OPERASKIS



OPERA SKIS

finely crafted skis | handmade in Italy

We are perfectionists and we love nature. For this reason, we design and manufacture our skis by hand, combining the attention for every detail with superior quality raw materials, for the minimum environmental impact and the maximum performance of made in Friuli Venezia Giulia - Italy.

OP≣RA is



the company





The real Made in Italy

After twenty years dedicated to the innovation and thanks to the intuitions and experiences gained on the ski slopes and in winter sports companies, Alessandro Marchi "Sandy" creates OperaSkis. The company, based in Friuli Venezia Giulia, is completely independent in its production cycle, and stands out in the global ski scene combining an artisanal high-end production with state-of-the-art design and processing tools.

Expertise, technology and materials' harmony: a modern craftsmanship that guarantees a quality that can not be reproduced both in an industrial production and in traditional artisanal processes. A constructive philosophy that is based on real people, which aims at performance, while respecting the planet: this allows to create skis that are unique artworks.

The company's focus is not competition but fun, ease of use, lightness and emotion of the descent for all the skiers, a focus that differentiates Opera from the other companies in the ski world.

The constant quest for perfection allows to control all the parameters that characterize the ski and and to modify them for the person: an innovation close to the customer, which look for solutions to his needs and desires, with the aim of creating emotions.

