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Press Release

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Snowboard Fashions: Light, Durable and Sustainable with Plenty of Features

Technical snowboard wear is becoming lighter without compromising on wear comfort. Despite the availability of a lot of technology the focus is increasingly on natural materials. This also includes Wearables, with features such as technical tips provided by your ear bud. Color blocks with a tendency to muted shades dominate the look. In the accessories sector new goggle shapes offer improved vision and there is an advanced system for an avalanche airbag that can be triggered multiple times. ISPO MUNICH, held from January 24 to 27, 2016, presents everything revolving around the topic “Snowboard Wear and Accessories” in exhibit hall B5.

Awareness of anything from materials to resource-friendly production has an impact on the snowboard fashions for the coming winter. It starts with 100% ethically sourced down for Fjällräven and continues with fluorocarbon-free waterproofed hardshell textiles and bluesign®-certified fabrics, which have to adhere to strict eco guidelines during production, and the focus on an extended product lifecycle. Seamless weaves with a variety of material mixes, such as The North Face's Fuse-Form™ technology, provide apparel with maximum range of motion, high degree of breathability, and considerably less weight.

Furthermore, backpacks for freeriders are aiming towards lightening the load, to avoid carrying unnecessary weight during ascent. Evoc lightens its touring series with the help of ultra-light Nylon.

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Merino Continues to Dominate

Merino has been and will remain an important component of snowboard fashions. The advantages of the high-quality wool have long been proven. Manufacturers are beginning to experiment with the fine yarn. Merino wool specialist Pally'Hi combines it with cooling bamboo fibers, cornstarch or matches it with robust outer fabrics made of 100% recycled materials. Reeda applies an elastic, lightweight Merino waffle knit, resulting in a particularly warm and supple microfleece, or combines it with Cordura, resembling Loden in looks and technique, yet a lot softer.

Blocks of Muted Colors

Colors continue to dominate the look on the slopes. Many manufacturers apply large-scale color blocks. The color palette ranges from frost to charcoal, graphite and pine green to night sky and fog. The tones are generally muted. The "Used Look" is a trend, such as for Oakley's signature outfits. Maloja refers to the style of the Sixties with its "Rock 'n' Roll" series, translated into pieces suitable for mountain sports and exercise.

Listen to Your Board

Wearables have long become a part of the already innovative snowboard industry. Cerevo integrates what is likely the most spectacular wearable computer system ever into a binding. The system records speed and weight distribution and generates advice on how to improve riding technique. The data-to-voice function informs the boarder via headset. And with the help of an app the data can be inserted into a personal boarding video.



Safety

Arc'teryx took a great step forward in terms of the improvement of avalanche airbags. The company developed a battery-driven blower strong enough to be triggered multiple times without recharging. The system makes it possible to practice triggering until all steps are committed to memory and happen almost as a reflex. This process increases the potential for surviving a real emergency plenty fold.

Helmets and Goggles for Safety, Comfort and Better Vision

Helmet manufacturers are increasingly focusing on MIPS (Multi Directional Impact Protecting System). An internal slip plane system working with a movable inner and outer shell reduces static shock as well as the rotational forces created by certain impacts. And there is no compromise in terms of wear comfort. Helmets are easier to open and close even with gloved fingers thanks to the Fidlock system based on strong magnets, now found on many high quality helmets. Heads stay cool while trekking up a mountain to get to that perfect freeride run or enjoying a warm spring day with the help of a one-touch ventilation system.

A helmet is not complete without goggles, and frameless goggles are promising increased wear comfort for those with narrow faces. Models with cylindrical lens design that fit close to the face, such as "Line Miner" by Oakley, offer better peripheral vision than conventional models. The goggle can be combined with the "Prizm Inferno" heating system, featuring even heat distribution across the lenses at the push of a button. The required energy is provided by a rechargeable, cold-resistant battery mounted on the goggle strap beyond the user's field of vision.



For more information on ISPO please refer to www.ispo.com and www.facebook.com/ispomunich.

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Messe München

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