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MASTHEAD

traditional: he shaved his head and wore all-white outfits. He was married to actress Brook Shields from 1997 to 1999 and married fellow player Steffi Graf in 2001. They have two children. In 2005, he signed a new endorsement deal with Adidas. After suffering from back problems, he retired from tennis after playing in the 2006 US Open. Since then, he has headed up charitable pursuits, including his eponymous foundation, which assists youth. During his career, he earned more than $25 million a year through endorsements, the most of any tennis player.

→ AHIIDA

***2003**; *Australia*; founder: **Aheda Zanetti**. In sports fashion, tight-fitting workout and swimming suits were a no-go area for Muslim and Arab women. Designer Aheda Zanetti, a Lebanese émigré based in Australia, addressed this dilemma with her Ahiida brand. It offers completely new silhouettes for swimwear and activewear that still keep Islamic women properly clothed all over while allowing them freedom of movement to take part in sports. Her "Burqini" (a burqa bikini) was the first swimsuit for Islamic women – a type of neoprene suit from head to toe which only reveals feet, hands and face to the outside world. The two-part suit comes in various color combinations and high technical textiles.
→ www.ahiida.com

→ AIGLE

***1853**; *Boulogne Billancourt/France*; founder: **Hiram Hutchinson**. The company's founder was an American who lived in France. "Aigle" is French for "eagle" and Hutchinson chose that as his company's name to reference the eagle in the emblem of the United States. Hutchinson bought the patent for rubber vulcanization from Charles Goodyear and produced protective boots in homage to the American Eagle. In 1920s he began to produce rubber and latex shoes for sports and leisure activities. Today the product range includes clothing, shoes, boots and accessories; active lines for outdoor leisure activities; sailing, hiking, skiing, horse riding and hunting items; and casual lines for an everyday relaxed lifestyle. The brand offers a total of 570 different products and has a global turnover of €200 million, 60% of which comes from overseas sales.
→ www.aigle.com

→ AILIN

***2004**, *USA*; founder: **Erin Bell**. Founded in 2004 and based in New York City, Ailin is a fashion-focused women's apparel and outerwear brand designed for accomplished climbers, surfers, skiers, riders, runners, yogis and explorers. Influenced by personal style, sustainability and technical performance, Ailin's designs symbolize a progressive blend of fashion and function. Ailin is dedicated to the on-going development of sustainability and living with intentionality. This

Ahiida



Aigle



Ailin



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MASTHEAD

Ludescher-Malin and Ludwig Ludescher, switched to skiing, trekking, leisure and outdoor apparel and changed the name of the label to Allsport in 1967. The daughters Kathrin and Alexandra have been running the company since 1993. Their mother, Renate Ludescher, is responsible for purchasing and materials planning. Today, Allsport has a workforce of 20 employees in Weiler. It has production sites in the Czech Republic and Bulgaria; raw materials primarily come from within the EU. Allsport is stocked by approximately 300 specialist retailers. The label is also available in Russia, Korea, Italy, and Poland.

→ www.allsport.at

→ ALPINE PRO

***1994**; *Czech Republic*. Alpine Pro produces and distributes sports and outdoor wear, equipment and shoes, and is ranked among the predominant firms in the Czech market. The company's product program is based on outdoor clothing, ski anoraks, trousers, streetwear, functional underwear, rucksacks, bags, sleeping bags and a complete collection of outdoor shoes.

→ ALPINESTARS

***1963**; *Veneto/Italy*. founder: **Sante Mazzarolo**. Synonymous with motorsports for more than four decades, Alpinestars produces gear for moto GP, motocross and Formula 1 and a line of sportswear and accessories for male moto and extreme sports fans. The brand started as a manufacturer of skiing and hiking boots but soon changed to producing motocross racing models instead. The brand takes its name from the Italian word for edelweiss ("stele alpine"), which literally means "Alpine stars." The brand is probably best known for its Tech 8 boot style and it sponsors numerous racers and extreme sports athletes in surfing and snowboarding, among other categories. The US branch, Alpinestars USA, is headquartered in California.

→ www.alpinestars.com

→ ALPRAUSCH

***2000**; *Switzerland*; founder: **Andy Tanner**. Alprausch is a streetwear, snowwear and beachwear company based in Zurich. The beauty and aesthetics of nature and the mountains, mixed with culture and history, are brought to life both on the street and in the snow in styles reflecting the latest subculture. Smart, sporty, classical or elegant styles—functional aesthetics paired with the simplicity of traditions bonded with modern life, plus some playfulness are the label's distinctive traits. In 2003, Alprausch won the ISPO Brand New Award for style and concept. In 2004, it opened its first flagship store in Zurich. In 2005, the company was nominated for B.E.S.T., the "Swiss Excellence" award and for "Best Behaviour." Alprausch, with founder and designer Andy Tanner, describes its efforts this way: "We are completely devoted to Alprausch, heart, body and soul. We live it. And this is shown by how we combine →

Alpine Pro



Alprausch



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colors, shapes and materials, while focusing uncompromisingly on a single look. A reminder of our first Alprausch."
→ www.alprausch.ch

→ AMERICAN SPORTING GOODS

***1984**; *Irvine/California/USA*. founder: **Jerry Turner**. Privately held American Sporting Goods is a manufacturer of performance athletic footwear and apparel based in California. After a series of growth and acquisitions, brands under the ASG umbrella now include Avia (purchased 1996), And1 (purchased 2005), Ryka, Nevados, Yukon, NSS, APEX, Turntec and Triple Five Soul.

→ AMER SPORTS

***1950**; *Helsinki/Finland*. Amer Sports, which has been listed on the Helsinki Stock Exchange since 1977, is the largest sporting goods manufacturer in the world and currently the parent company to such well known brands as Saloman, Wilson, Precor, Atomic, Suunto, Mavic and Arc'teryx. Begun as a tobacco manufacturer and distributor, the company later was involved in a variety of industrial sectors such as shipping, autos and plastics. It opened a sports division in 1986 after it acquired a majority stake in MacGregor Golf. In 2005, it acquired Saloman from Adidas for €485 million and changed its name to Amer Sports Corp. The company covers a wide range of sports, including tennis, badminton, golf, American football, soccer, baseball, softball, alpine skiing, cross-country skiing, snowboarding, fitness training, cycling, running, hiking and diving. Its 2007 turnover was €1.7 billion and it employs nearly 6,500 people.
→ www.amersports.com

→ AMICOR

***1997**; *Thailand*. Amicor is an intelligent fiber with anti-bacterial and anti-fungal additives inside the fiber. Due to the unique fiber structure, these additives are diffused slowly – providing long lasting protection inside beds, bedding, furnishings, carpets and next-to-skin clothing. Amicor belongs to Thai Acrylic Fibre Co. Ltd that bought it in 2007 from Blue Star Fibre Company (formerly from Fibre Worldwide/Acordis).
→ www.thaiacrylic.com
→ www.amicorpure.co.uk

→ AMPLID

***2004**; *Germany*; founders: **Peter Bauer** and **Anian Thrainer**. Amplid, as a truly rider-owned brand, was founded by former snowboarding world champion Peter Bauer and Anian Thrainer to stand up against the sell-out of snowboarding and skiing. The brand's main ethos is to create the best performing product from the best materials. Amplid snowboards and skis are made in molds designed, built and owned by the company.
→ www.amplid.com →

Amplid



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Watertight Zippers and chill-blocking Windstopper loft fabric. While still honoring its outdoor roots, today the brand is shifting toward a more general focus as a quality and design leader in all performance apparel categories, with items such as lightweight nylon athletic "skorts" (athletic shorts that look like a skirt) for women. Arc'teryx sponsors athletes in the following sports: alpine climbing, iced/mixed climbing, paddling, rock climbing, running, skiing and snowboarding. Formerly a division of Salomon, Arc'teryx, which is distributed globally, became a division of Finland-based Amer Sports when it acquired Salomon and its family of brands from Adidas in 2005. Mike Blenkarn has been the head product designer at Arc'teryx since the mid 1990s.
→ www.arcteryx.com

→ ARCUS

***2001**; *Switzerland*; founders: **Freddi Kalbermatten** and **Nicolas Müller**. Founded as skate and snow streetwear brand, Arcus is a product of a graphic designer, photographer and some snowboarders. It aims to create its own style. It offers two streetwear collections per year. These include men's and women's tees, sweats, jackets, jeans, accessories and caps. Two limited edition collections focusing on different materials such as leather and special artwork and graphics complete the offer. The brand is sold primarily in independent stores in Switzerland, Austria, Germany, the UK, Japan and the US. Future plans include entering new markets and opening the first flagship store by 2010. In 2007 a new licensee, Swiss company Ondas based in Biel, took over the distribution and logistics of Arcuswear. Founders and creative heads Kalbermatten and Müller still hold the brand's rights and remain responsible for its creative direction.
→ www.arcusclothing.com

→ ARENA

***1973**; *Germany*; founder: **Horst Dassler**, son of the Adidas founder Adi Dassler and president of Adidas France. The idea of a new brand, featuring new high-performance swimwear, rose during the 1972 Olympic Games when Dassler met Mark Spitz, the first swimmer in the world to win seven gold medals setting, at the same time, seven new world records. Immediately, he started to form plans for a new company, teaming up with Spitz, which emerged just one year after the Games. Arena immediately became a leading brand for aquatic apparel thanks to its continued and proactive cooperation with top international swimmers and high level investments on research. Over the years, the company has achieved a series of goals in terms of R&D from the first ultra-light fabric Skinfit in 1973 to the new generation of full-body suits in the 2000s: Powerskin, Powerskin X-Treme and the latest Powerskin R-Evolution. Arena also offers a "Beach and Leisure" collection.
→ www.arenainternational.com

Arcus



Arena



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perbrand and CoolBrand status by the UK-based superbrands organization in 2007-08. The Nitro rucksack was given the Millennium Product Award by the UK Design Council. Besides rucksacks, Berghaus also offers apparel and footwear. Since 1993, Berghaus has been part of the Pentland Group headquartered in London.
→ www.berghaus.com

→ BETTY RIDES

***1993**; *USA*; founder: **Janet Freeman**. Betty Rides is a product-driven brand run by women snowboarders for women snowboarders. It was founded by designer Janet Freeman when she saw a need for women-specific snowboard clothing that would fit her and her female friends. Freeman earned her Bachelor of Fine Arts in Fashion Design degree from Parsons School of Design. The name of her brand came from a friend of hers who used to call the cute girls at the mountain "Betty."
→ www.bettyrides.com

→ BIKE ATHLETIC

***1874**; *USA*; founder: **C.F. Bennett**. Bike is known as the originator and market leader of the jock strap. It began operations as the Bike Web Company, which C.F. Bennett founded soon after he invented the garment to give comfort and support to bicycle jockeys who rode on Boston's cobblestone streets. His athletic supporter soon became known as the "Bike jockey strap," which was later shortened to "jock strap." Bennett patented the device in 1897 and Bike has currently sold more than 300 million of them. The company, which has been a division of Atlanta-based Russell Corp since January 2003, has always stressed athletic protection during its long existence and introduced such items as the lightweight "Air Power" football helmet, the coaches short and compression shorts that target specific muscle groups. Today Bike produces sports medicine gear such as cups and braces and protective gear such as shoulder pads and gloves. Its clothing offerings include team apparel in five categories: baseball, football, softball, basketball and other sports. The brand is sold at major sporting goods chain stores and independent shops around the world.
→ www.bikeathletic.com

