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THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET



THE EVOLUTION OF THE MESSAGE BALL

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Photo courtesy Outdoor Retailer
Summer Market 2015

MAKING NEWS

4

BY THE NUMBERS

PATAGONIA

Provisions' Big Partner...

American Bison

5

LIV Brings Women Cyclists

Motion Efficiency Footwear

6

MOVERS & SHAKERS

COTOPAXI's Colorful Design

Experiment

8

BIOLITE Charges Further Into Solar
with Smart Energy Lineup

9

NFL DETROIT LIONS Team with
Repreve for Second Year of
Sustainability

GIVING BACK

10

GOAL ZERO - Bringing affordable,
clean, sustainable solar power to
those in need

INDUSTRY EVENT

12

OUTDOOR RETAILER SUMMER
MARKET 2015 Product Highlights

FEATURE

16

A-TO-Z ADVENTURE TRAVEL
CHECKLIST for 2016 Adventures

ON THE COVER

Adventure Travel Checklist for Spring
2016...read more page 16

BY THE NUMBERS

-2.8%

Giant Manufacturing Co Ltd., believed to be the world's largest bicycle manufacturer, reported net income attributable to shareholders dipped 2.8 percent on a 3.3 percent increase in operating revenues in the second quarter of 2015.

-9%

Vista Outdoor Inc., which acquired CamelBak Products Inc. and a SUP company last month, reported falling firearms and ammo caused its sales to decline 9 percent in the fiscal first quarter ended July 5 compared with a year earlier. On a more encouraging note, sales and gross profits grew 6 percent and 13 percent, respectively, from the first quarter.

+4.8%

FGL Sports' same-store sales grew 4.8 percent in its fiscal second quarter as its Pro Hockey Life and Atmosphere outdoor stores chipped in with strong comparable store sales growth on top of another strong performance from its flagship Sport Check chain.

+11.1

Dick's Sporting Goods Inc. reported that excluding restructuring charges in the prior year, Q2 earnings rose 11.1 percent, surpassing the top range of its prior guidance. Same store sales for the Dick's Sporting Goods chain increased 1.5 percent despite tough comparisons against strong year-ago results that were boosted by the World Cup.

+11.5

Fila USA's revenues grew 11.5 percent in the second quarter, to \$71.3 million from \$63.9 million a year ago, according to the quarterly results of its parent, Fila Korea Ltd. Net earnings in the region improved slightly to \$2.38 million from \$1.99 million.



Photo courtesy Jon Levitt

PATAGONIA PROVISIONS' BIG NEW PARTNER... AMERICAN BISON

Patagonia Provisions launched a partnership with Dan and Jill O'Brien of Wild Idea Buffalo to conserve and restore the grasslands of South Dakota, while at the same time producing a sustainably sourced Buffalo Jerky. This is the latest addition to the company's food line designed to create positive change in the food industry.

Patagonia Provisions' 100-percent grass-fed American bison (buffalo) meat is, according to the company, a by-product of Wild Idea's efforts to restore the rapidly vanishing Great Plains grasslands, where years of mismanaged land and overgrazing decimated a once thriving prairie that stretched from Mississippi to the Rockies.

"Patagonia got into the food business because it's a direct and fundamental way to protect and restore the planet," said Patagonia CEO Rose Marcario. "We want to support farming and ranching that puts food on the table without poisoning the earth. Wild Idea is part of a movement to regenerate grasslands and help sequester carbon. I believe that business can be an agent for change and deliver great food to our customers."

Wild Idea's humane ranching and harvesting practices result in "the highest quality meat that is tender, and is also considerably lower in fat, calories and cholesterol than beef, chicken, turkey and pork." Bison meat has higher levels of beneficial nutrients such as protein, iron, Omega-3, vitamins B-12 and A, and because they are slaughtered in the prairie, Wild Idea's buffalo are low in the stress hormone cortisol.

The free-range, antibiotic-, pesticide- and hormone-free buffalo is lightly seasoned and dried for a flavorful, hearty snack that's both portable and nutritious, as backpackers and climbers have known for years. The convenient 2oz. package requires no refrigeration (when unopened), and is backpack, boat, van, bag and shelf stable for one year.

Dan O'Brien said, "We want to live up to the Patagonia creed that produces the finest product while causing no unnecessary harm. What we now know is that delicious, sustainable buffalo meat is the by-product of our conservation of the prairie."

Buffalo Jerky retails for \$10 per package and can be purchased in all 30 Patagonia retail stores and online at patagonia.provisions.com and at patagonia.com starting August 11.



LIV BRINGS WOMEN CYCLISTS MOTION EFFICIENCY FOOTWEAR

Liv, the newish Giant-backed cycling brand committed solely to the female cyclist, is bringing to market three advanced footwear products, the **Macha**, **Tesca** and **Salita**.

The new footwear premieres an approach to tailoring called the Motion Efficiency System. This system amplifies power transfer, comfort and fit, reducing the need to make Men's sizing and models work for women.

The Motion Efficiency System combines a stiff and efficient pedaling platform with torsional flex to reduce pressure and strain in the lower leg for more natural foot movement throughout the pedal stroke. The system is built around three key technologies - the ExoBeam, ExoWrap and ExoFlex.

ExoBeam, infused in the Macha, Tesca and Salita, combines stiffness in the forefoot, where most of a rider's power is applied, with strategically engineered flex zones to reduce tension and strain in the lower leg. With the "beam" replacing the traditional plate sole structure used in most high-performance cycling shoes, a rider's foot can be fully wrapped in the enclosure system.

ExoWrap is also used in all three new models, and was created to compliment the ExoBeam by forming a 360-degree foot enclosure. Results of the union should include a customized fit and comfort no matter the shape of your foot. The big difference with ExpWrap is while most enclosures simply pull the foot down toward the sole, ExoWrap supports the foot by also pulling up.

The last technology, ExoFlex is only used on the Tesca and Salita off-road shoes, which allows the toe area of the shoe to move independently of the ExoBeam carbon sole. This separation increases traction while walking, running or hiking.

Liv developed these models under its Dynamic Cycling Fit design philosophy, which uses research, engineering and rider product feedback "to create gear that functions best while actually riding a bike," the brand said.

Liv Global Executive Director of Gear Stan Mavis, who also represents Giant Bicycles in the same position, said, "Dynamic Cycling Fit is about applying the most advanced research and testing methodologies to produce innovative gear that improves the cycling experience. This new line of footwear, which introduces some never-before-seen technologies for cycling shoes, really represents that idea."



Salita



Macha



Tesca

MOVERS & SHAKERS

Adidas AG reportedly signed Houston Rockets star **James Harden** to an endorsement deal. Harden had been with Nike.

