



INSPIRED BY GREATNESS

Proud sponsor of the 2014
U.S., Canadian and Russian
Freestyle Ski Teams

 **Columbia**
Trying stuff since 1938





USA

MOGULS

AERIALS



CANADA

MOGULS

AERIALS

PARK AND PIPE



RUSSIA

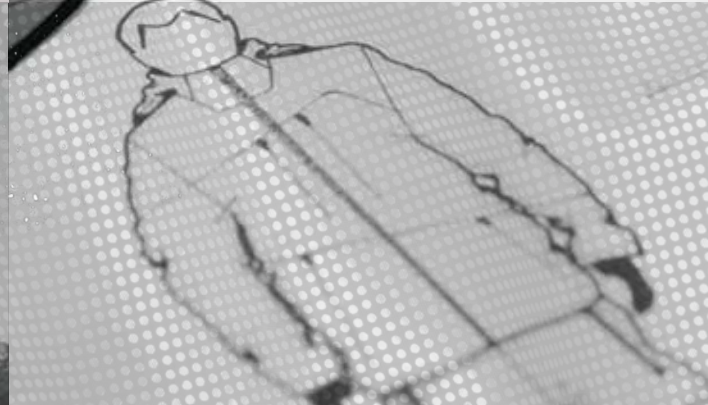
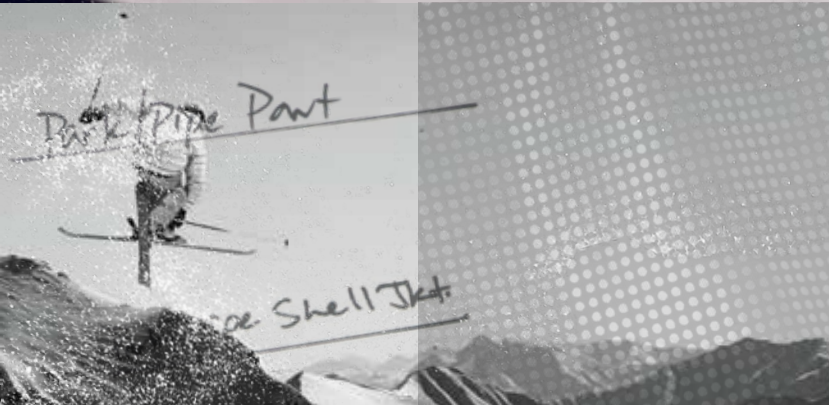
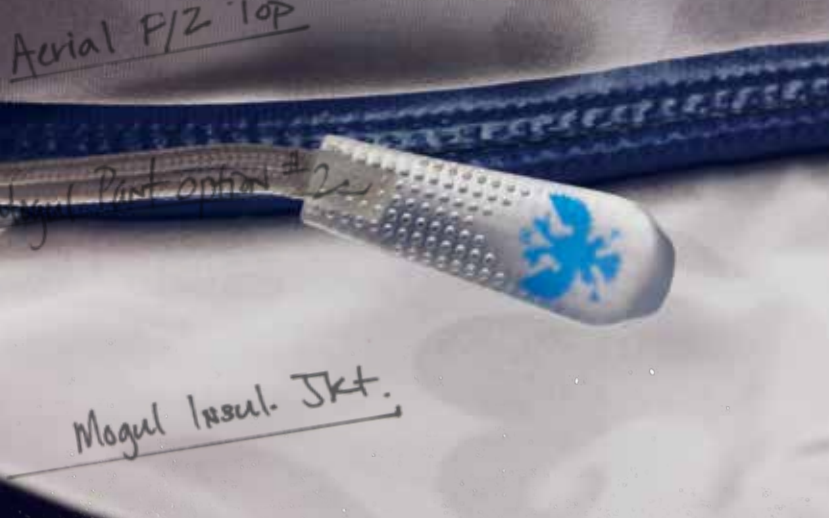
MOGULS

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SKICROSS





#INSPIREDBYGREATNESS

Athletes train a lifetime for this. They live at the training facility and on the slopes. They experiment, they reach further, they peak at the right moment - they try stuff. And trying stuff is what turns athletes into champions. We won't claim to understand that incredible pressure. But we do understand that drive and their pursuit of excellence. It's what we brought to the design and development of these freestyle ski uniforms for the United States, Canada and Russia.

We love freestyle skiers because they're innovators. They're boundary pushers, daredevils, adrenaline junkies, and badasses—and we can't imagine a more inspiring group of athletes to design product for. Their greatness energized and mobilized us. We went full out. We left nothing on the table. The end result is a set of uniforms that has as much to do with the ethos of these world-class athletes as with our own internal brand values: Try often, try harder, then try again. Greatness will follow.



EXTERIOR FEATURES



LIGHTRAIL™ ZIPPER

Invented specifically for these uniforms, Columbia’s Performance and Innovation Team (PIT) created a flexible laser-cut zipper that is bonded directly onto the fabric, eliminating the need for zipper tape. The result is lightweight, low-profile and appears invisible to the eye. We even molded our own dock and zipper head to ensure that the lightest, most streamlined zipper in the world is also completely waterproof. Don’t be surprised to see these new zippers on your new Columbia jacket in a season or two.



SNOW CAMO

Moguls skiers face the unenviable task of having to appear completely calm and smooth as they’re pummeled by the mountain’s most challenging terrain. To help mask body movement, we developed a custom snow camouflage that actually mimics the look of moguls themselves, using gray tones to break up white space.



