

**black  
crows**™



**pursuit of pleasure**  
**23.24 international launch**

**product**

23.24



# 23.24 SEASONAL PRODUCT OBJECTIVES

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- › edit to amplify
- › focus on execution and visibility
- › maintain premium positioning across product categories



**black  
crows**™



**pursuit of pleasure**  
**23.24 international launch**

**apparel**

23.24



# apparel principles

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## > efficient beauty

- rooted in practice and uncompromising in performance and timeless, versatile style

## > joy of life

- clear identity – wild outside in and celebrate our chevron and roots in chamonix

## > love of wild places

- act responsibly and minimize our impact

## > raise community

- an authentic and inclusive ski culture brand that can unite slope and street consumers



## 23.24 key strategies › apparel

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- push **xpore** partnership through our signature outerwear in **freebird and ora lines**
- **elevate hero products** in marketing and merchandising focus to **establish franchises** across product categories
- **lifecycle management** – multi-seasonal approach providing consistency and transparency in buys
- **responsibility**
- **digital transformation**



# franchises



**freebird xpore**

- protection and responsibility
- new in 24.25



xpore



**ora microdown**

- warmth and chevron
- updated in 23.24
- evergreen model



**alpha hybrid**

- versatility and technicity
- new design 24.25

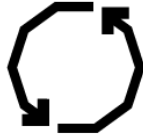
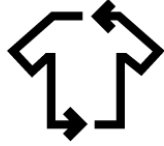
## criteria

- designed for skiing
- category driver that can create extension products
- versatility in utility and consumer-reach

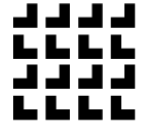


# responsible choices

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xpore



- 100% of the range designed in chamonix and made in europe
- in outerwear recycled material is used in 100% of the range
- continue the partnership with xpore as most sustainable membrane
- consolidating labelling – fcs certified paper on hang-tags and 100% recycled polyester care-labels
- qr code-based hang-tag system versus multiple paper tags



