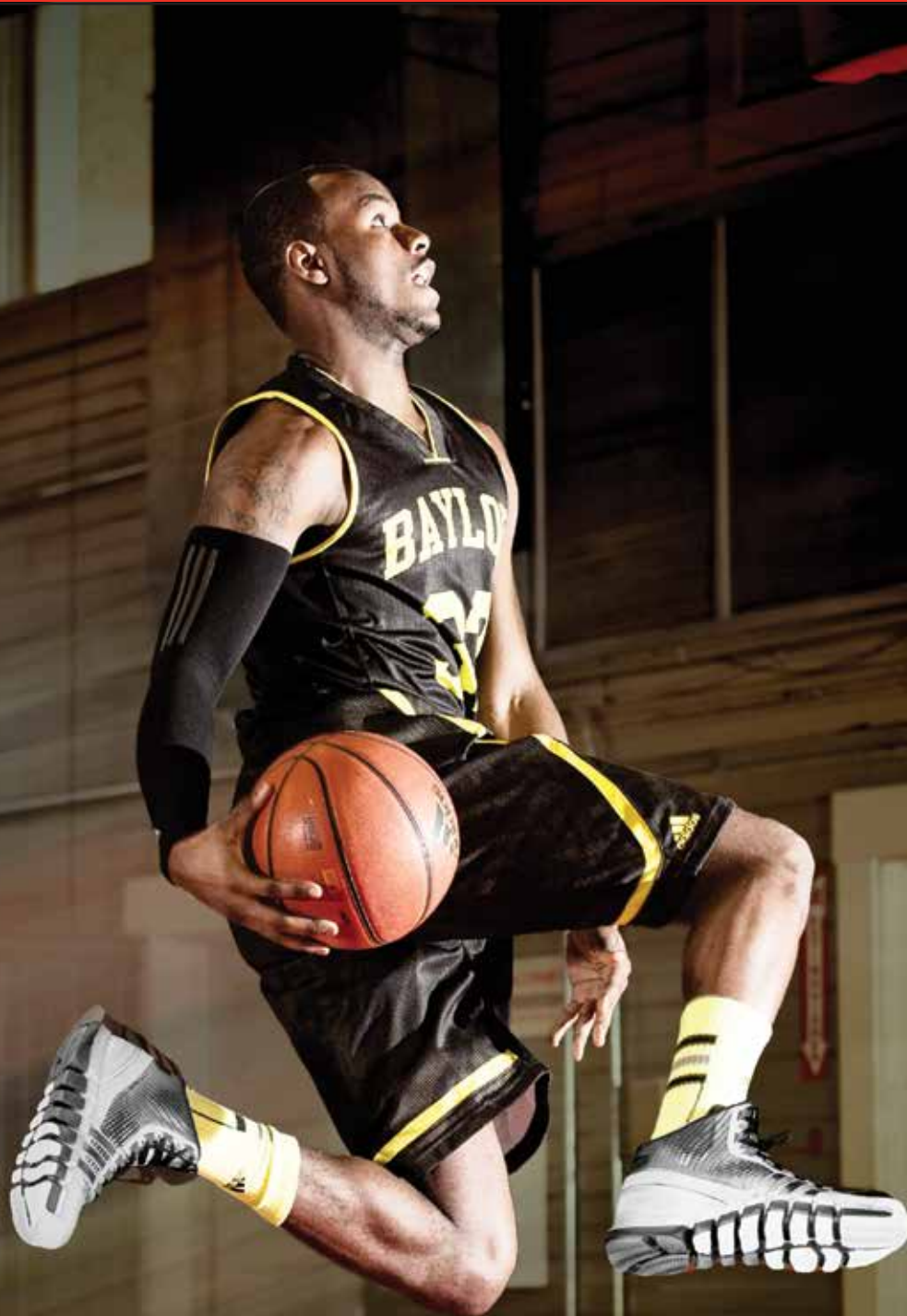


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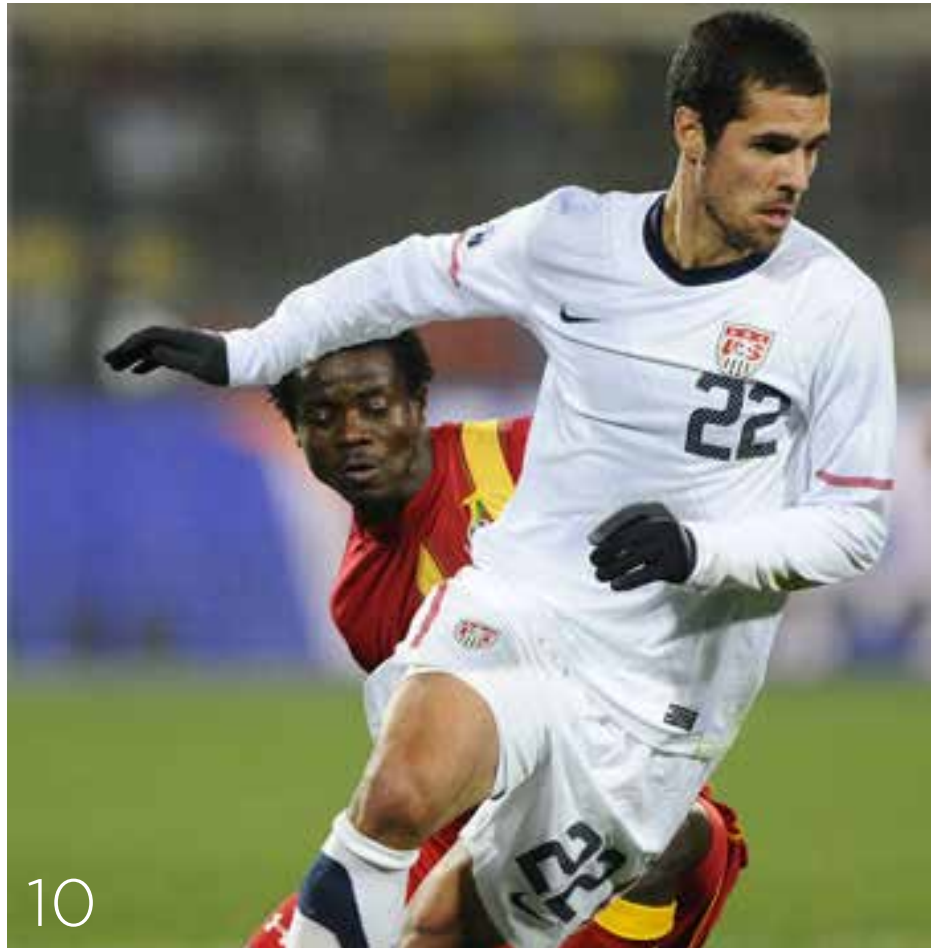
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Cover Photo Courtesy Adidas