INDIVIDUALIZED PATCHES

If there’s one thing that our multiple focus groups with freestyle ski athletes taught us, it’s that they’re fiercely individual (fierce in general, but that’s another story). Because of that, we built in opportunities for self-expression wherever we could. The interchangeable patches feature graphics that range from playful to traditional—they’re also great for trading with new international friends.



KNEE PATCHES

Freestyle judges keep a close eye on moguls skiers’ knees to ensure that they stay locked together. Knee patches highlight this critical part of the performance, so the athletes are understandably particular about having these patches placed in the most effective position. Since that placement is different for everyone, we designed them so they can be easily applied by the skiers and coaches themselves.



INTERIOR FEATURES



OMNI-HEAT® THERMAL REFLECTIVE



Omni-Heat® Thermal Reflective helps regulate body temperature with little silver dots that reflect and retain the warmth your body generates - the breathable material also dissipates moisture and excess heat. For freestyle skiers who compete in varying temperatures and weather, this versatility is critical to staying focused on their performance. This technology also means more warmth with less bulk; ideal for maintaining maximum athletic mobility.



REFLECTIVE EMBLEM

Frequently airborne and always awesome, freestyle skiers are young, energetic and all about the stoke. Columbia's reflective lining on the jackets provides the perfect canvas to celebrate the energy and the passion of each of these athletes and their countries. We worked with the athletes to develop country-specific emblems which are a true reflection of the athletes and the attitude they bring to the world stage.



NECK LABEL

When the lights go down in Sochi, after the jacket has done its job of keeping our freestyle athletes warm and comfortable, it will become a symbol of a very important moment in time. To honor that milestone, we've created a custom neck label, specific to each country that honors and commemorates the achievements of these athletes.



NAMEPLATE

Freestyle teams are always throwing jackets and uniforms into piles, then rifling through them trying to figure out whose is whose; custom nameplates make it easy for athletes to quickly identify their gear. They're also big enough for an inspirational message or quote, so they can take a little extra good luck with them onto the slopes. Not that athletes are superstitious or anything...





INDIVIDUALIZED SHOULDER PATCHES

Interchangeable patches with graphics that range from playful to traditional enable athletes to personalize their look.



SNOW CAMO

Developed specifically for the moguls, this camouflage helps to mask body movement in the bumps. Each country has a unique pattern.



LIGHTRAIL™ ZIPPER

Laser cut, flexible, and extremely low-profile, these lightweight zippers feature a custom docking station for a truly watertight seal.



KNEE PATCHES

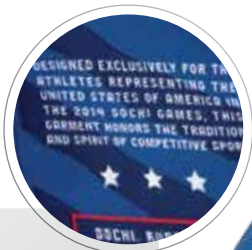
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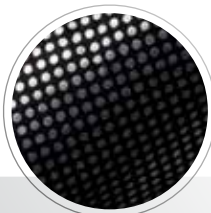
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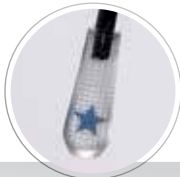
NECK LABEL

Each interior label features country-specific graphics and a commemorative statement honoring this historic moment.



OMNI-HEAT[®] THERMAL REFLECTIVE

Columbia's patented technology reflects heat back to the athletes with tiny silver dots and cuts down on traditional insulation for increased mobility.



CUSTOM FEATURES



NAMEPLATE

The nameplate makes it easy for athletes to keep track of their jackets; it's also perfect for an inspirational message.



REFLECTIVE EMBLEM

Channeling a classic American motocross vibe, the strong interior graphic injects the uniform with a little bit of badass freestyle energy.





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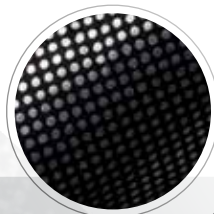
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**REMOVABLE
SHOULDER POCKETS**

Shoulder pockets easily detach so the athletes can customize the jacket according to their individual preferences.

**REVERSE
POWDER SKIRT**

This powder skirt pops right out of the top of the waistband, so athletes can enjoy the low-slung look and still stay dry.

**ADJUSTABLE
SUSPENSERS**

Extra-long suspenders adjust in a snap (literally) to accommodate the super-low look some of the athletes told us they preferred.



UNDER

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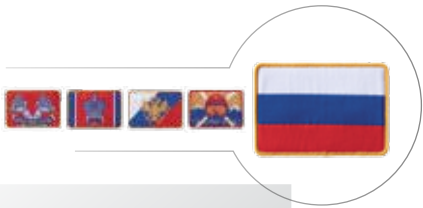


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Inspired by Russian iconography, the highly embellished interior graphic invokes a classic coat of arms.



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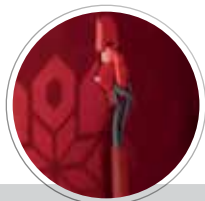


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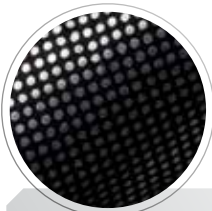
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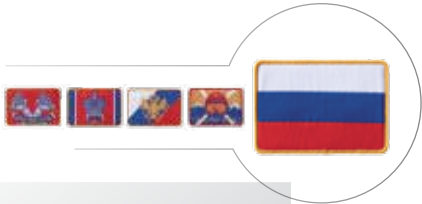


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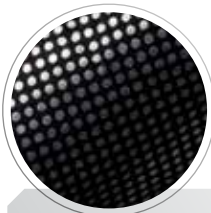
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