



## FUSALP ACCELERATES ITS PARTNERSHIP WITH GB SNOWSPORT AFTER A RECORD BREAKING YEAR

**BACK IN THE RACE**, Fusalp, official supplier of the GB Alpine and Para Alpine Ski Team, steps up its official sponsorship with GB Snowsport. The highlight this season being the 2023 FIS Alpine Ski World Championships in Fusalp's backyard, Courchevel-Méribel, France.

The partnership, which conveys a feeling of "entente cordiale" was inspired by the drive to dress to win. The garments designed for the team are a unique fusion of innovative high-performance fabrics which include a signature fit, with an edge of style and elegance.

Celebrating the brand's **70th anniversary** of heritage and savoir-faire, outfits are geared with state-of-the-art aerodynamic qualities that enhance speed and movement while on the slopes. As every second counts, the collection is designed for the team of athletes to go beyond expectations.

**Dave Ryding**, says: «After last season's results, and in particular my first World Cup win in Kitzbühel, I'm going into this season with more desire than ever to succeed. This success has given me the confidence to believe that even more is possible in the future. I can't wait to hit the slopes with my teammates in our new Fusalp gear and show the world what we are capable of.»



**Alexandre Fauvet**, Fusalp CEO, highlights: «Our return to competition is very important for the development of Fusalp. The constant exchange with athletes is at the heart of our innovation programs. We want to create the best possible garments for them and for our clientele, who will then benefit from the new technical developments. We take on this challenge with passion and look forward to another great year for the British Alpine and Para-Alpine Ski Teams in the run up to the 2023 Courchevel-Méribel World Ski Championships.»

The GB Snowsport Alpine Ski Team is currently competing in the FIS Alpine Skiing World Cup in Adelboden, Switzerland (Men) and in Kranjska Gora, Slovenia (Women) on January 7th-8th and continues later in February with the highlight of the season - the FIS Alpine Skiing World Championships in Courchevel-Méribel, France.

At the start gate are the representatives of a promising generation of British skiers: Dave Ryding, Billy Major, Laurie Taylor and Charlie Raposo in the men's category and Alex Tilley and Charlie Guest in the women's category.

The Para-Alpine Ski Team will be on track for the Para-Alpine Skiing World Cup from January 10th-14th in Veysonnaz, Switzerland, followed by the FIS Para-Alpine Skiing World Championships in La Molina, Spain from January 18th-29th, with a medal-hopeful British team lead by the "Golden Boys", Paralympic Champions from Beijing 2022, Neil & Andrew Simpson.



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Fusalp and GB Snowsport continue to amplify the second year of their partnership, with a newly designed ready-to-wear capsule collection, celebrating the team of British athletes. The twelve piece collection is reflected through a quintessential balance of technicality and comfort. It features dynamic graphics and distinctive color ranges, with a nod to Great Britain's heritage. Each look features bold aesthetics and clean, precise lines that shape the silhouette, designed in technical high-performance materials.

For women, the star of the collection is the Barsity GB Jacket, featuring an all-over tricolor flag print. This jacket's generous volume is made of ultra-matte stretch material with a Fusalp-approved membrane, which adapts perfectly to cold temperatures.

For men, the Lucho II Jacket, a best seller of the Fusalp collections, is a warm, lightweight, and modular jacket, designed in ultra-light water repellent nylon. Side panels and shoulder reinforcements are fabricated in stretch softshell, a fabric that provides comfort and ease of movement. This timeless essential is equally animated by the tricolor logo, developed exclusively for this capsule collection.

The Fusalp x GB Snowsport capsule collection is available for purchase at a selection of Fusalp boutiques and online at [Fusalp.com](https://Fusalp.com).

Click [here](#) to discover the collection.

