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BOGNER FIRE+ICE – In the land of fire and ice

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Kamtschatka – the breathtaking volcanic peninsula in Northeast Asia, which has been a natural world heritage site since the 1990s. The 4,750m high Kljutschewskaja Sopka volcano, the highest active volcano in Eurasia, marks

an absolute dream destination for ski enthusiasts like German freeskiers Sven Kueenle and Bene Mayr. Equipped with the new FIRE+ICE winter collection, the two extreme athletes and their team set off on an expedition to the remote peninsula to experience for themselves the spectacular powder and the chance to ski into a live volcano. Keeping them warm during their trip: the performance ski styles by FIRE+ICE with brightly colored puffer jackets, breathable first layers and waterproof ski pants. Followed by the smoke of the volcano, the two freeskiers face once again what their sport is really about – the pure feeling of freedom in untouched snow.

Willy Bogner GmbH & Co. KGaA, based in Munich, is an internationally successful lifestyle company and the leading provider of exclusive sports fashion, luxurious sportswear and designer fashion. The company employs over 800 people worldwide and appears in over 50 countries with the BOGNER (Woman, Man, Sport, Kids) and FIRE+ICE brands as well as licences. The company, which has existed since 1932, is led by Heinz Hackl and Gerrit Schneider, owner is Willy Bogner represented by trustee Arndt Gewitz. More information: www.bogner.com.

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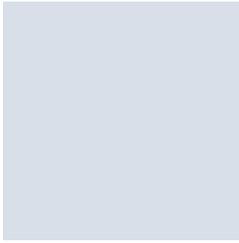
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