



Simond
The legacy of alpinism
in motion

PRESS KIT
MAY 2026

Sommaire

- 01 P. 03 SIMOND, GUIDED BY ITS LEGACY,
DRIVEN BY THE FUTURE
- 02 P. 06 WHAT DOES BEING A PIONEER
MEAN TODAY ?
- 03 P. 09 A NEW VISUAL IDENTITY
- 04 P. 13 150 ROUTE DES PAPILLONS,
CHAMONIX
- 05 P. 15 INSIDE SIMOND DESIGN
- 06 P. 18 2026 : THE FIRST ICONS
OF A NEW ERA
- 07 P. 22 DOING OUR PART FOR A MORE SUSTAINABLE
MOUNTAIN, WITH A CLEAR VISION
- 08 P. 32 THE "SIMOND AVANT-GARDE" ATHLETE TEAM,
TOMORROW'S AMBASSADORS
- 09 P. 35 SIMOND AT A GLANCE
- 10 P. 37 A STORY DEEPLY INTERTWINED WITH
THE HISTORY OF MOUNTAINEERING

01

Simond,
guided by its
legacy, driven
by the future

SIMOND, GUIDED BY ITS LEGACY,
DRIVEN BY THE FUTURE

Founded in Chamonix
in 1860, Simond has been
crafting mountain gear
for generations.

Born from a family of blacksmiths and passionate alpinists, the brand created some of the first tools designed specifically to explore the Mont Blanc massif. Simond ice axes and crampons were alongside the pioneers of alpinism who made history.

Today, Simond is a global benchmark for climbers. Joining DECATHLON in 2008 allowed the brand to preserve its traditional craftsmanship while gaining access to DECATHLON's design expertise, innovation capabilities, and supply chain strength.



Still based at the foot of Mont Blanc, from its first workshop in Les Bossons to its current headquarters and factory in Chamonix, Simond remains deeply rooted in the heart of the Alps. Its Base Camp, a combined design studio and production facility, is more than a factory; it's a hub where heritage meets innovation, keeping the spirit of the brand alive while meeting the needs of today's mountain enthusiasts.





A new chapter for Simond in 2026.

The mountains are changing. In response to climate change and evolving outdoor practices, Simond is opening a new chapter: adapting, diversifying, and embracing greater responsibility. Driven by a team of passionate alpinists serving fellow adventurers, the brand's new mission is clear: "performance by fair means", or sustainable performance.

"Our passion for the mountains remains undiminished. They bring joy, fulfillment, and a vital sense of purpose. And because they are so central to our lives, how we treat them has never been more important. Glaciers are melting faster, alpine biodiversity is declining, and the growing number of visitors raises questions..."

Mountain sports are changing, and so must our approach to designing and producing gear. We don't claim to have all the answers, but we are committed to thinking differently. To come up with gear and solutions worthy of today's alpinists, without ever betraying the spirit of those who came before. To innovate with both rigor and conscience. What we offer is more than a new chapter or a refreshed brand identity for Simond. It's a vision for the mountains: more open, more responsible, more human. Because today, what does being a pioneer truly mean?"

FRÉDÉRIC MÔ,
SIMOND DIRECTOR

02

What does
the pioneer
spirit mean
today?

WHAT DOES THE PIONEER SPIRIT
MEAN TODAY?

Simond is expanding
its technical expertise to
support emerging practices:
trekking and backcountry
skiing now join climbing
and mountaineering.



"When you inherit a brand like Simond, the instinct is to touch nothing, given its extraordinary history. A 165-year story is precious, and it doesn't entirely belong to us.

Yet we also have a responsibility to prepare it for the future. As mountain practices evolve, we must offer new imaginations, new narratives where the goal isn't just reaching the summit, but enjoying the journey.

We worked to honor our heritage while laying the foundations for this new chapter of Simond, reaffirming a relationship with the mountains based on respect, sustainability, and meaning.

That's why we set ourselves a clear, ambitious mission: performance by fair means."

NATHALIE JACQUIER,
SIMOND MARKETING DIRECTOR

Today, the mountains are experienced in countless ways. That's why Simond is expanding its technical expertise to support emerging practices: trekking and backcountry skiing now join climbing and mountaineering in the brand's repertoire.

The goal is to offer a broader range and a hybrid wardrobe: multi-discipline gear designed to meet the needs of all mountain enthusiasts as they tackle their most demanding challenges. It's a coherent approach for today's mountain lifestyle, where disciplines intersect, blend, and sometimes follow one another in a single day.



“Alpine Style” as a guiding philosophy

The philosophy of “Alpine Style” has always guided Simond: lightness, simplicity, frugality, and responsibility. Today, it inspires Simond’s teams to promote a mountain experience grounded in minimalism, humility, and respect.

▣

ABOUT “ALPIN STYLE”

Alpine style refers to alpinists who ascend high-altitude peaks autonomously, leaving no trace, carrying their own gear, just as the pioneers of the Alps did. Recognized as the purest form of alpinism, it’s more than a technique, it’s a culture. A culture that strives for lightness, speed, and minimal impact, leaving as little a trace as possible on the mountain.

