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ISSUE 1509
MARCH 2, 2015

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET



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17

CLICK TO PLAY

In the Teton Range lies some of the country's most pristine groomed single track for FatBiking
Rider: Evan Simula
Location: Grand Targhee Resort in Alta, WY

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ON THE COVER: Photo courtesy Colorado Ski Country USA

BY THE NUMBERS

+21.4%

Nautilus, Inc. reported fourth-quarter earnings rose 21.4 percent to \$10.4 million, or 33 cents a share. Revenues grew 23 percent to \$94.9 million, led by a 35 percent hike in its direct segment. Retail segment sales grew 8 percent, led by cardio products including its recently launched treadmill line.

+32%

Escalade, Inc., which owns a wide variety of gaming, sports training equipment and hunting products, reported net income from continuing operations for the fourth quarter rose 32 percent to \$4.5 million, or 32 cents a share. Revenue from continuing operations increased 7 percent to \$40.6 million.

-33%

Sturm, Ruger & Company, Inc., reported fourth-quarter revenues declined 32.6 percent to \$122.6 million. Ruger said demand softened in the second half of 2014 due to a reduction in overall consumer demand, high inventory levels at retail, aggressive price discounting by many of its competitors, and the lack of significant new product introductions from Ruger.

-46.1%

Big 5 Sporting Goods reported fourth-quarter earnings slumped 46.1 percent to \$2.8 million, or 13 cents a share. Same-store sales decreased 0.5 percent. The sporting goods chain had warned on January 12 that earnings would come in below guidance due to weaker than expected sales of firearm-related products and soft sales in its winter-related business as a result of significantly warmer than normal weather.

SIMPLE BRAND RELAUNCHES FOR 2015

Simple, the lifestyle sneaker brand launched in 1991, is coming back to retail. Formerly owned by Deckers Brands, it's being launched through a partnership with Denis Ryan, managing partner in ICB, Int'l, and Harbor Footwear Group, Ltd.

Ryan purchased the worldwide trademark and IP rights from Deckers Brands in late 2014 and structured Simple as a design and marketing company. The relaunch debuted this month at Magic|FN Platform. Delivery will start in early July.

Harbor Footwear brings expertise in supply chain management, product development and wholesale to the partnership. Harbor develops footwear under its own brand names of Giorgio Brutini and GBX as well as under G.H. Bass, Izod, and Marc Ecko Cut & Sew through licenses.

In an interview with *SGB Weekly*, Ryan said Simple's legacy styles such as the *Simple OS Sneaker*, the *Barney*, and the *Simple Clog* will form the cornerstone of the brand DNA moving forward.

"Simple had a real soul and always had a real reason for being," said Ryan. "It's trademarked in 35 countries. It was clean, with no inventory, no receivables, no disgruntled retailers and was fondly remembered. There were well-made, relevant iconic styles in the product offering."

He said the brand went through various iterations, with 1991 to 1996 being the essence of what it stood for - a Santa Barbara, CA lifestyle brand that made great product for people who shared their values.

"Life is and should be simple and reflect that in all we do," said Ryan. "As Steve Jobs used to say, 'Simple is harder than complex but it's worth it in the end.' It's not directed at gender, skaters or surfers, but we know they all understand what Simple is about and what it means to them in their daily lives."

The eco-friendly message will continue to be reflected in the product manufacturing and organizationally. Said Denis, "We'll develop a transparent platform and share environmental innovations and technology. Social media will help us share these values."

Dennis Lazar, chairman and CEO of Harbor Footwear Group said, "Simple was one of those brands which was always on our radar and when the opportunity arose for us to help bring it back to market we readily agreed. We look forward to reigniting the spark that was Simple to a legion of new fans while holding true to the core attributes that loyalists expect from the brand."

Dennis noted that Simple racked up over \$40 million in its biggest year. He added, "With that in mind, what we're looking to do is deliver quality product to those who understand what the brand is about. We have no sales goals."



OS sneaker



Barney



Clog

M&A BLOTTER

HanesBrands entered into a definitive purchase agreement to acquire **Knights Apparel**, a leading seller of licensed collegiate logo apparel in the mass retail channel.

The all-cash transaction values Knights at approximately \$200 million on an enterprise-value basis. HanesBrands' Gear for Sports division is already a leading seller of licensed collegiate apparel in university bookstores.

Delta Apparel, Inc., entered into an agreement to sell its **The Game** branded

collegiate headwear and apparel business to **David Peyser Sportswear, Inc.**, the owner of MV Sport, Inc. Terms were not disclosed.

Mission Athletecare, best known for its line of EnduraCool instant cooling towels, raised \$35 million of growth capital in a round of funding led by **Fremont Private Holdings** and **VO2 Partners**. As part of the new investment, Hap Klopp, the founder and former CEO of The North Face, joined Mission's Board.



SKECHERS Q&A WITH RINGO STARR

Joining Pete Rose, Joe Namath, Joe Montana and Brooke Burke, Skechers USA recently added Ringo Starr, legendary drummer from The Beatles, as its latest model. Starr will be featured in Skechers' global Relaxed Fit marketing campaign that will include print, broadcast and digital elements and will run through 2016. Here, a Q&A with Starr provided by Skechers.

