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Åre and Innsbruck make room for gloves

Hestra has opened showrooms in the ski-capitals of Åre and Innsbruck. The new establishments are a way of getting closer to customers and being located in the middle of two alpine skiing centers.

Around 400 glove models adorn the walls of the new showroom in the center of Åre. It was bought a few years ago and has been renovated to accommodate showrooms and reception facilities. In Innsbruck, Hestra has moved into the ABC Business Park, a business hotel hosting many prestigious sporting brands and serving as a hub for sporting goods buyers.

The efforts in the Swedish mountains and the Alps are a natural step in the family business's desire to work closely with customers. Earlier, the company also opened a showroom, office and warehouse in the Rocky Mountains, in the town of Golden near Denver, Colorado, USA.

– Our sales in the Alps have increase and by being located in Innsbruck, we can increase the level of service to our customers. Åre is Scandinavia's alpine skiing centre and is located in the Swedish mountains. In both towns, important trade fairs are held and many of our skiing partners, both Swedish and international, are located there, says Claes Magnusson, who runs Hestra together with his brother Svante Magnusson.

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Hestra's showroom at Årevägen 65 – only 500 meters from the ski slopes.

Hestra is one of the leading international glove makers within skiing, outdoor recreation and leisure. Design and product development is done in collaboration with some of the world's best skiers and professional adventurers. The family business was founded in 1936 in the small town of Hestra, Småland, Sweden, where one of the first Swedish ski slopes was built at around the same time.