



W I N T E R 2 5

DAKINE

DAKINE

W25 // VERBIER

LOCATION

V E R B I E R



TALENT



**Addison
Rafford**



**Toby
Rafford**

CONTACT

Gabe Schroder

MOUNTAIN
MARKETING
MANAGER

[208] 720-9837

PRODUCT LIST

W O M E N S

HEADWEAR



WALLY BEANIE
BRUNISHED LILAC



JAYDEN BEANIE
CASTLEROCK



BYANA BEANIE
TURTLEDOVE



ASHER BEANIE
BLACK



ASHER BEANIE
DARK OLIVE



PAIGE BEANIE
BLACK



PAIGE BEANIE
TURTLE DOVE



AXEL BEANIE
TURTLE DOVE



ZOE BEANIE
TURTLE DOVE

TRAVEL



365 ROLLER 120L
WILD FLOWER



FALL LINE SKI ROLLER BAG
WILD FLOWER



CAMPUS L 33L
WILD FLOWER



REVIVAL KIT
WILD FLOWER



HIP PACK
WILD FLOWER



GOGGLE CASE
WILD FLOWER

GLOVES - HIGH PERFORMANCE



WOMENS ECLIPSE GORE-TEX
SHORT GLOVE
DARKEST SPRUCE



FLEETWOOD GORE-TEX
SHORT GLOVE
DARKEST SPRUCE



GALAXY GORE-TEX MITT
BRUNISHED LILAC

APRÉS GLOVES - RECREATIONAL



ESCALADE GLOVE
BRUNISHED LILAC



CORTINA MITT
TURTLE DOVE



MIATA MITT
BLACK GRIFFIN

PACKS



WOMENS HELI PRO 20L
WILD FLOWER



WOMENS POACHER 28L
BRUNISHED LILAC



WOMENS MISSION PRO 18L
BRUNISHED LILAC



WOMENS HELI PRO 20L
DARKEST SPRUCE

HELMETS



CHARGER
BLACK



DAY TRIPPER
CASTLEROCK

PRODUCT LIST

M E N S

HEADWEAR



JAYDEN BEANIE
BLACK RUBBER



JAYDEN BEANIE
CASTLEROCK



BYANA BEANIE
TURTLEDOVE



WALLY BEANIE
TRELLIS



ASHER BEANIE
BLACK



ASHER BEANIE
DARK OLIVE



AVERY BEANIE
BLACK RUBBER



PAIGE BEANIE
BLACK

TRAVEL



365 ROLLER 110L
RUBBER



FALL LINE SKI ROLLER BAG 176
RUBBER



BOOT PACK DLX 75L
RUBBER

PACKS



HELI PRO 20L
SILVER LINING



HELI PRO 24L
NAVAL ACADEMY



MISSION PRO 25L
RUBBER

HELMETS



CHARGER
BLACK



DAY TRIPPER
CASTLEROCK

GLOVES - HIGH PERFORMANCE



ECLIPS GORE-TEX MITT
RUBBER



KODIAK GORE-TEX GLOVE
RUBBER



FILMORE GORE-TEX GLOVE
SILVER LINING



BARON GORE-TEX GLOVE
NAVAL ACADEMY



ECLIPSE GORE-TEX MITT
BLACK

APRÉS GLOVES- RECREATIONAL



MACK GLOVE
TAN

SHOT LIST

HELMETS

PRODUCT



Addison Rafford



CHARGER BLACK



Addison Rafford

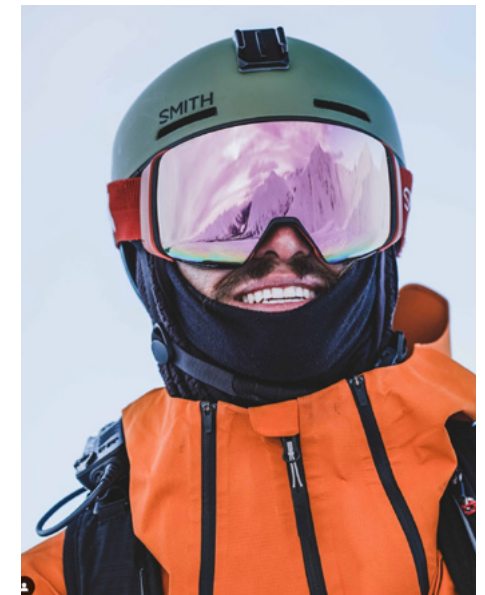


DAY TRIPPER CASTLEROCK

NOTES

- In action and tight product shots
- In use. Putting them on, messing with strap etc.

