

# SGB

ISSUE 1544  
NOVEMBER 2, 2015

# WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET



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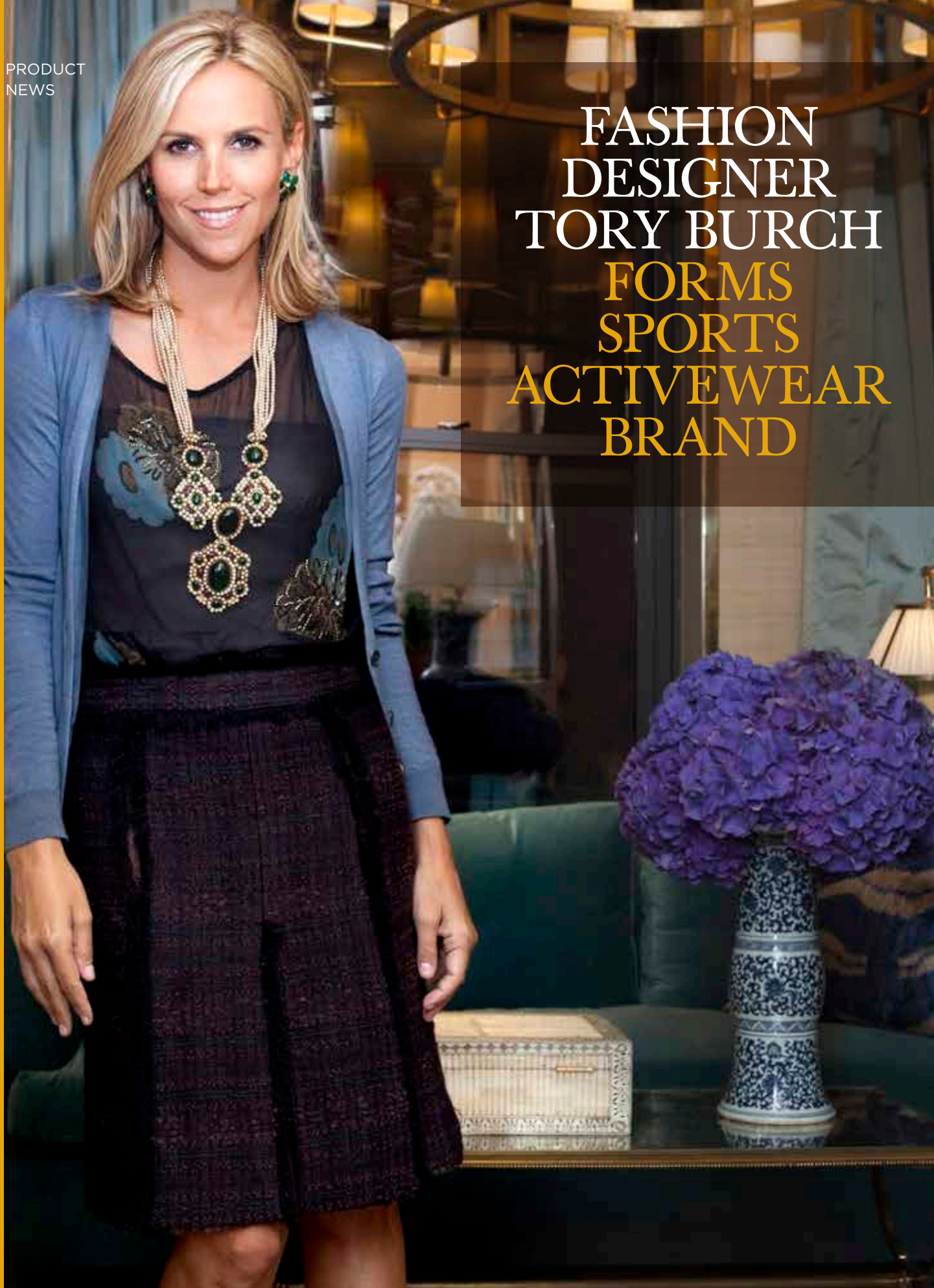
Ski Boots Properly Fit Make Boot Fitters'  
and Retailers' Job Easier

ON THE COVER

Photo courtesy Technica

Photo courtesy Ski Vermont

# FASHION DESIGNER TORY BURCH FORMS SPORTS ACTIVEWEAR BRAND





Fall 2015 Tory Sport Collection



Tory Sport will be available at [torysport.com](http://torysport.com) and at a pop-up shop in New York City, with the opening of a Flatiron-district store in Manhattan to follow in 2016. The pop-up shop will be located on Elizabeth Street in the same location where Tory launched the brand's first boutique 11 years ago.

"We focused on the elegance of sport," CEO and Designer Tory Burch said. Inspired by the grace and strength of athletes, Tory Sport is an ode to the active lifestyle of women who take a wear-anywhere approach to sports-influenced clothing. Burch added, "the performance aspect is a given, not a design detail. I have always been passionate about sports and activewear is something I have wanted to do for years."

Collection pieces range from pleated tennis skirts, anoraks and fitted leggings to rashguards and swimwear. Separates - neoprene coats and skirts, oversized sweaters and classic tracksuits - also compliment the performance-driven pieces. Burch said, "Classic silhouettes from the Seventies have always resonated with me. Our goal was to design a collection that balances fashion and function."

Pricing ranges from \$55 for performance tops to \$550 for outerwear. Staple fabrics in the Tory Sport collection include: Coolmax by Invista to maximize performance with its moisture-wicking and quick-drying properties; Schoeller Fabric with NanoSphere durable water, oil and dirt repellancy; and Sensitive Fabrics by Eurojersey, which is "ten times more chlorine resistant than most fabrics," the company said, and provides four-way stretch with UV protection.