You've been very selective about brand partnerships. What is it about Skechers that struck a chord with you? I'm still a working musician, I'm still on tour, I've done commercials. I saw lots of ads for Skechers that were really bright, young and fresh. I've always enjoyed those commercials, and now I'm enjoying the shoes! I love to be relaxed and I'm wearing the shoes because they're comfortable.

You've had a long and successful career in the music business. How do you stay calm and cool working in such an unpredictable and competitive industry? I think my demeanor is relaxed. I don't get too crazy. I'm fulfilling the dream I had when I was 13 years old to be a drummer, and I'm still doing what I love to do. I love to play live and every night I go on stage I love the audience, they know that and they love me. So, it's a love fest.

You're wearing Skechers Relaxed Fit shoes in this campaign. What are your favorite ways to relax? I don't know why people think because you're a well-known pop star that we relax differently. We don't. We hang out at home, we

have dinner, we go to the movies. I like to sit on a beach in the sun and listen to the waves. But you can't do that every day can you?

You've been an advocate for many philanthropic causes. What inspired you to create your own charitable organization, The Lotus Foundation? I wanted to take the initiative, rather than waiting for invitations, and support something that could make a difference in people's lives. We covered all the startup costs for three years (phone bills, rent) to take the weight off so The Lotus Foundation could become established. We support a wide range of causes from clean water aid to providing wheelchair access for a handicapped child.

Tell us about your new album and tour coming up in 2015. I start the tour on February 11 and we're dividing it into three parts: America, South America (Chile, Brazil, Argentina, Mexico City), then back to America. I love touring, but nobody loves getting on the plane, the bus, the car... whatever gets you to the gig. But once you're there, it's all worth it.

On March 31 the new record will be out, Postcards from Paradise, that I've been working on all of last year. I made it in L.A. at home in my guesthouse. I do basic tracks, then invite writers to come and join me and we write songs... from Van Dyke Parks to Richard Marx and Todd Rundgren. I just have fun. I love hanging out with musicians and have the excuse if we're writing a song and then we play. So that's what's happening in my life right now. Peace and Love.

MOVERS & SHAKERS

Adidas announced partnerships with 16 of the top NFL prospects including quarterback **Brett Hundley** of UCLA, wide receivers **DeVante Parker** of Louisville, **Kevin White** of West Virginia, **Dorial Green-Beckham** of Missouri, Phillip Dorsett of Miami, FL, and **Tyler Lockett** of Kansas State.

Anta Sports Products Limited, Chinese athletic footwear maker, signed an endorsement contract with **Klay Thomson**, star-shooting guard of the Golden State Warriors.

Crocs, Inc. hired **David Thomson** as SVP, General Manager, of the company's Asia, Africa and Middle East region.

Dorel Sports named **Bob Knoch** as President of its Pacific Cycle Group operating division, where he has been serving in a dual role as both interim President and CFO.

Ecco signed LPGA Tour players **Jennifer Johnson**, **Pernilla Lindberg**, **Sadena Parks**, **Kendall Dye** and **Therese Koelbaek**.

Gerber welcomed **Brad Webb** as its new VP of Sales. Webb was most recently VP of Sales Operations with Plano Synergy.

Rawlings Sporting Goods Company, Inc., a subsidiary of Jarden Corporation, named **Michael Zlaket** as President and CEO. Zlaket will succeed Robert Parish, who is leaving the company to pursue other opportunities.

Safilo Group appointed **Kevin Hyland** North American Sport Channel Sales Leader responsible for channel sales of the Group's sports and outdoor lifestyle brands including Smith and Suncloud by Polaroid.

SGB
2015

40
UNDER FORTY

Nominations Are Now Open
for the 8th Annual
SGB 40Under40 Awards

Close Date March 13, 2015

[Click Here To Nominate](#)

The SGB 40Under40 Awards recognize **key leaders** under the age of 40 who work within the Sporting Goods, Outdoor and Active Lifestyle industries. Our nominees **influence** change, **drive** progress and **inspire** the community around them. Participate in the process. *Recommend Someone Today!*

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

SGB40Under40.com

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SPORTSONESOURCE OPENS SGB 40UNDER40 NOMINATIONS

SportsOneSource has opened the nominating process for its 8th Annual SGB 40under40 Awards. Nominations are open to anyone born after January 1, 1975 working in the sporting goods, action sports, outdoor, snow sports or bicycle industry.

Nominations close May 13, 2015. Finalists will be honored in the Spring Issue of SGB magazine. To nominate someone for this unique award, log on to SGB40under40.com.

"The 40under40 honoree list has become a who's who of industry managers, entrepreneurs and innovators that will lead this industry for the next 20 years," said James Hartford, CEO of The SportsOneSource Group. "The honorees over the first seven years have developed a common kinship and are part of something very special. It amazes me each year the level of talent and energy reflected in the list of nominees. We expect that this year will bring more of the same."

"It was such an honor to be recognized for the 40under40 award," said

Marisa Nicholson, VP and Outdoor Retailer Show Director.

Nicholson was inducted into the Class of 2013. "It was as much



Marisa Nicholson,
VP and Outdoor
Retailer Show
Director

a recognition of my efforts and accomplishments as it was a nod to the hard work and dedication of the entire Outdoor Retailer team. I was truly grateful to have been included in a class of such dynamic and successful nominees, I have enjoyed meeting, networking and celebrating the continued success of those that have been recognized with this accolade."

