

Winter of Wonders

冬日绮梦世界



艺术与设计®

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BLACKCROWS SKIING FOR PLEASURE

享受滑雪的乐趣

撰文 MATHIEU ROS.

诞生于法国霞慕尼 CHAMONIX 的高山之巅，由一群满怀热情的滑雪爱好者共同创立，BLACKCROWS 是行家心中无可挑剔的滑雪品牌。它陪伴着滑雪者无惧风雪，驰骋雪道，沉醉于速度与滑行的力量。一起来了解这个由挚友共同打造的品牌故事吧。



完美融合高端性能和
特色美学的BLACKCROWS，
是滑雪行家们公认
并推崇的标志性品牌。

霞慕尼 CHAMONIX 位于法国、瑞士和意大利交界处，是著名的滑雪胜地。BLACKCROWS 的理念诞生于品牌创始人们乘坐缆车登顶时的一次偶遇。当然，理念的诞生也可以说是源于一顿披萨大餐，这取决于我们如何开始叙故事的开始。那是初冬时分一个大雪纷飞的日子，天气非常糟糕。在霞慕尼最大的滑雪场 LES GRANDS MONTETS，CAMILLE JACCOUX 和 BRUNO COMPAGNET 像往常一样，相约登山滑雪。CAMILLE JACCOUX 回忆说：“当时雾很大，还下着一点雪，那是一个几乎见不到滑雪人影的天气。”

这两位好友在缆车里坐下后，便开始闲聊，话题当然离不开滑雪，就像人们吃饭时会谈论食物一样。当时与他们同舱的还有另一位滑雪爱好者。他是一位住在瑞士蒙特勒 MONTREUX 的工厂经理，对 CAMILLE JACCOUX 和 BRUNO COMPAGNET 随身携带的巨型滑雪板很感兴趣，因为这款滑雪板要到第二年才会正式上市。“你们是专业人士吗？还是记者？”他们就这样聊了起来。

其实，CAMILLE 和 BRUNO 是两位即将退役的专业滑雪运动员。CAMILLE 解释道：“那时我们正在享受职业生涯最后的快乐时光。”当时，CAMILLE 正在准备转行从事咨询、照片和视频制作等工作，而 BRUNO 则准备回去教授滑雪和溪降。缆车抵达后，他们与同舱乘客 CHRISTOPHE VILLEMEN 的谈话并未因此就结束，他们继续保持联系，并约定在霞慕尼的酒吧碰头。最终，他们来到镇上的一家披萨店一起用餐，餐桌话题始终不离滑雪。更确切地说，是如何实现最完美的滑雪体验，想象“当你走入一家滑雪用品商店，如果没有预算上限，你会选择什么产品？”之类的问题。在一连串的讨论后，一个共同创立滑雪品牌的想法在几人脑中浮现，并带着对品牌的初步构思相互道别。

2004年末到2005年初的这个冬季，三位男士再次重逢，准备推进创业计划。这次加入他们的，还有另一位女士。她是 CHRISTOPHE 的朋友，就职于瑞士食品行业巨头雀巢公司营销部。CAMILLE 提议，把品牌命名为“BLACKCROWS”，并获得大家一致同意。BLACKCROWS 是阿尔卑斯山区高空“常客”黑乌鸦 CHOUCAS 的英文，是那些与众不同、爱好节日气氛的滑雪群体的精神象征，以此命名的雪板能陪伴滑雪爱好者从霞慕尼周边雪峰一路巡游到山谷森林和秘境。它们的功能多样、板面较宽、有冲劲却又自由自在，就像在当地展翅高飞的黑乌鸦一样。当时，品牌的宏图愿景已初见端倪，但还缺少视觉标识。

CAMILLE 一直对视觉标识和创意领域充满兴趣，希望能突破滑雪产品领域的固有设计模式与框架，打造出一个符合自我个性的品牌，将高山性能和都市风格完美结合在一起。他当时有个想法，希望在首款产品上使用荧光粉色，以此致敬80年代末的滑雪板。在为法国烈酒品牌 RICARD 拍摄广告时，他结识了极具创意的设计师 YORGO TLOUPAS。





