

# SGB WEEKLY

ISSUE 1508  
FEBRUARY 23, 2015

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY

## NBA All-Star Weekend takes over New York City

Major sneaker brands roll out pop-up shops for basketball junkies

# SGB 2015

# 40

## UNDER FORTY

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**Close Date March 13, 2015**

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This year's class will be featured in the Spring Issue of *SGB* magazine and honored at the *SGB 40Under40* awards event this summer.

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# SGB WEEKLY

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Heaven



ON THE COVER: Jordan Brand's Pearl Pavilion. Photo courtesy Jordan Brand  
THIS PAGE: Under Armour Curry One. Photo courtesy Under Armour

## BY THE NUMBERS

+4.1%

**The National Retail Federation** expects retail industry sales to grow approximately 4.1 percent in 2015, with online and other non-store sales expected to increase between 7 and 10 percent in 2015.

+6.3%

**Puma SE** nearly broke even in the fourth quarter. Revenues grew 6.3 percent on a currency-neutral basis, led by a 15 percent gain in the Americas.

+9.2%

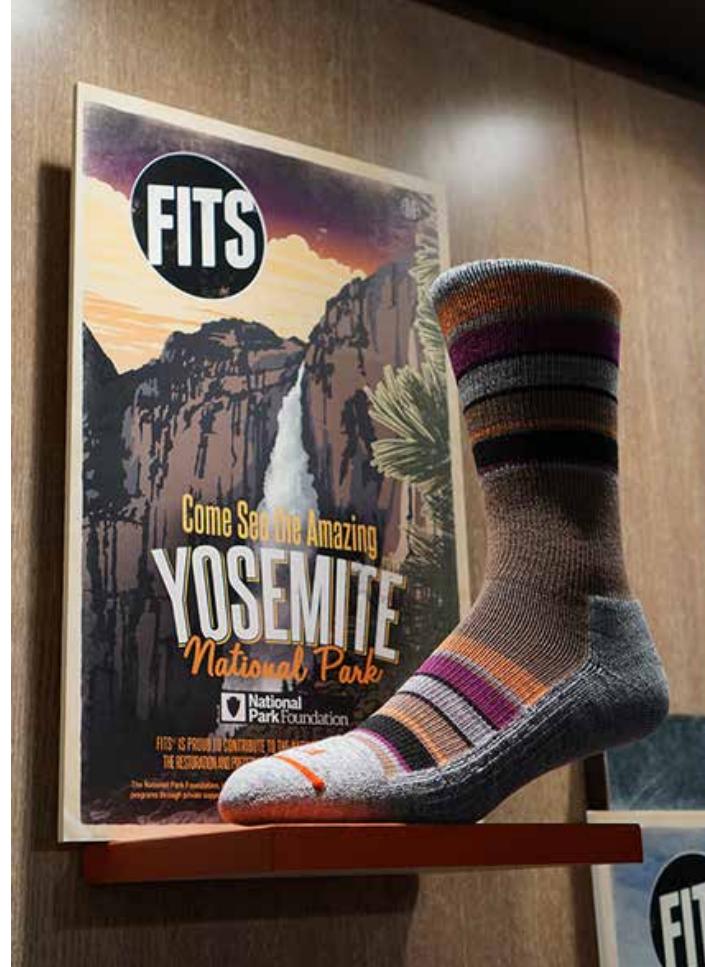
**Wolverine Worldwide** reported revenue increased 9.2 percent to a record \$808.9 million in the fourth-quarter. Adjusted earnings, which exclude restructuring, acquisition-related integration and debt extinguishment costs, grew 36.4 percent. Nine of its 16 brands generated double-digit revenue growth in the quarter, and its two largest brands, Merrell and Sperry, delivered mid single-digit and high single-digit revenue growth.

+12.8%

**VF Corp.** reported fourth-quarter revenues in its Outdoor & Action Sports Coalition rose 12.8 percent to \$2.16 billion and grew 16 percent on a currency-neutral basis. On a currency-neutral basis in the quarter, sales climbed 12 percent at The North Face, 20 percent at Vans, and 15 percent at Timberland.

+70%

**Garmin, Ltd.** reported revenues at its Fitness segment soared by 70 percent in the fourth quarter as consumers snatched up its fitness trackers, offsetting a decline at its maturing Outdoor segment.



## FITS SOCKS

### PARTNERSHIP WITH NATIONAL PARK FOUNDATION EVOLVES FOR FALL 2015

What started as a four-sock experiment has evolved for Fall 2015 into a line with 10 socks in a highly successful giving back program between the National Park Foundation and Fits Sock Company.

The brand teamed up with the National Park Foundation, in partnership with the National Park Service, to create special edition National Park inspired socks, with a portion of the proceeds going back to support the restoration and preservation of America's National Parks. The groups do not release specific sales/donation numbers related to the program in accordance to NPS guidelines.

The socks, designed and distributed by Fits, integrate performance sock technology and super fine merino wool with color and style inspired by the country's favorite National Parks.

For Fall 2015, Fits is changing all the socks in its line to unisex styling; and moving them all to reflect the popular Light Hiker product style, \$19, instead of the Ultra Light Casual Crew from this year. Every sock features ergonomic sewing and patented technology exclusive to Fits, a premium sock brand manufactured at the Crescent Sock Mill in Niota, TN.

The National Park line now includes: Rocky Mountain, Grand Teton, Yellowstone, Great Smokey Mountains, Grand Canyon, Olympic, and *new for Fall 2015* Zion, Yosemite, Glacier and Voyagers

Each sock is designed to compliment the natural imagery of its respective National Park. Last year styles were inspired by vintage National Park posters from the Great Smoky Mountains, Yellowstone, Olympic, and Grand Canyon National Parks.