Tory Sport will support the Tory Burch Foundation, which empowers women entrepreneurs by providing access to capital, education programs and networking events. ■

American fashion designer Tory Burch brings old-school stripes and florals, modernized by precision detailing and high-tech fabrics, to a new performance activewear line for women.

The Tory Sport collection includes clothing, bags, shoes and accessories for running, studio, tennis, swim and athleisure lifestyle - a category of pieces that can be worn before and after a workout that Burch calls Coming & Going.



**“The collection represents  
all you need to live life  
alive through adventure...”**

**—Laird Hamilton**

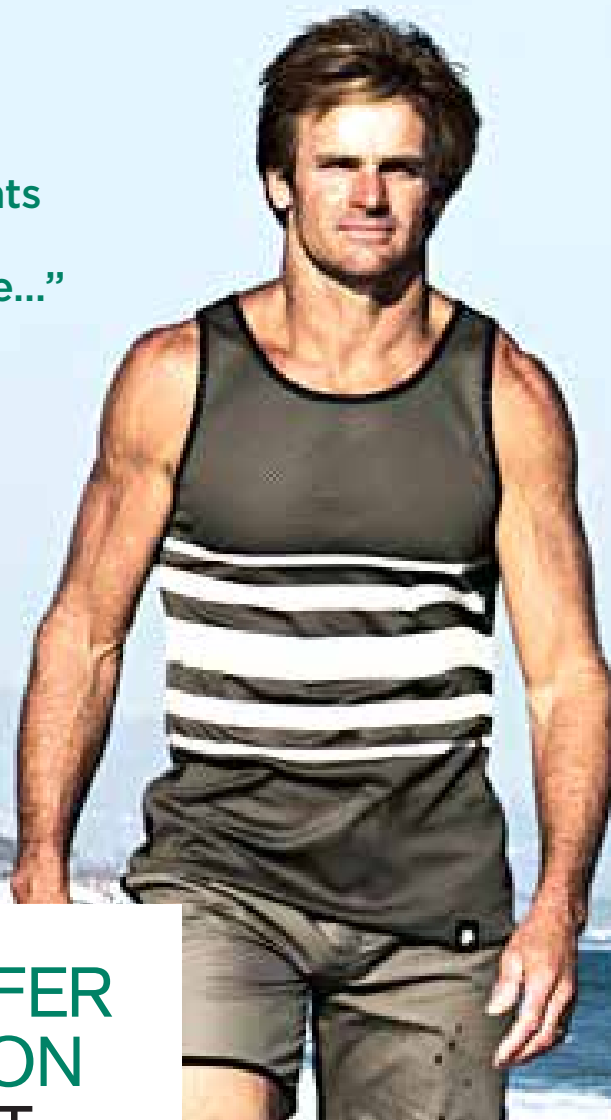


Photo courtesy Laird Apparel LLC

## **BIG WAVE SURFER LAIRD HAMILTON CAN'T RESIST ATHLEISURE MARKET WITH LAIRD APPAREL**

Laird Hamilton, big-wave surfer, renowned waterman and expert fitness personality, announced the launch of his Laird Apparel LLC, a three-collection “superline” of functional, technical, performance-based product.

Consisting of Off Shore, Fitness, and Lifestyle, the three-part collection is a business venture between three core partners: William Cawley, chief creative officer, Tim Garrett, president, and Hamilton. A variety of private investors from the fashion, outdoor and entertainment industries have also jumped on board to fund the venture.

