

THE MANERA STORY

ISLANDS OF THE STRANGERS

HEBRIDEAN ISLANDS
MAY 2018



 MANERA
STAY SALTY



MANERA has set the tone 3 years ago with the movie VALHALLA in Iceland. Exit the paradisiac clichés videos, the brand will always choose a remote and cold place with wind and waves over an idyllic beach with guaranteed sun.

The year after they spent 10 days on a remote island off the Vancouver coast for the RUGGED POINT video, and last May they drove to

the Outer Hebrides in northern Scotland for ISLANDS OF THE STRANGERS. Julien Salles, MANERA's brand manager has one goal: Inspire riders with the videos to go out there in winter and have fun in the water. With a strong crew, a common vision and amazing conditions, you get a dreamy result!

Julien explains "I'm mostly going with the same guys every time, we have a good feeling and share the same vision. It's always important for me to work with people that enjoy what we are doing, it makes the project even better."





NE

FOLLOW



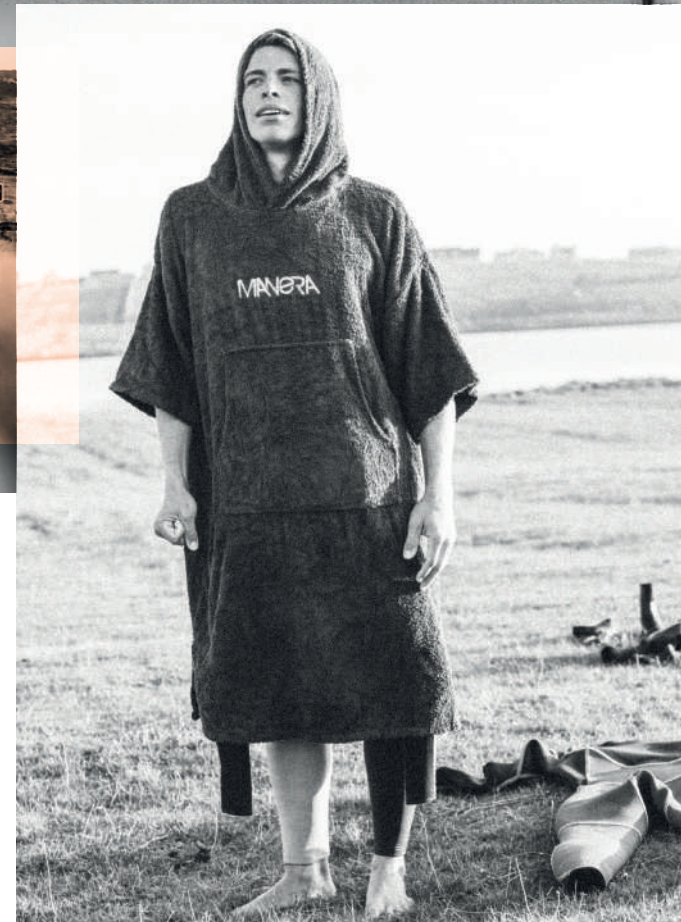
— THE LI



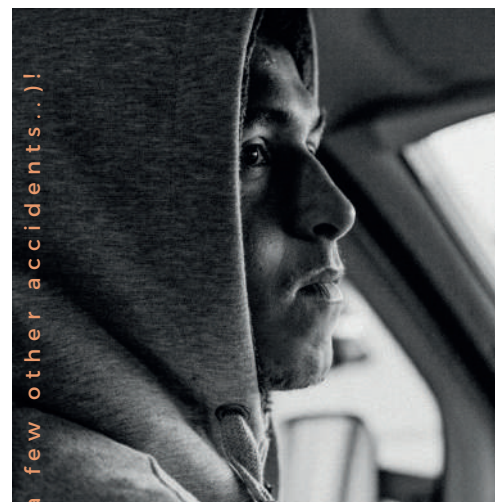
2 camper-
vans
11 people
2 weeks



The riders are being picked according to their adventurer spirits and their abilities to put on a wet wetsuit to go in the water in freezing temperatures. The team needs to get along to share in 2 campervans between 11 people for 2 weeks.

