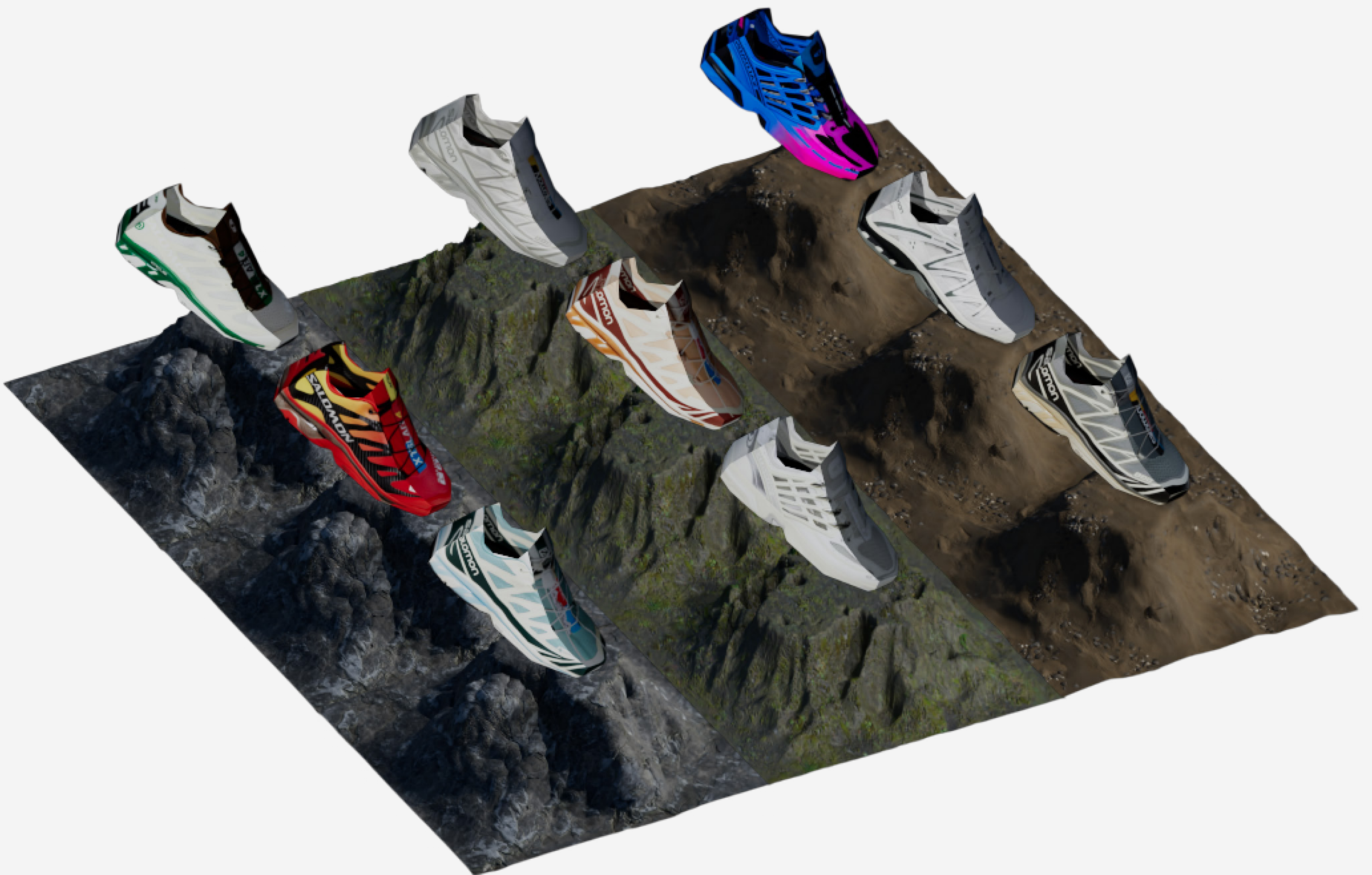


## Salomon: Behind the Demand

- Salomon collaborations 🇺🇸 and new 👟 models are in high demand
- 📦 Sales grow +3373% 👟 and wants rose +1487% 👟 in 2023
- XT-6 👟, XT-4 👟 and ACS Pro Advanced 👟 are the most popular silhouettes
- Neutral earth tones 👟 👟 👟 generate more sales and higher margins



## Sect. I. Introduction

Salomon generates demand through its highly technical designs, playful color palettes and collaborations with avant-garde labels. Here's why it should stay on sellers' radars in 2023.