Bauer Hockey Inc. signed Buffalo Sabre player **Jack Eichel** to its roster of athletes.

BOS Suspension named bike industry sales veteran **Luke Musselman** Director of Global Sales and Marketing.

Cabela's Inc. said **Brian Linneman**, EVP and Chief Merchandising Officer, would become a strategic advisor to the company effective August 31. As part of this change, **Scott Williams**, EVP and Chief Commercial Officer, will add merchandising, marketing, e-commerce, real estate and strategy to his responsibilities. **Roger Verhulst**, SVP of Merchandising, will continue to lead the company's merchandising teams and report to Williams.

Callaway Golf Co. appointed former golf pro and marketing executive **Linda B. Segre** to its board of directors.

ElliptiGO Inc., creator of the world's first elliptical bicycle, hired **Raphael Weishaupt** as VP of Global Marketing.

Iconix Brand Group, Inc.'s Neil Cole is stepping down from his positions as CEO, Chairman and President and as a member of the board of directors. Cole agreed to serve as a special advisor.

Gregory appointed **Jim Boisd'Enghien** as its Sales Director.

K2 Skis appointed **Peter Iverson** as its U.S. Sales Manager with responsibility for skis, boots, poles, helmets, goggles and accessories.

Pelican International Inc., the Canadian manufacturer of kayaks and other recreational boats, appointed **Marie-Christine Piedboeuf** as President, effective September 1, 2015.

Spy Inc., the maker of sunglasses, goggles and prescription frames under the Spy and Spy Optic brands, reported **Michael Marckx** stepped down as a Director and CEO.

ToPo Athletic appointed **Kristin Kohler Burrows** and **Jef Holove** to its board of directors. Burrows is currently the CEO of Second Time Around and brings more than 20 years of experience in the fashion and lifestyle industry holding executive positions at G.H. Bass & Co. (President), Keds (President), and Fila (VP & GM). Holove was formerly the CEO of Basis and now a GM in Intel's New Devices Group.



Photo courtesy Cotopaxi

COTOPAXI'S COLORFUL DESIGN EXPERIMENT

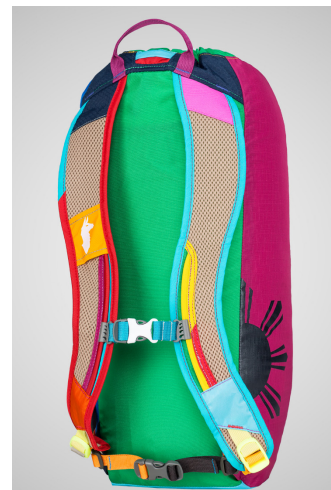
Cotopaxi's newest travel pack, the Luzon Del Dia, released mid-August, tells a unique story. In fact, the design of the pack tells dozens of unique stories, as each one was created from the personal styling of its factory workers.

The Luzon Del Dia was designed by men and women working in the Cotopaxi manufacturing factory in the Philippines in an effort to empower and give workers a voice in the company. Cotopaxi asked each worker to create a different version of the 18L daypack. Currently, there are only 100 Luzon Del Dia packs available, and each one is unique. The design experiment resulted in an explosion of colorful designs and eclectic combinations.

"Filipino's come from a very bright culture. They are very personable," said Cotopaxi VP of Production CJ Whittaker, in an exclusive SGB interview. "During holidays they hang banderitas flags around their towns which are very colorful. One Filipino employee told me the Luzon Del Dia is just like those flags at a celebration. Every pack is totally unique, there were no repeats - just like humanity - and that's what we love about them."

More and more, Cotopaxi has moved toward untraditional creative processes, from offering a wide range of unisex options, to fashion fused with function urban packs, and a collection release schedule that does not align with pre-ordering. The Cotopaxi way has defined itself as a wildcard in the outdoor industry - a label continued with the Luzon Del Dia.

"Cotopaxi's intent was to allow our factory employees complete creative freedom...The intent was to allow them to put their personality into the pack, so as the VP of Product I took a step back and let them take the reigns," said Whittaker.



Luzon Del Dia Travel Pack

*Fast, Precise and
Powered by Light*

PRO TREK
protrek.casio.com



PRW3500-1



**TRIPLE SENSOR TECHNOLOGY-
3RD GENERATION**

ALTIMETER

1 Meter Increments at 1 Second Intervals

BAROMETER

Pressure Difference x 0.3% and Barometric Pressure Alarm

COMPASS

60 Seconds Continuous Measurement Duration



PRW3500Y-1

PRW3000-1A

PRG270-1B

CASIO

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Photo courtesy BioLite

BIOLITE CHARGES FURTHER INTO SOLAR WITH SMART ENERGY LINEUP

BioLite Inc., the Brooklyn, NY, company devoted to “personal-scale” energy use, grew its line of 2016 products to include three new offerings designed to “reformat the way you burn power and plug-in outdoors,” the brand said, and to decrease our energy footprint.

Leading the lineup is the **PowerLight Mini**, \$45, a credit card-sized rechargeable lantern and power bank that can be taken and used anywhere.

The PowerLight Mini shines a bright 135-lumens, standing as a possible alternative, and still hands-free, to traditional headlamps. The design is ultra-slim, clippable and uses BioLite’s edge-lit technology that provides evenly-distributed shine. These features add up to a dual use light for outdoor functional tasks and social hangouts. Its 1300mAh rechargeable battery also gives a boost to phones and other gear when users need a quick hit of power.

“We created it for a growing group of consumers who don’t look at their gear as siloed usage occasions, but instead seek tools that can fit into their lives in an everyday, fluid way,” said Jonathan Cedar, BioLite co-founder and CEO.

The company is also introducing the **SolarPanel 5**, \$60, and **5+**, \$80, BioLite’s first offering in the solar category.

These solar panels deliver five watts of high-efficiency, monocrystalline electricity, with added onboard battery storage in the 5+. This high energy capacity is credited to the Optimized Sun System, a patent-pending integrated sun dial and 360-degree kickstand that enables users to orient panels for maximum efficiency.

“We watched how users were interacting with existing solar panels and found that, on average, folks received 30 to 40 percent less power than they could due to improper alignment with the sun,” Cedar added.

The last BioLite addition for 2016 is the **CookStove**, \$100. A streamlined version of BioLite’s CampStove, made at a more approachable pricepoint. It uses wood to create a gas-like cooking experience. “We designed for a camper who wants to leave gas canisters behind and enjoy the benefits of a smokeless portable campfire,” Cedar said.