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## MOVERS & SHAKERS

**Under Armour** said **Kip Fulks** has added president of product to his current responsibilities as chief operating officer, while **Henry Stafford** is now serving as president of North America. **Susie McCabe** was hired as senior vice president, global retail and **Jason LaRose** as senior vice president, global e-commerce.

**The Adidas Group** united both the Adidas brand and Reebok under one management team in North America to jointly operate them. **Patrik Nilsson**, currently President of Adidas North America, has been appointed President Adidas Group North America and will lead the newly united organization.

**Amer Sports** appointed its Americas President and General Manager **Mike Dowse** president of its Ball Sports business. Dowse replaced Chris Considine, who has left the company.

**Bruce Hammond**, who served as director of marketing & communications at the **National Sporting Goods Association** for nearly three years, left the Association, effective November 1. **Marty Maciaszek** was named director of communications, in addition to his duties with NSGA's Team Dealer and Hockey Dealer divisions. **Katie Nemec** was named director of marketing, social media, and special events.

**PHIT America**, the non-profit education and advocacy organization designed to combat the nation's inactivity and obesity crisis, announced LPGA star **Ryann O'Toole**, USA Water Polo four-time Olympic medalist **Heather Petri** and USA Softball two-time Olympic gold medalist **Michele Smith** as celebrity ambassadors.

**Zamst**, a maker of high-performance sports protective equipment, announced a continuation of its worldwide endorsement deal with professional basketball star **Stephen Curry**.



Click to play Spalding "Only1Ball" video

## SPALDING CELEBRATES 30 YEARS AS THE OFFICIAL GAME BALL OF THE NBA

Throughout the 2013/2014 NBA season, Spalding, a division of Russell Brands, LLC, will celebrate 30 years as the Official Game Ball of the NBA. Last week, Spalding launched the "Only1Ball" campaign to celebrate its relationship with the league, which includes more than 38,500 games and nearly 7 million points scored.

The "Only1Ball" Anniversary Celebration will include:

- » A vignette series to honor the incredible moments and images in the NBA over the past 30 years. The series was created in conjunction with NBA Entertainment and will debut around NBA All-Star 2014, with subsequent episodes airing throughout the season;
- » Anniversary advertising featuring Spalding brand ambassador and NBA champion, Paul Pierce of the Brooklyn Nets;
- » #Only1Ball Sweepstakes where one lucky fan will have the chance to win a trip to the 2014 NBA All-Star Game in New Orleans. Fans can enter the promotion by visiting [spalding.com/Only1Ball](http://spalding.com/Only1Ball) or Spalding's Facebook page; and
- » 30th Anniversary Spalding logo on courts and specialized basketball packaging.

Spalding became the official basketball of the NBA during the 1983-84 NBA season, the same year that David Stern became commissioner.

"Spalding has been a part of so many great NBA moments over the last 30 years," said Sal LaRocca, NBA EVP of global merchandising. The NBA is proud to celebrate this anniversary with Spalding and reflect on 30 years of outstanding basketball."



## PARTICIPATION DROPPING SHARPLY

Pop Warner, the nation's largest youth football program, saw participation drop 9.5 percent between 2010 and 2012, according to data provided to ESPN's "Outside the Lines."

Pop Warner officials do not attribute the decline to the concussion concerns, but the organization's chief medical officer, Dr. Julian Bailes, believes that is the main reason.

"Unless we deal with these truths, we're not going to get past the dropping popularity of the sport and people dropping out of the sport," Bailes, a former Pittsburgh Steelers neurosurgeon, told ESPN.com. "We need to get it right."

According to the same "Outside the Lines" report, USA Football, the national governing body partially funded by the NFL, saw participation among players ages 6 to 14 fell from 3 million to 2.8 million in 2011, a 6.7 percent decline.

Pop Warner and USA Football attribute the decline to the economy and young athletes specializing in a single sport, ESPN.com reported.

## BSN SPORTS ACQUIRES KOHLMYER SPORTING GOODS

BSN Sports completed the acquisition of Kohlmyer Sporting Goods, headquartered near Cleveland, OH. Kohlmyer's, family owned and operated since 1964, is the leading distributor of team apparel and equipment throughout Northern Ohio

With the addition of Kohlmyer's, BSN Sports has acquired six companies in the last twelve months and added more than 130 sales professionals to the Best Supply Network in Sports.

"Mike Molnar and team are everything we look for in business partners," said Adam Blumenfeld, BSN Sports' Chairman and CEO. "Their commitment to service, excellence and growth is a perfect cultural fit with the 360 plus sales professionals we have across the country. We look forward to continued expansion throughout the Great Lakes region and beyond."

