

SGBWEEKLY

ISSUE 1503
JANUARY 19, 2015

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY

An Upbeat Outlook For 2015

Industry Executives Share Their Concerns and Optimism... *part two*

Technical Outerwear

Evolving Faster Than Consumers Can Keep Up With

 **COME SEE US
AT OUTDOOR
RETAILER WINTER
MARKET 2015
BOOTH #5009**



A woman with long dark hair, wearing a dark parka with a fur-lined hood, a blue turtleneck scarf, blue jeans, and blue gloves, is walking a husky dog in a snowy field. She is holding a leash in her right hand and a ski pole in her left. The husky is black and white with blue eyes and its tongue is out. The background is a soft-focus snowy landscape.

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6

MAKING NEWS

4 By The Numbers

Life Is Good Launches

"We Breathe Together" Campaign

5 Skechers Adds LPGA Golf Pro
Belén Mozo as Brand Ambassador

Movers & Shakers

GIVING BACK

6 Brooks Running

Launches Brooks Booster Club

PRODUCT FOCUS

CONSUMER ELECTRONICS SHOW

8 SFIA Sports Tech Conference and
Marketplace Launches at
the Consumer Electronics Show

8 Adidas Partners with Interactive
Health Technologies

9 Under Armour Launches UA Record

FEATURES

10 CES Wearable Roundup

14 An Upbeat Outlook for 2015

Industry executives weigh in on their
concerns and what gives them
optimism... *part two*

22 Outerwear Doesn't Stop Improving

Photo courtesy Brooks
Cover photo courtesy Dynafit



BY THE NUMBERS

-0.5%

Big 5 Sporting Goods Corp. reported warm weather, lower than expected firearms sales, and discounting led to a 0.5 percent decline in same-store sales in its fourth quarter ended December 28. Big 5 now expects EPS in the range of 14 to 16 cents a share, which is down from 23 cents a year ago.

+6 to 7%

Lululemon Athletica, Inc. said it now expects comparable sales to increase in its fourth quarter between 6-to-7 percent on a constant dollar basis, up from its projections for a gain in the low-single digits. EPS is expected to come in the range of 71 to 73 cents a share, up from its forecast of 65 to 69 cents previously.

+9.1%

Wolverine Worldwide, Inc. said it expected adjusted EPS for the full-year 2014 to come in at the high end of the previous earnings guidance of \$1.57 to \$1.63 per share. Revenues in the period are expected to climb 9.1 percent to \$808 million. Wolverine also said it expected diluted earnings per share to come in flat in 2015 due to a strong dollar, the phasing out of Patagonia footwear, rising pension expense, and investment in its many other brands, which include Merrell, Sperry-Top Sider, Keds, and Chaco.

+10%

Genesco, Inc. reported that comparable sales, including both stores and e-commerce sales, increased 10 percent for the quarter-to-date period ended January 3. It maintained its guidance for EPS for the full year in the range of \$4.75 to \$4.85 due to gross margin and foreign currency pressures with some weakness at its Lids chain.

+23%

Nautilus, Inc. reported net sales of approximately \$95 million for the fourth quarter of 2014, an increase of 23 percent compared to the fourth quarter of 2013. Pretax EPS from continuing operations are estimated to be in the range of 43 to 46 cents per share for the fourth quarter of 2014, compared to 32 cents per share for the fourth quarter of 2013.

LIFE IS GOOD

LAUNCHES “WE BREATHE TOGETHER” CAMPAIGN

In an effort to shift the national conversation away from “us vs. them,” and toward “compassion and unity,” Life is Good has launched a “We Breathe Together” social media campaign that includes a limited t-shirt collection.

Through the t-shirts and the #WeBreatheTogether hashtag on social media, Life is Good is asking their community to join the conversation with #WeBreatheTogether and challenge their friends, coworkers, and teammates to be part of the solution.

“We Breathe Together is a simple but powerful message that says we are stronger united than divided,” said Bert Jacobs, co-founder and chief executive optimist of Life is Good. “It doesn’t ignore that we have differences but emphasizes that our strengths and our solutions will rise by recognizing what we have in common. That’s why Life Is Good is starting a conversation that focuses on unity. We hope that the conversation around #WeBreatheTogether will challenge people to help be part of the solution.”

Life Is Good donates 10 percent of its annual net profits to support the Playmakers, a non-profit organization that works with frontline childcare providers to ensure that children who have experienced trauma in their lives are identified and engaged through play therapy. To date nearly 5,000 trained Playmakers have cared for more than 310,900 children in the U.S. and Haiti.





SKECHERS
ADDS LPGA GOLF PRO BELÉN MOZO
AS BRAND AMBASSADOR

“Belén Mozo is a born competitor and we couldn’t be more thrilled to have her join Skechers GO Golf as our first female brand ambassador as we grow this division.”

- Rick Higgins, VP Merchandising and Marketing,
Skechers Performance

Skechers Performance said LPGA Golf Pro Belén Mozo has joined Skechers Performance GO Golf as its newest brand ambassador. Mozo will be featured in upcoming global marketing campaigns and will have direct design influence on a custom footwear style to release late 2015. Mozo joins Skechers Performance athletes including PGA golfer Matt Kuchar, America’s number one marathoner Meb Keflezighi, and world-class runner Kara Goucher.

“Belén Mozo is a born competitor and we couldn’t be more thrilled to have her join Skechers GO Golf as our first female brand ambassador as we grow this division,” said Rick Higgins, VP of merchandising and marketing for Skechers Performance. “As with all of our athlete integrations, she has been instrumental in the development of the women’s GO Golf range including her own custom Skechers GO Golf Blade to release later this year.”

Skechers Performance entered the women’s golf market building off the success of the GOwalk category. It combines proprietary features such as Goga Mat Technology for high-rebound cushioning, GOimpulse Sensors with Resagrip for traction control, and added water-resistant treatments.

“I’m so excited to join the Skechers Performance family,” said Mozo. “They put the same energy and passion into designing a great shoe as I do toward elevating my game. The golf shoes are highly technical and athletic, but also comfortable and colorful, which make them the perfect fit for my lifestyle and personality.”

Born in Cadiz, Spain, Mozo began golfing at eight years old and continued her amateur career at the University of Southern California, where she became a four-time NCAA All-American. In 2006, she was the first player since 1972 to win the Women’s British Amateur and the British Girls Amateur Championships in the same year. After turning pro in 2010, Mozo qualified for the LPGA Tour on her first attempt and has since gone on to become a rising star in women’s professional golf. Mozo made a strong statement in 2014 when she led the Spanish team to victory at the inaugural LPGA International Crown.

MOVERS & SHAKERS

Craft Sportswear North America promoted **Ming Tan** to Manager of Custom Sales.

Swedish heritage brand **Fjällräven** appointed **Joe Prebich** as the brand’s Director of Marketing in North America. In his most recent role, he served as Director of Marketing for Zeal Optic.

Gaiam named SoloHealth Founder **Bart Foster** as President.

GU Energy Labs named former Smith Optics executive **Blair Clark** as its new VP of Sales.

Hydro Flask hired **Joe Smith** as Director of Product, and **Leanne Champion** as Director of Marketing.

Keen appointed **Claire Juttelstad** as Director of Manufacturing for its Portland, OR factory. Juttelstad previously worked for Benchmade Knife Company and Lacrosse Footwear.

Nathan Sports appointed **Gregory Brantner** as Marketing Manager; **Alex Feldman** as Eastern Region Tech Representative; and **Daniel Suher** as Specialty Sales Coordinator.

Salt Life, which is owed by Delta Apparel, added **Timmy Curran**, professional surfer and musician, to its team ambassador roster.

Reflecting on its growth in the freeride-ski category, **Scarpa** added skiers **Lynsey Dyer** and **Ben Leoni** to its roster of sponsored athletes. In climbing, **Graham Zimmerman** joined the company as a sponsored athlete.

U.S. Youth Soccer appointed **Christopher S. Moore** as its new CEO. He was President and COO of GENYouth.



Photos courtesy Brooks



GIVING BACK

BROOKS RUNNING

LAUNCHES BROOKS BOOSTER CLUB

Brooks Running Company said it would double-down on its commitment to the future of the sport by launching the Brooks Booster Club – a needs-based grant program to provide gear and funds to 25 under-resourced high school cross country and track teams across the U.S. and Canada.

Coaches and athletic directors can apply for a Brooks Booster Club grant online at brooksrunning.com/boosterclub now through May 1. Brooks will announce the winners in June.

“Through our Inspiring Coach of the Year Award we’ve been able to honor dozens of amazing coaches who build the foundation of our sport and inspire young kids to run; but we discovered there were many schools in need of help in ways that go beyond the award. The Brooks Booster Club is how we plan to provide that assistance,” said Brooks Team Brand Manager Steve DeKoker.

The Booster Club will support 25 high school teams, outfitting athletes with training and racing shoes, racing uniforms and sweats. Additionally, the schools will receive \$2,000 cash to help with expenses.

Brooks also invites the running community to pay it forward with the opportunity to expand the program’s reach beyond 25 high school teams.

Proceeds from the company’s new eBook, “Running Through the First 100 Years,” and Booster Club promotional items coming later this year on Brooks’ website will go directly to additional Brooks Booster Club grants. For every \$5,000 raised, Brooks will add another school to the Booster Club grant list. Runners can buy the eBook on Amazon and the iBookstore for \$10.

In 2015 Brooks will also expand its Inspiring Coach of the Year Award program to Canada. Brooks will recognize 10 coaches from the U.S. and three from Canada for their work in inspiring young athletes to run and be active. The winner will receive \$10,000 in gear and \$2,500 in cash, all finalists receive \$2,500 in gear and \$500 in cash, and each coach will be honored in June at the 2015 Brooks Inspiring Coach of the Year awards banquet.

Brooks is calling on high school runners, their parents and family members, colleagues, school administrators, and the running community to nominate a current high school cross country or track coach for the Inspiring Coach of the Year Award. Nominations close May 1; more information is available at brooksrunning.com/inspiringcoaches. ■

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THE TERRAIN. SO
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**SFIA
SPORTS TECH
CONFERENCE
AND
MARKETPLACE
LAUNCHES AT
THE CONSUMER
ELECTRONICS
SHOW**

The inaugural Sports Tech Conference and Marketplace presented by the Sports & Fitness Industry Association (SFIA) made its successful debut at the International Consumer Electronics Show (CES) in Las Vegas this month. CES attracted more than 170,000 attendees annually from all over the world, showcasing the latest offerings in the consumer electronics industry.

