

2015/2016 DEALER CATALOG



**10** YEARS **ICELANTIC**  
MOUNTAIN **CULTURES**



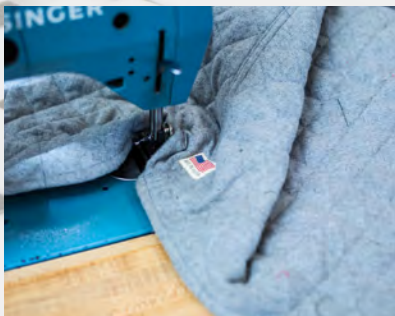


### **ONE DEGREE CELSIUS**

One Degree Celsius is a temperature of change - a moment when water molecules begin to crystallize into snow and ice. This transformation creates a world we love - one of snowy mountains, untracked lines and grand adventure. For us, it also represents a spirit of exploration, innovation and the potential that drives us to be who we are and do what we do.

### **OUR MISSION**

Icelandic merges skiing and art, forging personal connections, building community and providing opportunities to engage in nature.



**MAKE LOCAL. THINK GLOBAL.**

Quality, creativity and community shape our approach to building skis, making apparel, and the lifestyle we embrace. 100% of our products are **MADE IN THE USA** guaranteeing the highest quality of craftsmanship, strengthening our local economy and forging personal relationships with our customers, dealers and manufacturers.

Knowing and trusting our manufacturing partners is central to continuing the evolution of our vision and products. Working together with partners who share these values ensures that the highest quality, handcrafted product will be delivered to you every time.

# 10 YEARS ICELANTIC



## 2015/16 ANNUAL THEME: MOUNTAIN CULTURES

For the 15-16 season we highlight several iconic Mountain Cultures from around the world. These cultures have been crafted over millennia in response to experiences and natural elements within their environments. From the peaks that dictate light and dark, to the way people travel, adaptation spawns culture. So much of human potential has been discovered both on the summits of these rugged icons as well as in the shadowy valleys.

## 10 YEARS ICELANTIC

As a tribute to our 10 Year Anniversary, artist Travis Parr incorporates painting, photos, sculpture and sketches – all mediums that have been used previously, to highlight the culmination of a decade of Icelantic culture and pay tribute to those Mountain Cultures that have shaped the way we live and allow us to do what we do.

**PIONEER:** ROCKY MOUNTAINS / MOUNTAIN MAN

**PILGRIM:** SWISS ALPS / ALPINE IBEX

**DA'NOLLIE:** JAPAN / SAMURAI SPIRIT

**ORACLE:** CHILEAN ANDES / MATÉ MASK

**NOMAD:** HIMALAYAS / SNOW LEOPARD

**MAIDEN:** NORWAY / GODDESS SKAOI

**SHAMAN:** NEW ZEALAND / KEA

**KEEPER:** BRITISH COLUMBIA / TOTEM MASK

**GYPSY:** ALASKA / NATIVE INUPIAT

**VANGUARD:** CHAMONIX / MOUNTAINEER

# 10 YEARS ICELANTIC



WONDER VS. STRUCTURE  
2006/07



JOIN THE MIGRATION  
2007/08



IMBIBE THE TRIBE  
2008/09



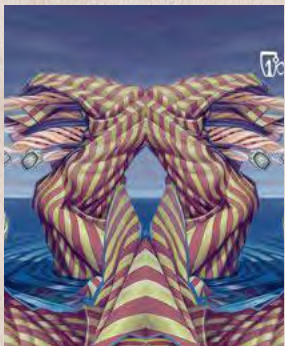
AWAKEN YOUR SENSES  
2009/10



TUNE IN  
2010/11



YOU ARE AN ANIMAL  
2011/12



FIND YOUR RHYTHM  
2012/13



EXPLORE YOUR MIND  
2013/14



RETURN TO NATURE  
2014/15

## 10 YEARS OF ORIGINAL ARTWORK BY TRAVIS PARR

As a co-founder, artist and art director for Icelantic Skis I have had the opportunity to help create the artistic story through annual themes, supporting the dynamic nature of art at Icelantic. My goal is to create and maintain an environment that supports the multiple facets of Icelantic: Community, Lifestyle and the idea of Evolving the human existence through an appreciation of the arts, good business practices, and a connection with nature.

Being able to inject my artwork and ideas through Icelantic Skis into Mountain Cultures around the world has been both an honor and a privilege. Working with people I believe in is what makes it so magical. It's that human connection to art that inspires me to continue living a life creating, loving, exploring, learning and following my instincts.

For more sensory enlightenment visit [parrstudios.net](http://parrstudios.net) or @parrstudios on instagram

PARR.

## ALSO PUBLISHED IN:

NATIONAL GEOGRAPHIC TRAVELER • POWDER • BACKCOUNTRY • FREESKIER  
SNOWBOARDER • SKIING • RSN(TV) • THE LA TIMES • THE DENVER POST  
ROCKY MOUNTAIN NEWS • WESTWORD • THE MOUNTAIN GAZETTE

## EXHIBITS HAVE INCLUDED:

COLORADO • CALIFORNIA • NYC • AUSTRALIA • CHINA • GREAT BRITAIN • SPAIN  
FRANCE • HOLLAND • RUSSIA • SWITZERLAND • GERMANY • POLAND AND ITALY

# THE 15/16 LINEUP

OWEN LEEPER / PHOTO: TYLER HORNE



# SKI COLLECTION

New for the 15/16 Season we are proud to introduce 2 new models, the Pioneer and Maiden as well as a redesign of our all mountain women's ski, the Oracle. All of our skis are handmade in Colorado, USA and are backed by our 2-Year, No Questions Asked Warranty.