"We had many choices when considering how to take the next step forward," said Mike Molnar, owner of Kohlmyer's Sporting Goods. "It is refreshing to find such a like-minded organization ... one committed to the same values of integrity, teamwork and resourcefulness that served as the bedrock of our company for multiple generations."

## ESCALADE ACQUIRES DMI SPORTS

Escalade, Inc. has acquired the indoor games business of DMI Sports, marketers of Arachnid, Nodor and Winmau darting, Prince and Head table tennis, and Minnesota Fats billiards. The DMI Sports indoor games business will become part of Escalade Sports, a wholly owned subsidiary of Escalade, Inc.

The acquisition will help Escalade Sports apply technologies and innovations of its newly acquired brands and trade names to its existing portfolio of products. The deal will also enable the company to offer a more diverse selection of premium darting, table tennis and billiards' brands to its retail partners.

"This acquisition will serve as a great benefit to our retail partners as it strengthens our existing product lines while offering our consumers a wider assortment of premium product options within these categories," said Robert J. Keller, president and CEO of Escalade, Inc.

Escalade, Inc. manufactures table tennis, darting, billiards, game tables, basketball systems, archery and fitness products. Escalade Sports' brands include STIGA and Ping-Pong Table Tennis, Accudart and Unicorn darting, Goalrilla, Goalith and Silverback sports training equipment and basketball goal systems, and Bear Archery, Trophy Ridge, and Cajun Bowfishing hunting products.

# Fanatics Fan-Tastic Ambitions

By Thomas J. Ryan

**M**ichael Rubin, who founded and grew GSI Commerce into a billion dollar business and is now setting major expansion plans for Fanatics - already the world's largest online retailer of officially licensed sports merchandise - spoke earlier this year about the opportunity to expand Fanatics sales globally to at least \$5 billion over the next decade, up from \$1 billion in 2012.

To support that growth, Rubin has made a host of additions to Fanatics' executive team since it was spun off from GSI Commerce in 2011 following GSI's sale to eBay. The hire has included Jamie Davis as Fanatics president.

Davis had most recently served as president of Versus, now the NBC Sports Network, where he oversaw the network's day-to-day programming, production, digital media, marketing, finance and sales operations, while also directing and executing an overall strategic growth plan and vision for the network. Prior to Versus, Davis served as managing director of ESPN STAR Sports (ESS), a joint venture between News Corporation and The Walt Disney Company. He was also a member of the FOX Sports launch team.

Founded in 1995, Fanatics operates fanatics.com and fansedge.com. In addition, the company powers the e-commerce sites of all major professional sports leagues (NFL, MLB, NBA, NHL, NASCAR, PGA), major media brands (ESPN, NBC Sports, CBS Sports, FOX Sports) and over 200 collegiate and professional team properties.

Here, Davis talks about the opportunities still developing for Fanatics and the allure of fan merchandise.

*What makes fan merchandise an ideal item to sell online?* The unpredictability of sports is what makes it so exciting. There are hot teams and players for all sports each season, but that passion comes and goes quickly and e-commerce allows companies, like Fanatics, to be able to provide fans with the merchandise they want anytime, no matter where they live. We provide a larger selection for local fans than what they can find in traditional brick and mortar outlets and we make team gear available to the previously underserved markets of displaced sports fans. This is leading to greater demand from the consumer and Fanatics purchasing more merchandise from our vendors, which are actually contributing to an overall growth in the licensed sports merchandise industry.



Jamie Davis,  
president, Fanatics

*Your background is more in TV broadcasting than merchandising. How did that prepare you for your job at Fanatics?* Sports fans are passionate about their teams in many ways, whether its watching them on TV or buying merchandise, and my passion has always been finding ways to connect with those fans and super-serve them via any medium - TV, digital or otherwise.

*Why did you leave broadcasting?* I made the shift because the ability of combining this love with the dynamic growth of e-commerce is a dream come true and to be with a company that is single-handedly expanding the entire licensed sports industry is more than I could have ever imagined.

*What's been the key to Fanatics' success over the years?* The key lies in our singular focus of putting the customer first in everything we do - how a customer may be affected is applied to every company decision. We are obsessed with providing the absolute best shopping experience for fans, which is why we carry the largest assortment of officially licensed merchandise available anywhere, operate several customer service call centers around the country and continue to invest in our regional distribution network so we can deliver merchandise to our customers faster.

*What's going to drive Fanatics' growth over the next decade?* Fanatics is making significant investments that will help grow all areas of the business. We've recruited the best people from all different sectors of the industry, including retail, media, tech and e-commerce; we purchased Dreams in 2012, that included FansEdge, which aligned perfectly with our business plan and created instant scale; we are investing heavily in mobile to make it even more convenient for fans to purchase their favorite team items; and we continue to expand our regional distribution network to ensure fans receive their packages faster, which is why we opened a 550,000 plus square-foot distribution center in Ohio to serve the large demand coming from the Midwest and Northeast. These efforts will benefit our sites, our partner sites and our vendors since more fans are able to easily acquire more team merchandise. In addition, Fanatics' business is primarily generated from domestic U.S. sales. Our goal is to broaden our horizons to satisfy the international demand for licensed sports merchandise and we've begun the steps to organically grow our company overseas.

*Can you talk specifically about what plans you have to grow your two leading websites, Fanatics and FansEdge?* We are fortunate to own two brands with distinct and passionate fan bases. Our goal is to continue to listen to these customers and have our pulse on their distinct demands and desires. Based on our unique scale and ability to provide unparalleled assortment and service, we believe we can listen to the voice of the fan and continue to serve and grow their passion for these shopping experiences.



*What do you think about the women's opportunity?* People often think that licensed sports merchandise only caters to men, but we believe there is a huge appetite from women. More and more of the vendors are now producing women's lines of sports gear as well as accessories and no one has a larger assortment than Fanatics to cater to the female fan.