Each year, SportsOneSource honors 40 industry leaders under the age of 40. The honorees are selected from the nominations submitted on line by their customers, clients, vendors, peers, staff, co-workers and employers. "SportsOneSource receives hundreds of nominations", stated James Hartford, and "the 40 honorees are selected by a panel of industry executives, past 40under40 alumni, and SportsOneSource editors and analysts". The honorees are featured in SGB magazine and toasted at the SportsOneSource annual 40Under40 award's event.

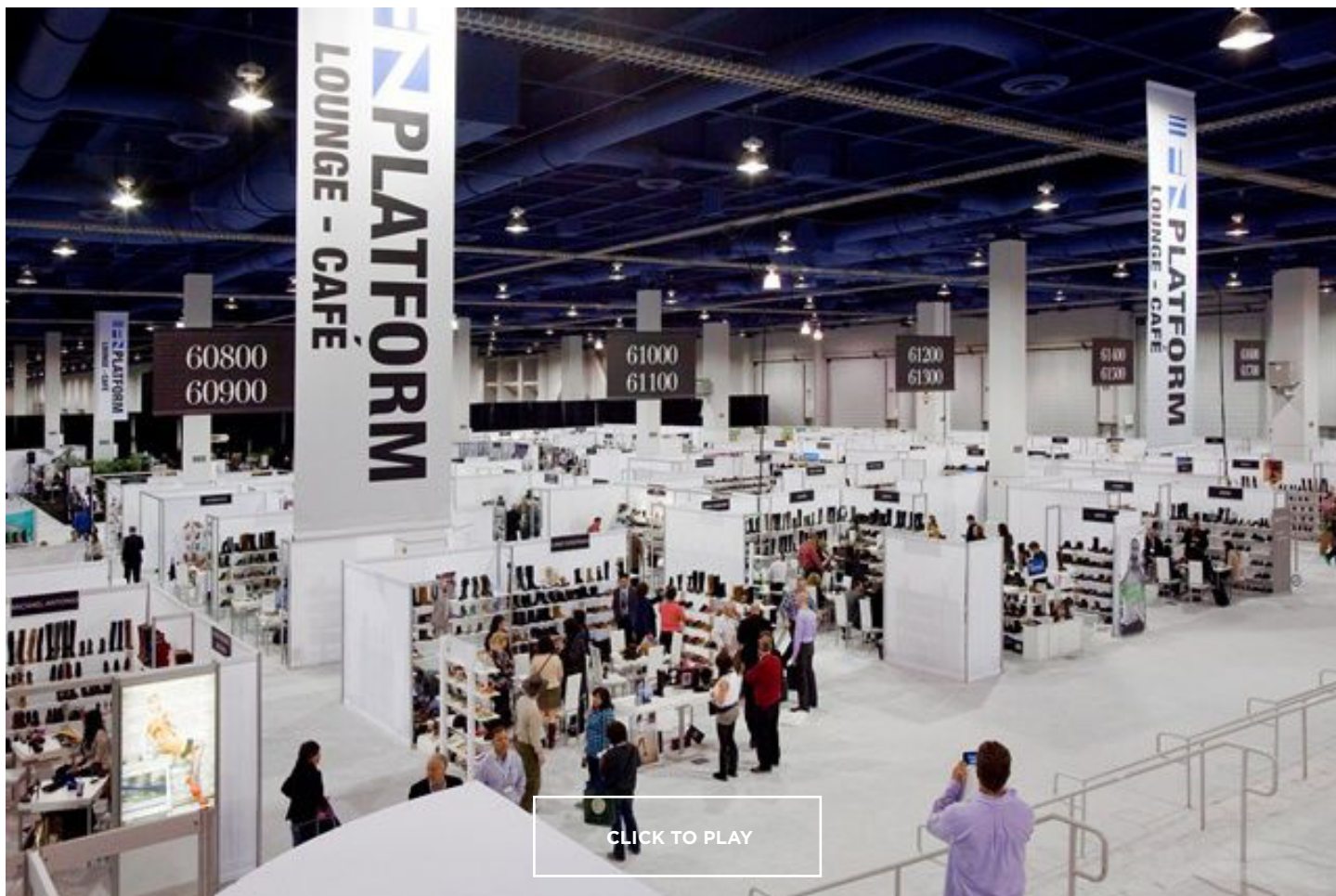
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FASHION MEETS FUNCTION AT MAGIC FN PLATFORM

A host of outdoor and sports brands showcased their lifestyle offerings at Magic FN Platform in Las Vegas last month.

By Thomas J. Ryan

While stretch fabrics and athletic cuts are inspiring the fashion runways, the performance business is also being heavily influenced by the same trends, and the popularity of athletic styling is bringing more color and athletic designs to boots and to outdoor for Fall 2015.

The bigger story is the increasing demand for multi-purpose styles that function both on a hiking trail or work in a casual environment. At the same time, the growing popularity of outdoor brands is presenting opportunities to expand lifestyle and casual designs; which were also on display.

Here are a few takeaways from the show on new launches for Fall 2015:

From *Dansko*, the Chelsey, \$195, is a water-proof, outdoor-inspired, lace-up ankle boot

featuring a Vibram rubber outsole, alpine-style laces with metal eyelets, and a removable triple-density footbed for shock absorption and arch support. It's available in burnished nubuck uppers with a shearling lining.

