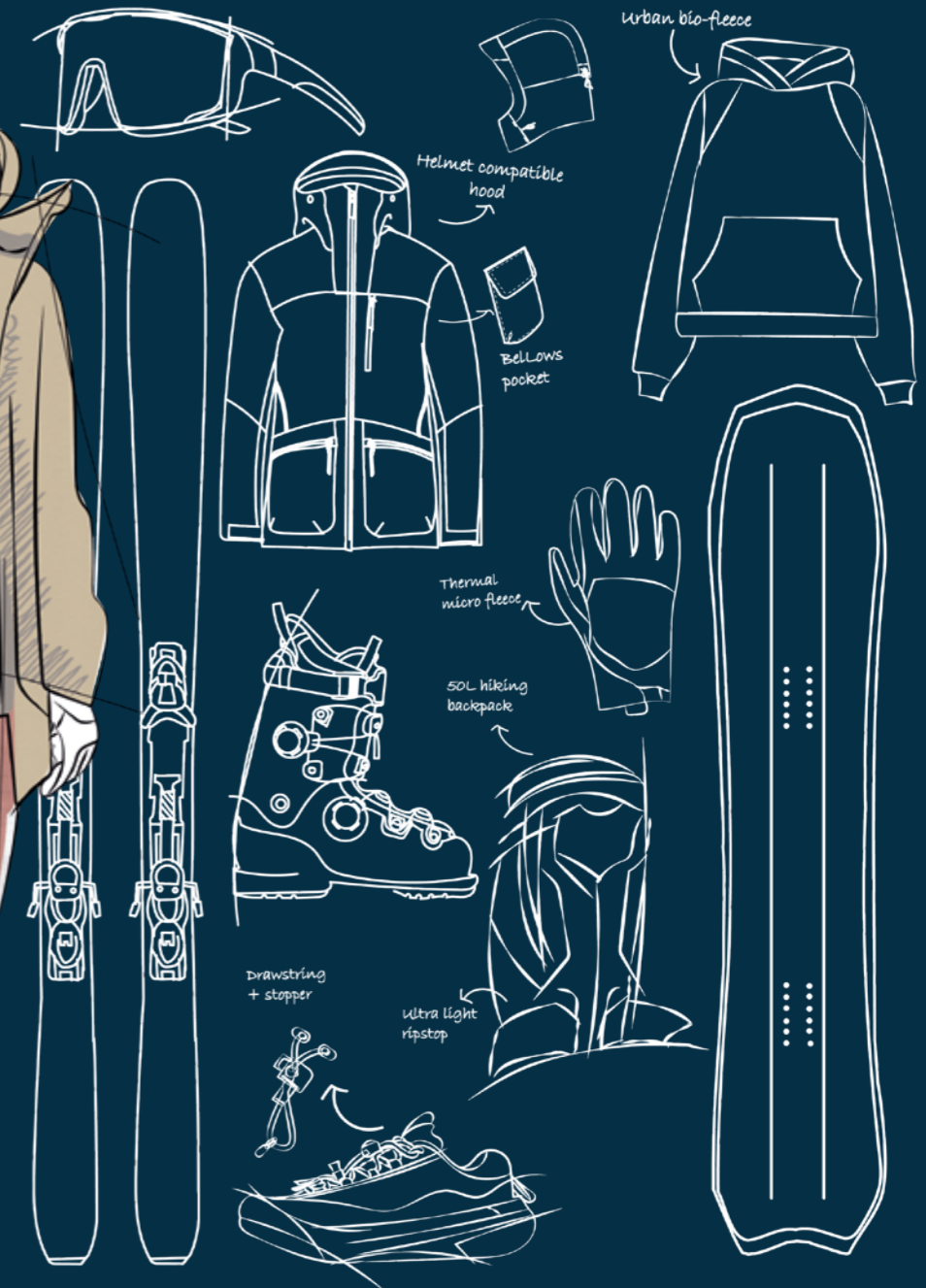
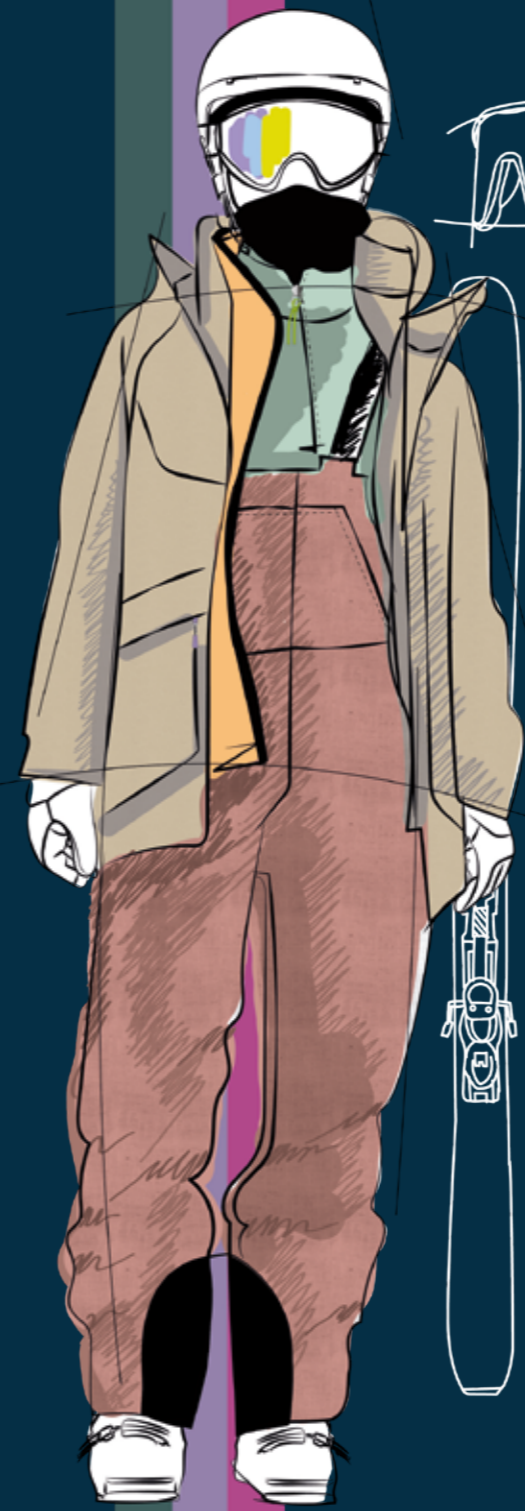


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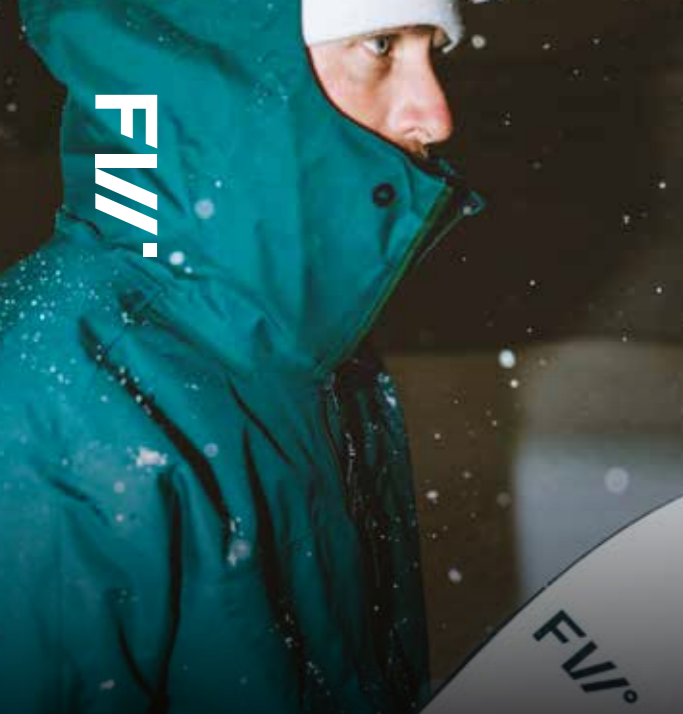
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# RETAIL BUYER'S GUIDE

## MEN'S OUTERWEAR

The men's snowboard outerwear market heads into FW26/27 with more clarity than it has had in several years. An outlook by Anna Langer.

Following erratic snow conditions, shifts in consumer confidence, and heavy inventory distortion across the industry, retailers and brands alike are now aligned around a more refined understanding of rider demand. Consumers are increasingly informed, performance-driven, and selective about the brands they trust—seeking product that excels technically while delivering authentic snowboard culture and long-term value. Oxbow sums it up: “Customers are very focused on technicality, sustainability and everyday use for lifestyle,” says Thomas Chastol, Product Manager. Rehall echoes this, noting that “sell-through remained strong, especially in versatile pieces with style at their core.”

For Brethren Apparel, FW24/25 marked both a commercial reality check and a structural evolution. This year, they formally launched BA Supply: “We are consolidating the collection, stripping away elements that haven’t performed as well and looking to produce more higher caliber, technical clothing as the market has continued further demand for these products.” This mirrors a wider industry move toward fewer, better-built pieces that earn their place both on the rack and on the mountain.

Across the category, FW24/25 served as a reset year. Benjamin Schwarz, Softgoods Merchandising Manager Europe at Burton states that “the season started strong, thanks in part to the full reset of our Burton outerwear line and the introduction of the Reserve collection, which delivered double-digit wholesale growth.” Picture Organic Clothing’s CEO Julien Du-rant reflects on the challenging resets across the industry, noting that “the market needed newness when all brands had lots of inventory from previous seasons.” Hurley acknowledges the uphill challenge that new brands face in a crowded field: “Consumers focused more on hardgoods than apparel, often favoring established brands,” says Product Merchandiser Manuela. Colourwear’s Head Finn Schottenius similarly notes that regional performance varied, with Central Europe showing growth despite economic pressure and inconsistent snow-fall.

Despite the variability, some elements remained non-negotiable: demand for high-quality materials, rider authenticity, and silhouettes that transition seamlessly between the mountain and the streets. As 1910 puts it, “Only the brands rooted in real culture held any ground.”

Forward’s Global Brand Director Tony McWilliam highlights the resilient core market: “The core freestyle/freeride market are out there on the hill, finding their own way to ride which is inspiring.” Colourwear adds that trends it adopted early—particularly unisex design and baggier silhouettes—continued to gain traction during the season.