our origins: tradition & innovation















people





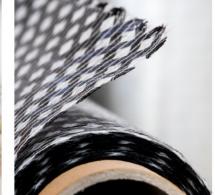












wood







technology



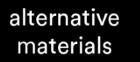
local resources













SUSTAINABILITY





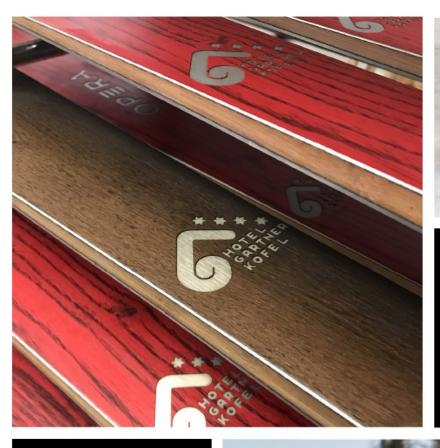




research & developement













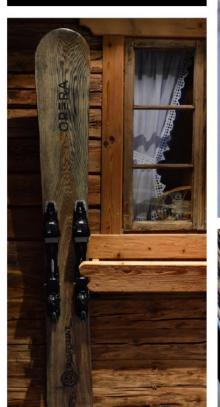




EMOTIONAL BEAUTY



people

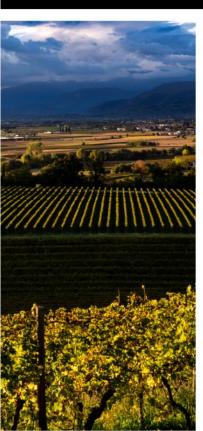




bespoke



made in Italy







feelings

artworks

wood evolution™



around the natural beauty of the wood, beyond the seasonality of serial products

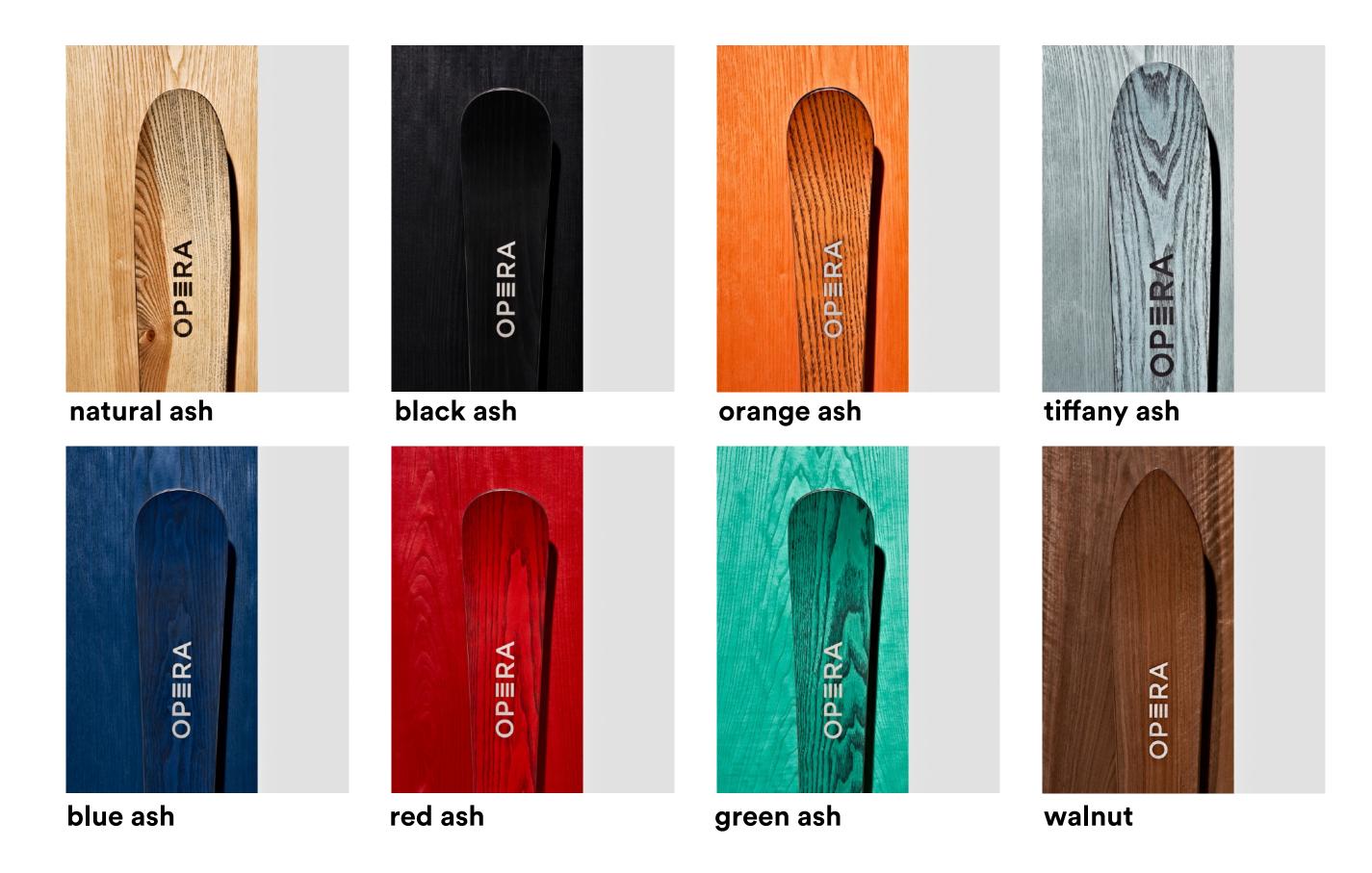
Wood Evolution™ is our patented technology that allows to use a real wood topsheet, increasing performances and durability.

It is a composite material derived from natural wood which evolves, thanks to a particular process. It has not only exceptional mechanical and structural properties but it allows the use of very small thicknesses and acquires characteristics that natural wood would not have. All of this maintaining an absolutely natural look in which the characteristics of the wood itself such as veins and knots are enhanced.

The material does not need any further treatment and for our choice it comes with a natural oils and waxes finish, and the surface customizations are possible thanks to the laser engraving.

@woodevolution.it
woodevolution.it

finishes



AbonosTM

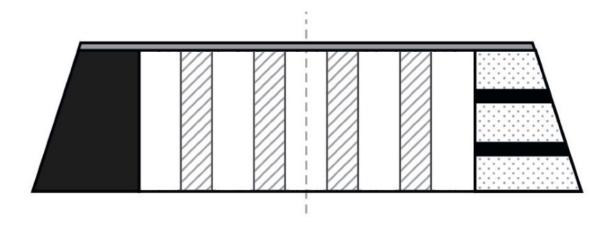


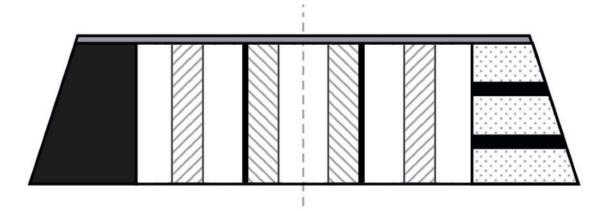
Abonos[™] is a fossil oak sourced from rivers in the Sava area, at the northwest border of the Balkan Peninsula. Its wood preservation process is special because, although it is the result of an underwater storage, it manages to keep its properties and at the same time it increases its hardness.

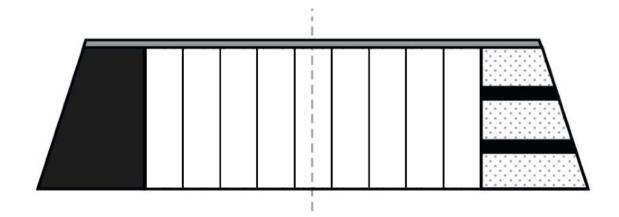
It can be defined as a sub-fossil: there has been a prolonged storage under low oxygen levels that starts a genuine fossilization, but the wood is not totally fossilized and it's still influenced by the substances present in the water.