Woolrich showcased its men's Yellowstone, \$170, a mountaineer approach hiker designed to navigate most trails in speed and style. The boot capitalizes on Woolrich Footwear's signature, ultra-light felted wool midsole and traction, as well as the performance benefits of wool in footwear.

The Miss Alice for women is a Western heeled buckle bootie with round toe featuring a suede, leather, and Woolrich wool upper trimmed in shearling. The Fall/Winter 2015 collection, created by Portland Product Werks, marks the



Dansko Chelsey



Woolrich
Yellowstone



Woolrich
Miss Alice

third collection of Woolrich Footwear since its debut last fall. “Consumers have really connected with the quality of materials and rich history of the Woolrich brand as it translates to footwear,” said Sean Beers, president and co-founder of Portland Product Werks.



Ecco Gora (top) and Whistler (bottom)



Icebug Idun

salt-washed leathers and a climate-controlled mesh lining, the boot is built to withstand and to provide utility through tough New England weather conditions.

Oofos, a leader in the recovery footwear category, brought fashion flair to the show with its Oolala for women, \$60. The Oolala is two-toned and features a black and steel footbed and a



Oofos Oolala

slim silhouette. Oofos stands out for its Oofoam proprietary material; which is 37 percent more impact absorbent than EVA.

Blundstone, the Australian boot brand, showcased its Ladies’ Original Series, \$180, in premium leather. Lightweight and durable, the shoe features include a steel shank, removable footbed, leather lining, and a TPU/PU combo.



Blundstone Ladies’ Original Series



Northside Women’s Northside Sun Peak

Northside unveiled its Women’s Northside Sun Peak winter boots collection. The Sun Peak, \$90, is a 12.5-inch, all-suede leather fashion boot with a knit collar. Fully seam-sealed for protection but also with clean, classic styling on an all-rubber, all-weather shell bottom with 200 grams of Thinsulate insulation.

Wolverine introduced the Felix, \$190, part of the Wolverine Since 1883 Collection. The boot

Ecco debuted its women’s Gora and counterpart, the Whistler, for men, both offered at \$200. Part of Ecco’s lifestyle offerings that are designed for outdoor-oriented consumers, both styles feature many of the same technologies found in Ecco’s more technical hiking boots to include a Gore-Tex lined leather upper with direct-injected construction.

Icebug showcased the Idun, \$220, a feminine and warm winter boot. The water repellent high-cut upper is non-absorbing and is made from both leather and suede. The fleece lining and Alu sheet insock insulate and is designed with an Icebug Comfort Zone to -4°F. The outsole is made of 50 percent recycled rubber and compatible with the Icebug Bugweb for extra traction.

Rockport, recently sold by Adidas to PE firm Berkshire Partners and New Balance, introduced the Boat Builder collection, priced between \$140 to \$160. Grounded in the historical roots of the New England coastal community, the Boat Builder collection provides durability, stability, and all-day comfort. Crafted from distressed,



Rockport Boat Builder

features a full grain leather upper and vamp with a textile lining and a leather welt. The Felix also offers a rubber outsole and is waterproof.

Cushe debuted the Swell, \$100, an extension of the Slipper, Cushe’s iconic shoe, and part of the Rugged Slipper Collection. The Swell has significantly more grip than the Slipper and features premium full-grain leather, breathable canvas, a rubber outsole with signature honeycomb design, and Cushe’s Mellow footbed.



Wolverine Felix



Cushe Swell (left) and Jiva (right)

The newest introduction to Cushe’s Kicks Collection, the Jiva, \$90, comes in a mid-style for women and is offered in a variety of colors and textures. The Jiva also features Cushe’s Mellow in the footbed.

Skechers unveiled the Relaxed Fit Expected-Avillo, \$65, scheduled to air in upcoming commercials featuring Ringo Starr. The shoe features a washed canvas and suede upper with a Memory Foam comfort insole and Relaxed Fit design. Skechers also showcased the Relaxed Fit Skech-Flex, \$75, worn by Pete Rose in its Super Bowl commercial. It offers a mesh fabric and synthetic upper and Gel Infused Memory Foam comfort insole.



Skechers Relaxed Fit Expected-Avillo



Skechers Relaxed Fit Skech-Flex

Sorel offered the utility sport Medina III, \$113, bringing back its popular rain boot with a fresh, bold design with color pops on the attached neoprene cuff, waterproof rubber outsole, and chunky, square heel.



Sorel Medina III



Sorel
Major Carly



Aetrex
Leanne



Puddletons
Classic Tall
Rain Boot

The Major Carly, \$75, is a mid-calf, lace-up boot that takes design cues from Sorel's popular Conquest Carly boot, combining rugged sophistication with military-inspired hardware details, an adjustable buckle and a leather stacked heel. Designed with a removable molded EVA

footbed with heel cup, arch support, and a canvas top cover, the boot is available in a variety of two-tone color combinations.

Aetrex introduced the Leanne, \$140, an asymmetrical slip-on with bungee button closure. Color and material blocking add flair and sophistication.