→ BIKINI

The bikini is a two-piece swimming costume named after the Bikini Atoll in the Pacific where the USA tested an atomic bomb. The first bikini was introduced only days after the detonation on July 5, 1946 in Paris by stripper Micheline Bernardini. Although inventor Louis Réard intended for his creation to have a certain impact, he was surprised by the worldwide outcry the presentation generated.
With the exposure of the navel, the bikini broke a taboo. In the '50s wearing bikinis was forbidden on many beaches. In the '60s actresses such as Ursula Andress appearing in a bikini in the James Bond movie *Dr. No* made

Berghaus



Betty Rides



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clothing by exploring new fabrics, lines, shapes and functionality. C.P. Company was taken over in the mid 1980s by the Turin-based GFT Group and Trabaldo Togna. Silvio Rivetti, founder of GFT, had already created the first ready-to-wear Italian brands, Facis and Cori. By studying the strategies and production systems used by major American companies in this sector, Rivetti laid the foundations for what became the leading European clothing manufacturer in the 1980s. In 1993 Carlo Rivetti and his sister Cristina took over the informal clothing branch of the group centered on C.P. Company, which was renamed Sportswear Company and Carlo became chairman. Since then, C.P. Company's philosophy has been based on two historic traditions: function and use, combined with technological research applied to fabrics, finished garments and the processes used to make them.
→ www.cpcompany.com

→ CRAFT OF SCANDINAVIA

***1977**; *Boras/Sweden*; founder: **Anders Bengtsson**. In 1973 Anders Bengtsson began research into materials that transport sweat away from the body, and thus maintain an ideal microclimate. He used polyester fibers that absorb minimal humidity, and processed these with a special weaving technique. Applying the capillary effect principle, sweat moisture is transported away from the body to outside the fabric, where it quickly evaporates. In 1977 Bengtsson founded Craft of Scandinavia. Craft now produces sports apparel for all three layers of clothing in the layering system. The company is active worldwide, concentrating on cross-country skiing, triathlon, biking and running. The Craft label was purchased by New Wave Group AB in 1996.
→ www.craft.se

→ CREATURES OF LEISURE

***1986**; *Australia*; founders: **John** and **Gabby Malloy**. Creatures of Leisure is a surf accessory company specializing in products such as board covers and leashes. The company aspires to introduce innovative hardware solutions and to push the boundaries of design. Creatures products are sold in more than 22 countries worldwide, including Australia, the USA, Japan, South Africa and several European countries.
→ www.creatures.com.au

→ CROCS

***2002**; *USA*; founders: **George Boedecker Jr.** and **Lyndon Hanson**.Crocs, a US casual footwear label, was founded in Boulder, Colorado in 2002. Four years later, it went from a "normal" boot and outdoor footwear label (offering shoes with non-marking soles and models that were waterproof, non-slip, floating or antibacterial) to a global player in the fashion and lifestyle area. Its →

Craft of Scandinavia



Creatures of Leisure



Crocs



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plastic shoes with the unusual design became popular throughout the world. US trade publication *Footwear News* named Crocs the "Best Shoe Brand in 2005" and the "fastest growing" shoe label in 2006. In May 2007 Crocs won the prestigious "Footwear Brand of the Year Award" from trade magazine *Drapers*. Crocs has since acquired the following companies: Jibbitz (Crocs accessories), Ocean Minded (sports sandals), EXO (Italian production site), Fury (hockey and lacrosse equipment) and Bite (sports footwear). In February 2006 the company made the most successful flotation on the stock market in the history of the footwear industry (NASDAQ): the value of Crocs stock shot up by 215.7%.
→ www.crocs.com

→ CROOKS & CASTLES

***1992**; *Los Angeles/California/USA*; founders: **Dennis Calvero** and **Robert Panillo**. Reflecting the street life of Los Angeles, the Crooks & Castles collection is inspired by the so-called crook who lives in every castle, i.e., someone who did something crooked to achieve his goal. Thus, the designs of its T-shirts, hoodies, hats and accessories often reflect violence or street hustling. The brand was originally launched exclusively in Japan, then arrived in the US and is now distributed globally. The brand often collaborates with other labels and has produced a letterman jacket with Mitchell & Ness, sunglasses with Mosley Tribes and, most recently, a Gucci-inspired black, green and red high-top sneaker with Vans. Crooks & Castles also has its own monobrand store on Melrose Avenue in Los Angeles. It has been open since 2007.
→ www.crooksncastles.com

→ CROSS SPORTSWEAR

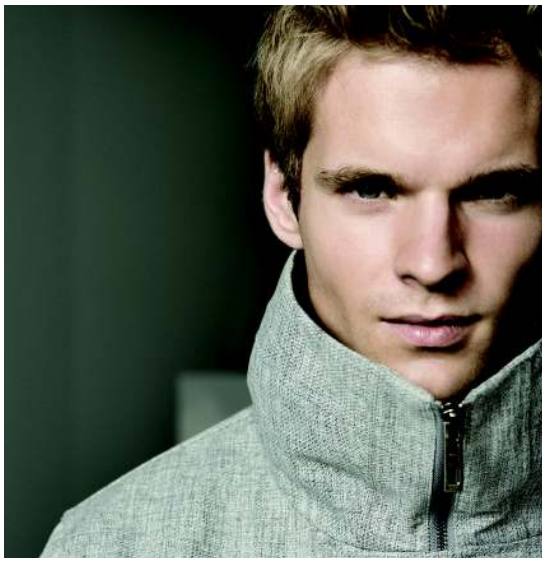
***2003**; *Sweden*; founders: **Peter Blom** and **Ove Högfeldt**. Gothenburg-based Cross Sportswear Intl. AB is a sportswear company that started when the founders purchased the assets of the then bankrupt Cross Sportswear AB. The brand manufactures upper level sports- and leisurewear, including golfwear, skiwear and active/outdoor sportswear. Cross is the supplier to the Swedish Golf Federation and all of the Swedish National Teams.
→ www.cross-sportwear.com

→ CUSTOMIZING

Customizing is adapting a mass-produced product to the needs or wishes of a specific customer. Customization is a form of product individualization. The process is used in sports, for example, when a ski boot is optimally adapted to the user's anatomy. Manufacturers such as Nike (with NikeID) and Adidas (with Mi Adidas) make intensive use of customizing through individually styled lettering and color options for the end consumer as a means of increasing brand loyalty. RBK, Etnies and Vans also offer tools for the optical individualization of their footwear.

Cross Sportswear





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→ DÆHLIE , BJØRN

***1967**; *Elverum/Norway*. Norwegian cross-country skier Bjørn Erlend Dæhlie achieved 47 world cup victories and six overall world cup wins, nine world championship titles and eight Olympic gold medals. A cultural icon in Norway, Dæhlie is widely considered as the greatest cross-country skier of all time. As consequence of a roller skiing accident, he was forced to retire in 2001. Dæhlie has recently gone on to make functional Nordic sports apparel under his name. He has also been heavily featured in advertising campaigns and co-hosted a TV show.
→ www.bjorn-daehlie.com

→ DAINESE

***1972**; *Italy*; founder: **Lino Dainese**. Providing people with head-to-toe protection in dynamic sports has always been the mission of Italian manufacturer of professional racing products Dainese. Together with race-track riders Giacomo Agostini and Valentino Rossi, Dainese has developed protection gear such as the back protector and knee slider as well as leather and technical apparel lines. Dainese introduced carbon fiber and Kevlar protection in its gloves, boots and racing suits. Its Dainese Technology Center translates the extreme experiences from professional sports to collections for everyday bikers. Dainese is always on the search to find new applications of its head-to-toe protection in other sports disciplines: The No Impact Collection now offers protective apparel and gear for skiers, snowboarders, mountain bikers and water sports fans. Producing safety equipment for other sports such horseback riding is now being explored.
→ www.dainese.com

→ DAKINE

***1979**; *USA*; founder: **Rob Kaplan**. Best known for its quality and innovative action sports accessories, including men's and women's packs, luggage, bags and soft goods (such as rashguards, tees, hoodies and caps) for surfing, snowboarding, skiing, skateboarding, windsurfing, kite surfing and mountain biking, Dakine was founded in Maui, Hawaii by surfer Rob Kaplan. Now headquartered in Hood River, Oregon, the company creates products that are distributed worldwide. Dakine sponsors more than 125 professional athletes, including surfers Andy Irons and Bruce Irons, and has a team for each of the seven sports it targets. Currently, the company is amping up its "green" initiatives. It has switched from using PVC backing on packs and bags to more environmentally friendly Thermo Poly Elastomer (TPE) and Poly Urethane (PU) backings, reduced packaging, started using recyclable hangtags and published catalogs made from partial post consumer waste recycled paper.
→ www.dakine.com

Bjørn Dæhlie



Dainese





Dakine



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→ EASTON

***1922**; *Watsonville/California/USA*; founder: **Doug Easton**. Privately owned Easton is a manufacturer, marketer and distributor of sporting equipment and apparel headquartered in Van Nuys, California. The brand's roots are in archery: the company rose to fame after its founder created aluminum arrows in the early 1930s. In addition to its merchandise for archery, Easton has produced baseball gear since 1969, hockey equipment since 1981 and cycling components since 1986. It has also acquired numerous brands over the years, including the Hoyt Archery Company in 1983, Curley-Bates in 1985, IncrediBall in 1989 and Beman SA in 1995. Although the bulk of its products are hardgoods, it also sells apparel, footwear, bags and accessories for baseball, hockey and cycling. The company has facilities in Utah, California, Mexico and Canada and employs more than 1,000 people worldwide.

→ www.eastonsports.com

→ EASTPAK

***1976**; *USA*; founder: **Mark Goldman**. Eastpak is the authentic brand for packs and bags. It began in 1976 when student Mark Goldman convinced his father Monte, who at the time owned a factory making pouches and knapsacks for the military, to start making a line of backpacks for students. The result was simple and functional products offered at a fair price. Eastpak was the first bag company to use Cordura for nontechnical daypacks and to experiment with bright colors and prints in the early '80s. As well as working on signature projects across music, design, sports and fashion under its marque, Eastpak still supports numerous bands, artists and athletes worldwide. Eastpak has worked continuously to enlarge its range; today the brand produces men's and women's apparel and accessories. In recent seasons, it has also been investing and introducing co-branded projects with designers such as Raf Simons and Eley Kishimoto, which will likely continue. The VF Group bought Eastpak in 2000. It is part of VF's Outdoor Coalition division, which also includes the brands Napapijri, The North Face, Vans and Jansport.

→ www.eastpak.com

→ EESA CLOTHING

***2004**; *USA*; founder: **Stephen Cleary**. Eesa is the brainchild of former Burton Snowboards' Anon Optics manager, Stephen Cleary, who along with Eesa enablers, set out to create lifestyle performance wear by making fashion-driven clothing with technical fabrics. Today, Eesa brings out mens- and womenswear in different categories designed with style and comfort in mind. According to Eesa, the focus is on creating "lux layering so versatile you will want to wear it anytime from snowflake-to-beachbreak."

