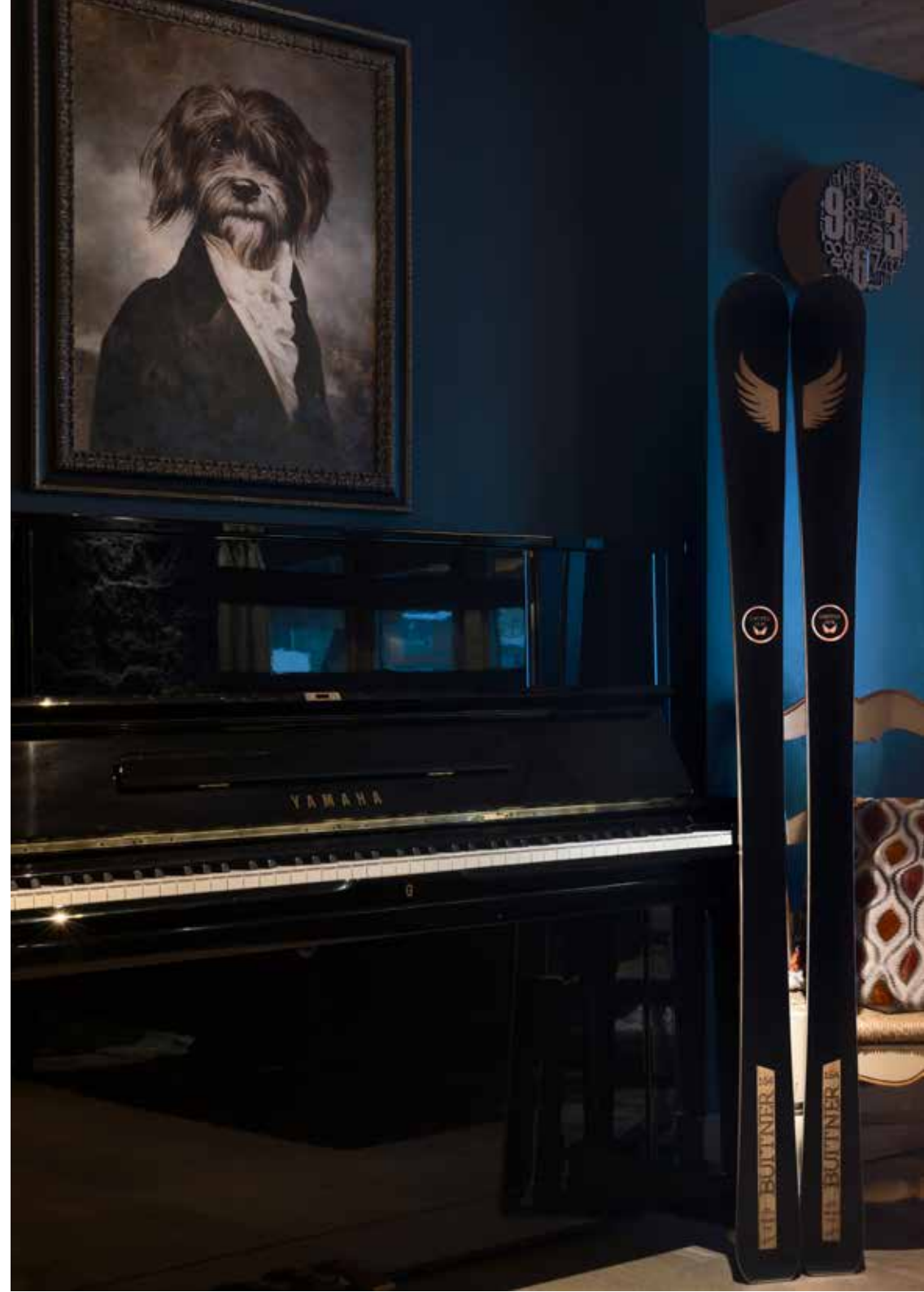




BUTTNER

STYLISH
AUTHENTIC
inspired
RELIABLE
UNIQUE

 BY BUTTNER



MORE THAN A SKI EXPERIENCE

A REAL STATE OF MIND

*It all started on skis. This is the story of a love affair, an inspiration. When Véronique Buttner created By Buttner in 2006, she imagined an exclusive collection of skis, with her home mountains of Haute-Savoie in the background. She wants to share her passion but also to break the codes. The tips of her skis are designed and created in the Alps, which takes us far from the mainstream, off the groomed slopes. That gives us HER version of skiing. Good taste, authenticity, expertise, finesse, hedonism, a feeling of freedom, high standards – **By Buttner is more than a ski experience, it's a real state of mind!***