The Sports Tech Conference, held on the second day of the show, featured SFIA members Adidas, MC10, Inc. and Under Armour. Simon Drabble, Adidas' director of product creation, and Darcy Norman, EXOS director of performance innovation, discussed how technology is being used in team settings, most notably in helping the German National Soccer Team win the 2014 World Cup.

Elyse Winer, MC10's senior marketing and communications manager, led a panel on how technology can improve an athlete's safety while optimizing performance. Isaiah Kacyvenski, head of sports and fitness for MC10, Paul Robbins, director of elite performance for STATS, LLC, and Jeb Terry, former NFL player and CEO, StraightCast Media, were the featured panelists.

Under Armour Director of Performance Paul Winsper dove deep into the data currently being collected and how it could be translated to help athletes develop and perform at a high level. Winsper gave attendees an inside look at how the UA Record app was developed.

"We're impressed by the sports and fitness products on display at this year's International CES," said VJ Mayor, senior director of communications and research. "We look forward to the expanding role our industry will play in this event for years to come as our members continue to develop technologically advanced products."



**ADIDAS
PARTNERS WITH INTERACTIVE
HEALTH TECHNOLOGIES**

Adidas announced a new partnership set to pave the way for a new age of fitness technology in schools. During a presentation at the 48th annual Consumer Electronics Show (CES) in Las Vegas this month, the global sports brand revealed collaboration with Interactive Health Technologies (IHT) that aims to empower young people to become self-motivated in managing their own health.

Adidas is a leading brand in sports innovation and its miCoach training service has helped elite professionals and consumers maximize their potential through technology and expert guidance. This same commitment to "unleashing human potential through custom personal guidance" will now come to the U.S. school system through the partnership with IHT.

Since starting three years ago, IHT has pioneered a heart rate monitoring system and customized curriculums in middle schools and high schools throughout the U.S. During the 2014 school year, 240,000 children were connected to the IHT system and they are now on track to have a daily interaction with more than one million students a day by 2016.

Jen Ohlson, co-founder and president of IHT said: "We are delighted to be partnering with Adidas and leveraging the miCoach service on this new venture. When we started on this journey, we knew that there was a lot to be done in order to change the way that health is seen in the United States and beyond. We have already made great strides in developing a system that brings together exercise and academics in a program making a real difference."

The partnership with Adidas will allow IHT to continue to grow and provide innovative health solutions to even more schools throughout the U.S. and beyond. Adidas will bring existing expertise in the area of performance and heart rate monitoring, alongside a monthly challenge program including a summer institute for PE teachers that will allow IHT to bring heart rate technology to more students more efficiently.



UNDER ARMOUR LAUNCHES UA RECORD

At the Consumer Electronics Show, Under Armour unveiled UA Record, the latest addition to its comprehensive health and fitness network. UA Record simplifies your personal health data with fitness activity tracking tools, connects you to your digital community, and keeps you synced with your fitness goals. It's available for download on the App Store or from the Google Play store.

"UA Record offers everyone of all fitness levels the ability to proactively manage their health and fitness," said Kevin Plank, founder and CEO, Under Armour. "By syncing the thousands of fitness tracking devices and apps onto its open platform, and creating a visual dashboard of your data, UA Record is a simple and empowering tool designed to help people lead healthier and more active lives."

Data features include: motion and GPS activity tracking from mobile sensors and third party devices, analysis from individual workouts and a total snapshot of progress including steps, sleep, caloric burn, heart rate, and weight.

Members can invite up to 20 friends within their network to compete in customized health and fitness challenges centered on specific goals. Challenges are based on workout count, total distance, total steps, and calories burned. These daily, weekly, or monthly competitions provide real-time updates, leaderboard progress, and an open conversation forum for group participants.

The ability to share content such as videos, photos, and workout stories is built into the app along with access to original content on nutrition, training methodologies, injury prevention, and more



directly from health and fitness experts. Product updates are planned throughout the year. Coming soon, members will have the ability to incorporate customized feedback and use personal in-app health assessments.

Employing the Under Armour Connected Fitness API/SDK platform (developer.underarmour.com) ensures a wide range of devices and apps will directly sync with UA Record including Armour39 and MapMyFitness.

"UA Record provides you with a tailored roadmap to understand more about your body, fitness performance, and health than ever before," said Robin Thurston, SVP, Connected Fitness, Under Armour. "Achieving your health and fitness goals is now possible on your own terms with a strong community behind you."



CES Wearable Roundup

Last week in Las Vegas, more than 170,000 tech nerds and nerd-wannabees from around the globe descended on Las Vegas for the International Consumer Electronics Show (CES), known to be one of the largest conventions in the city each year. Not surprisingly, one of the star gadget categories this year was Fitness Wearables.

By Thomas J. Ryan

The industry is abuzz about everything from workout gear that can measure your hydration and fluid output to helping you maintain proper energy and productivity levels. Even more interesting is that many of these companies are building products and equipment that are not just for elite athletes.

“The convergence of sports, fitness and tech or electronics is here and not just something we saw on the horizon a very short time ago,” said Tom Cove, CEO of the SFIA, which held its inaugural Sports Tech Conference and Marketplace as part of the show. “It’s here and we are just seeing the beginning.” Here, just a few of the items garnering some buzz.

FITBIT

Fitbit showcased three models. The Surge, \$250, is touted as its first “fitness super watch.” It has a bigger screen than the other new models – which resemble Fitbit’s popular fitness bands – and measures your steps taken, calories burned, distance travelled, stairs climbed, active minutes done, and how much sleep you’ve had. It also boasts more advanced smartwatch

skills like caller ID, heart rate tracker, GPS, notifications and music controls. It promises to last a week before needing a recharge.

The Charge, \$130, and Charge HR, \$150, have OLED displays (as opposed to the Surge's LCD), and can track movement and sleep. They also

have caller ID. The only difference between the Charge and Charge HR is the latter has Fitbit's proprietary PurePulse heart rate tech, which monitors your heart rate using LED lights. It too promises a week before needing a charge. Said James Park, CEO

and co-founder of Fitbit, "With Fitbit Charge HR and Fitbit Surge, features like heart rate tracking are made simpler by being continuous and automatic so the technology works no matter what you're doing and the experience is seamless yet powerful, giving users valuable all day health insights."

GARMIN

Garmin brought out three new wearables to the show this year, all with a strong outdoor and fitness focus. All three are compatible with Garmin's Connect IQ store for more smartwatch functionality and customization.

With the new EXO GPS antenna, the Fēnix 3, \$500 and \$550 for the heart-rate-monitor bundle, boasts features that support a full range of multisport activities, from advanced fitness training, to cross-country and alpine skiing, snowboarding, as well as hiking, climbing and trail running. It's compatible with the Fēnix 3 comes in three variations, silver, gray, and the premium sapphire, which features a scratch-resistant sapphire lens. Other details include a stainless steel bezel and sunlight-readable high-resolution color display.



Garmin Fēnix 3

Said Dan Bartel, Garmin vice president of worldwide sales, "Designed to handle even the most rugged conditions, Fēnix 3 provides a comprehensive multisport feature set that can be fully customized to the user, making it easy to transition into everyday activities."

The Epix, \$550, is a rugged GPS mapping watch for outdoor enthusiasts who are looking for a hands-free navigator. Featuring a 1.4-inch high-resolution color touchscreen, Epix comes preloaded with a worldwide shaded relief basemap, a free one-year subscription to BirdsEye Satellite Imagery, plus 8GB of built-in memory for additional maps. Epix boasts an omni-directional EXO steel antenna with GPS and Glonass support for a quick fix and accurate position, as well as traditional altimeter/barometer/



Garmin Epix

It's comfortable for all day wear and smart notifications keep users connected with pressing work matters, family, and friends. With the new Connect IQ store, users can easily customize Vivoactive with free watch face designs, widgets, and additional apps. Added Bartel, "Designed to be worn all day, Vivoactive can be personalized in many ways - from interchangeable bands to watch faces, apps, and widgets - making it versatile, stylish, and functional for your life."

compass functionality. Epix is also compatible with ANT+ sensors like heart rate monitors and Tempé temperature sensor for even more data.

"For the first time, we're able to pack the punch of an outdoor handheld GPS into a wearable device," said Bartel.

Vivoactive, \$250 and \$300 (heart rate monitor bundle), is a lightweight and ultra-thin GPS smartwatch with built-in GPS-enabled sports and activity tracking apps.



Garmin Vivoactive

BOMDIC

Bomdic, a start-up, introduced what it claims to be the world's first wearable stamina fitness sensor and app. Tested on professional athletes for the last three years, the device helps athletes understand in real time how much stamina is being consumed during a workout, when their bodies are fatiguing and when to change the intensity of their workout for optimal performance. The solution is built on a patented algorithm that measures the athlete's heart rate by calculating 64,000 data points per second. The sensor, which is connected to a chest strap, detects the athlete's decreasing stamina



when their pace slows down, which may be caused by having to breathe harder, which in turn may lead to muscle fatigue and lactic acid build-up. GoMore is powered by three features: Fatigue Alert, Potential Projector, and Stamina Analysis.

"GoMore empowers athletes to truly 'go more' by training smarter," explained HsinFu Kuo, CEO of Bomdic. "Our app notifies athletes when they need to slow down due to fatigue while also helping them know how much more they can perform with their unused stamina."



track Vert Jump data on smartwatches for quick and easier review.

The company at CES also announced a partnership with the U.S. Women's National Volleyball Team. "We're excited to team up with the biggest names in volleyball, and demonstrate how to effectively incorporate data and technology into training routines," said Martin Matak, founder of VERT. "Understanding jump data has a profound effect on improving an athlete's game and even preventing injury, so we are thrilled with the support of USA Volleyball."



