

Mountain sports clothing for women

A qualitative and semiotic analysis
Karmasin Behavioural Insights

Executive summary



The study



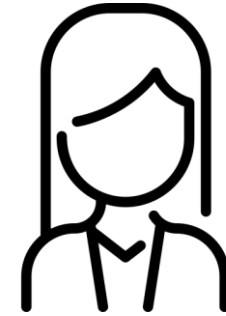
9

PANELS IN
4 COUNTRIES



27

HOURS OF
WORKSHOP



80

WOMEN

○

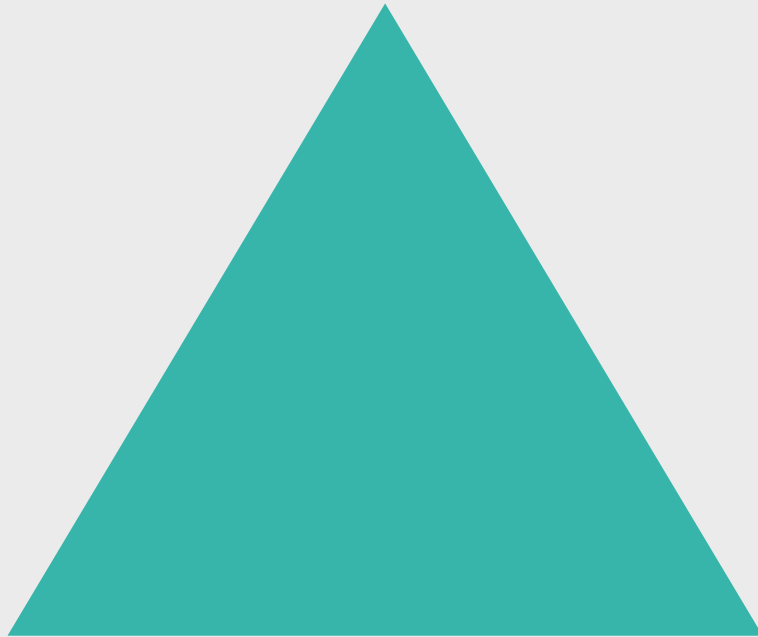
The meaning of the mountain from a semiotic perspective



The importance of mountains

A natural environment that is diametrically opposed to a cultural environment

1 Mountains must be conquered

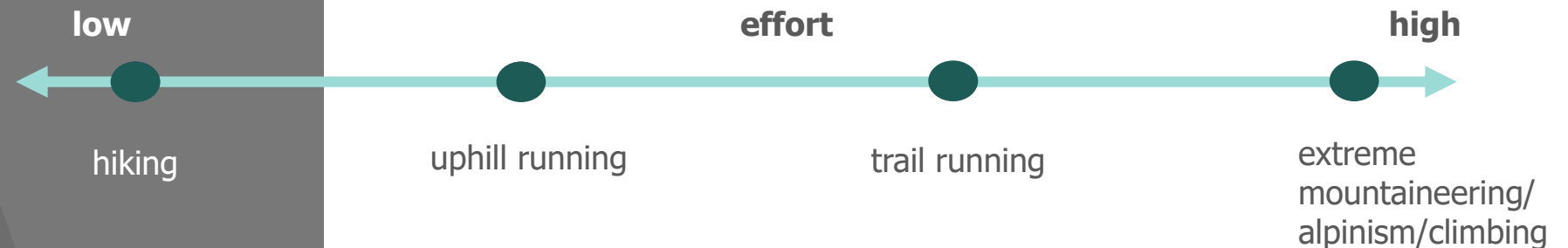


2 Mountains are a
specific natural environment

3 Mountains are an
alternative world

1 Mountains must be conquered

- Climbing mountains requires a certain level of performance/effort/strength
- Mountains present a challenge that I choose to face
- I achieve this through my body and mind
- This occurs across a wide spectrum:



2

Mountains are an alternative world

- **Far removed from everyday life**
- **Far removed from the constraints and demands of the social world**
- **It's just me and my body**
- **A world with its own rules:**
 - sharing/helping
 - simple living: simple food/simple accommodation
 - camaraderie/fellow mountaineers
 - a social equalizer
- **This is a world that heals and consoles**

3

Mountains are a specific natural environment

- **Nature that lifts you above the world, the view from above/ dominance**
- **Nature and its dangerous forces**
- **Being exposed to nature – weather conditions**
- **Adventures, giving yourself to this world**
- **Nature that you experience and feel directly: wind/ air/ temperature/ smell**
- **The spiritual experience of seeing and feeling nature**

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How the traditional role model emerged on the mountains

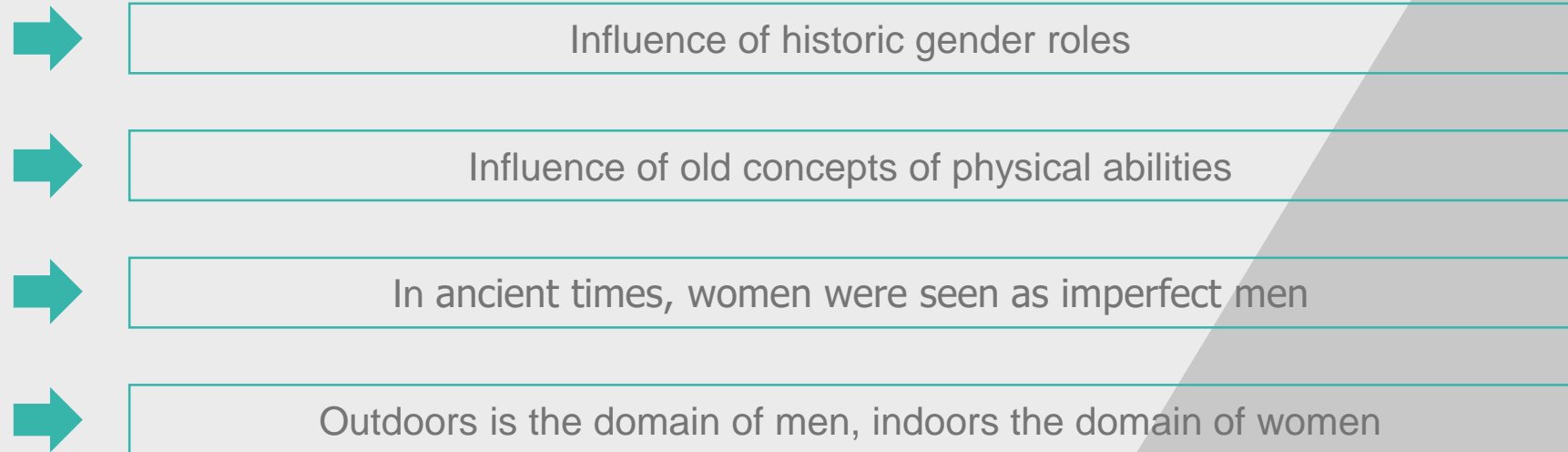


Women in the mountains – once upon a time

Until now the mountain world has been dominated by men, including at the symbolic level, women are “appendages and there to look pretty”


- Stories
- Appearance/Style
- Language/Visuals

Why is this?



Male and female bodies

| The male body | | The female body |
|--------------------------|---|---|
| hard | ↔ | soft |
| powerful | ↔ | powerful to a limited extent |
| strong | ↔ | not strong |
| insensitive | ↔ | sensitive, emotional |
| leathery skin, toughened | ↔ | soft skin |
| muscles of steel | | destined to bear children and be relished |
| made for fighting | | |
| loves meat | ↔ | loves plants |

THEREFORE  Only the male body is fit to face the challenges presented by the mountains, to conquer mountains

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The new concept of the women's role on the mountain and the presentation of the adequate product



**The new woman:
not conquering
mountains, but
experiencing
mountains,
overcoming
challenges with
my feminine
body**

The mountains are a source of strength: I choose to face the challenge with my fit body and the mountains give me energy in return.