Jones describes continued momentum in quality-driven purchasing: “Riders are choosing to invest in outerwear that delivers on weatherproofing, durability and versatility over short-term savings.” L1 Premium Outerwear observes a more polarised market: “The 2025/26 men’s outerwear segment tightened around two lanes: premium technical shells and accessible price-point gear that still delivers style,” says Bob Plumb, Global Marketing Manager.

ThirtyTwo highlights that competitive pricing remains a key driver: “Taking retailer input and having price-sensitive high-quality outerwear accessible to consumers was a high point,” says Susanne Dachgruber, Thirtytwo Apparel Merchandise Director. Airblaster

“Taking retailer input and having price-sensitive high-quality outerwear accessible to consumers was a high point.”

Susanne Dachgruber, Thirtytwo

Brand Manager Jesse Grandkoski observed cautious ordering patterns from retailers due to economic headwinds, but strong consumer engagement once the season began.

Brent Sandor, VP Marketing at 686 explains a persistent challenge: “The men’s outerwear market is more complex than ever. Trending styles, fits and colors change in real time over the course of a single season.” This reinforces the need for tighter line management and clarity in the storytelling retailers bring to the shop floor.

Horsefeathers’ Tomáš Koudela, Head of Marketing, reports stable momentum supported by strong early interest in key silhouettes and colorways: “Black—across styles and categories—is one big growth driver for us.”

### FW26/27 TRENDS

Across all inputs, several major market dynamics define FW26/27: riders are better informed and more selective; authenticity is paramount; sustainability is expected rather



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Brethren



Burton



CLWR



DC



Forum



Forward



Helloid



Horsefeathers



DC



Forum



Forward



Horsefeathers



Hurley

than optional; relaxed, baggy silhouettes dominate; and versatility across resort and lifestyle use remains central.

Design teams are increasingly looking inward, drawing from rider DNA, brand heritage, and functional mountain needs rather than chasing rapid seasonal shifts. This signals a broader maturation of the category, moving from volatility toward meaningful evolution.

Oxbow reinforces its longstanding rider-led approach: “Our collection is still and will always be inspired and developed with our riders.” Volcom mirrors this philosophy: “We take our inspiration directly from our riders—their style, riding habits, and performance needs shape everything we design.”

Jones makes a strategic pivot back to its foundation: “Rather than chasing trends, we looked inward—to our brand’s roots,” reviving the narratives of the iconic Deeper, Further, and Higher films in modernized GORE-TEX shells. L1 draws from classic technical wear and workwear, blending clean utility with 90s-inflected fabric textures.

Burton frames FW26/27 through its brand ethos and 50-year legacy, guided by “Elemental Alchemy—motion, flow, harmony, freedom, perception, connection, transformation.”

ThirtyTwo offers a clear design framework by segmenting the line into Destroy, Shred, and Slash—each crafted for specific riding approaches and providing retailers with intuitive merchandising logic. Colourwear positions its FW26/27 collection around a “Better Together” theme—built by riders and shaped by board culture—balancing technical outerwear with relaxed fits and street-driven energy.

“We take our inspiration directly from our riders - their style, riding habits, and performance needs shape everything we design.” Volcom

Protest injects playfulness into its directional narrative: “We explored historical clothing elements, technical stories and iconic adventure themes and then reimagined them for the future,” says Cassandra Panayotopoulos, Marketing. Picture notes demand splitting into two streams: accessible baggy street-driven styles and premium technical GORE-TEX freeride gear.

Forward highlights a generational wave shaping the aesthetic: “Younger brands are playing with styles and fit, which almost feels like it’s given us permission to be more progressive and experimental.” DC connects its collection to its roots: “Streetwear, outdoor influences, and deep dives into the DC and DUB archives—not remakes, but reinterpretations of their attitude.”

Helloid draw from Japanese street culture where loose silhouettes, dimensional cuts, and restrained colour palettes define a relaxed but intentional aesthetic that translates naturally to snow.

Authenticity remains the creative mandate—rooted in culture, refined through performance, and designed for longevity.

### FITS & SILHOUETTES

The dominant silhouette story for FW26/27 is clear: baggy is no longer a trend; it is the standard. However, this shift does not mean chaotic proportions. Instead, brands are delivering refined, articulated relaxation—silhouettes that appear loose but perform cleanly under movement, layering, and weather stress.

Rehall describes its direction as “more relaxed, freeride-inspired fits with a subtle baggy aesthetic.” Jones similarly reports “relaxed fits but with articulation and mobility kept dialed for touring and resort riding.” matching silhouettes to build personal style. Forward reminds: “It’s incredibly complex to make a loose outfit drape well and move with you.” This reinforces that engineered baggy fits are a differentiator—not simply a cut, but a coordinated system of patterning, fabrics, and articulation.

Airblaster’s approach strikes a balance many brands are targeting: “Baggy fits, but with features to securely batten down all hatches and avoid excess flapping.” DC emphasizes proportion: “We’ve worked hard to refine the fit—looser without being sloppy,” explains Christopher Cardy, DC Snow & Apparel. Horsefeathers reports success with its wide-leg Baron pant and growing traction across styles and price points.

Burton introduces a new Rider Wrap Fit and pushes Futuretrust “fully into what riders asked for: baggier, oversized, and exclusively 3L.” L1 continues its leadership in modern baggy silhouettes, deepening refinement in shaping, drape, and material weight. 686 expands its Do-jo and heritage silhouettes, capturing 90s–00s nostalgia while ensuring durability for aggressive riding.

ThirtyTwo highlights a critical consumer shift toward individuality: “Consumers want an individualized fit and look so we are giving riders the tools to customize.” Their portfolio includes Relaxed, Boxy, and Windbreaker jackets and multiple pant fits—while intentionally avoiding fads: “We are staying away from oversized clown pants.” Colourwear notes that uni-sex pieces are now central to the core market.

For retailers, layered fit strategies remain essential: oversized youth-led styles, relaxed mainstream options, and straight fits for traditional customers.

“Younger brands are playing with styles and fit, which almost feels like it’s given us permission to be more progressive and experimental.” Tony McWilliam, Forward

**COLOURS & PRINTS**

For FW26/27, colour and print direction remains anchored in natural, earthy palettes, with greater depth coming from heritage cues, fabric texture, and rider identity rather than overt trend statements.

At Burton, colour functions as a system rather than a statement. Elemental Alchemy continues to guide palette development across outerwear, midlayers, and accessories, with Rum Raisin leading in [ak] and Bearhug Brown and Summit Taupe anchoring Reserve. Prints such as Keel Camo, Desert Rock, and Seersucker Camo are developed to help retailers “build expressive but balanced assortments” rather than relying on isolated hero pieces.

Heritage-driven colour is especially pronounced at Oxbow, which references “real heritage inspiration adapting our seasonal colorway to old classic Oxbow jackets.” Shades like light pale lime, soft yellow, and dry rose are paired with classic tones and reinforced through vintage trims and silicon badges, embedding colour into brand DNA. Rehall applies a similar retro lens but with more contrast, balancing earth tones with acid lime and burnt orange to inject energy without overwhelming the line.

Jones continues to prioritise function and longevity, explaining that its palette is “built to mix across past and future seasons.” Tightened ranges for FW26/27 simplify merchandising, with dark earth tones paired against neutrals and safety colours retained at the request of backcountry riders. Volcom balances clean core shades—Black, Khaki, Teak—with familiar statement prints such as cheetah, camo, zebra, and the Snow Check, keeping visual impact recognisable rather than risky.

L1 expands its palette emotionally through rider- and artist-driven graphics, including Eero Ettala’s jungle print and Jeremy Jones’ snow-field print, supported by military greens, deep browns, washed neutrals, soft pastels, and black. ThirtyTwo leans into Y2K visual language through plaids, piping, and stitched branding, with core colours supported by camel and teal, shaped directly by rider and retailer input.

At 686, the direction is intentionally understated: “earth tones are back with touches of pop.” Airblaster mirrors this restraint through tonal solids, colour blocking, and subtle grid camos, reserving print impact for ICE and BLACK ICE graphics derived from Arctic ice photography. Forward continues refining its palette by “moving slightly away from bright colour hits,” focusing on how colour interacts with fabric texture to create depth through light and movement.

Forum simplifies around “earthy tonals with a few pop out here and there,” says Mikkel, Head of Forum Snow EU, while Hurley differentiates through capsule-led graphics, from minimalist logo executions to expressive mushroom and Gothic motifs. DC Shoes frames its palette as “balanced and versatile,” reworking British camo, 90s checks, and a Lilac Spray print aligned with its unisex direction. Horsefeathers rounds out the season with grounded neutrals punctuated by Yellow Blaze, Royal Blue, and the Aurora all-over print celebrating Halldor’s milestone with the brand.

Colourwear builds its palette around wearable core tones—black, off-white, dark olive—layered with subtle checks and seasonal accents like coffee brown, emphasizing easy mixing and long product lifecycles.

Camo remains commercially strong, black continues to dominate, and expressive prints act as wall drivers rather than volume plays.

**TECH & MATERIAL INNOVATIONS**

FW26/27 represents a step forward in how outerwear approaches technology—not as a race for higher specs, but as a process of refinement rooted in riding conditions, longevity, and responsible material choices. Innovation is less about headline numbers and more about membranes that breathe longer, fabrics that support baggier silhouettes, and construction that holds up after repeated seasons of use.

At Oxbow, material decisions continue to be driven by performance credibility and durability rather than novelty. The brand relies on Sympatex membranes and PrimaLoft insulation, applying them selectively to balance protection, comfort, and longevity. Rehall follows a similar philosophy with greater emphasis on fabric evolution, explaining that FW26/27 up-grades include “upgraded mechanical stretch fabrics with improved breathability,” alongside refined seam taping and more durable DWR applications.

Membrane evolution is a clear technical through-line. Norrøna marks a milestone with its first freeride jacket built on GORE-TEX ePE, positioning it as both a performance and responsibility upgrade. The revised cut and bold colour direction support the story, but the real shift lies in the membrane itself—part of a broader journey toward “high-performing, durable products that are engineered for long product life.”