*Is the sports licensing category more fan or fashion driven?* We are fortunate that the line between "fan-driven" and "fashion" in the licensed sports industry has blurred. The key vendors of licensed sports merchandise, such as Nike, Adidas, VF, 47 Brand, etc., are doing a fantastic job of making great looking, fashionable sports gear that fans can wear seven days a week, not just to the games, and we are excited to be selling all of it.

*Anything you'd like to see more from your vendors?* We have a great relationship with all of our vendor partners; and for most of them, we represent their largest online customer. We encourage them to keep up the great work in innovating and creating new designs and products so we can continue to quickly make them available to our enormous fan base. ■

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## Fanatics Appoints Raphael Peck as President, Apparel



Raphael Peck president,  
Fanatics Apparel

Fanatics, Inc. hired Raphael Peck as president, Fanatics Apparel. Peck comes to Fanatics after spending nearly four years at Oakley, most recently as chief merchandising officer. Prior to Oakley, Raphael spent over seven years with Under Armour where he held various positions, culminating as SVP, footwear & licensing.

Reporting directly to Fanatics CEO Alan Trager, Peck will be responsible for all aspects of product creation, including the customization of apparel and jerseys, providing fans apparel choices not

currently available in the market, and expanding the broadest assortment in the industry.

Said Trager. "Raphael brings winning experience from Adidas, Under Armour and most recently Oakley. We look forward to tapping into his passion and drive for sports in order to elevate the fan experience."

"As a competitive person and a fan, the majority of my life has been about sports, Fanatics gives me a new challenge in my career," said Peck. "Once again I get to be intimate with sports, join a high growth environment and become part of a team that is committed to elevating the fan experience," added Peck. "Partnering with Alan and Michael Rubin gives me the rare opportunity to be around two of the most respected execs in sport. I intend to hit the ground running fast and look forward to building something special."

Raphael is the latest senior executive to join Fanatics in the last 18 months, following President Jamie Davis (Comcast/NBCU); President of Merchandising Jack Boyle (Kohl's), SVP & GM of Mobile David Katz (Groupon), and EVP of Business Affairs Gary Gertzog, who recently came to Fanatics from the NFL. ■

# ACHIEVE YOUR GOALS

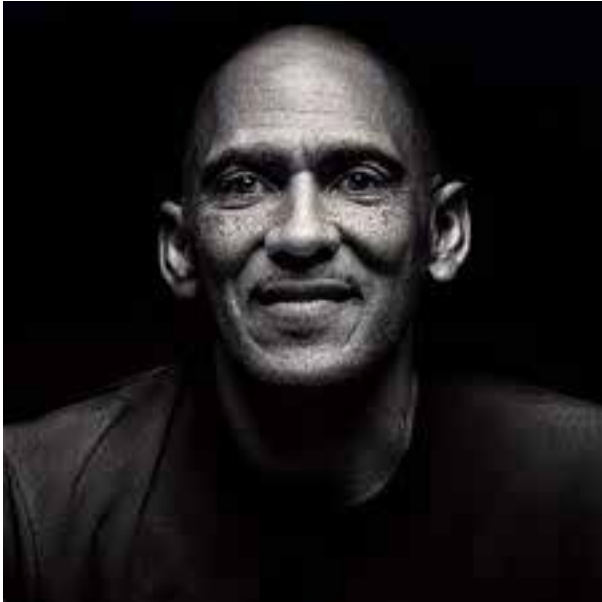
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# FIGHTING FOR A CAUSE

*TEAM Business* spoke with former NFL player and coach and current NBC analyst Tony Dungy to discuss several issues involving football, including an award that is close to his heart. Dungy, who became the first African-American head coach to win a Super Bowl when his Indianapolis Colts won Super Bowl XLI, is one of the most highly-respected figures in the NFL.

By Fernando J. Delgado

*How did you get involved with the Fight Like Dylan Award? Why is the award so important to you?* The Fight Like Dylan Award is named after a young man named Dylan Rebeor, who was a high school football player in Tennessee that passed away at the age of 16 from colon cancer. He had a chance to ask for almost anything he wanted. Rather than ask for something for himself at the end of his battle, he wanted his high school teammates to have new uniforms to go into the state playoffs. Russell Athletic picked up on that and got the teams uniforms, and it was an awesome thing. They decided to create a lasting legacy for Dylan with this award, and now Russell runs a contest every year for which people can write in and nominate their favorite high school athletic team – anyone that has overcome adversity or that has a special story. And then Russell Athletic will donate \$50,000 to the winning high school for uniforms and equipment.

I got involved with it through All Pro Dad, an organization that I work with. It's fantastic to honor a young man like Dylan, and it also celebrates high school sports and the lessons we learn from them. It's something that I'm really excited to be involved with.

*You're involved with many different charities and charitable organizations, and they mean a lot to you. Since you're so busy, how do you decide which charities and organizations to devote your time to?* My wife and I, when we first look at a cause, we love Christian organizations. Anything that's going to promote the Christian faith, and anything that's going to benefit children and education. Those are probably the first three things we look for. Family endeavors are extremely important to us. So that's where we start.

*The Fight Like Dylan Award touches on an issue affecting many young athletes, which is schools and youth leagues cutting their budgets due to economic pressures. A lot of financial responsibility has been passed on to the athletes and their parents. It's a lot*

*more difficult these days than it was in the past for players to get the equipment that they need. Aside from organizations and programs that you're involved with, and that Russell Athletic is involved with, what are some other ways that the sporting goods industry can help aspiring athletes to play the sports they love?* I think it is extremely important that we support young people in middle school and high school sports. That's why I'm proud of Russell Athletic, because there are some companies that are making a lot of money, and they can go a long way towards helping those who need equipment and uniforms in instances when they can't afford it. I think it's part of our social responsibility, and that's one of the reasons I'm glad to be involved with Russell on this program.