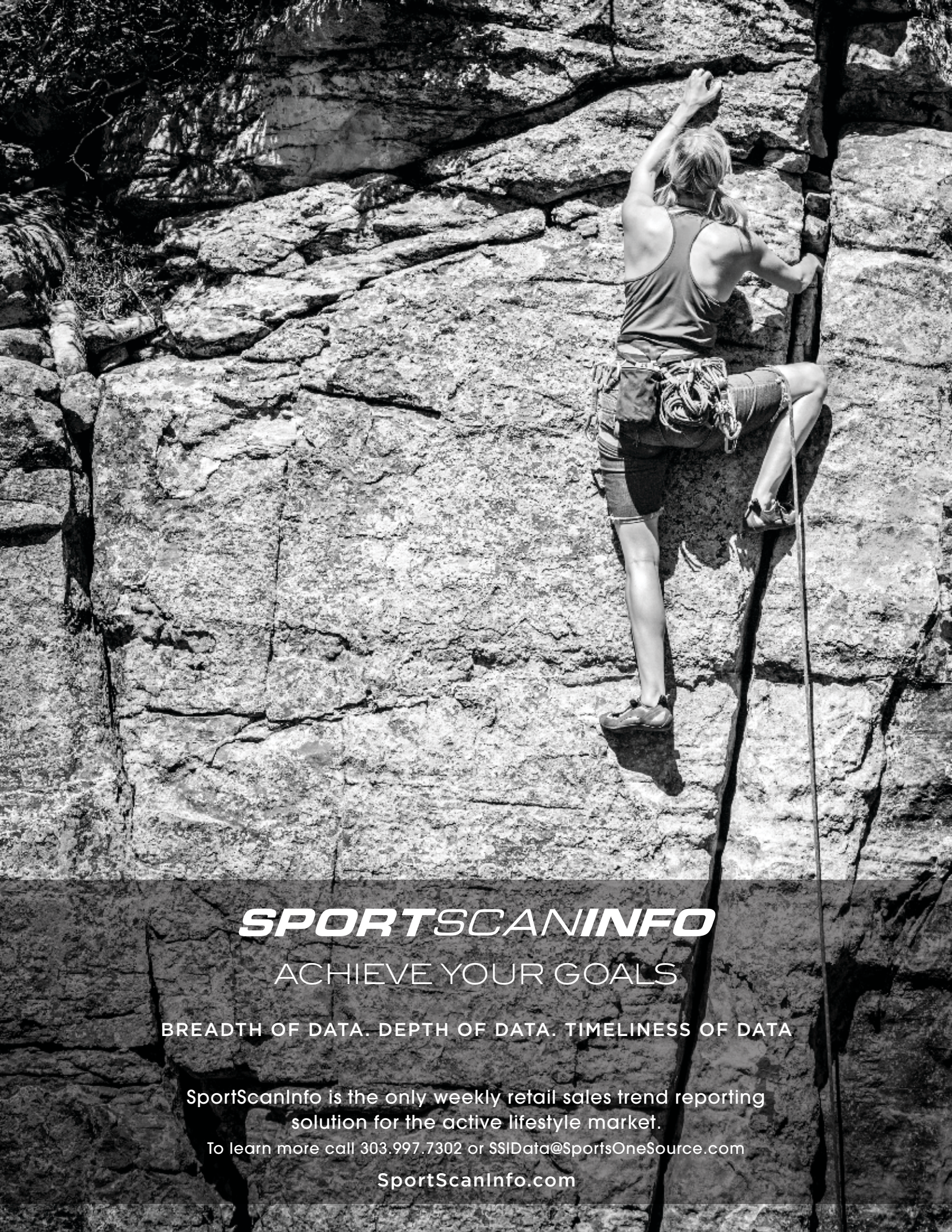
Design and functionality are the focus of each division in the collection; however, Off Shore offers more water-friendly styles in performance shorts, sun protective shirts and heat managing wetsuits (think perfect SUP wear). Meanwhile, the high-performance Fitness collection features hybrid styles that provide comfort and technical performance while training; and the Lifestyle collection captures a classic beach aesthetic in shorts, pants, shirts and jackets, with throwbacks to casual loungewear.

Laird Apparel’s inspiration comes from the adventurous and unstoppable lifestyle of Hamilton himself, from early mornings in the surf, to a day of hardcore training, and then into casual evenings. While translating to a variety of activities, colors in the collection capture the natural pallet of both the “land and sea,” with shades of olive, black, white, blue and silver. “The collection represents all you need to live life alive through adventure,” the company said.

Laird Apparel is yet another offering in the ever-growing athleisure category, which has taken over the outdoor and performance markets. The reason for the genre’s appeal comes directly from the users’ need for pattern and practicality, which Hamilton references as inspiration. He said, “I wanted to create a line for the discerning man, which would withstand functional demands with a contemporary and multi-functional edge... I wanted to provide my contemporaries with durable, stylish yet masculine clothing that feels unique to the activity he is exploring. It is difficult to find clothing that provides the technical fabrics and tailored construction that is required to achieve this hybrid, emphasized by function first.”

The October 22 launch on the shelves of Ron Robinson in Santa Monica, CA, and on [lairdapparel.com](http://lairdapparel.com) introduces board and fitness shorts, hybrid surf and polo shirts, fitness and studio pants, premium and graphic tees, and technical hoodie jackets. Price points range from \$30 to \$120. Partners in the collection plan to extend shelf space to key retailers and some global resorts by the end of the year. ■





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Photos courtesy USA Cycling  
Collegiate Mountain Bike  
National Championship.

## COLLEGIATE MTB NATIONAL CHAMPIONSHIPS CHART COMPETITIVE ROSTER

Racing from October 22 - 25, the top up and coming mountain bikers in the country took to West Virginia's Snowshoe Mountain Resort for the USA Cycling Collegiate Mountain Bike National Championship.

Fort Lewis College and King University won the Division 1 and 2 team omniums. Going into the final day, Brevard College led the Division 1 standings, but a team relay and dual slalom victory on Sunday launched Fort Lewis into the top spot as competition closed out. The Colorado school finished the weekend with 741 points compared to Brevard's 711 and Marian University's 696 points.

The overall lead changed in Division 2 as well, with King University taking over the number-one spot from Saturday's leader, Warren Wilson College. With a win in the morning's team relay, King University came out on top with 699 points while Western State Colorado University placed second with 687 points and Warren Wilson ended the weekend in third with 683 points.

Recognized as one of the top resorts in the Mid-Atlantic and Southeast regions, Snowshoe's Bike Park has gained national notoriety for its more than 40 lift-accessed trails and is known to mountain bikers as one of the top destinations on the East Coast. Several noteworthy events from this past season include a ProGRT downhill event, the Southeastern Gravity Series Championships, the annual Chomolungma Challenge, and an Epic Enduro.

In anticipation leading to the event, Snowshoe Competitive Events Supervisor Andy Nall expressed excitement in their two-year partnership with the MTB Championship. "Our crew has had a blast putting this one together, and we're excited to get all these collegiate riders up here so they can discover what our bike park has to offer," Nall said, "Partnering with USAC has always been great for us and we're excited to have them this year and next."

Over 60 teams representing colleges and universities from all over the country traveled to the Snowshoe Bike Park to compete in Short Cross, Cross-Country, Downhill, Dual Slalom and Team Relay events.

