

MFG. PERSONALITY

PETER
LINE

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It's the question that every professional snowboarder will inevitably ask: "What happens when my snowboarding career has run its course?" For Peter Line, that philosophical question and answer has never been much of a concern. Beyond freestyle progression and video parts, Peter founded the late Forum and Foursquare brands. Now the Outerwear Design Director for Dakine, as well as a graphic designer and photographer, Peter's transition to industry life has been relatively seamless — although he's still definitely a pro if you find him on a pow day.

Designing outerwear is nothing new for Peter. "We started Foursquare in '96, and being a creative person I wanted to have creative direction on what I was going to be wearing as well," he recalls. Although that role would change in the years that followed, some contact always remained with the brand. In Foursquare's final days, Peter was brought on as Creative Direction and Design Manager to fashion a line doomed to never see a storefront display, an effort that ultimately intrigued the powers that be at Dakine.

Dakine's packs are ubiquitous in snowboarding, which carried a certain expectation as the company expanded into outerwear several years ago. But a vital element was missing. The products needed a soul. "My first season I had full reign of design, ideas and everything," explains Peter, whose inaugural collection will be available this fall.

"I've always called it 'Classic Tech.' A new and old aesthetic being mixed together that's still very functional — that's the first thing. And it needs to work on the snow before it goes anywhere." That simple ideology originates from a career of experiencing what works and fails in the backcountry of the Pacific Northwest. What makes it his style is the juxtaposition of urban and mountain, weird yet practical — a delicate blend of contradiction that just works.

For Dakine, Peter's influence provides direction in uncharted territory.

His presence represents a growing contribution from the icons of snowboarding's formative years. Just as he was a leader during the massive freestyle movement at The Millennium, Peter is continuing to demonstrate involvement in something that he played a pivotal role in creating. He is no longer accomplishing it through new tricks or breakthrough video parts, but through the distribution of ideas. Which, at this stage, may be even more important.

Nowadays, Peter is content with simply kicking out a method into a foot of fresh. He admits there are times when a barstool is more appealing than a chairlift. And that is totally reasonable. It's what happens when the strain of maintaining a professional snowboarding career is lifted, commencing a new beginning in life. "I'm proud of bringing new tricks and style into snowboarding, and being an influence in the sport I'm super stoked on. I'm still trying to be as big of an influence as I possibly can on the other side too."

Answering the question of life after snowboarding can be the most difficult decision for riders exiting their careers, but Peter Line's time in professional riding wasn't like most. There was always something else — an alternative to a hurting body, a way out of the contests, videos parts and the accompanying pressure. Uncertainty never existed because design is more than just snowboarding — it's his life.



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