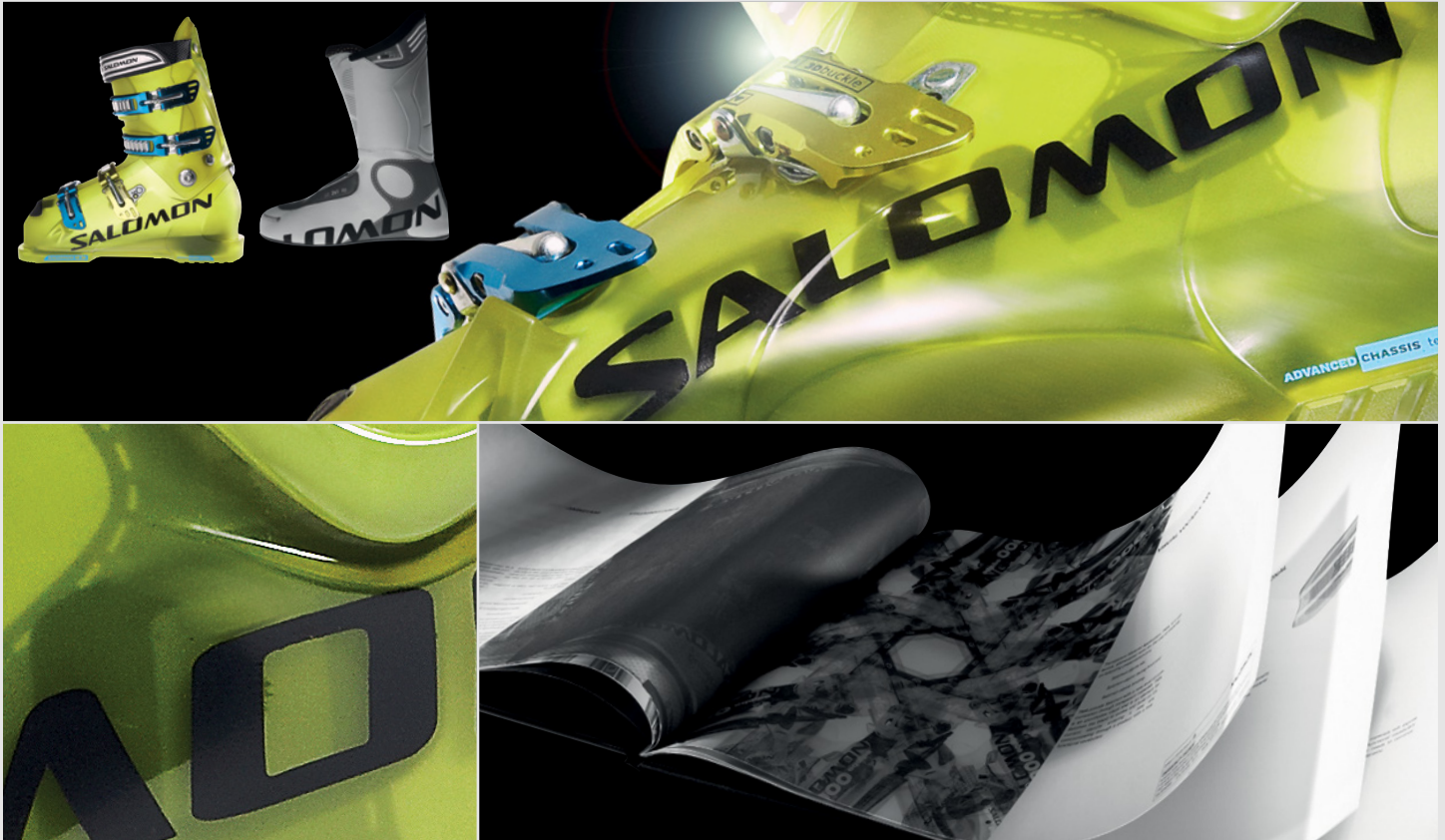


Salomon – Xtreme Functionality

CULTÉVA

Advanced product development to redefine a brand and attract a broader market



Background

Salomon started making ski bindings in the French Alps, 1947. Today, Salomon offers technically advanced equipment and products to progressive mountain sports participants in over 160 countries.

Salomon creates revolutionary new concepts in bindings, boots, skis and apparel for both alpine and nordic skiing and develops innovative solutions to footwear, apparel and equipment for snowboarding, adventure racing, mountaineering.

Salomon is part of Amer Sports.

Challenge

During the ownership of Adidas-Salomon Group, Salomon's director for advanced product development in Boulder Colorado was looking for a sporting goods industry expert's perspective and requested ideas on Salomon's functional alpine product concept.

Solution

To maximize the brand recognition and future business potential for Salomon's functional alpine product concept the proposition developed was Salomon Transparent Material Application (TMA); an approach to design that exposes the functional characteristics of all Salomon alpine products. With the use of transparent material throughout most products, and coloring components to expose dimensional, structural integrity in layers of transparencies—method originating from Indonesian batik, textile coloring with a wax-resisting dyeing technique—Salomon TMA defines a new progressive visual design language for the collective product offering that increases brand recognition in the sporting goods consumer market.

"Transparent extreme level skiboot launched in early 2000 and Salomon Second Skin Shell is still top-of-the-line skiboot in 2010."

Services completed

- 1 Mission & Vision
- 2 ✓ Strategy & Positioning
- 3 Naming & Nomenclatures
- 4 ✓ Branding & Identity
- 5 Marketing & Messaging
- 6 ✓ Product Design
- 7 Retail Store & Fixture Design

