

PRESS RELEASE

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Round two for the Oberalp Virtual Convention

Women are one of tomorrow's mountain sports pillars

- Unveiling of the new mountain sports brand of the Oberalp Group
- Results of an international semiotic analysis conducted to understand women's needs related to sports
- SALEWA, DYNAFIT, WILD COUNTRY, EVOLV and POMOCA present their winter 2021 highlights

The very successful edition of the first Oberalp Virtual Convention in spring 2020 and the persisting restrictions due to the COVID-19 pandemic have confirmed the decision of the family owned-company to go for the second edition of the Oberalp Convention in a digital format. The go-live of the platform convention.oberalp.com is set-up for **October 29th, 5pm CET**.



As announced by the Group last fall, the newcomer under the roof of Oberalp's house of brands will be revealed by Ruth Oberrauch, Member of the Executive Board.

Ruth Oberrauch, Executive Board Member
Credit: Storyteller Labs/Oberalp

The last edition focused on climbing and trail running as the future mountain sports pillars. To this end, the company has deeply analyzed the outdoor sports industry from every angle and identified another pillar worth dedicating one full edition of the convention to: **women**. Karmasin Behavioural Insights, one of the most established behavioral research institutes in Vienna (Austria), was commissioned by Oberalp to conduct a semiotic analysis on women and mountain sports. "The study gave us great insights on women's desires and wishes regarding mountain sports apparel and equipment. We now have the chance to redefine our standards on how we engine women's

products.”, says CEO Christoph Engl. “We don’t want to make women’s products by just translating, adapting, and slightly rearranging what we develop for men.”, continues Engl.

The Oberalp Group with its brands SALEWA, DYNAFIT, WILD COUNTRY, EVOLV, and POMOCA achieved more than 37.000 clicks on its platform last May during the Oberalp Convention and is further investing in digital product presentations, 360° virtual showrooms, interactions and digital get-togethers. For the upcoming edition, the Italian based company is working on a very new unique type of fashion show, something never seen before in the outdoor industry. Besides the Oberalp Virtual Convention, the Group announced **public viewing events** for small groups of selected dealers in strategic key locations. “The past six months have taught us that personal relations are becoming more and more important. We work in the people business, and it is important for us to stay in close personal contact with our partners.”, says Christoph Engl, CEO of the Group.

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