→ www.eesaclothing.com

Easton



Eastpak



Eesa Clothing



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→ EFSI

***1958**; *Russia*; general director: **Galina Terehova**. A member of the Russian Association of Sports Industry Enterprises (RASIE), EFSI is one of the oldest Russian manufacturers of sport and casual footwear, sport apparel and hockey and ski-racing hardware and accessories. It was founded in Moscow 1927 as a factory producing sports equipment of wood, metal and textiles. In 1958 it became Experimental Factory of Sport Products (Russian acronym EFSI). In 1978 the factory changed its name to Experimental Group Hockey and began to produce the whole range of hockey equipment, from clothes to gear, and even supplied the USSR national hockey team. The brand EFSI was restored in 2003, when Experimental Group Hockey merged with another company, Experimental Group of Sport Footwear. Since the deep reorganization and restyling undertaken then, EFSI improved its production quality and assortment. At present the holding includes such brands as EFSI, which specializes in hockey equipment; EKSI'S, which produces more than 100 models of sneakers, casual and outdoor shoes and sport-specific footwear and sports apparel; and VISU, which manufactures racing skis and poles. The trade company AthleticSport distributes EFSI's products.

→ www.efsi.ru

→ ELASTANE

(see spandex)

→ ELEMENT

***1992**; *USA*; founder: **Johnny Schillereff**. Element emerged from the company Underworld Element. With the vision to establish a label that would bring progress to skateboarding, skateboarder Johnny Schillereff took control of Underworld Element, dropped the first part of the name, completely transformed the label and thus laid the foundation for today's success. The brand was acquired by Billabong in 2001. Male and female customers can buy Element boards, apparel and accessories globally.

→ www.elementskateboards.com

→ ELEVEN

***1998**; *Switzerland*; founder: **Franz Bittmann**. In 1998, snowboarder Franz Bittmann somewhat annoyingly realized that no matter what special outfit he managed to source, he would find it the next day on the slopes on someone else. So he began to make his own clothes. In 2005 Leandro Davies joined the team as co-owner of the label. The company, based in Glattfelden, is proud of its authenticity and origins and places the individuality of its customers at the forefront in developing and designing its snowboard and lifestyle wear.

→ www.eleven.ch

→

Element



Eleven



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→ F2 / FTWO

***1981**; *Austria*. F2 was born out of a passion to ride waves or mountains and it caters to people who live for their passion and are not swayed by mainstream sentiments. F2 was part of the Boards and More Group until 2007, then the two brands F2 and FTWO became independent. FTWO aims to be true in its commitment to sports with hardgoods and softgoods that reflect the mindset of those really involved (if you live it you can sell it). Following the idea of basing the brand where the sport lives, the snowboarding division, along with the headquarters of F2 International GmbH, are located in the heart of the Alps, in Salzburg, Austria, where glaciers and mountain resorts offer year-round testing possibilities. The surf division is located in Maui, Hawaii because the company believes that the cradle of the sport is the only credible place from which to launch an offensive in all things surfing.
→ www.f2.com

→ FALKE ERGONOMIC SPORT SYSTEM

***1895**; *Germany*; founder: **Franz Falke-Rohen**. The Falke Group launched the Falke Ergonomic Sport System sports line in 1996. It is a three-pillar concept that focuses on the ergonomic properties of the human body and supports them. The stocking specialist was the first to offer a functional running sock, which triggered a minor revolution. Later, the product range was expanded to include products for up to 13 different sports (including skiing, snowboarding, long-distance skating, trekking, walking, motorbiking, golf and tennis). In 2002, performance sports underwear with fashionable designs followed, and then outerwear and kids' fashion. Since 2006, Falke has had a complete product range in the sports segment. In 2006, the brand was awarded the Runner's World Ispo Award in the Running Clothing category, and in 2007 the company received the Federal Republic of Germany's Design Prize. In 2008, Falke launched a yoga and fitness line as well as urban outerwear. Falke Ergonomic Sport System is a division of the Falke Group.
→ www.falke.de

→ FALLEN

***2000**; *Carlsbad/California/USA*; founder: **Jamie Thomas**. Fallen footwear is a skateboard footwear company originally founded as Armee. But after the US Army protested, the brand was renamed Fallen. The idea behind the brand is "Rise with the Fallen." Footwear is supplemented with fleece, jackets, shirts, pullovers, beanies and backpacks. Fallen is part of the Black Box Distribution family. Soon the brand will present its first skate video, *Ride The Sky*.
→ www.fallenfootwear.com

→FEDERATION

***2000**; *Auckland/New Zealand*; founders: **Nick** and **Jenny Clegg**. Founded

F2/ Ftwo



Falke Ergonomic Sport System



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als in the sailing market. Since then, the company's aim has always been to provide the very best technology and design that will help optimize sailors' performance.
→ www.henrilloyd.com

→ HI-TEC

***1974**; *England*; **Hi-Tec Sports**; founder: **Frank Van Ezel**. Based in Essex, Hi-Tec Sport is a footwear company that produces comfortable lightweight shoes for the outdoor, golf, gym and court sport activities. The success of this brand started with the first model of shoe, the Hi-Tec Squash, specifically designed for the game of squash. In 1982, the brand was launched worldwide. Today it sells 500 Hi-Tec styles and focuses on the mid-price segment. The brand is available in 80 countries.
→ www.hi-tecsports.com

→ HOLDEN OUTERWEAR

***2002**; *Portland/Oregon/USA*; owners: **Scott Zergebel** and **Mike LeBlanc**. Holden is privately co-owned by designer Scott Zergebel and marketing director Mike LeBlanc. The concept is to make high quality and technical outerwear. LeBlanc was a professional snowboarder who saw a market for quality outwear that was true to his lifestyle beyond the sport. Core categories include jackets, pants and headwear for men and women. The line takes its name from Holden Caulfield, the protagonist of *Catcher in the Rye* by J.D. Salinger.
→ www.holdenouterwear.com

→ HONOLUA SURF COMPANY

***1995**; *USA*; founders: **Tom Knapp** and **Randy Blumer**. Honolua was named after the famous bay on the Hawaiian island of Maui. The product range is inspired by the lifestyle of the island watermen and embraces the laidback surf culture of Hawaii. It includes a range of apparel covering mens-, womens- and kidswear. Honolua Surf Company was acquired by Billabong in January 2004. Its products are now also available in Australia.
→ www.honoluasurf.com

→ HORSEFEATHERS

***1989**; *Canada*; founders: **Stewart Carlson** and **Joel DeVille**. Horsefeathers got started when two Canadian high school students started printing their own designs onto T-shirts and hoodies. It was around this time that snowboarding was gaining popularity in Canada and skateboarding was making its comeback. The idea to create their own clothing brand was a way to protest against locals who discriminated against anything linked to these sports. However, things didn't get going and designs piled up in the backshelf until 1994, this time in the Czech Republic. Having all the designs and logos to draw from, Horsefeathers soon had

Henry Lloyd



Hi-Tec



Holden Outerwear



H_vor_RZ.indd 188 20.10.2008 15:35:33 Uhr

→ IQ-COMPANY

***1994**; *Germany*; founder: **Markus Courtial**. Born from the belief that divers deserve their own identity, iQ-Company is now established as the leading dive-style brand in Europe. The iQ-fish has become a globally recognized symbol for great times above and below the water surface and lifestyle and fashion products that bring to mind of colorful underwater landscapes and the laidback diver vibe. The brand produces tees, sportswear, swimwear, shoes, bags and accessories.
→ www.iq-company.com

→ IRIEDAILY

***1994**; *Germany*; founders: **Daniel Luger** and **Walter Molt**. Berlin-based Iriedaily is a division of W.A.R.D. GmbH, which was started in 1990 by Daniel Luger and Walter Molt. In the beginning W.A.R.D. focused on printing tees for different bands. After four years, in 1994, Molt and Luger decided to introduce their vision of streetwear to the world and launched their own label. Today, Iriedaily is an international brand that is strongly connected to art, street culture and the inner city life in general. It is guided by art director Jaybo (aka Monk) and his team. Iriedaily aims to combine the founders' own roots with ambitious original designs and function. Its clothes include tees, denim, pants, hoodies, tops and jackets for men and women and target those related to the graffiti art, skate and music scenes. Iriedaily is sold in Austria, Italy, the Netherlands, Belgium, France, Jamaica, Russia and most recently, Scandinavia and Spain.
→ www.iriedaily.de

→ IRONS, ANDY

***1978**; *Hawaii/USA*. Andy Irons is a professional surfer and the older brother of surfer Bruce Irons. He has won the world title three times (2002, 2003 and 2004) and the Rip Curl Pro Search title in 2006 and 2007. He turned pro in 1998 and is known for his large carves that create a lot of spray. He was inducted into the Surfing Walk of Fame in California in 2008. His activewear sponsors include Billabong, Von Zipper and Dakine. He is married and resides in Hawaii.

→ IRONS, BRUCE

***1979**; *Lihue/Hawaii/USA*. Bruce Irons, the younger brother of three-time world champion surfer Andy Irons, is also a professional surfer who is know for his aerial moves and tuberiding talents. He started surfing at age seven. He defeated Kelly Slater and won the 2001 Pipe Masters event and gained mainstream fame when he won the Quiksilver in Memory of Eddie Aikau Big Wave Invitational in surf that was up to 25 feet high. He also has surfed in the 2005 Pipe Masters tour. Irons is sponsored by numerous active brands, including Volcom, Oakley, Body Glove, Dakine, DC Shoes and Nixon watches.
→

IQ-Company



Iriedaily



Bruce Irons (photo courtesy of Dakine/A-Frame)



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MASTHEAD

→ JACK WOLFSKIN

***1981**; *Germany*; founder: **Ulrich Dausien**. Jack Wolfskin manufactures apparel, footwear and equipment, including technical outdoor apparel, functional mountaineering and trekking footwear, rucksacks, tents, sleeping bags and luggage. Starting with double jackets (jackets with zip-in inner jackets), the brand extended into footwear in 1999. Its roots can be traced to the founding of Hobbyt Ausrüstung für Draussen GmbH as a wholesaler of outdoor clothing and equipment in Frankfurt. In 1983, it established the Jack Wolfskin brand and introduced its paw logo. Six years later, the brand entered the Japanese market via a licensing deal. In 1991 Hobbyt Ausrüstung für Draussen GmbH was sold to the company Johnson Outdoors Inc. In 2002, the private equity company Bain Capital LLC. acquired Jack Wolfskin GmbH from Johnson Outdoors and three years later, in 2005, Quadriga Capital GmbH and Barclays Private Equity GmbH purchased the brand from Bain. Manfred Hell, CEO of the brand, also holds part of the company. With the 1993 opening of the first Jack Wolfskin franchise store in Heidelberg, the brand launched a retail offensive. Today, Jack Wolfskin has 147 franchise stores in Germany, monobrand stores in 11 countries and distribution to approximately 20 countries. Jack Wolfskin is the biggest franchise company in the sports business. At the end of 2007, the brand opened its first store in Beijing. It current expansion focuses on Eastern Europe and China. The company's turnover in 2007 was €156.3 million.

