

DOMINIQUE GISIN, LANGE ATHLETE 2011

Lange's poster has been an institution for nearly 40 years.

This technical, innovative brand –offering women's specific models since 1970 – has been a favourite with technical skiers, especially ski shops that consistently display Lange's annual poster. Today's collector fight to acquire first editions.

For the last 4 years, another poster has generated a huge buzz: the Lange Athlete poster. Before the poster's release, there is always much speculations as to who will be featuring next.

By choosing to highlight their athletes, Lange goes beyond the clichés and wins over both men and women with this approach.

The images reveal athletic skiers as radiant and feminine women and celebrates them as "Athlete of the Year".

Following in the footsteps of **Julia Mancuso** in 2007, **Resi Stiegler** in 2008, **Maria Riesch** in 2009 and **Manuela Moelgg** in 2010, the identity of the Lange girl 2011 can be revealed!



Dominique Gisin
Professional skier
Private pilot



Hurtle down hill at 120 km/h: ✓ done
Complete maiden flight: ✓ done
Pose for leading photographer: ✓ done
Serve as counsel to biggest ski boot brand: ✓ done

As you understand DOMINIQUE GISIN is the new **LANGE GIRL ATHLETE 2011!**

Seasoned skier and top pilot she may be, but 25 year-old Dominique Gisin is still a gentle, charming young lady. The new ambassador of the LANGE brand will be there to help the rest of us spread our wings through 2011!

A LEGEND IS BORN !

Dominique Gisin:

"When I learned that I will be the Lange Girl Athlete 2011 I was in New Zealand. My first thought went to all the cookies we'd eaten in the past week! It is a great honour to be one of these Lange Athletes.

All the girls before me are very good athletes and have great personalities."

"Of course I was a little anxious for the photo shooting. All the pictures that have been released so far were special but on the same time they were still very natural. It made me feel comfortable that we will find a nice picture."

"I ski with Lange since three years and I love these boots. They match perfectly with my Dynastar skis. It is one unit, not skis and boots but my material that makes me fast. And of course the colour is the nicest one too! They are very direct and give you a lot of confidence. "

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