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# Bomber Ski Opens Pop-Up Shop on Madison Ave.

By SHARON EDELSON

**SCHUSSING IN THE FAST LANE:** If there was a couture designation for skis, Bomber would have it. The brand recently opened a pop-up shop at 538 Madison Ave. that looks like an art gallery and displays the product as if it were fine art — each pair of Bomber skis is mounted to look like it's floating three inches off the wall, much like a painting in a museum, with one pair of skis displayed every six feet. It's fitting, because Bomber entered into licensing agreements with the Jean-Michel Basquiat Foundation and the Keith Haring Foundation to produce a limited amount of skis based on three works by each artist a year. Next year, 2013 ski models will be replaced by the new works by each artist, rendering the current art skis collectors' items, said Robert Siegel, chief executive officer of Metropole Realty Advisors, who owns a controlling interest in Bomber along with KT Stallings Bren. Ross Anapolle, who founded Bomber Ski in 2010, and Travis Cloud, a former U.S. Ski Team member, are also partners. The company will create up to 100 pairs of custom designed skis, upon request. "Bomber skis will be produced in limited quantities each year to ensure their quality," Siegel said. Prices range from \$1,600 to \$5,000. One-of-a-kind custom designs are \$7,500 and art skis start at \$2,500. On Wednesday evening, Bomber held a party at its pop-up shop to celebrate 99 days to the Sochi, Russia Olympic games, co-hosted by Helen Yarmak Furs.