Vert Wearable Jump Rate Monitor



Zensorium Being

ZENSORIUM

Zensorium, makers of Tinké, introduced the Being, a bio-sensing wearable with three unique selling points: continuously mapping the user's moods, activity, and sleep. The users moods are mapped hourly to differentiate good from bad stress, into four different zones: distress, excited, normal, and calm. Developed together with neuroscientists and psychologists, Being senses the amount of energy from heart rate changes in blood pressure and emotions from heart rate variability. Capable of continuous monitoring, Being knows when the user is stressed for an extended period and provides steps to encourage deep breathing and reduce stressors.

The Being also tracks the user's heart rate, steps, distance, and speed accurately while in motion, based on his height and weight, without a conventional chest strap. When not training, Being tracks steps and maps it to an hourly heart rate measurement. The added dimension of heart rate monitoring helps to identify the impact of steps taken and calories burned 24/7.

Said Juliana Chua, principal of business innovation group of Zensorium, "Being meets an increasing market need for an in-depth understanding of the consumers' overall physical and mental fitness for preventive care that is not currently available."

VERT

Vert introduced the Vert Wearable Jump Rate Monitor, \$125, the first sports wearable to measure jump rate. A non-invasive, miniature inertial measurement unit (IMU), the device allows athletes to perform in games and practices without discomfort. The Jump Rate Monitor, pairs with an iOS App that can be monitored by coaches during use, and instantly provides jump rate, jump height, and any additional jump-related measurements. As an added benefit, all users will have the ability to view and



Epson's Runsense SF-810

EPSON

Epson's Runsense SF-810, \$450, has a built-in, Epson-developed, optical sensor to measure the user's heart rate directly from the wrist. This removes the inconvenience of needing a potentially uncomfortable chest strap to monitor pulse rate while exercising. By using its own technology, Epson has created an energy efficient device that is capable of active GPS tracking and heart rate measuring for up to 20 hours without recharging – more than two times longer than comparable products. The SF-810 also features Epson's smart stride sensor that precisely measures stride length and pitch while also learning an individual's running technique.

The device is suitable for monitoring running, cycling and walking, and can also be used at the gym with the indoor mode. It has four customizable screens that can provide more than 35 different measurements, including time elapsed, distance, pace, laps, intervals, speed, calories burned, and many more, while powerful training modes help athletes achieve better results. Interval training allows users to set a series of sprint and recovery sequences to help develop better speed and endurance.

Simon Hanly, product manager at Epson UK, commented, "We have successfully integrated our optical sensor, used in our new Pulsense products, so that athletes don't need to wear a chest strap to monitor their heart rate during exercise, while we have maintained a battery life significantly longer than competitor products. We truly believe that this new device will set a new standard for GPS sports monitors."

SALUTRON

Salutron, the maker of LifeTrak, unveiled its new GEM fitness tracker, the first in LifeTrak's new line of products offering continuous heart rate monitoring. The device's design will allow for flexible wear options, enabling users to accurately track heart rate from a variety of places on the body. Building on LifeTrak's full line of 24-hour fitness trackers, which includes products for consumers at every level of activity, GEM will initially target more serious fitness enthusiasts who are looking to take their training to the next level through precision cardio and calorie burn workouts.

In addition, LifeTrak will also be offering a first look at its sleek new version of the Zone C410 fitness tracker, the Zone C410w, designed for



Salutron
LifeTrak GEM
fitness tracker

women. In mid-January 2015, LifeTrak will begin offering this updated version of its most popular device, which will fit small to medium wrists better, have a more streamlined design and come in a new color option.

FITLINXX

The FitLinxx AmpStrip promises to be “the first heart rate and activity monitor that can be worn all day, every day – providing more comfortable, accurate, and continuous data for athletes training to the peak of performance.” Using hypoallergenic-grade adhesives, AmpStrip sticks discretely to the user’s torso to automatically and continuously track heart rate, activity, respiration, body temperature, and posture; not only during workouts but also during rest, recovery, and sleep. AmpStrip lets users know how they are performing and where their body is in the stress-recovery cycle of training so they can make better decisions about the type and intensity of



FitLinxx
AmpStrip

each day’s workout and keep functioning at peak performance.

Said Dave Monahan, president and CEO of FitLinxx, “AmpStrip is the first of its kind heart and activity tracking monitor outpacing existing products with significantly more accurate data and comfortable 24/7 wear before, during, and after exercise. Fitness enthusiasts can lose the chest strap and wristband, staying focused on improving performance while AmpStrip works automatically to provide the information that will help them best reach their goals.” ■

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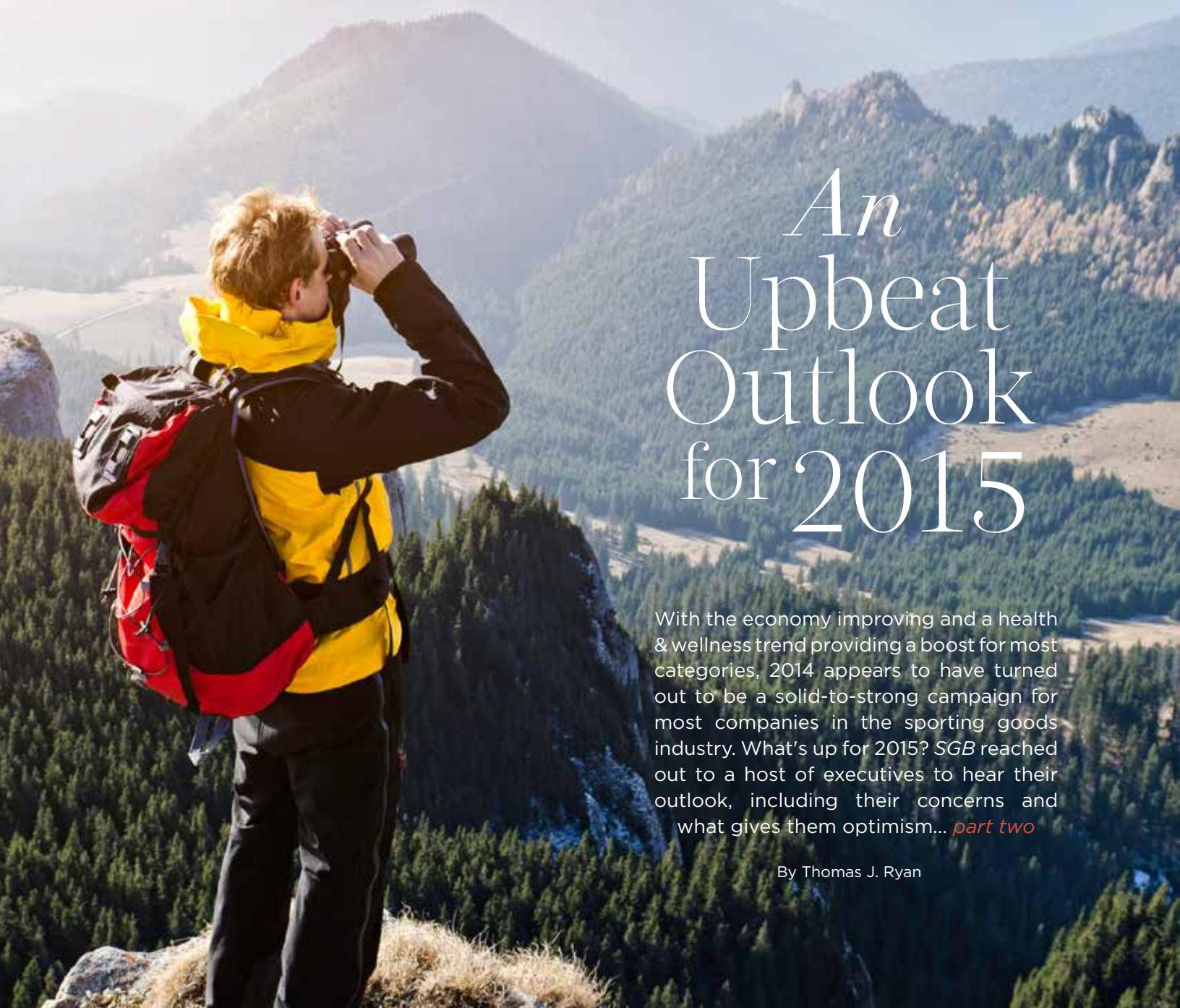
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An Upbeat Outlook for 2015

With the economy improving and a health & wellness trend providing a boost for most categories, 2014 appears to have turned out to be a solid-to-strong campaign for most companies in the sporting goods industry. What's up for 2015? *SGB* reached out to a host of executives to hear their outlook, including their concerns and what gives them optimism... *part two*

By Thomas J. Ryan



Kevin Davis, President & CEO, Performance Sports Group

We're very excited about 2015 and the year ahead both across the sporting goods industry and within the sports we serve, including hockey, baseball, softball, lacrosse and soccer. Across our portfolio of brands – Bauer, Mission, Maverik, Cascade, Inaria, Combat, and Easton – we are very excited about each business' growth opportunities. Driven by performance innovation as a result of our investment in R&D and authentic brands, we plan to grow across each product category and expand into new markets. As consumers continue to demand

the ultimate in performance and protection, we'll continue to deliver game-changing technologies that elevate their play and safety. Additionally, our expansion into team apparel and uniforms will drive continued growth for all of our brands...Ranging from Bauer To Easton, our brands resonate with young athletes as authentic and for continually driving innovation such as the Bauer Tuuk Lightspeed Edge holder, the Easton Mako Torq bat and sensor-technology that helps athletes perfect their game. Looking ahead, we're optimistic that our future product lines will continue this tradition of excellence with game-changing technologies that players of all levels and ages demand...Even as we're very optimistic about the growth opportunities ahead, we expect that global politics and economics will continue to be a concern for our industry in 2015, particularly in Russia. Significant fluctuations in foreign exchange rates provide both opportunities and risks not only in Russia but across the globe. Unstable foreign exchange rates will continue to impact our business, our partners globally, and in some cases even our consumers' disposable income. - Kevin Davis, President & CEO, Performance Sports Group



Adam Blumenfeld,
CEO, BSN Sports

I think the industry will continue to move along at a similar pace to years' past...Concerns would be the fragility of the economic recovery; false hope that may be created from the implied strength of the financial markets; and the ability for China to manage what appears to be a significant slow-down in demand for their products and services. Perhaps most disturbing for our industry, the growing efforts by Asian makers to market their products direct

via the web to U.S. consumers - giving the risk of a flattening world and definition of 'selling direct' a whole new meaning and a brand new threat for U.S. retailers and resellers. I also think Amazon - with its 'sales now profits much later' approach to market share growth will continue to sap up more and more consumer demand and this is likely to have a direct impact on discretionary categories like sporting goods...As it relates to BSN Sports - my outlook, which should be no surprise, is highly optimistic, and my expectations for ourselves are over the moon. We have added more than 100 new sales pros to our family this year, and I expect us to continue to leverage our scalable platform by adding the best and most talented dealers and people at all levels to our company. Growth in lacrosse, women's sports, volleyball, and club will drive those categories; we are laser focused on the fight against childhood obesity, and we are extremely excited that Varsity Brands, our parent company, will be rolling out a whole host of programs to help elevate the student and athlete's experience through sport, spirit, and achievement... BSN Sports does not, and will not, rest on its laurels. Our job is to surprise and delight our customers like they have never before experienced, and to continue delivering on that promise time and time again. A lot goes into maintaining that promise from people to financial assets to technology to the heart and will to serve. We look forward to adding many new dimensions to our approach, and our story in 2015. - **Adam Blumenfeld, CEO, BSN Sports**

There are several areas that will matter to the industry: Health Care, Tax Reform, Trade & Regulation are the biggest.