Each trunk is not only a raw material but also a piece of history of the area from which it was taken. This process of wood conservation shows the observer its value, rarity and importance.

features: constructions







Resort construction

Paulownia -ash woodcore: Powerful

Full titanal layer: 2 layers Responsiveness and flex control

Triaxial and biaxial fiberglass: Precision and stability, torsion control

Sidewalls: ABS (standard) or FSC bamboo ply sidewall

Nano graphite base: Speed and glide for every snow type, perfect absorption

Flax/carbon reinforcements: Increased reactivity

Resort Evo construction

Poplar-ash woodcore: light and powerful

Full titanal layer: 2 layers Responsiveness and flex control

Triaxial and biaxial fiberglass: Precision and stability, torsion control

Sidewalls: ABS (standard) or FSC bamboo ply sidewall

Nano graphite base: Speed and glide for every snow type, perfect absorption

2 Vertical Flax/carbon reinforcements: Increased reactivity

Race construction

Full ash woodcore: extreme powerful and reactive

Full titanal layer: 2 layers Responsiveness and flex control

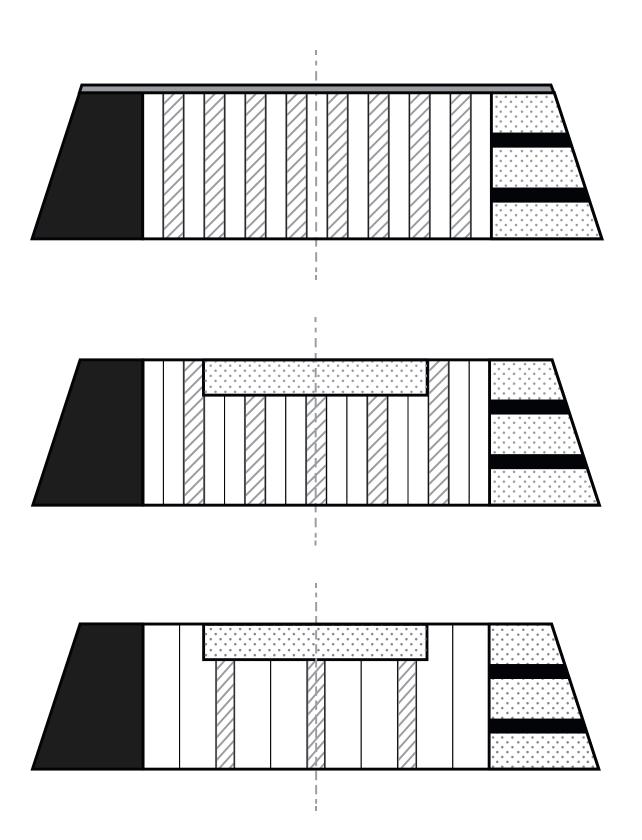
Triaxial and biaxial fiberglass: Precision and stability, torsion control

Sidewalls: ABS (standard) or FSC bamboo ply sidewall

Nano graphite base: Speed and glide for every snow type, perfect absorption

Flax and Hybrid fiberglass: Increased reactivity and responsiveness

features: constructions



Twin Freeride construction

Paulownia-ash woodcore: Powerful

Flax Carbon stripes: Responsiveness and flex control Triaxial fiberglass: Precision and stability, torsion control Sidewalls: ABS (standard) or FSC bamboo ply sidewall

Nano graphite base: Speed and glide for every snow type, perfect absorption

Carbon reinforcements: Increased pop reactivity

Freeride construction

Paulownia-ash woodcore: Light and powerful

Triaxial fiberglass: Precision and stability, torsion control **Sidewalls:** ABS (standard) or FSC bamboo ply sidewall

Nano graphite base: Speed and glide for every snow type, perfect absorption FSC bamboo plate underfoot: Pin bindings compatibility and increased durability