Sometimes the simplest solutions, from eliminating the need for gas canisters to making a light that also charges your phone, are the ones that make the most sense.



PowerLight Mini



BioLite SolarPanel



BioLite CookStove



#TURNITGREEN

CLICK TO PLAY



NFL DETROIT LIONS TEAM WITH REPREVE FOR SECOND YEAR OF SUSTAINABILITY

Coming off a successful first year partnership, the NFL Detroit Lions will enter into a second year agreement with Unifi, Inc.'s eco-focused Repreve fabric, named the team's official sustainability partner.

As reported in *SGB*, Repreve is a leading producer of recycled fibers. Repreve transforms recycled plastic bottles into amazing products you use and wear everyday and used by top companies including Polartec, The North Face, Patagonia, Roxy, Quiksilver and Volcom.

Detroit Lions Team President Tom Lewand said, "We are very excited to have

Repreve back for another year of a great sustainable partnership. Last year, Lions fans recycled nearly 60,000 plastic bottles at Ford Field. We look forward to the continuation of this aggressive recycling effort."

Roger Berrier, president and chief operating officer of Unifi, Inc. added, "This continued partnership with the Lions provides us a unique platform to educate fans on the importance of recycling and sustainability... compared to other countries, the U.S. recycles significantly fewer plastic materials, with less than 32 percent being recycled. Together with the Lions, we can show fans that through the simple act of recycling, they can play a role in transforming plastic bottles into great consumer products."



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GOAL ZERO SHARES THE SUN


The name Goal Zero may be more common in the comfort of the First World, but those in need around the globe are no strangers to the brand either.

By Aaron H. Bible

When it comes to athletes and ambassadors looking to give back to the greater world around them, it's almost become an industry standard to turn to now-iconic portable solar power manufacturer Goal Zero.

Teaming up with household names (at least outdoor household) like Alex Hannold, Cedar Wright, Mike Libecki and adventure photographer Chris Burkard, to name just a few, Goal Zero has been relentless in the pursuit of its company objectives: zero apathy, zero boundaries and zero regrets. Their mission is to Share the Sun by bringing affordable, clean, sustainable power to those in need.

Switching up a light bulb or plugging into an outlet is such a simple part of most people's everyday life. It's difficult to conceive of not having light to cook or read indoors, after the sun goes down. But with the help of the incredible employees, athletes and Goal Zero ambassadors, people from the Philippines, Haiti, Japan, Kyrgyzstan, the Navajo Nation, even Hurricane Sandy victims, have been provided with the gift of portable, rechargeable power.

A person is standing on the roof of a white SUV, holding a surfboard. The SUV is parked on a grassy field. In the foreground, there is a glowing orange tent and a small campfire. The background shows a sunset or sunrise over a body of water.

"My Sherpa 50 Solar Recharging Kit is an epic piece of equipment that has really been a lifesaver. I'm able to back up memory cards to my hard drive and edit photos no matter where I'm at, including the remote wilderness of Kamchatka, Russia." - Goal Zero ambassador Chris Burkard. Photo courtesy Goal Zero



James Atkin, Director of Brand Marketing, Goal Zero

According to James Atkin, director of brand marketing, the company was conceived in 2007 in the Democratic Republic of the Congo by Robert Workman, born from his Tife Humanitarian project (Teaching Individuals and Families Independence through Enterprise) as a way to give a hand-up

to people in need. That basic premise continues today: Provide life-giving rechargeable power, as well as a form of economic empowerment.

Goal Zero was officially formed in 2009 and acquired by NRG Energy in the fall of 2014. "Our mission is to put reliable power in the hands of every human on earth. Being part of NRG, a company that is similarly aligned, allows us to reach this goal in a much more powerful way," said Robert Workman, founder of Goal Zero, in a blog post. "We exist to do good, to empower people everywhere. Both companies have proven track records of helping those in need with services and products, whether it is lighting a hut in Congo or a school in Haiti."

And as unique as the designs themselves, is the fact that the products are made to be used equally by the poorest of the poor and the richest of the rich. "If it's just designed for the outdoors person, you're not really changing the world," said Atkins.

"The ability to get off the grid is crucial for me. Nothing really beats knowing that I can rely on the gear I take with me, and it's been incredible to see the evolution in reliable lightweight charging systems," said adventure surf photographer and Goal Zero ambassador Chris Burkard. "Their efforts across the globe to bring this same power to the homes and lives of others is an important part of their mission and something I'm proud to be a part of."

"It's just kind of instilled in our blood, it's not part of our business model. We do it because it's part of our soul," Atkins continued. "We didn't talk about it for the first few years because we didn't want it to be just a marketing campaign. We do it because we want to do it. It's completely different than like Tom's shoes where it's their business model."

Atkins said that reliable power is the one thing most people in developing nations are missing, even when their basic needs are met (food, water, shelter). Burning kerosene and dung inside huts is a major cause of lung disease and cataracts in the third world. Kids can't study at night with no light. Business owners can't run computers without power. Safety is a constant concern. Goal Zero aims to help solve these problems.

When disaster strikes or an organization reaches out to them for help, Goal Zero mobilizes employees, resources and people on the ground in the affected area. They work with athletes, volunteers and locals to install renewable, sustainable



Robert Workman, Founder, Goal Zero

"OUR MISSION IS TO PUT RELIABLE POWER IN THE HANDS OF EVERY HUMAN ON EARTH."

- Robert Workman, Founder, Goal Zero



Goal Zero making a difference in the Philippines

and healthy lighting and power sources so that people can perform basic tasks like cooking and charging their phones.

"We don't just go into places without knowing what's going on. We don't want to push people out of jobs," said Atkins. "We rely on people who are on the job, working in these areas. It's not just give them a fish, it's teaching them how to fish."

Having the resources of NRG behind them, Goal Zero is now able to complete three to four projects per year, plus any disasters they may have to respond to. Installing solar panels on schools, solar powered generators, and donating rechargeable and portable lights makes up the bulk of the work. Goal Zero sends actual employees to work alongside the volunteers and ambassador athletes like Hannold and Wright.

"We're trying to give the opportunity to everyone, so they know what's going on and what we're doing...marketing, sales, customer service, supply chain, accounting. A lot of us are working here for this reason," said Atkins. "They come back super fans. Our products actually make a difference in peoples life. How many companies will send a customer service rep or accounting or supply chain employee to install solar panels in Ghana?"