- » **Healthcare:** Republicans are committed to passing legislation to repeal and replace the Affordable Care Act. They do not have the votes to override a certain Presidential veto and will pivot to smaller bi-partisan healthcare improvement measures. Both the House and Senate GOP "Repeal and Replace" bills contained language to expand the IRS definition of a medical expense to include physical activity as a form of prevention. This change would allow consumers to use funds in pre-tax medical accounts to pay physical activity expenses. Congress has estimated the change would inject \$2.5 billion into the physical activity industry. The concept was originally introduced in SFIA's Personal Health Investment Today Act (PHIT Act) which has 50 co-sponsors split evenly between Democrats and Republicans in

this Congress. SFIA is committed to moving the PHIT Act through Congress by 2016 in an effort to reverse the inactivity trend to improve health in America.

- » **Tax Reform:** Tax reform presents another opportunity to move PHIT through Congress but it would be a small part of a bigger package of tax bills. The current system of having temporary tax credits renewed every few years holds corporations hostage to politics. SFIA and other industries representing 1,500 products included in the Miscellaneous Tariff Bill have been suffering since the tax relief expired in 2013. There is a movement in Congress to make the many temporary tax credits permanent to create a more predictable corporate environment. There is also interest in addressing the corporate inversion issue and reducing the repatriation tax rate to bring money held overseas back to the U.S. The overall goal would be a simpler, more fair and predictable tax code. The last major tax overhaul was in 1986 before the Internet. It's time to update our tax code, but it's a political mine field which will require cooperation between the President and Congress to navigate successfully.



Bill Sells, VP,
Government
Relations & Public
Affairs, SFIA

- » **Trade:** Both the President and Congress identified 'Trade' as an area they could work together on over the next two years. Expect activity on the Trans-Pacific Partnership (TPP) in the first half of 2015. The trade agreement with Pacific Rim trading partners would be the biggest free trade deal ever. The GOP Congress will need to grant President Obama Trade Promotion Authority (TPA) so he can submit TPP for a straight up or down vote without any Congressional Amendments. Republicans will likely package TPA with some other trade bills and send to the President to get the process moving. It is unclear if the Miscellaneous Tariff Bill (MTB) containing \$5.5 million in tariff relief on industry products will be part of that package. If not, the MTB process could be revamped which will slow the process down. Of immediate concern is the continued labor issue at west coast ports. The Collective Bargaining Agreement between the Pacific Maritime Association and the International Longshore and Warehouse Union expired over the summer and the flow of cargo has slowed as a result of back-ups at the ports. The ports have asked for a Federal Mediator, the Union has requested shippers join the negotiations directly, and the cargo continues to pile-up. Members of Congress from both parties have requested President Obama intervene, but to date the White House has not moved to help resolve the impasse. - **Bill Sells, VP, Government Relations & Public Affairs, SFIA**

I am strongly optimistic for 2015. For the overall sporting goods, fitness, and outdoor industries, I expect a solid year. Consumer confidence is strong, fuel prices are low, and equity markets are near an all-time high. In addition, the SFIA has introduced legislation; which, if passed, would enable consumers to use pre-tax dollars to purchase sports equipment, gym memberships, race entry fees, etc. These things all lead to people doing more fun stuff and



Brian Anderson, CEO, Moji

buying the products that help them enjoy fun stuff. This is great for our industry; however, I must admit that I am always bullish about our industry. I have always believed that our industry is partially insulated from macro economic conditions because sports, fitness, and outdoor activities are an integral part of life for so many consumers. Moreover, companies that innovate will always be rewarded no matter what macro economic conditions exist. Product and brand innovation are hallmarks of our industry. Even in the worst of economies, there will always be companies that crush it. Just look at the consistent growth of companies like GoPro, Under Armour, and Lululemon over the past 10 years. In addition to these large players, there are thousands of smaller sports and outdoor companies that innovate, grow, and make money no matter the economic conditions. Moji is a great example of this. In Q1 of this year we are launching an entire line of innovative, best-in-class, massage and recovery products for athletes with sore muscles - runners, fitness enthusiasts, skiers, etc. This new product line, and the resulting sell-through, will be great for Moji and our retail partners...even if my optimism for the overall industry is wrong!

- Brian Anderson, CEO, Moji



Brian Mecham, GM, U.S. Region, Icebreaker

We have seen a healthy increase in sales over the last 12 months and are cautiously optimistic about the outlook for next year. That said, we are being conservative as we do see increased competition both from inside the outdoor industry and from non-endemic brands entering into the market. In spite of the increased competition, we continue to see strong demand

in all of our channels in the U.S. and as we continue to build brand awareness. We believe the quality of our product, strong relationship with core specialty outdoor retailers, and increased marketing efforts in 2015 will provide us with healthy growth...Our biggest concern in the U.S. is around discounting in the market, which in turn leads to margin erosion for both retailers and vendors. Icebreaker is a premium brand in the outdoor and ski space and in order to maintain that positioning we will be focusing on tighter inventory management to reduce the amount of

discontinued product that is sold. We believe that by using a model of scarcity we will be able to increase demand, maintain full price sales, and improve profitability for our retail partners and Icebreaker...In terms of reasons for optimism - certainly the health of the U.S. economy plays a big part in our forecast for 2015. Additionally we continue to see the U.S. consumer look for natural solutions in their performance apparel. This trend toward natural fibers like merino clearly positions Icebreaker to benefit in the coming years. Icebreaker is celebrating its 20th Anniversary next year and has been at the forefront of introducing active outdoor users to the benefits of merino and through increased marketing efforts, product innovation, and support of our wholesale partners we expect to continue to be in a leadership role. Lastly, over the last six months we have refined our organizational structure to place more emphasis on managing our various regions through better alignment of our channels. By adopting an Omni Channel approach to each region we believe we are better positioned to maximize the exposure of the brand to new consumers and are working to minimize channel friction and continue our commitment to supporting specialty outdoor retail. - Brian Mecham, GM, U.S. Region, Icebreaker

We see 2015 as a year of opportunity. Growth is there to be had, and we're excited to be working with so many partners who are willing to do things differently, make bold statements at retail, and drive that growth versus waiting for it to happen. Nathan primarily serves runners and fitness enthusiasts and we see continued strength in these categories for 2015. Participation is still growing and our retail partners continue to be creative and progressive in the



Bridgit Lombard, CEO, Nathan Sports

ways they present and sell our product innovations. Our partnerships with retailers have never been stronger and together we're proactively driving greater in-store and online experiences for their customers through better presentation in-store and more engagement both inside and outside the stores. Competition among retailers is certainly intensifying, and consumers are evolving in their approach to purchase decisions. Interestingly, accessories, or 'essentials' as we like to call them, don't seem to be as much about lowest price anymore as consumers are better understanding the whole value equation of the products they're using. Part of our continued double-digit category growth in essentials is due to the fact that our average price points have been rising. We see that trend continuing as consumers give thought to other factors such as quality, comfort, durability, and feature sets. Our retail partners who understand this dynamic aren't competing solely on price but rather the experience and are really racking up wins in both sales and margins. - Bridgit Lombard, CEO, Nathan Sports

We feel the industry, and/or category outlook looks very bright for 2015. The economy is continuing to reflect consumer optimism, and ongoing growth within the sports bracing/support segment.

With the consumer becoming more active, whether casual or athletic, there are broad opportunities within our demographic. Consumers are finding ways to gauge their activity levels through wearables and wanting to participate in some type of activity. With this activity, and potential for injury or actual injuries, Zamst is well positioned for continued ongoing growth.

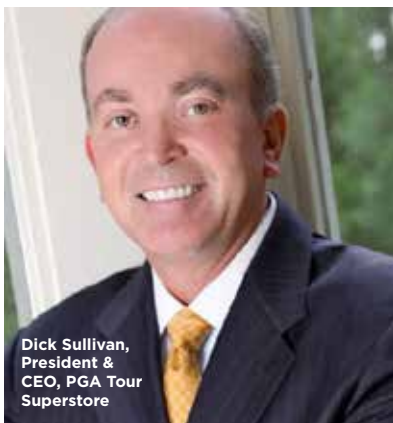
Our retail partners across all of our channels (ie. Run, Outdoor, Sporting Goods, etc.) have also recognized the opportunity, and are expanding their Zamst assortments to maximize this category. We have seen significant growth, and expansion and look forward to that continuing into 2015.

- **Bryan Smeltzer, GM, Zamst**



We're pretty optimistic about 2015. Our core category trends continue to be positive, and we are making inventory and square footage investments in those areas. The overall economic picture also seems to be gaining some momentum, with most economic indicators and consumer confidence on the rise. But, we are always cautious to use those as true indicators on our business and tend to focus more on what is happening in our stores. The current drop in gas prices should also boost sales in the short term, but this is also not something we count on in the long term. We'd like to say that weather patterns should be improved as well, with last year being cold for all of spring and most of the summer, but we live by the motto "control what you can control" and weather just isn't one of those things. We are very focused on our core businesses, and we feel that should drive positive results – weather is just the icing on the cake. So barring any unforeseen event or change in the economic climate, we feel 2015 should be a positive year.