National Parks are an American symbol of wilderness and land conservation that for many have inspired a lifetime of outdoor pursuit.

Crescent is the oldest family run hosiery mill in the country, established 110 years ago. Fits Socks are distributed in more than 300 retail outlets nationwide and on-line.



## NORWAY'S SWEET PROTECTION INTRODUCES SNOWSPORT HELMETS AND APPAREL TO THE U.S.

Norwegian-based Sweet Protection, designers and manufacturers of cutting edge helmets and apparel for whitewater, snowsports, and mountain biking, but primarily known stateside for their whitewater helmets, is offering its complete line of ski and snowboard helmets and apparel to the U.S. market for Fall/Winter 2015.

The brand is banking on its success in Europe and its visibility on winter athletes including World Cup skiers Henrik Kristoffersen and Aksel Lund Svindal, and snowboarding legend Terje Haakonsen, as well as top European big mountain skiers, freeriders, and park/pipe riders, to drive enthusiasm in the U.S. Sweet Protection will be opening its U.S. headquarters in Colorado in Spring 2015.

"With the very positive reception our ski and snowboard helmets received at the Outdoor Retailer and SIA trade shows, we are very excited to take on the U.S. snow sports market," said Atle Enberget, head of sales for Sweet Protection. "We chose to set up our headquarters in the Front Range of Colorado so we could be close to the Rocky Mountains where we think we'll have the biggest impact with a core group of freeriders who will really appreciate the quality and construction of our products."

With a mission to "make the finest equipment available," helmets are tested to exceed safety standards, and fine details of the apparel line are tweaked for performance. The apparel line uses GoreTex Pro laminates and PrimaLoft Gold insulation. Sweet Protection helmets incorporate carbon fiber (for superior strength-to-weight ratios) and include MIPS (Multi-Directional Impact Protection Systems) for advanced head injury prevention.

The company is based in Trysil, Norway, founded in 2000 by a group of Norwegian friends and mountain athletes. It is made up of award-winning designers, technicians and athletes who hope to lead the industry in innovation and attention to detail.

## MOVERS & SHAKERS

**Adidas** has started its search to replace **Herbert Hainer**, Chief Executive, when his contract expires March 2017.

**Dorel Sports** named **Adam Ingrao** VP, Key Accounts, where he will lead the company's efforts with such North American retailers as Sport Chek, Dick's Sporting Goods, Performance Bike, and REI.

**Fanatics, Inc.** hired **Nick Eshkenazi** as its Chief Information Officer.

**Jabra**, maker of sports audio products for sports enthusiasts, hired **Karin Piscitelli** as Director of Marketing for North America. Piscitelli comes to Jabra from City Sports.

**Nike, Inc.** announced that **Donald Blair**, EVP and CFO, would retire from Nike in October 2015. He will be succeeded by **Andrew Campion**, currently SVP, Finance, Strategy and Investor Relations for Nike, Inc.

**Pro-Tec Athletics** hired **Matt Vaughn**, a nationally certified athletic trainer, to lead employee and customer training clinics.

**SOS Outreach** presented **Mary Jo Tarallo**, Executive Director of the Learn to Ski and Snowboard (Month)/Bring a Friend initiative, with its "Social Impact Award in Youth Development."

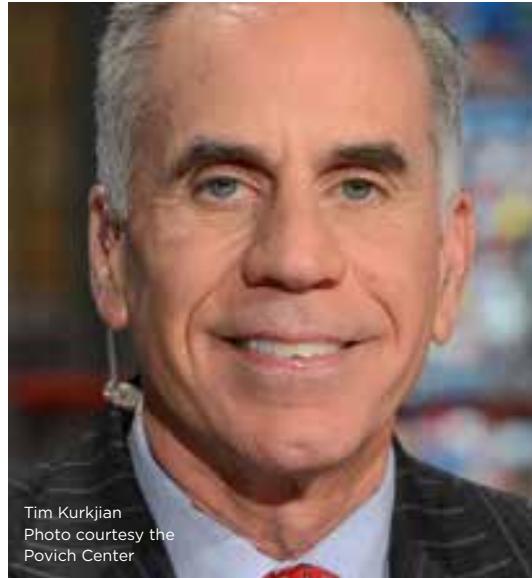
**Wolverine Brand** named **Denise Trella** as Director of Sales for its Lifestyle and Heritage product categories. Previously Trella had been with Cole Haan.

SGB Q&A

## The State of the Game

SGB spoke with ESPN Major League Baseball analyst Tim Kurkjian about key rule changes and equipment issues impacting baseball. Kurkjian can be seen on ESPN's Baseball Tonight and SportsCenter, and he also contributes to ESPN the Magazine and ESPN.com.

By Fernando J. Delgado



Tim Kurkjian  
Photo courtesy the  
Povich Center

**Over the past few years several pitchers have suffered major head injuries after being hit by batted balls (Cincinnati Reds relief pitcher Aroldis Chapman in 2014, Tampa Bay Rays starting pitcher Alex Cobb in 2013, and Oakland Athletics starting pitcher Brandon McCarthy in 2012). San Diego Padres relief pitcher Alex Torres was one of the few pitchers who wore a protective cap last season, but in general, pitchers have expressed a reluctance to wear protective caps. Do you think pitcher's will ever warm up to the idea of wearing them, and if they don't, what else can be done to improve pitcher safety?** I think eventually we'll have some sort of protection on the heads of pitchers. Remember, in the 1950s and 60s, batting helmets were not mandatory. You didn't have to wear a helmet if you didn't want to, and the hitters said, "I'm not going to put one of those on, because I can't hit with one of those on." But then Major League Baseball required hitters to put a batting helmet on. And that's what's going to happen with pitchers eventually.

