



Musto appoints Nat McAllister as new US Sales Manager

to accelerate growth in expanding market

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Musto, the world's leading technical sailing brand, has announced the appointment of Nat McAllister as US Sales Manager, marking a renewed commitment to strengthening and expanding the brand's presence across the United States.

McAllister's primary remit will be to grow Musto's specialty retail footprint across the country, ensuring more sailors and outdoor enthusiasts have access to the brand's industry-leading technical apparel.

Musto sees significant untapped potential particularly among premium retailers. *"The US market represents one of the greatest growth opportunities for Musto and Nat joins us at exactly the right moment,"* said Musto Marketing Director, Nick Houchin. *"His deep experience in performance retail and his passion for sailing make him the ideal partner to help us build long-lasting relationships with retailers and deliver Musto's world-class product to more consumers."*

Musto is widely recognized in the US for its premium offshore sailing collections, most notably the LPX and MPX ranges, consistently among the brand's best-selling technical products. McAllister will work closely with Musto's HQ in London to support growth not only in offshore gear but also across coastal, inshore, and lifestyle categories.

The British heritage brand's technical credibility in the US has been shaped in part by celebrated American offshore sailor Charlie Enright, who wore Musto in multiple editions of the The Ocean Race, winning the race outright in the 2022-23 edition with 11th Hour Racing Team, further cementing Musto's reputation for engineered performance at the highest level of the sport.

McAllister joins Musto with an extensive background in specialty sports retail and wholesale, most recently with Specialized Bicycles in California. A lifelong sailor, he brings a personal passion for the water and a deep understanding of the communities Musto serves.

"Having grown up on both US coasts, sailing has always been central to my life," McAllister said. *"From racing in local regattas to exploring coastlines around the world with my family, time on the water is what I live for. Supporting junior sailing programmes has also been a privilege and a passion."*



He continued: *"I'm excited to be working with such a proven, legacy brand as Musto. Coming from a brand that is inspired and designed by cyclists for cyclists, to one that was founded by sailors and remains at the cutting edge of engineered performance for sailors is truly motivating. After spending time with the teams at Musto HQ and previewing what's in development, I'm energised by what we will bring to sailors and retailers across the country."*

Following a busy start including the Newport International Boat Show in September, a strategic visit to Musto's HQ in London, and the US Sailboat Show in Annapolis in October, McAllister is already fully engaged in meeting partners and driving momentum: *"I'm hitting the ground running and look forward to meeting and working with our retail partners across the US. I'll be reaching out in the coming days and weeks, and can't wait to get to work."*

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