

Animal Pro Team Cleans Up In The Half Pipe And Slopestyle At The BRITS, Switzerland



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Animal, the freesports apparel brand has just returned from a very successful week at the BRITS event in Laax, Switzerland.

The Animal Slopestyle Championships opened its start gate for the freeski section, which this year saw some familiar faces on the UK Pro ski scene make their play for the title. Having had such a high standard of skiing at last year's event, the crowds didn't know what to expect for 2010 but were not disappointed as the competitors excelled themselves with an array of tricks and jumps.

Representing Animal on the pro ski team, both James Webb and Paddy Graham had strong practice runs and were up against some tough names. Unfortunately, worsening snow conditions caught Animal skier James Webb out but Paddy Graham's smooth run and technicality earned him a well deserved Silver.

After the success and boost in profile generated by the recent Olympic Boarder X event there was a clear raise in the stakes among this year's competitors. Animal pro snowboarder Kate Foster set the 3rd fastest time in qualifying and progressed through her heats into the final. In a closely fought final, the win went to Charlotte Banks with Kate battling with Ivy Taylor and taking 3rd place and with it her spot on the podium and a bronze medal.

Event Manager Sonia Shaw commented: "The BRITS is the most anticipated snow event of the year and Animal proudly sponsors the most coveted title 'The Animal Slopestyle', a course that encompasses everything that skiing and snowboarding can offer: big air, rails and wall rides. The event was electric and having the Animal Pro Team win so many medals was just the icing on the cake for us".

To reward its customers, the Animal E-Store is offering 50% off all Technical clothing. [The Animal Technical](#) range has been completely designed by the in-house design team working very closely with the Animal Pro team to ensure [Animal clothing](#) is not only functional and durable but bang on trend. Key features include fully taped seams, waterproof zips, detachable powder skirts with linking systems for pants, chamois wipes, lift pass cuffs and internal pockets for goggles, phones and audio devices.

The online store continues to have exclusive opportunities and competitions for its shoppers as well as free delivery, free returns on all orders and a safe, secure shopping online experience. The E-Store also stocks one of the widest selections of Animal products available in the UK including clothing, watches, bags, footwear, eyewear and accessories, as well as some great value [Animal clearance](#) products.

Animal aligns itself as a lifestyle brand based around a number of core sports including surfing, windsurfing, kitesurfing, bodyboarding, mountain biking, BMX, wakeboarding, freeskiing, snowboarding and motorcross. Animal also sponsors key events across these sports and has a team of riders ranging from youth development through to professional.

About

Animal

Established in 1987 in Poole, Dorset, Animal is one of the UK's leading freesport brands specialising in the design, marketing and retailing of freesports influenced [Animal Hoodies](#), technical clothing, footwear, luggage, eyewear, accessories and watches.

Actively involved within the freesports of surfing, snowboarding, windsurfing, kitesurfing and mountain biking, Animal sponsor high profile riders and operate a number of academies and camps giving newcomers and experienced riders the opportunity to pursue their chosen sports further.

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