Volcom continues to anchor its line in proven systems: GORE-TEX waterproofing, Thermal Defense System (TDS) mapping, and Zip Tech integration. At the same time, the brand emphasizes that all jackets and pants are now PFAS-free, reinforcing that technical performance



Hurley



Jones



L1



Oxbow



Protest



Jones



L1



Norrøna

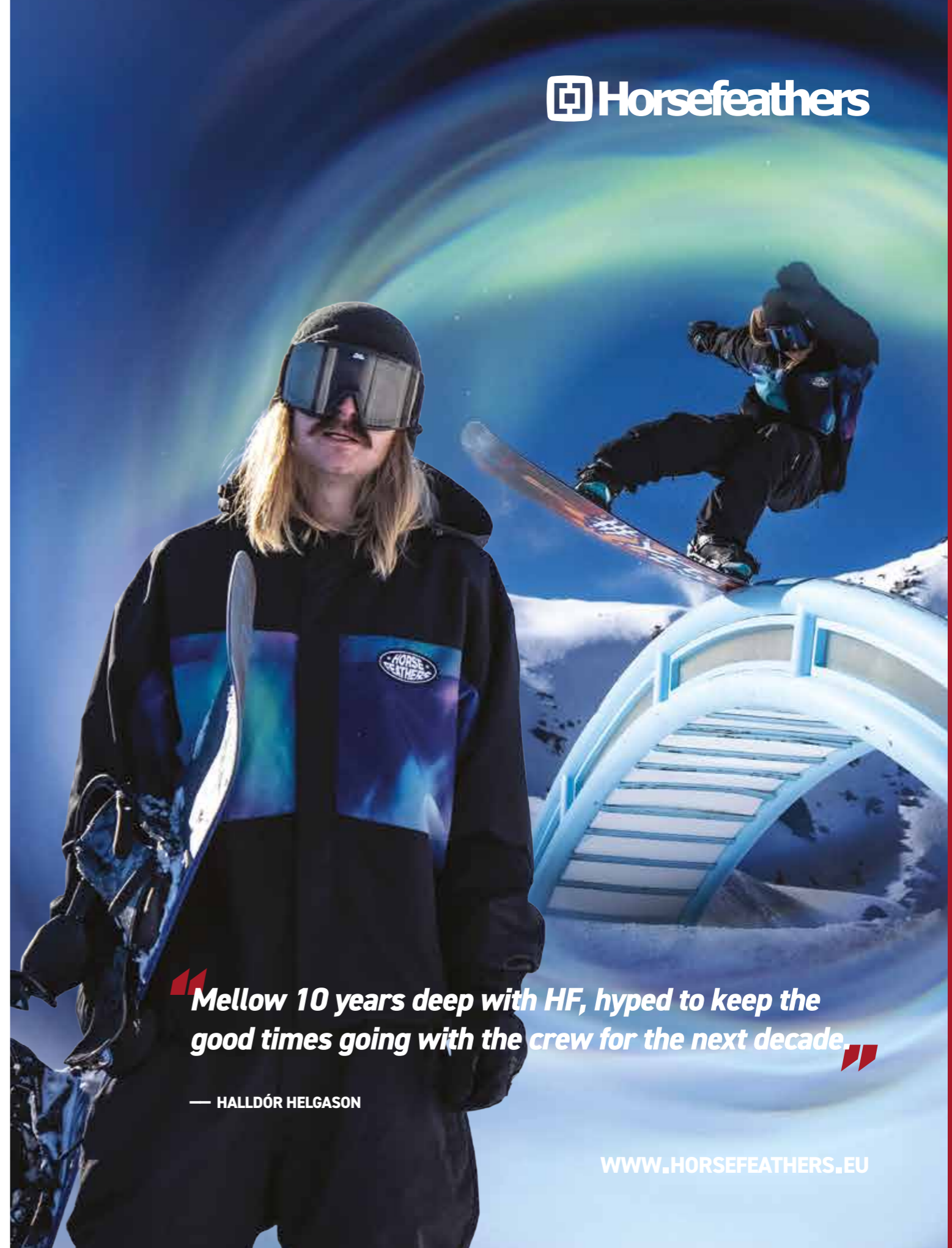


Oxbow



Protest

 Horsefeathers



“Mellow 10 years deep with HF, hyped to keep the good times going with the crew for the next decade.”

— HALLDÓR HELGASON

WWW.HORSEFEATHERS.EU

and chemical responsibility now move in tandem. As Volcom states, these are the technologies “riders rely on.”

For L1, FW26/27 is anchored by the launch of Nova-X Pro™, a next-generation 3-layer shell combining 4-way stretch with a bamboo charcoal membrane for breathability and thermoregulation. This sits alongside durability-focused textiles such as ForgedWeave and RipGuard, with all insulated styles paired with Novaloft, the brand’s 100% recycled insulation.

ThirtyTwo continues expanding its recycled fabric program, particularly its use of 100% recycled 4-way stretch across 2-layer and 3-layer constructions. Meanwhile, 686 takes a structural approach, introducing heavier fabrics in baggier silhouettes to counteract wind flap and maintain shape. As the brand explains, “heavier material and sustainable choices dominate the new materials,” with over three quarters of shell fabrics now recycled or renewable.

Airblaster’s technical story is defined by functional minimalism. The brand introduces light-weight 30K ripstop into its BEAST series, paired with refined Eco-Vortex 3-layer shells featuring long venting and backcountry-driven construction. The focus remains on ventilation, mobility, and reliability rather than complexity.

Forward introduces XERO™, a proprietary membrane developed with its mill partner after failing to find a fabric that met its standards for “texture, performance, feel and sustainability.” XERO™ delivers uniform 20K/20K performance across the entire line—regardless of price point—using 100% recycled nylon and PFAS-free chemistry. As the brand describes it, the goal was “absolute protection without compromise.”

Hurley reinforces credibility at the top end with PrimaLoft-insulated models and upgraded 20K membranes, supported by a new Polartec midlayer story. DC balances technical legitimacy via its 30K/20K Storm Division while experimenting with functional novelty fabrics such as 10K corduroy. Horsefeathers refines its Ultratech 3-layer shell, improving hand feel and weight while maintaining durability.

Colourwear highlights increasing demand for technical freeride garments built for long days in unpredictable conditions, while stressing comfort and real-world use over gimmick-driven features.

**SUSTAINABILITY**

Sustainability is now a baseline expectation. Burton transitions fully to bluesign® fabrics and GORE-TEX ePE; Jones layers recycled materials with lifetime guarantees and repair programs. Forward pushes durability through 100% recycled nylon and in-store repair support, while Oxbow highlights recycled fabrics and long-term durability partnerships and Rehall reports reduced transport emissions, recyclable packaging, and emerging product take-back systems.

Jones summarises its layered approach—recycled down, ePE membranes, and high-end recycled synthetics—supported by lifetime guarantees and European repair partnerships. Volcom continues building momentum behind circularity through rental and upcoming resale programs. Forward emphasizes that its entire range uses PFAS-free, 100% recycled nylon while maintaining 20K/20K performance and Hurley reinforce accessibility through REPPEVE®, TopGreen®, and eco insulation solutions. Norrøna remains focused on its 2029 goals of zero carbon footprint, zero waste, and full transparency.

BA Supply offers a necessary reality check: “Even if the garment is made from recycled materials, those same polymer-based fabrics end up in the same place. This industry still needs honesty about end-of-life.” Colourwear adds that reducing over-ordering and returns through better product education is a key lever for lowering environmental impact, alongside increasing use of more sustainable fabrics and trims.

Operating exclusively on a made-to-order basis, HELLOID avoids excess inventory entirely, prioritising core riders and long product life over scale—an approach that aligns sustainability with cultural credibility rather than marketing narratives. “We prioritize meeting real customer demand over maximizing profits, which means we don’t have leftover inventory in the market.”

**KIDS OUTERWEAR**

For many male snowboarders, outerwear purchases extend to their children, with fathers prioritising durability, ease of use, and gear that keeps kids motivated to ride.

Roarsome builds emotional engagement through character-driven storytelling. The range covers full winter systems, with “90% of Roarsome’s clothing made from recycled plastic.” WeeDo focuses on long-term value through its grow system and durable construction. As the brand explains, “Your child can wear it for a long time—and then even pass it on to their siblings,” supported by a commitment to textile-to-textile recycling.

**OUTLOOK**

FW26/27 signals a stabilisation phase defined by clearer consumer expectations and more disciplined brand strategies. For retailers, success will hinge on curated assortments that communicate purpose: why a product exists, who it is for, and what makes it worth the investment. Sustainability will no longer function as a headline differentiator, but as a baseline requirement tied to durability, repairability, and transparency. ☺

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

- 1 Refined Baggy Silhouettes
- 2 Earth Tones with Pops
- 3 Rider-Led Authenticity
- 4 PFAS-Free Performance Tech
- 5 Versatile Mountain-to-Street