PIONEER

VANGUARD

GYPSY

KEEPER

SHAMAN

NOTES



NOMAD

PILGRIM

DA'NOLLIE

GEMINI

NOTES

# WOMEN'S SKIS

There's something really special about sharing a day on the slopes with your lady friends. Icelantic understands that women and men are built differently from the inside out, and our Women's Ski Collection has been designed (and re-designed!) with this in mind. All of our womens skis feature our signature "Fly-Weight" wood core delivering maximum performance and minimum bulk – with just as much fun. Shred on, ladies.



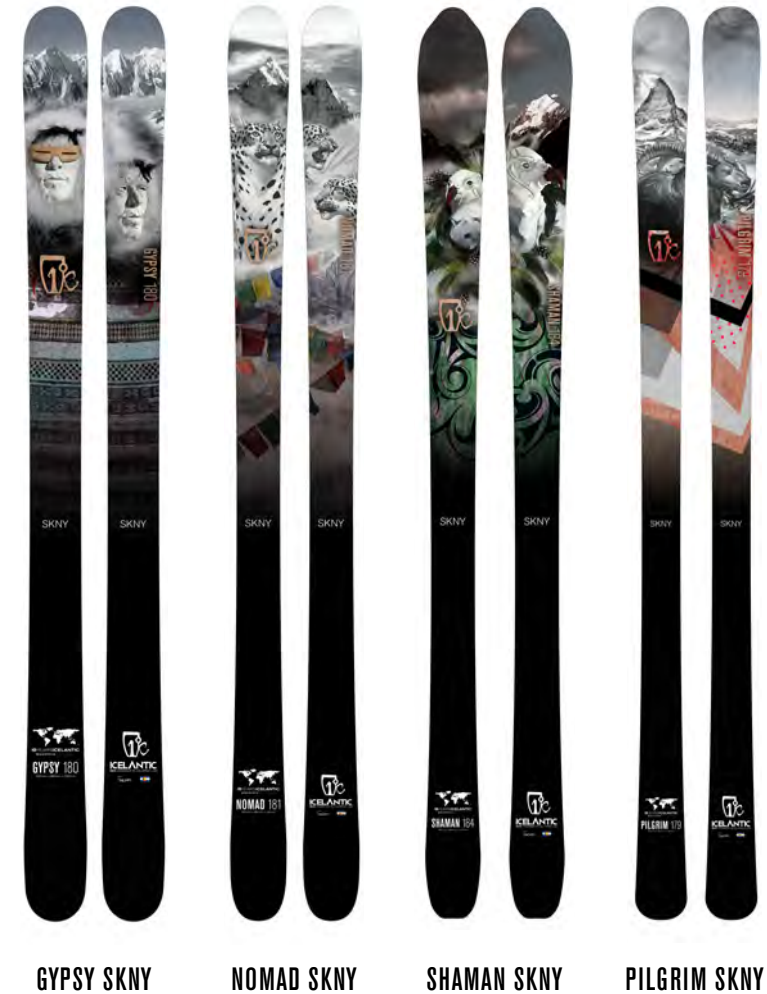
MAIDEN

ORACLE

NOTES

# SKNY SKIS

Ranging from 75mm to 99mm underfoot, the SKNY series is designed to be quicker edge to edge, enhancing performance on those "not-so-deep" days, while maintaining the stability and performance you expect from Icelantic. All of the SKNY Models have the same flex, side-cut radius and camber profile as their fatter counterparts, making them a perfect supplement to your existing quiver or a stand-alone tool for on-piste shredding.



GYPSY SKNY

NOMAD SKNY

SHAMAN SKNY

PILGRIM SKNY

NOTES





10 YEARS ICELANTIC  
MOUNTAIN CULTURES

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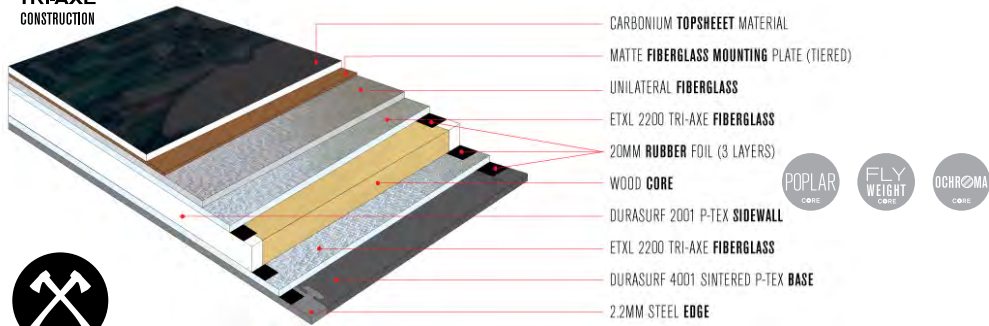
# SKI COLLECTION