But, the science is going to have to get better. The technology's going to have to get better here, because I've talked to a lot of major league pitchers including Chris Young, A.J. Burnett and some other pitchers who have said, "I'm not sacrificing performance for safety. I'm going to pitch the way I want to pitch, but with that thing on my head, I can't pitch the way I need to. So I'm not going to wear it. And if it makes it unsafe, I'll have to deal with that."

I don't blame them for saying performance comes first and, "If I get hit, that's on me." But I don't think there's a way

to protect these guys right now other than a batting helmet on their head. But it's got to be perfect, and I don't see it yet. You can't put a football helmet on them, and you can't put a mask over their face - like hockey players do - because the pitchers can't see. Seeing the target and head motion are crucial, and I don't think there's anything out there that can really help them right now. So we have to improve the technology on these hats and these inserts and everything we have and make it safer. But I cannot tell a pitcher, "Hey, you've got to wear this thing until they get it right."

**Younger players are always going to look up to big league players and take note of what kind of bats, gloves, and helmets the pros use. In terms of traditional equipment and uniforms, are you seeing any trends among MLB players that younger players may start emulating?** I think players are going to continue to wear their uniforms the way they do. I think the baggy pants and wearing your pants all the way down - the whole Manny Ramirez look - has kind of taken over to some degree.

As far as equipment, it seems like every day there's a new bat company with a new bat. And that's good, because that means hitters are going to be equipped the best they can possibly be. But I'm just not sure there's anything you can do with a bat or with a glove or with a uniform right now that's going to change the game. Are there going to be little trends, like the way guys wear their uniforms? Sure. Sunglasses, eye black, things like that. There have been improvements in those products, but I don't think there's anything out there that's going to completely change the way that players do things.

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**Do you think the first year of instant replay was a success? Do you expect instant replay to be expanded even further?** I thought it was pretty good the first year. You knew it wasn't going to be perfect. [Baltimore Orioles manager] Buck Showalter told me, "This is going to be great. Three years from now, we're going to be wondering what took us so long to get to this."

It's going to take three years to perfect it, or get it as good as we can. And this past year was only year number one. So [Major League Baseball is] going to tweak it, and they're going to find out what worked and what didn't work. And they're going to strive to make it better, because that's what they're supposed to do. And I think they will make it better. I don't think they're going to necessarily expand it to a whole lot more plays. I think they're just going to stick to plays that they can call, and they're going to make it quicker and more efficient.

**Do you think a pitch clock will be introduced at any point in the future in an effort to speed up the game?** I think we're going to see a pitch clock in the major leagues sooner rather than later. I can't define "sooner" or "later" at this point, but I know there are people in baseball, including Red Sox owner Tom Werner, who are adamant about doing something about the pace of the game. And I think a clock on pitchers

should be experimented with at Spring Training and also experimented with in the minor leagues.

It's not as simple as it seems, though, just like instant replay wasn't as easy as we thought. Blocking the plate by the catcher – also not as easy as we thought. But it's worth a try in spring training to see if we can get pitchers delivering the ball a little quicker and having batters stay in the box for a little bit longer. We haven't really policed this at all, and now we're telling pitchers and hitters, "Everything you've done over the past 10 years, you can't do that anymore." That's a difficult adjustment. So it's not going to happen in one year. They're going to have to experiment and get it right. But I think we'll see it before long, and "before long" means a few years from now.

**Who's the baseball player that has given you the best answers to your questions throughout your career?** Adam Dunn has been one of my favorite guys to talk to over the years, and I'm just heartbroken that it looks like he's going to retire. He's so funny, he's so honest, and he's bright. He's reverent to the point without being unfair or controversial. He doesn't mind saying what's on his mind. He's one of the guys I've really enjoyed talking to over the years because, again, he's going to tell you the truth, and he's going to do it with a smile on his face, and he doesn't take it too seriously. ■

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# AGENDA

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## PRODUCT FOCUS

### AGENDA LAS VEGAS

By Thomas J. Ryan

**A**genda:Vegas, which ran last week as part of a growing six-show circuit featuring the latest in “creative lifestyle fashion,” did not disappoint with current street wear, action sports and lifestyle trends. Hoopla was generated when rapper Soulja Boy arrived in Vegas to support his streetwear brand BLVD Supply. But several collaborations and a slew of retro relaunches also delivered buzz at the show.

'47 Brand showcased its new apparel and cap collection in partnership with the Black Fives Foundation, a non-profit honoring the teams that played during the Black Fives Era including the Harlem Rens. The Black Fives Era lasted from 1904, when basketball was first introduced to African Americans on a wide scale organized basis, until 1941, with racial integration of the National Basketball League in the 1940s and the National Basketball Association in 1950.

To support the collection, '47 Brand collaborated with inner-city stores to deliver collections where many of those teams thrived. The stores included Sneaker Villa in Philadelphia; Major in Washington, D.C.; LDRS in Chicago; Packer in Teaneck, NJ; Hall Of Fame in Los Angeles; and Reed Space in the Lower East Side of Manhattan.

FBF Originals continues to build on its successful player-embossed sublimated socks with the recent introduction of NHL



player designs as well as the addition of the latest NBA stars such as Stephen Curry.

New Era drew crowds last year with the release of its Heritage Series that included the return of the red Yankees cap that Spike Lee wore during the New York Yankees 1996 World Series win. For 2015, the focus is on Chicago, including all local teams; but getting a lot of attention is the return of the Bulls' 1991 NBA finals win cap, representing Michael Jordan's first championship.



'47 Brand and the Black Fives Foundation collaboration





Flexfit Mr. 44 cap

Flexfit, a leader in private label caps that work with many major sports brands as well as urban niche players such as LRG, showed off its customization skills with styles inspired by acclaimed streetwear artists. A highlight featured striking visuals from its collaboration with Mr. 44, renowned Los Angeles-based street artist. A custom 2015 Hyundai Sonata,

Mr. 44 similarly used as his landscape, was on display at the Flexfit booth.