### Team Relays

The weather certainly made things interesting for the final day of racing as riders awoke to a cold and windy morning with heavy fog. After the dual slalom qualification races, it was time for the coed team relays. Fort Lewis beat out Marian and Brevard for the Division 1 team relay title while King University continued its dominating weekend in Division 2 with a win over Western State Colorado University and Warren Wilson College.

### Dual Slalom

Kristen Bob (Marian University) beat out Adrian Sanders (Lindsey Wilson College) for the gold medal in the Division 1 women's dual slalom while Shayona Glynn (Marian University) bested Heather Collman (Lindsey Wilson College) for the bronze.



In Division 2, Josie Ritchie (Mars Hill University) was the most skilled on the dual slalom course. She beat out King University's Kaysee Armstrong in the gold medal match-up while Emily Oppliger (Michigan Technological University) won against Sara Schneider (Humboldt State University) for third place.

In men's Division 1 dual slalom, Zach Graveson (Fort Lewis College) took the win ahead of Phillip Kmetz (Lees-McRae College) while Alec Bob (Marian University) collected the bronze.

Daniel Frentzel (Western State Colorado University) won the men's Division 2 dual slalom final against Bo Hellams (Humboldt State University). James Averill (Western State Colorado University) was third.

### Individual Omnium

In addition to the team omnium awards, individual omnium titles were awarded to men and women in both divisions. The winners were Sofia Gomez Villafane (Fort Lewis College) and Luke Vrouwenfelder (University of North Carolina) for Division 1, and Kaysee Armstrong (King University) and Robert Rimmer (King University) in Division 2.

The Championship was a long-awaited event for dozens of schools across the nation. Teams participated from: Midwestern State University, University of California-Santa Cruz, University of North Georgia, University of Wisconsin-Madison, Lees-McRae College, University of Arizona, University of Virginia, University of Vermont, Stanford University, Colorado State University, Fort Lewis College, Marian University, University of Colorado Boulder, University of North Carolina at Chapel Hill, Georgia State University, Lindenwood University, Lindsey Wilson College, Appalachian State University, Virginia Polytechnic University, University of New Hampshire, Northeastern University, University of Florida, Purdue University, Metropolitan State University of Denver, North Carolina State University at Raleigh, San Jose State University, Texas Tech University, Drexel University, Milligan College, Oregon State University, Baylor University,



Colorado Mesa University, Colorado School of Mines, Rochester Institute of Technology, Massachusetts Institute of Technology, Brevard College, Adams State University, Ripon College, College of William and Mary, Michigan Technological University, Western State Colorado University, Mars Hill University, Prescott College, University of Texas-San Antonio, University of North Carolina at Greensboro, Texas A & M University, Humboldt State University, US Air Force Academy, Warren Wilson College, San Diego State University, Clemson University, University of Nevada-Reno, California State University-Sacramento, Northern Arizona University, University of California-Santa Barbara, University of Connecticut, University of South Carolina-Columbia, University of Wyoming, New River Community College, Lehigh University, East Tennessee State University, Union College-KY, Wentworth Institute of Technology, Duke University, King University, California State University-Chico, Wake Forest University, California Polytechnic-San Luis Obispo, and University of Central Florida



"We're excited to partner with Snowshoe Mountain Resort to run the USA Cycling Collegiate Mountain Bike National Championships for the next two years," said Micah Rice, Vice President of National Events for USA Cycling. "Snowshoe has always been a popular destination for world-class mountain biking and our top collegiate racers will have a great experience."

Snowshoe covers a total area of 11,000 acres in the Appalachian Mountain Range and includes the second highest point in the state at 4,848' elevation. The resort is owned and operated by Intrawest Resorts Holdings, Inc., which owns six four-season mountain resorts geographically diversified across most of North America's major ski regions including the Eastern United States, Rocky Mountains and Canada. ■





# SAUCONY RINGS IN 2016 WITH EVERUN CUSHIONING

Saucony unveiled its newest Everun cushioning technology at the 2015 New York City Marathon – a feature that will define its Spring 2016 footwear collection. Positioned as its “next chapter of performance innovation,” Everun will bring runners continuous cushioning despite number of miles logged.

Saucony’s Triumph ISO 2 and Guide 9 were the first models in the Saucony line-up to be equipped with Everun and took stage at the November 1, 2015, NYC Marathon in a preview of the long-lasting, lightweight cushioning. Everun technology will later be incorporated into the new Hurricane ISO 2, Kinvara 7 and Peregrine 6, arriving at retail in early Spring.

Patrick O’Malley, senior vice president of global product for Saucony, is predicting the innovation will be a “game-changer” for the industry at large. “Runners are once again responding to the benefits of cushioning, including increased energy return and underfoot comfort. One of the primary objectives in the development of Everun was to deliver a continuous cushioning



experience to runners, combining smoother landings in the heel with reduced pressure in the forefoot.”

Two key benefits defining Everun are lower peak pressures and increased impact absorption. A newly designed Topsole construction is the pillar in lowering peak pressures, as the patent-pending construction positions a 3mm layer of Saucony’s Everun foam material closer to the foot, directly under the sockliner, instead of embedding it in the midsole below a layer of rigid cement. This construction should distribute propulsion force over more area, reducing local peak pressures while delivering a more lively and responsive ride.

“The result is that Everun delivers the same plush feel in mile one as mile twenty, continuously giving back to runners, especially at the end of the run when they need it most,” said O’Malley.