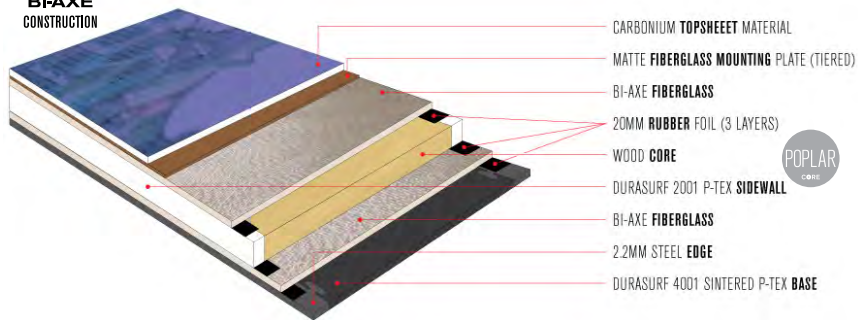
# INSIDE YOUR SKI



**TRI-AXE**  
CONSTRUCTION



**BI-AXE**  
CONSTRUCTION



## HAND-BUILT CORES



naturally **LIGHTWEIGHT**  
and **SNAPPY!**



with **PACIFIC ALBUS**  
for women



weighs **30% LESS!**

All of our wood  
is **SUSTAINABLY**  
**HARVESTED!**

## SKI TYPES



POWDER



BACKCOUNTRY  
TOURING



ALL MOUNTAIN



URBAN



FREERIDE



CARVE



PARK



BIG MOUNTAIN



WOMEN'S



ALL MOUNTAIN



BI-AXE  
CONSTRUCTION



POPLAR  
CORE

## PIONEER 166 / 174 / 182



### unmatched all-mountain versatility

BRAND NEW for the 15/16 Season, the Pioneer is Icelantic's true all-mountain ski. Premiering our lightweight Bi-Axe construction, a 96mm waist with 5mm of camber underfoot, and a tapered early rise tip and tail, the Pioneer is easily able to perform in any condition

LENGTH	166cm	174cm	182cm
DIMENSIONS	131mm x 96mm x 118mm		
RADIUS	15M	17M	19M
WEIGHT	7.00 lbs	7.40 lbs	7.80 lbs
TIP RISE	31cm		
TAIL RISE	21cm		



### ARTWORK: THE MOUNTAIN MAN

At home among the mountains, the brave pioneers of the American West had determination and a natural instinct not just to survive, but to thrive as they explored the wooded landscapes and the harsh alpine climate of the Rocky Mountains.



BASE

NOTES



# VANGUARD 168 / 178 / 188

## the ultimate backcountry tool

Trusting your gear and keeping it light in the backcountry is important. Sustainably sourced, ultra-light "Ochroma" wood core combined with our Bombproof Construction, makes The Vanguard an Icelantic favorite. Retaining its signature durability at a fraction of the weight, The Vanguard sets a new standard among touring skis, allowing you to have just as much fun going up the mountain as you do coming down.

LENGTH	168cm	178cm	188cm
DIMENSIONS	139mm x 107mm x 126mm		
RADIUS	18M	21M	24M
WEIGHT	6.55lbs	7.25lbs	7.95lbs
TIP RISE	49cm		
TAIL RISE	flat		

EARLY RISE TIP



### ARTWORK: THE MOUNTAINEER

Collecting the last of his tools for an ascent into the legendary French Alps, the Mountaineer embodies the freedom to blaze your own trail. The adventures of these original vanguards have shaped the stories of this proud mountain culture, while the hardened demeanors of the men and women were just as infamous.



BASE



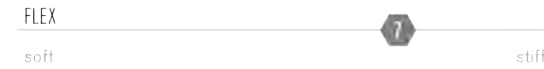
# GYPSY 170 / 180 / 190

## no ordinary powder ski

With a friendly flex that transforms any mountain into your personal playground, and 125mm underfoot, the Gypsy's width and nearly symmetrical shape allow you to float through pow forward and backwards with ease. The reverse camber radius mirrors the sidecut radius so The Gypsy engages the entire ski edge when you roll it over, enabling it to perform like it's on rails for those days when you're stuck on the hard-pack.

LENGTH	170cm	180cm	190cm
DIMENSIONS	152mm x 125mm x 148mm		
RADIUS	19M	22M	25M
WEIGHT	9.40lbs	10.25lbs	10.75lbs
TIP RISE	59cm		
TAIL RISE	51cm		

REVERSE CAMBER



### ARTWORK: THE NATIVE INUPIAT

Alaska is known for its endless ranges, perfect spines, and harsh unpredictability of life in the arctic. The Inupiat understand that in order to ensure their existence, they must work in harmony with the supernatural spirits of the land.



BASE

NOTES

NOTES



BIG MOUNTAIN POWDER



TRI-AXE CONSTRUCTION

POPLAR CORE

# KEEPER 171 / 181 / 191

## big mountain slayer

With traditional camber underfoot and early rise tip and tail, the Keeper reacts when triggered by the skier's weight. A relatively tight turning radius means this ski is easily harnessed and it's abilities endless! Like a hot knife through butter, the Keeper floats through pow, blasts through crud and retains the ability to scrub speed effortlessly.

LENGTH	171cm	181cm	191cm
DIMENSIONS	150mm x 119mm x 136mm		
RADIUS	13M	16M	18M
WEIGHT	8.50lbs	9.00lbs	10.30lbs
TIP RISE	35cm		
TAIL RISE	25cm		

ROCKER/CAMBER



### ARTWORK: THE TOTEM MASK

Art has always provided the indigenous people of the Pacific Northwest with a constant reminder of their lineage. Their spiritualism is so important, it transcends into their worldly goods, adorned with symbols, crests or totems from both seen and unseen worlds.



BASE

NOTES



POWDER

CARVE



TRI-AXE CONSTRUCTION

POPLAR CORE

# SHAMAN 161 / 173 / 184

## the powder carver

With its unique diamond-shaped shovel, unrivaled torsional rigidity and tapered design, the Shaman harnesses a skier's strength, transforming it into a powerful, intentional turn in any condition. Its signature tip provides flotation and direction, coupled with a significant sidecut. The Shaman is what we like to refer to as our iconic "All-Mountain Powder Carver".