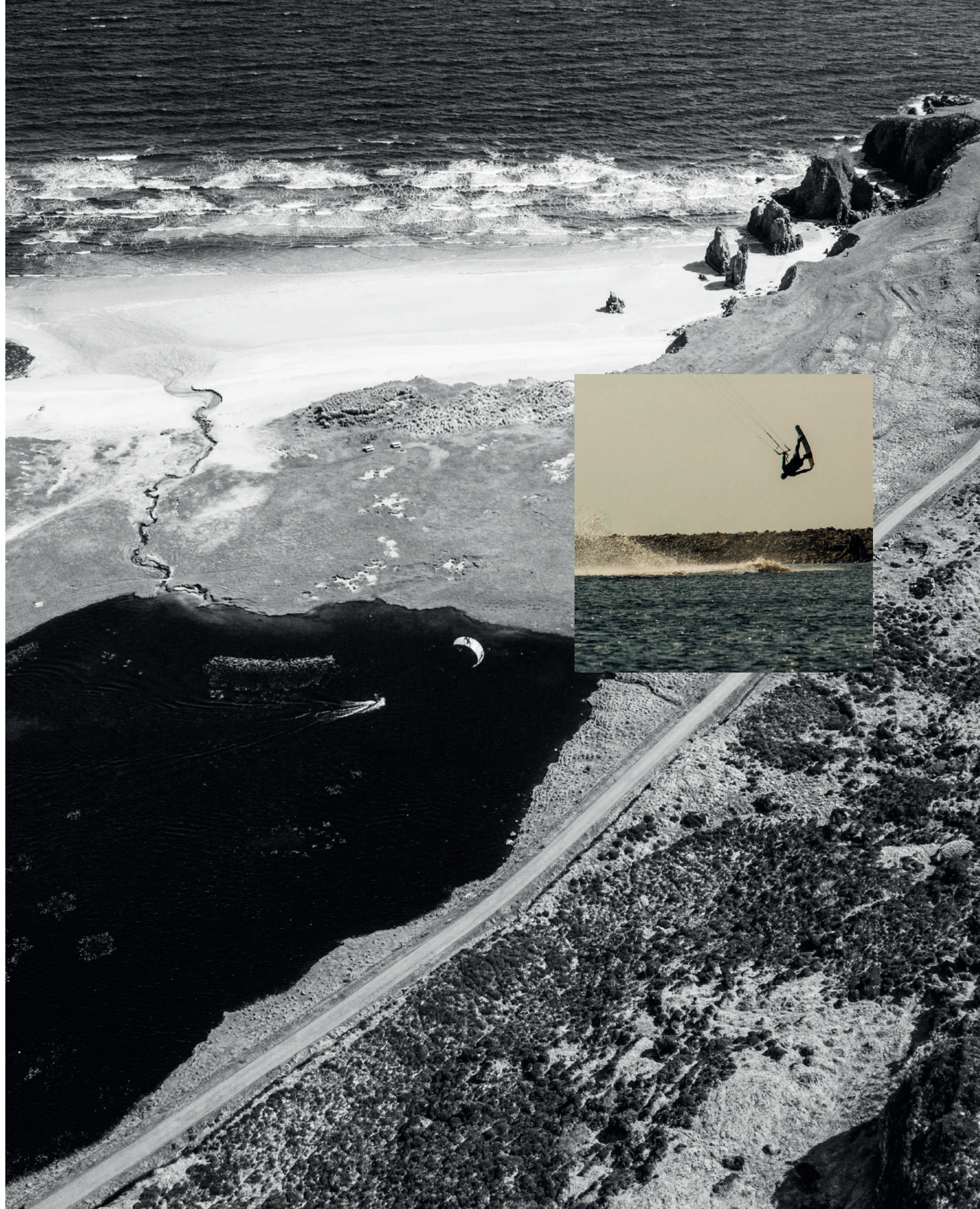


Everything went well for this trip (except for a few broken things, a toilet flooding and a few other accidents..)!)





PAUL. the Lochs were designed for freestyle we just had to find some with the right wind direction and we could enjoy perfect flat water and steady wind, ideal for Freestyle.



JULIEN. When we arrived in a bay up North and the swell was pumping, with long left and a right reef breaks... We surfed just ourselves in great waves, all dressed up with hoods, boots and gloves under an awesome light.



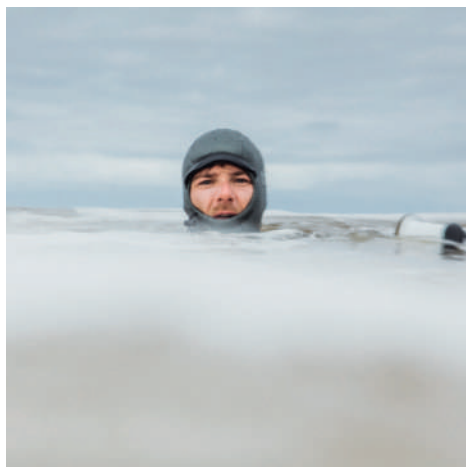
Cold water adventures
bring me far more than
any tropical trip, probably
because moments like these
are well earned.





CAMILLE In only 500 meters, the spot was offering a surf and kite wave (left) with offshore wind and another surf and kite wave (right) with side onshore wind. It's maybe one of the craziest spot I've ever ridden: perfect wave and insane background.





C a m e r a m a n
O l i v i e r S a u t e t
P h o t o g r a p h e r s
R o b i n c h r i s t o l
& M a t t G e o r g e s

CATCH THE MO- MENT



The cameraman Olivier, from Petole prod , makes all the filming & editing by himself: he can pilot the drone, swim with the RED camera in 6 feet waves and film from the top of a cliff in the same session. He does an amazing job even if he has a weird tendency of showing his butt.

About the photographers, Robin Christol mostly shoots sailing & regattas and Matt Georges is a snowboard/skateboard specialist: the mix of two talents, angles, and styles on the same trip is incredible!

S T A Y B L U E
S T A Y W E T
S T A Y I M M E R S E D
S T A Y S A L T Y





How did you keep yourselves busy when you weren't riding?

CAMILLE. Well most of the time we were just driving around the Isle to find some spots and shooting lifestyle. We were playing soccer (the other riders will tell you all about my insane soccer skills) and playing cards.

MATT. We had a few skate games with Liam on grass ... We were also flying drones to explore our surroundings.

MALLORY. I loved the football games. Paul, Liam and myself would kickass. Playing UNO was fun too, the rest of the time we were just driving, kiting and surfing.



**“ I LOVED
THE
FOOT-
BALL
GAMES.
PAUL,
LIAM
AND
MYSELF
WOULD
KICK-
ASS.”**

M A L L O





OUR AD- VENTURE

Tell us a few words
about the experience

MATT. Do you know anyone that wouldn't accept to go on a camping trip to explore the Outer Hebrides in Scotland with a bunch of nice guys to surf, kite, skateboard on grass, drive crazy on tiny roads, party with crazy Scottish, watch football in crowded pubs and take photographs of all this? That could be worse.

OLIVIER. We found ourselves in remote and uncharted places, cold, grey, rough, and that's what make all those trips magnificent. But the most special thing with MANERA is that we are not going to a product shoot, but we go on an adventure, and the most important is to capture the vibes, the feel of it.