Rehall



Rehall



Roarsome



Roarsome



Thirtytwo



Thirtytwo



Volcom



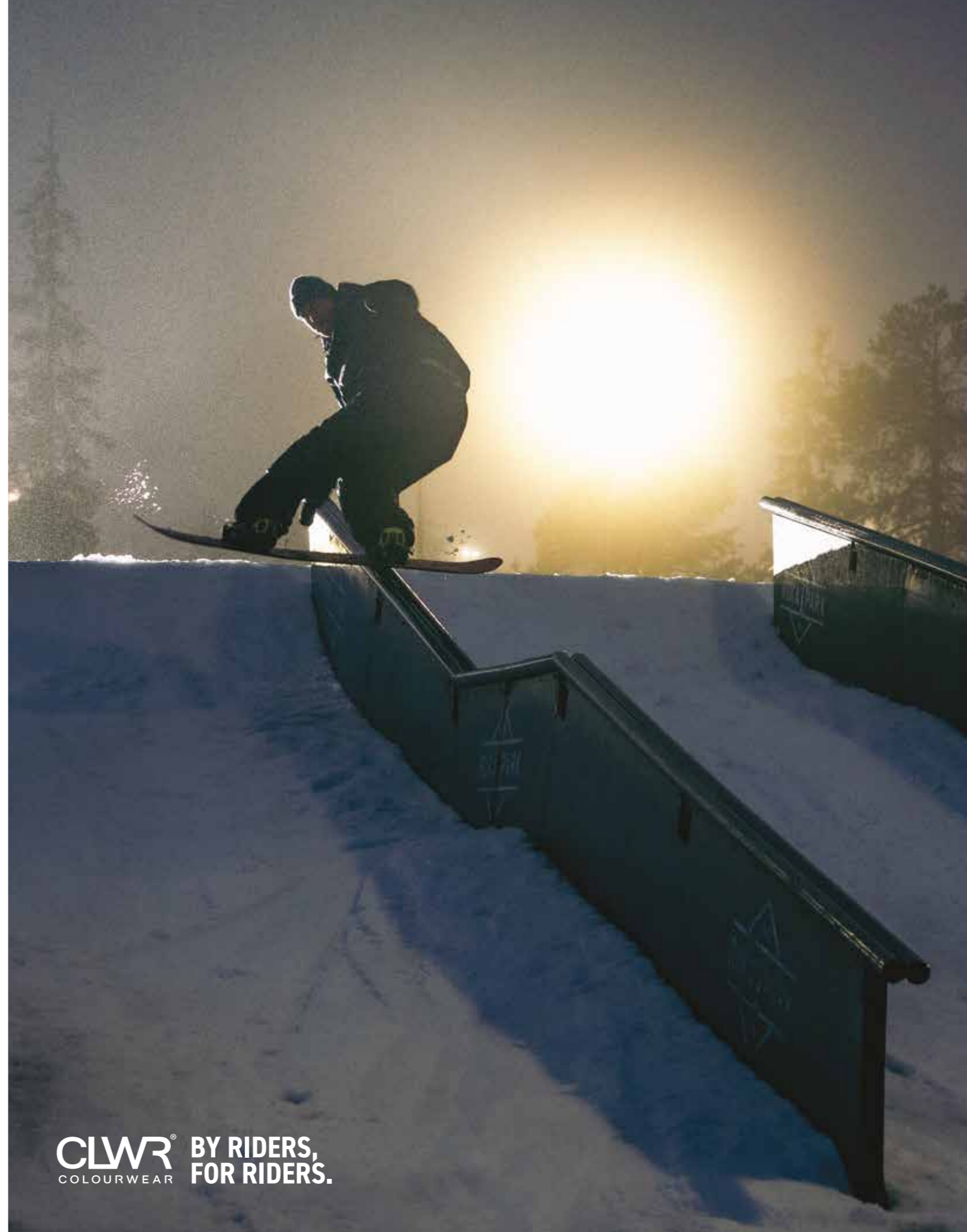
Volcom



Weedo



Weedo



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COLOURWEAR



FAT  
FAVA

PATRICK  
HOFFMANN

# THIRTYTWO SNOWBOARDS

BRIN  
ALEXANDER

ELLIE  
WEILER

PHIL  
HANSEN



THIRTYTWO.COM



# UNLAYERED

The truth lies next to your skin.

Baby it's cold outside - better make sure you're warm underneath! Find out which base layers to stock for FW26/27.



The European market for base layers is still improving after the pandemic years in Europe, finds Airblaster Sales Director, Kyle Phillips: "Our Base Layer Tops and Bottoms are growing in orders, while the Ninja Suit is still our highest booking product in the line." Despite the northern hemisphere experiencing a challenging winter in FW24/25, Woolf sees a steady growth in the market, driven by an increased participation in sports / outdoor activities. Mons Royale agrees that the "outdoor market has been steady" and notices their community "getting that much more out of their base layers year on year, and that's exactly what they're designed for."

Drew William, Senior Director of Design + Development at BN3TH Apparel says: "We identified a clear gap in the market for men's baselayers that truly combine comfort, support, and performance. That insight drove the creation of our Pro Flex Thermal line." Female-only luminaries Eivy launched their first wool base layers last year, "the response exceeded all expectations. The demand for Eivy wool base layers has been incredible, proving that our community loves both comfort and style" rejoices Anna Vister, Founder and Creative Director.

**NEW TRENDS**

She continues: "The new era of base layers is here to stay — where versatility, function, and design come together. Today's adventurers want pieces that perform on the mountain, look good in the city, and feel right anywhere in between". Drew from BN3TH adds: "Today's consumer is more informed and selective, demanding products that deliver durability and long-term performance."

"The new era of base layers is here to stay — where versatility, function, and design come together."

Anna Vister, Eivy

Mons Royale, merino-wool experts from day 1 notice that more and more outdoor brands are bringing Merino Wool into their ranges. "It's exciting to see people shifting away from synthetics to a more natural alternative, and more Merino showing up in the performance space is a great indicator that conversations are shifting." Woolf, who have also used merino blends from the start, agrees: "More people are waking up to the benefits of Merino wool. One thing we believe still hasn't fully caught on is that Merino isn't just for winter — you can wear it all year. It's more functional, practical, and comfortable than cotton," says Tord Olsen, CEO.

**MATERIALS**

You can already see that Merino Wool is a key ingredient. "Made for mountains, Merino Wool is nature's performance fibre: naturally temperature regulating, moisture wicking, and odour resistant" explain Mons Royale who use ZQRX certified Merino Wool from a handful of merino stations down the road from their New Zealand base, where they can follow the wool right back to the farm.

Woolf pairs Merino with TENCEL™ for a "perfect natural performance combination. This blend is stronger, cooler and dries faster than 100% Merino, making it ideal for any season," says CMO, Matt Pain. Eivy use RWS® Certified Merino Wool with Core Spun Nylon and Spandex next to GRS®-Global Recycled Standard Oeko-Tex® certified recycled polyester.

Airblaster offer a 4-way stretch Merino-Tencel-Elastane blend for increased durability and hand feel, as well as sustained odor resistance to their nature lovers, next to a new, extra soft double knit version of their Air Tech fabric with heat-trapping structure and silver anti microbial control from HeiQ, which is new for FW26/27. Blending certified GRS recycled polyester and spandex, BN3TH evolve their patented 3D Pouch Technology that offers "support and comfort by lifting and separating, eliminating the need to shift or adjust."

**COLOURS & PATTERNS**

Airblaster continue their proven colour boldness: from "Bode Merrill's BLACK ICE, Realtree™ camo prints and a new OLIVE GRID, to radical mushroom prints for the ladies, next to leopard variations and the Boarding 4 Breast Cancer Melons print. Eivy's new collection is also "bursting with colour: bold prints and vibrant solids that bring energy and joy"

Mons Royale add a new "Mountain Mad graphic" to their line while BN3TH stick to versatile, easy-to-wear colours that integrate seamlessly into fall wardrobes: "Core shades like Navy and Grey are melanged with black fibers to create a subtle, modeled appearance."

Woolf on the other hand "will always stay with black, not just because we love it but because we aim to create timeless pieces. But we are also introducing more earthly colours together with a navy colour."🌿

**HIGHLIGHTS**

- 1 Wool - blended or pure
- 2 Multi functionality - across sports & seasons

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

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## SPARK R&D

Spark R&D has spent the last 20 years improving the splitboarding experience from Bozeman in deepest Montana. We chatted with the team to learn how they got started, what drives their design, and what's new for the upcoming season.

### Can you tell us the origin story of Spark R&D?

After getting his start snowboarding short icy runs in the midwest Spark R&D's founder Will Ritter moved to Montana in search of longer laps and deeper snow. Will was making his way into the backcountry with bootpacks, snowshoes, and snowmobiles in the early 2000s when he first saw a friend's splitboard. Having watched friends on skis cruise up the skin track with relative ease he was intrigued. "A friend took me out on a loaner splitboard and right from the parking lot I was stoked! Montana has long approaches and getting around on the split was much less effort than using my snowshoes. The gear of the time got the job done but it was heavy, high off the board, and flexy. As an engineer I would see that I had a binding baseplate on top of another baseplate and started thinking about how I could integrate the features I needed and ditch the stuff I didn't to make a splitboard binding that rode like a snowboard binding. A few weeks later I had a prototype and the rest is history."

### What are some guiding values or philosophy behind Spark R&D?

"For splitboarders, by splitboarders" is our core philosophy. Every product we design and build has a clear purpose: to improve the splitboarding experience so riders can focus on the fun. Our bindings are intuitive, reliable, and make transitions simple and seamless.



Our goal is to create high-performance splitboard bindings that meet the needs of both everyday riders and seasoned pros. We know our gear works—because we use it ourselves. Spark R&D products are proudly manufactured from start to finish in-house at our facility in Bozeman, Montana, USA.

### What makes Spark's bindings stand out compared to more conventional bindings or competing splitboard options?

Simplicity, performance, and reliability. Our Tesla T1 system delivers smooth, tool-free transitions and a solid connection. Every component is precision-built in-house ensuring tight quality control and consistent performance. Designed, tested, and used by the people who make them, Spark bindings are lightweight, durable, and proven in the backcountry.

For the 26/27 season we'll be leaning on our 20-year anniversary and emphasizing that with this longevity you can trust our gear to get you out into - and more importantly back from -the backcountry.

### How do you approach sustainability in your products?

Sustainability is built into our ethos and infiltrates everything we design and every decision we make. At Spark R&D, we manufacture nearly everything in-house, minimizing shipping and waste while maintaining full control over efficiency, materials, and processes. Our shop is powered by solar energy, and we invest in local ranching management practices to offset our excess carbon emissions. We track water, energy, and waste, ensuring that we are constantly refining our processes to keep all of this to a minimum. By designing durable, repairable products in-house, we reduce waste and keep gear in the mountains—not the landfill.



### How important is feedback from riders in your process?

Rider feedback is crucial to everything we do. Our engineering crew relies on insights from the everyday riders and pros alike to refine performance, comfort, and ease of use. With an extensive Team Rider program, we have insights from top splitboarders around the world giving us high quality feedback and the ability to adjust and innovate with confidence and purpose.

### Are there any new products, or innovations you'd like to share?

We're introducing the new NR Pro Binding - designed with input from Nick Russell, arguably one of the most legit and dedicated splitboarders in the world. His pro binding features a Surge baseplate with Arc straps and a stiff carbon reinforced nylon highback. A new heel loop has been engineered to allow the highback to cant for even more response. The NR Pro Binding comes with snow camo padding on both the baseplate and highback for more comfort and grip. This is the most high-end feature-rich binding we've ever made, and splitboarders are going to love it. ☺



## STINKY SOCKS

The past year has been a transformative one for Stinky Socks, marked by major growth, global collaborations, and an expanding community. As the sock market shifts toward authenticity, durability, and conscious design, Stinky continues to stand out with its creative approach and strong identity. In this interview with founder Risto, we look at how the brand has evolved, what fuelled its biggest milestones, and what's coming next.

### What have been the biggest changes in the sock market since we spoke a year ago?

The global sock market continues to grow steadily, with customers increasingly looking for sustainable, functional, and durable products. We've also seen a noticeable shift toward authenticity, where people value comfort and conscious choices over short-lived trends.

### How has the year been for Stinky Socks?

It's been an incredible year for Stinky Socks. We've expanded our partnerships across North America and Europe, launched exciting collaborations—including our Netflix x Stinky collection—and continued to grow our network of over 600 retail partners worldwide. The energy around the brand has never been stronger, and we're grateful to see new audiences embracing what Stinky stands for: authenticity, individuality, and creative freedom.