鲜亮明快的色彩结合
前卫的视觉风格，品牌的
标志性设计让
BLACKCROWS
在皑皑雪景中格外吸睛。



CAMILLE 前往伦敦与 YORGO 会面，向他介绍这个创业项目，但内心其实并未抱太大希望，因为 YORGO 的爱好是滑雪板和单板滑雪，而当时这个圈子与双板滑雪圈相去甚远。“虽然我对滑雪运动有所了解，但对他们具体怎样从事这项运动并不太清楚，对陡坡、绳索和冰镐等毫无概念，” YORGO 回忆道。但他对项目立马产生了兴趣。他从巴黎培宁根高等图像与室内设计学院毕业后，就投入到自己的单板职业赛道，同时为 ROSSIGNOL 重新设计了品牌标识，并获得该品牌的赞助，参加了单板滑雪竞赛。随后，他又先后为 YVES SAINT LAURENT、KENZO 等大牌服务，还为 HERMÈS 的 H24 香水设计了香水包装。对他而言，与 BLACKCROWS 的合作是一次摆脱精英主义和高度都市化时尚圈，重返冰雪与山峦的契机，因为后者始终是萦绕在他心头的挚爱。

2005年末，YORGO 给 CAMILLE 打电话称：“我找到了创意点子。”这个创意来自一名儿童笔下的乌鸦图案，由一个简单的字母V构成，和另外五个V形排列组合成“人字形”，象征鸟群。这个设计最终被 BLACKCROWS 采纳，成为品牌的标志性图案。这个可以自由变换演绎的独特图标，成了品牌

的永恒象征。“这个图案存在一种绝对主义，也有一种巨大的束缚，整个品牌都围绕着人字形图案展开。无论是滑雪板的装饰、夹克的印花，还是羽绒服的缝线……据我所知，当时这在设计界是独一无二的。最初这只是一种尝试，但随着产品种类的增加，这个图标设计变得越来越有意思。”在此之后，YORGO 跟随着品牌一起成长，从起步到进入鼎盛期，长达20年之久。“在2005年的时候，滑雪板的设计简直不堪目睹，”他回忆道。“虽然有 DYNASTAR 或 ATOMIC 这样漂亮的品牌标志，但滑雪板的产品设计却不太美观，一般采用的是渐变色设计，更像越野摩托车或是赛车的设计……”

不得不说，在 YORGO 眼中，滑雪板是一个颇为复杂的设计对象：“世上恐怕没有比它更难设计的东西了。毕竟，它只是一根细长的‘棍子’，几乎不给创意留下多余的空间。”

推出品牌首款滑雪板，著名的荧光粉滑雪板 CORVUS，并非易事。CAMILLE 和 BRUNO 在他们的滑雪小屋地毯上铺开白纸，开始绘制草图。有了设计图纸后，接着进入生产阶段。这两位创业伙伴首先来到意大利，拜访了科莫湖畔一家生产



BLACKCROWS精心推出了丰富多样的产品系列, 让滑雪爱好者在各种自然地形和雪道都能获得非凡感官体验。

滑雪板的小品牌。但老板不会说英语, 而他们又不太懂意大利语。老板生性急躁, 而且首批样品并不符合预期, 合作因此宣告流产。在业内朋友的帮助下, CAMILLE 和 BRUNO 最终通过瑞士制造商 MOVEMENT 生产了第一批滑雪板。“我们得到了很多人的指点, 尽管后来他们都成了我们的竞争对手,” CAMILLE 怀着感激之情回忆道。

CAMILLE 补充道: “为了让品牌能成功推出, 盛大亮相, 我们先举办了一场派对来试水。”这是一场只有在霞慕尼才能办得如此精彩的派对。当时整座山头的滑雪爱好者都齐聚一堂, 来自伦敦和巴黎的 DJ 朋友们也前来助兴。自品牌创始之初就成为忠实挚友的 BERTRAND BRÈME 与伏特加 ABSOLUT 有长期合作, 特别赞助了派对的酒水饮品。滑雪、朋友、派对、音乐, 这一切构成极致的感官体验, 这场奠定 BLACKCROWS 品牌调性的发布会至今让人记忆犹新。