**waterproof**



**breathable**



**toxic-free**



**PFC-free**

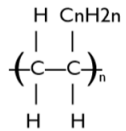


# fabrics technologies - xpore

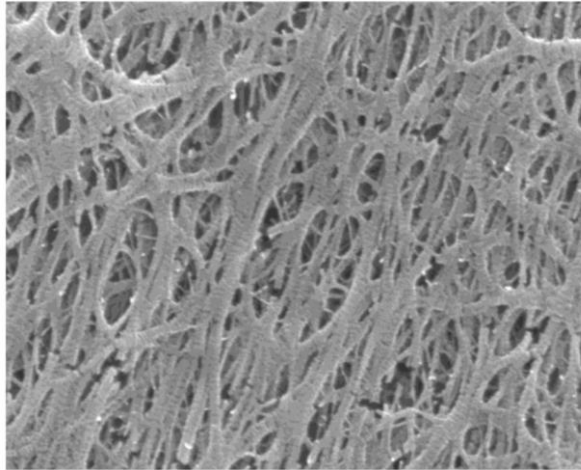
xpore

NANO-POROUS

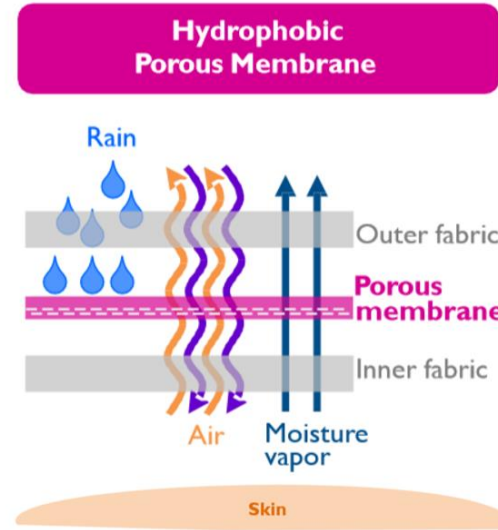
Pore size  
< 100nm



Polyolefine



XPORE 10,000x Surface Structure



# fabrics technologies – xpore

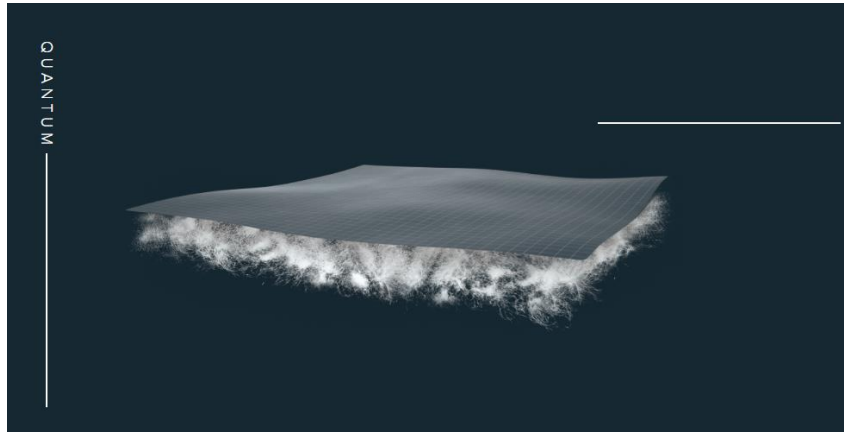
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# fabrics technologies - pertex quantum

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- pertex quantum



**PERTEX® QUANTUM USES A TIGHTLY WOVEN STRUCTURE TO PROVIDE A LIGHT AND SOFT FABRIC THAT ALLOWS INSULATION TO FULLY LOFT.**

Precisely constructed from incredibly fine yarns, Pertex® Quantum fabrics are designed to trap still air and improve the efficiency of insulation.

A durable water repellent (DWR) finish sheds light rain and snow to provide additional weather protection.

- Lightweight and packable
- Soft to the touch
- Windproof to retain warmth

**light weight  
windproof  
highly compressible  
downproof**



# fabrics technologies – insulation

**POLARTEC**  
**ALPHA**  
**DIRECT**  
ACTIVE INSULATION