A unique print

The skis By Buttner are the perfect mix of precision and creativity. They are mostly designed to give a simple and intense feeling of pleasure, immediately and without complex. Those skis have no intention to mess with your sentiments, because they are proud of their elegant line, their inspired design and their recognized technicity. Far from it actually – they will slide down along your side through your life, not just for a slope or two.

Noble fabrics

By Buttner offers a simple and refined collection, inspired from natural fabrics that are carefully chosen – noble woods such as ash tree, poplar tree, or bamboo – all coming from sustainably managed forests – as well as finishing touches. **The skis follow the standards and requirements of high-level competition.**

Refined boxes

It is essential for Véronique Buttner that the products are mastered from start to finish – from conception to production, through communication and sales. **To distribute her products, she selected the best specialists coming from the alpine world**, such as Jean Blanc in Courchevel, Gérard Mattis in Val d'Isère, the Front brothers in Méribel, Philippe Roux in Verbier and Annie Famose in Avoriaz.

Ambassadors of good taste

To defend the colors of its brand, By Buttner chose to be surrounded by Michelin star chefs. Whenever they can, those chefs trade their aprons against a pair of By Buttner skis – such as Yoann Conte (la Maison Bleue in Annecy), Franck Reynaud (Hostellerie du Pas de l'Ours in Crans-Montana), William Frachot (Le Chapeau Rouge in Dijon), Thibault Sombardier (Mensae and Sellae in Paris).

Being lovers of the best products themselves, and being similarly promoters of their respective terroirs, they love to take a break from their kitchen to go down the slopes, while incarnating in their own way the values of the brand.





LET'S GO!



CARVE



SIZES 158, 164, 170, 176, 181 cm

SIDE CUT 119-69-103

RADIUS 14 in 170 cm

CONSTRUCTION Sandwich

MATERIAL Titanal / Poplar / Beech

SIDEWALL Abs



☆ *The perfect curve*

The CARVE ski By Buttner offer optimum **fluidity and optimum grip regardless of the turn radius**. Its race plates push the skier to its limits. Demanding, responsive and powerfull, **the CARVE ski seeks performance.**





SIZES 158, 164, 170, 176, 182 cm

SIDE CUT 129-80-110

RADIUS 14 in 170 cm

CONSTRUCTION Sandwich

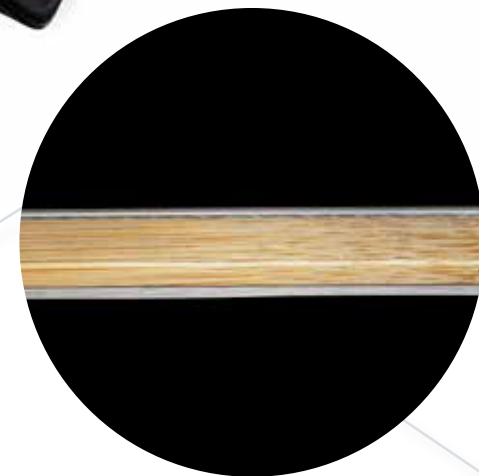
MATERIAL Titanal / Poplar / Beech

SIDEWALL Bamboo



☆ *Stable & efficient*

Even in poor condition the ski **ALL MOUNTAIN By Buttner** offers **serenity and comfort at every turn**. Ultra versatile, it is fun and easy to handle and very reliable.





