

Press release

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kuoma[®]

FSA to partner up with shoe brand Kuoma



The Finnish shoe brand Kuoma will become the primary partner of Team QKLS, that is, the Finnish snowboard team. Our snowboarders will be supported by a new major partner as the Finnish Snowboard Association struck a collaboration agreement with Kuomiokoski Oy, the company behind the Kuoma shoe brand. This new collaboration launches the 365 Campaign which stands for both the year-round collaboration and the journey towards the Winter Olympics. Beijing 2022 will be held exactly a year, or 365 days, from today.

“At Kuoma, we enjoy and are dependent on the same things as the FSA. Snow and winter – these are what we both live for. Snowboarding, in particular, is impossible without snow. When the FSA contacted us, we were immediately thrilled because we have so much in common. Even though world-class sports can be a serious business, we and the FSA both love the outdoors and playful activities. In addition, we’d like to encourage the youth to do sports,” comments **Antti Puttonen**, CEO at Kuoma.

The Finnish Snowboard Association, too, is excited about the new collaboration.

“The FSA and Kuoma are looking forward to inspire people to engage in outdoor activities. The high-quality Kuoma shoes are manufactured responsibly here in Finland which is a thing we truly appreciate. What would be better than to wear warm, comfortable and stylish shoes on a snow surf or after a long day of snowboarding. Bare ankles are so last season! Now we’re rocking proper winter shoes, and we couldn’t be more hyped about the new partnership,” rejoices **Tiina Lindström**, Executive Director at the Finnish Snowboard Association.

Snowboarders need all-year-round sports shoes for changing conditions, travel and breaks between runs. The Kuoma collection has a shoe to fit every need but plans for more extensive collaboration are already underway. Team QKLS snowboarders and Kuoma designers will jointly design the new Collabo collection.

“Our snowboarders were instantly inspired by the collaboration, and they threw fantastic ideas in our Whatsapp group. As we travel and move in snowy environments a lot outside the slopes, we really need practical shoes for all kinds of purposes. All of us remember wearing the best Kuoma shoes as a kid. Thus, the opportunity to participate in designing signature shoes with Kuoma is a dream come true,” says Lindström.

More photos are available via FSA's site:

<https://fsa.kuvat.fi/kuvat/KUOMA+X+QKLS/>

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