

PRESS KIT



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1. Bohême Biography



Born in the Alps in 1998, Bohême sprouted forth from the minds of “glisse” (action/extreme sports) sports fanatics. While developing their savoir-faire, they produced their first Swallows (boards), and then in 2001, exploded onto the market attacking the ski industry with handcrafted manufacturing and wooden top sheets. Taken over in 2003 by an admirer of the brand, Dominique Reynaud has since reinforced Bohême’s identity. After capitalising on existing know-how, the product’s quality has now been fully confirmed. In 2006, Bohême became an international brand, developing a selective distribution. The brand has invested in new premises in Lumbin and is now constituted of 5 employees. Bohême is a brand boasting tradition and products of excellence. It is aimed at skiers looking for a unique model.

A visit to our premises is enough to understand it all. Bohême goes against the current. Here, we live for the love of wood. Our mindset is to do all that we have ever wanted to. We forget about life’s stop clock, the economy and its compromises. We make a handcrafted collection at the height of perfection. Did we hear you say “micro production” ? Yes, at Bohême this is declared with pride. This guarantees authenticity, finish, finesse and superb quality.

Machines have not replaced man here.

The aim is not to follow in the wake of the big guns, Bohême distinguishes itself and proclaims this fact. We feel like we are reinventing what skiing was all those years ago. The skis remain faithful to its origins. With all this expertise behind it, it is more powerful and really something else. In the face of globalisation, Bohême thrives on passion and freedom... To share this even further... Eager to expand its clientele, to extend word of mouth, Bohême is in gradual transition from confidential custom builds to production for connoisseurs.

2. Moderation in excess

Finish, finesse, quality is the motto of manufacturing

37 hours are required to make 1 pair of skis. 37 hours of meticulous work when the ski is passed between the hands of each craftsman. All our savoir-faire is exploited. Craftsmanship ensures top quality. The skis are made up of beech and poplar cut and glued into slices to form its soul, and of a sandwich of carbon, kevlar and fibre glass. The final touch is made by the precious 0.6mm wooden cladding, chosen from 11 different essences, from Padouk to Walnut passing through Ebony, Rosewood and Palissander.

Everything starts from a wooden beam. Forming the core and it is that which guarantees 80% of its flex. We take a build size, then cut the ski with a spindle-moulding machine and a saw. We insert the ABS sidewall and profile the ski. That is how the core is made. Our value is in our wood. Following in the ways of a shoemaker, the brand makes personalised skis from Brazilian Palissander wood, Olivesh-Overlay, Rosewood... Bohême uses triaxial fibres to counter any ski torsion problems. This guarantees a good flex. The nanocarbon bases of Bohême skis are amongst the best on the market. As for the edges, they are thicker for better solidity. Skill is put to test in the union of its shape, flex and torsion constraints. Another great asset to Bohême skis is the vacuum press. This is normally used for making boat shells, formula one cars and aeroplane wings... The vacuum press allows us to work with slow setting resins. This kind of resin has a molecular chain that sets into place more slowly, the glue is therefore more resistant, guaranteeing long-term solidity of the board.



The cutting remains to be done : a work of precision to take off the excess resin, and a work of cosmetics. The decor : our identity : wooden cladding. Touch should be sensational. (the press system using a flexible cover is the secret of this)

On to the varnishing phase : A mat varnish is used for healthy ageing. The serigraphy is done old style. A frame, a scraper, paint, 3 coats of varnish and we're away. We finish all equipment with the stone. The product passes through different hands and after three days of work, the boards are numbered and sent to our clients throughout the world. One of our golden rules consists of observing each step with precision.

PRESS KIT



3. The Bohemian Lady 45 % of skiers are ladies!

Until this day in the somewhat macho ski world, we were happy to just make cosmetic differences. We were limited to having simply pastel pink colours or flowers on girl's boards. But studies on feminine morphology show that a lady skier has a lower centre of gravity and finds balance on the heels (men tend to balance more flat footed). So to really suit the lady skier, the equipment would have to be different. The idea of skis for girls makes its appearance.

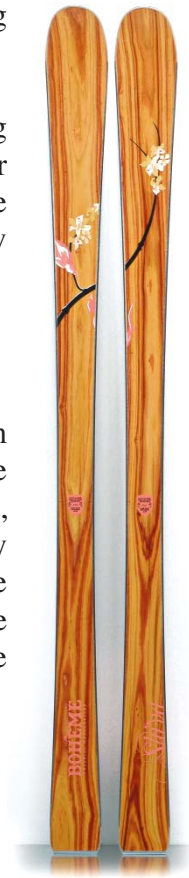
With the Shiva ski new in 2007/2008, Bohême offers you a ski dedicated to female clientele. The ski is high-performance and stable for all round use. The perfect partner for audacious skiers. It is aimed at all those wishing to carve up the piste and beyond, serenity in abundance. Don't follow the guys, show them the way ! And being capable of the same things never compromises your femininity. On the contrary, show your true nature with this ski, inspired by your sensuality. Girls' skiing is about showing femininity by using your talents.