The last part of the equation for Goal Zero is entrepreneurship. Through its program, young entrepreneurs get its systems and go out into their nation and sell these products as a renewable source for lighting and power in their homes and schools. "They're selling clean energy to people," said Atkins. The same clean energy you may be using in your tent or van on your next First World climbing, paddling or backpacking adventure. ■



Flylow Mountain Lifestyle Collection. Photo courtesy Flylow

2015 OUTDOOR RETAILER SUMMER MARKET DELIVERS BIGGEST CROWDS, HIGHEST QUALITY PRODUCTS IN YEARS

BY SGB STAFF

Heritage, quality, versatility, brand story, younger consumers...these things have not changed for outdoor industry manufacturers this year. What has changed is that the economy has continued to improve along with consumer optimism and the real estate market; manufacturers are becoming more self-aware and the marketplace even more competitive; and technology has rendered the outdoor product landscape almost unrecognizable from 10 years ago. Here are just a few highlights that garnered chatter in the aisles at the annual Outdoor Retailer Summer Market gathering the first week of August.

With innovation dating back to 1992 when Philip Curry founded Lotus Designs, which was acquired by Patagonia in 1999 and later discontinued, **Astral Products** is his new baby, born in 2002, and has rediscovered its roots, almost literally, in the lotus flower - a design that once distinguished Curry's PFD products. In the process of redesigning a new women's flip flop - the Layla - set to hit retail shelves this Spring, Astral did their research to see whether Patagonia, or anyone else, held trademark rights to the unique flower design. The search showed the symbol was up for grabs. Now an integral part of the new Layla design, the

flower symbol is embedded into the brand's proprietary G Rubber bottom, leaving the special mark wherever Astral wearers journey. Curry, Astral president, said about the reintegration of the flower logo: "We're excited for what it could be. It connects people in a special way."

Body Glide, known for its non-greasy anti-chafing sticks for endurance athletes, brought to market a muscle pain relief balm, **Relief**, \$6, alongside its new sunscreen balm. When applied to sore muscles, strains and even bruises, Relief causes the skin to heat, enabling faster recovery. What makes it unique is the easy-to-apply stick, so you're not dipping your fingers into gelatinous goo and accidentally rubbing your eyes. A hint of citrus helps mask the menthol smell, which comes across mild as opposed to a cloud of "hey everyone, I'm sore!"

Eagle Creek, the long-standing go-to for travel luggage, added a new duffel to accompany its heritage No Matter What Duffel. The **Cargo Hauler Duffel** is made



Eagle Creek Cargo Hauler

gnarlier and even more rip-resistant by a process that takes a new water-soluble coating that allows for a lighter denier fabric. This construction makes the Cargo Hauler stronger with less weight. Offered in four sizes and five colors, \$89-\$119, the Cargo Hauler will be available February 2016. SGB sat down with Eagle Creek's North American Key Accounts Manager Gabe Artalejo, who said the duffel is one of the brand's claim to fame, and continues to be a top selling product. For the new Cargo Hauler he said, "Consumers may assume thickness equals durability, but we broke the rule on this one."

Ascent Solar's EnerPlex is giving the portable solar power market a run for its money with lighter, lithium-ion battery technology and flexible, lightweight solar panels. Its key products for Outdoor Retailer Summer Market were the EnerPlex **Generatr Y1200** and the EnerPlex **Commandr XII** panel system. The **Generatr**, \$1400, is a lightweight, portable 1200Whr large format battery ideal for campsites, vans, power outages and other outdoor power needs. The unit only weighs



Ascent Solar EnerPlex Generatr Y1200

about 40 pounds and will keep phones, tablets, laptops and even mini fridges powered for days. It uses a lithium-ion battery that promises to be not only lighter but more efficient. SGB is looking forward to further testing of this product, so stay tuned for an in-depth overview from the field. The company says it takes 10 hours to charge fully from the wall. The counterpart **Commandr** is a rugged, weather-resistant, made-in-Colorado solar charger with an output of 19 watts, made with a proprietary flexible plastic solar panel boasting "the highest power-to-weight ration on the market" and also functioning in ambient light conditions. It has a USB output that will charge any small device directly. Ascent Solar is the company that pioneered the process of making solar panels on flexible materials and EnerPlex was their opportunity to come to market for outdoor consumers in a smaller, meaningful way.

Farm to Feet, the "100-percent American" sock brand, decided this year at Outdoor Retailer Summer Market they would focus on bringing one new product to the outdoor community, showing the new **Damascus Elite Hiker**, \$17-\$21 - a technical hiking sock with no seams, strategic venting and cushioned panels. An SGB writer and running specialist tested a pair of Damascus Lightweight crew socks on a nine-mile jaunt one morning before the show to find the high cut provided great compression on her calves, the top-arch cushion prevented soreness from shoes, her feet never overheated and the wool material never bunched. On top of that, the circular knit construction in the toe made the closure actually seamless.



Farm to Feet Damascus Elite Hiker

For those cool enough to wear **FlyLow** outerwear in the winter, you might consider transferring some of that brand loyalty over to the company's new spring/summer "campfire casual" line. Perhaps you wandered out to the land of oversized beards and sexy mom jeans, otherwise known as Venture Out, where hardcore winter outerwear brand FlyLow made its casual wear debut along with dozens of other hip apparel makers. Flylow has

been making backcountry freeride ski apparel and accessories since 2005 and according to the Snow Industry Association (SIA), it was the fastest growing ski apparel brand in 2015. The new collection brought the "coast mountain lifestyle" to life with riding shirts, mountain windbreakers, after-dark hoodies, hot tub shorts and a couple pairs of pants that you'll want to wear everywhere.

GU Energy Labs, creators of the first energy gel in 1993, expands its



GU Energy Flask

offerings for Spring/Summer 2016 with two additions to its performance nutrition product line. Most exciting is its first energy bar called **GU Energy Stick**. Available in Crispy Honey Peanut and Crispy Chocolate Almond, these whole-food sticks feature 200 calories crafted with natural ingredients, comprised of 70 percent organic, gluten-free nutrition. Roasted organic quinoa forms the basis of the first two flavors. The stick shape is designed to be stashed in hydration belts and bike jerseys. "Creating a solid has been a long and deliberative process. We maintain that GU and Roctane Energy Gels, Chews and Roctane Energy Drink are best-in-class products for those conditions. However, we've always believed that solids have a place not only in the daily diets of athletes, but also specifically in lower intensity, longer duration activities when the body has time to reap the rewards of whole foods and when you want to mix it up," said Brian Vaughan, co-founder and chief endurance officer of GU Energy Labs. Energy Sticks will sell at retail for \$2.50, or \$30 for a pack of 12. The other new offering from GU is the 15-serving **GU Energy Flask**, designed in collaboration with Hydrapak to reduce trash and packaging. At \$30, the multi-serving package will debut for Energy Gel and Roctane in four flavors.

