

# Style.

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# INNOVATING A TRADITION WITH TECHNO-STYLE

> HANDCRAFTED SUPERIOR SKIS THE ELEGANCE OF THE PAST... THE POWER OF THE FUTURE  
MUSIC LET IT SNOW! LET IT SNOW! LET IT SNOW! BY BING CROSSBY <  
> BY ANDREAS M. JÜRGEN

They have striking good looks, an hour glass figure, and they're complex on the inside. No, I'm not talking about the panoply of models that grace the pages of Style Monte-Carlo, I'm talking about a range of skis from ultra cool Italian company Speciale Sci. Completely handcrafted using superior quality materials, the range of skis are a rock solid investment for anyone who loves the elegance of the past and believes in the power of the future. Traditional and classic on the outside, the simple design belies the complex technical craftsmanship that goes on inside. Each pair of bespoke skis is exquisitely handmade and would not look out of place on a gallery wall. The classic old-school wood and metal exteriors exude discreet quality, hours of creative design, painstaking craftsmanship and first-class materials. To top all that, upon request, Speciale can create a particular angle of edges, a unique imprinted base or a personal name engraved on the uppermost layer of the Titanal edges. "The market is so expansive that it is difficult for a buyer to choose the right equipment. Speciale distribution is aimed at that consumer that would like to find a high quality piece of equipment that also follows the beauty of Italian design," says founder of the company and ex-Olympic skier Pietro Tagliabue...



Whereas a designer of mass-produced skis is restricted in his decision-making I was involved in producing a ski, such as the choice of materials, the right geometry dynamics and weight distribution...

- Pietro Tagliabue  
for Style Monte-Carlo - St. Moritz, October 2008

"...For us quality means to produce an excellent item capable of satisfying the technical expectations of experts, by using the most up to date technology. The only market that is growing is the luxury market while the ski market is completely saturated. There are some other brands that are producing similar skis and although they have done very good work in terms of image, marketing and aesthetics generally these skis are, technically speaking, inferior to the top line of the famous brands as such as Atomic or Salomon. At Speciale, our optic was to create a line that was elegant from the aesthetic point of view but would also grant a high level of performance. We wanted to create a design that was reminiscent of the history of skiing, but infused with technological innovation. Our design is classic but modern and our models remain almost identical from season to season. We do have in mind some other Speciale projects for the future, for the same kind of consumer target, such as a Speciale ski helmet, a Speciale carbon bicycle, a lamp for a traditional alpine house but these projects are still in development. First, we have to grow and consolidate the ski line." Aesthetics? Check. Performance? Check. Innovation? Check. Price? Unfortunately, large cheque...



> WWW.SPECIALEQUIPMENT.IT



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