Flax/carbon reinforcements: Increased reactivity decrease weight

Light construction

Paulownia-ash woodcore: Light

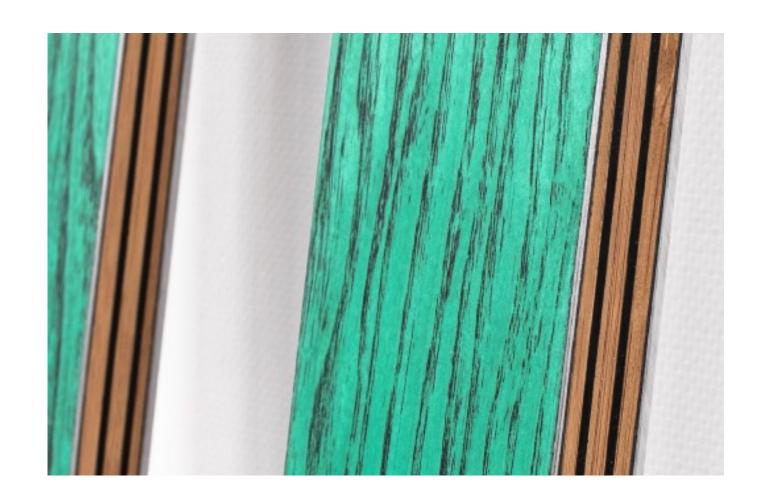
Full carbon: light

Sidewalls: ABS (standard) or FSC bamboo ply sidewall

Nano graphite base: Speed and glide for every snow type, perfect absorption FSC bamboo plate underfoot: Pin bindings compatibility and increased durability

Hybrid fiberglass: Increased reactivity and responsiveness

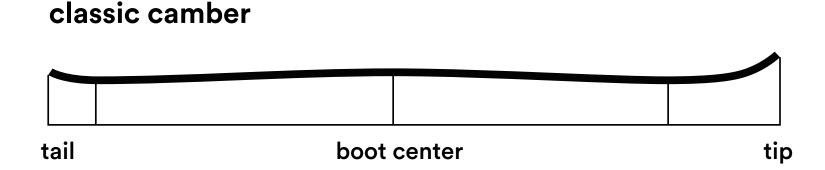
bamboo ply sidewalls



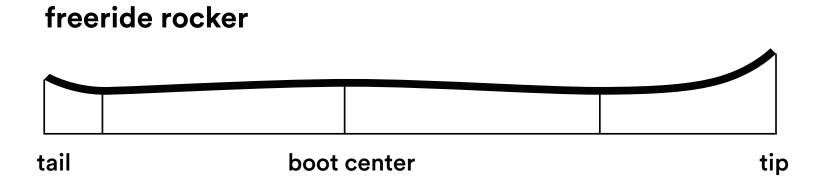
The bamboo ply sidewalls are made recycling our base leftovers into a sandwich-structured composite in combination with sliced bamboo panels to protect the woodcore from humidity and water.

The skis will not just look better but also ride better, as this construction increases the distribution of the edge pressure especially on the nose and tail, making the ski more sensible while improving dampening in very icy conditions.

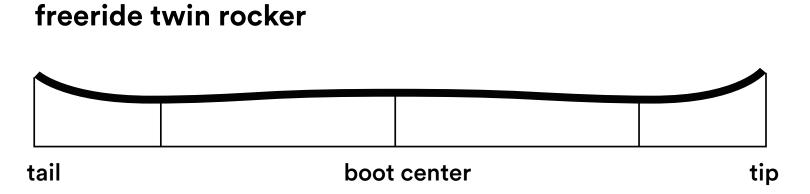
features: profiles



Profile developed for our Resort Collection models and derived from the traditional carving ski profile. The camber is characterized by a slight and soft curve, that goes from the contact points close to the ends up to the apex in the middle of the ski. These skis produce more pressure on the snow and they requires more accurate turn initiation, but offers superb precision and power on groomed and harder snow. The rider's weight puts a concentrated pressure on the edge from tip to tail, resulting in increased edge hold and reliability.



This profile combine a more traditional camber underfoot with a modern, elongated and early rise rockered tip. In this case the front contact point is placed further back from the tip, while the rear contact point remains close to the tail. The rockered tip gives a better flotation in powder and keeps the skis maneuverable and less 'catchy' on hard snow, while the camber part transmits energy and retains edge hold, making the skis versatile enough to handle also mixed conditions.



Thanks to this profile the skis have the playfulness and floatation typical of a full rockered ski, without loosing edge hold and versatility. The contact points are closer to the middle of the ski but still not underfoot, out of the binding area. The cambered midsection provides a longer edge, increasing edge hold and stability also on hard snow, while the rockered tip and tail provide floatation also in the deepest snow and give the ski an incredible maneuverability.







Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
146	118	65	100	9,4
152	118	65	100	10,8
157	118	65	100	12
165	118	65	100	13,4
172	118	65	100	14,4
180	118	65	100	16,4
188	118	65	100	18,4

Construction: Resort-Race CarveTerrain: ResortProfile: Classic camberFlex: 7/10Finish: Red ashTorsion: 8/10

Art65: the Race Carver ski for the perfect turn lovers

Art65 is the narrowest ski in the collection, designed for the real turn lovers, for those looking for maximum emotion and power on the slopes. The reduced width and medium-stiff flex make it a performing and responsive Race Carver both in the short and long radius, while our resort construction gives it stability and grip even on the most icy snows. A ski for enthusiasts, that knows how to pull out the precision and aggressiveness of a race model, while remaining flexible and pleasant to ride for skiers who have good technique.