*The concussion issue is always front and center in football, and a controversial topic for the NFL. There are multiple player lawsuits, and there are players going down with head injuries frequently. There have also been efforts made by the NFL to address the issue, including significant spending on research initiatives and an emphasis on making the game safer. What do you see going on right now with concussions in football? Is enough being done to improve the safety and health of players at all levels? We have to continue to educate our players. I can tell you that the NFL has done a lot over the past 15 years. At the time I came into the league 35 years ago as a player, we didn't know a lot about concussions. When you suffered a concussion, there wasn't a lot of comprehensive treatment, necessarily. Over the past 15 years, we've made a lot of strides. But there's more to be done. And I can tell you this – my last couple years as a coach, with the different testing we did with the players, such as baseline testing and testing helmets, it has come a long way. But we have to educate the players on things that they can do to protect themselves and improve their own safety. The rule changes that everyone gripes about, we've got to make those work. Players have to wear the right padding. Guys have been hesitant to wear knee pads and thigh pads, but wearing those can reduce the amount of concussions and the severity of impacts. If everyone wears the right padding, knees to the helmet aren't quite*



as forceful. Wearing the right helmets, getting them fitted properly, and wearing mouth pieces are important. I had a lot of guys who played for me who didn't want to wear mouthguards. Again, we've got to get the information across that you need to protect yourself, and you've got to utilize all these pieces of equipment.

*Football is obviously a contact sport, and it's being played at the highest level. Athletes are bigger and stronger than they ever have been. Over the past few weeks in the NFL, several star players have suffered serious injuries, including Aaron Rodgers, Reggie Wayne, Sam Bradford, Doug Martin, and Jermichael Finley, among many others. Injuries are a part of the game, but are you concerned about the amount of serious injuries that seem to be occurring? As a father with sons that play football, are you worried about their safety, and is there anything that can be done to make the game safer aside from the concussion initiatives we've discussed? It's a dangerous game, no question about it. But everyone who's played the game professionally understands that. I played four years in high school and four years in college prior to playing in the NFL. Looking back on my career, I got more blessings out of playing, and from the relationships I made through the game, and I wouldn't have done it any other way. My son Eric is playing at the University of Oregon this year, and he's*



battled some injuries this season, but I don't have any fear that he shouldn't play, or that he shouldn't want to play. Injuries are difficult; they happen, but they happen in every sport. I think it's part of the game, and we have to continue to make it as safe as we can, but also continue to enjoy it.

*Amateurism has been a big debate we see being discussed in the media and throughout the country recently. Texas A&M star quarterback Johnny Manziel was recently involved in a high-profile controversy over allegedly signing autographs and being compensated. What are your feelings on amateur status in the NCAA? Do you believe that young athletes deserve to be compensated in any way? The idea is great in theory, but the fact is that if you compensate players, there are going to be abuses of the system, and you're going to have guys taking advantage of it. I think there's something to having amateur status.*

I do know that athletes do get compensated. When my older daughter went through college, I'd write a check every semester for her. I realize that my son is

getting compensated, because I don't have to write that check for him at Oregon for tuition and books and other fees, since he's on scholarship. But there are athletes that go away long distances to school, and they might not be able to afford to get back home and make regular trips back and forth to see their families. It can be tough. Maybe there's a happy medium in the form of a stipend. But I would not be for all-out payment of athletes – being able to take advantage of signing autographs and that kind of thing – because I think that could lead to abuses of the system. ■



Dylan Rebeor, pictured center #25 with his teammates



Tony Dungy is one of the judges for the third annual "Fight Like Dylan Award," along with Dylan's mother, Heather Rebeor; Dylan's former coach, Vance Belew; and Russell Athletic ambassadors Pierre Garcon, Mark Ingram, and Colt McCoy.

## ENTRIES OPEN FOR RUSSELL ATHLETIC'S THIRD ANNUAL "FIGHT LIKE DYLAN AWARD"

Russell Brands announced it will be accepting entries for the third annual "Fight Like Dylan Award," named in honor of Dylan Rebeor, a high school player whose last wish was for his teammates to receive uniforms. Russell will donate apparel and equipment via a \$50,000 grant to one high school team that demonstrates determination through sports, paying tribute to Dylan's courage and consideration for others. Anyone is eligible to submit an entry on behalf of their favorite high school team by logging on to [Facebook.com/russellathletic](https://www.facebook.com/russellathletic). Entries will be accepted now through December 2nd.

The third annual winner will be announced at the 2013 Russell Athletic Bowl, taking place December 28 at Florida Citrus Bowl Stadium, on December 28 at the Florida Citrus Bowl Stadium, in Orlando, FL. ■



Photo courtesy Adidas



# COLOR'S INFLUENCE

The newest 2014 uniforms for football, basketball and soccer send a clear color message from the pro and college players to high school and youth leagues – flashy color, alternate uniforms, and the always-important combination of lightweight fit and performance.

By Fernando J. Delgado

## ALTERNATE REALITY - FOOTBALL UNIFORMS

Football uniforms for 2014 clearly show that jerseys and pants have evolved considerably over the past several years. Manufacturers are balancing performance, comfort and appearance with the lightest weight fabrics possible. But the newest trend in uniforms is color. The bolder and more innovative, the more football players love the uniform.