### How has the brand evolved since it first started?

While our core values remain unchanged, Stinky Socks has evolved from a local idea into a global movement that empowers people to express themselves through



what they do, not what they buy. We're still rooted in the outdoors, skateboarding, and snowboarding, but today we have the tools and reach to tell our story in new and exciting ways through creative marketing, meaningful collaborations, and community-driven projects.

### How do you come up with new designs and collections?

Our creative process is always inspired by real life—by the culture, the people, and the stories that surround us. Each collection reflects the mood of the time and our personal mindset as founders. We never chase trends; we design around what feels real, using high-quality materials and storytelling that connects emotionally with our community.

### What makes your socks stand out from others on the market?

We combine premium materials, durability, and authentic brand identity in every pair, and every pair is made in Europe. In a market full of noise, we stand out through honesty, our socks are made to last, tested in real outdoor and skate environments by the people who live that lifestyle. Once customers try them, they immediately recognize the difference in comfort, construction, and story behind every design.

### What has been your favourite project or moment from this past year?

This year has been full of milestones. Collaborating with Airblaster, Snowboy, Goon Gear, and High Cascade Snowboard Camp, brands that shaped snowboarding culture, has been a true honor. But the



Netflix x Stinky collaboration was something beyond our wildest dreams. It started with socks made for their team and turned into a public release, an unforgettable moment that shows how far authenticity can take you.

### What can we look forward to from Stinky Socks in the coming months?

We're kicking off 2026 with something truly special, together with Snowboy Productions, we're hosting The Balkan Run, their first-ever European event, at our DIY snowboard park, Uzana Rainbow Hill in Bulgaria. It's a full-circle moment for us, combining our roots in snowboarding with our mission to create experiences that unite people through creativity and community.

### Where do you see Stinky Socks going in the future?

Our future lies in staying true to the people who made this possible—the global #stinkyfamily. We'll keep growing our community, expanding sustainably, and standing for those who dare to be different. Stinky Socks will always be a home for the individuals, creators, and dreamers who believe in doing things their own way. ☺



## RETAIL BUYER'S GUIDE SKATE SHOES FW25

Bracing ourselves for another Fall/Winter season, we wrap up warm, head to the indoor park and keep pushing through the colder, darker months that are creeping in. The skate industry is still in a strange place however, skate footwear looks to be staying afloat, with those outside of skateboarding also wanting in. We take a look at all things skate footwear with the BoardsportSOURCE Retail Buyers Guide with **Dave Morgan**.



The skate footwear market is constantly evolving, with some staying loyal to core skate brands, whilst others are drawn to more corporate sports brands with a skateboarding wing. The European market seems quite polarised in comparison to the US market right now, with Dennis Marten, Founder at Hoursisyours noting that in their opinion, "Whilst the European market looks very focused on corporate sports brands, in the states and other countries, we are seeing a shift to skate footwear brands that have authenticity in the skate space and a story behind the brand." One of the latter such brands, Ipath, are fully back in the game after relaunching in 2024, with Kenny Reed, Ipath's Marketing Manager commenting, "I'm not 100% sure how things are for everyone else in Europe but for us its been good, we have a lot of support in the UK and France." Another Blast from the past, World Industries is also back and "working to break into the market." Osiris' General Manager noted that although "We are on the other side of the pond, but from what we see with current world affairs, the market is more challenging than in the past." New Balance Numeric looks to be going strong, though, as Andrés Araya, Numeric Commercial Manager EMEA, said, "The market remains competitive but stable, with growth driven by strong key accounts and chains. Consumers continue to value durability, performance, and style, and we see increasing demand for versatile models that blend skate functionality with lifestyle appeal."

### PRICE POINTS

The consensus is that price points will not be increasing for FW26, due to the hard work of brands striving to keep skate footwear within an affordable range, with rising prices and tariffs affecting other industries. In Europe, brands seem to have a stable hold on it, Dennis from Hoursisyours said, "We have increased pricing in the USA in FW25

"We are not increasing price points for FW26. Our focus is on maintaining strong value for retailers and consumers while continuing to deliver premium quality and innovation." **Andrés Araya, Numeric**

to combat new tariffs and plan to decrease as soon as this is corrected for the USA market." Andrés from NB Numeric said proudly, "We are not increasing price points for FW26. Our focus is on maintaining strong value for retailers and consumers while continuing to deliver premium quality and innovation."

RP Bess from World Industries added that "Since the acquisition in 2024, we've worked hard to keep prices level. Something that our sourcing team has done a great job of this last year." Osiris is a brand that will be raising price points slightly, however, Brian said, "We haven't raised prices in a long time, and we're still focused on offering a great product at a strong value."

### COLLECTION THEMES & STORIES

FW26 looks to have some great collection themes, ranging from new pro styles to celebrating heritage models with new twists. It seems cross-over shoes are being favoured as brands like Hoursisyours, who will be launching a Gage Boyle Golf skate project, and Ipath, with several tennis shoes dropping next season. Andrés from NB Numeric spoke of how "FW26 emphasises craftsmanship and innovation. We are introducing two new models featuring advanced technology in both cupsole and vulcanised constructions, designed to enhance board

etnies

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feel and durability without compromising comfort." For Osiris, Brian talked of their fashion/skate fusion collection: "We've taken a luxe approach with our Diamond collection, taking some of our most popular models (D32001, Clone and TROMA), fusing skate with fashion to create product that can move from the streets to red carpet." World Industries will be focusing on its success in graphics and print. Bess from World said, "On the women's and girls' side, we added a little more colour pops and floral accent, giving the shoes a little more sophisticated, feminine graphic story."

**COLLABORATIONS**

There will be various skate videos dropping in FW26, with brands such as Hoursisyours working on a full-length, alongside some short-form video projects. Kenny from Ipath said they had "Just dropped a successful collab with Magenta" - the Bordeaux-based, jazz-fuelled skate brand, with more projects in the works. Etnies will be dropping a collaboration with 'Werka' as Alex Forbes, Global Brand Manager, Etnies, eS and Emerica went on to say, "Etnies' take on the ideal vulcanised skate shoe, built with slim construction for lightweight flexibility and board feel. Known for her passion for vintage clothing and graffiti, Werka brings her personality to the Locut Vulc through an exclusive violet-inspired colourway." New Balance Numeric will be working closely with their global skate team after a busy year dropping their powerful video 'Intervals' and a barrage of collabs. Andrés said they'd also work closely with select retail partners to deliver exclusive SMUs and storytelling campaigns that highlight authenticity and community engagement. Osiris will be taking note of brands like Supreme and other streetwear giants, as Brian from Osiris said: "Collaborations are moving to online-only drops to create a more exclusive feel, build hype, add street credibility, and increase collectability."

**DESIGN**

With personal preference weighing in greatly on skate footwear and people skating in very different styles, different silhouettes are always in demand. Tech-heavy sport-styles and stripped-back minimalist vulc shoes all have their place on the skateshop wall. On the subject of stripped back, Emerica will be releasing "The Seneca, built alongside Leo Romero, it cuts everything back to what matters - thin, precise, and built to respond," as Alex Forbes said. Dennis from Hoursisyours said, "We are seeing a trend towards multi-layered low-profile runner workout style shoes." eS- a brand driven by innovation has The Imprint, as Alex from eS said, "Rooted in 30+ years of skating DNA, the eS Imprint pairs rugged trail-inspired styling with precision skate tech."

Trend-setters in this style, NB Numeric's Andrés said they're seeing "Clean silhouettes, premium materials, and functional details remaining key." Osiris will be keeping things 'colour anchored with strong base tones. Brian said, "You will also be seeing off-whites, creamy earth tones, patent leather, plus diamonds and studs - mixing it all up in a way that still feels wearable and skate-driven." World Industries, however, are simplifying things, as RP Bess said, "Not only did we pull back on some graphics, but we also looked to slim a couple of new silhouettes down." Etnies has you covered for the colder skates, as Alex Forbes explained, "Built for winter sessions and everyday wear, the Loot High

"We are seeing a trend towards multi-layered low-profile runner workout style shoes."

Dennis Martin, Hoursisyours

WR delivers elevated weather protection in a skate-inspired package. A water-resistant upper, gusseted tongues, 3M Thinsulate microfleece lining, and thermal heat-retention to keep warmth locked in." Finally, we don't need to double down on socks for those car park sessions!

**PRO MODELS & COLOURWAYS**

It's not always possible to release a completely new pro model every season; however, brands are always exploring new colourways or altered silhouettes of already existing pro models. New Balance Numeric, for example, will be releasing the "Jamie Foy Cupsole - a cupsole shoe engineered to deliver the feel of a vulcanised sole when skating, offering durability and flexibility in one design", as Andrés explained. Dennis from Hoursisyours announced they have "a new John Dillo Low" model in the works, alongside another Jacuzzi Unlimited collab. Ipath's minimalist, yet massively effective 'Reed Low' will be getting an all brown colourway too, which looks dope! Emerica's Kevin Spanky Long gets a re-up of the KSL III, alongside Long-serving Canadian powerhouse TJ Rogers, whose pro shoe is finally out eS, as Alex explained, "A collision

"Collaborations are moving to online-only drops to create a more exclusive feel, build hype, add street credibility, and increase collectability."

Brian Barber, Osiris



NEW BALANCE

of retro inspiration and pro-level engineering, the TJ Rogers signature shoe blends eS styling with advanced E-Bound cushioning, fortified toe construction and structural overlays."

**SUSTAINABILITY**

In a constantly changing climate with industries of all kinds contributing, skate footwear brands are doing what they can to produce sustainably. Ipath have always been a front-runner in this, producing the majority of its shoes with a hemp upper. Kenny spoke of "an all black waxed hemp and synthetic cricket that's gonna knock socks off." Osiris, similarly, focuses on synthetics, as Brian explained, "Our use of synthetic materials has always been a core commitment. We continue to focus on synthetics to reduce reliance on traditional leathers while maintaining durability and performance. Andrés at NB Numeric said, "We are increasing the use of recycled and responsibly sourced materials across the range, reducing packaging waste, and improving durability to extend product lifecycle." World Industries is still working on this; however, their sister brand Kengo will hopefully inspire them on sustainability in the coming seasons.