Hoonigan, the apparel collection recently launched by DC Shoes founder Ken Block, brought out the Hoonicorn, its custom built 845 hp all-wheel-drive 1965 Ford Mustang that's starring in a video series. The "Gymkhana SEVEN: Wild in the Streets of Los Angeles" video has received more than 1.1 million views on YouTube and has inspired a related apparel collection.



Hoonigan  
the Hoonicorn

Etonic returned to the heritage space last fall after being acquired by Anthony L&S Footwear - makers of FUBU, Levi's and Phat Farm footwear among others - in partnership with Weisfeld Group, which manages FUBU and Coogi. Styles such as the Trans Am all-purpose athletic trainer are coming back to market. The new owners also recruited NBA legend and Hall of Famer Hakeem Olajuwon to reintroduce the iconic "Akeem the Dream" model.

Vans showed its expanded collection of weatherized foot-

wear that's helping the company to slowly become a four-season brand; but its booth played up the many fresh takes it's bringing to fall and winter apparel.



Fila Mashburn

Fila heralded the return of the Mashburn, often known as the MB, representing Jamal Mashburn's rookie shoe for the Dallas Mavericks from the 1993/94 season. With a simple leather and Filabuck upper, the MB stands out with its unique midsole design and height as well as its retro Mavericks colors. The two-pack collection also includes Mashburn's sleeker running model, the Overpass, and hits stores this April.



New Balance 530

New Balance went back to the vault to reintroduce the New Balance 530, one of its most popular models from the '90s. With the original silhouette and ENCAP technology, the 530 comes in both original and updated color combos.

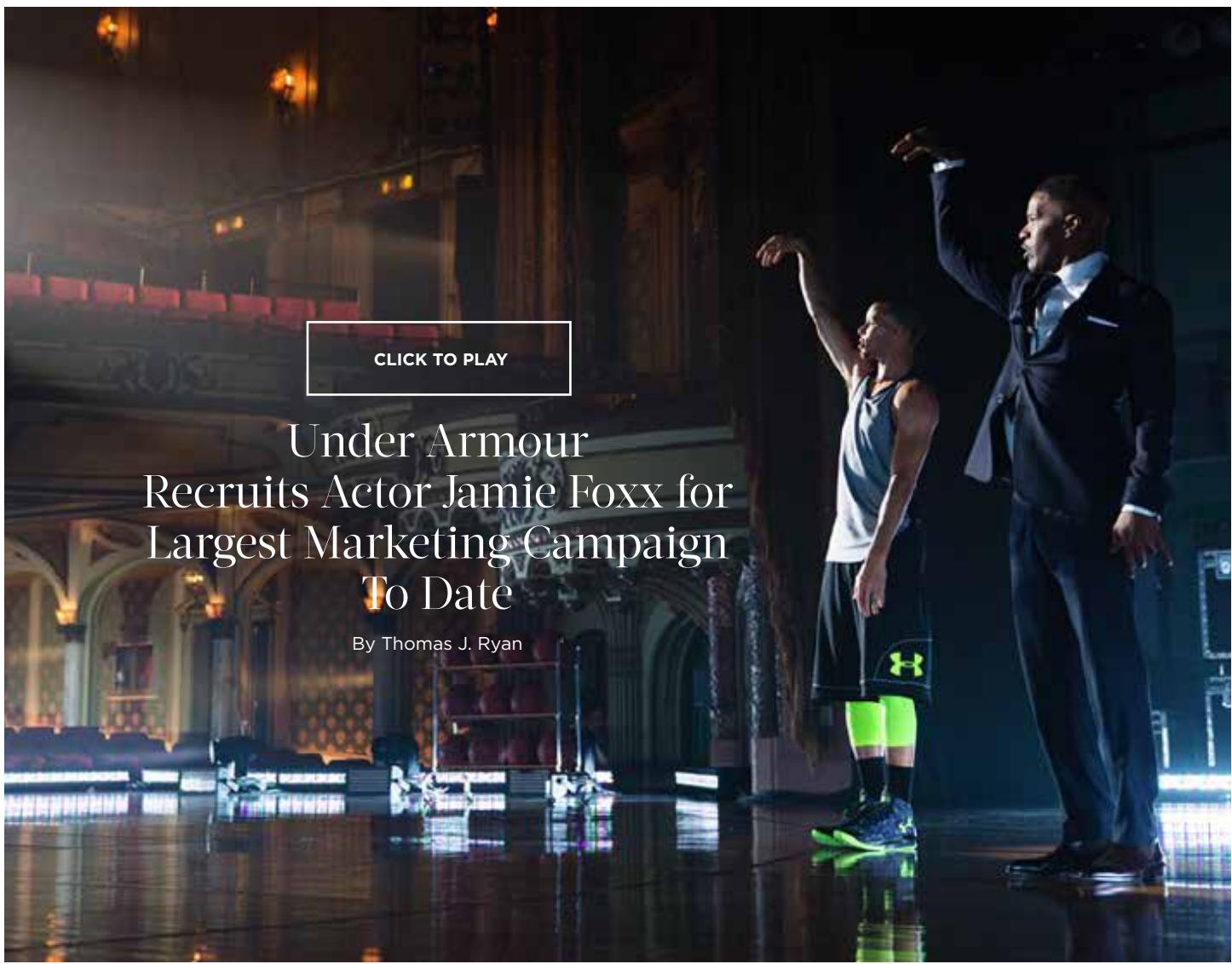
Reebok brought out the Ventilator Reflective, a 1990s classic reimagined with reflectivity. Reebok equally showcased the FuryLite, descended from the iconic Pump Fury but with a low-cut design for added mobility and freedom of motion. ■



Etonic Akeem the Dream



Reebok Ventilator Reflective



# Under Armour Recruits Actor Jamie Foxx for Largest Marketing Campaign To Date

By Thomas J. Ryan

**A**t an event prior to the NBA All Star game in New York City, Under Armour introduced Oscar-winning actor Jamie Foxx and NBA All-Star Stephen Curry to herald the launch of its largest global brand campaign, "The Book of Will."