Puddletons, a sister brand to Muck Boots, unveiled its Classic Tall Rain Boot, \$60, offered in fashion-forward colors and prints in a high-gloss natural rubber finish. The boot is 100-percent waterproof with a functional gusset for easy on and off.

Birkenstock, whose iconic clogs are again trending, continues to expand its winter collection to further its position as a four-season brand. The Birkenstock Woodbury Boot, \$229, features a nubuck leather upper and shearling lined, contoured footbed. The



Birkenstock
Woodbury Boot
(left) and Gilford
High Boot (right)




outsole is razor-siped for grip on wet surfaces. Birkenstock's Gilford High Boot, \$229, features nubuck leather, shearling lining, and a lug outsole.

Keen showcased the women's Elsa Boot, \$130. Sporting bright global patterns with colorful outsole and lace accents, the boot steps up the style quotient while also providing a high performing Kenn.Dry waterproof, breathable membrane. For wintry and rainy days, this modern take on a traditional rain boot features 200 grams of Keen. Warm insulation, while the high-traction outsole performs on slippery surfaces.

The men's Tumalo Mid, \$130, offers a leather upper and mesh inner liner with Keen's PU footbed. Designed for all weather wear, the vulcanized shoe features a non-marking rubber outsole and a pop of color in lacing options. ■



Keen
Elsa
Boot



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A woman wearing an orange zip-up hoodie, black leggings, a black headband, and white sunglasses is running on a sandy beach. A white dog is running alongside her to the right. The background shows the ocean with waves under a blue sky with light clouds.

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Photos courtesy Colorado Ski Country USA

Mid-Season Ski Industry Update

By Aaron H. Bible

The 2014/15 season kicked off with a few early season storms that brought hope to the Pacific Northwest, but that glimmer was washed away by the warm and dry reality that western skiers have become all too familiar with and some are calling “the new normal.”

Overall results have varied across the country: while some resorts are reporting solid figures, others remain stagnant. Colorado had a strong start on top of last season's optimism; and the East, which also did well overall last year, has finally been getting pummeled after a slow holiday season.

As of December 31, Colorado Ski Country USA (CSCUSA) reported that skier visits were roughly one percent lower compared to last year. But given the record-breaking stats most of

Colorado had last season, where skier visits grew approximately 20 percent, the numbers are more encouraging than they may appear, especially considering that Colorado's statewide snowpack is only 86 percent of its historic average.

A powerful snowstorm left all 21 CSCUSA-member ski resorts with refreshed powder last week, while what is historically the heaviest month for snowfall in the state still lies ahead. Resorts in the Southwest of the state particularly benefited after a warm January.

Elsewhere in the Rockies the season is being supported by consistent snowfall in Wyoming, where an epic 417 inches have fallen at Jackson Hole as of last week. Most Montana ski areas are seeing 100 percent of average snowpack.

On the other hand, in the Pacific and Pacific Northwest, many larger

mountains have resorted to late-season artificial snow making to stay open. Illustrating California's recent struggles is Mammoth Mountain, which received no snowfall in November and January, and in total has only received 77 inches so far. The state as a whole recorded below average snowfall for the fourth year in a row. As of January 29, the statewide snowpack is 75 percent lower than average, according to the California Department of Water Resources.

In addition to these less-than-stellar totals, the “100-year drought” has begun to affect Utah this year as well, where a lackluster 98 inches has fallen in Park City. Further north, Mt. Hood is

reporting a snowpack that is only 32 percent of normal depth for the year. Reaching the halfway point of the season, the weather across the country is causing many skiers and snowboarders to feel a sense of déjà vu, according to a report by Ken Schapiro of Condor Capital Wealth Management, an investment advisor group.

Back East, beginning in early October the so-called "lake effect" dominated early season headlines. This premature weather was then eroded by a temperate and rainy December. Then in late January and continuing into last week, a slew of "nor'easters" have made the Northeast the envy of the ski world.

Even with the slow December, Maine's Sugarloaf Resort is reporting seven percent growth in skier visits relative to last season, while Vermont's Sugarbush Resort is reporting a 10 percent increase to date. Vermont's Jay Peak is also up seven percent in skier days. And analysts said the recent snowstorms would likely have saved the season for most of New England to be comparative to last year's results. "The dry powder that has fallen in February has spurred visits from surrounding metro areas and we are close to being on track with the prior two seasons, each seeing over 4.5 million skier visits," Ski Vermont said. The state is averaging about 190 inches for the season so far.

Vail Resorts reported that overall revenues and skier visits were up in the early season relative to last year with revenues outpacing skier visits. Not surprisingly Vail Resorts cited strength in its four Colorado-based resorts (Vail, Beaver Creek, Keystone, and Breckenridge) and good momentum at its two Utah-based resorts (Park City and Canyons), with signs of weakness in its Tahoe locations. Similarly, Intrawest Resort Holdings released metrics through January 4 that showed lift ticket revenue up eight percent at its two resorts in Colorado (Steamboat and Winter Park) while overall skier visits dropped by 0.8 percent compared to last year due to wet weather experienced during December at its two East Coast resorts (Snowshoe and Stratton). These numbers will likely improve once the recent east coast snowfall factors into this season's totals.