In what started as a small sub-category for the high-performance wool apparel brand, **Icebreaker** has turned casuals into a staple of its 2016 offerings, which still provide the wearer soft, high-performance use as consumers look for cross-over athleisure and travel/lifestyle options. Graphic designs dominate women's apparel pieces for the coming season, with everything from astrological moons to play-on-words like "Flocking Awesome." Geometric patterns and boxy floral sketches also make an appearance in its Art of Nature, nature-inspired prints. Furthermore, these are not sky-rocket price point items, so expect to add a couple different Icebreaker graphic staples to your Spring/Summer 2016 wardrobe.



France's **Julbo** continues to make admirable waves in the U.S. eyewear market, introducing three key styles at Outdoor Retailer Summer Market. The **Aero**, \$180, is Julbo's lightest model at only 25 grams with an amazing feel of softer rubber on the ear stems and a moldable nosepiece. It also boasts vents around the majority of the lens to combat fogging. It maximizes the technological advantages of Julbo's lenses with a full photochromic lens. The **Breeze**, \$180, is really where the innovation kicks in with "the most adjustable ear stems ever made,"



Julbo Breeze

designed to fit virtually any face. Built around Julbo's category-leading photochromic lenses, the Breeze pairs moldable stems with a moldable nosepiece for versatility. Finally, the Carmel, \$70/\$100, (and similarly styled Wellington) are part of Julbo's new latitude series, named after different towns on the same latitude. Styles bear Julbo's high touch lenses with nice casual finishes, in-laid logos and sprung hinges, at an accessible price point.



Montane Featherlite 7

Seemingly every top apparel brand at the show was introducing an ultra-light wind jacket. But Britain's **Montane** showed up with quality and dedication to their market segment. Their version of "the world's lightest windproof jacket to-date," the **Featherlite 7**, \$149, is designed strictly to maintain core temperatures in variable and windy weather during long distance runs or thru-hikes. The 7-denier ultra nylon rip-stop fabric is everything you'd expect from a technical windproof fabric, in the lightest form possible. Created with the

added benefit of a DWR finish, engineered with strategic seam placement to minimize bulk and reduce weight. The jacket stuffs into its collar for compact storage. The jacket features a full-length front zip, pre-elasticated hem and cuffs and reflective details at 1.7 ounces.

Patagonia came forward with its usual laundry list of product innovations not the least of which are two new apparel launches - a new denim collection and a new Merino baselayer. Much like it did with cotton, Patagonia took a hard look at denim production and decided to do things differently. Their new Patagonia Denim collection features 100-percent organic cotton, Fair Trade Certified sewing practices and an environmentally friendlier dye. The company said it is using 84 percent less water, 30 percent less energy and emitting 25 percent less CO2 than conventional synthetic indigo denim dyeing processes. The Fair Trade program's market-based approach helps workers receive fair compensation for their labor, while creating better working conditions and safeguarding against the use of child labor. In addition to the six denim styles, **Patagonia** has grown its Fair Trade clothing styles from 33 in Spring 2015 to 192 this Fall. The brand's new **Merino Air baselayers**, launched directly to consumers this summer with a bottom, crew and hoody version in limited colors, combines sustainably sourced wool with Capilene fibers into a stretchy, warm and breathable next to skin layer. The proprietary fabric features a spun knit-like lofted yarn, is seamless, and softened (super washed) without chlorine. Patagonia is calling this a new baselayer, and our early testing is proving that to be true.



Patagonia Merino Air Baselayer

Gaining notoriety for its piece-apart kayaks, **Point65** brought a small selection of high-end hard-shell backpacks to Outdoor Retailer Summer Market. These packs are reminiscent of something James Bond might wear, or as Point 65 Co-founder Richard Öhman said, "These are for the Ferrari driver who also needs a backpack." The **wpack** shines as

one the most innovative pack offerings, made with the action sports photographer or moto enthusiast in mind. The Vortex wraps around the wearer's waist so it can be opened without taking the pack off: swing the pack to your front and unzip the back panel for easy and safe access. The protective outer shell was created to cushion both gear and user's spine. Plus the camera gear insert can be removed if your load changes.

UCO, a division of Industrial Revolution and makers of the Original Candle Lantern, kept things hot out in the hallway with its new **Titan Stormproof Match**:

stomp-proof, wind-proof and water-proof, \$10. Peter Pontano, UCO product development manager said, "Having instant access to heat and light, no matter what conditions you are in, provides peace of mind." These matches act as mini road flares - SGB tested, and yes, they burn super hot and bright. Another UCO hit was the mega-portable **Grilliput Quattro**, \$50, a lightweight highly-collapsible camping grill weighing two pounds and providing 220-square-inches of cook surface. UCO began by addressing emergency preparedness needs designed to make the outdoors safer back in 1971, but this compact grill has the potential of moving the brand into a whole new camping category.

Hike, run and performance footwear maker **Vasque** has broken a lot of hearts. Enthusiasts have praised its Skywalk boots, no longer offered by the brand, as their first and favorite hiking shoe. In a comeback play, Vasque will bring back the old favorite in 2016 with a new edition of the classic **Skywalk** - offered in the heritage colors of the originals. Vasque even got its Skywalk partner, Gore-Tex, to use its vintage label on the comeback classic. Vasque saw the need to bring back the Skywalk after noting it was the third most searched item on their official website.



Vasque Skywalker

In case you missed it, the \$300 Yeti Hopper 20 is a soft-sided cooler bag made from 840denier DryHide with RF-welded seams, resembling the toughness and water proof-ness of a whitewater raft, taking the recreation world by storm and building on the brand's Hopper line. Its HydroLok Zipper is waterproof and airtight, just like you'd find on a hazmat suit. Yeti's renowned ColdCell Insulation is an inch thick on the sides and 1.5 inches on the bottom, leaving you with a 4.6-gallon capacity for food and beverages. The new **Yeti Colster**, \$30, is a koozie on steroids. Featuring double-wall vacuum insulation in kitchen grade stainless steel, and a ThermoLock gasket that secures your beverage in place while keeping it cold. It fits a standard 12-ounce bottle or can in a no sweat design. ■



Yeti Colster



Richard Öhman, Co-founder
Point65, with the Vortex Pack.



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A man wearing a yellow cap, sunglasses, and a light blue long-sleeved shirt is leaning over a stone wall on a cliff. He is looking out over a vast blue ocean and a coastal city. In the background, a large, pointed rock formation (Table Mountain) is visible. The sky is clear blue with some light clouds.

The A-to-Z Adventure Travel Checklist for Spring Shoppers

For travelers already planning 2016 adventures,
our A to Z list of stylish yet technical pieces
makes packing one less thing to worry about.

