

MANIFESTO

Feet serve as our foundation in the wild. They take us deep into the mountains and support our treks on mile after mile of trail. They earn us ascents up towering big walls, solve complex problems or make crux moves possible. They log thousands upon thousands of small steps to a thin air summit. They earn our vertical in the skintrack yet provide control on steep, hairy descents. They are dependable, reliable and essential. They stand firm when we are spent. But much more than that, feet are our connection to the vertical world.

Yet few skiers, trekkers or alpinists obsess over footwear the way they fixate on a shiny new axe, a revolutionary pack suspension or a virgin pair of powder skis. Even a new hybrid shell gets more attention. Yet our footwear logs mile after mile, ticks objective after objective or enables journey after journey. Unless fate intervenes, you will never leave your shoes or boots behind. It is the unsung hero gear in every single kit.

At Scarpa we see things differently, from the ground up. We believe that technical footwear is the tool that takes you there. We obsess over grip, deliberate over lasts and argue about the importance of sole. We operate our own factories because we believe that ownership makes a significant difference. We examine each new boot the way a skier sees sidecut, the way a climber examines protection, the way an alpinist weighs each and every ounce. We build footwear the hard way, because detail matters.

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We also view our business as a craft, owing that stance to our eighty-year foundation in the birthplace of Italian alpinism. We believe in technical expertise that transcends market segmentation. We think good product trumps good marketing. We respect a good shop and know the value of a knowledgeable guide. We are precise, we are thoughtful and we are consistent in our approach to everything we build. We back up our ideas with a lineage of groundbreaking underfoot achievements in every mountain discipline.

Our viewpoint has created more than just fans, it has built a global mountain family established over decades of climbs, tours and expeditions. Across borders, beyond ranges and between communities, our footwear has earned recognition as the best tool for the objective. It reflects who we are, since we still thrive as a family business—headquartered in our Dolomite birthplace where our ancestor built his first pair of boots three generations ago. We take quiet pride in our reputation, because we too are mountain people and those lifelong connections matter to us. Above all else, we are the strong partner you want on your next trip. The reason—while you are climbing, hiking, training or skiing, we will be thinking of your feet. 