Everun Landing Zone and heel insert act as a shield while maintaining cushioning properties “three times longer” than standard EVAs, and returning 83-percent of the energy absorbed. This finding was reported according to research from the Saucony Human Performance and Innovation Lab. Researchers noted typical EVA foam heats up, therefore becoming softer the longer you run, at the same time the body fatigues and needs the most impact protection. Saucony believes Everun is the answer to address this breakdown and consequently, joint protection, in running shoes.





*“We’re always looking for the best way to tell our story. We knew that video animation would not only be entertaining and fun, but it would make a rather intricate technology story clear and meaningful to runners everywhere.”*

**- Mary O’Brien,**  
VP Global Marketing, Saucony

Saucony will support the technology in one of its biggest marketing launches in company history. “This is also the first time Saucony is using video animation in a marketing campaign,” said Mary O’Brien, vice president of global marketing. “We’re always looking for the best way to tell our story. We knew that video animation would not only be entertaining and fun, but it would make a rather intricate technology story clear and meaningful to runners everywhere.” The animated spot stars fictional lab technicians Max and Miles, purported inventors of Everun, as they converse over their eagerness to share the cushioning support with runners everywhere.

Saucony, founded in 1892, is a division of Wolverine Worldwide. Its award winning innovations currently including Isofit, Geometry of Strong, PWRGRID+, and the Total Run System apparel line. ■



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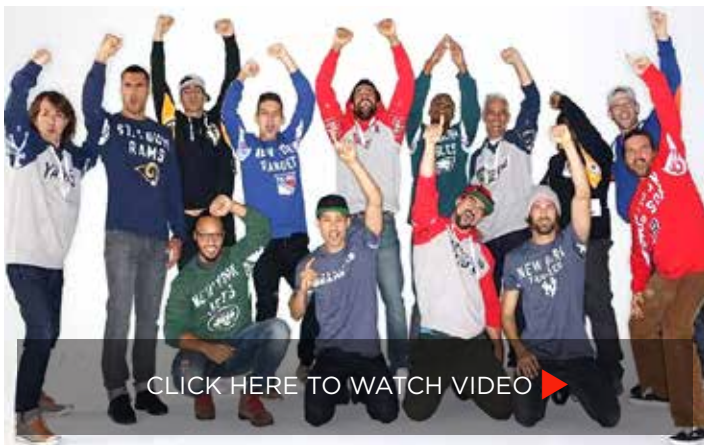
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## G-III PARTNERS WITH JIMMY FALLON ON FAN APPAREL COLLECTION

G-III Apparel Group, Ltd. has launched Hands High, a licensed sports apparel line inspired by Tonight Show host and comedian, Jimmy Fallon. The collection features team logos in a new place - beneath your arms.

"Say you're at a big game," Fallon posed in launching the collection in mid-October on his show, "what do you do when your team wins or scores

a touchdown or makes a great play?" He then raised his hand while questioning, "Why isn't there anything in the armpit. That's prime real estate!"

Fallon, known as one of the most high-profile sports fans in Hollywood, said G-III was the first company he went to with the idea and they immediately signed on. He joked, "Luckily, they talked me out of the name Pitz."

Fallon worked with the G-III design and sales team on all aspects of the project. The collection will feature professional team logos from the NFL, NBA, MLB and NHL.

"I'm so excited to team with G-III, who took my vision and made it a reality," said Fallon in a statement. "Hands High will fire up crowds to cheer with their hands in the air and bring the thrill of the game to a whole new level of fun."

"To have a truly new, compelling idea in the fashion arena is rare," said Morris Goldfarb, G-III chairman and CEO. "We are excited about this new product line, which we believe will be a complementary addition to our team sports business. We look forward to partnering with Jimmy Fallon with respect to the Hands High concept and other ideas in the future."

Hands High will initially consist of men's t-shirts, long sleeves tops, zip hoodies and pullover sweatshirts. T-shirts will retail for \$35 and a fleece hoodie will retail for \$75 or \$80. In addition to logos under-the-arms, Hands High merchandise will feature team logos and other design elements on the front.

Following the launch of men's product in October, G-III has plans to expand the Hands High collection with additional women's and youth apparel. The launch will be supported by an integrated media and marketing program. ■

## HONEY STINGER FUELS UNIVERSITY OF DENVER ATHLETICS

Honey Stinger has created a lot of buzz in the nutrition market since 2002 for making healthy honey-based energy foods for athletes. Its convenient, nutritious, naturally occurring fuel is designed for cyclists, runners, triathletes - and now students in the Athletics program at the University of Denver (DU).

The company announced a sponsorship agreement with Denver Sports Properties, a division of Outfront Media Sports, and the University of Denver Department of Athletics and Recreation for the 2015-16 school year. As part of the agreement, Honey Stinger will fuel the University's student athletes as an official sports nutrition partner of the Denver Pioneers.

Len Zanni, Honey Stinger marketing director, said, "From students using the Coors Fitness Center training and athletic facilities, to the aspiring professional and recreational athletes in the University's distinguished Varsity and Club Sports programs, our products are well-suited to support any and all athletic pursuits." Organic and gluten-free Stinger products will also be available to the student athletes.

As a way to experiment with favorite flavors and offerings, Honey Stinger will activate on-campus product sampling at DU and the Coors Fitness Center, while being featured during in-game promotions for DU's 2015 NCAA Division I national champion men's lacrosse team, and three home games for the NCAA tournament-qualifying men's hockey team.

"We're excited to partner with Honey Stinger for the 2015-16 season, and to be able to fuel Denver's student athletes with some of the best products on the market," Denver Sports Properties General Manager Brad Ferrell said.



