

The Origin of Fashion on the Slopes

As an accomplished ski jumper and cross-country skier, it was Willy Bogner senior's love for the slopes that led him to establish the Bogner brand in 1932.

His love for his wife Maria, who he married in 1937, however, gave the brand its iconic female vision. From modeling at the brand's first postwar fashion show in 1948 to inventing the famous 'Keilhose,' (Bogners) famously preferred by the likes of Marilyn Monroe and Liz Taylor, Maria Bogner profoundly affected the ski fashion industry. In 1955, Maria Bogner pulled off a coup when she decided to embellish all Bogner zippers with the letter "B," a feature subsequently copied worldwide and the starting mark of the first branding. Following in his parents' footsteps, Willy Bogner junior continued to expand the family company, continuing to converge luxury, functionality, and athleticism with a strong focus on ethical and environmental factors.

Through the years, the Munich based company expanded into an international label, with its 'B-accessory,' becoming synonymous with luxurious sports fashion.

Through the interplay of strong heritage and innovative and highly functional clothing, Bogner is well on its way to becoming a leader in the sport fashion industry.