

Winter Sports

A/W 2019

Neo Romanticism
Sustainable Manufacture
Sustainable Materials
Gender Fluidity

Esther Lee
Brittany Lydster



Neo-Romanticism

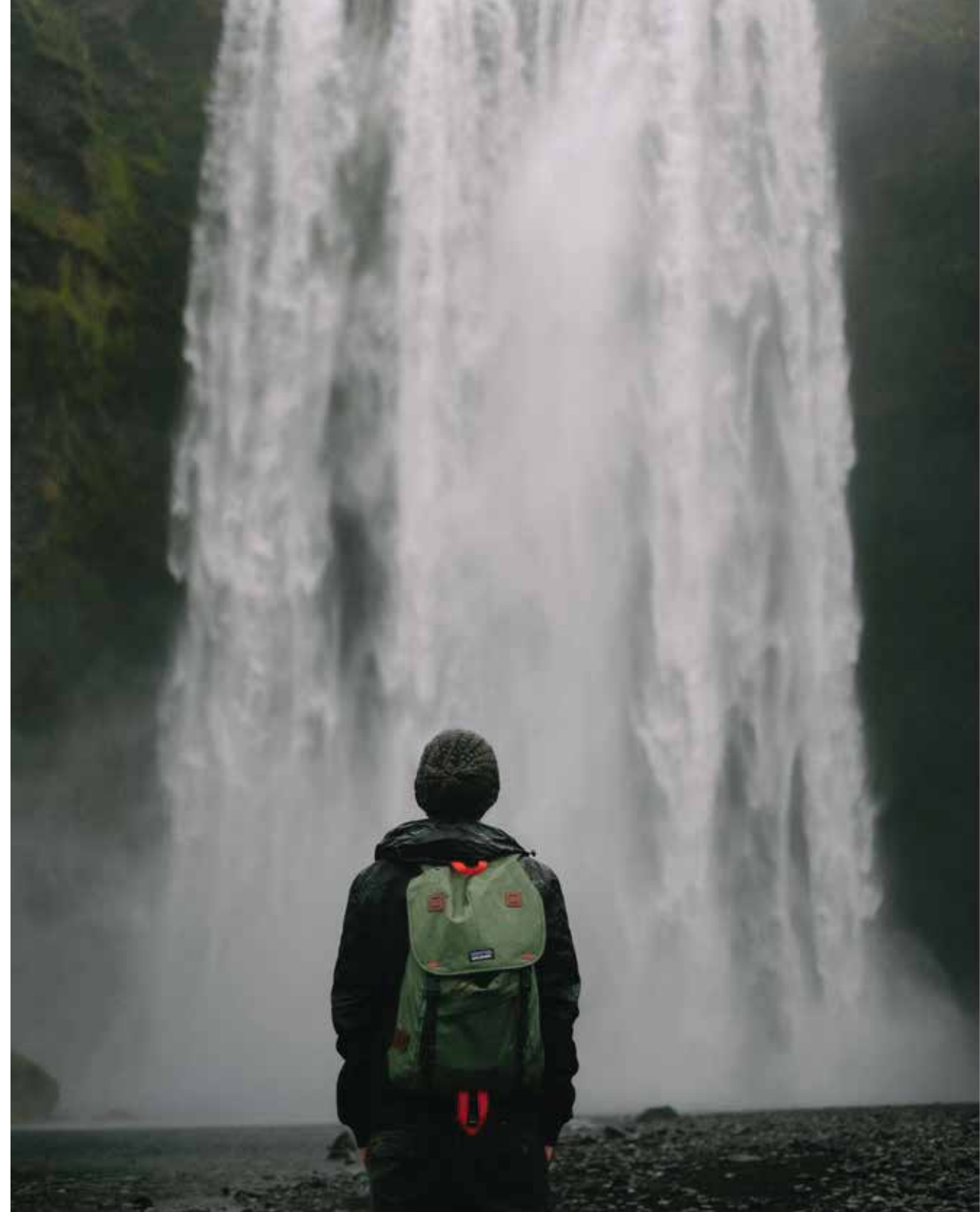
We are in a Neo-Romanticism period where mental & physical well-being is taking a forefront for individuals.