SIZES 168, 178, 188 cm

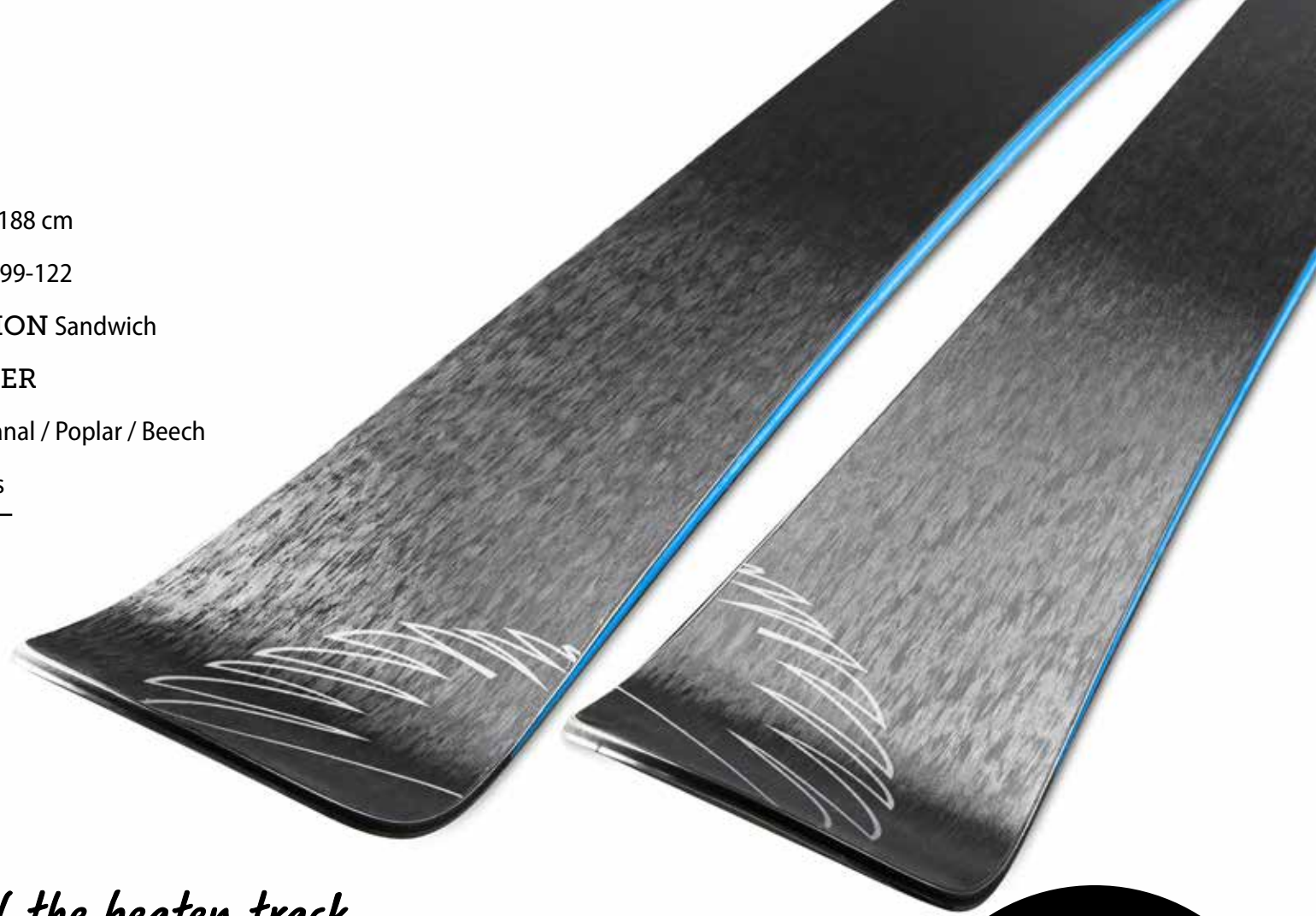
SIDE CUT 135-99-122

CONSTRUCTION Sandwich

FRONT ROCKER

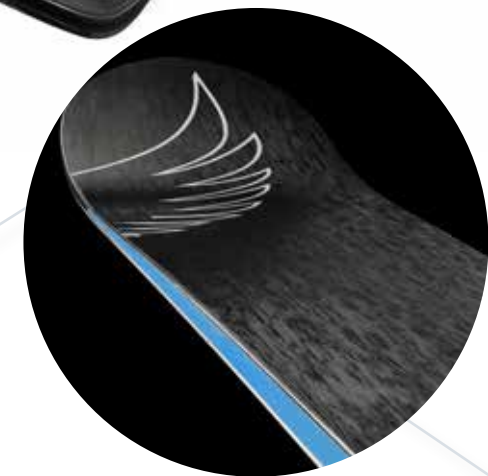
MATERIAL Titanal / Poplar / Beech

SIDEWALL Abs



☆ *off the beaten track*

The FREERIDE By Buttner ski is a **concentrate of positive energies**. Voluntary, stable, solid and extremely maneuverable, they push the skier to get off the beaten track without complex. **A ski to go beyond your limits and explore new sensations.**