By Michael Frank



Cape Town, South Africa, Table Mountain



Table Mountain, Cape Town,
South Africa At Sunset

My octogenarian parents are in Iceland on a 13-day group photography trip around the island nation. They are not alone. According to a 2013 study by the Adventure Travel Tourism Association (ATTA) in cooperation with George Washington University, year-over-year growth in adventure travel is at 65 percent, and the market size two years ago had hit a whopping \$263 billion.

The study portioned out \$82 billion spent on gear and apparel, and a subsequent study published in October 2014 by the World Tourism Organization (WTO) found that adventure travel attracts especially wealthy travelers - on average spending \$3,000 per person, per trip, and trips last, on average, eight days. Notwithstanding my parents, the average age of adventure travelers according to the ATTA study skews younger - 36, with an almost equal split between genders.

If all of this suggests a healthy, well-heeled customer seeking your advice on what to wear for their spring 2016 vacation to the desert, ocean or mountains, you'd be correct.

One reason adventure travel is booming is because it's less gear-centric than hardcore, single-sport focused travel. The goal is to play in a new place, then hang in a cafe with the locals. For these pursuits you need flexible apparel that can do triple duty - laughing off dirt and sweat on a hike, going for a morning run the next day, and still slick and odor-free on the street. You'll find that mix here, and all of it still crammed with high-tech features. And because you can't travel without a way to haul your gear, we've included a few new luggage and daypack options in the mix, too.

Multisport In Cape Town, South Africa

South Africa's most cosmopolitan city, Cape Town is also one of the most adventure-ready epicenters on the planet. You can climb or hike *Table Mountain* before dawn and be back in town by breakfast. Many locals run up the mountain weekly, pounding pavement and then hitting the dozens of trails on the 4,000-foot ridge that forms a massive wall south of the city. Head in almost any direction around the Cape and you'll find fantastic beaches for surfing or SUP, and there's even more gorgeous hiking and climbing to be had in the Hottentots Nature Reserve, about an hour east of the city, where you can go on a zip-line tour or do some Kloofing - rappelling into waterfalls. Here's a small sampling of apparel to fit this trip.

Columbia
Urban Assist
28-inch Roller



Columbia Urban Assist 28-inch Roller | \$249

Columbia continues to build out its luggage line, and this one's ideal for a longer trip because it's both large and well organized, featuring internal compression straps on either side of the clamshell (equally divided) as well as mesh sundry pockets and a complete seal between the two sides (the better to wall off clean from grimy). The bag is reinforced at the corners, and the oversized wheels and bottom skid plate anticipate zones where you'll be bouncing the bag up or down stairs. And despite the overbuilt feel and large 100-liter volume, this piece still only tips the scales at an even 10 pounds.



Grand Trunk Explorer
Atom Compression Cubes

Grand Trunk Explorer Atom Compression Cubes, 8.3-34 liters | \$60-\$100

What's better than the right bag for your trip? The right packing solution that acts like an overflow bag of its own when you pick up souvenirs along the way. Unlike other packing systems that are wispy and delicate, Grand Trunk's are made of durable 600D Oxford water repellent nylon and come in three sizes, each with a compatible shoulder strap and waterproof zipper. They also expand and then can be compressed down to keep bulkier clothing from eating all your luggage space. And because they're rugged, these bags can serve as anything from carry-on to an extra checked piece of luggage.



Outdoor Research Men's Pagosa Shirt

Outdoor Research Men's Pagosa Shirt | \$78

We're big fans of Tencel, a naturally anti-bacterial fabric (made from eucalyptus wood pulp) that always feels cool and silky to the touch, so it's ideal on warm days. The Pagosa is a blend of nylon, for toughness, Tencel, cotton, and spandex for stretch. The result is a comfy western-style shirt that breathes and dries quicker than cotton alone, while providing mild sun-protection: UPF 15. Two snap chest pockets add a layer of style to your outfit.



Lululemon T.H.E. Short

Lululemon T.H.E. Short | \$65

What gym short is also ideal for hiking, trail running and even lounging with a hoody and a macchiato at the cafe? These are. It's a 2015 short from Lululemon, but they're a strong hit, which means they're selling again next year. Top features include a longer cut (so they don't scream "gym"), and a built-in liner that's more accommodating than a compression cut strictly for high-speed aerobics. For travel, the lightweight fabric makes these less bulky than other options. And hanks to the liner, these could easily double as a board short.



Icebreaker Men's and
Women's MerinoLoft Hoody

Helly Hansen VTR Helium Jacket | \$100

After you've been in the surf or sweating from a day of exploration, reach into your daypack and grab this jacket. The VTR Helium is truly lighter than air. An onion-skin-thin layer folds to the size of a candy bar and stuffs into its own pocket, which makes it an ideal piece to have for adventure travel. But it's also technical: X-Cool quick-dry fabric is wind and water resistant, and a hood adds extra warmth on cooler nights. The laser-cut perforations in the back prevent condensation as you cool from aerobic effort.

Icebreaker Men's and Women's MerinoLoft Hoody | \$230

There's no more ideal travel piece than the hoody. It can be worn alone or layered, and having the hood means not needing a cap. Icebreaker is also highly technical in its apparel, with the Hoody being no different. Quilted MerinoLoft is placed strategically at key zones such as the chest to protect you from the cold, and the shaped hood will stay put even as unexpected gusts kick up. There are dual zipper pockets in front to keep your mitts toasty; cuffed sleeves with thumb holes for hand warmth; women's and men's-specific patterns to the insulation; and gender-specific designs that optimize flattering cuts.



Hiking On The West Coast Of Ireland

One of the most rugged and scenic hiking trails in the world is *Ireland's Wild Atlantic Way* which stretches the entire length of Northern Ireland's weather and time-beaten ocean-facing cliffs. While Ireland has a legendary and well-deserved reputation for miles of soft, green turf, the Atlantic Coast is more like Iceland...minus the ice. None of the cliffs or mountains that grow up to face the sea are particularly high, but there's huge relief, so even a few thousand feet of elevation yields spectacular views inland and surf-ward. Along the 1,000-mile route there are dozens of castles to stay in, along with remnants of 1,000-year-old fortifications and lots of other outdoor treats beyond hiking. You can try coasteering (donning a wetsuit and rock climbing along cliffs, then periodically diving into the ocean to swim rather than climb to the next section of scale-able rock), sea kayaking, and in the south there's actually excellent surfing. It should go without saying that this is Ireland, so you'll want to plan for variable weather, from rain to sun and everything in between, often on the same day, and in both spring and summer, with a wide range in temperature (chilly 50's to humid 70's in minutes). Here's how you pack to meet the flux.

