



JOCHUM & NESLER

OUTERWEAR 2010/11



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- **IMPRESSIONS**
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As we founded the company in 2003, we defined a basic principle that we still share: we want to do what others won't dare to do and create what others simply can't produce.

The art of creating tomorrow's sporting goods and outerwear doesn't come only from reading trend statistics. We spend time outdoors, join in, look inside and try to feel what makes people happy.



JN Team, Since 2003 the team is managing the complete value chain for JN kites & boards from design till distribution; in 2006 we started the JN outerwear, presented the first time at ISPO 2007. We achieved several world champion titles in snow kiting & water kiting, further product test winners and awards (ISPO award 07, Export award 2006).

Bernhard Jochum, owner and head of JN, with long-standing experience and understanding of the sports industry's rules. Successfully managed Cabrinha (Neil Pryde, Hong Kong, Maui) till 2003, became market leader in 2002; MBA Bocconi till 2000; European Sales manager Burton Snowboards till 1999; other stops: Trainee Goretex/Chiba, Marketing & Sales Junior at North Sales.

Michael Nesler, designer has been the key player already at North and Cabrinha, before joining exclusively JN. He is recognized as outstanding designer in the paragliding branche. His experience in programming of aerodynamic parameters, development skills and production know-how makes him an important asset to our company.



Stefan Senoner, JN Outerwear designer with many years of experience in industry-leading outerwear companies (Merlet Wool & Loden, Mammut) and professional sportsman (Kanu, Rafting, Climbing, Free Skiing), Design Master Degree University of Wien (Austria).

Christa Flora, partner of JN, head and owner of Flora & Partner, a marketing agency, since 12 years successfully managing cooperate designs of key industry players. Christa and her team of designers underline the individual character of Jochum & Nesler sporting goods.

Ivan Perini, Doctor of economy, Free University of Bolzano operations manager, at JN since 2004

Victoria Angerer, Diploma in languages and tourism operations, at JN since 2009



Roswitha Torggler, Bachelor of Design and Arts, Free University of Bolzano
product management and design, at JN since 2009

Marvin Mußbach, Bachelor of Arts; Sports- and Eventmanagement, BiTS Iserlohn
distribution and marketing, at JN since 2010

Fabian Haberkorn, Master of sports & economy TU Munich
product tester

Wolfgang Prettnner, BSC bachelor of science University of Vienna
product tester



BERNHARD JOCHUM & CHRISTA FLORA



JN' s outerwear style: tradition meets future. JN has always wanted to produce good looking and stylish outerwear for extremely active people. All we needed was a concept. Now we have it - and it fits in perfectly with our motto and everything JN has done so far, because it is the result of a natural development.

The basic idea results from man's archaic desire to produce something new by integrating the old and precious. The combination of old and new has ever since made man feel comfortable. And that is exactly how JN' s stylish collection became reality – it is a mixture of tradition and future. First functional textiles were robust, water resistant, windproof, warm and virtually indestructible. Loden and boiled wool have been in use for hundreds of years. JN is now putting these old textiles into a whole new context without resorting to folklore or romantic styles.



The JN collection shows how exciting and sensible a mixture of century-old textiles and highly modern functional materials can be. It is a charming mix of two worlds resulting in a new style for people who like to move. This also becomes very apparent in how the garments are cut. At the same time our pieces are stylish and highly presentable. The collection comprises ergonomic and breathable jackets, pants, hooded jumpers and waistcoats.

Feeling good and feeling free is our core business. The JN outerwear team is putting to an intensive testing our current styles and newest creations to constantly improve and enlarged our apparel collection. We aim to be an all around outfitter, when we talk about JN Outerwear. And often we receive the feedback that we are on the right way. We are proud to be able to present our newest products, which represent a totally upgradeable category.