CONCEPTS



SHOT LIST

HIGH PERFORMANCE

PRODUCT



Addison Rafford



CHARGER BLACK



GALAXY GORE-TEX MITT BURNISHED LILAC



WOMENS POACHER 28L BURNISHED LILAC



PAIGE BEANIE TURTLE DOVE



ASHER BEANIE BLACK



WALLY BEANIE BRUNISHED LILAC

CONCEPTS



NOTES

- "Her" Story
- In action and tight product shots
- Get single product shots of each product as well as full kit

SHOT LIST

HIGH PERFORMANCE

PRODUCT



Addison Rafford



DAY TRIPPER CASTLEROCK



WOMENS ECLIPSE GORE-TEX SHORT GLOVE
DARKEST SPRUCE



WOMENS HELI PRO 20L
DARKEST SPRUCE



PAIGE BEANIE
BLACK

CONCEPTS



NOTES

- "Her" Story
- In action and tight product shots
- Get single product shots of each product as well as full kit

SHOT LIST

HIGH PERFORMANCE

PRODUCT



ADDISON RAFFORD



DAY TRIPPER CASTLEROCK



FLEETWOOD GORE-TEX SHORT GLOVE DARKEST SPRUCE



WOMENS HELI PRO 20L WILD FLOWER



ASHER BEANIE BLACK



ASHER BEANIE DARK OLIVE



PAIGE BEANIE BLACK

CONCEPTS



NOTES

- "Her" Story
- In action and tight product shots
- Get single product shots of each product as well as full kit

PRODUCT



**Addison
Rafford**



**CHARGER
BLACK**



**HELI PRO 20L
SILVER LINING**



**FILMORE GORE-TEX GLOVE
SILVER LINING**

CONCEPTS



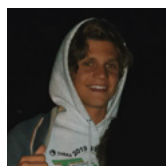
NOTES

- In action and tight product shots
- Get single product shots of each product as well as full kit

SHOT LIST

HIGH PERFORMANCE

PRODUCT



Addison Rafford



CHARGER BLACK



JAYDEN BEANIE BLACK RUBBER



MISSION PRO 25L RUBBER



ECLIPS GORE-TEX MITT RUBBER

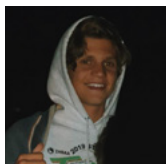
CONCEPTS



NOTES

- In action and tight product shots
- Get single product shots of each product as well as full kit

PRODUCT



Addison Rafford



DAY TRIPPER
CASTLEROCK

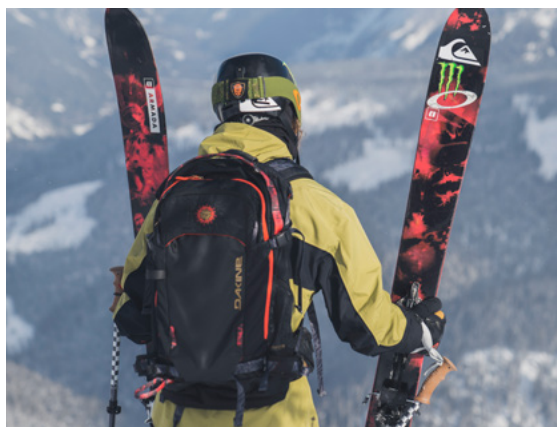


HELI PRO 24L
NAVAL ACADEMY



BARON GORE-TEX GLOVE
NAVAL ACADEMY

CONCEPTS



NOTES

- In action and tight product shots
- Get single product shots of each product as well as full kit

SHOT LIST

TRAVEL

PRODUCT



Addison Rafford



CAMPUS L 33L
WILD FLOWER



MIATA MITT
BLACK GRIFFIN



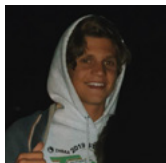
JAYDEN BEANIE
CASTLEROCK



365 ROLLER 120L
WILD FLOWER



FALL LINE SKI ROLLER BAG
WILD FLOWER



Addison Rafford



MACK GLOVE
TAN



ASHER BEANIE
BLACK



BOOT PACK DLX 75L
RUBBER



365 ROLLER 110L
RUBBER



FALL LINE SKI ROLLER BAG 176
RUBBER

NOTES

- "Her" Single subject shots and together shots
- Train Travel, On the move to destination
- Pulled back of all product
- Individual product shots
- Get stand alone shot of each product.

CONCEPTS



SHOT LIST

PRODUCT



Addison Rafford



CAMPUS L 33L
WILD FLOWER



MIATA MITT
BLACK GRIFFIN



JAYDEN BEANIE
CASTLEROCK



365 ROLLER 120L
WILD FLOWER



FALL LINE SKI ROLLER BAG
WILD FLOWER



Addison Rafford



MACK GLOVE
TAN



ASHER BEANIE
BLACK



BOOT PACK DLX 75L
RUBBER



365 ROLLER 110L
RUBBER



FALL LINE SKI ROLLER BAG 176
RUBBER

NOTES

- "Her" Single subject shots and together shots
- Arrived at destination, unloading car or travel bags in use, sorting through
- Pulled back of all product
- individual product shots
- Get stand alone shot of each product.