Mountainsmith Approach 45 | \$130

This is a hiking backpack specifically disguised as an FAA-legal carry-on. So while it has hike-ready features like a dual-adjust waist belt, that same belt tucks down snugly against the pack wall to fit into an overhead aircraft bin. There's both panel and stuff-style loading, too, which is great if your aim is to carry a pack for easier travel rather than to backpack cross-country; also great if you'd like to keep your clothing reasonably wrinkle-free. The front panel comes with daisy chains, so it's easy to attach gear to the pack when you are hiking or just carrying your load between forms of transportation. There's a simple sleeve for a telescoped trekking pole. Plus, at 2lbs. 15oz., if you are forced to check the pack you won't get dinged for having overweight luggage.



Mountainsmith
Approach 45

Dynafit W's
XTrail Pant

Nau Rebound
Jacket

Dynafit W's XTrail Pant | \$129

Dynafit, which is all about going fast and light, is debuting a new flexible, four-way stretch-woven material in their 2016 spring line for women. These XTrail pants were engineered for multi-pitch climbing, but that also makes them exceptionally airy and packable (only a quarter pound), as well as quick drying - all attributes ideal for hiking, especially on days that bring unexpected weather patterns. Note the zippered security pocket, elastic waist that's actually comfortable under a pack belt, and zippered cuffs to pull the pants comfortably over boots.

Nau Rebound Jacket | \$290

As is always the case with Nau, styling is hallmark, even in their most tech-driven products. So while this three-layer hard shell debuts a premier fabric for the brand, crafted from four-way knit stretch recycled polyester, the jacket doesn't brag about its technology. The cut and style looks like a classic windbreaker, yet Rebound is the brand's most technical piece for Spring/Summer 2016. It's fully seam sealed and, as a result, the material is 100-percent waterproof as well as breathable. The jacket gets a DWR finish to shed weather even in a heavy downpour. Nau said the key to the material is that it delivers a smoother drape and quieter hand than other waterproof and breathable material they've tested.

Mountain Hardwear Micro Thermo- static Hybrid Jacket | \$155

If any form of insulation has a target on its back, it's down. The material is challenged with finding a way to be waterproof and blend with synthetics. Not to mention it's costly, breathes poorly if you're active, and makes it so you still need to block the wind with a shell. However, a piece like Mountain Hardwear's Micro Thermo-Static Hybrid Jacket uses the company's proprietary Thermal.Q Elite, specifically designed to mimic down's loft (so like goose feathers, it bounces back after compression), but breathes better and isn't vulnerable to inclement weather. It's also tough with micro Ripstop nylon on key zones like arms and shoulders, and stuffs into its own pocket.



Mountain Hardwear Micro Thermo-Static Hybrid Jacket

Kayaking Coastal Maine

Not unlike the Wild Atlantic Way, *The Maine Island Trail* (MIT) is a 375-mile "path"—but this one isn't for walking, it's for paddling. The MIT hopscotches between more than 200 islands of coastal Maine. What's fantastic is that there are overnight campsites throughout the waterway, so it's easy to pick a section to paddle and map your route based on what you want to see and where you want to provision and camp. And because coastal Maine is such a vacation hub, it's just as easy to lodge in civilized B&Bs. There's even an app, mita.org/app, which is handy for tidal and other updated coastal information. MIT is a public-private partnership and, as a result, land changes hands each year, with some islands coming into the system and others being blocked off. Novice paddlers should also consider hiring a guide for trickier crossings, as well as picking sections that don't require plying huge expanses of open water. Fortunately that's easy to do, especially down east, where fingers of glacial-carved peninsula bisect the Atlantic and effectively calm the coastal waterway.

Patagonia Black Hole 60L Duffel | \$119

Although it's not new, we've used the Black Hole Duffel around the world and love it for two big reasons. One, it's not a dry bag. What we mean by that is it's not waterproof for submersion (more on that shortly), but by the same token it's adaptable with backpack straps that make it easier to carry when you've got one hand occupied hauling a boat ashore at low tide. Two, it's more versatile than a dry bag. There's internal organization and a rip-stop polyester padded base, so it's great as checked luggage and ideal for all adventure travel. True, the lack of full-tilt waterproofing would be a problem if your luggage gets tipped off a boat, but there are easy dry bag stuff sack solutions to shove inside of the Black Hole Duffel so all your gear is impervious to salt water, should a little get splashed en-route.



Patagonia Black Hole 60L Duffel

Fjällräven High Coast Shorts | \$85

Fjällräven makes a lot of products out of its own G-1000 fabric. The 65/35 blend of polyester and cotton is tough, lightweight, breathable and can be waxed to give it



weather resistance. By default the material has quick-drying attributes. The cotton also gives all-day comfort in a not-too-technical appearance. We like that the shorts come not only with hand pockets but with one that's zippered, to protect cash, and that there's a belt loop, so even after a day on the water you can dress the shorts up slightly for a visit to the local bistro.



Fjällräven High Coast Shorts

Craghoppers NosiLife Pro Trousers | \$100

Whether you're setting up camp or strolling through a coastal town, these will look great and stand up to multiple days of travel. There's both a special RFID Protection Pocket for your credit cards, as well as washed-in Insect Shield Repellent. The lightweight synthetic material is quick drying and wrinkle resistant and comes with integrated loops to hang dry in a tent or hotel room. There's even a built-in sunglass wiper.

Kokatat Unisex X Jacket | \$119

The super lightweight X is made of four-way stretch nylon that dries instantly and is all but impervious to the wear of rocks, pack straps, sand and being stuffed into the bottom of your luggage for a week. The fabric unwrinkles instantly, and a UPF rating of 50 makes it an ideal sun protector when you need shade (like during a long day on a kayak) but the shore is still a distant spec on the horizon. One very clever feature is an adjustable belt, tucked into the rear pocket. Snap the belt as a tether around your waist, tie the arms across each other at your mid-rife (at the base of your PFD) and the X is readily in reach the moment you need it.

Icebug Aeshna RB9X | \$170

Although Icebug made its name as a brand to help with traction on frozen water, the footwear maker's new water shoe takes the same RB9X rubber from the Enlight trail shoe and gives this new design excellent traction on rocks and gravel, as well as when you're working the pedals of a kayak rudder. The midsole is designed for support and drainage, and the sandwich-mesh upper is designed to prevent fatigue of the small tendons in the tops of your feet.



