

Q&A

Why buy Blossom?

Blossom is the only company that produces skis that are 100% made in Italy, making it an added value as well as a prestigious aspect. The company chooses the quality of the artisan tradition and its place of origin, the work ethic and direct control over all the processing stages. Blossom skis are considered a tailored product, tailor-made according to customer requests and the use of the best materials and cutting-edge technologies are the fundamental ingredients for very high quality skis.

Which are the difference between Blossom and other brands?

Blossom produces around 8500 pairs of skis per year and more than 200 quality checks are performed on each ski. The company has a sales policy different from all the other brands, in fact Blossom carefully selects the stores, does not create price range competition, but guarantees the shopkeeper an excellent margin, moreover, specific ski tests are organized for the shop and for the customers. Blossom has a story to tell, in Val Chiavenna skis have been produced since 1906.

What is the future for Blossom?

Blossom wants to specialize more and more and be recognized by the end consumer as a brand of the highest range, continuing to innovate without fear of confronting itself in an increasingly competitive scenario. There are many projects, including the "build your ski" part on the website to customize the ski graphics according to the customer's requests. In addition, Blossom is trying to join the Swedish pool with the aim of supporting and growing together with young talents.

Blossom produces skis for other brands?

The company produces skis for brands that are synonymous with the most exclusive ski and that recognize Blossom's high quality and attention to detail. Thanks to these collaborations, a continuous production flow is guaranteed and this leads to a product benefit. The goal is to increasingly differentiate the production lines.

Blossom sells directly to final customers?

Blossom has distributors for each country, when a final customer writes for information, the distributor of the reference market is immediately involved. Inside the web site there are all the shops where you can buy Blossom.

In Italy many times the final customers do not find nearby shops and contact company directly. In these cases it happens that Blossom sells directly, but respecting the price at which the stores sell.