Polartec® Alpha® Direct is an evolution of original Alpha® technology that eliminates the need for a backing fabric to create an enclosed fabric package.

By refining the shape and size of its lofted fibers, Alpha® Direct can be in direct contact with skin or other fabric layers. This new design ability increases breathable performance, expands versatile style options, and further reduces overall garment weight.

**REGULATE COMFORT IN CHANGING CONDITIONS.**

polartec® Alpha® Direct active insulation continuously releases excess body heat before it builds to cause saturation and discomfort.

The patented, adaptive quality is made possible through Alpha's lofted fibers connected to a solid mesh core. And since Polartec® Alpha® Direct is inherently hydrophobic, it resists moisture and dries incredibly fast.



The diagram illustrates the structure of Polartec Alpha Direct insulation, showing a mesh core with lofted fibers. A cross-section shows the insulation in direct contact with skin, with arrows indicating the release of excess body heat (represented by red droplets) before it can saturate the fabric. Labels include 'Excess Body Heat', 'Polartec Alpha Direct', 'Mesh Core', and 'Lofted Fibers'.

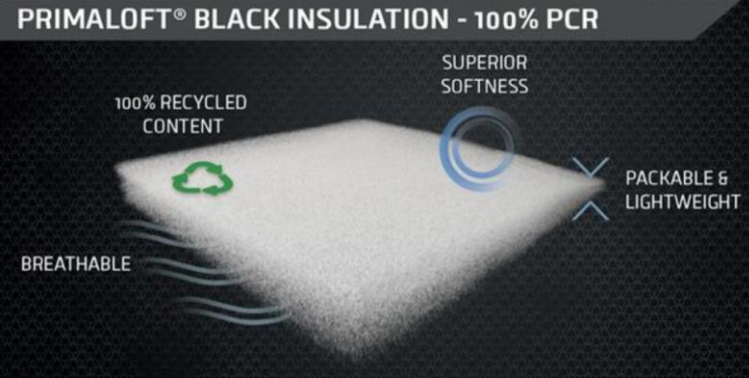
**PRIMALOFT® BLACK INSULATION - 100% PCR**