品牌拓展版图的下一步, 是进军德国慕尼黑户外及体育用品展览会 ISPO MUNICH, 在这个权威的商业舞台上展示品牌滑雪板。BLACKCROWS 一诞生, 就深受滑雪爱好者欢迎。在 BLACKCROWS 问世后的第一个冬季, 便被霞慕尼最大

的体育专卖店 SNELL SPORTS 选作为橱窗展示品。第二年秋天, 巴黎圣奥诺雷街区的传奇时尚概念店 COLETTE 甚至主动将 BLACKCROWS 这款荧光粉滑雪板作为橱窗陈列主题产品之一, 这打破以往付费橱窗的传统, 是对品牌的最高认可。“那是品牌诞生的第一个冬季, 我们根本没有其他产品,” YORGO 回忆道。他为此设计了一台机器, 让二十多支滑雪板立在橱窗里并排旋转, 令人目不暇接。

BLACKCROWS 的发展得益于脚踏实地的行动, 以及和在霞慕尼深耕技艺的优秀滑雪者的合作, 让符合品牌调性的一批人为产品背书。CAMILLE 和 BRUNO 在客厅办公5年后, 终于在2012年把 BLACKCROWS 落户在霞慕尼市中心的传统木屋里。品牌招募了一支六人的核心团队, 大多数至今仍效忠于品牌, 其中重要伙伴包括: 滑雪运动员兼滑雪板设计师 JULIEN REGNIER, 是团队的灵魂人物, 负责构思设计大部分滑雪板产品系列; 产品经理 KENJI TESHIMA, 负责生产管理; 团队经理 FLO BASTIEN, 过去作为职业滑雪选手的他负责招募运动员。



凭借着带有引人注目的人字形标识的滑雪板和雪杖，BLACKCROWS 迅速征服了欧洲。2016年，在品牌成立十周年之际，BLACKCROWS 举办了一场规模更大的雪场派对：无限音乐节 UNLIMITED FESTIVAL。品牌特邀知名DJ前来滑雪胜地霞慕尼进行混音演出，甚至在海拔3770米的南针峰顶 AIGUILLE DU MIDI举办了一场传奇音乐节。这一切，都充分彰显了品牌以及发源地的魅力。如今，BLACKCROWS已在欧洲和北美广泛扎根，成为一个国际品牌和经典象征。“我们打造了一个推崇滑雪文化的品牌，” CAMILLE JACCOUX 表示。“虽然这个品牌起源于全球最美丽的滑雪胜地之一霞慕尼，但滑雪运动就像冲浪和滑板一样，这是一种能与所有人产生共鸣的运动文化。无论生活风格、社会阶层、老少男女，本职工作是什么，都因滑雪聚集在一起。无论对他们，还是对我们而言，滑雪最重要的本质，始终是乐趣。”

ENGLISH TEXT

Born in the heights of Chamonix, shaped by passion, blackcrows is the brand for skiers in the know, who charge down slopes regardless of the forecast, intoxicated by speed and snow. This is a tale of friends, vision, and freedom.

The story begins in Chamonix, a legendary ski destination straddling the borders of France, Switzerland, and Italy. Perhaps on a lift ride. Or maybe over a pizza. Both versions are true. Early that winter, the snow was falling hard, conditions less than ideal. At Les Grands Montets, Chamonix’s largest resort, Camille Jaccoux and Bruno Compagnet carved their way through fog and snow. “It was the kind of day when you hardly see anyone else,” Camille recalls. Seated in the gondola, their conversation naturally turned to skiing, the way gourmets can’t help talking about food at the table. Sharing the cabin was a Swiss factory director, Christophe Villemin, who was curious about the oversized skis they were riding, prototypes a year ahead of the market. “Are you pros? Journalists?” he asked. A conversation began, and it would not end at the summit.