Coming out of its recent Snow Show in Denver, SnowSports Industries America (SIA) said early season retail sales from August 1 through October 31 were down one percent from last year. Outerwear sales were up two percent and accessories were up four percent, with equipment sales down by eight percent - most likely a result of the West Coast's continued struggles. ■



PRODUCT FOCUS | SKI

By Aaron H. Bible

GOGGLES GONE WILD

Of the many innovations from Outdoor Retailer Winter Market and SIA, goggles were where we saw some tangible changes.

Bern Unlimited made the not-so-huge leap from helmets into goggles at SIA in January with the debut of six frames in two styles each for men, women and kids focusing on lens quality and fit. All goggles feature fit integration with Bern helmets and are available in a variety of colors.

The men's Eastwood and women's Monroe, \$140, are premium, large-framed goggles featuring the company's new proprietary Plus Foam and Lens Pop technology. Of note, the lightweight Plus Foam is extremely soft and is the first 100-percent recyclable frame on the market. Lens Pop is a unique quick changing lens system with seven retention points. Frames will also feature spherical lenses for expanded peripheral vision, reduced glare and distortion, while promoting airflow.

"We've put several years into the R&D on this program and we're confident our collection brings an exciting value proposition to market that works lock step with our helmet program," said Bern brand manager Josh Walker.

Also available are the women's Juno and men's Jackson, \$90, with medium-sized frames and removable spherical lenses; and the Scout for girls and Sawyer for boys, \$50, offering the only spherical lenses for juniors at that price point.

Revo was founded in 1985 when Dr. Mitchell Ruda harnessed NASA's iridescent satellite optics coatings and applied them to technical eyewear. The company has tested its high-contrast lenses on everyone from Indy Car drivers and ski racers to triathletes, fishing guides, beach volleyball players, America's Cup crews and the U.S. Coast Guard.

They've been flying under the radar as of late while Sequential Brands Group acquired Revo from Luxottica Group in August 2013. Strategic partnerships with the likes of outdoor-athlete Jimmy Chin and others – as well as a long-term licensing agreement with premium eyewear manufacturer and

distributor B. Robinson – are in place to continue to drive the brand forward.

In Fall 2015, Revo will debut a full goggle collection featuring proprietary, photochromatic polarized lenses built on the science of light, biometrics of the eye, and innovative styling. Key features include eight new styles, three lens colors, fixed photochromic, and 50 percent polarized lens for \$179. Photochromic/50 percent polarized lens are priced at \$229.

The new photochromatic goggle lens allows in 68 percent of the available light in its unactivated state and then darkens to block 88 percent of light in its activated state. The Revo heritage of high-contrast, color enhancing lenses and contemporary styling will give choosy skiers and riders something to look forward to next season.

Recon, The company that introduced GPS "heads-up" enabled snow goggles recently overhauled the operating system on the Snow2 (OS4), hoping to redefine its display performance for alpine athletes.

The Snow2 comes preinstalled on the Oakley Airwave, Smith Optics I/O Recon, and Zeal G3 GPS. Current users can also update to OS4 from the Recon website (<http://reconinstruments.com/snow2reconos4/>) for an improved experience. Features include improved battery life, simplified smartphone connection/re-connection, start, pause and re-start activity tracking, quick navigation feature for full control over music and delivery of notifications, more than 750 ski resort maps, and buddy tracking.

French mountaineering specialist **Julbo** rolled out a show stopper with its goggle designed for both uphill and downhill travel. Out front on the uphill/backcountry skiing craze, Julbo's Aerospace, \$220, is aimed at ski mountaineers and backcountry tourers.

The company's technology is called the SuperFlow. It allows the lens to pop up from the frame for uphill ventilation with a mechanical latch. Downhill mode snaps the lens firmly back into place for an undetectable look.



Bern Unlimited Eastwood



Bern Unlimited Juno



Revo Wordsmith



Recon Oakley Airwave



Julbo Aerospace



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PRODUCT FOCUS | SKI

By Aaron H. Bible



DESCENTE LAUNCHES ALLTERRAIN LINE IN NORTH AMERICA

Since its establishment in 1935, Japan's Descente has grown to international renown as a performance sportswear brand, and for next season the company is introducing its premium Allterrain line to North America. The line was developed three years ago and is made in Descente's own factories.

The flagship piece is the Mizusawa Down Jacket, which won a Gold Award in February at ISPO 2015 in the Puffer segment of the Ski category. The Mizusawa is a technical down jacket that combines superior levels of warmth and comfort. The Mizusawa Down, made in Japan with the best available technology, features no exposed stitching so no water can get in, and it can be worn comfortably even on snowy or rainy days. Heat welding is used instead of conventional needle stitching, and where sewn seams are necessary; they are covered by seam tape.

At the heart of the Allterrain collection is the adage "form follows function," which speaks to the essence of Descente's approach to craftsmanship. "In our design process, everything is related to functionality, technology, performance, and fit," the company said.

Also new will be the Mizusawa Down Storm and Shuttle. In addition to the Mizusawa Down heat-welded, non-quilted, seam-taped construction features, the Storm also has the new StreamLine system that shows up as a design accent on the chest and hood, but is actually a functional way to channel water away from pocket openings and face to maintain optimum vision even in heavy rain. The outer fabric is four-way Dermizax Micro Stretch Rid and it comes with a unique Para-Hood system and the proprietary Heat Navi technology that converts light to heat for added warmth. The Shuttle (also an ISPO winner) is the lightest of the Mizusawa Down line. The Inner Surface Para-Hood is a shell jacket using waterproof four-way stretch Dermizax 20D fabric and features Inner Surface Technology for maximum close-to-skin comfort. The Para-Hood system makes the hood easily compactible while avoiding water-pooling issues when you need to get it open quickly.