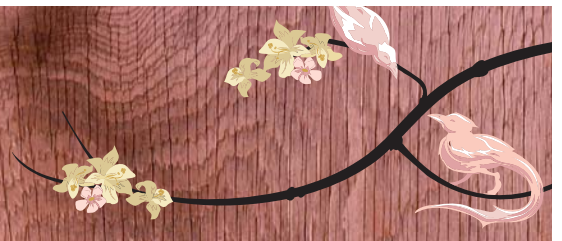
Jenifer : young girl, pretty, freerider seeks skis matching profile for long-lasting and solid love, in search of happiness. These skis seduce as much in their technical spec as in their charm. Although the wrapping doesn't make the present, these sticks are a knockout ! The graphic design complements this new Women's range in all areas.

A bit of poetry in this rough world of sensations.

The lady skier skims over the snow with style and finesse. Springing forth from the graphics, the ski spreads its wings...dynamic, lucid, poetic. Striving to be original is one thing, being atypical, another. Wooden top sheet, trademarked, branded with its authentic vintage Grenoble finery. These skis don't lie by catching your eye, remaining true, throughout the sky. When before our eyes, we crave only to admire, to reflect upon the beautiful object that we all desire...we want to sweep the snow off the top, to put them on display...and above all we shout "I want to have the same, someday !"

*"Us women, simple and complex at the same time,
this ski is not only made for us but belongs to us."*





4. Skis & Boards Collection Women

Skis

SHIVA W (NEW 2008)

SIZES: 147/157/167 SIDECUT : 116/69/95 WEIGHT : 2400G RADIUS : 14,5

■ With the Shiva ski new in 2007/2008, Bohême offers you a ski dedicated to female clientel. The ski is high-performance and stable for all round use. The perfect partner for audacious skiers. It is aimed at all those wishing to carve up the piste and beyond, serenity in abundance. Don't follow the guys, show them the way ! And being capable of the same things never compromises your femininity. On the contrary, show your true nature with this ski, inspired by your sensuality. Girls' skiing is about showing femininity by using your talents.

MANJII W

SIZE : 178 SIDECUT : 110-80-99 WEIGHT : 3000G RADIUS: 25,6

■ The Manjii is a true mountain ski. Its efficiency and its snow-touch ensure great freeride feeling. The Manjii is a comfortable ski. Its generous tip allows it to rapidly engage and guarantees great stability and drive through tracked snow.

KAILA W

SIZE: 165/175 SIDECUT : 120-90-115 WEIGHT : 3400G RADIUS: 18,3

■ A ski made to your measurements ladies.

Designed for 100% all mountain use, this ski will take you wherever you want to go, the mountain can hide no more secrets from you. This light ski allows you to carve the piste and to ride in the deep. Its poetic and authentic design will not leave you feeling left out.



4. Skis & Boards Collection Women

FOREST W

SIZE: 165/175 SIDECUT: 120-90-115 WEIGHT : 3400G RADIUS: 18,3

■ A ski that turns toward the backcountry.

As at ease in the air in the park as dropping off a cliff, it feels as though you have all the time to stomp your rotations. Very stable and at home in deep snow, it gives you the confidence to go for it, safe in the knowledge... A serious player in its category, extra exclusive

WHISTLER W

SIZE : 168/178 SIDECUT: 127-97-116 WEIGHT : 3400G RADIUS: 25,1

■ The king of the mountain

The Whistler lives up to its name, this model was conceived to measure up to the slopes of this legendary place. Ultra radical, extraordinarily load bearing, it is reserved for the day after huge lows, the big days and for heli drops. However, it is not as exclusive as it sounds, giving sound performance on piste even if it is no giant slalom ski. Its favourite playground remains powder where it floats instead of sinking, accelerates and links huge turns with ease.

Board

MALINA W

SIZE: 154 SIDECUT: 305-253-294 WEIGHT: 3500G RADIUS : 8,5

■ The pleasure of riding no matter what the conditions.

Women's version of the Valdez, la Malina is equipped with the same double flex, greater support under the back foot and a tip derived from the Swallow. An ideal board aimed at those who seek the greatest feelings in deep snow.

4. Skis & Boards Collection

« *Bohême offers top of the range products reserved for amusing skiers and snowboarders who require excellent quality materials,, as much in terms of behaviour in the snow as in its construction and resistance ...* »

Skis

ASPEN (NEW 2008)

SIZES: 158/168/178 SIDECUT :120-70-98 WEIGHT : 2800G RADIUS :14,5

■ The multi-performance ski par excellence. A new category for Bohême who launch a total freedom ski this year.