When it comes to the big-money sport of football, NFL and college teams are spending more money on their uniforms. They want performance features, including freedom of movement, moisture-wicking, anti-microbial properties, and temperature control – the list goes on, and it varies from player-to-player. But more than anything else, players want to look good. They want to make a statement as a team, and as an individual. And as a result, more NFL teams and college programs are using a rotation of alternate uniforms that feature bold colors and intricate designs. Sublimation continues to be a widely-used printing technique on uniforms, allowing for more capabilities and options in uniform design, while its customization properties allow teams to differentiate their uniforms even more. These trends have trickled down to high school and youth leagues, as an increasing number of teams have shown a willingness to pay for premium uniforms with bold or neon colors, with some high school teams even showing a willingness to purchase multiple sets of uniforms in an effort to incorporate alternate uniforms.

Many of the leading uniform brands are on board with the latest color trends, and there are no signs of bold uniforms going away any time soon. “For us as a brand, we’re going to continue to drive alternate uniforms and cool colors,” said Jake Parks, product marketing manager, football, at Adidas. “And we’re going to continue to make that a point of emphasis, as long as two crucial components are satisfied. One is that it’s still what the high school kid wants. We’re focused on creating product that the high school kid finds right, relevant, and cool. Second, as long as that’s what our licensed properties and collegiate partners still demand. There are advantages to the uniforms

for college programs, especially from a recruiting standpoint. When they get recruits onto their campus, one of the first questions that they’re asked is, ‘What do you guys have planned for uniforms moving forward?’ This trend that has been started with alternate uniforms and special events’ uniforms has created an increase in interest from high school athletes and recruits looking at potential colleges. As long as that’s what those two groups want, we’re going to continue to push the envelope with our licensed properties and special events’ uniforms.”

Aside from the noticeable trend of alternate uniforms that feature bold colors and flashy designs, functionality remains key for football players. “One of the things that’s been important over the last couple years, and it’s getting even more popular, is that players want a tight uniform, and they want it light,” said David Aubuchon, senior merchandise manager, football, at Russell Athletic. “They don’t want any restrictions.”

“Players want pants to fit tight, but they don’t want them to be see-through,” continued Aubuchon. “The problem is that they want them light, and a lot of times if you lighten the fabric, you’ve made it lighter, but if you lighten it up too much, you get stretch, but not recovery. And you’ll have a problem where in the NFL you’ll see too much see-through on a white pant. What we’ve done is made the pant lighter, cooler, and more efficient by adding a Z7 insert on the inseam, and also on the upper and lower parts of the back leg. Then we’ve accomplished what we wanted to do: we’ve made it efficient, we’ve made it creative with a new design, and we’ve made it innovative by making it cooler and lighter for the player.”

Russell Athletic will feature several new styles in 2014 that address players’ demands for lightweight comfort. The Extreme Compression Football Jersey with shoulder inserts and piping is the only true full compression stock jersey on the market. The S46XCMM Jersey, starting at \$130, offers 16 home and away colors. The accompanying pant, the F46XPMM, will be priced at \$100.

Russell’s S57Z7M Jersey, worn by Western Kentucky University earlier this year, is new for 2014 and is expected to be a top seller. It will be priced at \$88 for both home and away models. The jersey has increased



Russell Athletic Extreme Compression Football Jersey





Russell Athletic S57Z7M Jersey and F25XPMF Pants

abrasion resistance and Turtext for stain resistance, while its Russtwill decoration allows for increased stretch and a tighter fit for on-field performance. It also features mesh construction for faster cooling and breathability. The accompanying F25XPMF Pants, \$65, use Russell's top-of-the-line power warp knit fabric for a tight fit. The no-fly front pant is constructed with a 3-piece back.

Adidas' Parks also echoed the demand for lightweight performance in uniforms. The technologies and properties behind the fabrics are especially important. "The big trend is moving towards tighter, more form-fitting uniforms," said Parks. "And with that, you start to see materials with a lot more stretch and elasticity. There are



Adidas Checkdown jersey and pant

two components that uniform manufacturers are really focusing on: first being lightweight, and second having a fit that's as tight as possible so you give the opponent as little to grab."

In order to achieve the lightest weight and tightest fit, Adidas is bringing a new compression jersey to the market in 2014. It will launch its TechFit ShockWeb Compression Football Jersey at \$175 retail including screenprinting. The TechFit ShockWeb is currently being worn by Adidas-licensed properties and will be available throughout Adidas' team sales network next year.

Adidas is also expanding its customization options. "From our custom football line, we're always looking for new options to continue to allow teams to create their own school identity, whatever that may be," said Parks. "We're always adding new fonts and new embellishment options to our custom line." Adidas has also experienced success with its miteam.adidas.com custom platform. The brand is also launching a new stock football uniform called the Checkdown, which includes a \$50 Jersey and \$50 Pant.

At Wilson, next year will be another year of innovation in football uniforms. They have several new technologically advanced uniforms in the works, along with a new customization program. Headliners for 2014 are the ProFusion Custom Uniforms, including the F141, F142, and F143 styles, among others. Priced at \$90 (Adult) and \$80 (Youth), the collection has a total of 14 custom jersey styles. "Wilson ProFusion Custom football uniforms are the future of football," stated Jerry Morgan, business manager, team uniforms, at Wilson. "Our Force Cut (Pro CFT Compression Mesh) and Drive Cut (Diamond Mesh) jerseys offer two great fabrics in fits that today's players demand."

Also of note for Wilson in 2014 are the new FPC40 Camo Custom Pant and a Design Your Own (DYO) uniform, the America Jersey & Stars/Stripes Pant. "Wilson's DYO Program is unique in that no one



Wilson F141 and F142 jerseys'

else offers something like this," explained Morgan. "Our DYO program allows teams to bring their wildest ideas to life. Whether it's a throwback look, or something that is uber-unique, for a \$300 fee, our graphic designers will take your idea and create the look you want. You even have two opportunities to revise the design. This is truly a nearly no-limits program. It even

comes with a warning that your design may not meet the requirements of the high school federation. But if you can think it, we can create it."