- **Dan Winchester, COO, MC Sports**



PGA Tour Superstores is a bit unique in the golf retail industry in that we are growing, adding new stores, and continuing to invest in hiring PGA pros when others are going the opposite way. We are cautiously optimistic about 2015, but cautious only because as an industry we have to cycle the promotional atmosphere that has put pressure on manufacturers and retailers alike over the

past 12 to 18 months. Yet given inventory levels now, it appears most of that is behind us. The avid golfers are, and will continue to be, passionate about this great game, and they will continue to spend the majority of the money spent on new product introductions each year. Our business is built off inspiring every type of golfer to play better, and if we do our jobs we believe we will continue to gain market share. Another point of optimism for

us is the strong young crop of talent emerging on the PGA Tour including Rory, Rickie and Jordan, among others. It will be great to see those athletes compete against Bubba, Phil, Tiger and other PGA Tour veterans this year.

- **Dick Sullivan, President & CEO, PGA Tour Superstore**

For 2015, Polartec sees steady growth in our core markets (outdoor), and significant growth in adjacent markets, especially athletic and fitness/lifestyle. Geographically, Europe is weak, based on overall macro-economic forces and a weak start to the winter selling season. North America is showing much improved growth with Asia steady. The key for us, as always, is to drive growth through product innovation (see the 2015 launch of PowerWool) and diversify our customer base to reduce dependence on traditional outdoor.

- **Gary S. Smith, CEO, Polartec, LLC.**



STX has high expectations for 2015 in the categories of lacrosse, ice hockey, and field hockey. While participation growth rates for all three sports are only in the low single digits, we're expecting strong sales growth in each sport due to investments made several years earlier. Behind the scenes in 2011, we started building our foundation in lacrosse helmets, ice hockey sticks/protective, and men's field hockey. All three of those investments came to fruition in 2014 and are showing even greater gains in 2015 via future orders...Our primary area of concern in 2015 is the health of sporting goods retailers. The landscape for all sporting goods categories is experiencing radical shifts. There are retailers that are greatly expanding and those that are struggling. The net result is a challenging inventory situation where the growth accounts can't get enough product and the struggling accounts are either not buying new products or liquidating inventory. In the year to come, we will be investing heavily in retail partners with whom we can co-develop a holistic plan that focuses on selling select premium brands and creating advantages for both sides. The marketplace demands that retailers and manufacturers create unique, stronger partnerships.

- **Jason Goger, President, STX**



Jim Baugh, Founder, PHIT America

I have two concerns. The first is the continual erosion of people being active or playing sports in America, especially with our youth. When you dig into participation numbers, our industry – sports, fitness, outdoor, etc. – is not keeping pace with population growth. It is affecting sales, too. Retail unit sales of sports and fitness equipment were down by more than 10 percent in the past two years as reported by SportsOneSource. And, the NSGA has been tracking the

Consumer Price Index for sports products and the sports industry's CPI has been down 53 out of the last 57 months. Most of this is caused, in my opinion, by the 'Inactivity Pandemic'...The second concern is too many companies are 'sitting on the sidelines' waiting for the 'Inactivity Pandemic' to improve. Do we really think Google and Apple are going to stop creating 'tools' which make it fun and enjoyable to be sedentary? Do we think Comcast or HBO will stop promoting us sitting as we watch TV? Will EA stop promoting new video games? No. Our industry has been feasting off the frequent participant and needs to invest in programs which get Americans off the couch and active. Everybody in the sports industry needs to 'get in the game' of creating more active, fit, and healthy Americans. What gives me optimism? Two answers here as well. Some executives realize we must work together to invest in participation programs. I applaud the SFIA for taking a lead with its new Increase Participation Plan. But we need every company to step up and get involved. As Bob Puccini, Chairman of the SFIA, said recently, "If we don't, who will?" The second is knowing our industry has the greatest gift we can offer Americans – a way to be more active, fit and healthy. We just need to be more aggressive to promote what we offer... and get more children engaged in fun, retention programs so they can enjoy a healthy life. - **Jim Baugh, Founder, PHIT America**

The season is off to a good start with healthy snowfall in most regions expecting snow, including California, and consequently, healthy retail sales. Of course, continuing snowfall is still our biggest concern. We are in the midst of a deep look into why the snow sports market has not grown very much over the past 20 years in the number of downhill participants and the number of sliding devices sold. It's stable but not growing and that concerns us. We need to break out of some old paradigms if we want to bring more participants into the market. Still, the snow looks good nationally now and the economy is looking healthier – think jobs for Gen Y. Additionally, the El Nino weather patterns are bringing much needed snow to the Sierras and that's wonderful for the whole market since one in five snowboarders, and 15 percent of the downhill ski participant base lives in California. - **Kelly Davis, Director of Research, SIA**



Kelly Davis, Director of Research, SIA

From A4's point of view, we see robust growth in team sports. There continues to be attempts to roll up and nationalize the on-field team sports segment of the industry...BSN, Sports Inc., Eastbay/Footlocker, Dick's, and Lids continue to fight it out for the top producers and programs. The winner will be the one that can best control "Their feet on the street." It's still a local business at the end of the day. The man behind the curtain is the Internet. As customers become more sophisticated in the art of web buying, the end-to-end process will be flattened. Comparison shopping and showrooming will become the driving forces. Most sporting goods purchases are high-ticket transactions that are sitting ducks for the web shopper. The brick & mortar high-cost big box locations are going to struggle with high fixed costs. Overhead consumption and shrinking margins are a



Mary Horwath, VP Global Marketing, McDavid

real challenge to all. Some of the best will fail. If you like change, stay tuned. It's going to be a very exciting year! - **Mark Mertens, President, A4**

Three themes come to mind for McDavid:

- 1. Redefining Sportmed:** As a result of the positive momentum experienced from McDavid's rebranding efforts and an increase in new product offerings, we are confident about the future direction for the brand. The transformation of the sports medicine category from commodity to branded experience is nothing short of exhilarating. Look for products and merchandising that continues to blur and push the definition of braces and supports.
- 2. All Digital All Day:** Embracing digital as the strategic force of one's marketing program today must be more than a singular objective but rather an essential way of doing business. Consumers are researching, wearing, shopping, and consuming content in record velocity anywhere all day, and brands must understand and apply smart strategies to engage and win advocacy. It's a challenging time as we continuously evolve and adapt to how healthy athletic lives are lived.

- 3. Leadership With Purpose:** Companies that build cultures that nurture creativity and encourage risk taking will excel. Inspiring leadership prevails...To believe, do better, be better, inspire purpose. We all can be pushed, but being inspired is a lot more fun. At McDavid we created the tag line, "First On, Last Off" which resonates whether you're an athlete or in the business of athletes. Sporting goods companies, including McDavid, are challenged to consider how they are organized to better infuse employees with purpose and vision, enabling them to contribute in meaningful ways. - **Mary Horwath, VP Global Marketing, McDavid**

The sporting goods industry continues to be one of great opportunity for innovators and entrepreneurs and that is a real reason for optimism. It is exciting to see a constant flow of new products being developed and ideas being generated to inspire people who are looking for the newest ways to improve their fitness and athletic skills. We are also hopeful that 2015



Matt Carlson,
President & CEO,
NSGA

will be the year the Marketplace Fairness issue is finally resolved in Congress because it will put the industry's brick-and-mortar retailers on a level playing field with their online-only competitors. We would also like to see a successful and fair resolution of the West Coast Ports labor dispute... Concerns include the continued evolution of consumers and the changing relationship between vendors and their selling partners. It is sad to see local businesses that have served their communities for decades closing

their doors. The declines in sports participation and the increase of inactivity are continued concerns, not only in terms of dollars lost by the industry, but also because so many people are missing out on the physical and mental benefits of an active lifestyle. - **Matt Carlson, President & CEO, NSGA**

Despite a frigid first quarter that hurt sales and put a lot of strain on retailers in the northern regions of the U.S., the specialty run industry rebounded and saw modest sales growth of just under two percent in 2014. From a department standpoint, Accessories were the big winners posting a six percent gain in dollars and four percent gain in units. This growth resulted from improvement in both customer experiences on the retail side and product and program offerings on the vendor side. Footwear departments saw about a one percent growth in dollar sales but a slight drop in unit sales for a second straight year. Apparel departments lagged in 2014, and the category dropped by six percent in sales and 12 percent in units prompting retailers and vendors to take a hard look at innovating the category to appeal to updated customer shopping behavior. At the store level, 42 percent of running retailers were down over a year ago, but 52 percent were up (six percent reported flat sales). More stores are growing than shrinking, and this story will continue into 2015. Although the overall industry may see modest growth of one-to-two percent, the store landscape will see more dramatic change. Talented operators will continue to invest and grow as they position themselves as the running hub of their communities. Other operators will struggle to keep pace and may lose share to outside competitors. Running vendors are as committed as ever to offer their support to the specialty run channel because they see the stores' ability to introduce customers to the activity of running and fitness. The result will be a healthier industry overall that is well positioned to create and serve runners in their communities. - **Parker Karnan, Executive Director, IRRA**



Parker Karnan,
Executive
Director,
IRRA

As a team dealer, the outlook for Nill Bros. Sporting Goods, Inc. and our industry in general for the coming 2015 year is full of optimism with little to be discouraged about. Though state budgets in Kansas and Missouri are not great at this time, we have found that our schools and booster clubs have gotten very progressive, innovative, and sophisticated in their ability to raise money for what the student athletics really need. We have



**Randy Nill, President
& CEO, Nill Bros.
Sporting Goods, Inc.,
Kansas City**

also to put out a better decorated product for screen-printing, cad-cutting, tackle twill and embroidery. We continue to see an uptick on sublimated garments. We feel strongly that the economy will continue to grow ever so slightly and with oil and gas prices so low, there will be more money for everyone to spend. Our concerns are still the same as they have been in the past. We continue to compete with our very own vendors and suppliers as they give away free product to our schools and they sell their products directly to the end-user, our customer, and over their Internet sites. Their advertising dollars are spent more in offering consumer loyalty programs to on-line buyers than in spending advertising dollars on building their own brand for the benefit of their retailer and team dealers. And, of course, it is difficult to compete with the online/Internet websites that don't have to charge sales tax to customers outside their own state. We all should be writing our House of Representatives to support and vote in favor of the Marketplace Fairness Act, a bill that has been passed with broad bipartisan support in the Senate in early 2013 but has been stuck in the House since. This bill would ensure that all businesses, online or offline, large or small, would all play by the same set of rules in regards to sales tax. All in all, we look forward to 2015. - **Randy Nill, President & CEO, Nill Bros. Sporting Goods, Inc., Kansas City**