Being an official nutrition partner, Honey Stinger's logo will appear in the Bowlen Training Center and other central locations at all home games held in the Magness Arena. Honey Stinger branding will be visible at all men's lacrosse home games at Peter Barton Stadium. Student athletes will have access to Honey Stinger products at the Bowlen Training Center and various locations on campus. ■



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
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From left to right: Laura Hardie, New England Dairy Promotion Board, Clara Ayer, third generation dairy farmer and Sarah Wojcik, Ski Vermont. Photo courtesy Karen Pike

## SKI VERMONT PROMOTES LOCAL DAIRY FARMING AND TOURISM

“Another Season, another record,” said Ski Vermont, as a third year of funding local dairy farm nonprofits continues to boost local business, tourism and access to the slopes.

By Jahla Seppanen

It may not sound like the typical resort industry partnership, but Ski Vermont presented a contribution check of a record-breaking \$16,365 to the Keep Local Farms Fund at Fairmont Farm in East Montpelier, VT, in early October 2015.

The donation came from the proceeds of last winter’s Ski Vermont Fifth Grade Passport program, enabling nearly 2,500 children to ski and snowboard for free during the 2014-15 season.

“Another season, another record!” said Ski Vermont Public Relations Director Sarah Wojcik, who said that, in total, 19 alpine and 29 Nordic resorts in the state participate in the Fifth Grade Passport program, accounting for nearly all Vermont resorts. The coming season marks the Passport’s 16th year, building on the more than 20,000 kids who have been able to ski for free at participating Vermont resorts.

Ski Vermont has donated to the Keep Local Farms Fund for the last three years, with contributions netting close to \$45,000.

Through combined efforts to educate New Englanders about dairy farming, promote purchases of locally raised milk and other dairy products, and raise funds to support the sustainability of New England’s dairy farms, the Keep Local Farms Fund works to support the long-term viability of local New England dairy farms. The

Fund partners with local nonprofits, all of which hold projects or programs related to the staples of successful of dairy agriculture.

“We’ve been donating to Keep Local Farms since before I started, but I can tell you we continue to do so because we feel a strong community connection to the farmers of Vermont,” said Wojcik. “Both the mountains and farms of Vermont add to the idyllic beauty of the state. Plus, we also like to honor the farm-to-table connection resort restaurants have with local farmers.”

The feeling is mutual; and the New England Dairy Promotion Board expressed their excitement with partnering with Ski Vermont for another season of community collaboration. The New England Dairy Promotion Board hosts the Must Be The Milk initiative, funded by the Keep Local Farms Fund, as a step to educate people about the value of local dairy farms to the economy, the environment and health and wellness.

In the end, both Ski Vermont and New England Dairy Farmers are neighbors fighting for a shared cause – to maintain the beauty of their home region while sustaining growth in the New England tourism economy. Representative for the New England Dairy Promotion Board, Laura Hardie, said, “Ski Vermont is a like-minded partner who appreciates and understands the connection between dairy agriculture and tourism.”

Ski Vermont is proud of its place within this popular winter tourism industry, and Vermont legislature has designated skiing and snowboarding as the official state sports. Vermont resorts also pride themselves on snowmaking quality and coverage, variety of terrain, and their historical impact on the sports of skiing and snowboarding.

This year’s donations to the Keep Local Farms Fund are also being proposed for farmer outreach and education through the Champlain Valley Farmer Coalition (CVFC) and Dairy Vision Vermont. Approval for support of these programs is still under-way.

CVFC is a nonprofit organization working directly with area farmers to provide education and assistance in meeting water quality standards for a clean Lake Champlain and thriving agriculture industry in Vermont. Through CVFC, farmers are provided with the tools and resources to adopt new and innovative ways to protect and conserve their water supply.

On the other hand, Dairy Vision Vermont, another local nonprofit, provides Vermont’s dairy farmers with business skills and guidance to create successful dairy operations, whether it be job training, finances or human resources.

The web of partnerships through Ski Vermont and the programs and initiatives funded from Keep Local Farms is unlike any in the nation for its connectivity between tourism, outdoor recreation, and sustained investment in local economy. Young mountain sport enthusiasts are being raised to appreciate local ski hills and locally sourced food.

Wojcik said, “As for getting kids out on the slopes and the connection to supporting local farms, we believe exposing kids to both not only educates them about Vermont’s economy and resources, but also encourages a connection with the landscape and healthy lifestyles.” ■



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Photo courtesy K2  
Descendant Explosion

# NO PAIN IS SKI BOOT CUSTOMERS GAIN

**Ski boots designed for varying foot shapes, offering user-friendly adjustments, with moldable liners and shells, make boot fitters' and retailers' job easier while consumers walk away more satisfied and comfortable.**

By Scott Boulbol

Since the late 1950s plastic ski boots with metal buckles have revolutionized alpine ski performance – and ever since, skiers have been plagued with everything from minor aches and blisters to debilitating foot pain, lost toenails, bruising and aggravated bunions, spurs and more.

Thanks to evolving trends in fit and comfort, today's downhill skiers have a much easier time getting properly fitting boots as brands increasingly include customizable options and custom boot fitters have dialed their craft.

One major trend over the past few years is more walkable outsoles. Whether adding rubber to outsoles, including removable walk accessories, cuff lock outs, and building rocker into outsoles, ski boots, in part due to the influence of AT boots, alpine ski boots are more walkable than ever.

Another trend is boot models offered in two and three widths – roughly from 92mm to 106mm – which eliminates some pressure points associated with a one-width, typically narrow mentality. For race boots, it's still common to drill out density in the forefoot and ankle to allow for wider, more exact fit. For racers with narrow feet, they've added padding to the liners and insole to fill space around the foot. Those remedies are not as common now thanks to width options.