LENGTH	161cm	173cm	184cm
DIMENSIONS	160mm x 110mm x 130mm		
RADIUS	12M	15M	18M
WEIGHT	8.50lbs	8.80lbs	9.65lbs

TRADITIONAL CAMBER



### ARTWORK: THE KEA

Found only in alpine regions of the South Island of New Zealand, the Kea (an alpine parrot) is known to the natives as the Guardian of the *Pounamu*, a highly valued Nephrite Jade. Both the Kea and the *Pounamu* are unique to the Southern Alps.



BASE

NOTES



# NOMAD 161 / 171 / 181 / 191

## putting the fun in freeride

With a balanced flex, 2mm of camber underfoot and a rockered tip and tail, the Nomad is a hybrid wanderer that carves, floats, and butters its way down any terrain. An element of power and surprise – one worthy of pushing, exploring and charging – is what The Nomad is all about. This all-mountain freeride ski will take you anywhere and handle everything.

LENGTH	161cm	171cm	181cm	191cm
DIMENSION	140mm x 105mm x 130mm			
RADIUS	13M	16M	19M	22M
WEIGHT	7.60lbs	8.65lbs	9.50lbs	10.40lbs
TIP RISE	38cm			
TAIL RISE	32cm			

ROCKER/CAMBER

FLEX

soft



stiff

### ARTWORK: THE SNOW LEOPARD

Himalayas means "House of Snow". Cultures who thrive among the vast peaks of the Himalayas hold the snow in these ranges in high regard. Also held in esteem is the lore of the mysterious Snow Leopard which representing reawakening and conquering one's demons.



BASE



# PILGRIM 159 / 169 / 179

## the Pilgrim loves to carve

With traditional camber and a flat tail we've deemed The Pilgrim our official carver. Well-equipped to tackle early morning groomers or east coast ice with ease, while providing stable footing at high speeds with zero chatter edge to edge, The Pilgrim is ready to lay some trenches.

LENGTH	159cm	169cm	179cm
DIMENSIONS	127mm x 90mm x 115mm		
RADIUS	13M	17M	19M
WEIGHT	7.15lbs	7.45lbs	7.85lbs

TRADITIONAL CAMBER/FLAT TAIL

FLEX

soft



stiff

### ARTWORK: THE ALPINE IBEX

Capra-ibex, the Alpine ibex, is a species of wild goat found only in the European Alps. These iconic mountain climbers represent the majestic spirit of Switzerland.



BASE

NOTES

NOTES



## DA'NOLLIE 160 / 170 / 180

### take 'em to the park

The Da'Nollie has a rocker-camber profile and a wide platform to create the ultimate tranny finder that stomps landings with ease and style. Ollie, nollie, butter and jib any feature in the park or on the streets with confidence! Icelantic's signature Bombproof Construction takes your park and urban skiing to the next level!

LENGTH	160cm	170cm	180cm
DIMENSIONS	125mm x 95mm x 125mm		
RADIUS	16M	18M	20M
WEIGHT	6.80lbs	7.70lbs	8.50lbs
TIP RISE	38cm		
TAIL RISE	32cm		

ROCKER/CAMBER

FLEX

soft

stiff

### ARTWORK: THE SAMURAI SPIRIT

Bound by a code of honor, the Samurai set an example to those around them. Just like the mountains of Japan, the spirit of the samurai shares the same mystery, lore and respect.



BASE

NOTES



## GEMINI 158 / 161 / 163

### get outta bounds

Combining Never Summer's patented "RC Technology" with Icelantic's signature Bombproof Construction, The Gemini is a big mountain, freestyle splitboard with a light-weight poplar core and extensive carbon reinforcements. Backed by our 2-Year, No Questions Asked Warranty the Gemini is a splitboard you can trust!

LENGTH	158cm	161cm	163cm
DIMENSIONS	30.00cm x 25.40cm x 30.00cm		
	30.40cm x 25.80cm x 30.40cm		
	31.50cm x 26.80cm x 31.50cm		
WEIGHT	7.10lbs	7.40lbs	7.70lbs

NS PATENTED ROCKER/CAMBER

FLEX

soft

stiff

### ARTWORK: THE FREESPIRIT

Four regions combine to represent the cultures and spirits of the mountains. The lore of the Samurai and the language of the Totems, collide with the mystery of the Himalayas and the Inupiat's survival techniques to illustrate the diversity of the mountain cultures from around the world.



BASE

NOTES

# WOMEN'S SKI COLLECTION







# MAIDEN 155 / 162 / 169

## leading the charge

Introducing the Maiden, our newest Women's Specific Freeride ski. Utilizing design elements from Icelantic's top-selling Nomad, combined with our signature "Fly-Weight" core, the Maiden is lightweight for exploring the entire mountain. An early rise tip and tail, and 2mm of camber underfoot the Maiden excel while playing in pow, blasting through crud or cruising the groomers. This women's freeride ski will take you anywhere and handle everything!

LENGTH	155cm	162cm	169cm
DIMENSIONS	136mm x 101mm x 126mm		
RADIUS	13M	14.5M	16M
WEIGHT	6.40 lbs	6.80 lbs	7.20 lbs
TIP RISE	36 cm		
TAIL RISE	31 cm		

ROCKER/CAMBER



**NEW!**



BASE



### ARTWORK: GODDESS SKAOI

Norwegian Goddess Skaoi (pronounced Ska-Dee) associated in Norse lore with bow hunting, skiing, winter, and mountains is at home amidst the high, frozen peaks. Independent in nature, this Maiden is completely in control of her destiny.