Rick Redman,
VP Corporate
Communication,
Hillerich & Bradsby

Louisville Slugger is optimistic about the coming year. We have re-invented our 131-year-old brand. It's re-energized. We're innovating and have great new high performance products in baseball, fast-pitch, slow pitch, and senior softball that will outperform anything on the market. We have outstanding partnerships at the grassroots level from our Prime Clubs to college programs as well as our partnership with the new Louisville Slugger Sports Complex in Peoria, IL that opens in the spring. We have excellent relationships with our retail partners and are working harder than ever to provide them the tools they need to market our products and get sell-through. The biggest concern for the New Year and beyond is finding ways to grow diamond sports and get back to the participation levels we once enjoyed. That's a tall order, one that will take some time to resolve. While fewer people are playing diamond sports, the ones participating are ultra serious and are practicing and playing more, which helps offset some of the decline. Still, the diamond sports industry needs to develop a strategy to grow our sports and that is something that is being worked on at the highest levels of the game. - **Rick Redman, VP Corporate Communication, Hillerich & Bradsby (Louisville Slugger)**

had to work a lot harder in finding the outside revenue generators for each school by sport; however, after these new sources of revenue have been identified, it makes selling much easier and we get paid much quicker. In 2015, we are focusing on becoming better at decorating - both in trying to reduce our lead times to our end users but



Tony Armand, CEO,
Shock Doctor

The sporting goods industry is evolving, as it should. Interesting new products and innovations of existing “stale” categories are what drive consumers to retail, and will continue to in 2015. Successful retailers are embracing these innovations and the brands that have the vision to innovate. These brands are achieving higher retail prices for the added value they provide and help buffer the ups and downs of the sports landscape be it participation or weather. Shock Doctor Sports and its brands are committed to helping our retail partners grow. Innovation is exciting and that is what drives Shock Doctor’s vision and the reason for ours and our retail partner’s mutual success and our optimism. - **Tony Armand, CEO, Shock Doctor**



Trevor Edwards,
President, Nike Brands

As we finish the first half of the year, the Nike brand has never been stronger. By staying focused on the needs of the consumer, we have driven exceptional revenue and profit growth. While we feel great about the results we’ve delivered to date, we’re never satisfied. Like the athletes we serve, our focus is always on continuing to elevate our performance, and that’s what we’ll do in the second half of the year and beyond. - **Trevor Edwards, President, Nike Brands ■**

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Outerwear Doesn't Stop Improving

Over the last several seasons as I've tested and reviewed literally dozens of high-tech garments, I thought things must plateau. How wrong I was.

By Aaron H. Bible

The story of technical outerwear continues to evolve faster than consumers can keep up with. In insulation, the focus moved quickly from, how can we make down waterproof to, how can we make synthetics even better. And the waterproof-breathable market is still the most important, contentious and profitable area brands are competing in when it comes to technical apparel.

The European brands continue to make inroads into the North American market while the U.S. heavy hitters continue to duke it out for a growing backcountry segment. Consumers have apparently not reached a maximum price point for high-end outerwear as some manufacturers are still pushing the \$700 plus range for their high end jackets. The hook & bullet market shows a growing hunger for technical outerwear while at the same time all brands are relentless in making stylish garments with more flattering fits.

From ingredient partners to emerging labels, although by no means a complete list, here's a spin around the many technical outerwear offerings at this year's Outdoor Retailer Winter Market.

This page and opposite
page: Photos courtesy
Black Diamond



SUPPLY SIDE

PrimaLoft

This global insulation leader is on a technology roll and is especially stoked about its new PrimaLoft Silver Insulation Active: what the

company is calling the most breathable and warmest synthetic insulation ever created, designed for high-output outdoor activities. The new product also allows product designers to utilize a wider variety of breathable outer and liner fabrics (ie., they don't have to be "down proof"), resulting in more year-round choices for manufacturers and consumers.

"Silver active is 100 percent synthetic insulation that's been engineered to deliver warmth and breathability that is unlike what's out there now," President and CEO of PrimaLoft Mike Joyce said in an exclusive interview with SGB. "This was purely focused on the outdoor segment, and it was purely focused on warmth number-one, and breathability, to allow ventilation for better thermoregulation, and allowing our brand partners much wider freedom of choice in the fabrics and materials they can use. Insulation use is no longer the limiting factor." Joyce also said that Silver Active will not cannibalize the company's other insulation products, but would extend PrimaLoft into more Fall and Spring lines. Launch partners for PrimaLoft Silver Insulation Active include: Helly Hansen, Houdini, L.L.Bean, Lands' End, Marmot, Montane, Musto, Norrona, Odlo, Puma, Roots, Under Armour, and Vaude.

The second part of PrimaLoft news is the doubling of brands using its Performance Down Blends since the launch last year. They have adopted the Responsible Down Standard and will offer fully traceable goose and duck down products; and will introduce PrimaLoft

Black Insulation Down Blend for Fall 2015. Brands debuting Down Blend products for the first time in Fall 2015 include: Atomic, Browning, L.L.Bean, Lole, REI, SportChief and SunIce. (Continuing partners include Black Diamond, Bergans, Cabela's, Lands' End, Helly Hansen, Reusch, Sherpa Adventure Gear, Salewa, Sitka, Under Armour and Westcomb.)

And while PrimaLoft Luxe is already on the market with GAP and Bergens Fashion, at least two brands will be debuting the product to the outdoor sector at Outdoor Retailer Winter Market.

DownTek

So while down blends may be the latest and greatest, waterproof down is still garnering plenty of aisle talk, and component brand DownTek is the subject of a lot of that talk. The company is introducing DownTek Zero: PFC-free water repellent down that uses a nature-inspired approach to achieving water repellency, using lipids instead of perfluorocarbons. In recent years PFC-free water-repellent treatments have been based on paraffin, stearic-acid-melamine, or silicone chemistries, but DownTek is presenting the first successful new combination of natural triglycerides

and fatty acids to achieve effective durable water repellency to down. Another ecological benefit is that DownTek is not a "bath" process, but rather a nano-level proprietary vapor process – which the company said produces almost no effluent or by-product washed into water-recovery systems.

Gore

The big news for Gore, known in the outdoor industry primarily for its waterproof, windproof and breathable Gore-Tex fabrics, is the introduction of the new backer technology C-Knit for its Gore-Tex waterproof-breathable laminates, with many leading brand partners (such as Patagonia and Burton) already coming on strong for Fall 2015. Gore is calling C-Knit its most versatile three-layer fabric, filling a niche between Gore-Tex Active (2011) and Gore-Tex Pro (2013). Increased breathability and softer feel is achieved through a backer construction made of an extremely fine nylon circular knit fabric and a lamination procedure specifically engineered to complement it. "The aim was to develop a long-lasting, robust yet softer laminate that could be used for multiple activities by outdoor enthusiasts who rate comfort up there with functionality and yet still expect the products to take a lot of wear and last a long time," the company said. On-board brands include: Arc'teryx, Armada, Berghaus, Burton, Dynafit, Eider, Haglöfs, Maloja, Marmot, Marmot, Millet, OR, Patagonia, Peak Performance, Salewa, Tilak, The North Face, Volcom, and Ziener.

"This innovation is very important for Gore as we developed something completely new and specific for the broader audience such as Hikers, Trekkers or Freeriders," said Gore product specialist Chris Mayer in an interview with SGB. "It is the first time in years that there has been an innovation on the backer technology, and the product offers uncompromised durability of water- and windproofness which favors an environmental profile and carries our 'Guaranteed to keep you dry promise.'"

eVent

Waterproof-breathable competitor eVent fabrics is also introducing new membrane technology called DVStorm - making its debut in Spring 2015 in new products from European technical outdoor brands Montane and Rab. DVStorm is the newest Direct Venting (DV) membrane from eVent, which introduced its original air permeable and waterproof ePTFE technology in 1999. Three-layer laminates made with the DVStorm membrane use 15 denier face fabrics and 10 denier backers, which result in lighter and softer finished fabrics for rainwear. According to the supplier, tests are showing DVStorm fabrics approximately 20 percent lighter and 15 percent more breathable than fabrics made with eVent's original membrane. Internal test data shows the waterproof water column rating is 10 meters or greater, and breathability measures 31,000g/m²/24 hours using test method JIS 1099-B1, ideal for high-output activities such as alpine climbing and cycling.



Polartec

Polartec continues to see continued growth in snowsports in particular but overall in more brands, including not only snow but also run, bike, fitness, outdoor, and fashion. More companies seem more and more willing to invest in premium fabric technologies like Polartec NeoShell, which Polartec now touts as "the most breathable waterproof fabric on the market."



Brooks-Range Hybrid Wool Jacket



FlyLow Genius Jacket

"We believe air permeable technologies are changing the way people think about waterproof fabrics, especially as brands seek to build more versatile products," Polartec told SGB. "We're seeing more adoptions of Polartec Alpha - the first-ever breathable puffy insulation - and next Fall we're excited to introduce Polartec Power Wool next-to-skin fabrics to consumers in a big way, with roughly a dozen brands making use of the material (which is innovative and different from other wool/synthetic blends on the market with its plated construction that keeps wool next to skin and synthetic on the outside), solving the shortcomings of each fiber type and creating a fabric we believe is superior." For example, the Brooks-Range Hybrid Wool Jacket is constructed with Polartec Alpha insulation in the body and Polartec Power Wool in the arms, designed to be worn as a mid-layer or outer layer. The Lightweight 20d shell fabric in the body protects the user from wind while staying breathable. It retails for \$250. Brand partner FlyLow also continues to be a ringing endorser of Polartec for Fall 2015 with its use of NeoShell fabric in the new Genius Jacket and IQ Pant.