"One of the big boot trends for men and women in 2015/16 is expanded last offerings for popular ski boot models, as well as high-performance boots that are specifically designed for a wider foot," said Alex Hunt, who handles PR for K2 Skis. "Both K2 and Full Tilt are adding wider boots to their 2015/16 lineup. K2 has added more last options for their women's SpYre boots; the SpYre 110 is now available in 97mm (LV) and 100mm, the SpYre 100 in 100mm and 102mm (HV)."





Head Vector Evo



K2 Full Tilt Descendant



Head Challenger 120



Rossignol Pure Pro 100

Rossignol is also offering multiple fit options for 2015/16. Both their Allspeed and Pure boot lines are built with fit as their first focus, each offering three width options. “We have a theory: Pinpoint personalization is better than general customization, and that theory is backed up with these three different fits,” said Matt Rihm, product and team manager, Group Rossignol North America.

“We also believe that any customization in a boot should be done closer to the foot, which is why we have incorporated a custom ‘OptiSensor’ liner in this entire new series. Custom liners plus three distinctive fits equal a range of boots where the initial fit, along with performance 10, 20, 100 days down the road is absolutely unmatched,” said Rihm.

“As boots have progressed recently, customization systems have become more popular and a hot talking point in ski shops around the country. At Head, we try and meet the needs of many different types of retailers and shops to assist them in boot customization,” said Andrew Couperthwait, Alpine product manager in the U.S. for Head. “As a result we use different boot fit technologies to address the different needs. [Our Challenger line features] Adaptive Fit and Perfect Fit Liner technologies that allow a custom fit in just five minutes. The Vector Evo features a new shell customization technology called Form Fit which allows the shell, when heated, to take the shape or mold of the individual’s foot.”

Custom boot fitters are still in demand, however, providing tweaks and custom orthotics needed to nail that elusive combo of maximum performance and perfect fit. Guys like Larry “The Bootfitter” Houchen, who’s been fitting boots for almost 40 years, owner the renowned Larry’s Bootfitting in Boulder, CO, agreed that huge strides have been made at the factory level, but have not replaced true customization.



Andrew Couperthwait,  
Alpine Product Manager, U.S., Head

“These trends give us more options in terms of what to start with,” said Houchen. “Fifteen years ago maybe one in 100 could walk out of a shop and be happy with the fit of a boot. Now I think maybe 10 or 15 can, relatively easily. But no person has two feet the exact same size or shape, so there are still a lot of issues.” With the combination of better fitting boots out of the box, and custom fitting, boot fitters are still in demand, but consumers are now able to get that much closer now to a perfect fit, he added. Tecnica Product Manager Bart Tuttle has custom fit boots for the U.S. Ski Team, spending thousands of hours on the craft. Colleagues have called Tuttle a “mad scientist with boots”. He agreed that width options within a model line are a big improvement, adding that width options have always been around - but it meant choosing a different model or even brand. For instance years ago, Lange was known for narrow boots and Koflach for wider boots.

He added though that not just width, but shell shapes out of the box have also changed dramatically in recent years. And any customizing



Rossignol Allspeed Pro 120

that does need to be done is much more easily achieved now. Whereas boots have traditionally had a straight, uniform shape, recent lasts are far more anatomically correct. “Plus, within the last few years you’ve seen a lot of customization capabilities coming out whether it’s Salomon’s Custom Shell, or our Custom Adaptive Shell,” or others, Tuttle said. “At Tecnica, while we have an incredible anatomical shape right out of the box, if you did need to do customizing, it can be done very quickly and effectively.”

Here are a few new models with the latest out-of-box fit and customizable technology.

Rossignol is jumping head first into the multiple-widths trend with its new men’s and women’s lines, the Allspeed and Pure. Both offer three widths to fit the widest range of feet. Both come in three separate flex models, with the Allspeed Pro 120 (TKTK, Flex 120, Width 98, 100, 102mm), and Pure Pro 100 (TKTK, Flex 100, Width 98, 100, 102mm) the stiffest of the family. Both feature the Custom OptiSensor liners (Women’s with Merino wool) which allow customization for comfort, warmth and support. Mono-injected construction with Flex Adjustment options and canting compatibility optimize fit and performance for the needs, stance and foot shape of different skiers. Compatible with “Walk to Ride” rocker soles (sold separately).

(Con’t Pg. 18)



Photo courtesy Head

K2's Women's SpYre has added more last options for the season. The SpYre 110 (\$600, Flex 110; Width 97, Width 100mm), and SpYre 100 (\$500; Flex 100, Width 102mm); both are available in two widths. The high-performance, all-mountain line offers the LuxFit Intuition liners, replaceable outsoles and padded mid-grips for all day comfort and performance. Thermoplastic rubber on the outsole improves walking traction.

Embracing a wider last is K2-owned brand Full Tilt, which introduced a new men's and women's line of boots specifically engineered for a wide foot. The Descendant 6 (\$500, Flex Medium, Width 102mm) and Plush 6 (\$450, Flex Medium, Width 102mm) series have Full Tilt's traditional three-piece, three-buckle design with a 102mm last. These all-mountain boots share the even flex pattern and lightweight typical of the three-piece design. The cable closures on the Plush 6 tighten around a wider area than traditional buckles for more even closure on varied anatomies. Both feature replaceable, grippy, dual-material outsoles.