These skis preserve the unique Bohême spirit, handcrafted brand par excellence. Handmade, wood clad, distinctive logo, they all convey unique personality and efficiency. Its decor is an inspiring work of expertise. The Alpine brand, created in 1998 is launching fresh skis to shred up the whole mountain. Its shape and wooden construction makes it high-performance and stable in all types of snow. A ski that performs as well at giant slalom as it does on varied terrain. It remains a high-performance, top of the range but playful ski. Aspen is the best compromise between pleasure and performance, it will accompany you in meeting your challenges head on.

MANJII

SIZE : 178/188/195 SIDECUT: 113-81-101 WEIGHT :3400G RADIUS: 25,6

■ The Manjii is a true mountain ski. Its efficiency and its snow-touch ensure great freeride feeling. The Manjii is a comfortable ski. Its generous tip allows it to rapidly engage and guarantees great stability and drive through tracked snow.

GUIDE

SIZE: 165/175/185 SIDECUT: 120-90-118 WEIGHT : 3600G RADIUS: 18,3

■ For freeriders who don't denounce the piste.

The Bohême 100% polyvalent ski, wideness provides stability and performance off piste while its sidecut and triaxial fibres makes it agile and tenacious on piste."The idea was to have a ski that is good all-round, throughout the whole winter, an adaptable weapon for all conditions" If you just want one pair of skis, this pair is all you need.

4. Skis & Boards Collection

FOREST

SIZE: 165/175/185 SIDECUT: 120-90-118 WEIGHT : 3600G RADIUS: 18,3

■ A ski that turns toward the backcountry

As at ease in the air in the park as dropping off a cliff, it feels as though you have all the time to stomp your rotations. Very stable and at home in deep snow, it gives you the confidence to go for it safe in the knowledge... A serious player in its category, extra exclusive.

WHISTLER

SIZE : 168/178/188/195 SIDECUT: 129-97-118 WEIGHT: 3800G RADIUS: 25,1

■ The king of the mountain

The Whistler lives up to its name, this model was conceived to measure up to the slopes of this legendary place. Ultra radical, extraordinarily load bearing, it is reserved for the day after huge lows, the big days or for heli drops. However, it is not as exclusive as it sounds, giving sound performance on piste even if it is no giant slalom ski. Its favourite playground remains powder where it floats instead of sinking, accelerates and links huge turns with ease.

Boards

VALDEZ

SIZE : 164/174 SIDECUT: 305-253-294 WEIGHT: 3500G RADIUS : 8,5

■ Conceived for riders not wishing to ride a Swallow...

Double flex with greater support under the back foot and a tip derived from the Swallow. Very manoeuvrable on all kinds of slopes and sure in its actions. With impressive ease of use, it will introduce you to the joys of progressive tips

SWALLOW

SIZES: 172/182/192/225 SIDECUT : 305-243-279 WEIGHT: 3520G RADIUS: 9,9

■ The Swallow, the history and roots of Bohême. Sensations matching its unique design.



Sheer excellence. The most pronounced Pintails on the market ensure unmatched straight line stability. With sizes adapted to rider build, to snow conditions and relief, these guns are to be used to drag us to our personal limits. A thrill seekers' toy, fly into turns, discover the excellence of Bohême Swallows.

5. WITNESS STATEMENTS

«No such thing as an anticlimax in the mountains»

- “ I wanted an all-snow, all-mountain ski, not something you can’t ski powder on in an Alaskan heli trip. A super sport ski, ideal also for resort skiing because I don’t want loads of different pairs for different conditions. My requirements were simple, THE pair of skis that you ski on all year without ever saying I’ve got the wrong skis on.”
SELON NICOLAS, LA GRAVE, FOR THE GUIDE
- “ It is a ski that really suits me because I have an aggressive, powerful ski. You can take it to mach 2 and still have some in reserve. This ski does not limit you, it helps you to progress. It is also a super polyvalent ski that suits all snow, you just need the desire to ski it. Today, a good freerider can go up to 65mph so it’s better he has something under his foot... Not a toy, a real product. Not to be used by everyone... it’s a ski for a strong and/or fanatical skier, for someone who leaves ready to sweat, to enjoy it, to ski the fall-line ! It’s obvious this ski is not for a tourist, it’s a ‘skier’s’ ski. Simply having them on your feet puts you in the ready position...”
SELON JULIEN, CHAMONIX, FOR THE WHISTLER
- “ I would like to remain “handcrafted”, make pure boards and pure skis and not compromise a passion for some extra bucks. “Making prototypes is a special experience”.
OLIVIER PIANTONI, HEAD OF THE WORKSHOP
- “ Bohême makes handcrafted skis and snowboards...They aren’t the only ones to do that... Then again, everybody who has had a board from their Isère workshop on their feet can testify that they are the only ones to push their creations’ performance, build quality and finish so far.
ANTOINE.
- “ It was whilst observing the know-how and passion of the Bohême craftsmen that we started to believe in the brand and its expansion. This brand carries something real. It has developed a capital of friendships that counted for a lot at the beginning and still to this day.”
DOMINIQUE REYNAUD, OWNER

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6. CONTACT

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