



SPORTS ICON

L'Officiel Austria presents the "Golden Boy" of ski-jumping for its Athleisure Issue: Gregor Schlierenzauer. The most successful ski-jumper of all time shows us what autumn's athleisure wear has to offer at the venerable Liechtenstein Garden Palace.

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Location LIECHTENSTEIN GARDEN PALACE



Functional parka with detachable details, H&M MOVE
Hoodie and trousers, CALVIN KLEIN, available at STEFFL
Sunglasses, OFF-WHITE VIRGIL, available at MISTER SPEX

When you were 9 years old, you already switched from soccer to ski jumping, 2006 is considered to be the year of your breakthrough – at that time you were only 16 years old. But how was it for you to become involved in sports at such a young age?

It was a dream come true. This required the highest commitment, and I subordinated everything to this goal.

I had no experience of what it means to be able to deal with success. On the one hand, this was an advantage at that time, because I had much more time then, but at the same time, it also meant that I “had to” grow up more quickly. This also had its price, which became apparent much later.

You are considered to be a ski jumper with the most victories in the history of the World Cup. What would you yourself describe as the greatest achievement of your career as a ski jumper?

There is no such thing as the greatest achievement. Every achievement was the “best” at its time. Now that I look back on it, I would say it was a period of self-discovery. Those were the years that were less successful in terms of ski jumping. But they were most significant for my personal growth and in shaping my future.

Collaboration between fashion brands and athletes is a big part of the sports industry. Why do you think it is so important for fashion brands to choose athletes as cooperation partners?

Athletes are always in the public spotlight. There are a lot of emotions and feelings involved. This can create contact with people. And athletes as well as people who are publicly exposed should also convey messages. This also implies that one can find and live one’s own unique identity. Of course, fashion is also a part of it.

Reversible tracksuit with reflective monogram pattern made of recycled polyester, **H&M MOVE**
Sunglasses, **ALPINA RAM HR Q-LITE**, available at **MISTER SPEX**
Chain, in white gold, **BUCHERER FINE JEWELLERY**
Rings, made from 925 sterling silver and onyx, **SABOTEUR**
T-shirt, **STYLIST'S OWN**



Outdoor fleece jacket with hood, **H&M MOVE**
Hoodie, **BILLIONAIRE BOYS CLUB**, available at **STEFFL**
Shorts, **DRÔLE DE MONSIEUR**, available at **STEFFL**
Chain, Collier Classics in 18 carat yellow gold, **BUCHERER FINE JEWELLERY**
Bracelet in yellow gold, **BUCHERER FINE JEWELLERY**
Socks, **STYLIST'S OWN**
Sneakers, **LOUIS VUITTON**



Jacket, BILLIONAIRE BOYS CLUB, available at STEFFL
T-Shirt, STYLIST'S OWN
Pants, DIESEL, available at STEFFL
Sunglasses, AMBUSH, available at MISTER SPEX

How does sport influence your personal sense of style? Would you describe your personal style as "sporty", and do you have a favourite brand or item in your wardrobe that you would not want to do without?

This was a big challenge for me. I used to always wear tracksuits, so you don't really think about fashion so much. Especially in ski jumping. Football is different. I should have become a footballer (laughs). I'm in the process of finding my style. It's classic, comfortable, and can also have a stylish touch. The important thing for me is that I am completely myself and don't really like to dress up.

A year ago you announced the end of your sports career. How are you doing right now, and how do you look back to your ski jumping years?

I have prepared myself for this step. And I also took advantage of external assistance. I thus knew that it would go on. The challenge was to find a way from being a Gregor athlete to being a Gregor private person with aspirations and visions that life has in store for me.

"Every landing is a new start", can be read on your website. What does this statement mean to you, and how does it correlate with ski jumping in real life?

Yes, it keeps going further. Every day is different. Start and finish. And every second counts. It is important to look ahead and be open to all that life has to offer. We have a lot of options and opportunities. Every day we have to identify them and make use of them.

You recently became an ambassador for the Austrian startup company Fruits, a digital asset manager. Have you previously worked with ETFs & Co.?

Previously, I had little time to deal with it because of my sports career. Now, with Fruits, I am in good hands. I think the idea of the startup is very clever and I can therefore fully identify with it. In such challenging times, it is all the more important to find ways that bring financial growth for everyone. And this can be achieved with a decent amount of capital. A starting point and a goal, so to speak.



Jacket, HERINO, available at STEFFL
Pants, BOSS MEN, available at STEFFL
Sneakers, CHRISTIAN LOUBOUTIN



Padded sports jacket with hood and water-repellent outdoor trousers, **H&M MOVE**
Polo-shirt, **Z ZEGNA**, available at **STEFFL**
Sneakers, **LOUIS VUITTON**



What fascinates you about the FinTech sector and Froots in particular?

Froots offers private banking for everyone and responds to individual wishes and goals. No matter what amount of capital you invest. In the long run, it's really goal-oriented. Finances are something intimate and it was and is important for me to have the right partners who accompany and advise me, who are trustworthy and easy to work with.

In addition to your commitment to Froots, you also pursue your personal passion and plan a project in the area of real estate and interior...

It's much more than real estate and interior design. It's about maximum well-being in living and lifestyle. And our company ImpulseLiving offers something that is quite unique on the market of lifestyle and well-being.

In both cases, it's about long-term investments and planning - what are your plans for the future?

I am really looking forward to growing our company ImpulseLiving and to the challenges of continuing to discover my personality and to meeting people.

It is so wonderful to simply be able to encounter life with all its possibilities.

Reversible tracksuit with reflective monogram pattern made of recycled polyester, **H&M MOVE**
Sunglasses, **OFF-WHITE MERCER**, available at **MISTER SPEX**
Watch, **STYLIST'S OWN**
Ring, Dizzler in 18 carat white gold and 70 brilliant-cut diamonds, **BUCHERER FINE JEWELLERY**



Over-sized sport parka made of light, wind-proof 100% recycled polyamide, **H&M MOVE**
Sweatshirt, **AMI PARIS**, available at **STEFFL**
Pants, **MCQ**, available at **STEFFL**
Sunglasses, **MCQ WHITE-WHITE-SMOKE**, available at **MISTER SPEX**
Sneakers, **CRISTIAN LOUBOUTIN**



Running jacket and double layered shorts, wind-proof and water repellent, made from recycled polyester, **H&M MOVE**
Polo-shirt, **LACOSTE**, available at **STEFFL**
Socks, **STYLIST'S OWN**
Sneakers, **LOUIS VUITTON**



Running shirt and shorts from fast drying, breathable mesh made of 100% recycled polyester, **H&M MOVE**
Socks, **STYLIST'S OWN**
Sunglasses, **UNDER ARMOUR HALFTIME WWK**, available at **MISTER SPEX**
Bracelet, Anker in 18 carat rosé gold, **BUCHERER FINE JEWELLERY**
Sneakers, **CHRISTIAN LOUBOUTIN**



Sport windbreaker jacket and shorts made of quick dry functional material, **H&M MOVE**
T-shirt and socks, **STYLIST'S OWN**
Ring, Curriculum Vitae 18 carat rosé gold, **TAMARA COMOLLI**, available at **BUCHERER**