Alleson Athletic's 2014 football uniform line includes boldly-colored, high-performing styles with a host of options. Leading the way is the 751Y Youth Pro Game Football Jersey, a cut jersey with a modern, pro-style design that is ideal for youth leagues and teams. The jersey is stocked in 18 colors as part of Alleson's Decoration Program, which is new for 2014. "Our new Decoration Program for the 751Y Pro Game Football Jersey is designed to give teams a competitively priced, fully-decorated 'pro game' football jersey with fast turnaround," explained Kim Gillis, director of marketing, Alleson Athletic. "We are offering four different decoration packages, available with Screen Print or Tackle Twill options, and priced to include the jersey. This program is perfect for Youth leagues that are looking for a pro game look with unbeatable value." The program offers the 751Y for a list price ranging from \$24 to \$30 depending on size.



Wilson FPC40 Camo Custom Pant

Alleson's 752E Football Jersey is another highlight in its 2014 line, combining aesthetics with fit. The full length, elusive cut jersey features tri-cut lycra side inserts for increased flexibility, performance and comfort. The 752E, which lists between \$38 and \$44 for adults and \$36 for youth, has a double thickness Dazzle collegiate yoke with single-ply middle sleeve and tricort mesh body with a Dazzle reversed face for a matted appearance.



Alleson 751Y Youth Pro Game Football Jersey



Alleson 752E Football Jersey

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› MCDAVID IN DRE'S CORNER Dre Kirkpatrick, Cincinnati Cornerback







customers have the DYO (Design Your Own) Program at their disposal. The DYO program is ideal for AAU programs, as well as high school and junior high teams, as it allows players to create their own unique looks.

Adidas is anchoring its basketball uniform line with the Team Speed Jersey, available in Men's style #7520/292P/4990 and Women's style #7519/293P. "The contrasting color blocked shoulder panel on the Team Speed provides a distinctive on-court look, while the Climalite technology of the jersey creates a soft, lightweight garment," said Adidas' Jake Parks.



Adidas Team Speed Jersey and Basketball Shorts



Russell Athletic will meet the needs of male and female players with an extensive lineup of premium styles. The tailored fit

of the 1B3VTMK Men's Dri-Power Athletic Cut Game Jersey with fashionably placed panels and inserts, allows for ease of movement and is offered at \$50 retail. The accompanying 1B4VTMK Men's Performance Dri-Power Athletic Cut Short, also \$50, is constructed with Russell's top-of-the-line fabric, VT Cloth with a 9" inseam, piping on center

side panel and side inserts in the panel.

Russell Athletic's 1B172XK Women's Dri-Power® Semi Racerback Game Jersey is designed with the female athlete in mind. The semi-racerback jersey, priced at \$50, has a distinct look as a result of piping at the side panels, a V-neck design and hemmed armholes. The 2B7DPXK Women's Full Coverage Game Jersey, priced at \$34, offers moisture management and airFlow technology with contrasting arm, side, and back inserts.

Russell Athletic has also addressed the demand for ultimate lightweight with its 3B5VHMK Men's Athletic Cut Jersey and 3B6VHMK Short. Both pieces are tailored to provide a tighter, sleeker fit. The game jersey, \$45, uses Russell's new SquareOff™ fabric and features contrasting side panel and piping at the armholes and down the side panels. The breathable fabric is lightweight for optimum movement, while a Naurexx wicking finish allows athletes to stay cooler and drier during play. The Athletic Cut Short will list for \$45. The uniform is available in 13 colors and is made of moisture wicking fabric.

## LOOKING UP AT THE STARS - BASKETBALL UNIFORMS

No other sport is more influenced by the pros than basketball. The trickle-down effect is most evident on the hardwood, as NBA stars like LeBron James, Kevin Durant, and Carmelo Anthony set trends frequently – and quickly. For men, both NBA and collegiate teams are also fostering the trend of alternate uniforms that feature bright, neon, or uncommon colors to go with unique designs and lettering. For women, the WNBA and NCAA also influence trends, although not to the same degree as in the men's game. The heavy influence of star NBA players and blue-blood collegiate programs will manifest itself on the courts next year, as leading manufacturers meet the demand of high schools and young athletes who are more willing than ever to inject loud colors into their uniforms.

Wilson is offering several uniform styles in 2014 based on a variety of custom options. Its ProFusion Custom basketball uniforms include 30 styles, six fabrics, and three price points, starting at \$140 for Adult, and \$110 for Youth. Two of the brand's signature new styles for 2014 are the 71 Cowboy and 72 Brooklyn. In addition, Wilson will include 14 fully reversible styles. Just as with football, Wilson's



Wilson 71 Cowboy

Wilson 72 Brooklyn



## WORLDLY INFLUENCES - SOCCER UNIFORMS

Soccer uniforms share some of the same trends as with the other major fall sports, but soccer players lean more heavily on fit, comfort, and performance compared to football and basketball players. Flashy colors, novel designs and alternate uniforms are less emphasized in soccer by comparison. Soccer is also unique in that it is a growing sport with massive levels of youth participation, yet it doesn't come close to the same visibility on the professional and collegiate levels as the other major team sports. Influences and style trends don't translate down to the youth level to the same degree – at least from the U.S. pro and college leagues. However, the world's soccer stars and powerhouse international teams do influence young players. Furthermore, 2014 has a World Cup on the schedule, creating added excitement for the sport and providing an opportunity for all the leading soccer uniform manufacturers to update their lines. The professional stars – even while abroad - still inspire young soccer players in the U.S., with leading brands taking note of the newest resulting demands in uniforms.