Foxx is the star and creative director of the new short films that are expanding Under Armour's "I Will" campaign dedicated to the underdogs whose "journey is defined by a relentless drive to succeed."

The first film from the campaign, which debuted during the All-Star Game broadcast, tells the story of Curry's journey and is entitled "Volume One: Shakespeare Got it All Wrong." Acclaimed film director Peter Berg, known for the TV series "Friday Night Lights," directs the campaign.

Kevin Plank, Under Armour's founder and CEO, noted the history of the brand celebrating the underdog. "We never had the biggest budget, never had all the resources, and never had anything that the other guys did. We just had to

find a way," said Plank. Plank recounted that Under Armour sales have grown from \$17 million when he launched the brand in 1996, to surpass \$3 billion last year.

The fourth quarter marked its fifth consecutive quarter of 30 percent topline growth. In the nine years since going public, the company has averaged 30 percent topline and 30 percent bottom line growth. The company recently celebrated its 19th consecutive quarter of 20 percent revenue growth, one of only four companies in the S&P 500 that can make that claim.

In its core category of apparel, Under Armour recently racked up its 21st straight quarter of having at least 20 percent growth. Said Plank, "Everything about this brand is about perseverance."

He also spent time discussing Under Armour's push into the digital business with the late 2013 acquisition of MapMyFitness, followed by the launch of UA Record at the Consumer Electronics Show, and the recent acquisitions of Endomondo and MyFitnessPal.

"We are transforming into a company that will be the company for the next generation," said Plank. "That gives you the data score for your health... We sell shirts and shoes because that's our job but we can do more for consumers with better information."

The night and the campaign was devoted to footwear, supporting the recent traction Under Armour's been gaining in running but also its newer push into basketball with the launch of Curry's first signature shoe, the Curry One. Curry, starting in his second straight NBA All-Star game, was the leading vote getter in the NBA All Star Game and is a candidate for this year's league MVP award. During the 2012-13 Season, Curry set the NBA record for three-pointers made in a regular season with 272.

"Shakespeare Got it All Wrong" depicts Curry's path from being the son of an NBA star, Dell Curry of the Charlotte Hornets, to an overlooked high school basketball player, to becoming the game's new creative genius and most "unguardable" playmaker.



Jamie Foxx, NBA All-Star Stephen Curry and Kevin Plank, Under Armour's founder and CEO

Growing up in Charlotte, NC, Curry never received a scholarship from any of the ACC universities in his backyard, and even Virginia Tech where his father played only offered him a shot as a walk-on. He ended up going to Davidson College, a school that had not won an NCAA Tournament game since 1969. As a sophomore in 2008, he led Davidson to the Elite Eight round, scoring 30 points in a four-point upset over No. 2-seeded Georgetown.

Detailing Curry's rise and the response he has received - causing mob scenes at Under Armour stores around the world from New York to Shanghai - the content in "Shakespeare Got it All Wrong" is comprised of real moments in his life going back to his childhood and ultimately anoints him as "The Patron Saint of Underdogs."

"Stephen Curry is the hottest player in the NBA right now and this film tells the story of his tough journey to get there," said Foxx, who first encountered the Under Armour brand on the set of "Any Given Sunday" in 1999. "With the season he's having, everybody is acting as if they believed in his talent from the start, but he had to fight his way up from day one, through high school, to putting a small college on the map, to dominating in the league."

Featured in the commercial is the "Dark Matter" Curry One, the colorway of his signature shoe worn during the All-Star game. The Curry One, \$120, features Charged Cushioning and Anafoam technology. Charged Cushioning absorbs impact and converts it into a responsive burst, offering explosiveness in every step and change of direction. Anafoam molds together EVA foam and mesh to provide basketball players of all levels with anatomical support at key pressure points.

The second film in the series, "Volume Two: Aristotle Got it All Wrong," also debuted at the event. Starring Foxx alongside U.S. track and field athletes Manteo Mitchell and Natasha Hastings, the film chronicles the self-determination and inner drive it takes to be the fastest person on the track. In this take, its Aristotle's famous: "You are what you repeatedly do," quote is rewritten for Under Armour athletes to: "You are what you repeatedly do, when things get hard."

For Mitchell, his reaction to the challenge is detailed by his resolve during the 2012 Olympics when he broke his leg while running the 4x400 relay and continued running another 200 yards to pass off the baton, giving his team the chance to eventually win the silver medal.

