



A new look for Descente's renowned skiwear in a limited edition capsule collection Market launch 6 October 2023

The first collaboration between Descente and elite Swiss Alpine skier, Marco Odermatt



MARCO ODERMATT



For the past 90 years Descente has dedicated its technical and design skills to creating the world's fastest skiwear. Down to the finest detail, we have refined functionality in pursuit of the ultimate beauty of form.

Our finest skiwear is designed to enrich the spirit as well as to maximize physical performance. The battle to win both skiers' hearts and bodies is the essence of Descente's "functional beauty" and craftsmanship philosophy.

In 2023 Marco Odermatt continued his remarkable run of success, breaking an historic record in the Men's Alpine Ski World Cup. As a rising Swiss star, he won his first World Cup victory in the 2019-2020 season. In the 2022-2023 season, he won 13 races and earned a total of 2,042 points, surpassing the record set by the legendary Hermann Maier in the 1999-2000 season. In addition to creating a new points record, Marco won his second consecutive overall World Cup and giant Slalom discipline titles, as well as a first Super G discipline title. Descente began its partnership with Marco in 2018.

(For reference, Marco's achievements can be seen on the official FIS website:

<https://www.fis-ski.com/DB/general/athlete-biography.html?sectorcode=AL&competitorid=190231&type=podiums>)

While he has emphatically risen to the pinnacle of world Alpine skiing, his personal love of skiing carries over into private enjoyment of recreational skiing, aligning him closely with young everyday skiers who all have their own various passions for how they enjoy the sport.

The Marco Odermatt capsule collection, created in close collaboration with Marco, will debut in the 2023 autumn-winter season and evolve annually, offering new Descente styling to all.

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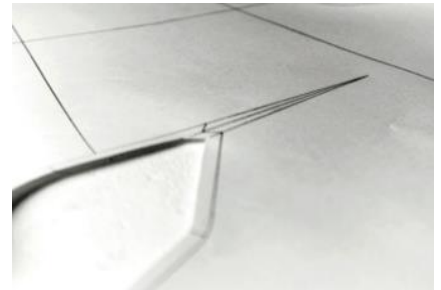
Collection Overview and Features

The designs feature a graphic logo showing Marco's first gold medal winning time of "2:09.35" in the Men's Giant Slalom event at the Beijing Olympics. This logo is a detachable patch with a hook-and-loop fastener which can be removed when washing the garment.



S.I.O Minimum Pattern

The jacket and pants are crafted with Descente's S.I.O pattern engineering resulting from years of speed competition wear research and development. The collection perfectly represents Descente's "design by functionality" philosophy, in which design without functionality is merely "decoration". The concept of "Minimalism" removes unnecessary decorations, leaving a fusion of functional features as the pure design elements. Directly designing with a single piece of fabric on a moving body minimizes the number of pattern pieces, maximizes comfort and optimizes performance. This approach maximizes the benefits of "functionality", reducing garment weight and improving ease of movement. A reduction in the number of sewn seams improves waterproofing and mobility, rounding out the enhanced aesthetics of the finished garment.



Breathable System

Introducing Descente's new Breathable System, which keeps the body comfortable by ensuring airflow within the garment and venting excess moisture. This caters to the needs of athletes engaged in strenuous activities in varying locations, climates and seasonal temperature differences.



The exhaust vents located on the upper back work in conjunction with pit zips on the sides to promote the release of excess humidity from inside the garment while maintaining full skiwear windproof, waterproof and insulation properties. Vertical front pockets have top and bottom opening zippers to access vents for additional airflow.

Meticulous Design

The midlayer items are designed with a focus on layering with the jacket, ensuring the best fit when worn together. The special quilting technique i2C is designed not only for improved mobility, but also to reduce cold spots and keep heat in. The backs are in windproof fabric with laser-cut perforations to provide the ultimate in comfort, combining breathability with windproofing.

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Taking cues from Marco's training, which involves frequent putting on and taking off of pants, the collection pants have zippers on both sides to make that easier. The zipper pullers are rounded, making them easier to grip, even with gloves on, in challenging, snowy conditions. With these, pants can be easily put on and taken off even while wearing a jacket or riding a lift.

Collection Lineup

Style Name : **S.I.O 3Layer Hard Shell Jacket**

Style No. : **DWMWGK23**

Color Code : MRC, OL2

Size : F.I.D.; 46-54 (JPN; M-XO)



Style Name : **S.I.O Insulated Bib Pants**

Style No. : **DWMWGD44**

Color Code : MRC, OL2

Size : F.; 42-50 I.D.; 50-58 (JPN; M-XO)



Style Name : **S.I.O×i2C thermo Insulated Midlayer Jacket**

Style No. : **DWMWGK47**

Color Code : MST

Size : F.I.D.; 46-54 (JPN; M-XO)



Style Name : **S.I.O×i2C thermo Hybrid Insulated Jacket**

Style No. : **DWMWGK48**

Color Code : MST

Size : F.I.D.; 46-54 (JPN; M-XO)



Style Name : **i2C thermo Hybrid Middle Pants**

Style No. : **DWMWGD60**

Color Code : BLK

Size : F.; 42-50 I.D.; 50-58 (JPN; M-XO)



Special Website: https://www.descente.com/en/marco_oderstatt

“Everything for the athlete”

Looking to the future, Descente will continue to dedicate its ideas and its technology to the liberation of the bodies and spirits of all who wear its garments and help them to unleash unknown potential. This is the brand's philosophy, offering a wide range of values as a premium sports brand.