

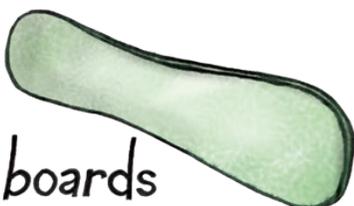
THE GOODS AT A GLANCE

2013/14 SNOWBOARD GEAR AND MARKET CHEAT SHEET

By Michael Sudmeier

METHOD TO THE RADNESS

To understand what's on tap for next year's gear, you could turn to Magic 8 Balls, fortune cookies, and Ouija boards...or you could take a peek at our cheat sheets. Stemming from a comprehensive, data-driven analysis, these notes identify key trends in the shred industry. We interviewed 130 brands, reached out to dozens of retailers, combed through 600 pages of responses, and examined countless product images to identify emerging trends. Thanks to these simple notes, you can get a solid sense of what to look for at SIA—without turning to psychics and spreadsheets.



boards

SHAPE STORIES Whether enhancing float in powder, maximizing pressability on rails, or just looking good, board shapes are enjoying greater attention. Rounded tips and tails are the new old school.

NAILING THE NICHE Manufacturers are tapping into new niches, resulting in increased offerings of pow surfers, premium ladies' boards, and decks for little rippers. These niche products also include cambered decks, which are experiencing a slight uptick in demand.

SKATE TECHNOLOGY For street-driven jib sticks, brands are appropriating technology from skate decks. Look for stacked, wood-ply cores, and sidewalls.

THE WHOLE ENCHILADA Brands are continuing to emphasize how symmetry, shapes, camber stories, core profiles, and composite layups interact to influence board performance. Consequently, brands and retailers can de-emphasize camber stories on the sales floor in favor of focusing on a board's intended purpose.



BOOTS

A NEW PARADIGM Brands and retailers are diversifying their boot offerings to emphasize discipline-driven designs instead of products simply based around flex and price tiers.

DON'T CALL IT A COMEBACK Classic lacing is enjoying a steady resurgence. Nonetheless, zonal lacing—and a combination of closure options—continue to dominate the market.

SEAM WELDING By using new fabrics and welding (rather than sewing) seams, brands are creating lighter boots that flex more naturally. In addition to shedding weight, these boots shed production costs and maximize margins.

STREET-DRIVEN STYLE When it comes to boots, expect aesthetics informed by skate shoes. But there's more at work here than steez—these boots often have low-profile soles that offer enhanced board feel as well.



Bindings

RELENTLESS REFINEMENT

Consider this the year of incremental improvements. Brands are reducing the footprint of baseplates, expanding canting options, and refining their straps. The objectives: decrease weight, improve comfort, and enhance board feel.

FOCUS ON THE FLEX

Highback flex and support are basking under greater attention as brands turn to new materials and construction techniques to drive innovation.

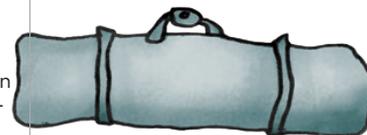


A CACHE OF COMPARTMENTS

Coffin-like board bags are being replaced with designs built around carefully considered compartments. These pockets aim to keep things organized and protected, while also allowing wet gear a chance to breathe.

EMPHASIZING THE OVERHEAD

When it comes to luggage and travel packs, riders are demanding products that fit in the overhead compartment. Yet many of these bags are capable of expanding their volume once the plane lands. For riders who prefer to travel sans bags, board bags have also been streamlined to allow for easy shipping.



GOGGLES



PREMIUM PERFORMANCE, PREMIUM PRICE Quick-release interchangeable lenses? Oversized frameless designs? Polarized and photochromic lenses that adjust their tint in response to changing light conditions? Yep, riders are shelling out cash for premium optics and brands are bringing it.

NERDING OUT Increasingly, brands are developing goggles that blur the boundaries between high-end optics and consumer electronics. These goggles rock GPS and Bluetooth technology, as well as heads-up displays that can provide information like speed, altitude, temperature, and resort trail maps. Some of these goggles even sport POV cameras.

CLASSIC COMEBACKS Perhaps as a backlash to these other trends, some brands are offering a healthy dose of classic designs that rely on cylindrical lenses. But don't be deceived by their simple appearance—many of these goggles are packing high-end optical performance.

Outerwear



COUNTLESS CUTS Although relaxed, slim fits continue to dominate the market, many brands are offering collections with a range of silhouettes. Among these diverse cuts, expect longer jackets and a refined approach to women's fit.

BUILT FOR THE BACKCOUNTRY Inspired by life outside the access gates, brands are focusing more on articulated fits, as well as pockets and vents that don't interfere with packs. They are also turning to technical fabrics that stretch and offer enhanced temperature control, especially with regards to breathability.

DOUBLE DUTY To maximize value and meet the demand for technical streetwear, brands are placing an emphasis on clothing that can handle shred and après sessions equally well.