NOTES



# ORACLE 155 / 162 / 169

## stability and predictability

Redesigned with a smaller 88mm waist and three new sizes for the 15/16 season, the Oracle is our Women's Specific All-Mountain ski. Containing Icelantic's signature "Fly-Weight" wood core at its center, the Oracle is designed lighter for women and smaller frames. The slightly tapered design allows the skier to maintain a forward, aggressive stance in any condition, while the early rise tip makes it easy to cruise through pow and crud. The Oracle delivers maximum performance and style with minimal effort.

LENGTH	155cm	162cm	169cm
DIMENSIONS	126mm x 88mm x 108mm		
RADIUS	14M	16M	18M
WEIGHT	5.80 lbs	6.00 lbs	6.40 lbs
TIP RISE	26 cm		

EARLY RISE TIP



**RE-DESIGN**



BASE



### ARTWORK: THE MATÉ MASK

In South American religion and mythology, *Apus* are the spirits of the mountains, which often manifest in solitary rocks, caves, or masks that protect the local people in the highlands. Dating back to the Inca Empire, these *Apus* can be considered Oracles in themselves.

NOTES



SKNY SKI COLLECTION

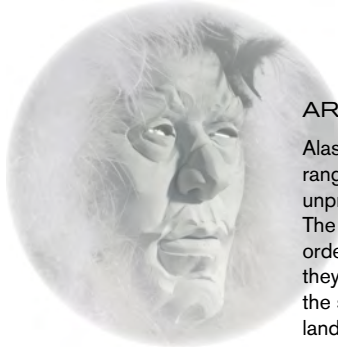


# GYPSY SKNY 170 / 180 / 190

## unleash the fun

The thinner counterpart to Icelantic's Gypsy, our SKNY model has the same flex, sidecut radius and camber profile, all with a 99mm waist. The Gypsy SKNY engages the entire edge of the ski when you roll it over, enabling it to perform like it's on rails! With its friendly flex and playful reverse camber, the Gypsy SKNY transforms any mountain into your personal playground.

LENGTH	170cm	180cm	190cm
DIMENSIONS	126mm x 99mm x 122mm		
RADIUS	19M	22M	25M
WEIGHT	7.50lbs	8.00lbs	8.50lbs
TIP RISE	59cm		
TAIL RISE	51cm		



### ARTWORK: THE NATIVE INUPIAT

Alaska is known for its endless ranges, perfect spines, and harsh unpredictability of life in the arctic. The Inupiat understand that in order to ensure their existence, they must work in harmony with the supernatural spirits of the land..



BASE

NOTES



# SHAMAN SKNY 161 / 173 / 184

## all-mountain carver

The Shaman SKNY has the same flex, camber profile and significant side-cut radius as the regular Shaman, but it's skinny! With a 90mm waist, the Shaman SKNY allows the skier to carve with confidence through any condition while the signature diamond-shaped shovel, unrivaled torsional rigidity and tapered design harness the skier's strength and release it into a powerful, intentional turn unlike anything else.

LENGTH	161cm	173cm	184cm
DIMENSIONS	140mm x 90mm x 110mm		
RADIUS	12M	15M	18M
WEIGHT	6.50lbs	7.00lbs	7.50lbs



### ARTWORK: THE KEA

Found only in alpine regions of the South Island of New Zealand, the Kea (an alpine parrot) is known to the natives as the Guardian of the *Pounamu*, a highly valued Nephrite Jade. Both the Kea and the *Pounamu* are unique to the culture of the Southern Alps.



BASE

NOTES



## NOMAD SKNY 161 / 171 / 181 / 191

### fun and versatile

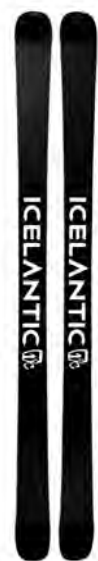
The Nomad SKNY is cooler than ice. With moderate flex, 2mm of camber underfoot and a rockered tip and tail, the Nomad SKNY is a hybrid wanderer that carves, floats and butters its way down any terrain. The Nomad SKNY contains an element of power and surprise—one worthy of pushing, exploring and charging. If you like a bit of everything and want a ski that can handle anything, the Nomad SKNY is the freeride ski for you!

LENGTH	161cm	171cm	181cm	191cm
DIMENSIONS	120mm x 85mm x 110mm			
RADIUS	13M	16M	19M	22M
WEIGHT	6.00lbs	6.50lbs	7.00lbs	7.50lbs
TIP RISE	38cm			
TAIL RISE	32cm			



### ARTWORK: THE SNOW LEOPARD

Himalayas: *House of Snow*, cultures who make their lives among the many peaks of these mountains hold the snow here in high regard. Also held in esteem is the lore of the mysterious Snow Leopard: representing reawakening and conquering one's demons.



BASE

NOTES



## PILGRIM SKNY 159 / 169 / 179

### the ultimate carver

The Pilgrim SKNY has the same flex, side-cut radius and camber profile as the regular Pilgrim but with a skinnier 75mm waist. Its traditional camber and flat tail provides stable footing at high speeds and is well-equipped to tackle early morning groomers, east coast ice and bump runs with ease. If you prefer to stick to the front side of the mountain and love railing edge to edge, this is the ski for you!

LENGTH	159cm	169cm	179cm
DIMENSIONS	112mm x 75mm x 100mm		
RADIUS	13M	17M	19M
WEIGHT	5.50lbs	6.50lbs	7.00lbs



### ARTWORK: THE ALPINE IBEX

Capra-Ibex, the Alpine Ibex, is a species of wild goat found specifically in the European Alps. The iconic mountain climbers represent the rugged spirit of Switzerland.