≡65EVO

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
165	118	65	100	13,4
172	118	65	100	14,4
180	118	65	100	16,4
188	118	65	100	18,4

Construction: evo woodcoreTerrain: ResortProfile: evo camberFlex: 8/10Finish: Green ashTorsion: 8/10

Art65 EVO: in one word, a ski that is the Evolution

Art65EVO is a precision ski, the evolution of our Resort collection classic art65 with even higher performance. It maintains the same radius and sidecut but combined with a different construction, a special composite core and a more aggressive camber able to satisfy even the most precise skiers. A Race Carver ski made for speed and perfect turns, with an incredible reactivity to respond promptly in any situation and greater rigidity to support even the most powerful skiers: for those who really demand the maximum from every day on the slopes.



art 65woman

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
146	118	65	100	9,4
152	118	65	100	10,8
157	118	65	100	12

Construction: Resort-Race carveTerrain: ResortProfile: Classic camberFlex: 6/10Finish: Red ashTorsion: 7/10

Art65 woman: a lighter adaptation of our beloved Race Carver

Thanks to the skills that masters, instructors and shopkeepers have shared with the Research & Development of Opera Skis, a line of new products dedicated to women was born. Each tool enhances specific characteristic such as lightness, ease of use, a sense of safety and aesthetics related to the needs of every woman.

Art65 145cm, 152cm and 157cm will satisfy the needs of the female public as very light, easy and performing skis.



art **=72**

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
158	125	72	107	12,4
163	125	72	107	13,0
166	125	72	107	13,6
173	125	72	107	14,6

Construction: Resort-Race CarveTerrain: ResortProfile: Classic camberFlex: 8/10Finish: Black ashTorsion: 8/10

Art72: a ski to enjoy all the slopes with any snow

Art72 is a ski dedicated to expert and versatile skiers, that love speed but above all fun. Our resort construction and the classic camber with a greater central width than the art65, make this ski more rigid and structured, for a model that requires good technique and power but is more forgiving. An everyday but high-performance and high-level All-round ski, the perfect combination of agility and stability for those who love to ski for hours while having fun and getting the best out of every slope and snow condition.





Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
150	125	77	110	12,4
158	125	77	110	14
168	125	77	110	16
172	125	77	110	16,2
178	125	77	110	16,8

Construction: Resort-Race Carve Terrain: Resort - all mountain

Reinforcements: flax/carbon Flex: 7/10
Profile: Classic camber Torsion: 7/10

Finish: Blue ash

Art77: the all-mountain ski for carving lightly

Art77 is the most peaceful ski in our resort collection, for a light and carefree skiing. In this model we have combined sweet and soft shapes with a high-level construction, to obtain a pleasant and manageable ski. The central width of 77mm and the generous tip and tail make it a stable and reliable ski, while a lightweight resort construction, combined with flax reinforcements, make it soft but responsive. The result is a versatile all-round ski that allows men and women of all skill levels to ski and carve effortlessly throughout the day and in all snow conditions.



art **=85**

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
170	132	85	118	15,8
178	135	85	120	17

Construction: Resort-Race carve Terrain: Resort - All Mountain

Profile: Classic camber Flex: 7/10
Finish: Natural Ash Torsion: 7/10

Art85: An all Mountain ski with a race carve soul

We developed those skis for the best All mountain performances with the same woodcores of the race carve skis. An easy sidecut radius combination and a medium flex allowed an effortless skiing in all snow condition including. The north American market love this shape and the Art77. Forget lateral boot drag also in extreme carving turns and enjoy the float on soft snow.



Special collection



art **≡76**

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
170	114	76	99	16,8
179	114	76	99	18,8
189	114	76	99	20,8

Construction: Resort-Race carve Terrain: Resort -All Mountain

Profile: Freeride camber Flex: 7/10
Finish: Walnut Torsion: 6/10

Art76: the magic mix between ski heritage and modern craftsmanship
Started from the successful shape of the Art89 we keep the pointed nose and front freeride rocker in a narrower skis close to the resort skis. A good taper and medium long radius allowed to use this skis in all the conditions from icy slopes to powder with ease. A very natural bend and torsion make this shape playful and performing.

The Art76 make your ski days unforgettable.