PRODUCT OVERVIEW

HARDSHELL	LANAGAN m	LANAGAN w	LANAGAN m/w	FEMUND m	NAKO m/w	ORION m/w	RANKO m/w	RANKO m/w
NATURAL SOFTSHELL	TEVENGOR m/w	URANA m	PLACID w	NORMAN m/w	KIVU w	TALAK m		
VEST/PANT	KEEPIT m/w	MAMORI m/w	YOA m/w	HUIVE m/w	HUIVE m/w			
SECOND LAYER	VARNA w	TUMBA m	TEKAPO m	TEKAPO m	LAMBO w	KOCCANODOSA w	POSADA m	
BASELAYER	IANRI m	IANRI w	AIBI m	AIBI short w	AIBI long m/w			
KIDSWEAR ACCESSOIRE	MILKBABY	TAKATUKA	PANDA	VERY COSY	COSY	JN BEANE		

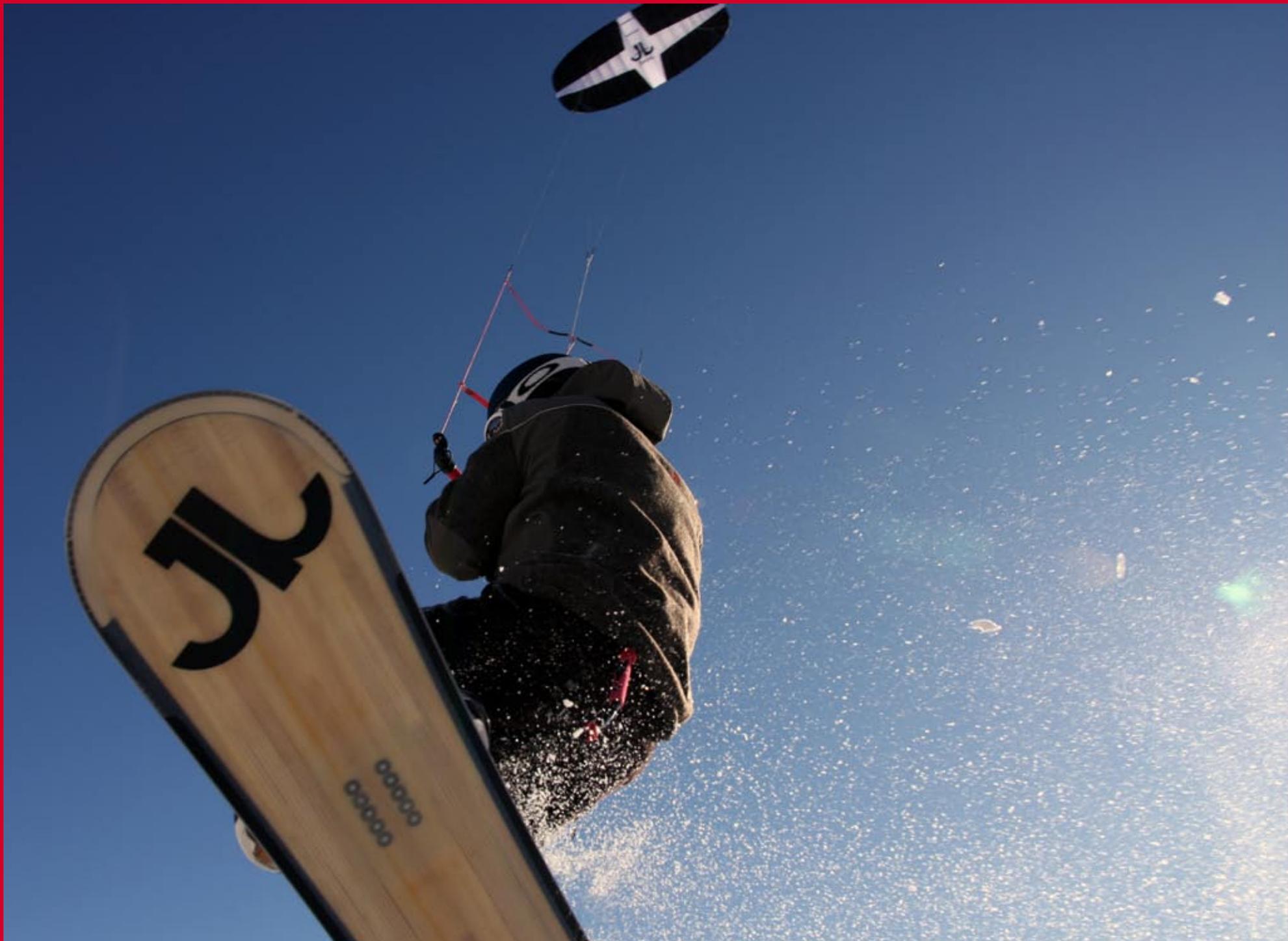
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IMPRESSIONS