“We believe the environmental crisis has reached a critical tipping point. Without commitments to reduce greenhouse gas emissions, defend clean water and air, and divest from dirty technologies, humankind as a whole will destroy our planet’s ability to repair itself. At Patagonia, the protection and preservation of the environment isn’t what we do after hours. It’s the reason we’re in business and every day’s work.”

– PATAGONIA



Key Takeaways

Our relationship with nature is becoming closer than ever making consumers wanting an emotional experience from their products.

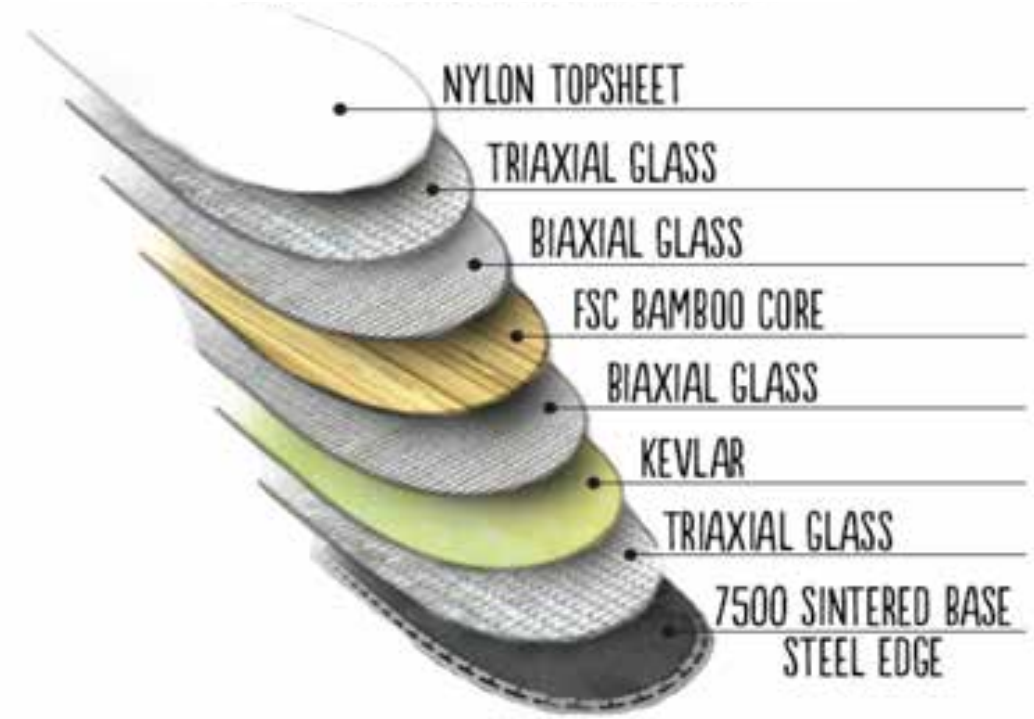
Manufacturing technology is on the rise as well as our demand for bio products. This emergence has created an interest in experimenting with bio-technology.

Consumers are making conscious buys and sustainability is a driving factor in those purchases with give back programs, repair programs and manufacturing sourcing.