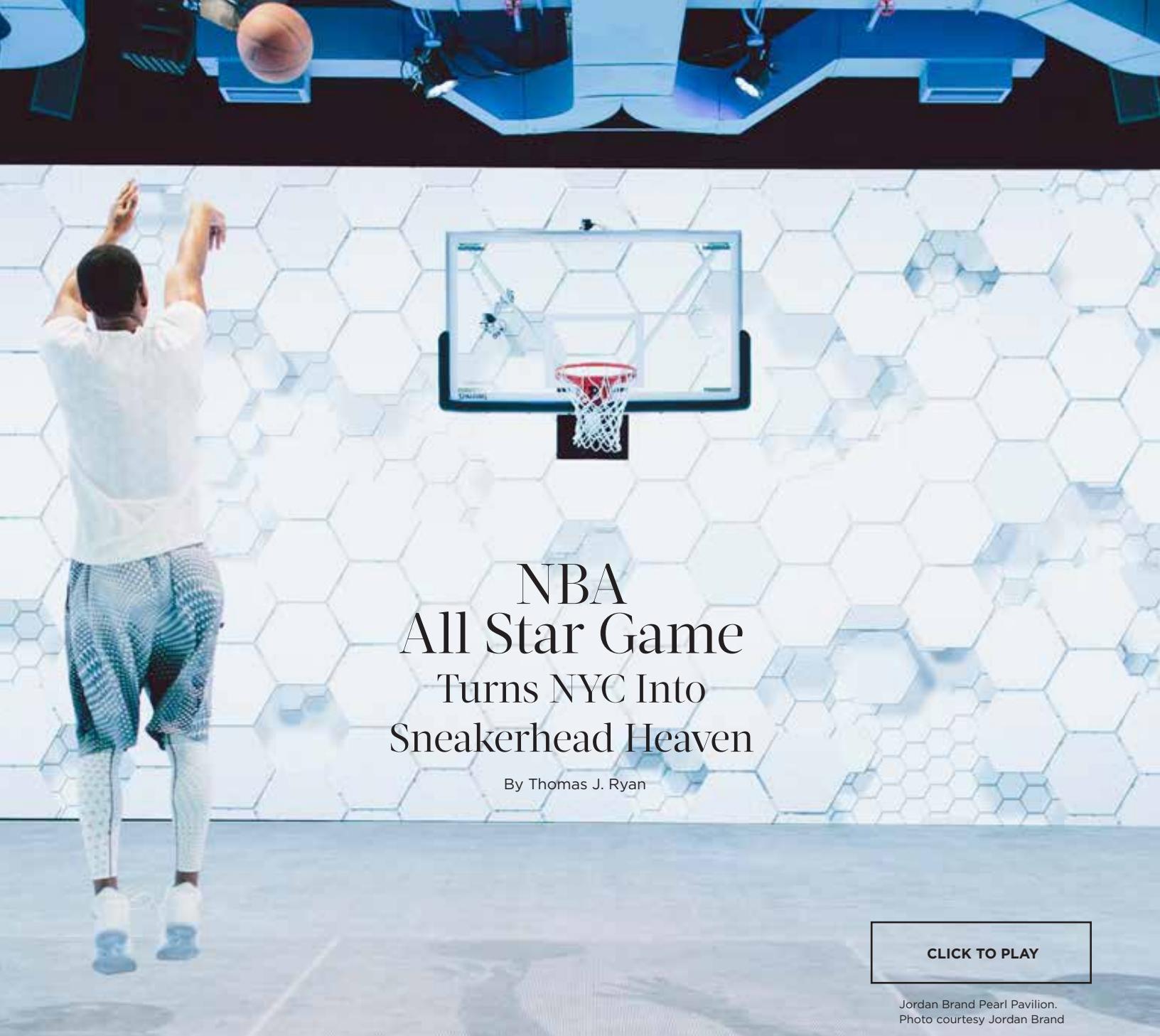
In the spot, Mitchell and Hastings are wearing UA SpeedForm Gemini and UA SpeedForm Apollo Vent running shoes, respectively. The UA SpeedForm Gemini, \$130, features a seamless heel cup and lightweight, breathable upper, which allows for a more locked in, personalized fit.

Plank said the brand has been "selling shoes for close to 12 years, learning the ropes." It launched football cleats in 2006, followed by baseball cleats in 2007, training in 2008, running in 2009 and basketball shoes in 2010. He said now Under Armour has "stopped launching anything. We just want to become the best in the categories we're in." ■

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# NBA All Star Game

## Turns NYC Into Sneakerhead Heaven

By Thomas J. Ryan

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Jordan Brand Pearl Pavilion.  
Photo courtesy Jordan Brand

The NBA All Star Game in New York City was a major event for fans of the sport but was also a monumental occasion for local sneakerheads.

The last time the game took place in the city was in 1998 and has since then grown to become a much larger event with the game being held at Madison Square Garden this year while other events, including the three-point Shootout and Slam Dunk Contest, were held at Barclays Center, home of the Brooklyn Nets, leading to scores of opportunities for brands and local retailers to celebrate NBA fandom.

Celebrating its Jordan brand's 30th anniversary, Nike, not surprisingly, seemed to be all over the place. At Pearl Pavilion across from Madison Square Garden, Nike opened the All-Star Consumer Brand Space, featuring a video motion capture wall where fans could emulate Michael Jordan's most memorable plays.



Jordan Brand pop-up shop

In Brooklyn, a Jordan Brand pop-up shop opened across the street from Barclay's Center and featured exclusive All-Star Week releases and special appearances by Jordan, All-Star Game MVP Russell, and other NBA notables.

Meanwhile, another pop-up, Nike's Zoom City SNKRS Station, located on the corner of Bowery and East 3rd in NoHo, heralded the launch of SNKRS, Nike's newest app that serves as a mobile catalog to Nike's rare-editions and classics. App users also receive advanced notification of release dates and are able to purchase new shoes directly. The New York City street corner was transformed into a giant version of Nike's classic orange shoebox and illuminated with LED lights.

Adidas, the NBA's sponsor, had significant signage around Madison Square Garden, Barclays' Center, and at several store locations. Adidas opened its latest installment of The A Standard at Foot Locker with a Brooklyn pop-up shop. The 2,500-square-foot Adidas-only Foot Locker store featured the full assortment of official Adidas NBA All-Star merchandise and also offered limited edition footwear from Adidas Originals and Adidas Basketball. Damian Lillard of the Portland Trail Blazers greeted fans on Saturday.

The Adidas Sports Performance store in NYC featured an interactive experience where fans could test Adidas' Boost footwear technology and meet Adidas athletes. Those attending were Kareem Abdul-Jabbar, Andrew Wiggins, Shabazz Muhammad, Dante Exum, and the Washington Wizards' John Wall.