03

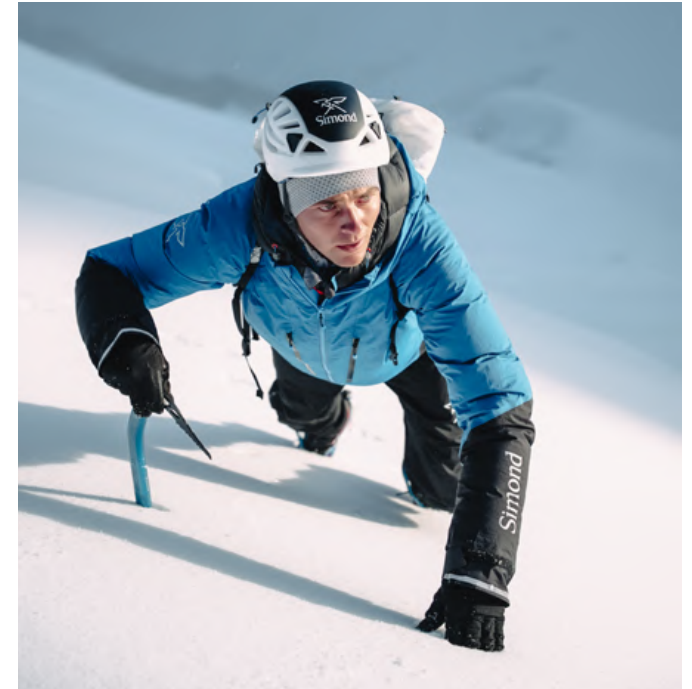
A modernized
visual identity

The new identity draws inspiration from the Alpine Style philosophy and rests on four key principles: lightness, dynamism, honesty, and legacy.

To bring this new chapter to life, Simond needed to give its brand image a fresh momentum. That's why the identity was carefully redesigned. Not changed, but rather refined, simplified, modernized. The new identity draws inspiration from the Alpine Style philosophy and rests on four key principles: lightness, dynamism, honesty, and legacy.

"Researching archives and anecdotes about the brand's history and its hallmarks was an essential starting point in developing Simond's visual identity."

HÉLÈNE BOURDON
SIMOND ARTISTIC DIRECTOR





A NEW LOGO

The first Simond stamps featured fine lines, designed to be easily engraved in metal, a reflection of the brand's technical craftsmanship. This historical dimension is carried into the new Simond logo, which features its three main elements: the mountain, the eagle, and the ice axe.

AN ICONIC COLOR

The blue hue has been preserved and carefully calibrated: it now acts as a guiding thread, or rather, a blue thread, bringing a subtle, distinctive touch to the brand's presence across all media. White, evoking snow-covered peaks, remains the primary color.

STRONG, MODERN, ICONIC TYPOGRAPHY

The typeface embodies the powerful mountains, the precise summits, and the innovative gear. Clear, bold, and memorable, it becomes a distinct emblem of the brand.

"You've written the future in continuity and that's exactly right."