FREE RIDE X-TREM



SIZES 165, 175, 185 cm

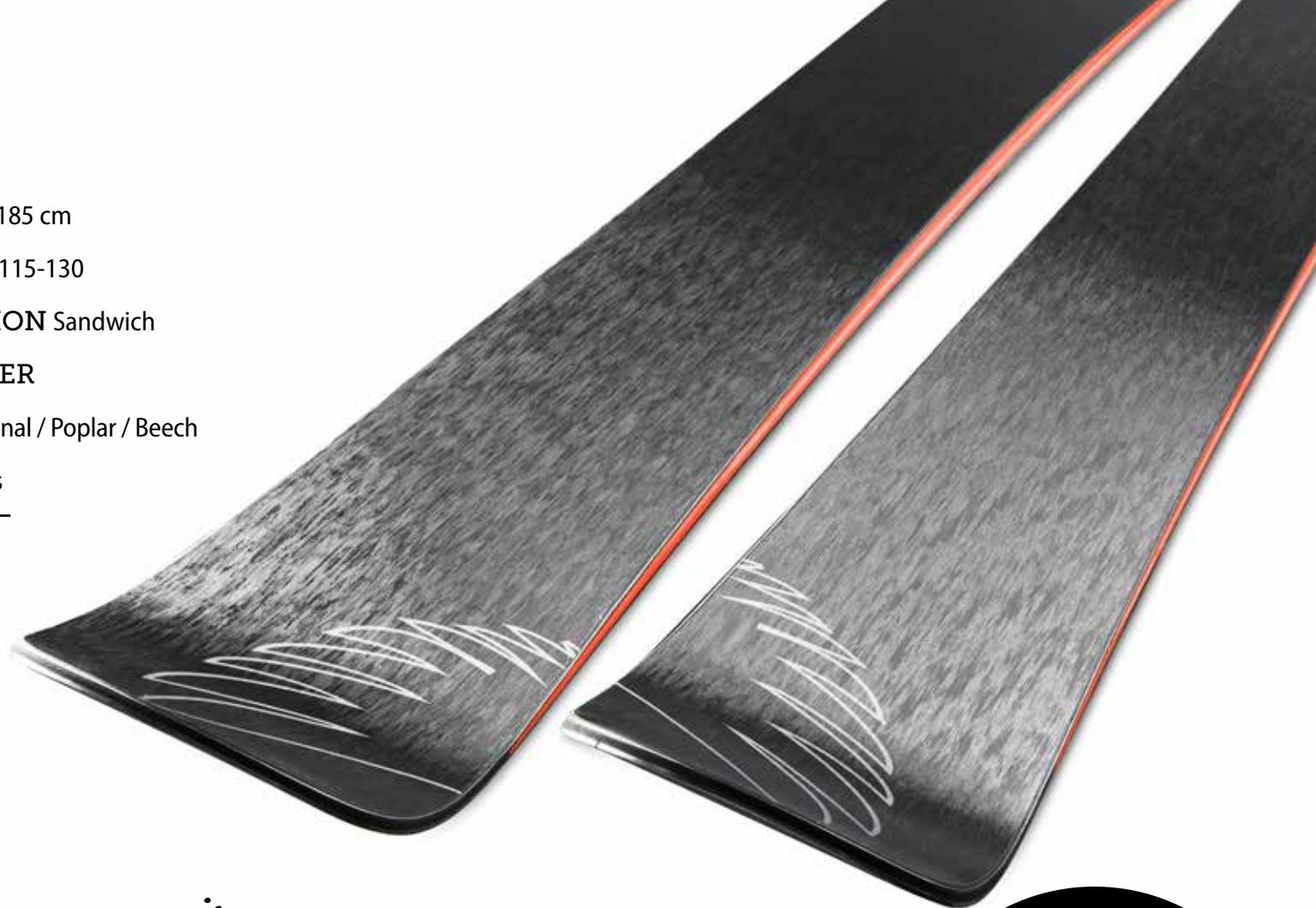
SIDE CUT 140-115-130

CONSTRUCTION Sandwich

FRONT ROCKER

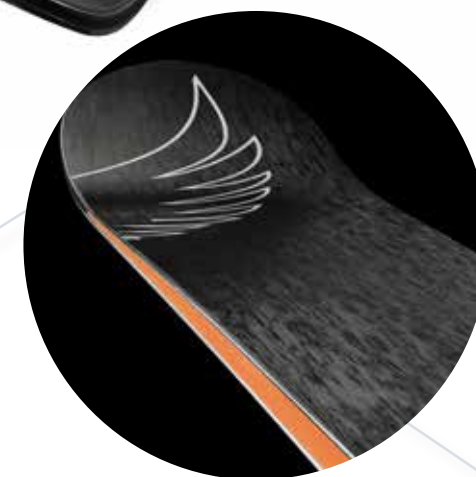
MATERIAL Titanal / Poplar / Beech

SIDEWALL Abs



☆ *No compromise*

The FREERIDE ski By Buttner is designed for those who leave the ski slope at the first turn. A **real war machine in powder snow**, it thrills riders who allow themselves everything and seek to surpass themselves. It's the **perfect mix between high standards and off-piste performance.**





SIZES 167, 174, 181 cm

SIDE CUT 123-87-110

CONSTRUCTION Sandwich

FRONT ROCKER

MATERIAL Titanal / Paulownia

SIDEWALL Abs

WEIGHT 1,280 KG



☆ *A real "couteau suisse"*

The FREE TOURING By Buttner ski is a hybrid ski that plays on several fronts: **a touring-inspired construction coupled with the demanding hold and engagement of freeride.** A real "couteau suisse" of the brand, it can be adapted for hiking or telemark.