Adidas also showcased Adidas Confirmed, its sneaker reservation app, at both stores and at its



Washington Wizards' John Wall



Adidas All Star Game Cap



Atlanta Hawks Jeff Teague



Nike Zoom City SNKRS Station



Toronto Raptors  
Kyle Lowry

Originals store on Wooster Street in lower Manhattan. The app supported the sale of its highly anticipated Kanye West Yeezy 750 Boost collaboration.

At Foot Locker's flagship location on 34th street, Jeff Teague of the Atlanta Hawks stopped in before the big game; and Stephen Curry, Golden State Warriors; Kyrie Irving, Cleveland Cavaliers; James Harden, Houston Rockets; and Kyle Lowry, Toronto Raptors, all made appearances throughout the weekend.

In a partnership with Villa, the Philadelphia-based lifestyle retailer of urban-inspired footwear and apparel, Starter opened "The Starter x Villa Clubhouse," a pop-up shop in the Paramount Hotel on Times Square.

Carl Banks, president of G-III Sports and two-time Super Bowl Champion, hosted a series of special events, including product launches, fan appreciation nights, celebrity DJ parties, charity events, athlete appearances and radio, TV, and online broadcasts.

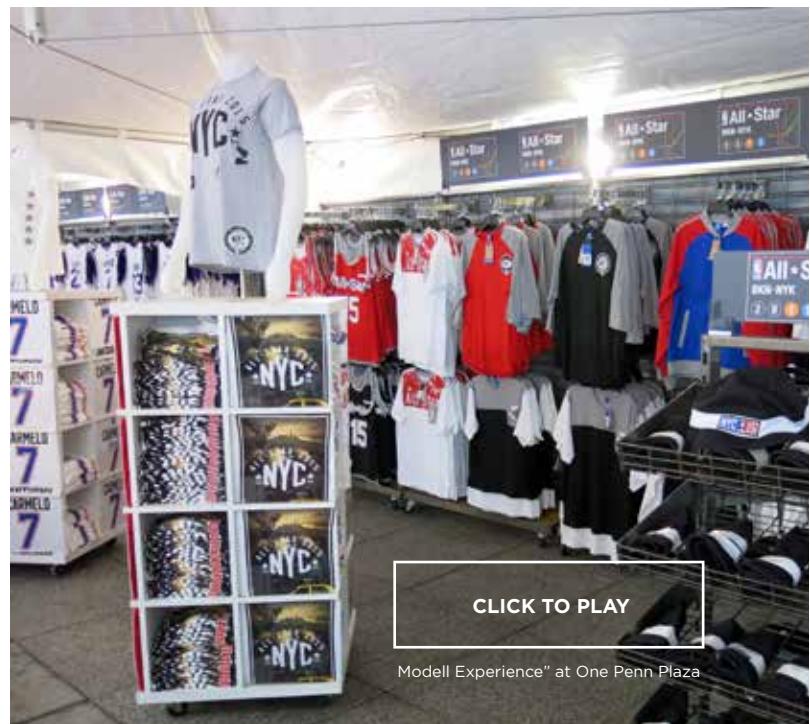
"The Starter x Villa Clubhouse" also represented Villa's first retail space in NYC, and featured artwork curated by contemporary urban illustrator and artist Lawrence Atoigue (aka Naturel) to pay homage to "all things New York" with influences drawn from pop art, surrealism, sports, and hip hop.



Hometown sporting goods chain Modell's Sporting Goods had three "core doors" celebrating All-Star frenzy. At its store on Atlantic and Flatbush Avenues in Brooklyn near Barclay's Center, Nike created a large mural featuring LeBron James. The legendary New York Knick's guard John Starks and NBA's Larry O'Brien Championship Trophy also reached Modell's flagship Brooklyn store.

At One Penn Plaza, the "Modell Experience" pop-up, featured a heated tent filled with interactive basketball games for kids, drew appearances by Chris Bosh, Klay Thompson and others. At its flagship Manhattan location on Times Square, Modell's hosted appearances by 13 former and current NBA stars.

With no stores in New York City, Finish Line took to social media including programs with Under Armour, Adidas, and Nike's Jordan brand. Collaborating with Under Armour, Stephen Curry and several key influencers within the basketball marketplace hosted a contest surrounding the new Curry 1 product launch on February 13. Fans were encouraged to go to work showcasing their best Curry-like moves on the court and then post them online to Vine, Twitter or Instagram using the promotional hashtag #ChefCurry for a chance to earn two pairs of Curry 1s – one autographed to display and one for play. ■



Modell Experience" at One Penn Plaza

Finish Line and Adidas teamed up to provide fans with real-time video posts from the players' lounge as part of the weekend's all-star festivities. The Finish Line blog provided firsthand content all weekend on players and celebrities popping by the suite.

Just in time for Michael Jordan's birthday, Finish Line launched a new Brand Jordan webpage as the destination for Jordan tastemakers. Key Jordan athletes showcased their signature styles and shared tips on how to rock the latest Jordan product on finishline.com.

On Friday, Lids held a live remote event with local sports station WFAN, while the Dallas Mavericks' Chandler Parsons visited Locker Room by Lids in Macy's Herald Square. On Saturday, NBA Two-Time All-Star Paul George visited its Macy's location.

Jimmy Jazz's schedule of events kicked off with the Official All-Star Lounge's Opening Ceremony on February 10, taking place at both the Jimmy Jazz store in Harlem on West 125th Street presented by New Era, and the Jimmy Jazz store in Brooklyn on Fulton Street.

The All-Star Lounge hosted an Xbox and PlayStation tournament. On Friday, Detroit Pistons' star Andre Drummond made an in-store appearance at the Harlem location. On February 13, Jim Jones made a special guest appearance at the Harlem store, and Joey Bada\$\$ performed at the Jimmy Jazz store in Brooklyn on Saturday.