LUDGER SIMOND
CEO FROM
1969 TO 2004



± 1860



± 1884



± 1918



± 1922



± 1935



± 1966

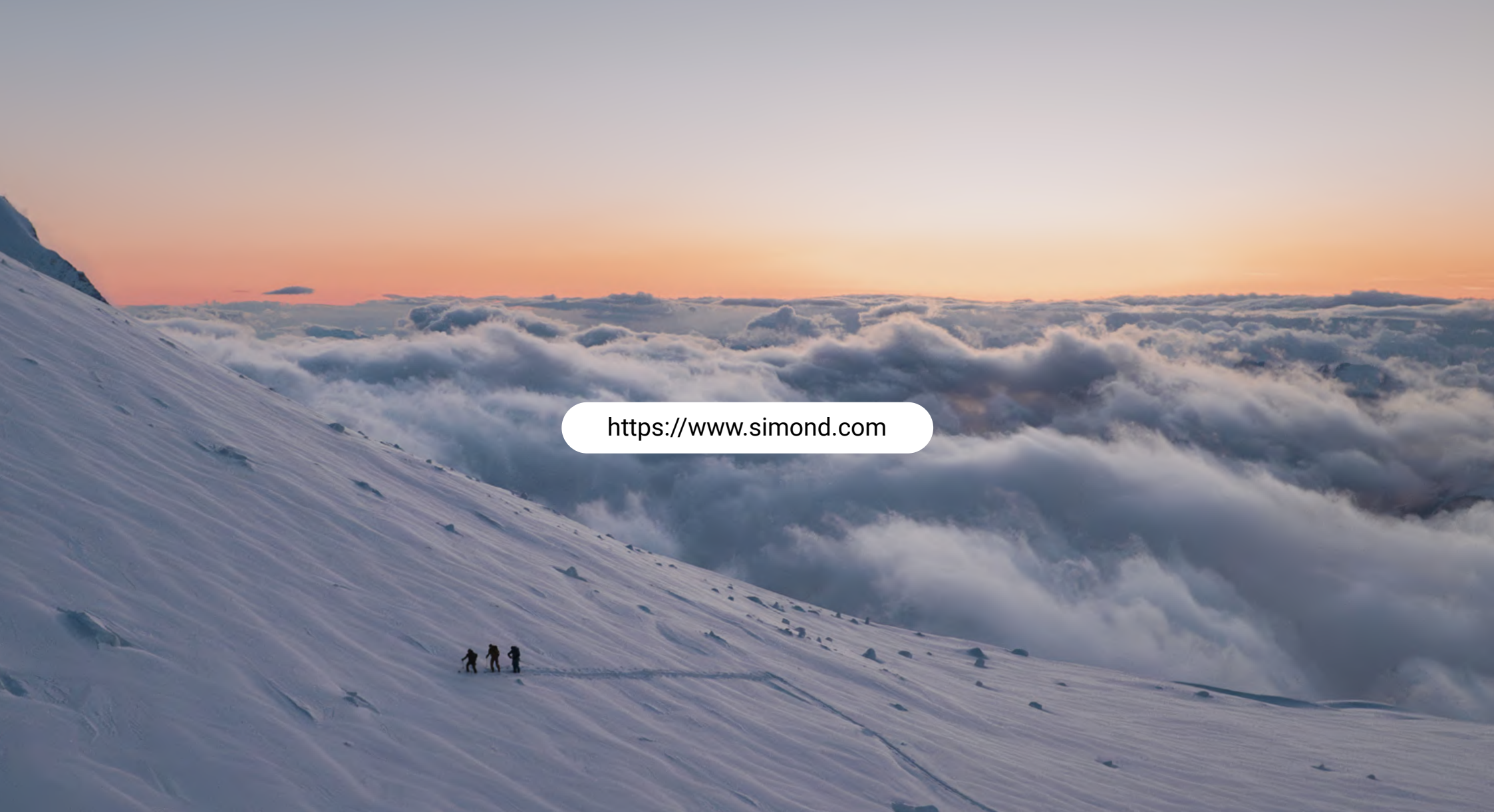


± 1973



1996

Simond's new identity honors the richness of its history while projecting confidently into the future.



<https://www.simond.com>

A NEW WINDOW ON THE BRAND

The redesigned [simond.com](https://www.simond.com) website offers a modern, immersive showcase for the brand's products, adventures, and athletes. Visitors can explore the full Simond catalog across its core universes: mountaineering, climbing,

trekking, and backcountry skiing. Beyond products, the site is a space for discovery and sharing: exploring the brand's DNA and commitments, the design and production site in the heart of the Alps, how gear is developed, and it introduces the Simond

team through inspiring athlete portraits. The blog will continue to grow over the coming months, featuring news, tips, and adventure stories.

04

150 route
des Papillons,
Chamonix

150 ROUTE DES PAPILLONS,
CHAMONIX

Still rooted in Chamonix, in the heart of mountain culture



THE BASE CAMP

At the foot of Mont Blanc, Simond's Base Camp is far more than a production site. It's a place where design, innovation, craftsmanship, and transmission meet, a living space dedicated to mountain passion in all its forms. Here, teams design and manufacture Simond gear while testing and refining every product line: ropes, harnesses, backpacks, apparel, helmets, climbing shoes, mountaineering boots, tents, and more.

It's a living laboratory, where over 800 products are challenged in real-world conditions. Indoor climbing walls and a 15-metre drop tower allow for rigorous testing to ensure every item meets the highest expectations of mountain professionals. And just outside the door, the Mont Blanc massif provides the ultimate testing ground where every prototype faces the raw truth of the mountains.

THE SIMOND MUSEUM

From the moment you step inside, the 200-square-metre exhibition space draws you in. It traces the history of mountaineering through the story of the brand. Archive photographs, vintage ice axes and crampons, rare artefacts, and exclusive accounts can be found. This open museum celebrates both the human and technical adventure of an era and the legacy of a brand that has been the trusted partner of some of the most iconic ascents in mountain history.



[FIND OUT +](#)

05

Inside
Simond
design

Each piece of gear is built to last.
Clean design lines meet technical
precision, balancing high performance
with a controlled environmental footprint.



Whether on rock, ice, snow, or trails, through winter storms or summer heat, every Simond product is crafted to perform in the most demanding mountain conditions: high altitudes, freezing nights, sudden weather shifts, or intense heat. With an expanded range covering four key disciplines (climbing, mountaineering, trekking, and backcountry skiing), each piece of gear is built to last. Clean design lines meet technical precision, balancing high performance with a controlled environmental footprint.

PERFORMANCE BY FAIR MEANS

At Simond, performance and responsibility are inseparable. From the earliest design sketch, both principles guide every choice we make. Durability, repairability, and reduced environmental impact are at the heart of our eco-design process. Every product is tested rigorously, in the lab and in the field, to guarantee maximum safety and reliability. Thanks to this commitment, products are made to excel in the world's most demanding conditions; gear you can trust when it matters most.