SIZES 163, 172, 181 cm

SIDE CUT 122-85-107

CONSTRUCTION Cap

MATERIAL Titanal / Paulownia

WEIGHT 1,150kg



☆ *Skis with a taste for adventure*

The PURE RANDO ski By Buttner is a **concentrate of pleasure on the ascent as well as descent**. Its manufacture, inspired by the high standards of the Italian army, leaves no room for doubt: it has the freedom that sticks to its skin.





SPECIAL
LADIES



SIZES 152, 162, 170 cm

SIDE CUT 124-78-110

RAYON 14 in 162 cm

CONSTRUCTION Sandwich

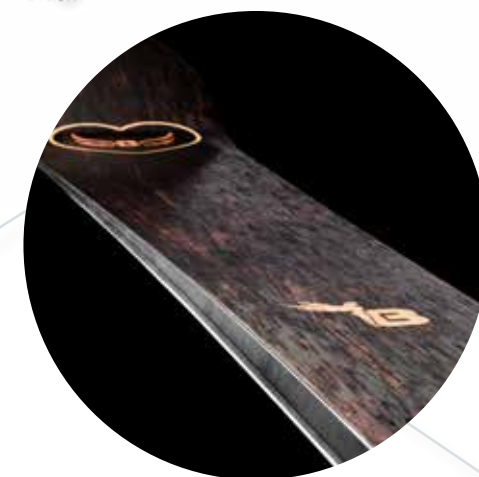
MATERIAL Titanal / Poplar / Beech

CHAMPS Abs



☆ *Considerate and elegant skis*

The ALL MOUNTAIN ski By Buttner offers serenity and comfort at every turn, even in poor snow conditions. **Versatile and stable, it captivates with its playfulness and obvious maneuverability.**