100% RECYCLED CONTENT

SUPERIOR SOFTNESS

BREATHABLE

PACKABLE & LIGHTWEIGHT



The diagram shows a cross-section of PrimaLoft Black Insulation, a white, fluffy material. A green recycling symbol is next to the '100% RECYCLED CONTENT' text. Blue wavy arrows labeled 'BREATHABLE' point through the insulation. A blue circular arrow icon is next to 'SUPERIOR SOFTNESS'. A blue 'X' icon is next to 'PACKABLE & LIGHTWEIGHT'.

# fabrics technologies - down



ANY REMOVAL OF DOWN OR FEATHERS FROM LIVE BIRDS IS PROHIBITED



FORCE-FEEDING IS PROHIBITED



THE WELFARE OF THE BIRDS IS RESPECTED AT ALL TIMES



RDS DOWN AND FEATHERS IS PROPERLY IDENTIFIED



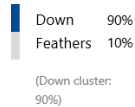
EACH STAGE IN SUPPLY CHAIN IS AUDITED BY A PROFESSIONAL, THIRD PARTY CERTIFICATION BODY



ONLY PRODUCTS WITH 100% CERTIFIED DOWN AND FEATHERS CARRY THE RDS LOGO



## Composition



## Species

100% Duck

## Fill power

≥ 750 cuin



IDFB Steam test

## Turbidity

> 500 mm



## Oxygen Index

≤ 4,8 mg

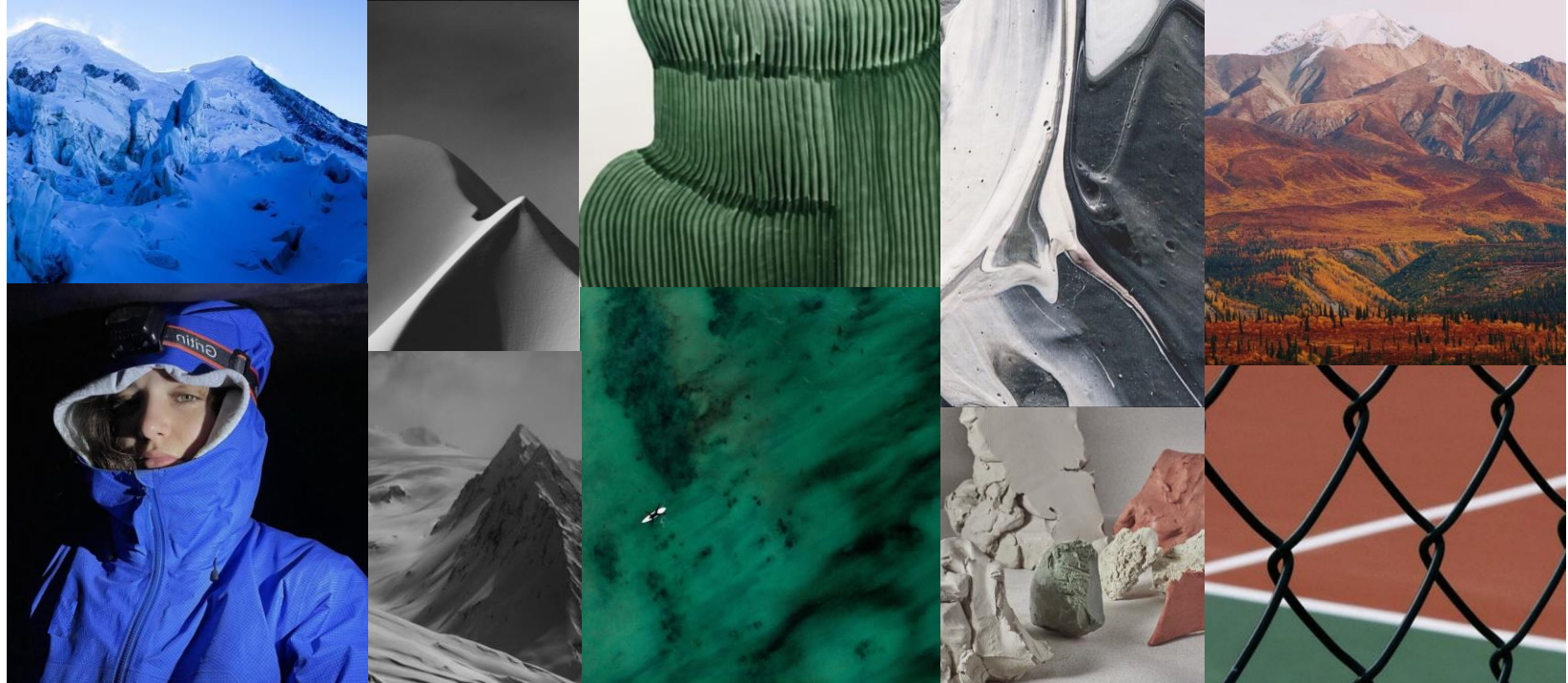


[mg O<sub>2</sub> / 100g of product]



# 23.24 color palette

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challenged ourselves to find the **new** take on **natural** classics



# 23.24 categories

## freebird



"The way up is less important than the way down"



## big mountain



Off-piste outside of ski resort / 1.5h hike maximum



## all terrain



"Lift up, ski down on and side of the piste"