CO-CREATION WITH MOUNTAIN EXPERTS

Every Simond product passes through the hands of specialists: designers, engineers, pattern makers, quality controllers, and production teams. This process is enriched by close collaboration with high-level athletes and professional alpinists, who test, challenge, and inspire each creation. Their feedback drives every stage of development, ensuring precision, reliability, and real-world relevance. Simond invents tomorrow's solutions by and for those who are in the mountains every day.

EXCELLENCE AT A FAIR PRICE

Simond is committed to designing and producing high-performance gear while maintaining a fair and accessible price point in a market where outdoor equipment can sometimes lose sight of its purpose.

"For us, trust isn't optional. It's earned. It's built and maintained through a demanding, thoughtful design process. More than a century and a half of experience has forged the foundations of our craft, staying true to the Alpine Spirit: clean, agile, reliable, intuitive, and purposeful. These principles guide every creation, striking the perfect balance between versatility and focus, precision and adaptability."

BRUNO LEGRAS,
USER & PRODUCT DIRECTOR



OUR UNIQUENESS, OUR METAL FACTORY

At the foot of Mont Blanc, Simond remains the only mountain sports brand that still manufactures all its metal equipment on site, a living testament to generations of expertise. This iconic massif is woven into our DNA: it is our laboratory, our teacher, and the ultimate testing ground.

06

2026 :
The first icons
of a new era

2026 : THE FIRST ICONS
OF A NEW ERA

The Woma ice axe

THE NEW ULTRA-LIGHT ICE AXE

Crafted in Chamonix

Designed for backcountry skiing, glacier approaches, and classic mountaineering, the WOMA ice axe blends high performance, technical precision, and extreme lightness, the lightest in its category.

Available in two versions, pick or hammer, it delivers perfect balance and a secure grip thanks to its removable adze. Developed and manufactured in Chamonix, the WOMA embodies Simond's expertise: ultra-lightweight gear without compromising on reliability.

Guides, athletes, and instructors from ENSA (French National School of Ski and Mountaineering) contributed to the development of the WOMA axe. Over the course of a year, they conducted a series of intensive tests to ensure reliability, performance, and lightweight precision in all conditions.

The WOMA ice axe proved its capabilities in real-world mountaineering alongside Benjamin Védrières and Nicolas Jean on the first ascent of Jannu East in October 2025.

PRICE: €110 (incl. tax)

RELEASE DATE: July 2026

PICK VERSION

LIGHTWEIGHT

270 G WITH THE PICK
250 G WITHOUT
THE REMOVABLE ADZE

COMPACTITY

46 CM, PERFECT BALANCE
BETWEEN PORTABILITY
AND HANDLING

TRACTION

BANANA-SHAPED STEEL PICK

ERGONOMIC GRIP

GRIP + CURVED SHAFT
REMOVABLE ADZE

MODULARITY

REMOVABLE FINGER REST

HAMMER VERSION

LIGHTWEIGHT

280 G IN HAMMER VERSION
260 G WITHOUT FINGER REST

COMPACT DESIGN

46 CM – EXCELLENT BALANCE
BETWEEN COMPACTNESS AND
HANDLING

TRACTION

BANANA-SHAPED STEEL PICK

ERGONOMIC GRIP

HANDLE CURVATURE
WITH TEXTURED GRIP
REMOVABLE FINGER REST

MODULARITY

REMOVABLE FINGER REST

ADVANTAGE

OUTSTANDING STRENGTH AND
DURABILITY THANKS TO THE
"SHAFT PROTECT" SYSTEM –
PROTECTS THE SHAFT FROM
IMPACT DAMAGE





The **Sprint 2P** Tarp tent

LIGHTNESS FOR GREATER FREEDOM

The Sprint Tarp Tent in Dyneema® is the result of an adventure that began in 2017 with the MT900 series, followed by the first tarp tents using trekking poles as tent poles.

This new single-wall version made from Dyneema® combines extreme lightness with exceptional strength and it is built to last over time.

Designed for demanding treks, it weighs but protects just as much. With its two vestibules, it stands out for its reliability, easy setup and minimalist design.

As with all Simond products, the Sprint Tarp Tent was tested in the lab and in the field. Prototypes were tested on the HRP (Haute Route des Pyrénées) - 727 km, 43,000 m of elevation gain, over 27 days - and on the PCT (Pacific Crest Trail) - 4,265 km, 140,000 m of elevation gain, over more than four months.

PRICE: €690 (incl. tax)

COLOUR: Sage Green

RELEASE DATE: June 2026

WEIGHT

TENT ONLY: 510 G
TOTAL: 635 G

PACKED VOLUME

2 L

WATERPROOFING

FLYSHEET:
DYNEEMA® COMPOSITE
FABRIC
(DCF) 0.55 (19 G/M²)
15,000 MM (SCHMERBER)

FLOOR:
(DCF) 0.96 (33 G/M²)
20,000 MM (SCHMERBER)

INTERIOR SPACE :

HEAD WIDTH: 120 CM
FOOT WIDTH: 110 CM
MAXIMUM INTERIOR
HEIGHT: 115 CM

WIND RESISTANCE

70 KM/H (FORCE 8)
VALIDATED IN WIND
TUNNEL ON ROTATING
PLATFORM

CONSTRUCTION

SINGLE-WALL DESIGN
REQUIRES 2 TREKKING
POLES (115 CM)

The **Edge** climbing shoe

POWER MEETS PRECISION

Following the success of the Edge Soft climbing shoe, Simond introduces its little sibling: the Edge. This shoe combines precision, sensitivity, and optimal power. It's designed for climbers seeking maximum performance on small holds, particularly for crag climbing. The Edge is built for easy resoling, with material choices, assembly, and a dual-sole construction that simplify the process for the resoler.

