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NEW YEAR SALES - Alf Alderson, Les Arcs

Wednesday January 2, 2019 - [Email this article to a friend](#)

Alf Alderson is a Les Arcs 'Ambassador'. Here's what's going down at the Ambassador's Residence this week.

Like most blokes who are not members of the snowflake generation shopping sits on my list of enjoyable pastimes alongside sticking pins in my eyes.

Or drinking a pint with Piers Morgan.

So the decision to buy some new Salomon Shift bindings was not taken lightly.

Add to that the fact that they're expensive and I'm from Yorkshire and you will understand that this was one of the more momentous decisions I have recently made.

My friends Alvin and Peter recommended that I make my purchase from [Intersport Plan Peisey](#), where they know the staff well as a result of several seasons of basing themselves in this part of Les Arcs.

I found this quite surprising as in most ski resorts the locals will more often than not recommend some small, tucked away ski shop whose owner skied in the 1960 Olympics, and where everything costs an arm and a leg.

However, Alvin and Peter were bang on with their advice.

Along with another mate Mike, who was also in the market for some Shift bindings, I met up with Pierre and Tom from Intersport Plan Peisey.

They set up a pair of skis and bindings for us to take out and test on the sunny slopes above.

It wasn't long before we'd decided that these new bindings would transform our skiing.

Nay our very lives, and that we would purchase them forthwith, so we headed back down to the shop, which was doing a roaring trade this being the Christmas/New Year holiday period.

As such you might expect that customer service would have been cursory at best, this is France, after all.

But no, despite the fact that it was as busy as Oxford Street on Christmas Eve we were told that the bindings could be fitted to our skis while we waited.

We were served coffee and biscuits to pass the time.

Pierre even found a few minutes to readjust the fit of my ski boots, and it was all done with plenty of laughs and jokes; and Brexit didn't come up once...

So now I'm all set up with the ground-breaking Salomon Shift for the new year.

I've also discovered a ski shop which I'll have no hesitation in using again and recommending to friends; well done [Intersport](#).



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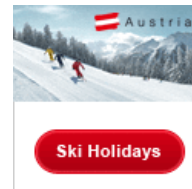
Alf the Ambassador

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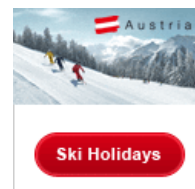


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