

Press release
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Laax/Switzerland



LAAX OPEN presented by Zalando LAAX and Zalando Announce Partnership for Top Freestyle Event

The LAAX OPEN celebrates its 10th anniversary with a first-class birthday present—from now on, it will be presented by Zalando.

As always, the freestyle festival will take place from **14-18 January 2025** at the ‘World’s Best Freestyle Resort’ in Flims Laax in Graubünden, Switzerland. International snowboard and freeski stars will attract and captivate the audience with their performances, as will the snow parks, open-air live concerts and party action.

Zalando is joining the freestyle action as a sponsor, and at the most prestigious event in Europe, if not the world, the **LAAX OPEN!** It’s nothing but the perfect choice, according to both parties.

Reto Poltera, OC President of the LAAX OPEN and member of the management of Weisse Arena Gruppe AG, says: “We are delighted to welcome Zalando as a partner of the LAAX OPEN as Zalando is positioning itself specifically in the freestyle lifestyle world. Through our partnership, we make a valuable contribution to freestyle sports, together.”

Christoph Lütke Schelhowe, General Manager DACH, says: “We are delighted to present one of the most important freestyle events with the LAAX OPEN. Winter sports are an important part of our Swiss customers’ lives. With Zalando Sports, we want to inspire them to find their individual sense of style, be active and achieve their goals.”

The popular freestyle festival—which has grown over the decades and features top-class sporting contests in halfpipe and slopestyle, currently organised as FIS Snowboard and Freeski World Cups – will shine for the 10th edition and beyond as the **LAAX OPEN presented by Zalando**.

Further information on the event, programme, packages and tickets can be found at laax.com/open.

Media contact:

LAAX OPEN Astrid Nehls | +41 79 9024215 | +43 676 4314410
astrid@services-sbc.com | open@laax.com