ora xpore ripstop jkt & pant - mens  
ora xpore jkt & pant – womens  
C/O style



color overview - mens



new color      new color      C/O color

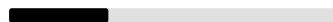
color overview - womens



new color      new color      C/O color

key benefits

light



breathable



protection



movement



durability



xpore

3 layer



protection



breathable



recycled



made in  
europe



freebird xpore gfx jkt & pant  
freebird xpore jkt & pant  
C/O style



color overview - mens



new color    new color    C/O color    C/O color    C/O color

color overview - womens



new color    new color    C/O color    C/O color

key benefits

light



breathable



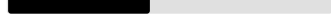
protection



movement



durability



xpore

3 layer



protection



breathable



lightweight



recycled



made in  
europe

# ora body map jkt & pant

C/O style



## color overview - mens



new color

C/O color

## color overview - womens



new color

C/O color

## key benefits

light



breathable



protection



movement



durability



protection



recycled



warmth



made in  
europe

# ferus mechanical jkt & pant

C/O style



## color overview - mens



new color

C/O color

C/O color

C/O color

## color overview - womens



new color

C/O color

C/O color

## key benefits

light



breathable



Thermo regulator



movement



durability



protection



recycled



made in europe

# freebird expe down jkt

remix style



## color overview - unisex



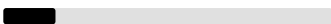
new color

### key benefits

light



breathable



warmth



packability



durability



warmth



packable



lightweight



made in  
europe

### new and improved

- new zipper and trims

# ora micro down

remix style



## color overview - mens



new color

new color

new color

## color overview - womens



new color

new color

## key benefits

light



breathable



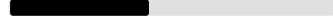
warmth



packability



durability



warmth



packable



lightweight

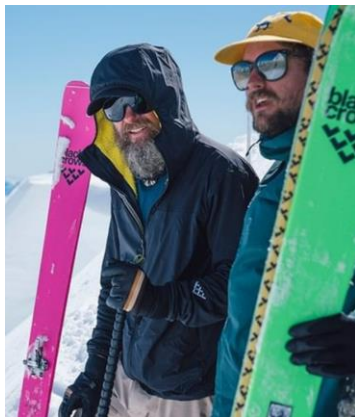


made in  
europe

## new and improved

- new zipper and trims

# freebird alpha hybrid



## color overview - mens



new color

new color

new color

## color overview - womens



new color

C/O color

### key benefits

light



breathable



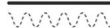
warmth



movement



durability



warmth



breathable



made in europe

# ferus fleece jkt

C/O style



## color overview - mens



C/O color

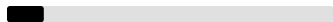
## color overview - womens



C/O color

### key benefits

light



breathable



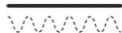
warmth



packability



durability



warmth



made in europe

# caldus pro jkt

remix style



## color overview - mens



new color

new color

## color overview - womens

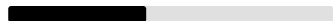


new color

new color

### key benefits

light



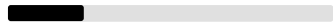
breathable



warmth



packability



durability



warmth



made in europe

### new and improved

- italian knitted fleece fabric featuring engineered chevrons
- technicity plus beauty for versatile usage from slope to street



# caldus jkt

remix style



## color overview - mens



new color

new color

new color

## color overview - womens



new color

new color

## key benefits

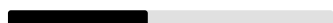
light



breathable



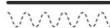
warmth



packability



durability



warmth



lightweight



breathable



made in  
europe

## new and improved

- Pontetorto Italian micro-fleece with new line structure built to improve moisture transfer

**merino blend hoodie**  
**merino blend long / short sleeves**  
C/O style



**color overview - mens**



**color overview - womens**



**key benefits**

light



breathable



Thermo regulator



movement



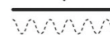
durability



breathable



lightweight



warmth



made in  
europe

**chevron merino blend long sleeves**  
**chevron merino blend short sleeves**  
 C/O style



**color overview - mens**



**color overview - womens**



**key benefits**

light



breathable



thermo regulator



movement



durability



breathable



lightweight



warmth



made in  
europe

**black  
crows**™



**pursuit of pleasure**  
**23.24 international launch**

**hardgoods**

23.24



# 23.24 KEY STRATEGIES › HARDGOODS

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- › Consolidate hardgoods range from 4 to **3 segments**: big mountain, touring, all terrain.
- › Release **new graphics** across hardgoods.
- › Launch **Draco freebird**, a new take on fat-touring skis for the backcountry.
- › New shape for **Nocta** in the big mountain category.
- › Continue to invest in key franchises as **Mirus Cor** or **Serpo**.
- › New light construction on **Solis** (steep skiing)
- › Junior › new shape on **junius & junius birdie**, with a wider size range (101 to 141).
- › New size system on “trim to fit”
- › Introduce new **Dorsa Freebird** as our lightest pack for mountain touring.



# 23.24 SKIS > NEW GRAPHICS

## logo. logo. logo.

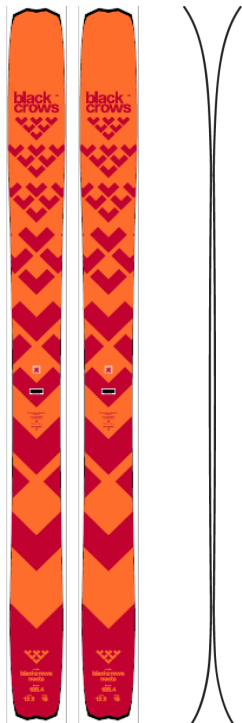
This collection uses the strongest and most unique asset of blackcrows: its logotype.

More than the single chevron, the full icon becomes the central element of the season's identity.





3 sizes: 177 / 185 / 190



We have renewed a legend, inventing new perspectives for lovers of the biggest ski in our range. The new nocta, third version of one of our most emblematic skis, now has a cambered profile, a slightly softer flex to accommodate the new shape, and undoubtedly sexy tips.