PRECISION

- ▣ Asymmetrical shape with a toe-centered grip for millimetre-precise accuracy.
- ▣ Dual-zone lacing (forefoot/instep) for optimal fit, enhanced precision, and better toe-hook efficiency.
- ▣ Differentiated sole stiffness provides power on edges and points while maintaining precision.

SENSITIVITY

- ▣ Mix of materials: recycled PA/PU microfiber (1.8mm), natural leather under the toes, 3D mesh on the tongue.
- ▣ Flat stitch assembly.
- ▣ Vibram XS Grip 4mm sole, divided into two zones (forefoot and heel).

FOR WOMEN TOO

- ▣ Designed for the female foot shape (narrower instep, metatarsal area, and heel; more pronounced arch).

Adjusted stiffness for lighter weights while retaining sensitivity.

EDGE FOR MEN:
39-46 (INCLUDING ½ SIZES)

EDGE FOR WOMEN:
34-41 (INCLUDING ½ SIZES)



PRICE: €120 (incl. tax)
RELEASE DATE: Fall 2027

07

Doing our
part for a more
sustainable
mountain,
with a clear
vision

It may be imperfect, perhaps even insufficient, but making progress and meeting this challenge is a responsibility.

Simond teams witness the retreat of glaciers firsthand, day after day. Tackling environmental issues within a brand dedicated to mountain gear demands humility in the face of such a vast challenge.

It's a complex task which Simond takes on with clear-eyed realism, focusing on concrete actions and a pragmatic, continuous improvement approach. It may be imperfect, perhaps even insufficient, but making progress and meeting this challenge is a responsibility.



"Environmental issues, the gradual exceeding of planetary limits, climate specifically,, are global challenges, far bigger than any of us. They go beyond us. Yet, we must do our part, aware of our contradictions, our limits, but also of the room for action we still have. We face a dilemma: outdoor sports support physical and mental well-being, yet the growing production of goods puts increasing pressure on the environment. In a world driven by market logic, which doesn't always account for finite resources, the best response we can offer without betraying who we are lies in our DNA, forged over a century and a half at the foot of Mont Blanc: durability. Our ambition is that every decision, every action, every adventure acknowledges that the Planet has its limits too, natural thresholds that must not be crossed if we want to preserve its habitability. We must therefore constantly improve our development and production techniques to design equipment that is fairer, simpler, more durable, and more responsible."

LOUIS DOULS,
SUSTAINABILITY DIRECTOR



Functionality and durability first

Each product must meet an actual need and be built to last.



BUILT TO LAST

Maximizing the durability and lifespan of gear delivers a double benefit: long-lasting technical reliability and a reduced environmental footprint through extended product life.

In the mountains, strength and dependability aren't optional, they can be a matter of life and death. Every component is selected for its resistance to wear and breakage, with critical areas reinforced as standard. Repairability is considered from the start: swapping out the most commonly worn parts like backpack buckles or zipper sliders means there is less of a need to replace the entire product.

The goal is also to create simple, timeless, and understated gear that doesn't go out of style, while continuously improving designs based on user feedback, without following fleeting trends.



FIELD TESTING TO TRACK REAL-WORLD WEAR

From the very first design sketches of an ice axe, rope, or tent, nothing beats real-world testing. Every product is put through its paces to prove its durability. In the lab, extreme conditions are simulated. In the field, dozens of prototypes face the toughest use each season.

Every year, Simond runs a "Durability Mission," where outdoor enthusiasts push prototypes to their limits during high-intensity expeditions lasting several weeks.

If anything slips through before a product hits the market despite all these tests, customer feedback allows Simond to keep improving.

[FIND OUT +](#)

In the field, dozens of prototypes face the toughest use each season.



"During the durability mission, trekking gear is tested in the field for five weeks under changing and sometimes harsh conditions. In 2025, 24 testers covered 480 km and 30,000 m of elevation in the Alps, putting 120 samples through their paces."

THÉO GUSTON,
FIELD TEST ENGINEER

Eco-design as a default mindset

Eco-design could be defined as follows: choosing processes and materials with a low environmental impact whenever a technical solution exists, without ever compromising on product durability or safety.

ON A DAILY BASIS, SIMOND DESIGNERS COMMIT TO:

- ☒ Giving a second life to existing resources whenever materials can be recycled, such as polyester, down, or wool.
- ☒ Optimizing the amount of material used through specific patterning, cutting, or weaving techniques.
- ☒ Choosing dyeing processes that consume less energy, water, and toxic chemicals whenever possible.
- ☒ Reassessing the use of synthetic materials when there is a natural alternative that does not compromise the product's technical performance or durability.