→ www.jackwolfskin.com

→ JANNARD, JIM

***1950**; *USA*. James "Jim" Jannard is the reclusive founder of eyewear and apparel company Oakley, Inc., and has been its chairman and director since its inception in 1975. Back then, Jannard was a 25-year-old dropout from the pharmacy school at University of Southern California, and sold motorcycle parts out of his car. He named hisdistribution company after his English setter, Oakley, and invented unique cam-shaped motocycle grips that became a hit. The grips led to motorcycle goggles in the late 1970s and, later, to ski goggles. In 1983, Jannard started thinking about his next move: sunglasses. An American cyclist, Greg LeMond, discovered Oakleys. When he finished second in the 1985 Tour de France, the shades were legitimized overnight. Jannard is also the founder and principal backer of RED Digital Cinema, a manufacturer of high-resolution video cameras. Jannard is married with four children and lives on Orcas Island in the state of Washington.

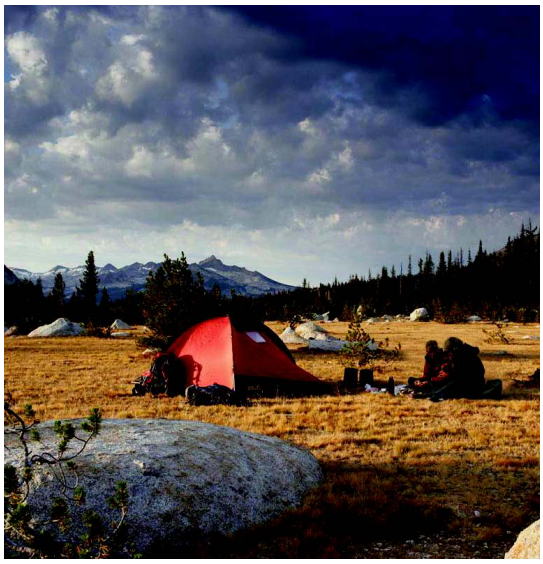
→ www.oakley.com

→ www.jannard.com

→ JANSPORT

***1967**; *USA*; **VF Corporation**; founders: **Murray Pletz**, **Jan Lewis** and **Skip Yowell**. JanSport is the world's leading manufacturer of backpacks and col-

Jack Wolfskin



Jansport



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→ K-SWISS

***1966**; *Switzerland*; founders: **Art** and **Earnest Brunner**. Passionate skiers, the Brunner brothers discovered their love of tennis in sunny California. With the signature K-Swiss "Classic" they developed the first leather tennis shoe, which quickly became a top-seller in the US. Their years of success in ski sports were reflected in the shoe design with such optical details as the five stripes and the D-Ring lace holes. The "Classic" is a favorite among tennis players today and has also become a staple for fashionable sneaker fans. The shoe was the starting point for a comprehensive lifestyle collection including footwear and apparel. Tennis court highlights are, as always, reflected in the collection, but now in a trendier interpretation. The clothing line includes polos, shirts, T-shirts, hoodies, knitwear, shorts and sporty blazers and jackets, with the omnipresent five-stripe design as trademark. In addition to collaborations with musicians and artists, the brand also has two stores named Konnected in London and Amsterdam, as a platform for creative people. The international firm, with headquarters in Westlake Village, California, is today managed by Steven Nichols and the company board of directors. The brand is marketed worldwide and has operations in the US, Asia and Europe, from where the distribution and service organization in each local country market is coordinated.
→ www.kswiss.com

→ K1X

***1993**; *Germany*; founder: **Christian Grosse**. Developed by the basketball and sneaker specialist store "kickz" in Munich, k1x (pronounced "kay-one-ex") is a basketball lifestyle brand and one of the first to simultaneously emphasize on-court and off-court clothing. The product range consists of various performance basketball and street kicks and hiking boots, along with tees, suits, jerseys, shorts, caps, hats, sweatshirts, hoodies, jackets and various accessories. For spring/summer 2009, K1x launched its first women collection, called K1x Shorty. It contains windbreakers, zip hoodies, sweatpants, T-shirts and sneakers. The brand operates four stores in Munich; a fifth store there and flagship store in Berlin are planned. Expansion is taking place in Dubai and China as well, where the brand currently has 16 stores. K1X's employees, from the CEO to its designers, are players themselves, hence the brand's reputation for authenticity, premium functionality and fresh urban styles. It is distributed in approximately 25 countries, including Germany, Japan, Australia, France, Italy, Spain, the USA, Canada, China and Russia.
→ www.k1x.com

→ K2

***1961**; *USA*; founders: **William** and **Donald Kirschner**. Today, K2 Sports has an international portfolio of 16 world renowned brands over 40 consumer products categories with a primary focus on

K-Swiss



K1X



K2



K_vor_RZ.indd 214 20.10.2008 15:47:38 Uhr

outdoor and sporting goods and other recreational products. The company manufactures and markets skiing, snowboarding, snowshoe, bike, inline skate and telemark/Nordic ski equipment, apparel and accessories. It was born in the days following WWII, when family-owned Kirschner Manufacturing did business on Vashon Island as a producer of splints and animal cages that utilized reinforced plastic and fiberglass. In 1961, using a pair of borrowed skis as a pattern, Bill Kirschner made a pair of fiberglass skis. He took his concept to Anderson & Thompson Ski Company (A & T), a Seattle-based distributor of ski equipment, and his product came to life becoming the bare essentials of what K2 is today. In 1967 Kirschner separated the 6-year-old ski business from Kirschner Manufacturing and named the new company K2 after the two Kirschner brothers, Bill and Don, and the famous Himalayan mountain. K2 separated from A & T and began to establish its own distribution and marketing channels, and a new marketing direction to make not just intermediate skis, but world-class racing skis as well. The company was officially renamed K2 Sports in 2003.
→ www.k2sports.com

→ KAELIN SPORTSWEAR

***1982**; *New York/USA*. Former Head Sportswear employees founded Kaelin Sportswear as a women's sportswear collection with fashion edge. The company split with longtime distributor Diadora America and has been distributed by Balle de Match since July 2008. Offerings include tenniswear and general sportswear for men and women such as skirts, shorts, warm ups and polos. Designed from offices in New York, the brand is overseen by Stu Keiller out of Baltimore, Maryland.
→ www.kaelinsportswear.com

→ KAMIK

***1898**; *Canada*; founder: **William Cook**. Now in existence for more than 100 years, Montreal-based Genfoot Inc. brand is one of the world market's best-known specialists in the design, production and marketing of outdoor footwear. The Kamik shoe models are manufactured at the company's own plants in Canada, the US and Asia. Privately held Genfoot Inc. is now being run by siblings Rick, Norman, Steve and Cathreen Cook, the fourth generation of Cooks to manage the family company. Kamik offers functional outdoor shoes for women, men and children that feature distinctive Canadian styling. Hallmarks of the brand include innovative techniques in the construction of multi-layer Zylex inner linings for shoes, the comfort footbed and Vibram soles. In the premium product range, Kamik includes OutDry membrane technology for absolute watertightness, breathability and comfort. In the language of Canada's native population, the Inuit, "Kami" means "clothing for the feet." As its brand logo, the company chose the Inukshuk, an old Inuit symbol that depicts the outdoors. These stone figures were once used →

Kaelin Sportswear



Kamik



Sportswear International

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→ L1 OUTERWEAR

***2004**; *USA*; L1 was started in 2004 under the roof of Nitro because there was no clothing brand in the industry that represented why the founders got into snowboarding and skateboarding in the first place: individuality. So L1 Outerwear set out to personalize snowboard outerwear with inspiration from very diverse tastes. Today, L1 Outerwear offers performance enhancing clothes–with technical fabrics, taped seams, breathability and water resistance–designed to fit the demands of pro snowboarders that also feature new styles, colors and details that are far from mainstream.
→ www.l1outerwear.com

→ LA MARTINA

***1936**; *Argentina*; **La Martina**; founder: **Lando Simonetti**. Started as a technical supplier for the Argentinean National team at the Olympic Games in Berlin, the brand was born from a passion for polo. The original target was initially polo players but over the years La Martina evolved into a lifestyle brand that merged the freedom of the country with sophisticated urban life. Today, La Martina offers a wide range of items, including clothing, leather bags, accessories, shoes, perfumes and watches.
→ www.lamartina.com

→ LA SPORTIVA

***1928**; *Italy*; **La Sportiva Spa**; founder: **Narcisio Delladio**. La Sportiva manufactures a complete range of mountain, trekking, running and climbing shoes and stresses research for innovative and purposeful solutions. It started in 1928 with Narcisio Delladio who handcrafted wooden clogs and leather boots for lumberjacks and farmers of the Fassa and Fiemme Valleys in Northern Italy. In the 1950s, La Sportiva started to produce ski boots but, with the arrival of plastic, the production concentrated on mountain boots, cross-country skiing footwear and, later, on climbing. After an unsuccessful agreement in 1998 with the US company The North Face, which was terminated in 2000, La Sportiva is now owned 100% by the Delladio family. In 2006, the Italian company and the American La Sportiva NA merged to support the brand's strength with its customers all over the world.
→ www.lasportiva.com

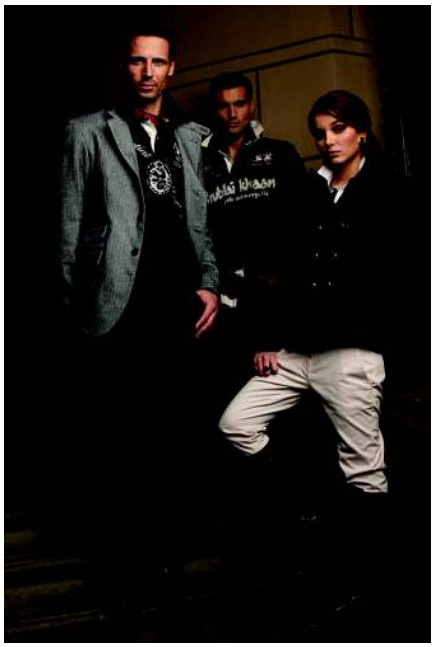
→ LACOSTE

***1933**; *France*; **Lacoste SA.**; founder: **René Lacoste**. Lacoste's roots stretch back to the 1927 with the tennis champion René Lacoste who "stole" the American Cup away from the Americans, together with his teammates (called The Musketeers). At that time, the US press started to nickname him "The Alligator" because of his pugnacious nature on the court. Two years later, as an international sports celebrity, he designed a cotton shirt in a comfortable aired mesh for his

L1 Outerwear



La Martina



La Sportiva



L_vor_RZ.indd 224 20.10.2008 15:51:25 Uhr

→ MIKASA SPORTS

***1917**; *Hiroshima/Japan*. Although founded in Japan in 1917, Mikasa Sports relocated to Irvine, California in 1973. Mikasa produces hardgoods and sports equipment such as the official volleyball for the 2008 Beijing Olympic Games. The company also produces game balls and accessories for water polo, soccer, football and rugby for use in professional or playground games.
→ www.mikasasports.com