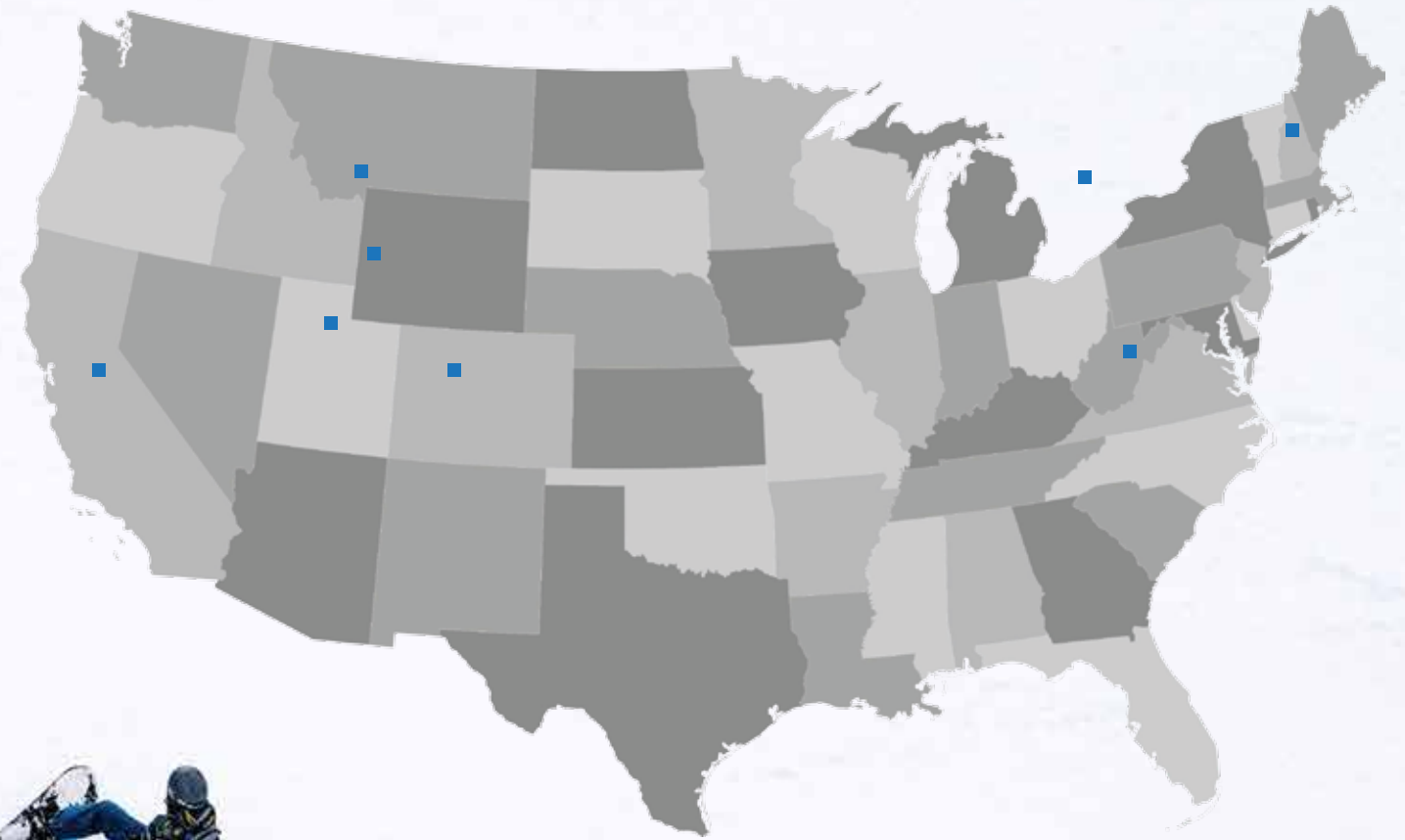
Manufacturing Process

Prepare the Core
Mill the Core
Bind the Core
Assemble the Layers
Bonding the Base and Edges
Apply Graphics
Finishing



Manufacturing Becomes Localized

All ski makers have shops or sell to local distributors in ski resorts or ski towns. We can make an environmental impact by transferring the manufacture to the shops. Most skis nowadays are made in the same warehouses anyways so it would be a make as you buy ordeal.