I experience the mountains with my all-feeling body: physically, mentally and spiritually.

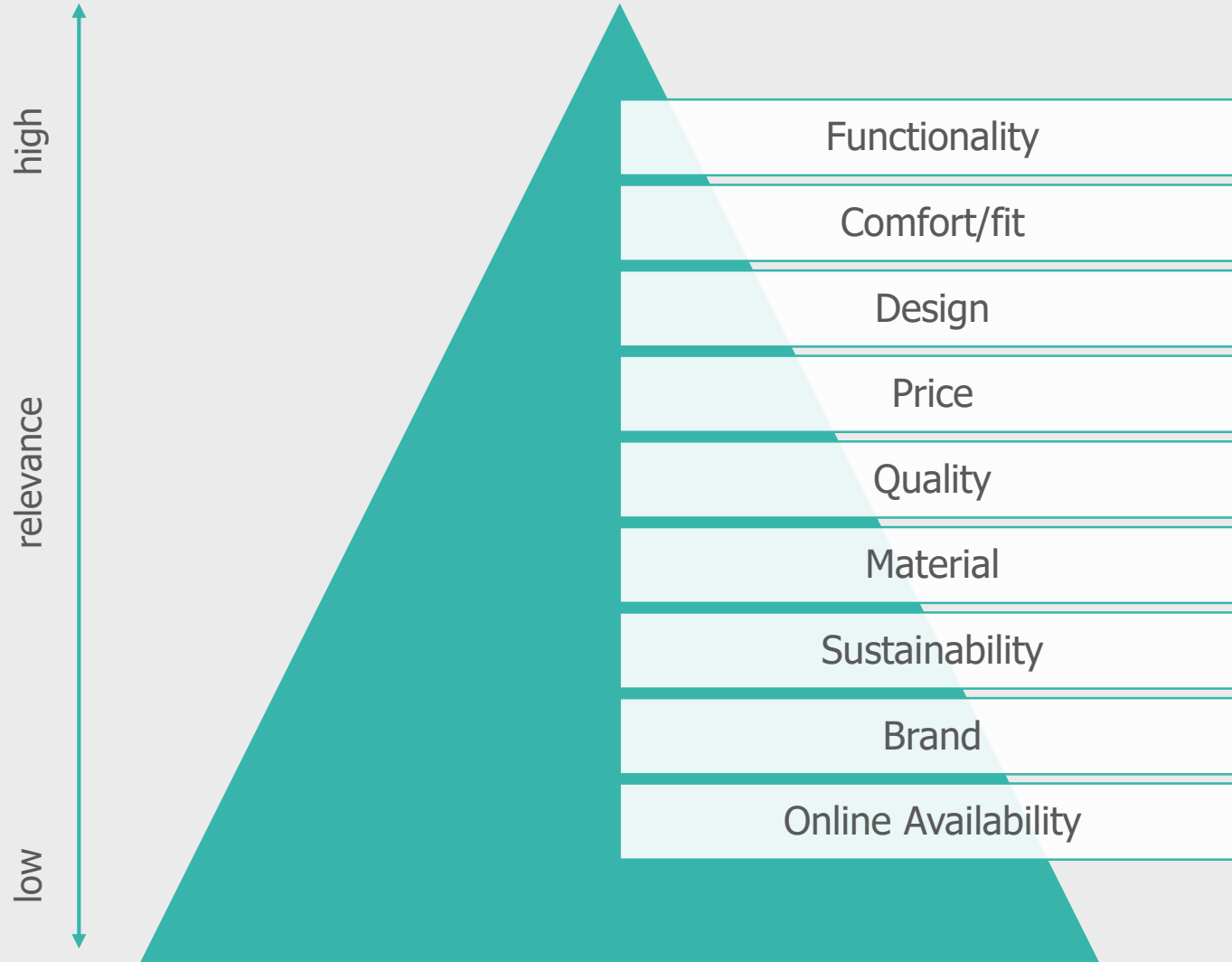
I recognise the immense, wonderful natural environment, the spiritual aspects of nature.

