



BEYOND PERFORMANCE

2025 #2

Your summer snack on our alpine ski athletes

MADE BY GPS PERFORMANCE
ISSUE #2

This off-season, they train, recover, travel, and build the foundations of next winter. Here's a look behind the scenes of their summer.

ALPINE SKI
ATHLETES

WE'RE USED TO SEEING OUR ATHLETES CARVING DOWN SLOPES ACROSS THE WORLD, BUT WHAT HAPPENS WHEN THE SNOW FADES? SUMMER MARKS A QUIETER BUT EQUALLY IMPORTANT CHAPTER IN AN ATHLETE'S JOURNEY: THE BEHIND-THE-SCENES GRIND THAT FUELS FUTURE SUCCESS.

WHILE THE COMPETITIONS PAUSE, THE WORK DOESN'T. SOME ATHLETES HIT THE BOOKS, DIVING INTO ACADEMIC PURSUITS. OTHERS EMBRACE THEIR PASSIONS OUTSIDE SKIING, WHETHER IT'S SURFING, CYCLING, HIKING, OR THE ARTS. BUT THE GYM AND THE THOUGHT OF SNOW ARE NEVER FAR AWAY.

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SNOW TRAINING DOESN'T STOP. IT JUST MOVES.

EVEN DURING THE WARMEST MONTHS, TEAMS CONTINUE THEIR WORK ON SNOW. END OF JULY MARKS A UNIQUE MIGRATION: ALMOST EVERY NATION SENDS ITS ATHLETES TO INDOOR SKI HALLS IN BELGIUM AND THE NETHERLANDS. THESE CONTROLLED ENVIRONMENTS ARE PERFECT FOR TESTING NEW SKIS, FINE-TUNING GEAR, AND MAINTAINING THE ALL-IMPORTANT FEEL FOR SNOW. IN PARALLEL, MANY ATHLETES HEAD TO EUROPE'S HIGH-ALTITUDE GLACIERS (ZERMATT, SAAS-FEE, AND THE STELVIO) WHERE REAL-SNOW CONDITIONS OFFER ANOTHER ESSENTIAL LAYER OF PREPARATION.

AFTER THAT, THE TEAMS SPREAD ACROSS THE GLOBE. MANY DOWNHILLERS HEAD TO SOUTH AMERICA (ARGENTINA AND CHILE) FOR LONGER, FASTER SLOPES SUITED TO SPEED TRAINING. MEANWHILE, TECHNICAL SKIERS OFTEN TRAVEL TO NEW ZEALAND. THE SHORTER BUT STEEPER TERRAIN THERE MIRRORS THE TIGHT TURNS AND HIGH-PRECISION DEMANDS OF SLALOM AND GIANT SLALOM DISCIPLINES.

LET'S DIVE INTO THE LIFE OF OUR ATHLETES THIS SUMMER, ON THE SLOPES, IN THE GYM, AND EVERYWHERE IN BETWEEN.

Amélie Klopfenstein

Amélie is spending her summer balancing intense athletic training and academic dedication. Between glacier sessions, gym work, and long cycling rides, she also dove into her university exams.

Alexis Monney

This summer, Alexis swapped ski boots for vineyard trails. He took part in La Virée des Vins de Morges, a festive event celebrating local wine and community. He also had the opportunity to take part in both off-ice and on-ice training with the club closest to his heart, HC Fribourg-Gottéron

Edoardo Saracco

We're proud to welcome Edoardo Saracco to the GPS Performance team. A talented Italian slalom and giant slalom skier, Edoardo has already shown technical precision and great potential on the FIS circuit.

Elena Curtioni

This summer, Elena joined the Samsung Galaxy Foldable Live Commerce event. A digital showcase blending tech, lifestyle, and community. On screen and on point, she brought her energy to a new kind of audience, far from the slopes.

She also took part in a fun shooting with Ventura, alongside athletes from Genoa CFC and Genoa CFC Women. A playful crossover between sports, where shared values like passion, energy, and well-being took center stage.

Filippo Della Vite

Filippo recorded a podcast with Colmar, set to launch in November, where he shares his journey and mindset. He also took part in a shoot in Montepora to promote a new cycling activity and was chosen as ambassador for the initiative.