Jimmy Jazz was also a sponsor of Hot 97's "The Tip Off" concert featuring Puff Daddy and Snoop Dogg at the Paramount Theatre at Madison Square Garden on Friday.

And1, the basketball brand owned by Sequential Brands Group, Inc., also opened a pop-up retail lounge on Flatbush Avenue across from Barclays Center. It partnered with Slam Magazine to host a private charity event with two of New York's greatest streetball legends - Charlotte Hornets' Lance "Born Ready" Stephenson and former NBA star Rafer "Skip to My Lou" Alston. Its launches were showcased during the event with proceeds from all sales benefiting Brooklyn-based community organization Little Essentials. ■



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Newtown, CT 06470  
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nssf.org

National Sporting Goods Association  
1601 Feehanville Drive I Suite 300  
Mount Prospect, IL 60056  
t 847.296.6742  
nsga.org

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nbs.com

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Silver Spring, MD 20910  
t 301.495.6321  
sfia.org

Snow Sports Industries America  
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t 703.556.9020  
snowsports.org

Snowsports Merchandising Corp.  
235 Cadwell Drive  
Springfield, MA 01104  
t 413.739.7331

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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

## APRIL

14 SFIA/HFHS/NCAA Rules Meeting  
Indianapolis, IN

## MAY

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

## JUNE

25-27 Sports Inc. Athletics Show  
San Antonio, TX

## JULY

10-12 A.D.A. Spring Show  
Minneapolis, MN

## AUGUST

13-15 Sports Inc. Outdoor Show  
San Antonio, TX

## SEPTEMBER

9-10 SFIA Industry Leaders Summit  
New Orleans, LA

## OCTOBER

29-31 A.D.A. Fall Show  
Baltimore, MD

## NOVEMBER

22-24 Sports Inc. Athletic Show  
Las Vegas, NV

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sportsinc.com

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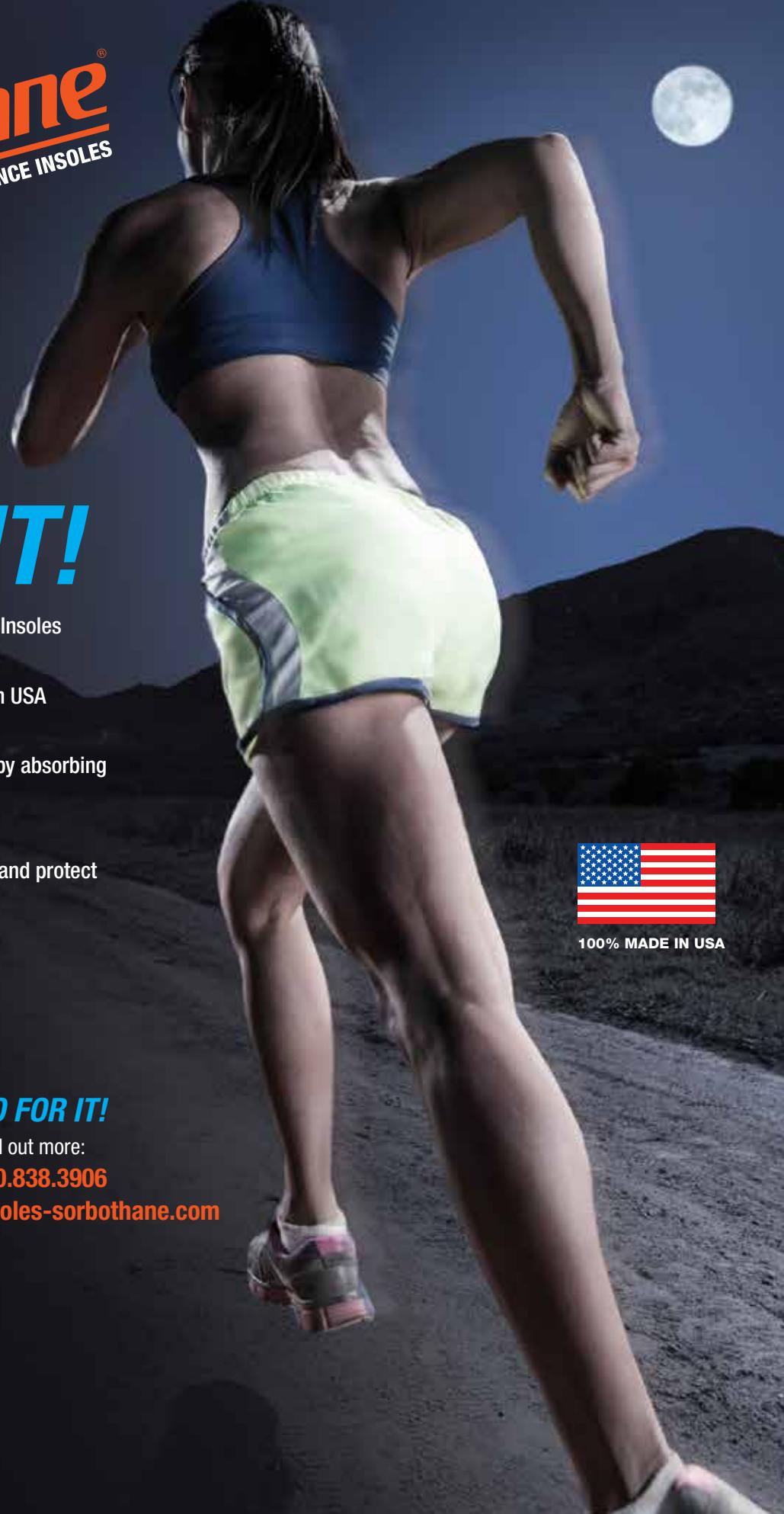


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