[FIND OUT +](#)





Exploring the solutions of tomorrow

The Simond teams collaborate with trusted industrial partners who are regularly audited to meet DECATHLON's standards for human rights, environmental responsibility, and sourcing. This trusted partnership also enables DECATHLON and its suppliers to implement decarbonization solutions: gradually phasing out coal use among tier-1 suppliers, then tier-2, and rolling out renewable energy.

EN SAVOIR +

Whilst the actions already underway are essential, the Simond teams know they're not enough. In 2025, new initiatives were launched. Small experiments today to create bigger solutions tomorrow.

A first step toward Simond's goal of using only Fairtrade/Max Havelaar-certified cotton by 2030.



After years of research and collaboration with partners, Simond is introducing its first products made from fully Fairtrade certified, regenerative-agriculture cotton.

In 2026, the first collection made up of a T-shirt, hoodie, and cap will reflect the brand's strongest commitment yet to sustainable practices.

☑ The cotton used is Fairtrade certified, developed in close collaboration with Max Havelaar France. This independent certification guarantees producers a minimum price, provides a development premium to support community projects, and promotes environmentally responsible farming practices.

☑ On top of that, the cotton comes from regenerative agriculture, a method that improves soil health, protects biodiversity, and optimizes water use. It's sourced from small partner farms in India.

This collection is just the beginning, a first step toward Simond's goal of using only Fairtrade/Max Havelaar-certified cotton by 2030.



A distinctive collection featuring three unisex pieces: a T-shirt, a hoodie, and a cap. Clean, timeless lines and colors were chosen to wear them anywhere, anytime. The collection's double uniqueness comes from using cotton that is both Fairtrade/Max Havelaar certified and sourced from regenerative agriculture.

[FIND OUT +](#)



T-SHIRT

PRICE: €25 incl. VAT

COLORS: black, pink, white

AVAILABLE: March 2026

HOODIE

PRICE: €50 incl. VAT

COLORS: black, pink

AVAILABLE: March 2026

CAP

PRICE: €25 incl. VAT

COLORS: black, pink

AVAILABLE: March 2026





Exploratory work is also underway to develop products using merino wool from regenerative farming.

In 2026, the first 100% merino wool t-shirt sourced from regenerative agriculture (Abelusi+ certified) will be released as the result of a long-standing collaboration with a partner producer in South Africa.

PRICE: €55 incl. VAT

COLOR: brown

AVAILABLE: November 2026



A new social and environmental commitment with “1% for the planet”

For many years, Simond has supported organizations that share its values, such as Sebio, Les Sommets de la Résilience, En Passant par la Montagne, and Handicap'Évasion, providing them with financial backing.

2025 marks a turning point for Simond, which becomes a member of 1% for the Planet for a portion of its metal gear. Inspired by the ongoing “1% for the Glaciers” campaign run by 1% for the Planet France, the brand joins the movement this year, supporting both this fundraising effort and the Nest&Climb program run by Asters, an accredited 1% organization. The contribution in 2025 represents 1% of sales from quickdraws, ice axes, crampons, and ropes.

In 2026, Simond will extend this commitment to all of its metal equipment, continuing to support 1% for the Planet.



08

The “Simond
Avant-Garde”
athlete team:
tomorrow’s
ambassadors

THE "SIMOND AVANT-GARDE" ATHLETE TEAM:
TOMORROW'S AMBASSADORS



SIMOND AVANT- GARDE

THE SIMOND AVANT-GARDE TEAM IS HERE.

With around twenty members, it's unlike any other. Each athlete brings a unique background, approach, and style of practice. Together, they form a rope team, a collective of ambassadors moving forward with humility and dedication.

EVERY MEMBER HAS THEIR PLACE, ROLE, AND RESPONSIBILITY.

They are connected by rope, by trust, and by the inspiring values of both the mountains and the brand: humility and commitment. The team is primarily French for now, but from 2026 onward, it will be enriched with international profiles.

[FIND OUT +](#)

"At Simond, adventure has always been a source of inspiration. Not just to design our products, but also to embody a vision through a team of athletes unlike any other. This isn't a team defined solely by lap times or medal colors. It's not a showcase of isolated achievements.

We wanted to build a rope team. Our goal is to create a strong, engaged community, an ensemble that leads the way, showing that performance and awareness can go hand in hand. A team that reflects the brand's identity, amplifies it, and above all, proves that being a pioneer can mean staying true to the mountains and their reality."

THOMAS DEBRAY,
SIMOND AVANT-GARDE
TEAM MANAGER

The Trailblazers: the driving force.

Fully confident in their abilities, they carve out new routes, challenge conventions, and inspire the next generation. They push boundaries, but always with purpose. Some are young talents, brilliant yet sometimes still under the radar, with immense potential. They are supported, mentored, and listened to, because they are the ones shaping the future of mountaineering.