→ MILLET

***1921**; *France*; founders: **Mr. and Mrs Marc Millet**. Employed by the Maréchal waxed tablecloth company, the Millets founded a provisions bag and haversack production company in St Fons, France. Seven years later, they moved to Annecy in the French Alps. In 1934 the first Millet backpack collection and the first backpacks with frames were presented. During WWII, their sons René and Raymond were involved in the French Resistance and supplied backpacks to that movement. In 1945, the brothers took over the company. By 1950, Millet was a supplier to the first French expeditions to the Himalayas and supplied equipment for the first expedition to successfully conquer a mountain higher than 8,000 meters. These exploits confirmed Millet as the leading mountaineering backpack manufacturer in France and the reputation of Millet products grew worldwide. In 1964 for the first time in Europe, Millet launched all-nylon backpacks. Garments were introduced in 1977. In 1995, Millet was acquired by the French Lafuma group.
→ www.millet.fr

→ MISTRAL

***1976**; *Switzerland*; founders: **Ernstfried Prade** and **Peter Brockhaus**. Mistral was the world's first windsurfing brand and has been the most famous and successful group in this field for 30 years. It has become synonymous with water sports in general and is represented by the world's most celebrated water sport hero, the legendary Robby Naish. This heritage indicates that customers are purchasing authentic products of the highest quality ("Mercedes on the water"). To further strengthen its presence in board riding, Mistral entered the surfboard market in 2004, introducing limited editions designed by one of the most recognized surfboard shapers in the world, John Amundson. In 1991 Mistral was bought by Klaus J. Jacobs who founded the Boards and More Group in 2000 to which Mistral belongs today. However, Mistral is not only a surfboard company. It has a broad portfolio of licensees in sportswear, sunglasses, watches, perfume, shoes, bags and travel organizers (Club Mistral).
→ www.mistral.com

→

Mikasa Sports



Mistral



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practical and used very innovative materials such as colorful nylon and polyurethane foam. Nowadays, Moon Boot is a synonym of après-ski boots and an iconic product that has invented a new category of shoes in the winter footwear.
→ www.moonboots.it

→ MORENO SISTERS (IBALLA & DAIDA RUANO)

***1977**; *Gran Canaria/Spain*. Born on the windsurfing paradise Gran Canaria, Iballa and Daida Ruano Moreno, widely known as "The Moreno Sisters," are professional windsurfing stars. The twins (who are known both for their surfing skills and their appealing looks) started windsurfing in 1995 in Pozo Izquierdo Beach where they grew up and turned professional in 1998 when they signed with Roxy (initiated by surf legend Robby Naish). Several world championship titles and impressive photo and video shoots have made the sisters famous in the world's surfing circuit and beyond.

→ MOUNTAIN HARDWEAR

***1993**; *USA*; founders: **Jack Gilbert, Paul Kramer, Mike Wallenfels** and **Paige Boucher**. Mountain Hardwear is well known in the outdoor industry as a leading manufacturer of high-end mountaineering and outdoor equipment, apparel and accessories. In 1993, a small group of people with longtime experience in the outdoor industry decided to get together and form their own brand. Jack Gilbert was the former VP of sales and marketing at The North Face and former president of Sierra Designs. All avid outdoor enthusiasts, the group included a fly fisherman, backpacker and snowboarder, climbers and a backcountry skier. In the first season, they brought together a product line within 90 days and introduced two products that are still in the line today: the Exposure Parka and the Sub Zero Jacket. Since 2003, Mountain Hardwear has been a wholly owned subsidiary of Columbia Sportswear Company. The brand distributes its products through specialty outdoor and sporting goods retailers in the US and more than 40 countries worldwide. Mountain Hardwear has won numerous product and customer service awards since its inception, reflecting the company's commitment to and passion forinnovation. More than 90 people are work in the California office and there are more than 35 sales reps and associates across the US and Europe, and representatives in Canada, Asia, South America, Australia and New Zealand.
→ www.mountainhardwear.com

→ MURPHY & NYE

***1933**; *USA*; founders: **Jim Murphy** and **Harry Nye Jr**. The nautical sportswear brand and sailing share a bond that goes back to the early 20th century, when Jim Murphy and Harry Nye Jr. founded Murphy & Nye as specialized sailmakers. In 1937 Murphy & Nye became increasingly involved in the racing world, and Milton Wagerfurth won the Star World Championship →

Moreno Sisters



Murphy & Nye



M_vor_RZ.indd 248 20.10.2008 16:05:10 Uhr

the years. Its first sponsored athlete was tennis star Ilie Nastase while its first professional runner signed was Steve Prefontaine. The company has been protested against for working with factories that lack protection of human rights for workers. Recent seasons have shown diverse styles and customizable color palettes to keep the brand fresh and invigorated.
→ www.nike.com

→ NIKITA/ATIKIN

***1994**; *Iceland*; founder: **Heida Birgisdóttir**. Nikita's roots lie within the small boardsport scene in Iceland. Designer Heida Birgisdóttir was one of the owners of boardsports/clothing store T_ndi hlekkurinn (The Missing Link) in Reykjavik when in 1994, inspired by the influence of boardsports on street clothing and the lack of it availability to women, she began making clothes for herself and some friends. In 1999 more than 1,000 pieces of her designs were sold in Reykjavik so the idea of marketing them internationally entered her mind. Thus Reykjavik-based Nikita and the slogan "for girls who ride" were born. The concept was introduced internationally in 2000. Since then Nikita has introduced two collections annually, marketed the brand extensively and set up international distribution. With the introduction of Atikin, Nikita's men-specific clothing line ("a streetwear line for sideways guys"), Nikita started catering to males as well. Nikita sponsors a team of world-class snowboarders, surfers and skaters, and has offices in Hamburg, San Francisco and Hossegor, France.
→ www.nikitaclothing.com
→ www.atikin.com

→ NING, LI

***1963**; *Liuzhou/Guangxi/China*. Ning is the founder of the Li-Ning brand and the group's chairman and an executive director. He is primarily responsible for the group's overall corporate strategies, planning and business development. A one-time professional gymnast, he won 106 metals in his 17 years as an athlete and is known as the "Prince of Gymnastics" in China. In 1987, Ning became the only Asian member of the Athletes' Commission of the International Olympic Committee. After retiring in 1989, Ning initiated the idea of Li-Ning brand with the goal of creating the first national sporting goods brand in the China.
→ www.lining.com

→ NITRO

***1990**; *USA*; founders: **Sepp Ardelt** and **Tommy Delago**. Nitro Snowboards was started 1990 in Seattle, Washington when two snowboarders wanted to make quality gear because there weren't a lot of good choices out there. Snowboarding was their passion and focus and it still is today. Nitro has a history of bringing innovations to the snowboard market including the first asymmetrical twin-tip, the first women's pro model, progressive →

Nikita/Atikin



Li Ning



Nitro



Sportswear International

N_vor_RZ.indd 257 20.10.2008 16:09:27 Uhr

sidecuts and the first three-piece adjustable freestyle binding. All the Nitro products are designed at the design office in Seattle, then European engineering and craftsmanship take them to the next level. Today, Nitro is one of the most successful snowboard brands that develops, produces and markets snowboards as well as snowboard boots, bindings, outerwear and accessories. In 2004 Nitro debuted L1 outerwear for men, and in 2006 launched L1ta outerwear for women to push the boundaries of style in technical snowboard outerwear.
→ www.nitrousa.com

→ NIXON

***1997**; *Encinitas/California/USA*; founders: **Andy Laats** and **Chad DiNenna**. Since its start in 1997, Nixon has gone from being a little dream of its masterminds to a huge range of watches, wallets, bags, accessories and new ideas driven by a unique point of view. Design and detail drive the brand to create ever new accessories that become objects of desire. Nixon has now become an international name and its products are available in stores all across the world.
→ www.nixonnow.com

→ NOMIS (APPAREL)

***2000**; *Vancouver/Canada* and *Broomfield/Colorado/USA*; founders: **Mat** and **Simon Chamberlin**. Brothers Mat and Simon Chamberlin started Nomis ("Simon" spelled in reverse) as a collection of screenprinted T-shirts. Since 2004, apparel offerings have widened and now include hoodies, jackets, tops, accessories, fleece and denim for men and women under Nomis Outerwear and Nomis Girls. Nomis was the first to produce a washable, heated hoodie that charged from an AC adapter. The snowboarding lifestyle is central to Nomis' identity and the brand sponsors a small group of men's and women's pro riders.
→ www.nomisdesign.com

→ NOMIS (FOOTWEAR)

***2003**; *Australia*; founder: **Simon Skirrow**. Nomis specializes in football, rugby and hockey footwear. The technically advanced, award-winning boots for men, women and children are made of kangaroo and bovine leather. Founder Simon Skirrow launched his own brand having gained extensive experience as footwear designer at Adidas. The Nomis range is constantly evolving and now includes gloves, football accessories, shirts and caps. Nomis is currently being sold in the USA, Australia and several European countries, among others.
→ www.nomisfootball.com

→ NORDICA

***1939**; *Italy*; **Tecnica Group**; founder: **Adriano** and **Oddone Vaccari**. Founded in 1939 in Montebelluna, Nordica manufactured leisure time shoes. The great success of the brand arrived after WWII when the company started →

Nixon



Nomis



N_vor_RZ.indd 258 20.10.2008 16:09:37 Uhr

→ O'NEILL

***1952**; *USA*; founder: **Jack O'Neill**. O'Neill, the original North Californian surf, snow and lifestyle brand, was founded in 1952 when a young man named Jack O'Neill took his unstoppable passion for surfing and used it to beat Mother Nature at her own game. Pioneering the world's first neoprene surf wetsuit, O'Neill had successfully found a way to extend his surf sessions in the bone-chilling breaks of Northern California. He opened up the garage doors to his first surf shop in San Francisco soon after. O'Neill's core values–innovation in style and technology–have seen the brand devote itself to the evolution of action sports. From the first neoprene surf wetsuit and board leash, to the world's first stitchless boardshorts and range of wearable electronics–O'Neill's heritage is rich. In touch with this heritage and its universal appeal of board riding culture, the brand now offers wetsuits, surfboards, boardbags, swimsuits, clothing, shoes and much more.

→ www.oneill.com

→ O'NEILL, JACK

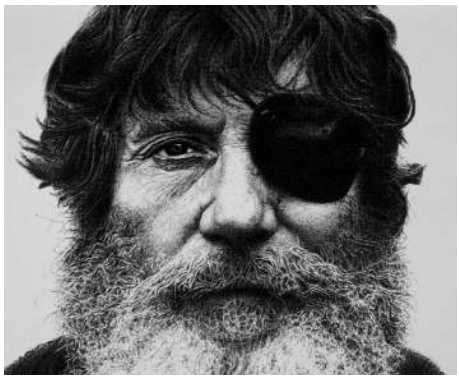
***1923**; *Dever/Colorado/USA.* Californian Jack O'Neill is the legendary but reclusive founder of the original Northern Californian surf, snow and lifestyle brand that bears his name, O'Neill. As a young and super passionate surfer, he invented the fist world's first neoprene surf wetsuit when most of his fellow surfers were wearing jumpers and shirts to keep themselves warm in the cold waters of Northern California. Today, O'Neill still is the company's chairman of the board and an important decision-maker of O'Neill but most of the daily business is done by his family. O'Neill, who looks like a real captain with his signature eye patch, now enjoys teaching children. He takes school kids out on the ocean on a big boat to show them that there is a living sea out there that deserves respect and needs protection.

