

BOGNER | THE SKI FASHION HOUSE

Willy Bogner made a name for himself around the world as sportsman, filmmaker and fashion designer – always driven on by his passion as a skier. Just like his father Willy Bogner senior, he won numerous skiing prizes as a young man. This affinity for the sport continues today, with his BOGNER company supplying kit to the national Winter Olympics team as well as the German Ski and Snowboard Association. The success story begins in 1932 with Willy Bogner senior and his wife Maria Bogner designing and selling ski fashions that delight even film stars such as Marilyn Monroe and Ingrid Bergmann. Willy Bogner junior joins in 1972, and after the death of his father, he takes over the running of the company. He is assisted by his Brazilian wife, who is nowadays known in her own right for her Sônia Bogner range. With its many collections such as BOGNER Sport (skiing, golf, tennis and wellness), Sônia Bogner, BOGNER Woman, BOGNER Man and BOGNER FIRE + ICE, the company covers a broad spectrum of sports and fashion wear. The business also extends to numerous BOGNER licences, e.g. BOGNER leather goods, jeans, perfumes and skiing items. BOGNER is now established as one of the world's leading sports fashion houses, with a reputation for sporty styling, quality, fashionability and exclusivity. The financial year 2008 was the most profitable in the company's history. As a sort of sideline, Willy Bogner still produces films, his biggest hit having come in 1986 with 'Fire and Ice', the most successful sporting movie of all time.