Descente operates sales and distribution centers worldwide with its North American Ski Division headquarters in Layton, UT and Richmond, Canada.



Not to be left behind in the race to dominate the uphill skiing market, France's Salomon rolled out a robust line of backcountry tools at Outdoor Retailer Winter Market. The heavy hitters in the new MTN line include two new boots, two new skis, new helmet and new backcountry poles.



Salomon MTN LAB Helmet

First the Accessories. The MTN LAB Helmet, \$200, is a versatile and lightweight helmet certified for mountaineering and skiing, perfect for guides and multi-sport adventure athletes. At 300 grams it is the lightest helmet that meets both alpine and climbing safety standards, according to Salomon. The liner is a true stand-

out, made from AdvancedSkin ActiveDry with Merino Wool, and a secure fit is achieved with a custom tension dial.

The MTN Carbon S3 Touring Pole, \$150, has a couple of awesome features. First is the S3 auto-release strap system, giving a breakaway, precision wrist strap system previously only available to frontside skiers. Also a head turner is the articulated powder basket that swivels to account for slope contour. The adjustment/lock out system is bomber.

The Hardgoods in the line are above average performers as well, especially for skiers already brand loyal. The MTN LAB Boot, \$950, 1.576 kg, hikes like a touring boot yet skis like a high performance freeride boot, due to the new Sensi-fit Shell, Motion Flex Technologies, Surelock Mechanism, My Custom Fit 3D full thermo liner and a full length Contragrip rubber sole. The MTN Explore Boot, \$850, 1.45 kg, is the lighter version of Salomon's touring freeride boot, featuring the new Sensi-fit Shell, Motion Flex Technologies, Surelock Mechanism, My Custom Fit 3D full thermo liner and a full length Contragrip rubber sole.

The new skis follow the same performance-driven philosophy, broken out into the LAB and Explore categories. SGB put the entire lineup to the test in mixed and variable conditions in the Utah backcountry before Winter Market. In the MTN line consumers will also find a new climbing skin, apparel, packs, and Guardian MNC bindings.



Salomon MTN LAB Boot



X-3L Tech Bib



X-3L Tech Insulator



X-3L Tech Jacket

686

COLLABORATES WITH SPECIALIZED IN FIRST EVER FAT BIKE SPECIFIC APPAREL

Solidifying what many already see as an established sport, no longer in fear of relegation to niche or trend status, snowboard apparel brand 686 announced at the SIA Snow Show last month it is working with Specialized Bicycles to roll out a fat-bike specific apparel line for winter cyclists.

This rider-focused technical winter apparel for fat bike aficionados fills a much-needed space, as opposed to simply adding to a sea of sameness. Fat biking is becoming a legitimate four-season sport but has seen the most increase at ski resorts such as Grand Targhee Resort on the border of Idaho and Wyoming, boasting some of the country's best-groomed winter singletrack for fat biking as well as fat bike rentals.

As any gear-geek will tell you, having the right apparel is just as important as any hardgood for a particular sport, and until now people have been piecing kits together from a mix of Nordic ski wear and winter cycling apparel.

The "Specialized x 686" collaboration incorporates 686's All Weather Technologies into a three-ply technical shell jacket; a warm, waterproof insulator jacket; and bib overall pants, with separate designs and sizing in all three pieces for men and women.

The companies also collaborated to create new Specialized men's and women's fat bikes, with graphics designed by 686. This collection further solidifies the sport's place with hardcore winter athletes and is available only through authorized Specialized reps and dealers.

PRODUCT FOCUS | SKI

By Aaron H. Bible



Photo courtesy Jones Snowboards

JONES SNOWBOARDS STORM CHASER

New for Winter 2016, Jones Snowboards introduces a powder tool, the Storm Chaser, \$600. In a trend seen in a number of brand lines, this board blends technology from both snowboarding and surfing, and is the latest offspring from Jones' design partnership with surfboard shaper Chris Christenson.

Jones and Christenson sketched the shape and rocker profile of the board by hand using contours from their favorite snow/surf designs. The result is a fast powder board that combines float into a nimble, short board. The wide waist width, swallow tail and pointedly blunt nose maximize float in the short running length, and the "Surf Rocker" profile pops the nose even further out of the snow through turns. Storm Chaser is finished with a varnished topsheet creating a functional fine art piece, available in 147 and 157 cm lengths.



Jones Snowboards Storm Chaser



Fischer Profoil

FISCHER PROFOIL

Being billed as the latest, greatest innovation in climbing skin technology, Profoil, \$275, is powered by Fischer's new "Crown Technology" and made from polyethylene in a waterproof (non water absorbing), lightweight backcountry ski base attachment. Fischer said the plastic skins are optimized for enhanced glide climb-

NEW PRODUCTS RISE TO THE TOP AFTER TRADE SHOW SEASON

Whether you're a buyer, on the cutting edge of gear design, in sales, or otherwise invested in winter sports, be sure you didn't miss any of these hits from the recent Outdoor Retailer Winter Market and Snowsports Industries America tradeshow last month.

ing and allow skiers to lengthen uphill stride with "permanent grip" in all conditions.