Mountain Biking and Car Camping on Gooseberry Mesa, UT

With warm but not too hot days, spring is the perfect season for a trip to *Gooseberry Mesa, UT*. It's also a far less crowded scene than Moab. There are dozens of sites on the Mesa for easy car camping, and riding around the area is mostly on rolling slick rock, good for a few days of thrilling play. Plus the views off the top are fantastic, especially at sunset. Our favorite version of this trip is a few days on the Mesa (and at nearby Little Creek), and then taking time to hike into nearby Zion National Park.

Osprey Farpoint 80 | \$200

At 3.83lbs. Osprey's largest travel pack is lightweight for the volume and crammed with smart features. Because the volume can easily accommodate 50lbs., there's both a frame sheet and a wired frame suspension to keep the load well balanced and centered. To prevent damage, 600-denier fabric is used on higher-wear zones such as the base, and there's a foldaway flap to cover the entire harness system for protection when checking the bag at the airport. The Farpoint 80 also has internal and external compression to pack as much inside as required, and there's a large lower compartment inside the pack that's divided from the top portion. Extras include a soft pocket for sunglasses or electronics, lockable zippers, multiple external attachment points, as well as luggage handles on both the top and side.



Osprey Farpoint 80

Platypus Duthie A.M. 15 | \$150

Named after a great mountain bike trail system outside Seattle, the Platypus Duthie A.M. 15 is focused around hydration. It comes with a large, three-liter reservoir, ideal for a whole day of biking or hiking. It has a back panel designed to keep from sticking to your spine, yet the waist, chest and shoulder harnesses focus the 12-liter load lower near to your hips to prevent slosh. There are internal slots for tool storage, a carry system for a helmet (which is also a perfect slot for stuffing a bulky fleece) and there's both an integrated rain cover and integrated waist belt pockets. If the reservoir is still not large enough, an outer pocket on the left hip holds a water bottle as well.

Royal Robbins Diablo Camp Shirt | \$70

While the Diablo Camp Shirt looks like it's made of seersucker cotton, it actually uses Sorona, a byproduct of corn (which also makes it fairly eco because the starch would otherwise go to waste). Sorona provides the Diablo with wrinkle resistance, quick-dry properties and also stretch, so it's more comfortable under a backpack. Speaking of which, shoulder seams are rotated, so straps won't rub, and the tail is longer too, so it looks good either tucked in or untucked.



Royal Robbins Diablo Camp Shirt



Mountain Khakis Camber Pants

Mountain Khakis Camber Pants | \$80 - \$95

Fair Trade Certified (FTC) clothing is becoming a broader niche, and Mountain Khakis is debuting several styles that are FTC including men's and women's Camber Pants for travel. While the men's pant features a more tapered style and is focused around bike commuters, the fit's actually very stylish and the cinch drawcord at the hem could just as easily be used as a gaiter on the trail (or for the intended purpose

of preventing your cuff from getting caught in a bike chain). The woman's pant is also ideal for on-the-go, thanks to a blend of 65 percent cotton, 33 percent nylon and 2 percent spandex, for some stretch as well as quick drying.

Ibex Bridget Skirt | \$125

After a day of shredding, a super-soft skirt would be comfortable, as well as warm, around the campfire. Merino is also an advantage because it's anti-bacterial and the drape of this skirt enables it to remain wrinkle-free. The cut is full length and the broad waistband is elastic for added comfort. There's a hidden pocket at the front hip for keys or cash.



Ibex Bridget Skirt

Adidas Terrex Agravic Windstopper Hybrid Hoody | \$239

This is an exceptionally high-tech, stuffable soft-shell that with a soft hand but is also tougher than the vapory, ultra-light windbreakers you'll see elsewhere in this list. The hoody features both Gore's Windstopper Active Shell, but also Pertex Equilibrium at the jacket's "hot zones." Pertex supercharges the



Adidas Terrex Agravic Windstopper Hybrid Hoody

effect of the Active Shell so the entire garment breathes that much more quickly without compromising wind and water resistance. As we said, the entire jacket is made with Ripstop nylon, so it's tough as well as light, and in contrast to some pared-down alternatives that don't feature pockets, here you have several that are zippered, which is vital during travel when you might need security for ID and currency. ■

INDUSTRY CALENDAR

Photo courtesy Liv

AUGUST

26-29 Eurobike
Friedrichshafen, Germany

SEPTEMBER

1-3 WDI Worldwide Fall Show
Reno, NV
8-10 SFIA Industry Leaders Summit
New Orleans, LA
10-12 Imprinted Sportswear Show
Orlando, FL
10-12 Surf Expo
Orlando, FL
16-18 Interbike International Trade Expo
Las Vegas, NV

OCTOBER

5-7 OIA Rendezvous
Seattle, WA
5-7 Shop.org Digital Summit 2015
Philadelphia, PA
8-9 The Retailing Summit
Dallas, TX
15-17 Imprinted Sportswear Show
Ft. Worth, TX
27-30 NASGW Annual Meeting & Expo
Reno, NV
29-31 ADA Fall Buying Show
Baltimore, MD

NOVEMBER

4-6 NBS Athletic Show
Ft. Worth, TX
22-24 Sports, Inc. Athletic Show
Las Vegas, NV

DECEMBER

1-3 MRA December Lansing Market
Lansing, MI
2-4 FFANY
New York, NY
8-9 MRA December Cincinnati Market
Cincinnati, OH

JANUARY 2016

4-6 ASI Orlando
Orlando, FL
5-7 Archery Trade Association Show
Louisville, KY
6-9 CES Show
Las Vegas, NV
11-13 MRA January Novi Market
Novi, MI
12-15 NBS Winter Show
Ft. Worth, TX
14-16 Surf Expo
Orlando, FL
17-20 NRF Retail Big Show
New York, NY
19-22 SHOT Show
Las Vegas, NV
20-23 Outdoor Retailer Winter Market
Salt Lake City, UT
22-24 Imprinted Sportswear
Long Beach, CA
24-26 Sports Licensing & Tailgate Show
Las Vegas, NV
27-29 PGA Merchandise Show
Orlando, FL
28-31 The SIA Snow Show
Denver, CO

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t 203.426.1320
nssf.org

National Sporting Goods Association
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Mount Prospect, IL 60056
t 847.296.6742
nsga.org

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Ft. Worth, TX 76117
t 817.788.0034
nbs.com

Outdoor Industry Association
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Boulder, CO 80301
t 303.444.3353
outdoorindustry.org

Sports & Fitness Industry Association
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Silver Spring, MD 20910
t 301.495.6321
sfia.org

Snow Sports Industries America
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McLean, VA 22102
t 703.556.9020
snowsports.org

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Springfield, MA 01104
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Snowsportsmerchandising.com

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