**WRAP UP**

Mids are becoming lows, runners are becoming skate silhouettes, and vice versa. Runner-style shoes are in demand, with customers wanting something more forgiving to prolong their skate, without sacrificing that ever-so-vital board feel. It's looking to be a solid FW season for 2026. ☺

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

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**HIGHLIGHTS**

- 1 Runner/workout style skate shoes
- 2 Earthly colourways
- 3 More synthetic / alternative materials
- 4 Full-length videos
- 5 Online-only drops



nm770 PERFORMANCE ENGINEERED

"Nineteen ninety something..."

NM770JKL

Worn by Brian Reid  
Weight: 420 grams (size 9 1/2)



Feature	Benefit
Integrated Counter Reinforcer Footframe System	Wraps the heel and bisects the midsole to offer custom stability determined by exerted body weight.
Custom PU insoles	Comfort meets impact absorption.
Internal tongue straps	Centers and secures foot in place.
Internal hidden lace option	Protects laces from abrasive griptape.
Double-layered toe cap	Durable construction for heavy wear.
0.8mm TPR layer	Added for durability between toecap and vamp.
Refined TPU arm bar	Numeric branded.

The infinitely versatile 770 was first introduced in the early '90s during an exploratory era of research and development at New Balance. Initially conceived as a cross-trainer, it was quickly adopted by the tennis category, described at the time as the most stable court model available.

Thirty years later, New Balance Numeric is proud to reintroduce the 770, adopting its best

qualities and adapting them for skateboarding. As skateboarders naturally cross-train, the re-mixed 770 is the intelligent choice for many situations. With a more generous lifestyle fit, this luxurious hybrid sneaker is street, court, and gym ready. It features all the hidden Numeric details you have come to expect — a dual-layered toe, hidden lace loops, and tongue centering straps.



new balance numeric

RIDER: DYLAN VAN HOEIJ | PHOTO: DUGGI | LOCATION: OSLO-NORWAY



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

Rising safety awareness and rapid material innovation are transforming snowboarding protection into a lighter, more comfortable, and more sustainable category. By Rocio Enriquez.

retail buyer's guide



Growing safety awareness in sports is driving growth of the protective equipment segment overall, and snowboarding gear is no exception. Innovation in materials and construction make protective gear easier to wear under clothing, encouraging riders to protect the body as much as the head. "Riders no longer settle for minimal coverage, they want complete confidence from neck to knees", says Jorg Naaijens from Demon United. Users are ready to spend more money on protection that is functional and discreet. Low-bulk and high-performance materials, like D3O or hybrid foams, and air-cushion technology, drive sales. Paired with breathability, adjustability, and slim profiles, they enable comfortable all-day wearing. Recycled materials and

will claim the best-selling position this season. This category is the second best-selling one overall, except for Demon United, whose impact shorts led sales last winter. They expect to repeat the feat this winter with their FlexForce x V6 model.

### **FW26/27 HIGHLIGHTS**

New material technologies are expected to accelerate sales. We find plenty of improved foams and hybrid systems in next winter's collections. Amplifi delivers the AEGI:S collection which combines a hybrid honeycomb geometry with a macromolecular compound, to exceed EAN Level 2 protection levels. "The macromolecular compound used in the AEGI:S protector employs DeCel braking, making it up to four times more effective than a similar TPE protector", says Jens Hartmann, General Manager. Salomon uses Flexcell Pro and Prime for level 2 and level 1 protection respectively. They expect the Flexcell Pro in all men, women, and junior categories to show the strongest growth, as it combines the highest safety standards with optimal mobility and comfort. POC launches the VPD Max and VPD Air back protectors, with level 2 and level 1 certification respectively. Constructed with a viscoelastic compound in a honeycomb structure, they provide strength and protection while keeping weight as low as possible. "The new VPD Air and VPD Max vests are almost 15% lighter than the previous versions", says Damian Phillips, Global Director of PR, Communication and Partnerships. Clover focuses on advanced PU foams, updating the 3-in-1 arch system of their insoles and introducing new dual-density sidewall pads. They have great sales expectations from their 3-in-1 insoles thanks to the re-engineered triple-arch platform and optimised boot-fit mapping. Demon United blends D3O with Air Volt Impact Technology. This hybrid system

"Clover focuses on advanced PU foams, updating the 3-in-1 arch system of their insoles and introducing new dual-density sidewall pads."

Joeri Van de Vliet, Clover

repairability strengthen consumer appeal. Back protectors topped last winter's sales and are expected to do so again. In this category we find Amplifi's Reactor Waistcoat, Xion's Nosleeve Vest Freeride, Salomon's Flexcell back protector, Prosurf's new Ultra-Light D3O back protector, and the Air Back by RXR Protect. All these are expected to remain at the top of sales charts this winter. Clover's version performed very well in sales too, along with their impact shorts, which they believe

combines the molecular absorption of D30 with Air Volt's dynamic cushioning chambers for protection. They expect the strongest growth from their Demon X V7 Hybrid Impact Shorts featuring this technology. RXR Protect continues to focus on their air-cushion shock absorption. Prosurf pairs D30 with very light lycra, and Xion combines premium European-made fabrics with advanced D30® technology. "We are planning to extend our range of coloured protection vests to our kids' line, making safety gear more appealing and fun for younger riders", says Björn Clausen, Xion's CEO. Comfort remains critical in a product that relies heavily on wearing comfort, with brands refining airflow, fit, and temperature stability. RXR Protect prioritises ergonomic, lightweight designs. Salomon uses Polartec® PowerDry™ for enhanced breathability and moisture management. "We introduce a new elastic strap system that allows users to adjust their vest quickly and precisely", says Awena Jouannic, Protective Marketing Manager. Clover offers low-profile impact-damping zones, breathable mesh-compression structures, and a re-designed ergonomic fit. Amplifi's hybrid material delivers significant weight savings and exceptional breathability. The material is also moisture and temperature resistant, keeping the protection level unaffected, no matter the conditions. Xion expects strong demand for their Lite Vest series, combining comfort, style, and certified safety at accessible prices. POC's new viscoelastic compound enables the development of a thinner back plate. The VPD Air vest sits at 10mm and the Max Vest at 13mm, making them not only discreet but also much more flexible. Back protectors still show the strongest growth potential, though impact shorts and limb protectors remain relevant. Multi-sport use and modularity add value. RXR Protect's Air Shock Absorber is suitable for skiing, cycling, and motorcycling, and their Air Shock Absorber Protective Backpack merges storage with high-performance back protection. Prosurf has partnered with Recco. "We have signed a license with Recco, to place the system inside our back protector", says Philippe Waldberg, Owner.

**SUSTAINABILITY**

The use of recycled materials appears across multiple brands. The Polartec® PowerDry™ in Salomon's products is recycled, as well as the PET used in their mesh. They also strive to incorporate a higher percentage of recycled materials in their pads. Demon United opts for D30 RF Zero, the first recycled grade D30 material, as much as possible. Clover's mono-materials simplify recycling. Amplifi's AEG1:S protector tells a closed loop recycling story. Their protectors are built with recycled material. When they have finished their useful life, they can be returned to them, where they will be directly re-used to create brand new protectors. RXR Protect also implements recycling channels in their manufacturing facilities in France. Xion, who also incorporates recycled materials where possible, focuses on local production, with 90% of their production and supply chain, and 100% of fabric production and dyeing, in Europe. Reducing packaging and plastic is a common mission. Amplifi and Clover optimise their packaging, cutting down on what's unnecessary. Prosurf has swapped plastic for a new sustainable cardboard. Manufacturing is aiming for durable constructions as much as possible. Amplifi and Clover implement repair services. By using durable PU compounds, Clover extends the product's life.

"The new VPD Air and VPD Max vests are almost 15% lighter than the previous versions."

Damian Phillips, POC Sports

**RETAILER SUPPORT**

Marketing stories will focus mainly on messages about function, technology and sustainability. Salomon will highlight the use of recycled Polartec®, the improved comfort and protection of their new pads, and the new fastening system for enhanced ergonomics. Demon United draws from their history from the first impact shorts to today's full body connected systems to spread a message of decades of expertise with cutting-edge materials and technology. Prosurf will communicate about their two key licenses, with D30 and Recco. Staff training and customer education are crucial to carry these messages. Salomon has a dedicated training book and catalogue to provide retailers with detailed information about products and technologies.

"We introduce a new elastic strap system that allows users to adjust their vest quickly and precisely." Awena Jouannic, Salomon



Clover offers staff training and develops a 1-minute product story for every SKU. Visual assets and POS displays allow the retailer to create a narrative around the products, in the store and on their online platforms. All brands provide these. A safe commercial environment with easy ordering and strong margins helps retailers' investment in the brand. RXR Protect prohibits online sales outside of their official website, preventing price wars. Clover offers strong margin structures and low return rates. They also commit to a fast B2B fulfilment. Amplifi simplifies the ordering and re-ordering process and guarantees an easy processing of warranties and related issues. Many initiatives are aimed at letting the product speak for itself on the mountain. Xion invests in first-hand product experiences with the organisation of on-snow test events, where dealers can invite their customers to try out their products before purchasing them in-store. They also focus on elite athlete integration, including the two Olympian prospects Leon Ulbricht and Isabelle Lötscher. Prosurf joins the Sport Achat exhibition in Grenoble, while seeding influencers and sponsoring athletes. Clover is building a refined team of riders to support the Clover experience with high-value content.

Standout innovations in materials and construction are supporting the expansion of the snowboarding protective equipment segment. Sustainability efforts are reinforcing consumer confidence further. Snowboard protection looks well positioned for growth in FW26/27. ©

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

**HIGHLIGHTS**

- 1 Material innovation drives adoption.
- 2 Back protectors lead sales.
- 3 Sustainability enhances product appeal.
- 4 Staff training and customer education key.

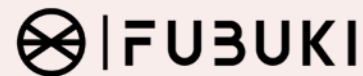


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## FUBUKI

From a Japanese snowstorm to a global boot brand Fubuki's journey straddles the globe. Christofer Ljunggren CMO & Co-Founder tells us all about the brand and its permanent carryover strategy.

### How did the Fubuki story begin?

It really starts in Japan. Back in 2016, my best friend Carl Gunnar or Kalle, as everyone calls him, took a gap year after high school. He spent a season skiing in Austria, Canada, and Japan. When he came back from Hokkaido, he had this pair of bright orange winter rubber boots that he'd picked up at a local hardware store near Niseko. They were originally fishing boots, super lightweight, waterproof and perfect for deep snow.

### And people immediately noticed them?

Absolutely. Kalle started wearing them around his family's ski cabin in Åre, which is Sweden's biggest ski resort. His dad actually stole them and started wearing them too. Everywhere they went, people stopped them to ask where the boots were from. They really stood out, not just visually, but functionally.