Both Camille and Bruno were nearing the close of their professional skiing careers. “We were reaping the last rewards,” Camille says. He was moving into consulting and audiovisual work. Bruno planned to return to teaching skiing and canyoning. The two friends kept running into Christophe, at bars, then at a pizzeria in town, where the talk centered on skiing. Not any skis, but the dream ski. “If you walked into a sporting goods shop with an unlimited budget, what would you pick?” By the end of that meal, scribbled onto the table, was the blueprint for a brand. Through the winter of 2004–2005, they pursued the idea with determination, joined by a Nestlé marketing executive. Camille offered a name, immediately accepted unanimously. blackcrows: a tribe of skiers with their own spirit, part celebratory, part defiant. Skis that could glide from Chamonix’s cold peaks into hidden valley forests. Wide, versatile, ambitious, like the jackdaws that inspired the name. The mission was clear. What they needed was an identity.

Camille had always been drawn to design. He wanted to reject the tired aesthetics of the ski world and build a brand that lived both in the mountains and in the city. His vision for the first model? Fluorescent pink, a playful nod to the late ’80s. He knew designer Yorgo Tloupas from a Ricard shoot, and traveled to London to pitch him the idea, half expecting a refusal. Yorgo was, after all, a skater and snowboarder, not a skier. “I had board culture, but their world - steep slopes, ropes, ice axes - was foreign,” Yorgo admits. Still, the concept thrilled him. A graduate of prestigious Parisian design school Penninghen, he had redesigned the Rossignol logo just after his diploma, while also competing as a pro snowboarder. His design work for Yves Saint Laurent, Kenzo, and Hermès (including the H24 fragrance packaging) had cemented his reputation. With blackcrows, he saw a chance to step beyond elite fashion and return to the snow and mountains that had always defined him. By late 2005, he called Camille: “I think I have an idea.” The pitch? A childlike drawing of a crow, a V repeated five times to form the now-iconic chevron. Simple. Bold. Instantly recognizable. “The brand is built entirely on the chevron. Ski graphics, jacket prints, even down jacket stitching. To my knowledge, it’s unique in design,” Yorgo explains. “It began as an experiment, but it only grew more fascinating as the product lines expanded.”

But turning vision into reality wasn’t easy. Camille and Bruno drafted the first model (the pink Corvus) on paper spread across a chalet carpet. “It was like baking: we knew what we were after, but not how to get there,” Camille laughs. Their first

attempts with a small Italian manufacturer near Lake Como fell flat. But with help from industry friends, they secured production with Swiss brand Movement. “Competitors-to-be gave us the guidance we needed,” Camille says gratefully.

The launch? A party, of course. And the kind that Chamonix specializes in. Ski lovers filled the valley, DJs flew in from London and Paris, and Absolut Vodka collaborator Bertrand Brème kept glasses brimming. From the start, blackcrows was about more than skis: it was about friends, music, celebration. Then came ISPO, Munich’s global outdoor trade fair. On day one, the head of a major retail chain waited at their booth. Camille and Bruno, delayed by yet a late night, missed him. Still, that same winter, Chamonix’s Snell Sport put blackcrows in its window. By fall, Paris’s iconic concept store Colette displayed the neon skis in its storefront, free of charge. “It was our first winter, we had nothing to sell,” Yorgo laughs. He had built a mesmerizing contraption that spun twenty skis in the window.

blackcrows built momentum through authenticity: “the right skiers in the right places.” By 2012, the brand left Camille and Bruno’s living room for a chalet headquarters in the heart of Chamonix, balconies adorned with carved chevrons. A loyal team formed, many still there today: legendary skier and shaper Julien Regnier, product head Kenji Teshima, and team manager Flo Bastien, himself a former pro. By 2016, blackcrows skis, with their signature chevrons, were an established presence across Europe. To celebrate its 10th anniversary, the brand staged the Unlimited Festival, with world-class DJs performing across Chamonix, even atop the Aiguille du Midi at 3,770 meters. A testament to both its birthplace and its reach. Now a global name across Europe and North America, blackcrows has become more than a ski brand. It is a cultural emblem. “We created a brand that celebrates a certain culture of skiing,” says Camille Jaccoux. “And even if it all started in Chamonix, one of the most stunning ski spots on Earth, it’s like surfing or skating. It’s a culture that speaks universally. We bring together the young and the old, men and women, ski bums and surgeons. For everyone, as for us, skiing is, above all, pleasure.”

品牌的视觉风格全面由
YORGO TLOUPAS操刀，
他在滑雪板的世界中
探索出表达自我的新方式。