3M

With more than 30 years of experience behind it, 3M is also making a renewed play in the synthetic insulation market with its 3M Thinsulate Featherless

Insulation, winning a Top 10 Insulation 2015 ISPO Award. The product was designed to closely mimic the look and performance of natural down with “two times the loft when wet and without the allergens.” The company says the fill is as lightweight as natural down, highly breathable and provides warmth for extreme conditions.

“The development of this product was based on the market need for a real alternative to natural down,” said Erik Iverson, new product marketing manager at 3M. “Down is a great insulator, but is volatile in cost and doesn’t work if it gets wet. Our new product offers the aesthetics of down but retains its insulating capabilities even when wet and provides a cost effective option for the marketplace.”



BRAND AWARENESS

Patagonia

For Fall 2015, Patagonia will launch a new collection of Backcountry Touring apparel, balancing protection with breathability, and focusing on freedom of movement for a full-spectrum of backcountry disciplines. In collaboration between the Snow and Alpine design teams, Patagonia has built a comprehensive winter backcountry offering aimed at human-powered skiers and climbers. From outerwear to backpacks to mid-layers, the collection is tuned for self-supported travel into the wild. As a part of the campaign, Patagonia will highlight its long-standing commitment to grassroots environmentalists dedicated to alpine conservation.

“The product inspiration stemmed from the need to specifically address the needs of a backcountry skier and rider. Our assortment previously addressed the needs of core alpinists on one end of the spectrum, and core freeriders on the other, so this was an opportunity to build products for the person who blends the lines between their resort riding and biggest

alpine days in the mountains. Many of us here at Patagonia and our alpine and snow ambassadors are spending more and more of our ski days each year in the backcountry, and we wanted products that met those exacting needs. The design inspiration followed the pragmatic end use needs of the products,” said Kristo Torgersen product line manager for Alpine. “Overall we are seeing the continued momentum toward lightweight products that can be used for multiple pursuits. Our Refugative Jacket using the new Gore-Tex 3 layer C-Knit backer technology is a prime example of a product that is lightweight and performs brilliantly in multiple sport settings. The new available technologies (of Gore’s C-knit) are allowing designers to push performance standards higher without sacrificing weight and bulk.”

Salomon

Two of the hottest new developments in outerwear come from our friends at Salomon. The new Drifter Hoodie, \$200, is a unique piece with a versatile outer face fabric that resists weather and wind and a soft inner fabric that reverses to become a stylish piece for the city or the resort when you need less warmth and protection. Primaloft insulation makes it warm and the details provide a clean, sophisticated look. Featuring AdvancedSkin Warm and AdvancedSkin Shield this jacket provides a system of placing the right fabric in the right place to enable movement and manage airflow appropriately for each activity and different weather conditions.



Salomon Drifter Hoodie

Secondly, the S-Lab X Alp Baffled Down Jacket, \$550, features a combination of baffled and double layer quilt construction, and 800 fill down with a Pertex Endurance and AdvancedSkin Warm shell, for one of the warmest down jackets available, yet still light and packable for high mountain assaults in very cold weather.

Salomon
S-Lab
X Alp
Baffled
Down
Jacket



Bergans of Norway

For the 2015/16 Fall/Winter season, Bergans of Norway is introducing new collections of hybrid backcountry, mountaineering, cross country skiing, trail running lifestyle clothing.

Because temperatures fluctuate from 60 degrees to below zero at any given time in Norway, Bergans’ designers have developed extremely warm and comfortable clothing for changing weather conditions using both hybrid fabric combinations and the layering system for outdoor technical clothing (as well as lifestyle clothing). Additions

to the line include new two-layer poly/wool mix base layers, mid-layers made of Pontetorto’s Tecnowool fabrics, jackets with hybrid down/poly and wool insulations, and hard shells with Toray Dermizax non-porous, waterproof breathable membranes. Bergans has a strong CSR program, is Bluesign certified worldwide, and sources the best wools, organic cottons where possible.

Dale of Norway

Speaking of ultra-high quality apparel from Norway, Dale is finally coming to market in a bigger way with its collection of 100 percent wool, weatherproof outerwear jackets that are windproof, water repellent, and stain/dirt resistant. Dale's award-winning Knitshell Weatherproof technology, first introduced in 2006, is updated for the 2015/16 season with a finer two-ply wool, knit in a 14 gauge, and a stretchier membrane resulting in a soft, lighter technical garment. Knitshell is a three-layer system: water-repellent yarn, windproof membrane, and either a fleece or polyester liner. This is a true heritage brand not to be missed.



Black Diamond Mission Shell



Black Diamond Mission pants

in Fall 2015. The company will introduce new DriDown (it's proprietary waterproof down) in a number of styles including the Elite DriDown Hoody and Parka that offer increased performance and warmth with less weight. Also new for Fall 2015 is the Outside-In Hoody - a reversible shell that challenges the conventional layering systems by providing "better moisture management while keeping you warmer."

Black Diamond

Black Diamond is launching a freeride ski line for Fall 2015. The two standout products in the line are the Mission Pants and Mission Shell, both made with Gore-Tex shell fabric for full waterproofing and breathability. The real point of differentiation with the Mission pants is the trademarked "Piep's Pocket." Black Diamond worked with Pieps and Poron XRD to create a safe and functional place to carry your beacon (for those who don't like to use the harness).

Dare 2b

Dare 2b is a UK-based mountain sports brand offering innovative and fashionable ski and sportswear, established in 1999 and widely sold throughout Europe and increasing its distribution in the U.S. Dare 2b expands its U.S. 2015/16 offering with a new and redesigned Fall/Winter line featuring Ski Sport, Free Ski, Mountain, Essentials, Luxe, and Urban collections, including fashionable and high performance apparel for men, women, and children. Dare 2B is owned by the Black family who have more than 80 years and three generations' experience in making high quality waterproofs. The company employs more than 400 people and exports to over 30 countries with dedicated sales offices in France, Belgium, Germany, Holland, and Spain.

Sierra Designs

Not to be forgotten amongst the heated competition, Sierra Designs is continuing to redefine gear for the backcountry

Mountain Hardwear

Another 20-plus year brand, Mountain Hardwear continues to be a leader in the softgoods marketplace with proprietary insulations and waterproof-breathables, as well as updated style and fit profiles. "We focused our product creation on insulation this season. Insulation is cranking in the marketplace and no one wants to be cold, ever, and we've seen Mountain Hardwear continue to gain a lot of momentum in this space," Robert Fry, director of product merchandising and design, told SGB before the show. "We've got the warmest synthetic insulation currently available in our Thermal Q Elite, so it'd be a miss to not showcase that technology in cutting edge new styles, like our revised Themostatic collection for men and women."

"We are introducing a new women's silhouette, called the Nitrous Down Parka, that surfs in the very lightweight inspiration from the Ghost Whisperer Down Jacket, but at a more accessible retail price. It's been very well received," Fry said. "For men, we've introduced a new family called the Dynotherm collection. These are classically constructed Q Shield down, high-loft styles, with a mash up of heritage aesthetic and future seeking design vision."



Mountain Hardwear
Dynotherm Down Jacket

Arc'teryx

Never to be outdone, Arc'teryx launched a new division of outerwear for the ski alpinists for next Fall. The key piece is the ProCline Jacket and Pants. The ProCline Jacket is lightweight, weatherproof, highly breathable, and harness compatible (foam inserts on the hip bottom-hem to keep your harness in place; high pockets). It's a hybrid line for all-day alpine use (men's and women's). Also new is the Lithic Glove. Arc'teryx used the heaviest duty Gore-Tex from the Gore motorcycle category to achieve the most durable and lightweight ski glove available. Arc'teryx is also coming in strong with Gore C-Knit.

Arc'teryx
ProCline
Jacket



NuDown

Never heard of NuDown? It's the "only outerwear brand utilizing compressed air as insulation," and is officially launching at this year's Outdoor Retailer Winter Market. Its jackets and vests feature NuDown's proprietary NuTech technology, enabling wearers to personalize their level of insulation on demand. SGB has not been able to test this yet, but according to the company, using a stowable pocket-sized hand pump, consumers pump

air into dynamic chambers in the garment until it conforms snugly to the body, providing superior warmth and comfort. Air is released via the same pump valve for cooling. The

Fall 2015 collection includes six premium technical outerwear styles (three men's, three women's) inspired by the original Mount Whitney Vest and Squaw Peak Jacket.

Outdoor Research

As per its usual, Outdoor Research is introducing a wide variety of new pieces to its lineup for Fall 2015. In the trending shacket look, the Sherman Jacket pairs a plaid, yarn-dyed polyester soft-shell exterior with a high-loft sherpa fleece interior. Elbow patches, suede trim and rubber-coated snap buttons add retro authenticity to this quietly technical piece at \$130 retail. The Vindo Hoody, \$165, melds horizontal baffled construction on the body with Alpin-Wool side panels for stretch and breathability. Ultrasonic welding is used to create a quilted polyester woven shell above warm synthetic insulation that makes the Vindo soft, breathable, weather protective, warm and visually unique. The Uberlayer Hooded Jacket combines Polartec Alpha insulation with an innovative open-mesh interior lining, giving it best-in-class breathability in the growing category of "active Insulation." The result is an insulated jacket that is "able to breathe and dump excess heat in aerobic situations yet retain warmth during downtime." Retailing for \$299. Using both down and synthetic insulation "Hybrid Mapped" to optimize performance, the Diode Hooded Jacket is weather resistant and highly compressible. Primaloft Gold synthetic insulation is used in the hood, shoulders and hips (areas more exposed to moisture), and a 70/30 DWR-treated down/Primaloft Gold blend optimizes loft, warmth, compressibility and weight in the body for \$325.



From Top to Bottom: Outdoor Research Vindo Hoody, Uberlayer Hooded Jacket, and Diode Hooded Jacket



Columbia Sportswear TurboDown Jacket

Columbia Sportswear

Featuring even more new technologies and continuing its trend of more contemporary designs, Columbia's Fall 2015 collection is highlighted by the Titanium line carrying over improvements from its lauded 2014 Winter Olympic uniforms. "The insights and inspiration garnered from working closely with Olympic athletes were too valuable to be left on the podium," said Fred Dennis, general manager of Outerwear at Columbia. "We decided to weave that performance perspective across several new collections, starting off with the new Columbia Titanium collection. It represents the best of our best."