BASE

NOTES



ART BY **PARR.**

### FINE ART GICLEE PRINTS

Icelandic is proud to offer Fine Art Prints, better known as Giclees (JHEE-CLAYS), of your favorite top-sheet from any season!

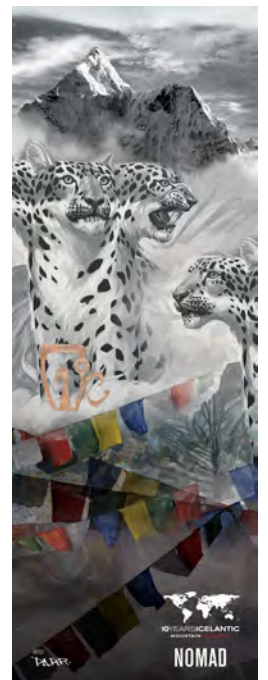
This specific type of print is created through an ink-jet printing process, which is applied directly onto a stretched canvas and is ready-to-display in your home or office.

These are original size, high-quality pieces of art and excellent conversation pieces.

### NEW DIMENSIONS: 13" x 36"

Hang your skins and giclee together on the wall and have an instant, one-of-a-kind art installation!

36"



13"

## APPAREL COLLECTIONS

All of our high-quality apparel is made by hands-that-care, right here in the U.S. of A. For our 5280 Collection, we've once again partnered with Stock MFG., and Knickerbocker MFG. to bring you the unique look, feel and quality that you expect from Icelantic. Our Basic Collection delivers simple, branded and comfortable options for long-lasting, everyday wear.



# 5280 COLLECTION

Named after The Mile High City's iconic elevation and inspired by its residents, the 5280 Collection brings the mountain lifestyle to urban dwellers. All of these top-quality garments are hand-made in the USA and will add a little cool to any closet.

## SUNNYSIDE POCKET T-SHIRT

Poly/cotton/rayon blend, durable rib neckband and feature fabric accent on chest pocket. Made with help from our friends at Stock MFG in Chicago, IL.



WHITE / JAPANESE WAVE

HEATHER GREY / SWISS DOT

BLACK / SNOW CAMO

## WASH PARK POP TOP

Retro four-button henley with feature fabrics.



JAPANESE WAVE

SWISS DOT

SNOW CAMO

## UPTOWN BUTTON-DOWN SHIRT

Classic button down cotton count body, feature fabric accents and a slim/athletic fit.



NAVY / JAPANESE WAVE

CHARCOAL / SWISS DOT

BLACK / SNOW CAMO

## BAKER HOODED HENLEY

pullover four-button henley placket with hood.



NAVY / NATURAL

HEATHER GREY / RED

BLACK / HEATHER GREY

## CAP HILL QUILTED BUTTON-DOWN

heavy duty button-down with an athletic fit.



NAVY / NATURAL

HEATHER GREY / RED

BLACK / HEATHER GREY

## FIVE POINTS 5-PANEL HAT

solid body with feature fabric brim  
made with help from our friends at Knickerbocker MFG in Brooklyn, NY.



NAVY / JAPANESE WAVE

HEATHER GREY / SWISS DOT

BLACK / SNOW CAMO

# BASICS COLLECTION

Because sometimes it's about the simple things. And being 100% made in the USA.



NAVY



WHITE BLACK



RED



WHITE HEATHER GREY NAVY BLACK



BLACK



WHITE



BLACK



HEATHER GREY NAVY



NAVY



WHITE HEATHER GREY BLACK



HEATHER GREY



BLACK



NAVY



WHITE EVERGREEN



EVERGREEN



WHITE NAVY



WHITE



NAVY



WHITE

# 10 YEARS ICELANTIC MOUNTAIN CULTURES



WHITE



BLACK NAVY



RED



WHITE BLACK



GREY



RED BLACK



NAVY/WHITE



BLACK/BLACK HEATHER/RED



NAVY/WHITE



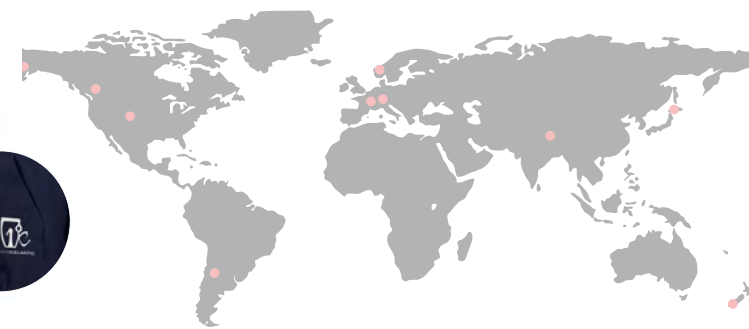
BLACK/BLACK HEATHER/RED



NAVY



WHITE EVERGREEN





# ONE DEGREE COLLECTION

If we've learned one thing from living in Colorado, it's that the right layers make all the difference! Here are some hand-chosen pieces to get you layered up for everything the cold weather has to offer.

## BASELAYERS

Made in Eagan, MN by WSI Sports.  
Our new HyperWicking Drying Baselayer is comfortable, versatile and extremely durable.  
Made of 62% Nylon, 21% Polyester, 17% Lycra Spandex.