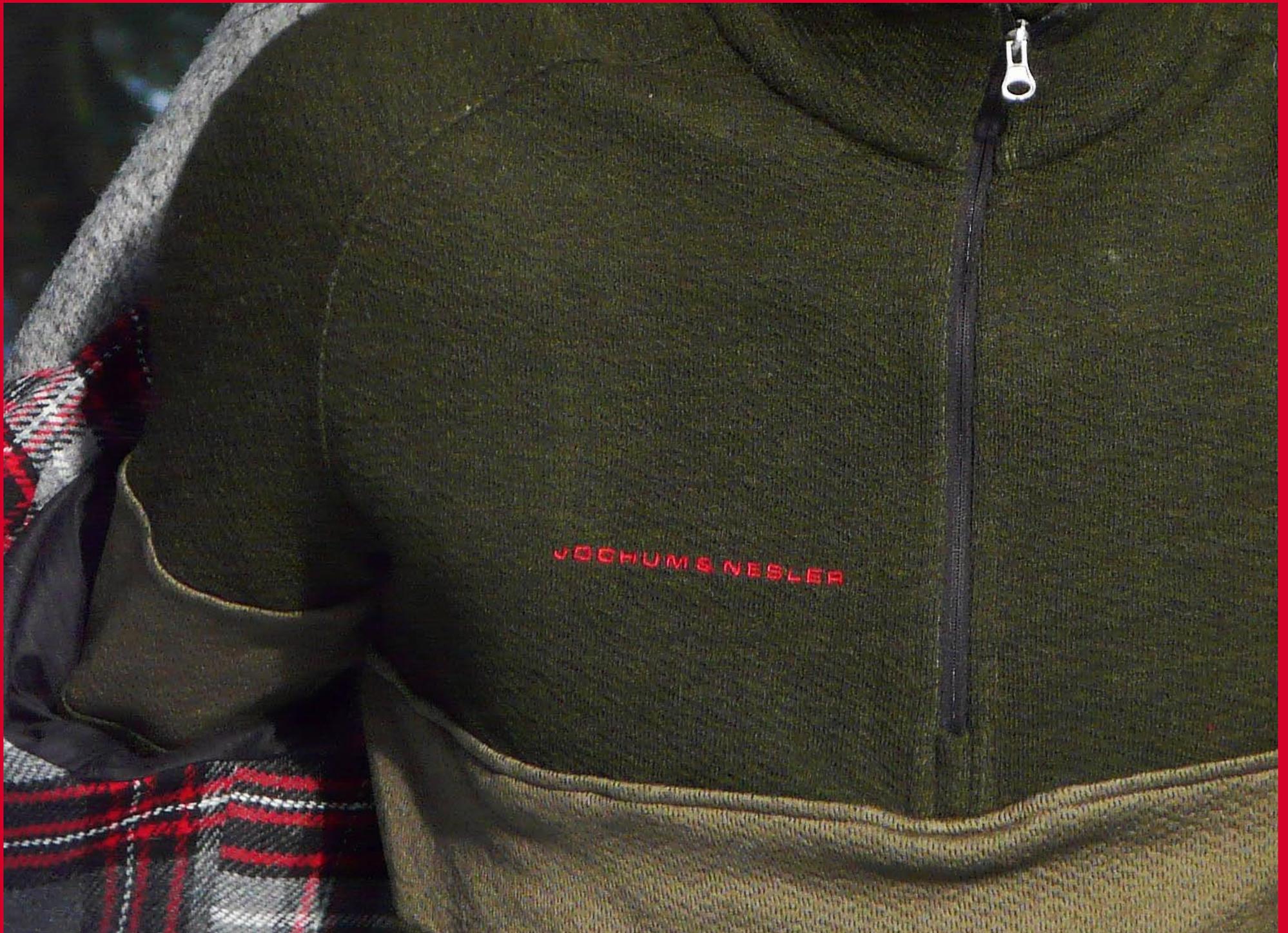












JOCHUMS NESLER



- Prints
- Posters
- Product catalogs
- Postcards and stickers
- Give aways
- Public relations
- Events and fairs