I am connected to nature, I am connected to all living things, therefore I want to protect this natural world.

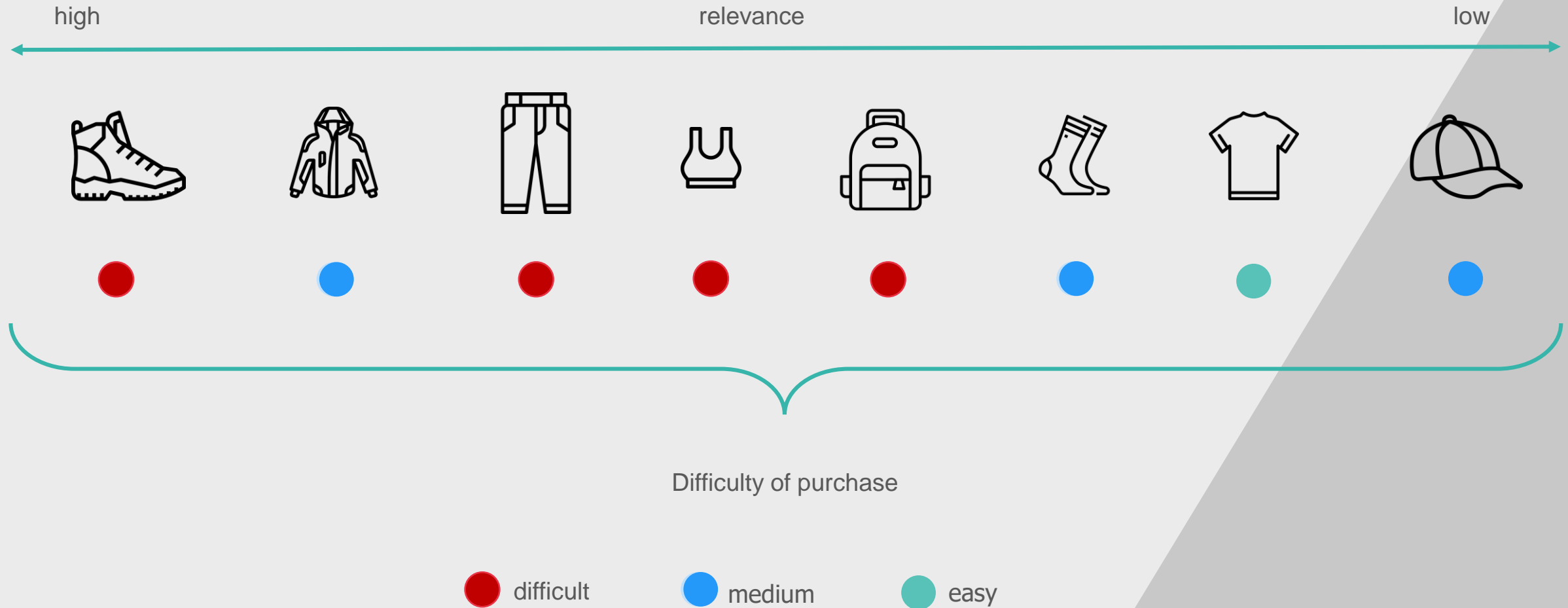
I have a sense for the beauty of the natural world (and remain tasteful).

Requirements of apparel for the mountains

Overview of the criteria



The most important items of clothing for mountain sports



⋮

Specials

TAILORMADE

↑
+30%
PRICE

REPAIR SERVICE



SOLES, ZIPPER

SECOND HAND

PREGNANCY
KIDS
BACKPACKS
JACKETS



in collaboration with

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