NICOLAS JEAN AND BENJAMIN VÉDRINES
AT THE SUMMIT OF JANNU EAST IN OCTOBER 2025.
A HISTORIC FIRST IN PURE ALPINE STYLE

The Visionaries: driven by purpose

Athletes driven by purpose, using their practice as a platform to advocate for a fairer, more responsible world. Whether campaigning for greater access to the mountains, protecting the environment, or promoting equity in climbing sports, they show a different path - a path that truly matters.



JEAN ROUAUX, IN 2024 CYCLED FROM CHAMONIX
TO NEPAL TO ATTEMPT AN ASCENT OF AMA DABLAM
(6,812 M).

"FAR ENOUGH" TEASER

The Legacy Owners:

The most experienced members. They know the terrain, the weak points of a wall, the traps of doubt. They share their knowledge, pass on their wisdom, and remind everyone that one must stay humble in the mountains.



FRANÇOIS MARSIGNY, FRENCH
ALPINIST WHO WON THE PIOLET
D'OR IN 1994 FOR OPENING A NEW
GLACIAL ROUTE AT COL DE L'ES-
PÉRANCE, CERRO TORRE.
A FORMER INSTRUCTOR-GUIDE
AND HEAD OF THE MOUNTAINEE-
RING DEPARTMENT AT ENSA, HE
HAS TRAINED NUMEROUS FRENCH
GUIDES.

09

Simond
at a glance

SIMOND AT A GLANCE

Simond has been part of the DECATHLON group since 2008. Like Van Rysel, the group's high-performance cycling brand, or Kiprun, its running-focused brand, Simond stands as DECATHLON's mountain expertise label, dedicated to meeting the needs of the most demanding outdoor enthusiasts.

DECATHLON, under its Quechua label, continues to focus on family or day hikes, camping, skiing, snowboarding, and other snow-based activities.

SIMOND TEAM:

FRÉDÉRIC MÔ - SIMOND DIRECTOR
BRUNO LEGRAS - USER & PRODUCT DIRECTOR
NATHALIE JACQUIER - MARKETING & COMMUNICATIONS DIRECTOR
LOUIS DOULS - SUSTAINABILITY DIRECTOR

www.simond.com

Ⓜ

ABOUT DECATHLON

Decathlon is a global multi-sport brand for everyone, from beginners to elite athletes, creating innovative sports products for all levels. With 101,100 team members and 1,817 stores worldwide, Decathlon has been driven since 1976 by one goal: to get people moving through the joy of sport, helping them live healthier, happier lives while building a sustainable future.

165 YEARS IN CHAMONIX

4,000 M² DEDICATED TO RESEARCH AND INNOVATION, INCLUDING 1,500 M² FOR PRODUCTION

SIMOND FACTORY, ISO 9001 CERTIFIED, PRODUCING GEAR WITH ITS METALLURGICAL KNOW-HOW

1 DROP TOWER

1 CLIMBING TEST WALL

1 BOULDERING WALL

1 MATERIALS TESTING LABORATORY

1 PROTOTYPING WORKSHOP

AROUND 100 PASSIONATE TEAM MEMBERS,
25 IN PRODUCTION
40 IN PRODUCT DEVELOPMENT
(ENGINEERING, MODELING, DESIGN,
PROTOTYPING)
57% MEN
43% WOMEN

800 PRODUCT REFERENCES

AVERAGE CUSTOMER RATING 2025: 4,72/5

ABOUT TWENTY ATHLETE PARTNERS

ON AVERAGE, 350 PRODUCTS ARE SENT FOR LONG-TERM TESTING EACH YEAR (FIELD TESTS CONDUCTED OVER SEVERAL MONTHS BY EXTERNAL TESTERS IN THEIR PERSONAL OR PROFESSIONAL PRACTICE)

9% GROWTH AT SIMOND IN 2025

€900M SIMOND BUSINESS VOLUME IN 2025

1 MILLION CARABINERS PRODUCED ANNUALLY IN CHAMONIX

10,000 ICE AXES PRODUCED ANNUALLY IN CHAMONIX

10,000 PAIRS OF CRAMPONS PRODUCED ANNUALLY IN CHAMONIX

CLIMBING SHOES:

59% OF USERS RESOLE THEIR SHOES TO EXTEND THEIR LIFE. SIMOND ESTIMATES THAT 6,800 PAIRS WERE RESOLED IN FRANCE IN 2024 THROUGH THE DECATHLON NETWORK, A 25% ANNUAL INCREASE.

RESOLING IS AVAILABLE FOR ALL CLIMBING SHOE BRANDS AND COSTS BETWEEN €35 (HALF-SOLE) AND €45 (HALF-SOLE PLUS EDGING)

SIMOND RANKS IN THE TOP 3 FOR CLIMBING SHOE SALES (SOURCE: USDE & FFME)



10

A story deeply intertwined with the history of mountaineering

A STORY DEEPLY INTERTWINED WITH
THE HISTORY OF MOUNTAINEERING

The epic of great ascents intersects with the story of Simond.