### That curiosity turned into a business?

Yes Pretty quickly. Kalle has always been entrepreneurial, he's been selling things since he was a kid. He tracked down the Japanese factory that made the boots and started emailing them using Google Translate, presenting himself as a representative of a Swedish outdoor retailer. He ended up importing around 150 pairs and storing them in his student apartment. His girlfriend wasn't thrilled, but they sold out through fairs, friends and word of mouth.

### Where were you at that point?

I was studying economics in Stockholm and watching all of this from the sidelines. I'd always been more drawn to design, branding, and product development. I had this dream of working for a major outdoor brand, but it didn't really materialize. At the same time, I could clearly see that what Kalle was selling was unique and that with some redesign, it could become something much bigger.



### So when did Fubuki officially take shape?

I pitched my vision to Kalle in late 2018, and instead of saying no, he brought me in as a 50/50 partner. We officially launched Fubuki in December 2019. By then, the original Japanese factory had gone bankrupt, so we had to find a new production partner and learn product development from scratch. Neither of us had done this before, we were just passionate skiers trying to build something meaningful.

### What was the core product ideas behind the product?

From day one, the focus was function: lightweight, warm, and waterproof. The boots are moulded in one piece using EVA, which has a very low density. That's what makes them incredibly light while still insulating well in cold conditions. Inside, there's a wool-blend lining made of 50 percent Australian wool and 50 percent recycled polyester and outside a rubber outsole for grip.

### But people also buy them for how they look.

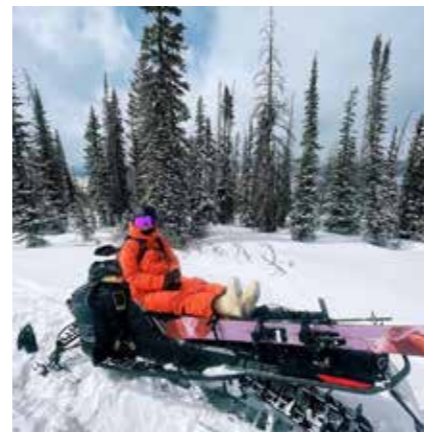
That surprised us a bit. We quickly realized that while function brought people in, aesthetics made them fall in love. A lot of people even assume we're a Japanese brand, which makes sense given the inspiration. The name "Fubuki" literally means snowstorm or blizzard in Japanese, and storytelling is a huge part of what we do.

### How big is the brand today?

We're present in over 30 countries, working with more than 800 retailers. Sweden, Norway, Canada, and the U.S. are our biggest markets, making up about 80 percent of the business. With substantial annual turnover, it's still just the two of us running the company, with one part-time employee. Lean mean product machine.

### You've taken a very different approach to collections. Why?

We don't do seasonal collections. We have a permanent carryover range of seven styles that evolve slowly over time. Our original



Niseko boot is now in its third generation, the idea being refinement, not reinvention. It's better for logistics, sustainability, and retailers, and it keeps the brand honest.

### Who is the Fubuki customer?

It's surprisingly broad. We sell to people aged seven to seventy-seven. Around 60 percent are women, but it really spans generations. The common thread is that people want something that works in snow, slush, mountains, or coastal environments and looks good enough to wear in the city.

### How is the brand distributed in Europe?

We have a central warehouse in Stockholm and distributors across Europe. For Germany, Austria, Denmark and Iceland its Mikkel from BB Agentur, Switzerland its DLD, Spain its Ypsilanti, France its Ricochet, Holland its Edge Trading, Norway its Scandinavian Distribution, Finland its Rogue Agency, Czech Republic, Poland and Slovakia are all covered by Brandgate and recently Groove Armada have taken the brand on for the UK market.

### Finally, what's next for Fubuki?

This year marks ten years since that first trip to Japan, and fittingly, we've just launched in the Japanese market. That feels like closing a circle. Growth-wise, we've only dipped our toes into many markets, but we're in no rush. Our goal hasn't changed since the beginning: to build great products and still make time to ski. ☺



## WEEDO

WeeDo Funwear is a brand dedicated to making high-quality, functional outerwear that encourages kids to enjoy the outdoors. By combining practical design with playful character-inspired styles, the company offers products that stand out in both durability and creativity. Their approach reflects a commitment to innovation, sustainability, and supporting families in everyday life. Source spoke to the team to get the full story.

### Can you tell us the story behind WeeDo Funwear?

We've all been there: it's cold and icy outside, and your child doesn't want to put on all those layers of winter clothing. In a world full of digital distractions, it's becoming more and more difficult for parents to motivate their children to play outside in all weathers. "Your unicorn wants to go out- look how sad it is hanging around" is the ultimate argument and the answer to this problem. With WeeDo, we want to create a wild and joyful future full of courageous transformers.

### What are the core values of WeeDo?

A snowsuit with character. A new friend for your child and a practical one-piece with all the features needed for winter sports- with detachable gloves and a waist zipper for quick bathroom breaks. Practical, warm, limited and durable.

### The "grow system" is a key feature of your clothes. How has that been received by customers?

Our growing system works not only with adjustable sleeves and legs, but also with a baggy cut that allows your child to grow into



the suit. We make no compromises when it comes to quality and functionality, because our suits are designed to be durable. That comes at a price. But we justify it by the fact that your child can wear it for a long time- and then even pass it on to their siblings. Our customers appreciate this.

### What's something that WeeDo does that you are particularly proud of?

We put a smile on people's faces. No matter where one of our little monsters appears, people are torn from their daily routine and rejoice.

Smiles connect, love for our children connects. WeeDo connects. We are proud to contribute to reminding people of their truly important things in life. That's what drives us emotionally at WeeDo.

On the other hand, however, we also have a responsibility when it comes to manufacturing products. Here, too, we can be proud of having played a pioneering role. Because fashion and the craft of tailoring are our passion at WeeDo.

We have always believed that old clothes should be the raw material for new textile production. For a long time, we have been recycling old plastic bottles for our fibres, but we always believed in the circular economy of textiles. Since 1998 Teijin, a Japanese company, has been researching a complex process to obtain new polyester yarns from old fibres and at the beginning 2022 they successfully registered a patent. A license was granted to a factory near our production facility, which uses a huge recycling plant to recover new chips for fibre production from old polyester fibres.



At the moment, the most costly process is separating materials from each other. That is also why we concentrate on Polyester as our only production material. Since 2024, we have been using more and more recycled fibres from wasted textiles. We are proud to contribute to a future circular economy- from textile to textile.

### Looking ahead, are there new product lines, or graphic directions you're excited about?

After making a name for ourselves with the quality of our suits, the demand for designs for older children has increased. We draw inspiration from street style, board sports or create new worlds in which our characters romp around. This is how our Cosmo line came about: the suit and all its features printed with wild, loud, and colourful patterns. Also available with matching gloves up to size XL.

We work together with our network of street artists and designers from all over the world. Each and every one of them adds their own unique touch to our WeeDoniverse, which is all about creativity, transformation and lots of fun. ☺



## IRIEDAILY

Iriedaily have been a staple of the Berlin streetwear scene for many years bringing many iconic designs to the market. Source sat done with Torben Kruse, Sales Manager and Denise Graff Brand Marketing Manager to hear all the latest news.

### Since our last interview, what are the biggest changes IRIEDAILY has undergone?

We launched a new online shop in February 2025 to meet the demands of our B2C customers. With a new look and feel, we aimed to enhance the customer shopping experience and are very pleased with the results.

### What new challenges and opportunities has IRIEDAILY faced recently?

For the first time in nearly 30 years, we are introducing a new markup for our core B2B business. Starting with the AW26 collection (July 2026), our customers will benefit from improved margins, creating even more opportunities for growth and success.

### How do consumers affect the way you design your collections?

Consumers have always had a strong influence on the way we design our collections. Our brand thrives on setting trends while reinterpreting existing ones in our own distinctive style, always keeping our customers' expectations and preferences in mind.



### How do you balance staying true to your roots with evolving fashion trends?

There are several core pillars that are non-negotiable for us. We are fair in the way we work with our customers, partners, and producers alike. Producing in a more sustainable and responsible way is essential to us — from the materials we choose to the conditions under which our products are made.

At the same time, streetwear culture and a strong DIY mindset are deeply rooted in our brand. These elements define who we are and guide how we evolve, allowing us to adapt to changing fashion trends while staying true to our origins.

### What are your most popular products and/or collections at the moment with the consumer?

One of our most important product categories is jackets, into which we invest extensive design and development to create a modern balance of high-quality materials, refined cuts and partly iconic patterns, that make them instantly recognizable as Iriedaily products in public.

### Reflecting on 30 years of IRIEDAILY's history: what would you say defines the brand today?

Over the past 30 years, we have evolved into a modern solid brand with a loyal fan base. As an owner-operated brand, it consistently follows a mindset of sustainable growth and thanks to its structure, remains highly agile — able to respond quickly to changes while staying true to its "Stay Different" DNA and streetwear roots.

### Are there any upcoming collaborations, projects, or innovations that you can share with us?

In 2026, we will be releasing a series of exclusive artist and brand collaborations. We are excited to share one of them with you. We have teamed up with the Berlin artist Stohead to create a unique collection that brings together his graffiti roots with his calligraphy and painting skills. Stay tuned! ☺

**BARTS**  
AMSTERDAM

## PRODUCT PORTFOLIO

### BARTS

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



#### LANDINA SCARF AUBERGINE

The Landina Scarf is a women's scarf featuring a large 'pied de poule' pattern. Available in 4 different colours. Measuring 200 x 35 cm, this scarf is guaranteed to keep you warm during the coldest winter days. As a bonus, it is made from 100% recycled materials.



#### TANGALLE BEANIE PURPLE

Made from 100% recycled materials and woven into a playful pattern, the Tangalle Beanie in purple adds a fun twist to any outfit. Perfect for the slopes or the city, this beanie comes in six different colours.



#### KETILL SCARF NAVY

The Ketill Scarf is crafted from a blend of 80% recycled polyester and viscose. A conscious yet stylish choice. Measuring 180 x 30 cm, it is one of the larger scarves in the new collection.



#### LUCERNE BOMBER RED

The Lucerne Bomber adds a vibrant pop of colour to any outfit. Its bright red hue is guaranteed to turn heads. This faux fur bomber is available in seven different colourways, offering both comfort and uniqueness.