#### Shape:

Very generous under waist (122mm), radius of 19m  
Light negative camber under foot: gain in stability and comfort on challenging snow.  
long tip & tail rocker, softer too: to perform in low speed environment like slaloming the trees.  
Unique look with tip & tail design  
Mounting point: -6cm

#### Construction:

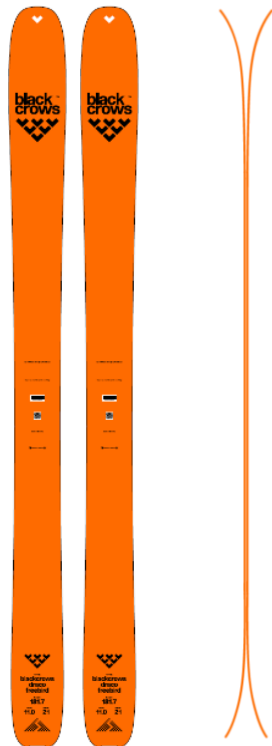
Paulownia/ poplar woodcore with fiberglass : balance between lightness, strength & responsiveness  
Softer flex pattern to counterbalance the camber profile

Semi cap construction with ABS sidewall all around, visible in tip & tail for unique look  
Weight: 4050g/ pair in 185



# TOURING › DRACO FREEBIRD

New 23.24



**3 sizes: 175 / 181 / 189**

The new draco freebird is the only one with a double tip dedicated to the wildest skin ups. It's also the largest freebird, over 110mm wide, so you can embark on magical adventures and always keep this smile on your face. High skiability, performing and still smooth & comfortable.

## Shape:

Waist: 110mm on sizes 175 & 181, 112mm on 189

Radius: 21.5-23m

larger surface in tip & tail to increase floatability & to help with arcing the skis.

Long tip & tail rocker, coupled with a 3mm camber, to get more presence on the ground

Mounting point: -5cm

## Construction:

Our classic touring construction with Paulownia/ poplar woodcore, mix of carbon & glass fibers

Weight: 3800g/ pair in 181

relative firm flex, with progressivity on tip area

Semi cap construction with ABS sidewall underfoot

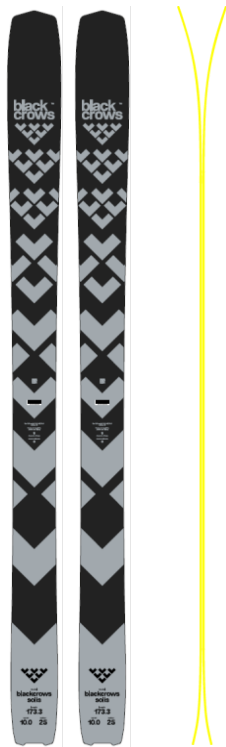
Special hole on tip to hook the skins

**The orange one**



# BIG MOUNTAIN > SOLIS

remix 23.24



**New light construction on that specific ski designed for steep skiing.  
Tested & validated by different athletes.**

**Construction:**

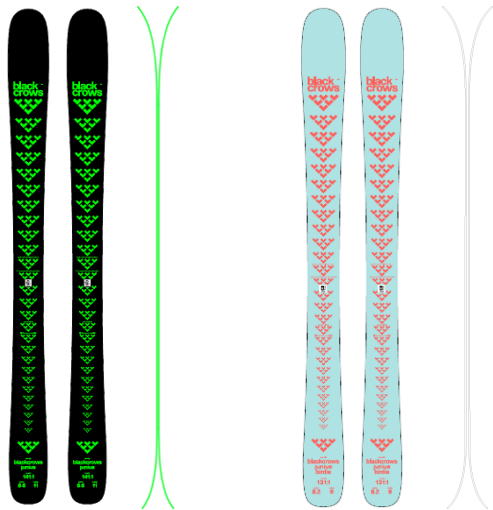
300 grams saved per pair, thanks to lighter laminates & steel edges profile.  
Weight: 3600g in size 180 (vs 3900gr on previous version)

« still the same soul, the ski is powerful, and doesn't move at high speed & in icy snow conditions.  
We can feel the weight difference, especially on long days in the mountain ». Aurel Lardy



# JUNIOR › JUNIUS & JUNIUS BIRDIE

New 23.24



**Second generation for our kid skis, with 5 sizes from 101 to 141cm, to cover all needs from 5 to 10years old kids**  
**Improved skiability**