→ OAKLEY

***1975**; *USA*; founder: **Jim Jannard**. In 1975 Oakley founder Jim Jannard invented the world's first motocross handlebar grip that fit perfectly in the closed fist of a motocross rider. That was the birth of Oakley, a high-tech company that was to go on to develop snow goggles and sunglasses. The company has become world famous for the latter. Based in Foothill Ranch, California, Oakley is now a globally active company. Its product portfolio has continuously expanded and includes sunshades, snow goggles, all kinds of lifestyle and high-tech garments—for example, for mountain biking, snowboarding, skiing, golf, outdoor and surf—as well as corresponding accessories. Oakley has 575 patents in the optical area alone and more than 600 patents worldwide. In 2007 the company, renowned for its high design standards and constant innovations, merged with the Italian Luxottica Group S.p.A. (Chanel, Dolce & Gabbana, Polo Ralph Lauren, Prada, Versace, Arnette, and others).

→ www.oakley.com →

Jack O'Neill



Oakley



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the public. At the 1956 Olympic Games in Melbourne a Japanese Olympian wore Onitsuka shoes for the first time. Upon the formation of ASICS Corporation in 1977, he became president and aimed to diversify the business. In 1992, he became chairman of ASICS Corporation, a position he held until his death from heart failure in 2007. Onitsuka's management style followed that of his mentor, Konosuke Matsushita, the founder of Panasonic. He also served as Japan Basketball Association's president and as lifetime honorary president of the World Federation of the Sporting Goods Industry.

→ OP (OCEAN PACIFIC)

***1972**; *Irvine/California/USA*; founder: **Jim Jenks**. OP stated out as Ocean Pacific, a surfboard label, and grew into a popular lifestyle brand with for young men and women. However, by the 1990s, the brand was rather tarnished and washed up. In 1997, Dick Baker, a former Tommy Hilfiger executive, took over as CEO and the investment firm of Doyle & Boissiere bought a majority stake in the brand. After increasing its worldwide licensed business, and launching the lines OP Classics and fashion-forward Seven2, the rejuvenated OP had sales of nearly $200 million by 2002. In 2004, Warnaco acquired OP for $40 million and assumption of $1 million in debt. In November 2006, Iconix purchased it for $54 million, moved its offices to New York City and decided to distribute it exclusively via a retail license to Wal-Mart in the US, Brazil, India and China. Baker left the company at the end of 2007. Beach going, surfing and water sports still define the brand perspective. OP launched a new ad campaign in spring 2008 featuring young celebrities such as Pete Wenz, Rumer Willis and Wilmer Valderrama.
→ www.Op.com

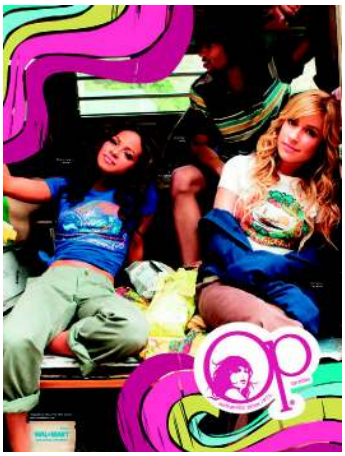
→ OPTION SNOWBOARDS

***1992**; *Vancouver/Canada*. Option's snowboards and bindings are performance driven and professional grade. It also produces men's and women's T-shirts and hats. The Canadian company translates its cachet with pro riders into the consumer market for terrain-specific, specialty and general riding gear. Option owns and operates its own factory and, therefore, is able to enact a high standard of quality control.
→ www.optionsnowboards.com

→ ORAGE

***1989**; *Canada*; founders: **Eric D'Anjou** and **Evelyn Trempe**. Over 15 years ago, Eric D'Anjou and Evelyn Trempe, two life-long skiers, set out to take the ski industry by storm with innovative product designs blended with alternative fabrics. Orage quickly became one of Canada's largest skiwear manufacturers. In 1999 the brand opened a new chapter →

OP



Option Snowboards



Orage



Sportswear International

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in the Orage history book and with it, the brand first stepped toward making a global impact. Successfully introducing itself to the US market with a sales and marketing office based in Burlington, Vermont, Orage leveraged its quality product, strong marketing campaign and a unique look. It then leveraged its North American brand traction onto Europe, introduced its fourth proprietary event, the Orage European Freeskiing Open in Laax, Switzerland, and built upon its team of international athletes. Orage provides high-end, quality products and promotes the true essence of skiing. As a brand dedicated to the core of the sport, it continues to challenge the limits of design by blending alternative fabrics and unique styling to provide innovative outerwear and lifestyle collections.
→ www.orageski.com

→ ORTLIEB

***1982**; *Heilsbronn/Germany*; founder: **Hartmut Ortlieb**. The first products developed by Ortlieb Sportartikel GmbH were a response to the founder's own need for dry bags and bike bags. There were simply none on the market. The first prototypes were produced in Ortlieb's garage and then tested on biking and climbing tours. Today Ortlieb is a leader in its segment, with 100 employees and some 300 products including bicycle, camera, motorbike and travel bags and backpacks, as well as self-inflating mattresses. Characteristic features of the products are the hermetic closing systems such as roll closure, waterproof zippers, Velcro fasteners and QuickSeal closure. Everything from development to mechanical engineering, production, distribution and shipping is carried out under one roof in Heilsbronn. Ortlieb now exports to 20 distributors in 18 countries around the world.
→ www.ortlieb.de

→ OSIRIS

***1990**; *San Diego/California/USA*; founders: **Tony Chen**, **Tony Magnusson**, **Doug Weston** and **Brian Reid**. Osiris is a skateboarding footwear company based in Southern California. It started with four skate shoes for pro skaters such as Adam McNatt or Tyrone Olson. Today the footwear line is segmented into five main categories: pro signature, team, lifestyle, girls' and kids'. While shoes remain the cornerstone of the brand, in spring 2009 Osiris will show a new sandal line and continue to expand its clothing and accessories lines.
→ www.osirisshoes.com

→ OSKLEN

***1989**; *Brazil*; founder: **Oskar Metsavaht**. Especially famous for its boardshorts, the Osken line comprises a full selection of athletic-inspired designs and sophisticated sportswear pieces such as anorak jackets, tees and sweaters. →

Ortlieb



Osiris



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The company often presents shows at Sao Paulo Fashion Week and distributes in South America, Europe, Asia and the US. It currently has 41 of its own stores in Brazil, three in Portugal, two in Milan and one each in New York, Tokyo, Rome and Geneva.
→ www.osklen.com

→ OUTLAST TECHNOLOGIES

***1990**; *USA*. Outlast is a pioneer for the research, development, design and marketing of phase change materials (PCM). The company owns various patents and is constantly involved in researching in the field of thermally adaptive materials. One the patents it owns are the rights for the original temperature-regulating technology and ingredients for fibers, fabrics and coatings (originally developed for NASA). Outlast technology is employed for high quality apparel, footwear, bedding, packaging and other applications of worldwide brand leaders.
→ www.outlast.com

→ OXBOW

***1985**; *France*; founders: **Isabelle Cachot** and **Fabrice Valeri**. When the founders Isabelle Cachot and Fabrice Valeri established themselves as pioneers on the French surfwear scene, the Oxbow brand was born. Headquartered in Bordeaux, on the French Atlantic Coast, Oxbow today is a key player on the board riding sports market worldwide. Since its creation, Oxbow has developed innovative sportswear targeting all surfers, windsurfers, skiers and snowboard freeriders. Oxbow's apparel conveys an avant-garde style boasting both practical and refined colorful aesthetics, a unique and pure riding spirit repealing the surf origin and rooting the brand in nature. The name Oxbow means "meander" and therefore calls to mind the trail left by moving elements. It is also a reference to nature and freedom as fundamental values and to the curves left by board riders in their quest for a perfect day. Products such as the Skolpen pullovers, printed windcoats, and colorful T-shirts, have strongly contributed to Oxbow's success. The logo placed on the shoulder and check pattern print also have become well known. Oxbow had several different owners over the years until 2005. That year, the surfwear brand was integrated into the Lafuma Group.
→ www.oxboworld.com

→ PACIFIC SUNWEAR

***1981**; *USA*. Although Pacific Sunwear of California, Inc. started out as a little surf shop in Newport Beach, California, the idea was always to be the first surf shop to move into California's popular mall locations. Subsequently Pac Sun, as it's more commonly referred to, opened up in Santa Monica Place in 1981, then added seven more mall stores in the West. By 1987 it had grown to 21 stores. Still operating a core business of surf/skate and snowboarding apparel for the young adult market, the Anaheim, California-based

Osklen



Oxbow



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→ PROTECTION GEAR

Helmets and protectors are here to stay in winter sports, for they protect the most sensitive body parts (head and spine) from the worst effects of a fall or collision. And protection gear has also become trendy. The choice is now huge and manufacturers are constantly vying for attention with new designs, colors, styles and technologies. There are now freestyle helmets and freeride helmets. Back protectors and crash pants are being continually upgraded in terms of fit and materials, so that they feel like a second skin. Also available are backpacks with integrated protector plates.

→ PROTEST

***1993**; *Netherlands*; founder: **Coen Dekker**. Protest was started in 1993 by a bunch of snowboarding friends who were looking for functional, stylish and innovative clothing at affordable prices. Only two years later, a summer collection featuring boardshorts and T-shirts was added. This collection was expanded to include a girls' line in 1997. Since 1999 all Protest styles are also available for kids. Since then, the label has grown from a pure snowboard brand into a comprehensive lifestyle brand inspired by various board sports. Despite their excellence and high-quality materials, the products for surfers, snowboarders, wakeboarders and kitesurfers still have a very good price/performance ratio. The company motto is: "The product is the star, the star is not the product!" Protest belongs to Dekker Olifanta BV, which was also founded by Coen Dekker in 1981. Together with Dekker Holz, Dekker Sport & Party Centers and Dekker Immobilien, Dekker Olifanta BV is part of the Dekker Holding Group.

→ www.protestboardwear.com

→ PUMA

1948; *Germany*; founder: **Rudolf Dassler**. The Puma AG was founded as "Puma Schuhfabrik Rudolf Dassler" in Herzogenaurach, a small town near Nuremberg. The foundation of Puma was the result of a quarrel between Rudolf Dassler and his brother Adolf ("Adi") Dassler, and the splitting of their pre-war shoe company "Gebrüder Dassler Sportschuhfabrik.". Adolf ("Adi") Dassler reacted the same way and founded Adidas. One of the highlights in the Puma history is the development of the Puma Atom in 1948-49, Puma's first football shoe. With the Atom, Rudolf Dassler followed the idea of football boots with removable studs and began working on their development and production. In 1962 Puma had a second coup. At the World Cup in Chile, Pelé, for the second time in succession, became a World Cup winner in Puma boots. Two years later he was "Player of the Tournament." In 1952 Rudolf Dassler's son Armin stepped into the company and started the US business. Four years later, Puma managed to equip the US Olympic Crew. In 1958 the "formstrip" became the trademark of the brand and in 1968 the modern Puma logo was introduced. With the death of →

Protest



Puma



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→ QIAODAN

***1998**; *China*; CEO: **Jeng-Nian Ni**. Qiaodan–which sounds like the Chinese pronunciation of Jordan–is one of China's leading sports chain stores. It produces its own sports shoes, couture sportswear and accessories, including Chinese Opera–themed basketball wear, which is extremely expensive at 2323 RMB. The company's slogan is "Basketball and my Chinese Kung-fu."