FJÄLLRÄVEN SUSTAINABLE KEB JACKET

The Fjällräven Keb Eco-Shell Jacket, \$500, offers waterproof protection with taped seams in a three-layer shell with four-way stretch. The piece is constructed from recycled polyester and

Fjällräven
Sustainable
Keb Jacket



has a fluorocarbon-free DWR treatment. The jacket is also recyclable and “climate compensated.” Additional features include: a three-way adjustable hood, vertical side ventilation, adjustable hems, an Aquaguard front zipper, and multiple pockets for quick access to essentials.



Under
Armour
Nimbus
Outerwear

UNDER ARMOUR NIMBUS OUTERWEAR

It's first entry into the backcountry market, the Under Armour Nimbus Shell, \$599, features Gore-Tex Pro three-layer engineered breathable fabric, plus full frontal chest zip venting, Recco, fully taped seams and stretch powder skirt. It utilizes Under Armour's Storm 3 waterproof and windproof technology. The Nimbus Bib, \$599, features articulated and reinforced knees, Gore-Tex Pro three-layer breathable fabric, plus fully taped seams, Recco locator, five secure pockets and inseam zip venting.

GORDINI STASH LITE STRETCH

Value glove maker Gordini launched its Stash Lite in 2014-15 and will build on its success with the new Stash Lite Stretch, \$30, in Fall/Winter 2015/16, available in various colors for both men and women. The glove is part of Gordini's Generator Series of versatile-use hand wear, boasting a lightweight, rip-stop and water-resistant, breathable nylon shell, as well as a stretch cuff pocket to stuff the glove. Added warmth is provided with a Hydro-wick micro-denier lining on the back, a touch-sensitive rip-stop stretch fleece on the palm, fingers and thumb, and silicon grip on the palm.



Gardini Stash
Lite Stretch

BRUNTON LIGHTWAVE AXIS AND AMP

Brunton makes a return to the outdoor lighting category with the debut of Lightwave, a new series of technologically enhanced lanterns. Four models feature rechargeable lithium-ion batteries, remote Bluetooth control, USB connection ports, and IPX4 water-resistant design. The Lightwave Axis features a 10,000mAh battery and three USB output ports. The lighting system, controlled by an integrated Bluetooth system driven by Brunton's B-SYNC app, features SOS and emergency lighting functions. The Lightwave Amp, \$219, combines these features with an ultra-bright 400-lumen light when set on maximum brightness, a rechargeable 10,000mAh lithium-ion battery, and integrated Bluetooth controlled lighting and speaker systems with a RGB colored LED lighting system and the capability to synchronize lights and sounds to music. The Amp includes a micro USB input and three USB outputs for phone and tablet charging.



Brunton Lightwave
Axis and Amp

PRIMUS EXPRESS SPIDER II

Primus unveiled the Express Spider II, \$140, an alternative to top mounted stoves and one of the lightest hose-mounted gas stoves on the market (200 grams). Express Spider II has a low center of gravity for stability and the new version includes new pot supports that lock in the unfolded position.



Primus Express
Spider II

The redesign also allows for a tighter fold, making the stove more compact when stuffed away. When used with the Primus MultiFuel Kit, the stove can be converted to run on liquid fuel, a great option for four-season use. Accessories include a heat reflector and nylon storage bag.

VOORMI CORE CONSTRUCTION FABRIC TECHNOLOGY

Innovator of domestically sourced Precision Blended Wool, Colorado-based Voormi introduced its Core Construction Technology with what the company is calling “the first single-layer fabric to contain an integrated weatherproofing membrane.”

This most recent rollout in a line of innovative fabrics from Voormi represents a potential transition from lamination and coating technologies to the integration of weather resistant barriers directly into textiles.

“From the beginning, it's been our goal to continually challenge the accepted pace of innovation in the textile world,” said Dan English, CEO. “We've challenged everything about the manufacturing process and in



Voormi Core Construction Fabric Technology

doing so have been able to bring about industry-changing technology in just a few short years.”

The name refers to a new process of co-constructing knit textiles around “functional cores” - often a waterproof

membrane. Timm Smith, Voormi marketing director said, “Ultimately the goal with Core Construction is to change the user experience by building products that work across a wider range of outdoor activities. Imagine your favorite mid-layer, or even your favorite base-layer made windproof or significantly more water resistant without losing any of the thinness or softness you love about the fabric.”

BLACK DIAMOND MISSION SHELL

The Mission Shell, \$600, is made with Gore-Tex shell fabric and has a modern, freeride fit for technical layering. The big innovation here is the integrated three-way Cohesive cord management in the hood. The Mission Shell also includes a powder skirt, pit zips, and large, strategically placed pockets. The full-featured Gore-Tex Mission Pants, \$449, complete the outfit. They feature an integrated beacon pocket protected by Poron XRD foam padding. Also new from Black Diamond, the AvaLung Element, \$100, is a streamlined, modular AvaLung unit that attaches to the new Dawn Patrol series of packs at only 265g and is fully removable without tools.



Black
Diamond
Mission
Shell

INDUSTRY CALENDAR



Photo courtesy Colorado Ski Country USA

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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