

SNOWIDE starts European distribution of SHUT Skateboards



SHUT Skateboards, a piece of skate history under the Snowide umbrella

The brand portfolio of **Snowide** was enhanced on June 25th as **SHUT Skateboards**, a **legendary brand from the North American East Coast** joined the group. This is the first time SHUT has gained European distribution. SHUT was founded in 1986 in New York City by **pioneers of the skate** industry who were also the subsequent founders of the Zoo York skate label. It's history mirrors the story of APO snowboards which was founded in Europe by a similar pioneer of his sport, Regis Rolland. In the initial stages, Snowide plans to focus its distribution efforts on **France, Switzerland, Austria, Germany, Italy and the UK**.



Why has Snowide added SHUT to its portfolio?

SHUT Skateboards is a **premium brand** founded by New York purists whose **high quality decks** are **manufactured in the United States**. The brand is followed by skaters who believe in staying true to their roots. The story, image and legitimacy of SHUT and their strong identity draws parallels with the heritage of APO snowboards, owned by the Snowide Group. Possible collaborations are also being considered for the future.

'In our Action Sports segment, skate is the core, supreme discipline. For Snowide, choosing SHUT Skateboards is in line with our commitment **to become a leader in terms of Action Sports Distribution**. Skateboarding has always been ahead of its time, it creates trends and sets the tone for fashion and lifestyle the world over. For Snowide, SHUT will also be an anchor **for the summer and the groups 360° offering**. Skate is a sport that lives all year round and providing retailers with a year round offering is part of our strategy. SHUT will allow **Snowide to gain a footing in towns and cities as it comes down from the mountain** to develop complementary activities around skate 'hard-goods and core' product. With skates strong culture, Snowides development will set down roots away from the mountain', said **Yann Zaccaro, Commercial Director of Snowide**.

The SHUT sales force will be led by **Dan Fitzgerald**, the export manager of Snowide and architect of this partnership with the brand. Dan, who is now living in Switzerland is an ex-New York skateboarder, he also was responsible for 5 skate shops in his hometown, before his arrival in Europe in 2004.

'Since its inception in 1986, SHUT Skateboards has generated a great heritage. Skateboarding and snowboarding have much in common, they were born almost at the same time and share the same inspirations, lifestyle and music.... **It makes sense for SHUT to be associated with brands in the Snowide portfolio, such as APO**, who was also born in the 80s. Similarly, both SHUT and APO were also founded by early pioneers of the skate and snowboarding industries. SHUT will allow us to provide an additional core brand for our APO customers and will help strengthen **our distribution network**, as we have **exclusive direct sales and distribution throughout Europe**. We will also be studying the possibility with SHUT to jointly develop a complete range of apparel for the European market in the near future.'

The distribution will be selective and exclusive, 'SHUT Skateboards has never been marketed in France, we intend to do so with a clear aim of opening doors with high profile shops. **Our goal is to develop the brand in a sustainable way, which is why we favor a strong relationship with the right shops. This will insure to keep the integrity of the brand intact throughout the product launch and continued sales in the European territory**', said Yann Zaccaro.

Note: Shut Skateboards sales **rose by 30% in 2013**. There are 20 million skateboarders in the world, including 9 million in the United States where skateboarding is the third most popular 'after school' sport behind basketball and football.

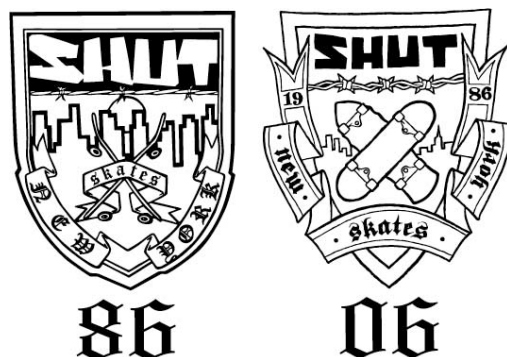


SHUT Skateboards: skate roots in the U.S. East Coast

Founded in **1986 by two pioneers** of the East Coast skate scene, **Rodney Smith**, who remains in control, and **Bruno Musso**, SHUT skateboards has an anti Beach Boy attitude and was the first skate company in the world **to be 100% street**. With the skateboard industry concentrated in California, skating's image was influenced by surfing, mini-ramps and bowls leaving the 'street' side to the East Coast of the US. In 1986, SHUT started producing the brand from a garage in NYC, driven by the contribution of New York **skateboarders and graffiti artists**, SHUT came from the New York City streets. With SHUT, skateboarding was never the same again. In the late 1980s, no brand could rival SHUT's popularity, the team dominated all contests and most street skaters were ready to sell their grandparents for a SHUT skateboard... After such a quick rise in popularity and success came a hard fall when their pro-riders were poached by brands from the

West Coast who offered them dreams of Californian sunshine and \$\$\$, as a result SHUT ceased trading in the early 90's. **Rodney** went on to join forces with **Adam Schatz** and **Eli Morgan Gesner** to create the **Zoo York** label, one of the largest and most influential skate and streetwear companies in the skate industry throughout the 90's and noughties, with distribution in over 40 countries. Feeling like they had stepped away from their roots the trio sold Ecko Zoo York in 2001 and in 2006, 20 years after it's initial creation, **they exhumed SHUT skateboards**.

www.shutnyc.com



SHUT. An iconic brand

SHUT Skateboards has always had its fans. Among them, the two founders of SOMA magazine (Fred Demard and David Tura), unbeatable when it comes to the history of skateboarding:

'In the late 80s, SHUT was very high class, it remained secret, grass roots and you had to be real nerds to know it, especially in France... SHUTS image was more street, east coast, dirty graffiti, it fitted well with the time and it was about us, the skaters. We identified easily with SHUT as it was the only brand that didn't come from California. It was different from what we were used to seeing. As far as skateboarding goes, the East Coast has always been a huge contributor. Although the main industry is in California, all the brands, media, pro's and superstars are there, everything that comes from the east coast is always cool and unique for us. More flavor and less surf influence.'

Sebastiano Bartoloni, manager of ABS Skateshop, Annecy said,

'Shut skateboards is a leading 'on trend' skateboard brand from the East Coast of the USA. The SHUT posse with its hiphop graphics, was innovative for its time. Many skaters worshipped SHUT for its underground side.'

About Snowide

Established in 2010, **Snowide** is part of a holding company active in the sports market. This dynamic group combines sports & lifestyle, creativity & innovation with an extensive portfolio of brands. **Snowide** owns both **APO** and **White Doctor**, and distributes **Nike Vision**, **Colour Wear**, **SHUT Skateboards**, **FatCan**, **Deeluxe** and **Rexxam**. The portfolio continues to expand with an 'all seasons' approach to softgoods and hardgoods. Snowide has the ambition to play in the big leagues with international expansion through its three entities: Snowide SAS Annecy-Le-Vieux in the French market / / The head office Snowide Geneva SA, Geneva, Switzerland for export activity and the Swiss market / / Snowide LLC in the United States.

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