Special collection



≣89

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
172	128	89	113	18
179	128	89	113	20
189	128	89	113	22

Construction: Resort-Race carve Terrain: Resort -All Mountain

Profile: Freeride camber Flex: 7/10
Finish: Walnut Torsion: 8/10

Art89: shapes from the past blended with modern skiing

The one and only! A ski that can impress from the beaten track to the fresh snow, without having a very wide waist underfoot. In this ski we drew inspiration from a pointed nose geometry from the past combined with a smooth rocker and innovative sidecuts of our times. Art89 can satisfy both the "old school" skiers and the new generation!

race collection



■22M - Instructor

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
177	101	65	86	22

Woodcore: Race Ash

Fibers: triaxial

Reinforcements: Titanal + flax fibers
Base: Nano graphite - Race treatment

Sidewalls: Abs or Bamboo Ply

Profile: Race camber Terrain: Competition

Flex: 9/10 Torsion: 9/10

The 177cm 21m ski was born from the requests of many national instructors and ski enthusiasts looking for a model that could satisfy the needs of handling medium and short turns with different techniques on all slopes.

The nominal 22 meters radius is combined with a shorter radius at the tip and tail in order to facilitate the entry and exit using different techniques.

race collection



≡24M - Ski cross

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
184	101	65	86	24

Woodcore: Race ash

Fibers: triaxial

Reinforcements: Titanal + flax fibers

Base: Nano graphite - Race treatment

Sidewalls: Abs or Bamboo ply

Profile: Race camber Terrain: Competition

Flex: 9/10 Torsion: 9/10

A ski suitable for competitions by combining only the best materials developed to reach harmony of flexibility, reactivity, torsion, precision and dampening.

The race base is treated, flattened and polished merging the best strategies coming

from world cup competitions with top quality machinery standards.

The radius of 24 meters consists of 2 different sections capable of making it easier to set the curves by controlling the speed and a final phase of an accelerating curve. Suitable for master and amateur athletes.

race collection



≣27M

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
188	101	65	88	27

Woodcore: Race Ash

Fibers: triaxial

Reinforcements: Titanal + flax fibers

Base: Nano graphite - Race treatment

Sidewalls: Abs or Bamboo ply

Profile: Race camber **Terrain:** Competition

Flex: 9/10 Torsion: 9/10

Derived from a selection of shapes used in the world cup is a ski suitable for competitions by combining only the best materials developed to obtain qualities of flexibility, reactivity, torsion, precision and vibration dampening. The race base treated, flat and polished following the best strategies coming from world cup competitions and machinery. The "PURO" single section radius of 27 meters is only suitable for top level skiers looking for the generation of speed in each section of the curve and uncompromising lines between the poles. Suitable for master and amateur athletes only with excellent technical physical training.

Asym collection

Asym Resort collection





Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
172	Xxx	xx	Xxx	xx

Woodcore: Race Asym Ash

Fibers: biaxial triaxial

Reinforcements: Titanal + flax fibers

Base: Nano graphite - Race treatment

Sidewalls: Abs or Bamboo ply

Profile: Race camber Terrain: resort fun

Flex: 7/10 Torsion: 8/10

The secret collection is the result of years of thoughts, ideas, contamination, old shapes and innovations.

Thanks to AI coordinated from our inputs and top level skiers feedbacks and requirements we developed right and left ski. It' a full asymmetric shape and construction.

The result is an easy ski that perform incredible natural on the edge technique. The skis running parallel without wide or exaggerate movements of the body. Save energy and perform with ease allowed to have fun and skiing better. We moved this shape also into the race gs skis where saving energy corresponds in have the best lines, times and be the faster!

Asym Race collection



EXX - GS/WC- Asym

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)
194	Xxx	xx	Xxx	Xxx

Woodcore: Race Asym Ash

Fibers: triaxial

Reinforcements: Titanal + flax fibers

Base: Nano graphite - Race treatment

Sidewalls: Abs or Bamboo ply

Profile: Race camber Terrain: Competition

Flex: 9/10 Torsion: 9/10

Opera skis born to build very high end skis with focus on the race carve and all mountain collection. But....

