



# New Recruits

SNOW SHOW WELCOMES NEW EXHIBITORS INSPIRED BY PLACES THEY LOVE BY ERIC SMITH



## CORBEAUX CLOTHING TAKING FLIGHT

A decade of testing outdoor gear around the globe as sponsored skiers and ski mountaineers gave **Adam Moszynski** and **Darcy Conover** plenty of expertise to start an apparel company, but one faraway adventure in particular provided the inspiration.

On the couple's honeymoon in Tanzania, they decided to donate the clothing and equipment from their Mount Kilimanjaro expedition to the guides and porters who had aided them.

When the couple returned home to Aspen, Colo., they launched **Corbeaux Clothing**, whose purpose is twofold – make top-notch base layers for a variety of outdoor pursuits and collect donated gear to pass along to needy guide companies the world over.

"We thought base layers was the one niche that we could enter and do something unique. Most of the companies that are making base layers are using wool," Moszynski says. "And we also wanted to try to help people at the same time."

The company's base layers, such as the Jackpot Pant, are made in the U.S. with environmentally friendly materials like bamboo. At the Snow Show, it is debuting the updated Shandoka 1Z, a one-piece base layer with a hood and three-quarters length bottoms that don't bunch when worn with boots.

Corbeaux is French for ravens, a powerful symbol in mountain cultures – and a fitting one for a company reaching new heights with functional products and philanthropic outreach.

» **PICK OF THE DAY:** See Corbeaux Clothing's new Shandoka 1Z and learn about the company's gear donation program at booth #4307.

## FAIRWEATHER SKI WORKS TREES TO SKIS

The Alaskan backcountry provides almost everything Fairweather Ski Works needs for its hand-crafted skis and splitboards – incomparable beauty for inspiring unique designs, epic terrain for testing finished goods, and, most importantly, an abundance of trees that gives the company's products their character and soul.

Haines, Alaska-based **Fairweather Ski Works**, whose owners are husband and wife **Graham Kraft** and **Lindsay Johnson**, was forged during off-piste adventures throughout South Central and Southeastern Alaska, where the duo realized the old-growth trees that had blown over could be harvested and transformed into skis.

Kraft began custom-making skis in 2008 and decided to turn it into a business a few years later. With the help of a woodworker and an engineer, the company produces close to 100 pairs of skis each year, each featuring a wood core made from downed birch and spruce trees, graphics by Alaskan artists, and a "distinctive, handcrafted feel to them," Kraft says.

"I started the company because of an obsession with backcountry skiing in Alaska and northern Canada," Kraft says. "Building a unique and beautiful product from the wilderness that we live for is a rewarding experience, and we enjoy sharing that with others."

Fairweather Ski Works manufactures one splitboard and five ski models, and while the company's products maintain an old-school look thanks to locally harvested and sustainable wood for the core, they also include modern materials such as metal edges. The company describes its RippinSki as "notable for its remarkable skiability, forgiving flex pattern and easy-turning shape."

Kraft says the company also has "a pretty open ski shop where folks can come and get their hands dirty and experience the process of trees to skis."

» **PICK OF THE DAY:** Stop by CRAFT @ SIA in booth #4469 to see the RippinSki and learn more about the company's emphasis on sustainability.



## NATIVE EYEWEAR BACKCOUNTRY VISION

After two years away from the goggle business, Denver-based **Native Eyewear** has returned to the market by focusing on the fast-growing number of backcountry skiers and splitboarders who are bypassing resorts to skin up a mountain and find their own lines.

"As we see that audience grow, we want to be that Jones Snowboards of goggles," says **John Sanchez**, general manager of Native Eyewear and vice president of product development for **Costa Sunglasses**. "We don't want to live with all the other goggle brands in the goggle space. We want to live in the functional area where splitboards are and be the goggle you think of with the backcountry."

Native Eyewear debuts its 2016-17 line at the Snow Show. The all-new goggles feature the company's Super Anti-Fog Coating, which delays condensation by eight minutes, as well as a snow-specific lens. Goggles also come with a low-light lens.

Sanchez says the company has no interest in being the biggest goggle brand but instead seeks to be a "locals-only brand" that targets the "non-lift-line" skiers, splitboarders and other backcountry explorers. With fewer options than many companies, so as not to overwhelm customers, Native Eyewear is focused on delivering the best anti-fogging mechanisms, fit and foam, Sanchez says.

"We're trying to position ourselves as the backcountry goggle brand," he says. "We want to be the core, Colorado, mountain-inspired, functional goggle brand."

» **PICK OF THE DAY:** See what Native Eyewear has on tap for its return to the goggle market at booth #2542.