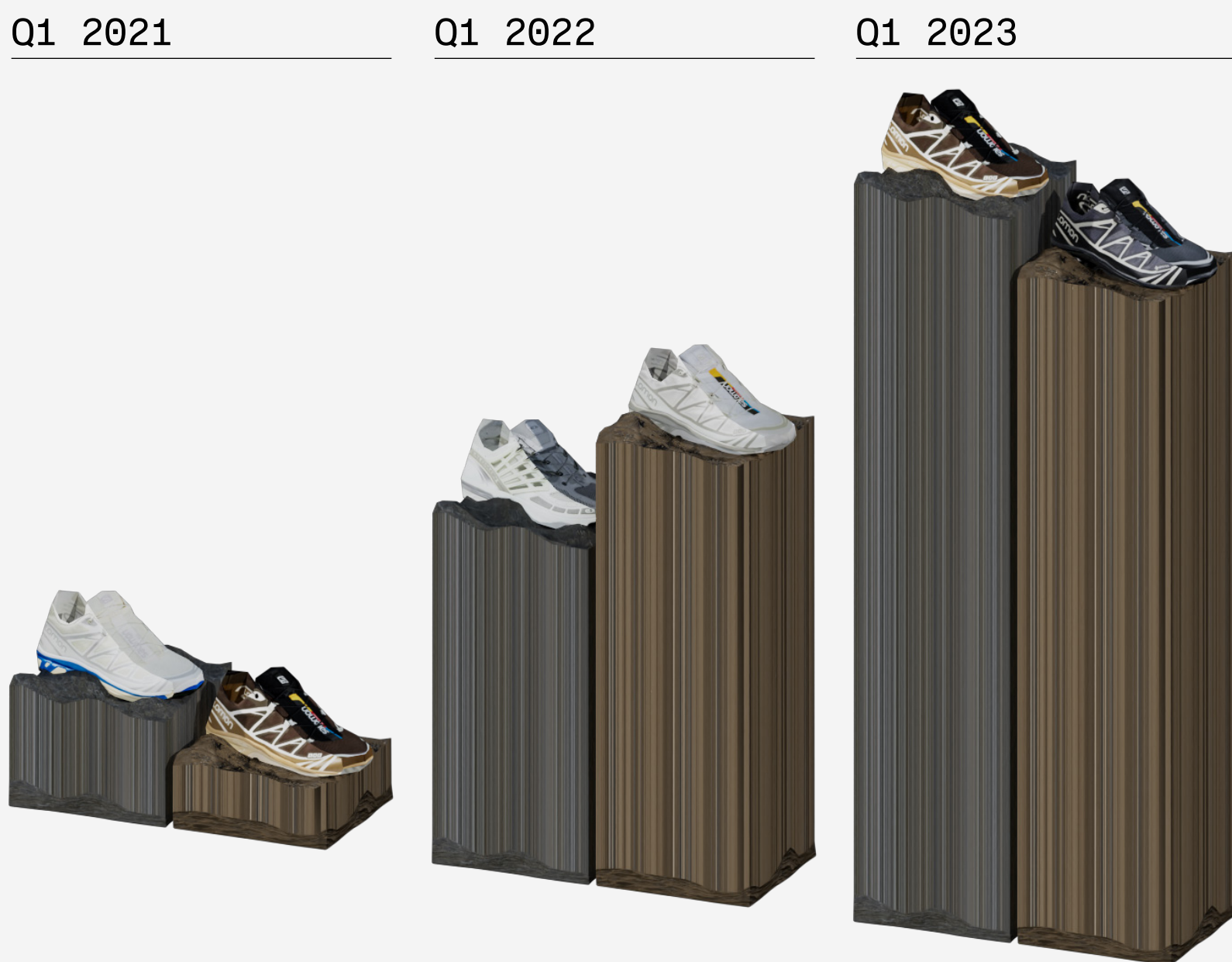
## Sect. II. Growth

+3373% sales  
+1487% wants

Salomon experienced explosive year-over-year growth between 2021 and 2023. FIG. A

FIGURE A  
Salomon's sales and wants growth on GOAT 2021-2023

■ Sales  
■ Wants



**Sect. III. Brand Evolution****1947**

Father-son duo Francis and Georges Salomon found Salomon. Produces ski gear for 45 years.

**1992**

Launches its first shoe. Develops alpine hiking and trail running silhouettes focused on the active and outdoor adventure markets.

**2018**

Introduces the Sportstyle Division, a sub-label dedicated to bridging the gap between technical outdoor footwear and the fashion world. The smallest but fastest-growing Salomon segment.

**2021**

Salomon cements its position in fashion through collaborations with Comme des Garçons, MM6 Maison Margiela and ERL.

## Sect. VI. Sportstyle

95% of Salomons sold in Q1 2023 were Sportstyle Division releases.

FIG. B

This innovative department, which includes the brand's Advanced line, is responsible for producing some of Salomon's most recognizable sneakers. FIG. C

