

TransWorld SNOWboarding Kicks Off Annual Riders' Poll Awards Tonight

Tonight the snowboard industry heads to the Fillmore Auditorium to see the year's standout riders recognized for their efforts. Hosted by **Greg "GT" Tomlinson** and **John Jackson**, the fourteenth annual **Riders' Poll Awards Presented by New Era** gathers some of the biggest names in snowboarding under one roof. Together, they celebrate individual progression and style in both riding and filmmaking.

To arrive at the nominees and winners, *TransWorld* polled over 100 top pros to get their take on the best riding, video parts, and tricks of the year. These awards come straight from the riders for the riders. This year's nominees include **Nicolas Müller**, **Bode Merrill**, **Pat Moore**, **Mikkel Bang**, **Torstein Horgmo**, **Eero Ettala**, **Jeremy Jones**, **Frank April**, **Desiree Melancon**, **Jess Kimura**, and more. The one and only **Peter Line** will also be presented with the Legend Award. This is the first time the show hasn't overlapped with X Games since SIA moved to Denver. Needless to say, things are going to get loose. Doors open at 7:00 p.m. and the show starts at 8:30 p.m. Stick around after the awards for a performance by DJ Unite and DJ Peril from Tribe Of Kings Sound System. Check out the full list of this year's nominees at TWSNOW.com/riderspoll.



Jess Kimura accepting one of three awards last year, including Women's Rider of the Year, as Danny Kass and Terje Haakonsen look on.

Partners in Progression

Shortly after mastering potty training, many of us received instruction in the merits of sharing. From lending out our boards to offering up floor space, these lessons have served us well in shredding. Increasingly, brands are also applying these lessons, teaming up to share ideas and create fresh collaborations. And as their latest projects reveal, sharing has never looked better.



Flux x James Haunt and JSLV

Flux is out to rock some retinas. For this version of its TT binding, the brand partnered with artist James Haunt and the apparel brand JSLV. Pro-shred Tyler Lynch, who rides for both Flux and JSLV, served as the catalyst for this collaboration.



Burton x Lifebeat

For its Women's Lipstick Restricted, Burton collaborated with Lifebeat, an organization that uses music to raise awareness and funds to combat HIV and AIDS. These decks feature an iconic photo of hip-hop legends and Lifebeat ambassadors Salt-n-Pepa.

Holden x Outdoor Research

In the late eighties and early nineties, Outdoor Research's Mt. Baker Mitten adorned the hands of countless diehard shreds. Thanks to a collaboration with Holden, the legendary mitt is poised for a comeback.



Dragon x Nike

The Advanced Projects X goggles stemming from Dragon's collaboration with Nike offer subtle styling and sophisticated features. They're also designed to merchandise with Nike's Fall 2013 outerwear.

Smith x Poler x Austin Smith

To spread the love, Smith is kicking things off with a three-way. This collection of goggles and helmets stems from the creative vision of Smith, Poler, and pro shred Austin Smith. It looks like Poler's Camp Vibes are becoming pervasive.



PHOTO BY WELLHAUSEN (RIDER POLL)

Four on the Floor

At SIA, what trends, brands, and products will you be watching closely?



I will be looking for **people with answers**. Answers to my simple questions of why they continue to over produce and over distribute. Can't they see it is hurting the whole and that includes them?"

—Jay Moore, owner, World Boards, Bozeman, Mont.



"I will be looking for **brands and products that bring excitement back to snowboarding**—not just through technology, but through personal experiences that create a demand in the consumer to get out and snowboard."

—Todd Wakeling, divisional merchandise manager, Active, Calif.



"Following a terrible snow year, a later start to this season in many regions, and a cautious consumer, we'll be closely watching **inventory levels and the approach our partners are taking into next season**. We'll look to put more dollars with those brands taking the long view in terms of production and distribution, and fewer dollars with those more interested in the quick high."

—Matt Patton, co-owner, Tactics, Eugene, Ore.



"By the time we get to SIA, we have already completed our preseason buying cycle for Fall/Winter 2013, so it's a good time for buyers to circle up with key partners to make sure their buys are strong, connect on key product and marketing stories for next season, and review current season business. We're always looking for **new product, brand, or category opportunities that complement our business as well**."

—Karen Craig, director/GMM, Dogfunk

The Base Layer Boom

When it comes to base layers, the mantra "cotton kills" is nothing new. Nonetheless, riders have historically tapped their favorite hoodies and t-shirts for layering. During the past few years, however, technical base layers are gaining serious ground.

"Customers are realizing that cotton actually does suck for snowboarding," explains Homeschool Sales and Marketing Director **Jevan Lautz**. "Investing in a high-quality base layer system will allow them to stay dry and warm, which equates to more shred time." **Naklin** Cofounder **Abe Gilreath** adds that effective base layers are essential in maximizing the performance of one's entire kit. "They're the foundation that lets all the other apparel components work," he explains. "To be comfortable, you have to move moisture away from the body and onto other apparel components." Brands are turning to a range of fabrics to accomplish this. Naklin and **Airblaster**, for example, rely on merino wool while Homeschool employs Cocona fabrics, which use activated carbon from coconut shells to enhance breathability and dry time.

Yet today's base layers offer more than warmth and moisture management. "A quality base layer is a true lifestyle garment," offers Gilreath. "If you live in the mountains, you use base layers as stand alone garments as well as first layers." Some garments, such as those offered by

2XU, aim to further enhance performance by providing compression. According to Director of Marketing **Fred Hernandez**, compression base layers can lead to "improved posture and support, increased power during activity, and better recovery after and in between activities."

Discerning customers are fueling progression. "Riders want something that fits well, functions well, and that also looks good," notes Airblaster Cofounder **Jesse Grandkoski**. This has led to innovative garments like Airblaster's signature one-piece Ninja Suit, as well as shirts, such as those from Naklin, that are at home on the slopes and in the streets. **Patagonia** is also at the forefront of this evolution, overhauling its entire base layer collection. "We've redesigned every piece of Patagonia base layer this season from [our proprietary] Capilene to merino wool with updated styling, features, fabrics, and fits," explains **Tyler LaMotte**, Business Unit Director for Snowsports.

By investing in base layers, explains Gilreath, "Snowboard shops stand to gain a market niche they have long overlooked." Brands and retailers are also finding that base layers can help drive sales outside of winter, as their benefits transcend the shred season. To secure these sales, however, brands emphasize the importance of educating consumers. Grandkoski explains, "A little education



about function—whether from the sales person, from product videos, or from merchandising—goes a long way to help create a good sale."

—Michael Sudmeier