Ski racers tried our skis and they fell in love with the feeling and Opera edge grip and ease. Based on the feedbacks and requests we thought to develop something special; not just a skis but a concentration of innovation thanks to the Al and the possibility of engineering the shapes and the construction to optimise speed. Left and right skis make the racers faster as never before saving energy in new gate lines.

freeski collection

skis made for seeking freedom off the beaten tracks, inspired by people, emotions, places



freeski collection



art **=87**

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)	Weight (kg)
149	124	86	112	14	0,90/ski
158	124	87	112	16	1,08/ski
168	124	87	112	18	1,18/ski
176	127	87	113	20	1,28/ski

Construction: Light with hybrid fiberglass

Reinforcements: Bamboo plate

Special feature: Aluminium nose protection

Profile: Freeride rocker

Terrain: Ski tour & Backcountry

Art87: a light ski for passionate skialpers

This ski makes lightness and pleasantness its main characters. Soft geometries, medium flex and a classic camber combined with a very gradual front rocker make it stable and reliable even uphill, but at the same time guarantee an extremely pleasant skiing. A bamboo plate underfoot makes it suitable for any type of binding while an aluminum reinforcement strengthens the tip. As natural in deformation as in its construction, it is a perfect travel companion that will surprise and excite you in a multitude of different conditions, from the ascent in the Norwegian fjords to the crossing of the Alps.

freeski collection



art **≡96**

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)	Weight (kg)
166	130	96	120	21	1,3/ski
177	130	96	120	22	1,45/ski
186	130	96	120	23	1,6/ski

Construction: Freeski Profile: Freeride rocker

Reinforcements: Bamboo plate Terrain: Powder - all mountain - backcountry

Art 96: a reactive ski, from the all-mountain to free-touring

An all-mountain freeride ski with a powerful poplar and ash construction, effective in powder and formidable in variable conditions. The non-excessive width, a progressive front rocker but a medium-stiff flex make it a structured ski that is always at ease in the multitude of snows, spaces and slopes of the Alps, and able to support the skier even in the most demanding situations. Thanks to its low weight is a perfect model also for free-touring, for expert skialpers looking for a reactive ski, compatible with all types of bindings thanks to the bamboo reinforcement underfoot.



art | art | |

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)	Weight (kg)
167	140	106	130	21	1,55 /ski
178	140	106	130	22	1,60 /ski
187	140	106	130	23	1,75 /ski

Construction: Freeski Profile: Freeride rocker

Reinforcements: Bamboo plate Terrain: Powder - all mountain - backcountry

Art106: a ski devoted to freeride with a race soul

The big brother of Art96 model, which emphasizes its floatation thanks to its greater width while remaining reactive and with an excellent grip even on icy terrain. A demanding ski for expert skiers, perfect for high speeds in the open spaces, thanks to a medium-rigid flex and a contained front rocker combined with the camber underfoot. An ideal and performing shape also for telemark, both on the slope and in fresh snow, thanks to the bamboo reinforcement under the foot that makes all type of the bindings compatible and safe.



≣112

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)	Weight (kg)
192	140	112	120	29	1,86/ski

Construction: Freeski Profile: Freeride rocker
Reinforcements: Bamboo plate Terrain: Powder - telemark

Art112: an uncompromising big-mountain ski

A true big mountain ski in a 192 cm one-size and with a 29m radius, for expert skiers who love speed, stability and power. The high length and the structured construction combined with a pronounced rocker at the tip and a central camber make it "racy" at high speeds while keeping it stable and responsive, thanks to the stiffer tail that gives support to the skier. The elongated shape and long radius, combined with the bamboo reinforcement underfoot that makes the bindings compatible, make it a perfect ski even for experienced and powerful telemarkers.



≣135

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)	Weight (kg)
184	165	135	140	22	2,10/ski

Construction: Light Profile: Freeride rocker

Reinforcements: Bamboo plate Terrain: Powder

Art135: A ski to dive in the Japanese dream

A pure powder ski, inspired by the mountains and the soft Japanese snow, designed to be "surfy" and unsinkable even in the deepest powder. The large and soft tips facilitate floating and carving even at low speeds on gentle slopes, while the tails shape increase the stability while keeping it manageable in all conditions. Despite the high width, thanks to the light paulownia and ash woodcore with this ski you will feel like you are flying over the snow like in a dream.







Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)	Weight (kg)
176	122	98	117	19,2	
183	122	98	117	20	

Construction: Freeski Profile: Freeride twin rocker
Reinforcements: Flax/Carbon Terrain: Powder - all mountain

Art98: a freestyle ski ski with a freeride vocation

A ski with an almost twin-tip shape with a vocation for freestyle, for those who don't just ski only by carving. The combination of the central camber and the rocker at the tip and tail make this ski soft and "surfy", easy to handle and able to thrill from turns to landings, while remaining stable and forgiving from the slope to the fresh snow. Thanks to its generous width in the center it is dynamic and float in powder, but the medium flex keeps it versatile even for mixed or hard snow conditions.





Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)	Weight (kg)
176	135	111	130	18,2	
183	135	111	130	20	

Construction: Freeski Profile: Freeride twin rocker
Reinforcements: Flax/Carbon Terrain: Powder - all mountain

Art111: a freeride ski with a freestyle vocation

A ski with an almost twin-tip shape with a vocation for freestyle, for those who don't just ski only by carving. The combination of the central camber and the rocker at the tip and tail make this ski soft and "surfy", easy to handle and able to thrill from turns to landings, while remaining stable and forgiving from the slope to the fresh snow. Thanks to its generous width in the center it is dynamic and float in powder, but the medium flex keeps it versatile even for mixed or hard snow conditions.



≣125

Size (cm)	Tip (mm)	Waist (mm)	Tail (mm)	Radius (m)	Weight (kg)
176	148	125	142	19,2	
183	148	125	142	20	1,97/ski

Construction: Freeski Profile: Freeride twin rocker

Reinforcements: Flax/Carbon Terrain: Powder

Art125: a fat ski for powder days

A youthful and powerful ski for powder days. The camber central section guarantees a greater effective edge, increasing grip and stability even on icy snow, while the rocker in the tip and tail makes it float and keep it incredibly maneuverable, fluid and agile underfoot despite its width. Thanks to a light but elastic construction thanks to the flax reinforcements and the almost twin-tip shape, Art125 is the perfect companion for the deepest snows and for a modern and progressive skiing.



MONOSKI-different

173 cm | 187 cm

Woodcore: Poplar-ash

Fiber: Triaxial

Reinforcements: Carbon / Bamboo plate

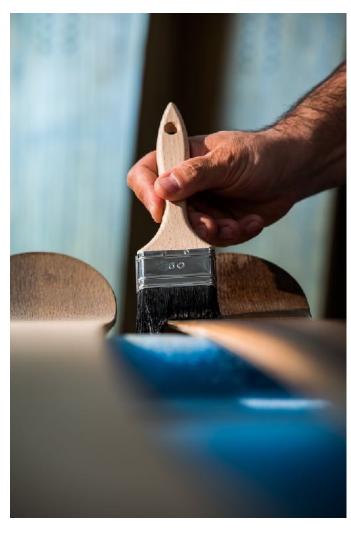
Sidewall: Bamboo
Base: Nano graphite

It is a completely new generation of Monoskis, result of the collaboration between OperaSkis and Skidifferent. Two lengths and geometries, designed for an easy and safe edgegrip and to draw powerful, soft and precise turns.

Mono Skidifferent is designed and built with the best quality materials in Friuli Venezia Giulia: an example of true Made in Italy, optimized and guaranteed by Skidifferent references. Every single artifact takes shape in an ethical and sustainable environment, where people's hands and passion can create a totally new and unique experience on the snow!

timeless beauty





To protect the timeless beauty of our Wood Evolution™ topsheet with the provided "Beauty Care Treatment" kit. The kit can be used for the surface maintenance, to repair scratches and to "feed" the wood, through the sanding pad and the treatment.

The mixture of oils and waxes that compose it form a porous, micro-filtering, waterproof protection, with a natural appearance but resistant to dirt and liquids, without being film-forming. The oily component of the mixture penetrates into the wood's pores saturating it, while the waxy part settles on the wood's surface protecting it like a paint. In this way the finish maintains the natural wood characteristics allowing the renewal of the surface.

lovemark

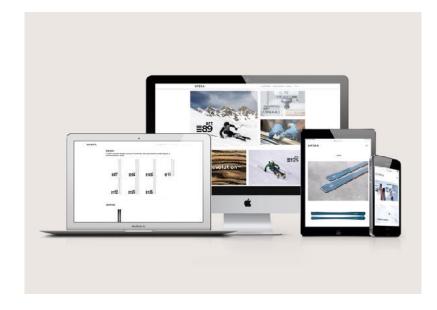
performance trust reputation OP≣RA "this is good value, but I could live without it if I **LOVEMARK** had to." mystery **LOVE** sensuality intimacy "it's not really what I "this is fun, but do I want, but it's cheap." really need it?" RESPECT

^{*} love/respect axis through the eyes of consumers

omnichannel



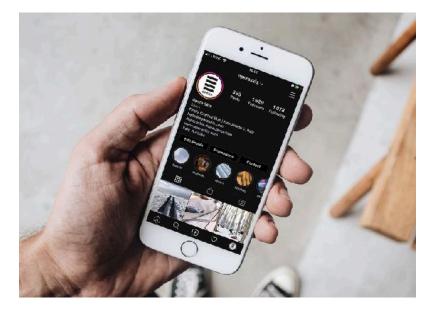
retail



online



WHL sport



social



WHL luxury

BESPOKE
RENTAL/CONCIERGE
CLUB
HOTELS
POP UP @DEMO DAYS

others

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