**Shape:**

waist: 80mm

Short Radius (8m in size 121) to make it easier to learn carving

Soft flex for comfort & accessibility

**construction:**

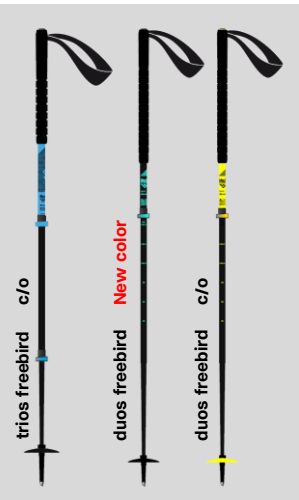
PU core with ABS sidewall underfoot.

Recycled running base



# 23.24 POLES

## touring



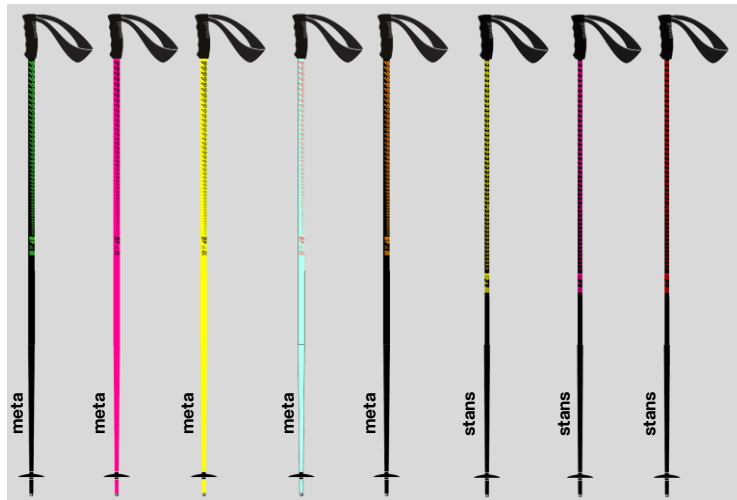
## big mountain

New gfx



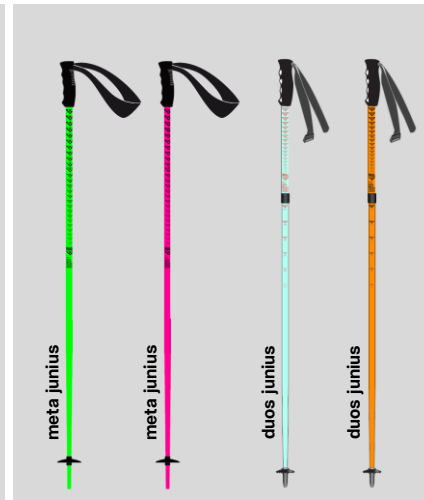
## all terrain

New gfx



## junior

New gfx



# 23.24 SKINS



## **pilus ultra light**

Precut for  
mentis freebird  
ova freebird  
orb freebird



## **pilus super light**

Precut for  
camox freebird  
navis freebird  
corvus freebird  
draco freebird

New 23.24



## **pilus trim to fit 3 sizes**

> 2 constructions: super light and ultra light

> New size system on "trim to fit" :

- friendly handling / hook on tip & strap on tail already fixed
- less waste

size	Fitting skis
S	154-168
M	169-183
L	184-195

# 23.24 DORSA FREEBIRD



**Designed to explore the mountain**  
**Developped & tested by a few ambassadors & guides**  
**Lightness & efficiency**

Day use / volume 23 liters / weight: 550grams

**fabrics:**

- > superstrong front panel: X-pac fabric (X-ply recycled polyester)
- > strong & light main body: recycled polyamide + RIPSTOP dyneema fibers

**All the functions for ski touring & mountaineering activities:**

- > fast diagonal ski carrying system
- > secured ice axe sleeve & rope system
- > special location to store shovel handle & probe in the main volume
- > fast access to crampons with a dedicated pocket
- > highly breathable backpanel & shoulder straps
- > multiple pockets for flasks, snacks, keys, phone

