

Gear First Look: Sterling Skis

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Las Vegas (Ski Press)-Culled from the SnowPress Annual Innovation Awards Sexy Category (where all of the stretch pants, sunglasses and softly rounded,

aerodynamic ski and snowboard shapes are honored), today's Gear First Look is from Sterling Skis.

Sterling will hit the high-end shelves for the first time this year. The highly polished, handmade skis are positioned by company founder John Mansell as "The Ferraris of Skis." Sterling's Matterhorn Speed certainly looks the part, with its topsheets made from exotic Palisander Santas, Mardrona Burl and Bird's-Eye Maple.

Equally exotic: nano-carbon base materials, proprietary wood cores and heat-hardened stainless steel edges. Fewer than 140 skis from each line are produced each season. Sterling's sexy factor gets serious boost from the hard, velvet-lined case the skis arrive in. Fully loaded, a pair retails for about \$3,500.

- Lori Knowles