→ www.qiaodan.com.cn

→ www.mk-qiaodan.com

→ QUIKSILVER

***1969**; *Australia*; founders: **Alan Green** and **John Law**. Quiksilver began in 1969 when two surfers, Alan Green and John Law, discovered a means to live their passion by inventing boardshorts. During the mid '70s, Quiksilver boardshorts had taken a lead on all of the Australian brands due to their design and functionality. In 1976, Jeff Hakman and his friend Bob McKnight founded Quiksilver USA. In 1984, Hakman flew to Europe and founded Quiksilver Europe or Na Pali, the name of the wild coastline situated to the northwest of Kauai Island (Hawaii). Listed on the stock market in 1986, Quiksilver USA became Quiksilver Inc. which in 1991 signed the acquisition of Na Pali SA. In 2000, Quiksilver Inc. bought out Quiksilver International, the Australian owner company of the worldwide brand license, and merged with the Australian license holders. This enabled reuniting the ownership of Quiksilver under one roof. Quiksilver's range is aimed at young men ages 14 to 25 and younger boys with the brands Quiksilver Boys, while the Quiksilver premium line combines high quality fabric with stylish cuts designed for men who appreciate casual style. The products cover the whole range of sportswear, accessories and equipment for boardsports with shirts, fleeces, denim, jackets, sweaters, caps, backpacks, sandals, shoes, watches, sunglasses, technical clothing for snowboarding, protective eyewear, wetsuits, technical Lycra, etc. Quiksilver has also developed a women's line under the Quiksilver brand which offers a year-round range inspired by the spirit of Quiksilver, but interpreted from a timeless feminine perspective.

→ www.quiksilver.com

Qiaodan



Quiksilver



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→ REEF

***1984**; *USA*; founders: **Fernando Aguerre** and **Santiago "Santi" Aguerre**. Acquired by VF Corp in 2005, Reef is one of the world's leading manufacturers of beach and sport sandals and closed-toe footwear. The company is now aiming to grow as an apparel brand for the core surf and wake markets, while ensuring that its footwear business continues to thrive as it has for the past 20 years. Surprisingly, Reef only launched its men's apparel category in 2008 and with that relaunched its closed-toe offerings. Girls' apparel, including swimwear, and new shoe categories are also all recent additions to the company. Reef is sold in more than 100 countries in more than 3,900 doors, including specialty stores, boutiques, department stores and flagship stores. It continues to engage top athletes in innovative marketing programs.
→ www.reef.com

→ REFRIGI WEAR

***1954**; *USA*; founders: **Myron Breakstone** and **Mortimer Malden**. This outdoor brand started in the fabulous '50s in New York. When Myron Breakstone and Mortimer Malden worked in the dairy of Breakstone's family, the cold storage conditions convinced them there was an alternative to wearing uncomfortable heavy wool coats and layers of bulky undergarments. Creating comfortable, insulating clothing that was resistant to the lowest temperatures for workers in industrial refrigeration was their challenge and they searched for the modern way to keep warm. In 1954 Refrigi Wear Clothing Company was born. The first set of Refrigi Wear samples consisted of eight different under and outer garments such as parkas and coats. In 1965 the company moved to Long Island and stayed there for almost 30 years. Refrigi Wear soon became popular with campers, hunters and sportsmen for all kinds of extreme outdoor experiences. The range was first introduced in Europe in the '60s and soon became more fashionable. The sleek and stylish Macho Town Coat, which has contributed to Refrigi Wear's popularity in the Italian market, made its debut in 1979. Ron Breakstone, Myron's oldest son, together with apparel specialist Mark Silberman purchased the company in 1988 from the founders and brought a fresh outlook, a new location in Dahlonega, Georgia and revised sales and marketing strategies Italy's Sixty Group has distributed the brand in the European market since 1990.
→ www.refrigiwear.it

→ REHALL CLOTHING CO.

***2000**; *Netherlands*; founder: **Ronald Smits**. More than 20 years ago Ronald Smits started designing and building surf- and snowboards. He then went into designing matching functional sports and lifestyle clothing such as T-shirts and boardshorts with fit and the right fabrics in mind. In 2000 he founded his own brand, Rehall, an ac-

Reef



Refrigi Wear



Rehall Clothing Co.



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tive sportswear label which now offers a complete functional sportswear and stylish streetwear collection created by the Rehall design team and its riders for those who love to ride.
→ www.rehall.com

→ RIDDELL

***1939**; *USA*; founder: **John Tate Riddell**. Protecting footballer's heads from injury since 1939, Riddell is the official helmet of the National Football League (NFL) and the standard against which all field helmets are measured. In its drive to advance state-of-the-art athletic equipment, the company recently introduced the Riddell Revolution IQ HITSTM, the first individual helmet that has a combination of an Advanced Fitting System and Quick ReleaseTM Face Guard System that allows rapid and easy player access and monitors and records every significant incidence of head impact sustained during play. Riddell also makes apparel and gear for other sports including baseball, basketball, lacrosse, soccer, softball, tennis, track and field, volleyball and wrestling.
→ www.riddell.com

→ RIDE SNOWBOARDS

***1992**; *USA*; founders: **Roger Madison**, **Tim Pogue** and **James Salter**. One of the fastest growing and savviest snowboard brands in the early 1990s, Ride targeted early generations of freestylers with its products and designs and acquired such brands as Thermal Snowboards, 5150 and SMP Clothing to become, in two years, the second leading snowboard brand in the US behind Burton. Today, Ride produces equipment and accessories and directional men's outerwear and streetwear under the Cappel label. It is owned by the Seattle-based sports giant K2 Inc. Some of its latest innovations include new carbon technologies, lacing and super lightweight urethane-infused fabrics as well as collaborations with Tokidoki and JB Classics. Its snowboards offer equally innovative technologies, including Cleave Edges, Slimewalls and Carbon Array power distribution. Ride boots are some of the lightest, shortest-length performance boots in the market.
→ www.ridesnowboards.com

→ RIDER

***1986**; *Brazil*; founders: **Alexander** and **Pedro Grendene**. Rider was born out of the idea of developing functional, stylish and comfortable sport sandals, which the brand calls "after sport footwear." With its focus on combining diverse stabilizer and shock absorption systems with highly fashionable looks, comfort and durability, Rider has since become the largest and best known sandal brand in the South American market. Since the launch in 1986, Rider sandals are exclusively produced by the Brazilian footwear manufacturer Grendene and are distributed in Germany and Austria by Wave & Motion Sport und Mode GmbH.
→ www.rider.de →

Riddell



Ride



Rider



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→ ROSASEN

***1999**; *USA*; founders: **Chris Rosaasen** and **David Kasischke**. Bringing hip to golf, Rosasen injected much-needed modernity and cool into the traditionally staid game of golf and its gear when it was founded. Although the brand fell on hard times by the middle of the decade, Rosasen at its peak was sold in top department and specialty fashion stores in the US, Canada, Japan, Australia, Korea the UK, Italy, Germany, Austria and Benelux. In 2004 the brand opened a flagship store on LA's Robertson Blvd. and even produced a well-received women's line. The brand is arguably best known for its collegiate-style looks such as khakis and sportcoats and tradition of bright colors and bold prints.
→ www.rosasen.com

→ ROSSIGNOL

***1907**; *France*; founder: **Abel Rossignol**. Abel Rossignol was a wood craftsmen and head of a wood turnery in a village near Grenoble, France. His passion for skiing made him to produce his own pair of skis and after he won a competition, one of the world's leading ski companies was born. Throughout the years, Rossignol skis rose to fame through generations of legendary ski champions. In 1956, the company got a new leadership: Laurent Bois-Vives set out international dimensions and focused exclusively on the ski production (before, the brand also produced sledges). In 1968 Rossignol became the leading producer of plastic skis and the first subsidiaries in other countries were established. In 1975, Rossignol extended the production to tennis rackets and the first Rossignol ski boot followed in 1989. In 1991 Rossignol stepped into the golf market with the acquisition of the US brand Roger Cleveland Golf Company. The company also started producing snowboards in the mid '90s and was one the first big brands to invest in the new fun sport. In 1999 the brand introduced its first apparel line. Rossignol started in France with a line of technical skiwear but with the 2003 launch of the "Pure Mountain Company"concept, the brand became an all-year outdoor brand. Today, Rossignol collaborates with designers such as Jean-Charles de Castelbajac and Pucci. In 2005, the Rossignol group was acquired by Quiksilver. Three years later, in August 2008, Quiksilver announced that it was selling the flagging brand to Chartreuse & Mont Blanc, which is majority owned by the Macquarie Group of Australia, for $147 million, a price that was less than half of what Quiksilver paid for Rossignol in 2005.
→ www.rossignol.com

→ ROXY

***1990**; *Australia*. Roxy emerged in 1990 as the brainchild of the Australian company Quiksilver–it was the first boardsport brand for young women. Roxy (the name of Quiksilver founder Alan Green's daughter) embodies naturalness and the joy of life in the areas of surf, skate, snow, urban and music and continues to be an exclusively female →

Rossignol



Roxy



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brand today. The product range includes performance products as well as streetwear, plus shoes and corresponding accessories. For teens there is the Roxy Girl line and for the very young, the Roxy Teenie Wahine line. Roxy sponsors more than 200 female athletes worldwide, including surf world champions Lisa Andersen and Sofia Mulanovitch.
→ www.roxy.com

→ RRD

***1989**; *Hawaii/USA* and *Italy*; founder: **Roberto Ricci**. Surf brand RRD has its roots in two completely different spots of the world, a long way away from each other: Maui and Tuscany. The brand, initially registered as RRD Roberto Ricci Designs, wants to express the bonds between typical Hawaiian surfing and Italian creativity and know-how. Roberto Ricci, once a professional athlete in the windsurf World Cup, started his business with custom-made boards for professionals, which he designed and constructed at his factory at Grosseto. In 1993 he started up a proper business which soon became a leader in the windsurfing and kitesurfing sectors. In 1994 he produced its first complete windsurfing board collection. The line is sold in 500 POS in Italy, France, Scandinavia, Greece and Spain.
→ www.rrd.it

→ RUSSELL ATHLETIC

***1902**; *USA*; founder: **Benjamin Russell**. Experiencing a resurgence in popularity following its acquisition by Berkshire Hathaway's Fruit of the Loom subsidiary for $600 million in August 2006, the Russell Manufacturing Company was founded in 1902, with eight knitting machines and a dozen sewing machines. Today, this conglomerate is a worldwide leader in the sports apparel industry, with annual sales of more than $1.4 billion. The many brands under its umbrella include Russell Athletic, Jerzees, Mossy Oak and the women's brand Moving Comfort, among others. In addition to producing its successful apparel for the commercial market, Russell is a leading supplier of team uniforms in the US and the largest provider of basketball equipment in the world.
→ www.russellathletic.com

→ RUSTY

***1985**; *USA*; founder: **Rusty Preisendorfer**. Before starting his own company, Rusty Preisendorfer was shaping boards for the world's top surfers under the Canyon label. Today Rusty produces more than 15,000 surfboards annually but in terms of sales, its apparel and swimwear lines for girls and guys are even more important. The brand targets "young salty urban lifestylers" ages 16 to 25. International growth has been fueled by licencees– the first one was appointed as early as 1987. Today, the company is still partly owned by Preisendorfer and has manufacturing and selling licensees all around the world.
→ www.rusty.com

RRD



Rusty



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→ SERGIO TACCHINI

***1966**; *Italy*; **H4T**; founder: **Sergio Tacchini**. Founded in the '60s by the Italian tennis champion Sergio Tacchini, this brand offered high quality tenniswear with a new experimental use of colors when white still dominated the courts. At the end of the '80s, Sergio Tacchini Spa started to produce technical garments for other sports such as ski, fitness, golf and sailing. Over the years, the brand linked its name to important athletes and sport stars such as the tennis players John McEnroe, Jimmy Connors, Gabriela Sabadini and Martina Higgins, the skier Marc Girardelli and the golfer Costantino Rocca–as well as sailing teams such as Team Ocean and +39 Challenge. After some years of financial problems, in April 2008, Sergio Tacchini was acquired by Billy Ngok, president and major owner of the Hong Kong-based firm Hembly and owner of the Italian company H4T that had administrated the brand for about a year before the 2008 takeover.