**On August 8, 1786, Jacques Balmat
and Michel-Gabriel Paccard, two men
from Chamonix, made the first ascent
of Mont Blanc.**

This feat marked a turning point in history: the birth of alpinism. But beyond the summit, it opened up an entirely new imagination. The mountains became a realm of adventure, conquest, and scientific discovery. This defining moment also marked the beginnings of alpine tourism.

The epic of great ascents intersects with the story of Simond. Generation after generation, alpinists and climbers have pushed the limits of altitude, confident in the gear they trust.

The Spécial A ice axe by Simond was indeed the one held at the summit of Annapurna by Maurice Herzog (1950) and by Edmund Hillary and Tenzing Norgay on Everest (1953).

In the hands and under the feet of countless alpinists, the Simond signature has accompanied the feats of the past... and continues to inspire those of tomorrow.



ANAPURNA FIRST ASCENT
MAURICE HERZOG
1950



1860

Adolphe Simond, who comes from a long line of Chamonix valley farmers, becomes the first blacksmith of the Simond dynasty.

1865 ▲

Edward Whymper makes the first ascent of the Aiguille Verte. He will later become an ambassador for the brand.

1871

Adolphe Simond signs his first ice axe, a tool destined for legend.

1883

Birth of A. Simond & Frères. Adolphe, Michel, and François Simond sign their ice axes and begin series production. Chamonix starts its journey to become the world capital of mountaineering.



1922

François Simond founds FRANÇOIS SIMOND & FILS. Working with top climbers like Edward Whymper, Édouard Frenod, and the prestigious Groupe de Haute Montagne (GHM), he outfits mountaineers with ice axes, crampons, pitons, and carabiners.



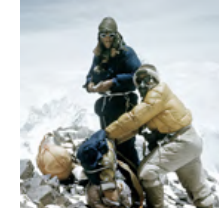
1943

Claudius Simond, supported by "the conquerors of the useless" (Lionel Terray, Louis Lachenal, Edmund Hillary), pioneers lighter materials and patents new designs: pitons, crampons, detachable ice axes... and the first lightweight steel carabiner in history. Mountaineering enters a new era.



1950 ▲

First ascent of Annapurna (8,091 m) by Maurice Herzog and Louis Lachenal with the Spécial A ice axe, Simond.



1953 ▲

First ascent of Everest (8,849 m) by Edmund Hillary and Tenzing Norgay, with the Spécial A ice axe, Simond.

1969

Ludger Simond takes over the family business. He modernizes production, experiments, patents new tools, and anticipates the needs of a new generation.



1972 ✦

MAKALU, the first rigid crampon offering unprecedented precision on ice.



1975 ✦

CHACAL, the first "banana-shaped" ice axe blade, revolutionizes ice climbing and enables previously impossible technical ascents.

1988

Simond moves to modern facilities in Les Houches, partnering with top names such as Christophe Profit, François Marsigny, and ENSA (École Nationale de Ski et Alpinisme).

1990 ▲

First ascent of Cerro Torre (Patagonia) by François Marsigny and Andy Parkins. Between 1970 and 2003, Simond registers over 40 patents, cementing its role as a pioneer in technical, specialized mountaineering gear.

1991 ▲

First ascent of the K2 Northwest Ridge by Christophe Profit and Pierre Beghin, using the Piranha ice axe and Makalu rigid crampons.

2001 ✦

SCUD, the first offset ice axe for dry tooling, a hybrid discipline between rock and ice.

2004

Ludger Simond sells the company to the French group Wichard, a global leader in rigging hardware.

2008

Simond joins DECATHLON. The brand diversifies, adding new product categories: ropes, harnesses, helmets, climbing shoes, technical clothing, backpacks and tents, complementing its expertise in metal gear.



2017 ▲

New Alpine-style route on the South Face of Nuptse (7,861 m) by Benjamin Guignot (Team Simond), Helias Millerieux, and Frédéric Degoulet.



2020

Simond Base Camp opens at the entrance of Chamonix.

2021 ▲

Benjamin Vétrines (Team Simond) and Charles Dubouloz open a new route on Chamlang (7,319 m, Nepal).

2023 ✦

Simond introduces the first wear indicator on climbing shoes to signal when resoling is needed.

2025 ✦

RACK ICE a gear holder with an innovative quick-release system for ice climbing and technical mountaineering.

2025

Responding to the evolving mountain sports landscape, Simond expands beyond mountaineering and climbing to support backcountry skiing and long-distance trekking.



2025 ▲

Benjamin Vétrines and Nicolas Jean (Team Simond) make the first Alpine-style ascent of Jannu East (7,468 m, Nepal) via the north face.

▲ ASCENT
✦ PRODUCT INNOVATION

**PRESS KIT
MAY 2026**

CONTACTS PRESSE

For more information,
interview requests, or product
testing, please contact:

SIMOND –

Responsable Relations Presse
Pauline Ponte
press@simond.com
+33 (0)6 60 28 35 48

Collaboratrice Relations Presse

Anne Gery
annegery@orange.fr
+33 (0)6 12 03 68 95

www.simond.com

DECATHLON –

international.media@decathlon.com

[DOWNLOAD ASSETS](#)