Columbia Titanium is a collection of outerwear, sportswear, footwear and accessories constructed with premium fabrics, innovative technologies and deep feature sets that will serve as an ongoing technology and innovation platform to bring greater value to the broader product line. This strategy is reflected across the line from the lightweight but feature-heavy First Tracks 860 Jacket to the Heatzone 1000 featuring new "TurboDown Wave" construction utilizing Columbia's TurboDown



Fred Dennis, General Manager, Outerwear Columbia

Columbia Sportswear Heatzone 1000



Performance Enhanced Down. TurboDown Wave is the company's patent-pending construction method that eliminates cold spots where body heat escapes. According to their statement, rather than creating a traditional seam by sewing the lining and shell together to create a baffle, Columbia developed a unique method of jacket construction by combining 900 fill water-resistant down with Omni-Heat Thermal synthetic insulation, whereby the Omni-Heat Thermal insulation runs through the jacket in a wave-like pattern with down on both sides throughout the baffles.

La Sportiva

Another Euro brand making big waves in the high-end U.S. alpine market is LaSportiva, which is overhauling its legacy outerwear pieces with refined fit, materials, function and style. The Troposphere, Atmosphere, Venus, Neptune are all now Bluesign approved products and the new 2.0 versions use BeCool Yarn. Estela, Pegasus, Halley and Latok now use Bluesign approved fabric and face fabric is lighter than previous versions. Pocket design is streamlined and lower profile. In the Cham and Tara, new versions use lighter face fabric with Spirex on shoulders and under arms to maximize drying and comfort, especially when wearing a pack. Voyager, Galaxy, Iris and Avail will now be made from a new proprietary fleece -TechStretch Pro Guard, tested to be more durable and abrasion resistant than previous iterations. Primus and Siren will now also be made with Spirex construction to enhance breathability and moisture transport, and these pieces also get the upgrade to TechStretch Pro Guard in the sleeves and side panels. Also new is the Saturn LS and Hoody and the Stratosphere LS and Hoody: L1 layers that use a 45 percent polyester, 40 percent merino, 15 percent polyamide blend to provide insulation and next-to-skin comfort.

Montane

The UK's Montane will now be using Allied Hyperdry (RDS) water-resistant down in all of its down apparel, with six new introductions for the Fall/Winter 2015/16 season. There's also the new Hi-Q Luxe Synthetic Jacket, featuring anatomical micro-baffle construction specifically designed to provide the perfect loft space for Primaloft's latest insulation that mimics the aesthetics and thermal properties of down for \$239 retail. The Black Ice 2.0 Jacket also features 250 gram Primaloft Gold down-blend insulation with a FreeFlow Ultralight outer shell, stowable hood, lined pockets and more for \$239.

For women comes the Minimus Hybrid Jacket - a technical, waterproof Primaloft insulated mountain jacket for excursions into the backcountry. The versatile combination of insulation, breathability and ventilation make the Minimus Hybrid a great stand-alone jacket for ski-mountaineering, ice climbing and touring. Pertex Shield + and 60g Primaloft Silver ECO insulation provide full weather protection and features like articulated arms prevent constricting during movement, while adjustable helmet compatible hood and dual-angled core body vents provide versatility. Suggested retail price \$399.



Montane
Hi-Q Luxe
Synthetic
Jacket and
Black Ice 2.0
Jacket



From Top to Bottom:
Kavu Fireside Hoody,
Rambler Quilted
Shacket, and Fall
Breeze



Kavu

Kavu is back on the scene in a meaningful way with its apparel, going back a couple of seasons now and coming in very strong for Fall 2015 with some trendy pieces. The Men's Kavu Fireside Hoody is a rugged, heavy weight cotton flannel heritage-inspired jacket with a straight hem and specialty button closures, chest and front patch pockets and a nylon-quilted liner with polyester fill with a suggested retail of \$110. The men's Rambler Quilted Shacket is designed to fit comfortably over another shirt

with a DWR-coated canvas shell polyester insulation and a vintage vibe for \$95. The women's Fall Breeze features classic utilitarian design and retro styling in a foul weather worthy full-zip shell. The 100-percent cotton DWR coated hooded jacket with curved back hem has two lower patch pockets and a white contrast zipper that brings rugged sophistication to a three-season shell for a suggested retail of \$80.

Helly Hansen

For Fall/Winter 2015, this classic brand continues to dominate in Europe and the U.S., bringing out new training pieces with 360 degree reflective fabric, a

Helly
Hansen
Aurora Shell
Jacket and
Pants



new outerwear line named after the Norse god of snow, and 100 percent wool baselayers featuring stylish prints.

In the Ullr line comes the Ridge Shell Jacket, \$500, for deep powder. The jacket combines Helly Tech Professional 3L fabric with a new air-permeable membrane for breathability, dryness, warmth and comfort. They gave it a longer, relaxed fit to work with users' backpacks. Freeride-specific features include a jacket-pant compatible powder skirt, higher collar and goggle wipe.

The Elevate Shell Pant's, \$400, skiing-specific cut provides a comfortable, relaxed fit. Again, Helly Tech Professional 3L fabric pairs with the new air-permeable membrane for optimal dryness, warmth and comfort. Freeride-specific features include jacket-to-pant integration belt loops, Velcro waist adjustment and Recco Advanced Rescue System.

Women get the Aurora Shell Jacket, \$450, and Pants, \$350, designed for adventure off-piste in a longer, tailored silhouette. Features include a hi-viz brim and large adjustable cuffs.

Helly Hansen Ridge Shell Jacket



Dynafit

Another Euro leader making fresh inroads into North America, Dynafit apparel is as hard charging as the company's skis and bindings, with updated colors, fit and features for the U.S. market. Speed, performance, technology and lightness are the core concepts found throughout the entire new Dynafit winter apparel line - designed for fast transitions and a seamless flow. At least four pieces stand out in the Fall/Winter 2015/16 line, all incorporating premium ingredient partners such as PrimaLoft, Polartec, Pertex, and Gore-Tex.

Look for the new TLT Insulated Jacket, featuring warmth and wind-proof protection with PrimaLoft Luxe insulation and Pertex Quantum face fabric, weighing in at 11.7 oz., \$220. The new Yotei Gore-Tex (C-Knit backer technology) Jacket is designed for backcountry freeride, a big category push for Dynafit overall. Roomy chest pockets will accommodate skins as well as other features human-powered aficionados will appreciate. The new Mezzalama Jacket (and Pants) featuring Polartec Alpha is billed as the ideal jacket to bring for competition or training activities requiring added warmth, range of movement, and enhanced breathability. The new Chugach Pant (pair with Chugach Jacket) features Polartec Windstopper Softshell fabric where it's needed and lightweight, stretch-woven, DWR treated fabric for heat-regulating comfort everywhere else, using design and technology to create one of the best backcountry shells on the market.



Dynafit TLT
Insulated
Jacket and
Yotei Gore-Tex



Ternua
Fashion-
Forward
Parka



Ternua

Ternua is a Spanish designer and manufacturer of technical mountaineering, climbing and skiing apparel and outerwear making its debut to specialty retail stores in North America with its Fall/Winter 2015 collection. The collection includes a wide variety of garments designed for four outdoor categories: Alpine, Mountain Ski, Trekking and Hiking. Every down product throughout the Ternua collection will feature 100 percent eco-friendly recycled down known as Neokdun. "Ternua has been



Photo courtesy Adidas Outdoor

designing and making technical outerwear and apparel for nearly 25 years in Europe and Asia so we are thrilled to now be offering it to U.S. consumers who demand the same high-quality performance gear that European mountaineers and athletes use,” said Bruce Barrows, VP sales & marketing in North America for Ternua. “Staying true to the company’s strong sustainable philosophy, Ternua will also be the first and only outdoor brand that will feature recycled down in each and every down product in our collection.” Look for a full line of insulated, premium-ingredient branded technical garments and fashion-forward parkas at the company’s Outdoor Retailer Winter Market booth.

Adidas Outdoor

Continuing to make the inroads in outerwear that the company deserves, for Fall/Winter 2015 Adidas Outdoor will continue its new direction for the “terrex” collection by adding several new versatile and lightweight winter apparel pieces to already established key products designed to support real life mountain athletes. The new waterproof and breathable three-layer Gore-Tex Pro Shell terrex TechRock GTX Jacket is designed for ice climbers and mountaineers looking for maximum protection, packability, and freedom of movement with an athletic fit for \$494. The terrex TechRock Climaheat Hoodie, \$399, is made for alpinists and ice climbers with its warm, lightweight and packable characteristics. In addition to its high-end insulation (premium RDS-certified 90/10 goose down with 800 fill power) this jacket offers heat seals at cuffs, collar and lower hem. In order to provide extra coverage without adding weight, adidas designers developed a heat seal baffling construction: through different sized baffles, every other baffle covers



From L to R:
Adidas Outdoor
terrex TechRock
GTX Jacket, terrex
TechRock Climaheat
Hoodie, and terrex
Climaheat Agravic
Down Hoodie

stitching lines and minimizes cold spots through overlap. The terrex Climaheat Agravic Down Hoodie, \$374, has the same baffle construction and a Pertex Quantum shell for lighter weight. ■



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INDUSTRY CALENDAR

JANUARY

- 20-23 SHOT Show
Las Vegas, NV
- 20 All Mountain Demo Day
Solitude, UT
- 21-24 Outdoor Retailer Winter Market
Salt Lake City, UT
- 29-Feb 1 SIA Snow Show
Denver, CO

FEBRUARY

- 2-3 SIA On-Snow Demo Ski-Ride
Fest & Nordic Demo
Copper Mountain Resort, CO
- 3-5 FFANY
New York, NY
- 5-8 ISPO
Munich, Germany

- 8-12 Worldwide Spring Show
Reno, NV
- 18-21 Sports Inc. Outdoor Show
Phoenix, AZ
- 18-23 NBS Spring Semi-Annual Market
Fort Worth, TX

MARCH

- 3-4 SFIA National Health Through
Fitness Day
Washington, D.C.
- 13-15 Imprinted Sportswear Show
Atlantic City, NJ

MAY

- 3-6 NSGA Management conference
and Team Dealer Summit
Austin, TX

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