Giorgia Collomb

Giorgia took the stage at the Mastercard Innovation Forum in Milan, a large business event in Italy. As a guest speaker on a panel about sponsorship and sport, she shared her personal journey as a young athlete navigating the world of elite skiing.

Off the stage, her summer was marked by milestones. She officially finished her school maturity and earned her driver's license! On the partnership side, she announced a long-term collaboration with Probios, a leading organic brand that shares her values of health and balance. Proud to be supported for the next three years, Giorgia is building a solid foundation for what comes next.

Loïc Meillard

In July, Loïc took part in a special tradition in the Valais: he worked in the legendary Vigne à Farinet vineyard, high above Saillon. Introduced by a winemaker to an ancestral viticultural practice, the organic treatment of vines using whey, he took advantage of this beautiful tradition to share a pleasant moment with young skiers from the region.

At the same time, several exciting projects are underway: shootings for new campaigns with Ochsner Sport, Red Bull, and Sunrise are in progress. Loïc also had the chance to visit the Austrian Formula 1 Grand Prix as a guest of the Red Bull Racing Team

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Luca Aerni

Luca becomes a new ambassador for the Crans-Montana 2027 Alpine World Championships. A seasoned World Cup athlete, he's now representing one of the most iconic events in alpine skiing—set to take place on home snow.

Marc Rochat

This summer, Marc took part in a special project with Bulgari. Between precision turns and podiums, he stepped in front of the camera for a luxury shoot that mixes elegance and raw athleticism. For Marc, it's another way to express who he is, a skier, but also a man of presence, depth, and style.

Marta Bassino

This summer marks a new chapter for Marta. After more than 20 years with Salomon, a partnership that shaped her career from junior prodigy to World Champion and Crystal Globe winner, she has officially joined HEAD. Off the slopes, Marta's summer took a glamorous turn. She walked the red carpet in Milan for the F1 movie premiere, invited by IWC. She also joined Re-coaro for a studio campaign in Torino.

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Mattia Casse

Mattia didn't slow down this summer, he just shifted gears. As a guest of Norqain Italia, he joined the HERO Dolomites mountain bike race in Val Gardena, helped launch a special edition timepiece, and kicked off the HERO Kids race. A week later, he led a team in the Castelli24h cycling marathon in Feltre to raise funds for a neonatal incubator in Bergamo. He also officially joined the Technogym team, reinforcing his focus on training and high-performance living.

On top of that, Mattia stepped into new partnerships. He was chosen by MAPLUS, a high-end ski wax brand, for a collaboration rooted in speed and precision. And in a totally different spotlight, he joined an Armani fashion show and took part in a dedicated Olympic campaign shoot with the brand.

Mélanie Meillard

This summer, Mélanie Meillard took part in the shooting of a new campaign with Ochsner Sport. She's now getting ready for a van trip, to recharge before the next season.

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Sue Piller

We are proud to welcome Sue Piller in the GPS family. She is one of Switzerland's most promising young skiers. She claimed two gold medals at the 2025 Winter Universiade and has been climbing the European Cup rankings steadily.

FIS Congress

A turning point for ski racing. On June 13, the International Ski & Snowboard Federation (FIS) introduced major reforms aimed at building a safer, more professional, and more sustainable sport. These include a +20% increase in World Cup prize money, new safety standards (like the ban on rigid shin guards), mandatory CO₂ measurement tools for event organizers, and updated equipment regulations. The 2025/26 calendar has also been finalized.

GPS ALPINE SKIERS®

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Crafting Collaborations That Shape the Sports Industry

Founded in Lausanne at the heart of the global sports ecosystem, GPS Performance is a strategic agency dedicated to advancing elite sports. With over 25 years of experience, we support athletes, brands, federations, and events—helping them thrive in an increasingly competitive and dynamic environment.

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We enable brands to maximize their impact through sport. Our services include sponsorship strategy, athlete and event partnerships, activation planning, and performance measurement—ensuring that every collaboration delivers both visibility and value.

Elevating Events

GPS Performance brings expert support to sporting events: from sponsor acquisition and hospitality concepts to global promotion and operational management. We create high-impact experiences that resonate with audiences and partners alike.

Driving Federation Growth

We help federations and sports institutions professionalize and expand their activities—through strategic consulting, sponsorship development, and enhanced management practices.

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