CONCEPTS



PRODUCT



Addison
Rafford



HIP PACK
WILD FLOWER



CORTINA MIT
TURTLE DOVE



BYANA BEANIE
TURTLEDOVE

CONCEPTS



NOTES

- "Her" Single subject shots and together shots
- Cruising to the slopes
- Pulled back of all product
- Individual product shots

PRODUCT



REVIVAL KIT
WILD FLOWER

CONCEPTS



NOTES

· In cabin or resort room, product only

SHOT LIST

PRODUCT



Addison
Rafford



GOGGLE CASE
WILD FLOWER

CONCEPTS



NOTES

· In cabin or resort room, product only

PRODUCT



Addison
Rafford



BOOT PACK DLX 75L
RUBBER

CONCEPTS



NOTES

- "Her" Single subject shots and together shots
- Gearing up for the slopes
- Tight shots of product styled out.

SHOT LIST

PRODUCT



Addison Rafford



365 ROLLER 110L RUBBER



BOOT PACK DLX 75L RUBBER



FALL LINE SKI ROLLER BAG 176 RUBBER



MACK GLOVE TAN



ASHER BEANIE BLACK

CONCEPTS



NOTES

- Traveling to the resort
- Show full kit + individual product shots
- Tight shots of product

PRODUCT



Addison Rafford



WALLY BEANIE
BRUNISHED LILAC



ESCALADE GLOVE
BURNISHED LILLAC



Addison Rafford



KODIAK GORE-TEX GLOVE
RUBBER



ECLIPSE GORE-TEX MITT
BLACK



WALLY BEANIE
TRELLIS

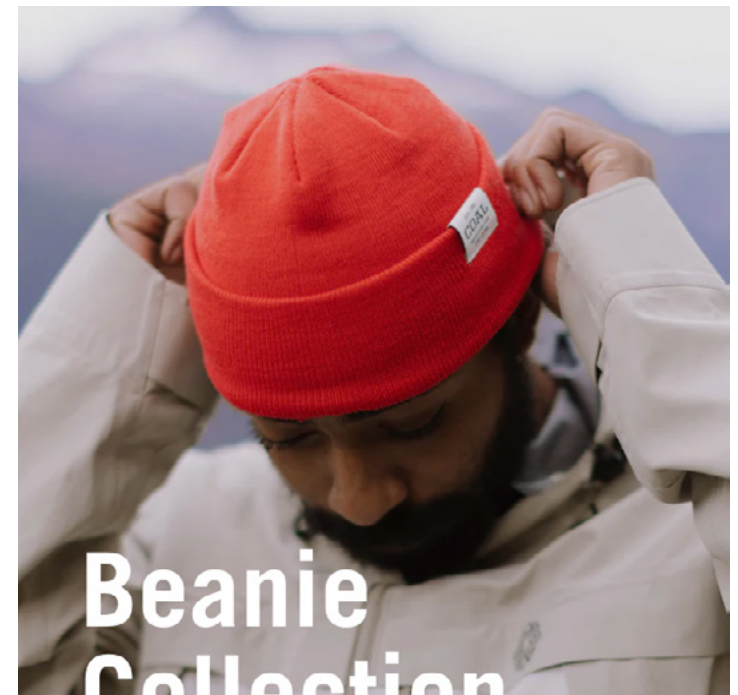


AVERY BEANIE
BLACK RUBBER



PAIGE BEANIE
BLACK

CONCEPTS



NOTES

- In-between moments
- Pulled back and tight shots of product

PRODUCT



Addison
Rafford



Addison
Rafford

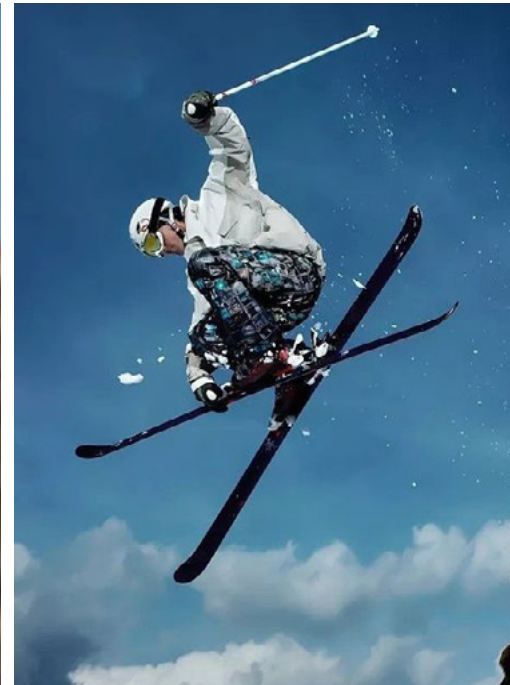
NOTES

- Pulled back and tight tech shots

CONCEPTS



CONCEPTS





NOTES

- Set the scene with elements and textures