OUTERWEAR: POSTER



www.flore-partner.it



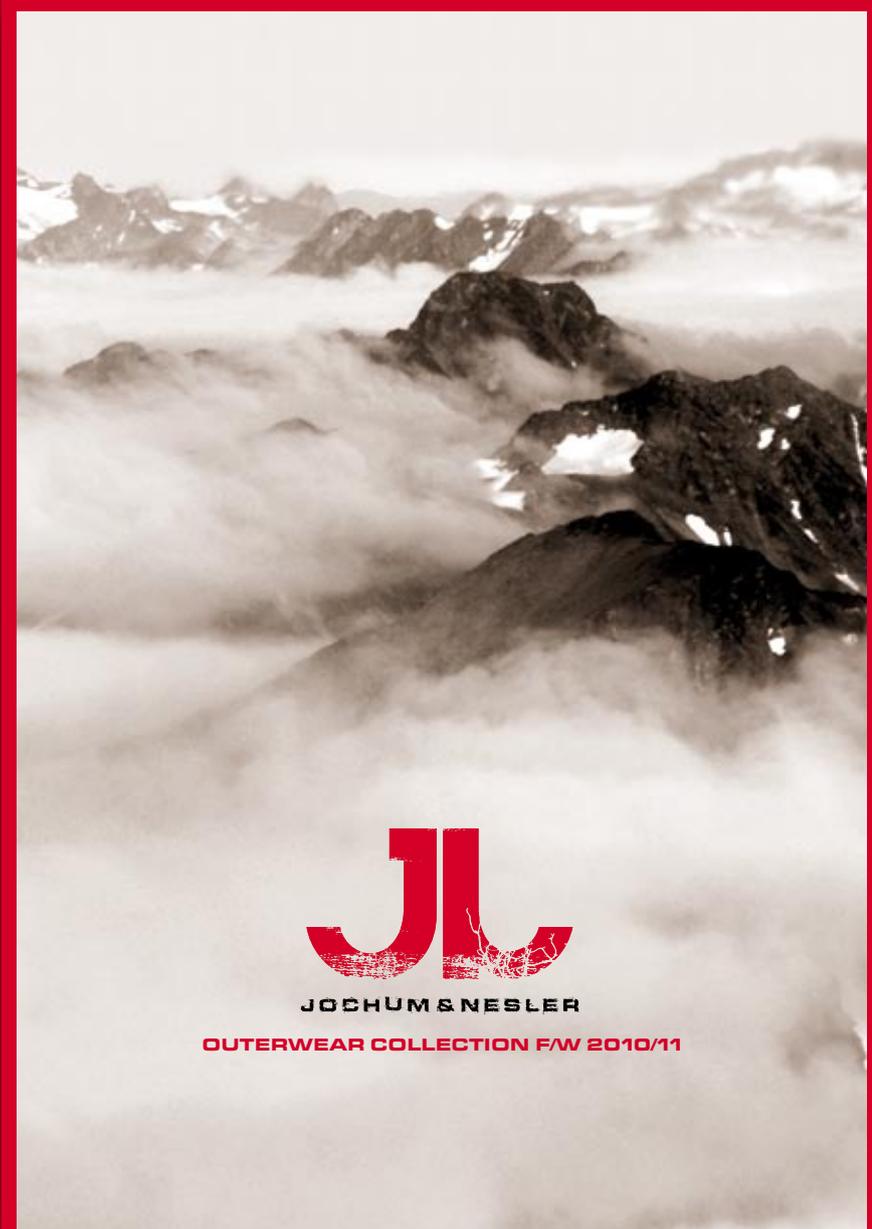
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JOCHUM & NESLER

OUTERWEAR COLLECTION F/W 2010/11

OUTERWEAR: PRODUCT CATALOG



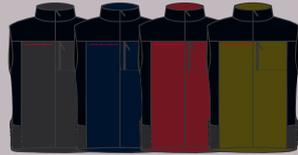
My favorite place for product development.
Stefan Sehnert, designer

KEEPIT vest m/w

Comfortable clever clothing for activities all year round, perfect mobility in movement, using the benefits and functions of wool.

DETAILS: hydrophobic microcordura shoulder application avoids abrasion and getting wet, napoleon pocket, two hand-warming pockets, two net pockets on hips.