#### COMBINZ BEANIE DARK HEATHER

This Combinz Beanie is crafted from a blend of 50% wool and 50% polyamide. A combination that delivers comfort and exceptional warmth wherever you go. Designed for men, this beanie is available in three stylish colours.

# NEW PRODUCTS

## 01 / AIRBLASTER YOUTH ACCESS JACKET

Tech detailing and clean lines are pulled directly from Airblaster's Men's Beast Access Jacket to create the new Airblaster Youth Access Jacket. Featuring laminated details, welded bartacks, and a baggy fit, this 10K snow jacket provides high value and gives a solid nod to their Freedom Series. Might this be that the miracle product that parents and kids can finally agree upon!?

[MYAIRBLASTER.COM](http://MYAIRBLASTER.COM)



01

## 02 / AIRBLASTER YOUTH ACCESS PANT

Clean lines and Technical detailing are from the Men's Beast Access Pant, creating the new Airblaster Youth Access Pant. Featuring welded bartacks, a baggy fit and laminated details, this 10K snow pant gives a solid nod to Airblaster's Freedom Series.

[MYAIRBLASTER.COM](http://MYAIRBLASTER.COM)



02

## 03 / AIRBLASTER 3L DROP TAIL BIB

New 3L backcountry dream bib! The Eco-Vortex 3L shell is 30,000mm waterproof and 100% recycled. Fully taped 3-Layer construction keeps you dry from inside and out. Extra long YKK Aquaguard® Waterproof outside leg zips facilitate big heat dumps, and are the access point for the drop tail function. Three options for tethered device carry: right or left front pocket, or chest pocket. Grip strip elastic lower leg cuffs are the most snag-free, streamline solution.

[MYAIRBLASTER.COM](http://MYAIRBLASTER.COM)



03

## 04 / DEELUX AERIS PRO BOOT

Armed with the same visionary drive as Kevin Backstrom, the Aeris Pro takes the iconic Aeris to an entirely new level. Over the years, the Aeris has become a true staple in Deeluxe's lineup—and with the Aeris Pro, they have pushed its limits even further. Factory-tuned with Rapid React Modular Technology, it delivers lightning-fast response and unmatched precision. Equipped with the Boost Tongue and Flex Guard ATV, the Aeris Pro offers uncompromised control and outstanding performance on any terrain.

[DEELUXE.COM](http://DEELUXE.COM)



04

## 05 / DEELUXE DEEMON PRO BOOT

The Deemon Pro is Deeluxe's all-terrain flagship boot, built to perform in any terrain and tailored for the freerider with a freestyle mindset. Factory-tuned with Rapid React Modular Technology, it delivers lightning-fast response and precision. Featuring the Blaster Tongue and Flex Guard ATV for uncompromised response and long-lasting reliability, and the Quantum sole for a responsive ride, impact absorption, and hiking traction, the Deemon Pro performs in any terrain.

[DEELUXE.COM](http://DEELUXE.COM)



05



07



09



06



08



10

## 06 / HORSEFEATHERS SYNAPSE GLOVES

Under-cuff goat leather mitts for durability and a natural feel and precise grip. A 20K membrane and Hyperloft insulation keep hands warm and dry; the five-finger insert adds control.

[HORSEFEATHERS.EU](http://HORSEFEATHERS.EU)

## 07 / NORTHWAVE LEGEND

### SL.AM BOOT

The Legend, true to its name, is nothing short of legendary. It's the boot for riders who want freedom, playfulness and full control—the perfect medium-flex option in our line-up. With the SL.AM closure system, the fit becomes faster, more intuitive and consistently precise, elevating comfort and responsiveness. Its dual-zone structure allows fine-tuning across the boot, giving you maximum adaptability no matter your style or the terrain.

[NORTHWAVE.COM](http://NORTHWAVE.COM)

## 08 / DRAKE SUPERSPORT BINDING

The Supersport is a binding built to handle anything — any conditions, any terrain, any rider. Designed for those who want a true seasonlong companion, always ready no matter the situation. With the new lightweight straps, it's now even more responsive, delivering seamless power to the board, so natural it feels like you and your board are one.

[NORTHWAVE.COM/EN/SNOW/BINDINGS](http://NORTHWAVE.COM/EN/SNOW/BINDINGS)

## 09 / HEAD PSI TRIPLE BOA BOOT

The all-new PSI Triple BOA® represents the next level of high-performance boot design. Built for advanced riders, it delivers maximum precision, control, and comfort through its innovative Triple BOA® Zone Lacing, BOA® Perform Fit™ Wrap, and aramid-reinforced shell fabric. Engineered for powerful all-mountain riding, PSI ensures instant response, secure heel hold, and all-day comfort across any terrain.

[HEAD.COM](http://HEAD.COM)

## 10 / PACSAFE V ANTI-THEFT URBAN SLING

The ultimate Pacsafe sling pack combines iconic anti-theft technology with smart, everyday design. Cut-resistant materials, lockable zippers, and RFID protection keep your valuables safe. A wide opening and well-organized compartments ensure easy access, while versatile carry options let you wear it your way—secure, flexible, and built for daily adventures.

[PACSAFE.COM](http://PACSAFE.COM)

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GORE-TEX HEADWEAR

### DISTRIBUTORS AND RETAILERS WANTED

Bosiny is seeking distributors and retail partners to expand its presence across the EU with FiberFlex - our breakthrough surfboard technology launching in autumn 2025. Below is a snapshot of Bosiny's key milestones to date, and a preview of what FiberFlex is set to deliver: a new standard for the future of surfing.

<p><b>FiberFlex:</b></p> <ul style="list-style-type: none"> <li>Ultra-light surfboards. Shortboards - 2.6Kg</li> <li>Exclusive rail technology - Cork &amp; bamboo composite with PU-like flex</li> <li>Competitive RRP - €800</li> <li>98% biodegradable surfboards</li> </ul>	<p><b>Bosiny milestones:</b></p> <ul style="list-style-type: none"> <li>First wooden boards surfed in a WSL contest</li> <li>BoardShop UK - retail partner confirmed</li> <li>Cabianca collaboration confirmed for autumn 2025</li> </ul>
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BOSINY

Contact: alex@bosinysurf.com

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# EVENTS #127

snow surf/skate textiles street outdoor

snow	SLIDE AND OTS	Telford, UK   6 - 8 Jan	slideotswinter.co.uk
surf	SURF EXPO	Orlando, USA   7 - 9 Jan	surfexpo.com
snow	FUTURE TRY	Saanenmöser, Switzerland   11 - 12 Jan	snowboardbox.ch
snow	PROWINTER	Bolzano, Italy   11 - 13 Jan	fierabolzano.it
snow	WINTERPRO	Tignes, France   11 - 13 Jan	actsnowboarding.com
street	PITTI IMMAGINE UOMO	Milan, Italy   13 - 16 Jan	uomo.pittimmagine.com
snow	LAAX OPEN	Laax, Switzerland   15 - 18 Jan	open.laax.com
snow	BAQUEIRA BERET PRO	Baqueira Beret, Spain   16 - 21 Jan	freerideworldtour.com
street	WHOES NEXT	Paris, France   17 - 19 Jan	whosnext.com
snow	SHOPS 1ST TRY	Hochfügen, Austria   18 - 20 Jan	shops-1st-try.com
snow	FIS SNOWBOARD EUROPEAN CUP	Madonna di Campigliio, Italy   23 - 24 Jan	worldsnowboardfederation.org
snow	X GAMES	Aspen, USA   23 - 25 Jan	xgames.com
snow	VAL THORENS PRO	Val Thorens, France   24 - 29 Jan	freerideworldtour.com
snow	IF BASE CAMP	Pila, Italy   26 - 27 Jan	ifbasecamp.com
snow	SPORT ACHAT HIVER	Grenoble, France   26 - 28 Jan	interludesnowshow.com
snow	INTERLUDE	Salt Lake City, Utah   26 - 28 Jan	fierabolzano.it
snow	SIGB SNOW TEST	Champoluc, Aosta Valley, Italy   26 - 30 Jan	sigb.org.uk
street	BERLIN FASHION WEEK	Berlin, Germany   30 Jan - 2 Feb	fashionweek.berlin
snow	IF BASE CAMP	Folgaria, Italy   2 Feb	ifbasecamp.com
snow	SNOWBOARD OLYMPICS	Milano-Cortina, Italy   3 - 22 Feb	worldsnowboardfederation.org
snow	FIS SNOWBOARD EUROPEAN CUP	Davos, Switzerland   13 - 14 Feb	worldsnowboardfederation.org
snow	GEORGIA PRO	Tetnuli, Georgia   22 - 28 Feb	freerideworldtour.com
snow	FIEBERBRUNN PRO	Fieberbrunn, Austria   5 - 10 Mar	freerideworldtour.com
textiles	PERFORMANCE DAYS	Munich, Germany   18 - 19 Mar	performancedays.com
snow	SNOW LEAGUE	Laax, Switzerland   19 - 21 Mar	thesnowleague.com
snow	YETI XTREME VERBIER	Verbier, Switzerland   28 Mar - 5 Apr	freerideworldtour.com
surf	BELLS BEACH	Victoria, Australia   1 - 11 Apr	worldsurfleague.com
snow	LONGBOARD CLASSIC	Stuben, Austria   11 Apr	longboardclassic.com
surf	MARGARET RIVER	Western Australia, Australia   17 - 27 Apr	worldsurfleague.com
surf	SNAPPER ROCKS	Queensland, Australia   2 - 12 May	worldsurfleague.com
outdoor	EUROPEAN OUTDOOR WEEK	Lake Garda, Italy   14 - 19 May	europeanoutdoorgroup.com
surf/skate	CARV EXPO	San Diego California, USA   14 - 15 May	carvexpo.com
outdoor	OUTDOOR SHOW	Lake Garda, Italy   17 - 18 May	europeanoutdoorgroup.com
surf	SURF CITY EL SALVADOR PRO	Punta Roca, El Salvador   28 May - 7 Jun	worldsurfleague.com
outdoor	OTS	Liverpool, UK   2 - 4 Jun	outdoortradeshows.com
surf	VIVO RIO PRO	Rio de Janeiro, Brazil   12 - 20 Jun	worldsurfleague.com
street	PITTI IMMAGINE UOMO	Milan, Italy   16 - 19 Jun	uomo.pittimmagine.com
surf	CORONA CERO OPEN	Jeffreys Bay, South Africa   10 - 20 Jul	worldsurfleague.com
surf/skate	SURF AND SKATE NEWQUAY	Newquay, UK   24 - 26 Jul	Uksurfskate.com

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