THE CLASSICS CONTINUE Brands continue to draw inspiration for their collections from work wear, vintage outdoor equipment, and lumberjacks. This yields outerwear with an emphasis on subtle style and collections built around textured fabrics like denim, twill, tweed, and canvas. Anticipate interesting trims.

PROVIDING POP On the other end of the spectrum, brands are packing a punch with rich, saturated colors, simple prints, and color blocking. Brace yourself for colors like acid green, chili red, and sapphire blue, as well as prints based around floral, ethnic, tie-dye, and fictitious animal patterns.



Helmet

RAD PADS Brands are refining the padding systems found in their helmets. Customizable pads offer four-season flexibility, as well as the option to wear goggles and a beanie beneath brain buckets.

THE CERTIFICATION STORY Consumers are closely examining helmet certifications, seeking out lids that offer stamps of approval for a range of sports.

BEYOND THE PRODUCTS

ENHANCED ENGAGEMENT Brands are leveraging social media campaigns, team films, and in-store events to expand their footprint, increase communication with customers, and direct riders to specialty retailers.

LEAN AND MEAN In the wake of last year's lackluster snowfall and conservative orders, brands are tightening their forecasting and production. As part of this process—and to ensure on-time shipment—manufacturers continue to move up order deadlines.

PREMIUM DEMO PROGRAMS Brands, retailers, and resorts are focusing on premium demo equipment. This provides new opportunities for sharing the stoke, a sales funnel for future customers, and a means for riders to try niche products like splitboards and pow surfers prior to purchase.

ORGANIC GROWTH Organic growth is a common refrain among brands looking to expand their product lines—and incentives—amongst pre-existing retail accounts.

REDUCED IMPACTS Whether reassessing production and logistics, repurposing ingredients, or tapping into recycled and responsibly sourced materials, brands are working to reduce their environmental impact. According to many of these brands, building products that last is the best way to reduce their impact.

PROMOTING PARTICIPATION From partnerships with nonprofits to gear for grommets, brands are investing in programs that share their love of shred with new crowds.



(LISTED ALPHABETICALLY BY CATEGORY)

SNOWBOARDS

BURTON
BLUNT SERIES
BURTON
CLASH SERIES
BURTON
CUSTOM FLYING V SERIES
BURTON
FEATHER SERIES, WMS
GNU
CARBON CREDIT BTX SERIES
LIB TECH
SKATE BANANA BTX SERIES
LIB TECH
T.RICE PRO MODEL C2 BTX SERIES
RIDE
AGENDA SERIES
RIDE
RAPTURE SERIES, WMS
ROME SDS
GARAGE ROCKER SERIES

BOOTS

BURTON
INVADER BOOT, MNS
BURTON
MINT BOOT, WMS
BURTON
MOTO BOOT, MNS
BURTON
RULER BOOT, MNS
K2
HAVEN BOA COILER BOOT, WMS
K2
MAYSIIS BOOT
K2
RAIDER BOA COILER BOOT
K2
RYKER BOOT
RIDE
ANTHEM BOA BOOT, MNS
THIRTY TWO
STW BOA BOOT, MNS

BINDINGS

BURTON
CARTEL BINDING
BURTON
CUSTOM BINDING
BURTON
CITIZEN BINDING, WMS
BURTON
FREESTYLE BINDING
BURTON
MISSION BINDING
BURTON
STILETTO BINDING, WMS
FLOW
THE FIVE BINDING
RIDE
EX BINDING
RIDE
LX BINDING
UNION BINDING COMPANY
FORCE BINDING

JACKETS

BURTON
BURTON BONDED HOODIE JKT, MNS
BURTON
HACKETT JKT, MNS
BURTON
JET SET JKT, WMS
BURTON
POACHER JKT, MNS
BURTON
TABLOID JKT, WMS

PANTS

BURTON
BURTON CARGO PANT, MNS
686 ENTERPRISES
SMARTY ORIGINAL 3 IN 1 CARGO PANT, MNS
BURTON
LUCKY PANT, WMS
BURTON
POACHER PANT, MNS
BURTON
SOCIETY INS PANT, WMS

HELMETS

BERN
WATTS HELMET, MNS
GIRO
BEVEL
GIRO
G10 HELMET
GIRO
THE DECADE HELMET, WMS
GIRO
THE NINE.10 HELMET
GIRO
THE SEAM HELMET
RED
TRACE HELMET, MNS
SMITH
HOLT HELMET
SMITH
VANTAGE HELMET
SMITH
VARIANT BRIM HELMET

GOGGLES

OAKLEY
A FRAME GOGGLE
OAKLEY
SPLICE GOGGLE
SCOTT
TRACER GOGGLE, JR
SCOTT
CLASSIC GOGGLE
SCOTT
DUEL GOGGLE,
SMITH
ELECTRA GOGGLE
SMITH
I/O5 GOGGLE
SMITH
PHENOM GOGGLE
SMITH
SIDEKICK GOGGLE, JR
SMITH
TRANSIT PRO GOGGLE, WMS

* Source: SIA