FABRICS: boiled virgin wool, 500, microcordura



antre . night sea . fire . military



XS-S-M-L-XL-XXL

MAMORI vest m/w

Urban styled hoody vest for leisure and outdoor adventures.

DETAILS: no-end front zipper, baseball cap designed hoody, scottish square pattern, two hand-warming pockets.

FABRICS: virgin wool 500, scottish square loden



black



XS-S-M-L-XL-XXL

OUTERWEAR: PRODUCT POSTCARDS 2010



JOCHUM & NESLER
OUTERWEAR

Voulez vous kite avec moi?



Jochum & Nesler
OUTERWEAR COLLECTION
BLADIO JKT, WOMEN Very stylish and cozy
jackets and suit absolutely competitive in extreme
outdoor activities. Details: windbreaking inner
and frontparts to protect you from wind chill,
snowster embroidery, fleece pockets.
Fabric: 100% virgin wool.

INFO@JN.WEAR



JN BEL, 1000 BRUXELLES BE



JOCHUM & NESLER
OUTERWEAR



FLORA PASTORIS

JN
JOCHUM & NEBLER
 OUTERWEAR

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 WWW.JNNOTES.COM - DEALERS WANTED.

10 \ \ \ MEDIA



**FLAKES
 POWDER WHORES**

Lo scorso inverno i registi di Powder Whores hanno viaggiato parecchio, girando sequenze mozzafiato sui monti innevati dell'Alaska fino in Patagonia. Oggetto principale su cui si basano i filmati sono quasi esclusivamente le spettacolari Big Mountain Lines e le Powder-runs. Da segnalare agli amanti della neve fresca ...in quasi tutte le virate gli sciatori

sprompano nella neve fresca fino ai fianchi. www.powderwhore.com



**HARMLESS
 TOUGH GUY
 PRODUCTIONS**

Il film è il risultato delle riprese effettuate nel corso di due stagioni invernali. Nei 30 minuti della parte centrale del film si concentrano pressoché tutti gli "highlights" possibili ed immaginabili, mentre gli altri due segmenti, ciascuno di 45 minuti, denotano gli aspetti più narrativi. I luoghi di ripresa spaziano dal Nord America al Sudamerica.

dalle Alpi al Giappone e mostrano riprese di "Powder" a dir poco incredibili. La scena più spettacolare è sicuramente la prima discesa sul Leser, che ha suscitato molto scalpore nel mondo del Telemark. Il soundtrack entusiasmerà soprattutto gli amanti della musica reggae. www.toughguyproductions.com



**I FREERIDE
 PIÙ BELLE DELLE
 ALPI AUSTRIACHE**

Tutti gli sciatori del tallone libero amano perdersi nella neve fresca. Della meravigliosa sensazione che si prova quando si punta il ginocchio nella neve fresca è stato già scritto tutto. Ma dove si trovano questi meravigliosi first tracks? Ad Arlberg? Per soli 45 minuti dopo l'apertura degli

impianti. Nel libro "I migliori Freerides dell'Austria", troviamo anche l'Arlberg (ma non con i tour standard!) oltre a molti altri consigli e discese che fanno parte dei cosiddetti "classici", nonché piste quasi sconosciute! Il libro descrive complessivamente 50 discese, tutte belle, con ogni grado di difficoltà, prive di salite oppure con salite molto semplici da Arlberg, al Tirolo Orientale fino in Stiria, con il massimo piacere nella discesa. Le foto invogliano alla discesa nel "powder" e cartine molto dettagliate e ben delineate non fanno perdere l'orientamento. www.freeride-map.com

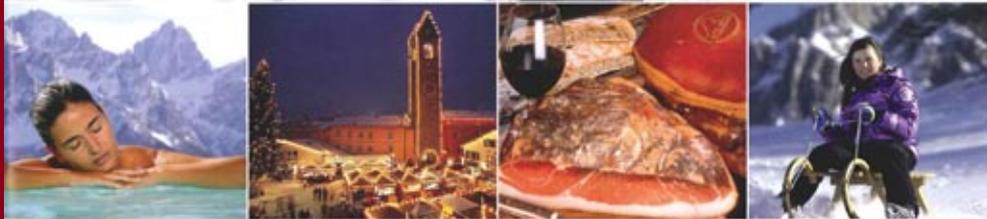
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