Localized Manufacturing Process

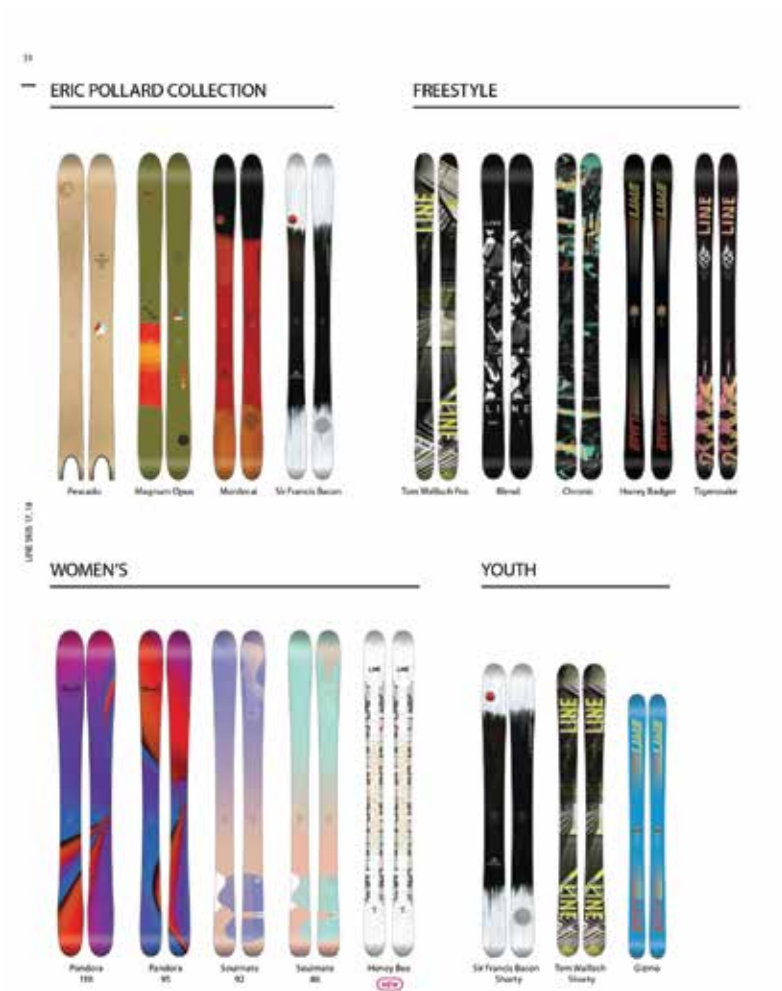
Prepare the Core
Mill the Core
Bind the Core
Make Demo Skis
Customer Demos
Customizes/Orders
Assemble the Layers
Bonding the Base and Edges
Apply Graphics
Finishing
Mounts the Ski

Prepare the Core
Mill the Core
Bind the Core
Assemble the Layers
Bonding the Base and Edges
Apply Graphics
Finishing
Ship to Manufacturer
Ship to Distributor
Sell
Unsold to 2nd Distributor



Evolution of Ski Design

Were seeing a shift from highly covered in graphics to seeing the natural wood material.