Tecnica Cochise Pro 130 and Pro W (\$840, \$720 Flex 130, 105, Volume 98mm), part of the Cochise line that has been around for five years, both feature the CAS Liner for improved fit, customization, and an extremely low pack-out rate. There's only one width available, but others in the line offer different widths. The boots easily accommodate grinding and punching and come with pre-glued pads for problem areas. Both feature the Cuff Mobility System, interchangeable soles, lightweight Triax shell, and Power Lock Buckle.

Scott USA's G2 110 and 130 (\$700, \$540; Flex 110, 130; Volume 97mm) all-mountain, high-performance boots offer one width, but they come with the PWR Fit Liners that are thermo-moldable for a personalized fit, with a squared "Moccasin" toe for more room. The PWR Fit Shell is wider inside now but retains a narrow heel, and it's been more anatomically designed through the tibial area. They have also been pre-punched and stretched in typical problem areas – like the ball of the foot under the fifth metatarsal, and the "sixth toe" bunion below the pinky toe -- to eliminate common tweaks by custom boot fitters.

Trickledown race performance meets custom comfort in the new, race-ready Head Vector Evo 130 (\$800; Flex 130; Width 100mm). It's also available in 110 and 120 flex models, all with Form Fit Technology that allows users to mold the shell to a specific shape, plus Evo Fit Pro Liners that adapt to the shape of the foot and ankle. Single canting adjustment helps properly align the leg. Head takes the comfort angle a couple steps further in the Challenger 120 (\$650; Flex 120; Width 99-101mm) a less-advanced model with Power Ski/Hike Transition which frees the ankle to walk with a more natural gait and Adaptive Fit Technology that allows users to change the boots' widths from 97-to-101mm with a simple hex key. It's also available in 110 and 130 flex models. ■

## DESIGNER PROFILE

### KATRINE JOPPERUD, TECHNICAL DESIGN MANAGER, HELLY HANSEN

Based out of Oslo, Norway, Katrine Jopperud is the Technical Design Manager for Helly Hansen specializing in the Ski and Watersport categories. She has a Masters in Industrial Design and has worked for Helly Hansen for 11 years. She also spent a few years at Helly Hansen's Seattle office and has been involved in all categories. Here we get her thoughts on the designer's life.

**What Style Icon Do You Look Up To?** Olivia Palermo has great style.

**What's Your Pick For The 2016 Pantone Color Of The Year?** Pantone 19-3927 Graphite; which is a dark blue with a hint of grey/purple. It works great with a lot of colors.

**What Inspires your designs beyond the outdoor industry?** I find furniture and car design very inspiring. Traveling and seeing new places, interiors, art and fashion are crucial to getting inspired and thinking of new ways of doing things. Of course, the user experience and testing products gives me ideas, but when it comes to new aesthetics, color and print inspiration, it can come from anywhere.

**If you could design anything you wanted, what would it be?** I would love to design and create my own house by the water. I am fascinated by architecture, and it would be cool to make something so big and different from what I am used to.



Katrine Jopperud,  
Technical  
Design Manager,  
Helly Hansen

**What set your course toward designing outdoor apparel?** Like a lot of things in life, it was a coincidence. I did a small project for a Norwegian sports brand after my studies and that lead me into the industry. Designing outdoor products was not on my radar when I studied but once I started, I found it fascinating, and I am really happy I ended up here.

**Designing at Helly Hansen, what's one thing you try not to forget?** Where we come from and who we are. We have a strong heritage and that means our design has to be rooted in that and be purposeful. I also focus on having fun and making each day and each product meaningful. ■





Photo courtesy Collegiate MTB National Championship at Snowshoe Mountain

## NOVEMBER

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

## DECEMBER

- 1-4 The Running Event  
Austin, TX
- 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 Outdoor Retailer Winter Market  
Demo Day, Salt Lake City, UT
- 6-9 CES Show  
Las Vegas, NV
- 7-10 Outdoor Retailer Winter Market  
Salt Lake City, UT
- 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
- 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

## FEBRUARY

- 1-2 SIA On-Snow Demo  
Denver, CO
- 1-2 SIA Nordic Demo  
Denver, CO
- 2-4 FFANY  
New York, NY
- 2-4 Worldwide Spring Show  
Reno, NV
- 8-10 EORA SE February Show  
Greenville, SC
- 16-17 MWSRA New Model Demo  
Afton Alps-Hastings, MN
- 17-20 Sports Inc. Outdoor Show  
Phoenix, AZ
- 18-22 NBS Semi-Annual Market  
Fort Worth, TX

## MARCH

- 8-9 SFIA National Health Through Fitness Day  
Washington, D.C.
- 17-19 Imprinted Sportswear Show (ISS)  
Atlantic City, NJ

## APRIL

- 1-2 SFIA Litigation & Risk Management Summit  
New Orleans, LA
- 19-21 Imprinted Sportswear Show (ISS)  
Nashville, TN
- 22-25 NSGA Management Conference  
and Team Dealer Summit  
Austin, TX

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11 Mile Hill Road  
Newtown, CT 06470  
t 203.426.1320  
nssf.org

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

Nation's Best Sports  
4216 Hahn Blvd.  
Ft. Worth, TX 76117  
t 817.788.0034  
nbs.com

Outdoor Industry Association  
4909 Pearl East Circle I Suite 300  
Boulder, CO 80301  
t 303.444.3353  
outdoorindustry.org

Sports & Fitness Industry Association  
8505 Fenton Street I Suite 211  
Silver Spring, MD 20910  
t 301.495.6321  
sfia.org

Snow Sports Industries America  
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snowsports.org

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