SIZES 167, 174 cm

SIDE CUT 123-87-110

CONSTRUCTION Sandwich

FRONT ROCKER

MATERIAL Titanal / Paulownia

SIDEWALL Abs

WEIGHT 1,280 kg



☆ *Avant-garde and inspiring skis*

The WOMAN FREE TOURING ski By Buttner is a hybrid that plays on several fronts: a touring-inspired construction coupled with the requirement of hold and commitment of freeride. **Real "couteau suisse" of the brand, it can be adapted for hiking or for telemark.**





LIMITED EDITION



SIZES 164, 170, 176, 182 cm

SIDE CUT 128-79-110

RADIUS 14 en 170 cm

CONSTRUCTION Sandwich

MATERIAL Titanal / Poplar / Beech / Teck

SIDEWALL Bamboo

NB OF COPIES 100



☆ *For sure: the epicurean skis*

The LIMITED EDITION 78 ski By Buttner is emblematic of the brand. **Aesthetic and efficient**, it has the allure of haute-couture and impeccable hold in all circumstances. **Behind its slick design hide maximum stability and perfect glide thanks to its World Cup sole.**





Pure
GENEROUS
AVID
Sincere
EPICUREAN

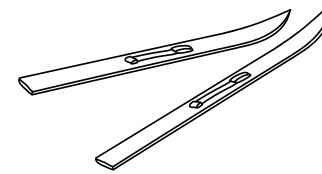


 BY BUTTNER





I'm always looking for the part of extra in ordinary... it's my way of approaching life!



I love what's real,
I love what's meaningful.
Above else, By Buttner is
all about convictions.

WHO IS BEHIND BY BUTTNER?

Véronique Buttner is a lover of snow sports, of her mountains and of life's true pleasures. She started as a high-level skier, then managed hotels and restaurants. **In 2016, she gathered all her passions and created By Buttner, a generous ski brand, sincere and reliable.** A brand looking to provide simple pleasures as well as an exceptional technical approach.

Véronique Buttner knows better than anyone that skis are not just any product. **They are a subtle mix of technicity and emotions, of delicate movements and thrills.** They must provide almost immediately a feeling of freedom. She imagined her brand with the ambition to gather a community of epicureans who are capable of vibrating with

a grand chef, a grand wine or with grand skis.

Born and raised in Haute-Savoie, in the French Alps, she also found her inspiration in the traditions of neighboring Switzerland and Italy. She used her instinct to create skis that resemble her – they are simple but with a lot of character. They are the fruit of a rigorous selection of raw materials. There is a lot of respect and attention put towards the choice of the meticulous cut of the trees. The skis are designed in an artisanal way and are created in the tradition of the Savoie region, always under the caring eye of Véronique Buttner. **Year after year, she imagines minimalist collections... that gives everybody wings!**



THE MOVIE

BY BUTTNER

Filmed in the ski resort of Zermatt in Switzerland, across from the vertiginous Mont Cervin (4.478 metres), the corporate movie By Buttner takes us right into the ambiance of the brand. It tells us the story of an art collector who falls in love with the charm of By Buttner skis. **In this high-speed chase inspired by James Bond movies, we can feel Véronique Buttner's unique energy: mind-blowing panoramas, free falling, paragliding, helicopters and motorcycle rides... and of course some energized ski rides.**

For this first production made By Buttner, she put together a unique casting: two helicopter pilots specialized in extreme condition flights; a drone professional; two pilots of motorized paraglides - winners of all records in their category; and a world champion of acrobatic paragliding. The decor is set on the Lac de Come and its Dolce Vita, with its famous prestigious Riva boats, but also the sweetness of the Maison Bleue along the Lac d'Annecy, or else the Monte Rosa Hütte, symbolic refuge in the mountains, and of course the most beautiful slopes of Zermatt. **On earth, in the air, or on a Riva boat, By Buttner is always looking for thrills...**



Watch the movie





BUTTNER

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