→ www.sergiotacchini.com

→ SESSIONS

***1983**; *USA*; founder: **Joel Gomez**. In 1983 the sport of skateboarding and boardsports culture was on the verge of explosion in California. So Joel Gomez, a young skater from Santa Cruz, opened a small retail shop. His passion for surfing, snowboarding and music started to make his career and helped him to carry the Sessions name across the globe. Today, Sessions is a core action sports apparel brand committed to the lifestyle of skateboarding, snowboarding, freeskiing, punk music and youth culture.

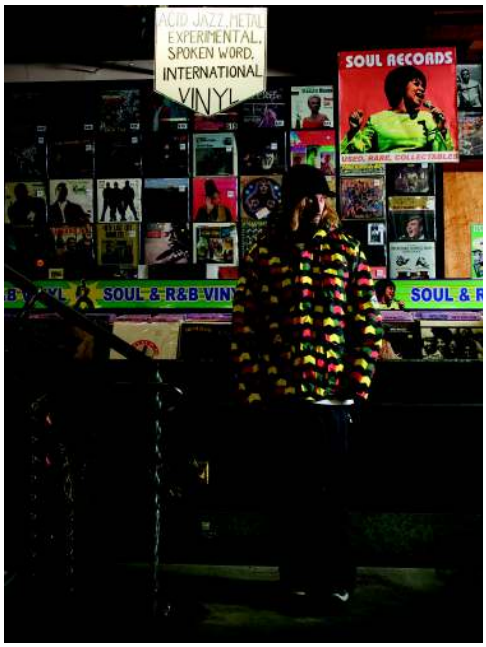
→ www.sessions.com

→ SHARAPOVA, MARIA

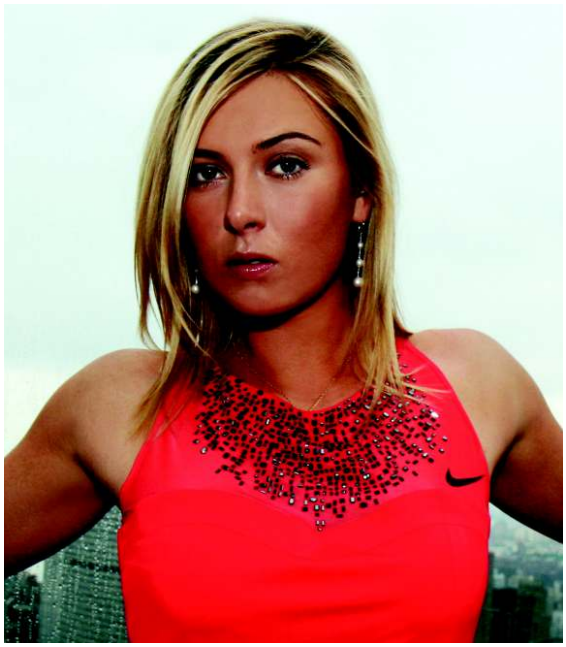
***1987**; *Siberia/Russia*. Born on April 19, 1987, Sharapova began playing tennis at age 4 after the family moved to Sochi, a Black Sea resort town. In October 1993, during the Kremlin Cup in Moscow, the great Martina Navratilova happened to notice the 6-year-old play. It was then that Sharapova's father Yuri decided to bring the girl to the USA for world-class coaching. In 1995, after many difficulties, she received a scholarship to IMG's Nick Bollettieri Tennis Academy in Bradenton, Florida. In November 2000, at age 13, she won her first important tournament, the Girls' 16-and-under Eddie Herr Championships. She became WTA Newcomer of the Year in 2003, and in 2004, at 17, won Wimbledon and was named WTA Most Improved Player of the Year, entering the top 10 for the first time. In August 2005 she became the world's number one player and since then has been in the top ten, which is longer then any other current player. Her sponsors are Nike, Prince, Canon, Sony Ericsson, Tiffany, Tag Heuer, Land Rover, Colgate, Parlux Fragrances, Gatorade and Tropicana. Sharapova is committed to charity and was named a UNDP Goodwill Ambassador in 2007. She often appears on the covers of international publications, such as *Vogue*, *W*, *Forbes* and *USA Today*. She currently resides in Bradenton.

→ www.mariasharapova.com

Sessions



Maria Sharapova



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→ VOLCOM

***1991**; *Costa Mesa/California/USA*; founder: **Richard "Wooly" Woolcott** and **Tucker Hall**. Volcom was founded as Stone Boardwear, but was renamed in 2005. Volcom produces sweaters, T-shirts, jackets, rucksacks and other articles. Alongside Stüssy and Carhartt, it is one of the high-end skater fashion labels. It was the first skate label quoted on the stock market (NASDAQ). In addition to numerous professional surfers, the company sponsors professional skaters, snowboarders, musicians, filmmakers and artists. The official logo is the Volcom stone. In 2008 Volcom acquired the sunglasses label Electric Visual, and it also owns a record label called Volcom Entertainment. The company has 14 stores around the world.
→ www.volcom.com

→ VONZIPPER

***1999**; *USA*; VonZipper was founded in California in 1999, when a few friends–all of them surfers, skaters and snowboarders–got together in a warehouse in Orange County and realized their dream of creating their own company. Besides sunglasses and goggles, the complete VonZipper product line-up includes accessories and apparel. Thanks to its innovative products and out-of-the-ordinary advertising campaigns, VonZipper quickly achieved cult status worldwide. Through sponsoring and promotion of the best surfers, skaters, FMXers and snowboarders, as well as music acts, VonZipper actively supports the young, wild and creative in community of radical sports enthusiasts.
→ www.vonzipper.com

VonZipper



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→ WEST SCOUT

***1919**; *USA*. West Scout was born in Boston in 1919 but was bought by Italian Fremil International in 1987.West Scout is characterized by products that are extremely resistant, warm and waterproof–highly technical garments with same pioneering spirit and the "People Like You" philosophy. The basic concept is the idea of creating Italian-design skiwear with extremely high technical contents (lightweight, waterproof, breathable, pre-shaped, thermal) but which are also "consumer-friendly," thus enabling absolutely anyone to wear sports apparel with style and confidence.
→ www.westscout.it

→ WESTBEACH

***1979**; *Canada*; founders: **Chip Wilson** and **Scott Sibley**. Westbeach was originally founded in Calgary as a shop. When snowboarding appeared on the slopes Westbeach was at the forefront, and in 1987 it was one of first companies to make snowboard-specific outerwear. Westbeach remains a truly snowboarder-driven apparel brand–its Vancouver office designs and tests water resistant and breathable outerwear designed to withstand the harsh outdoor conditions of the Canadian West Coast.
→ www.westbeach.com

→ WETSUIT

Wetsuits were developed to keep surfers warm while surfing. They catch a thin layer of water between the skin and the neoprene. Body heat then warms this layer of water. The better the wetsuit fits, the less water washes through. The first person who is said to have thought up this principle of isolation in 1951 is American Hugh Bradner, but today Jack O'Neill is widley credited as the father of the wetsuit. He started experimenting with neoprene in the 1950s. However the wetsuits he developed have little in common with today's high-tech garments, with every detail considered. Double lined neoprene was invented in the '70s, but today's neoprene, mixed with different fibers such as spandex and titanium, provides even better warmth and flexibility. Classic stitches have been replaced by blind stitches to keep water penetrating through tiniest holes. Like the development of surf hardware, the evolution of wetsuits is fueled by the increasing demands of a competitive sport.

→ WHITE, SHAUN

***1986**; *Carlsbad/California/USA*. Redhead Shaun White is a professional snowboarder with the nickname "The Flying Tomato" who also skateboards. He won the gold medal in snowboarding at the 2006 Olympic Games in Turin and has won 11 X-Games medals (seven gold, two silver and two bronze) from 2002 to 2008. His many sponsors include Burton Snowboards, Volcom and Oakley, among others.
→ www.shaunwhite.com →

West Scout



Westbeach



Shaun White



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→ ZOO YORK

***1993**; *USA*; founders: **Rodney Smith**, **Eli Gessner** and **Adam Schatz**. One of Marc Ecko's many enterprises, Zoo York was created to rep authentic NYC street culture. Its story dates back to the '70s when the Soul Artists of Zoo York sprang to life from Manhattan's Riverside Park and built a thriving scene with aerosol, skateboards, block rockin' beats, and originality at its core. It quickly took on a life of its own and became a global force. By the dawn of the '80s, the term "Zoo York" had come to firmly symbolize NYC's underground sect of artists, b-boys, skateboarders, punks and their various creative offshoots. In 1993, skateboarders Rodney Smith, Eli Gessner and Adam Schatz teamed up to found an East Coast's skateboarding-inspired lifestyle brand–Zoo York. The trio siphoned creative inspiration from NYC's rapidly evolving skateboarding, hip-hop, and graffiti scenes to produce a variety of culturally relevant products. What started off as a simple line of decks and T-shirts steadily grew into a full blown streetwear collection marked by military surplus and urban-athletic styling. Today, its offerings include men's and women's tees, fleece, wovens, denim, outerwear, headgear, bags and accessories; it also makes hardgoods including skateboards, wheels, grip tape and hardware. A recent addition is The Institute Line: a sophisticated new collection of men's garments marked by premium materials and signature pieces. Zoo York footwear, which was launched in 2006, has been received well at retail and the company is anticipating major growth in all areas. The product line continues to be heavily influenced by skateboarding, graffiti, hip-hop and punk and the brand's sponsored skateboard, BMX and surf crews continue to spread its message.

→ www.zooyork.com

Zoo York, Marc Ecko



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