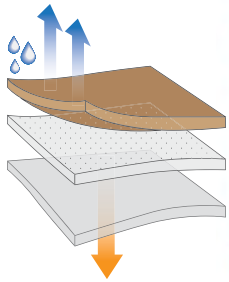
PIONEER TOP

MAIDEN TOP



BACK OF BOTH

PRO WIKMAX™  
Hyper Wicking Drying  
Baselayer



PIONEER BOTTOMS



MAIDEN BOTTOMS

## FACE MASKS

Made in Denver, Colorado by our good friends at PhunkshunWear Facemasks.  
With both Icelantic text and One Degree logos for a variety of style options (shown in Black below).  
Moisture Wicking and Anti-Microbial. UPF 50+



BLACK & WHITE ... endless options!



ALASKA  
STONE

CHILEAN  
BLANKET

JAPANESE  
WAVES

NORTHWEST  
TOTEM

NORWEGIAN  
SWEATER

ROCKIES  
PIONEER

## BEANIES

Made in Brooklyn, NY at Knickerbocker MFG.  
Basic stocking cap.



RED

NATURAL



BLACK

HEATHER GREY



BLACK

NATURAL



BROWN

## MITTENS

Made in San Francisco, CA by Astis.  
Hand-sewn in the USA from high-quality  
suede leather with hand-stitched One  
Degree bead work on the gauntlet, and lined  
with Polartec® Thermal Pro® High Loft  
insulation.



## CORE TEAM



Alex Taran



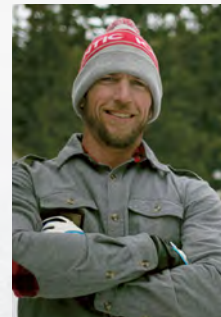
Hayden Price



Jaron Stadler



Jeremy Brown



Joe Turner



Mark Morris



Owen Leeper



Parker Cook

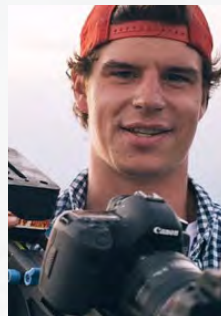
## ATHLETES

We are fortunate to have an elite team of athletes living and breathing the energy of Icelantic while simultaneously helping us create high performance skis. These athletes are creative individuals and passionate artists in their own realm, and Icelantic skis are their tool to explore their full potential on the mountains. Each athlete is instrumental in our development as a company. They show us the many ways our skis serve as their drivers while helping fine tune the designs and overall feeling of our brand.

## PRO TEAM



Julian Carr



Nick Martini



Kaylin Richardson



Josh Stack



Rebecca Selig



Scotty VerMerris



Sean Busby



Whit Boucher



JULIAN CARR & OWEN LEEPER / PHOTO: RYAN DAY THOMPSON

**COME EXPLORE WITH US.**  
“If you’re lucky enough to be in the mountains, then you’re lucky enough.” That’s what a guy named Hemingway said, and we believe it. We are so grateful not only to get outside and discover ourselves amidst nature, but also to be able to share these experiences with our friends. To us it’s about more than making skis, so much of it, is encouraging our customers to experience all that Mountain Cultures have to offer. From ascending and riding peaks around the globe to sailing and surfing our way through Islands along the equator - we connect and grow with each experience that we share with our Icelantic family.

Our community was born from a shared passion for an active lifestyle. The Icelantic community is an inclusive gathering of those seeking connection, exploration and innovation in all aspects of their lives.

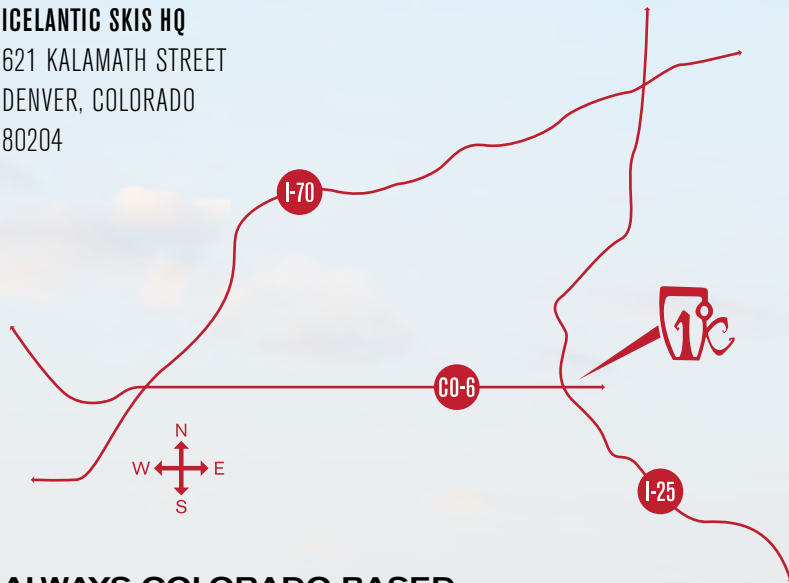


**WINTER ON THE ROCKS**

Icelandic's Winter on the Rocks is a one-of-a-kind experience celebrating the convergence of music, art, community and show, at one of the most iconic venues in the world, Red Rocks Amphitheatre. Held in conjunction with SIA's Snow Show, this benchmark event is an opportunity for Icelandic to connect with and give thanks to our community and supporters.

Join us this winter at Icelandic's Winter on the Rocks to experience a night to remember and to celebrate winter lifestyle in Colorado. National headlining musicians, hot chocolate and snowflakes are guaranteed!