FIGURE B  
Salomons sold in Q1 2023

■ Sportstyle Division releases  
■ Others

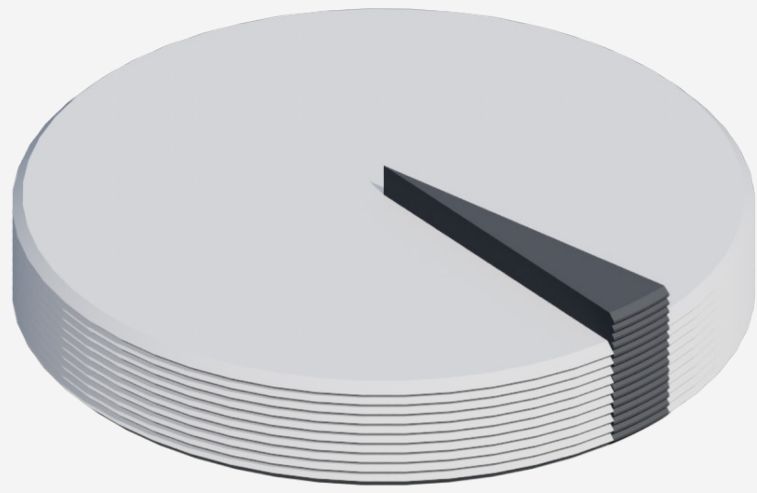
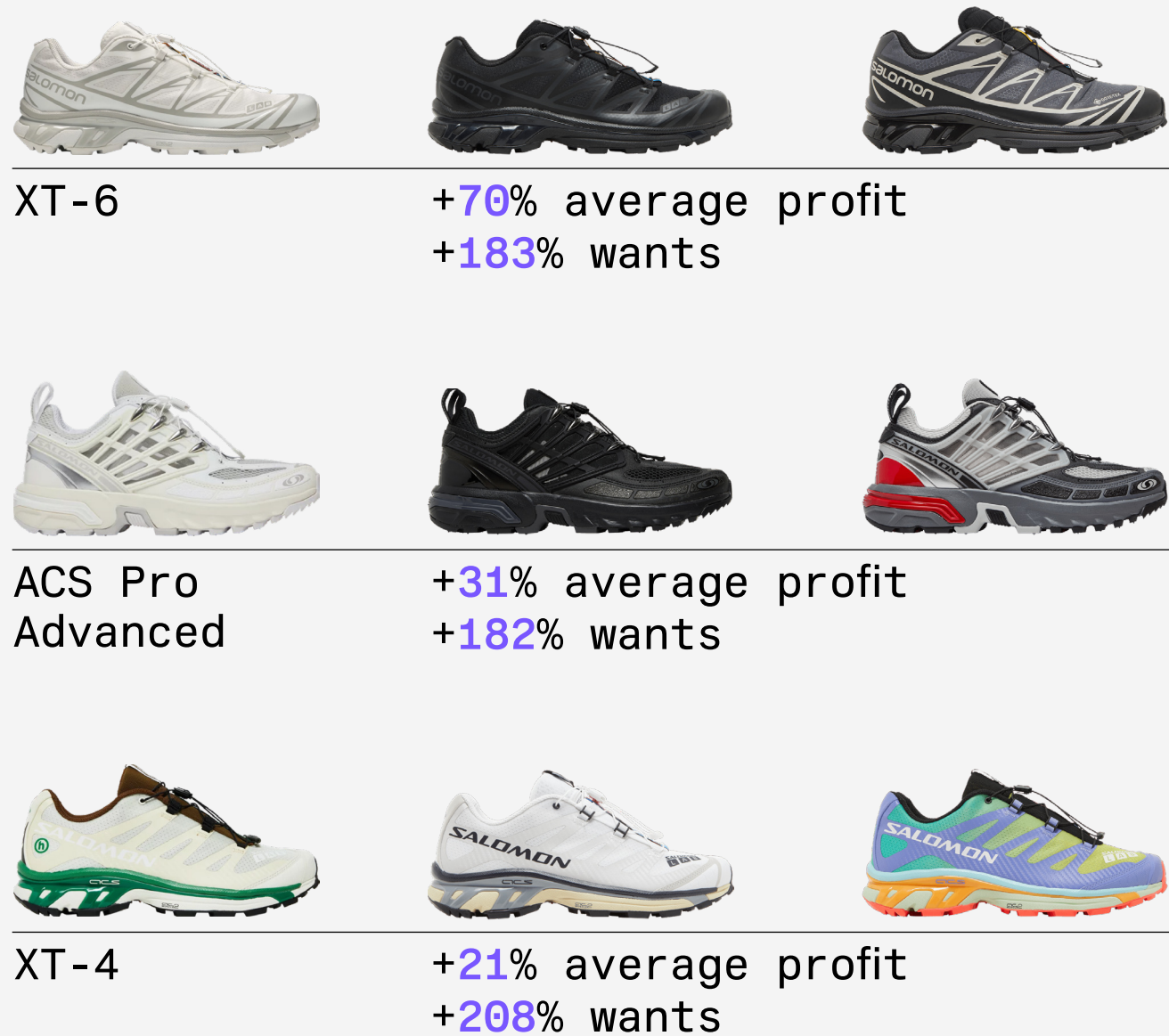


FIGURE C  
Salomon's top selling silhouettes in their most popular colorways, 2022-2023



Sect. V. Conclusion

Salomon should remain on sellers' radars throughout 2023.

- 1 Stay up to date with offerings from Salomon's Sportstyle Division [original ACS Pros and XT-6s are scheduled to rerelease in 2023]
- 2 Opt for neutral earth tones, which tend to have the highest margins and generate the most sales FIG. D
- 3 Keep an eye on Salomon's more technical silhouettes. The Bamba, Cross Hike and X Mission had noteworthy collaborations last year

FIG. E

FIGURE D  
Salomon sales by color



Black	23%
Brown	22%
White	19%
Blue	9%
Grey	8%
Everything Else	19%

FIGURE E  
Notable collaborations from 2022



[1] Bodega x X-Mission 4 Suede 'Full Bleed'  
 [2] MM6 Maison Margiela x Cross Hike 'Fiery Red'  
 [3] 11 By Boris Bidjan Saberi x Bamba1.X 'Light Grey'