Current Materials

Hardwood
/Ash
/Beech
/Poplar
/Maple
/Okume



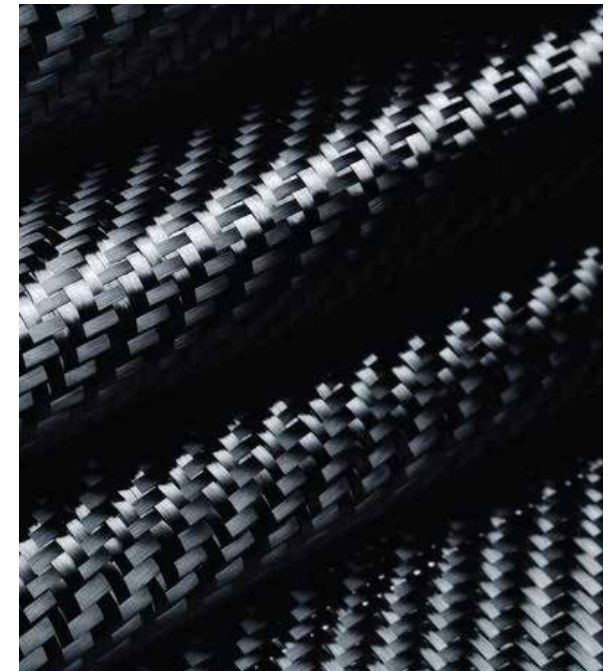
Metal
/Aluminum



Resin



Carbon Fiber
/Fiberglass
/Carbon Tubes



Nostalgia Ressurrection

There is a rise in skiers and a decline in snowboarders. As well as this neo-romantic nostalgia for more of the natural experience. We see this trend continuing in material and color choice by going back to old ways.



Original Ski and Snurfboard



Innovative Materials

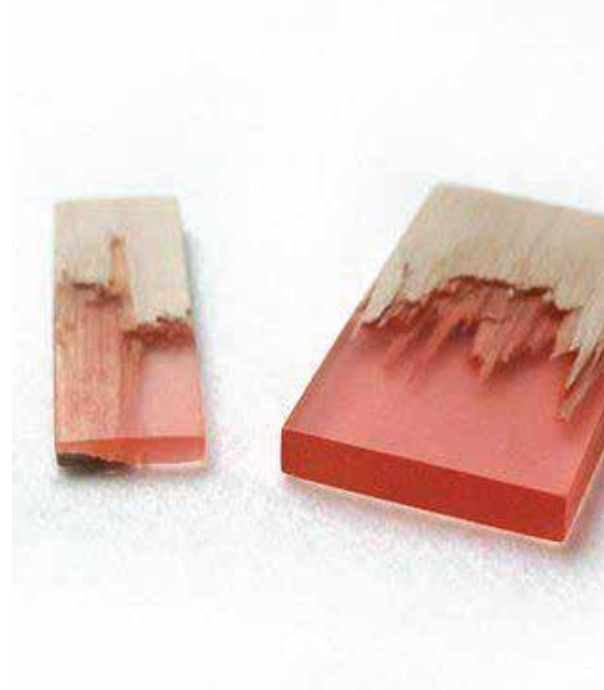
Bamboo Veneer



Hemp Fiber



Bio Resin



Curran



Winter Wear

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Current Materials

Winter Wear

New Plastic
/Polyester
/Nylon



Recycled Plastic



Goose Feather/ Down



Cotton



Innovative Materials

Winter Wear

Hemp Fiber



Recycled Plastics/ Bio Plastics



Carbon Neutral Wool



Color Grown Cotton



Snow Bunnies

Current Female Offerings



New Market of Women

Women that dont lie under the typical snow bunny market are having to mix and match their gear with men and women outerwear but the fits arent made for their body.



IN THIS
PHOTO —

1/2



Men's
Burton

2/2



Women's
Burton

Trend of Gender Fluidity

We are seeing a shift in fashion go more towards gender fluid styles and color palettes but with personalized fits for male and female body types.



Color Forecast

Shift to washed out neutrals.



*12-5209 TCX	*078-90-06
*12-0825 TCX	*038-86-22
*12-3922 TCX	*123-75-16

Sweet and summery

A carefree and clean colour narrative emerges with the introduction of optimistic and bright pastels.



*12-0104 TCX	*046-80-06
*13-8105 TCX	*052-82-04
*14-1112 TCX	*034-72-10

Influence of neutrals and core

The crossover between neutrals and fashion colours is a key seasonal message. Pastels are more mature and subdued.



*14-0027 TCX	*064-73-07
*12-7403 TCX	*030-80-08
*13-4528 TCX	*024-71-03

Fresh and laundered pastels are key

Both tinted neutrals and power pastels emerge as colour messages. Hues are still sophisticated, but edge towards more playful and saturated levels.

FALL/WINTER 2019 CMF GUIDE

Natural Materials
Neutral Color
Gender Fluidity
Sustainable Practices