**ICELANTIC SKIS HQ**  
621 KALAMATH STREET  
DENVER, COLORADO  
80204



### **ALWAYS COLORADO BASED**

Icelantic welcomes you to stop into our Global HQ for a visit, whenever you're in the Denver area. Located in the Santa Fe Art District in Denver, CO, the Icelantic HQ showcases current year's original toposheet art work, as well as exclusive art pieces and our smiling faces, ready to give you a big High-Five! On the First Friday of every month (or so), we open our doors and throw a party. That's right, we throw a party for the sole purpose of hosting you and your friends with live music, rad art, complimentary beverages, food trucks, great people and an overall good time. This is a way for us to take a breath, share a beverage and get to know you a bit better. And, of course, to bring this great community together and keep the flame a burnin'. Next time you're in the area, come on by!



# IN-STORE MERCHANDISING

**Sell through support.** Icelantic's marketing messages come in various forms including POP, window displays, and other annual signage. We offer these visual merchandising cues throughout your account to deliver an ideal Icelantic in-store shopping experience for your customers.

## ANNUAL IMAGERY

13" x 36" and great for in-store!



## LIGHTBOX

Interchangeable key product display



## SKI WALL HEADERS

Slat-wall ready, 36" x 9"



## VINYL BANNERS

Great for in-store or on the road  
Available in two sizes: 10' x 3' and 3' x 2'



## AUTHORIZED DEALER

Window cling 12" x 4"



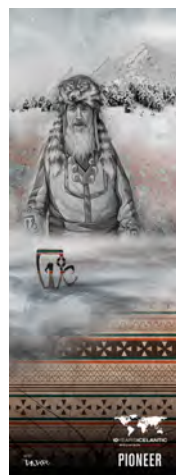
## COUNTERTOP

Key product display  
8" x 10"



## GICLEES

Fine Art Prints  
13" x 36"



## CUSTOM MERCHANDISING SUPPORT

We go the extra mile to maximize Icelantic sell-through in your account with Regional Visual Merchandising support.



### ATTRACT

Grab your customers' attention. Our goal is to draw the customer from outside the store into your retail space.



### ABSORB

Once in-store, absorbing information begins and customers can latch onto Icelantic's imagery reinforcing our brand message at a broad level.



### ENGAGE

Our goal is to make the customer feel comfortable and in control. Targeted messages direct customers to focus on details of specific products inspiring them through our unique branding and storytelling.



### CONNECT

Lastly, we consider the important moments that lead up to the shoppers purchase decision. This is our opportunity to point out benefits and educate customers on the details of Icelantic products.

Contact your sales rep to discuss merchandising options!

# PRINT/DIGITAL/EXPERIENTIAL ENGAGE

## ORIGINAL CONTENT

Icelantic Blog, Annual Theme Webisodes, Product Videos



## ONLINE/DIGITAL

Icelantic Community Newsletter (30K+ subscribers),  
Online Banner Ads, Digital Re-targeting



## SOCIAL MEDIA

over 35,000 followers



## PRINT

Key product advertising throughout endemic media channels



## DEMO TOUR

North American Demo Tour  
Regionally focused with key accounts  
Personal on-hill support for your customers  
Try before you buy!

## FILM/VIDEO



## PARTNERSHIPS

Extending our reach by working alongside like-minded brands who share similar passions!



# 2015-2016 APPAREL OVERVIEW

## SUNNYSIDE V-NECK



WHITE/WAVE HEATHER/DOT BLACK/CAMO

## WASH PARK POP TOP



JAPANESE WAVE SWISS DOT SNOW CAMO

## UPTOWN CHAMBRAY



NAVY/WAVE HEATHER/DOT BLACK/CAMO

## BAKER HOODED HENLEY



NAVY/NATURAL HEATHER/RED BLACK/HEATHER

## CAP HILL BUTTON DOWN



NAVY/NATURAL HEATHER/RED BLACK/HEATHER

## FIVE POINTS 5-PANEL



NAVY/WAVE HEATHER/DOT BLACK/CAMO

## 10 YEAR POCKET TEE



NAVY BLACK WHITE

## COLORADO TEE



BLACK WHITE

## MISSION LOGO TEE



RED NAVY BLACK HEATHER GREY WHITE

## SKYLINE TEE



NAVY BLACK WHITE

## ICEY SNAPBACK HAT



NAVY/WHITE BLACK/BLACK HEATHER/RED

## ICEY TRUCKER CAP



NAVY/WHITE BLACK/BLACK HEATHER/RED

## BEANIES



RED NATURAL BLACK HEATHER GREY

## 10 YEAR ZIP HOODY



RED NAVY HEATHER GREY

## COLORADO HOODY



BLACK HEATHER GREY

## MISSION LOGO HOODY



NAVY BLACK HEATHER GREY WHITE

## SKYLINE HOODY



NAVY BLACK HEATHER GREY

## ICEY x ASTIS MITTENS



BLACK BROWN NATURAL

## ICEY x PHUNKSHUN FACEMASKS



ALASKA STONE BLACK CHILEAN BLANKET JAPANESE WAVES NORTHWEST TOTEM NORWEGIAN SWEATER ROCKIES PIONEER

## ICEY x WSI SPORTS PRO WIKMAX BASELAYERS



PIONEER TOP PIONEER BOTTOM MAIDEN TOP MAIDEN BOTTOM

## 10 YEAR WMNS TEE



RED BLACK WHITE

## COLORADO HOODY DRESS



NAVY WHITE

## MISSION LOGO HOODY DRESS



NAVY EVERGREEN WHITE

## SKYLINE HOODY DRESS



NAVY EVERGREEN WHITE

## 10 YEAR HOODY DRESS



NAVY EVERGREEN WHITE

# ICELANTIC CONTACTS

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## ITALY MT. SPORTS AND TRADING

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10 YEARS ICELANTIC  
MOUNTAIN CULTURES



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