“Like other sports, trends are passed down from the premier athletes,” observed Ian Bremner, marketing manager at High 5 Sportswear. “Pro athletes are often idolized and their personalities are emulated by younger athletes. From a style trend standpoint, with 2014 being a World Cup year, teams and companies will take chances with their uniforms. Some teams will start to carry a new trend leading into the next season.”

*High 5 Sportswear's* 2014 line is led by four new styles that emphasize strong colors

and unique features. Its 22840 Prism Jersey boasts a new sublimated stripe front body with piping detail at the collar and front armhole. “The Prism Jersey is expected to be extremely appealing for the school/traveling market,” shared Bremner. “It's a prostyle jersey with a low-profile collar. The front is sublimated with vertical stripes, giving it a fresh, electric feel to it. The back is micromesh, providing extra breathability. The jersey itself is so lightweight, it is anticipated to be a favorite among athletes across all brands.”



Photo courtesy High 5 Sportswear



High 5 Sportswear left, 22850 Viper Jersey; center, 22860 Mundo Jersey; right, 22870 Hawk Jersey

High 5's 22850 Viper Jersey is an attention-grabber with an asymmetrical design. The Viper has a two-piece collar and will be offered in 16 colors, including common school colors. The brand's 22860 Mundo Jersey was inspired by the 2014 World Cup. The Mundo is ideal for large leagues and is available in 18 colors, including a variety of the country colors. Finally, the 22870 Hawk Jersey has an updated contemporary fit and style lines on the back shoulder and down the side. It will be available in 15 colors - including graphite.

*Augusta Sportswear* approaches soccer uniforms by offering a multitude of color options to complement performance. “Our soccer business services the needs of leagues and clubs very well,” said Maria Brockhaus, director of marketing at Augusta Sportswear. “The more colors, the better. Our uniforms provide performance features and benefits, and they look great on field. Bright col-

ors, and two- and three-way color combinations are a must to stand out on the field. We added Lime, Power Yellow and Power Pink to many of our uniforms color options, along with traditional varsity colors and hard-to-find colors.”

*Augusta Sportswear's* key 2014 styles include the Quasar Jersey, EXA Jersey, and the Medalist Jacket and Pants. The Quasar Jersey, (1515 Adult: \$21; 1514 Youth: \$19), is constructed with poly spandex wicking pinhole mesh and includes a heat sealed label and set in sleeves. The EXA Jersey, (1072 Ladies: \$16; 1073 Girls: \$14), is specially fitted for women and features set in sleeves with shoulder inserts. The Medalist grouping includes a Jacket, (4390 Adult: \$31; 4391 Youth: \$30), and Pants, (7755 Adult: \$29, 7756 Youth: \$27). Both the jackets and pant are made of heavyweight 100 percent polyester brushed tricot, and are available in 8 new colors. ■

High 5  
Sportswear  
22840  
Prism  
Jersey

# CALENDAR

For full year calendar go to  
[sportsonesource.com/events](http://sportsonesource.com/events)



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**Athletic Dealers of America**  
1395 Highland Avenue  
Melbourne, FL 32935  
t 321.254.0091  
f 321.242.7419  
[athleticdealersofamerica.com](http://athleticdealersofamerica.com)

**National Shooting Sports Foundation**  
Flintlock Ridge Office Center  
11 Mile Hill Road  
Newtown, CT 06470  
t 203.426.1320  
f 203.426.1087  
[nssf.org](http://nssf.org)

**National Sporting Goods Association**  
1601 Feehanville Drive / Suite 300  
Mount Prospect, IL 60056  
t 847.296.6742  
f 847.391.9827  
[nsga.org](http://nsga.org)

**Nation's Best Sports**  
4216 Hahn Blvd.  
Ft. Worth, TX 76117  
t 817.788.0034  
f 817.788.8542  
[nbs.com](http://nbs.com)

**Outdoor Industry Association**  
4909 Pearl East Circle / Suite 300  
Boulder, CO 80301  
t 303.444.3353  
f 303.444.3284  
[outdoorindustry.org](http://outdoorindustry.org)

**Sports & Fitness Industry Association**  
8505 Fenton St., Suite 211  
Silver Spring, MD 20910  
t 301.495.6321  
f 301.495.6322  
[sfia.org](http://sfia.org)

**Snow Sports Industries America**  
8377-B Greensboro Drive  
McLean, VA 22102  
t 703.556.9020  
f 703.821.8276  
[snowsports.org](http://snowsports.org)

**Sports, Inc.**  
333 2nd Avenue North  
Lewistown, MT 59457  
t 406.538.3496  
f 406.538.2801  
[sportsinc.com](http://sportsinc.com)

**Sports Specialists Ltd.**  
590 Fishers Station Drive / Suite 110  
Victor, NY 14564  
t 585.742.1010  
f 585.742.2645  
[sportsspecialistsltd.com](http://sportsspecialistsltd.com)

**Team Athletic Goods**  
629 Cepi Drive  
Chesterfield, MO 63005  
t 636.530.3710  
f 636.530.3711  
[tag1.com](http://tag1.com)

**Worldwide**  
8211 South 194th  
Kent, WA 98032  
t 253.872.8746  
f 253.872.7603  
[wdi-wdi.com](http://wdi-wdi.com)

## NOVEMBER

1-3 NBS Fall Athletic Market  
Austin, TX

5-7 TAG Fall/Winter Show  
St. Louis, MO

15-17 A.D.A. Fall Show  
San Antonio, TX

24-26 Sports Inc. Athletic Show  
Las Vegas, NV

## DECEMBER

4-6 FFANY  
New York, NY

11-12 Atlanta Shoe Market  
Atlanta, GA

## JANUARY

16-18 Sports Licensing & Tailgate Show  
Las Vegas, NV

17-19 Imprinted Sportswear Show (ISS)  
Long Beach, CA

## FEBRUARY

5-7 FFANY  
New York, NY

## MARCH

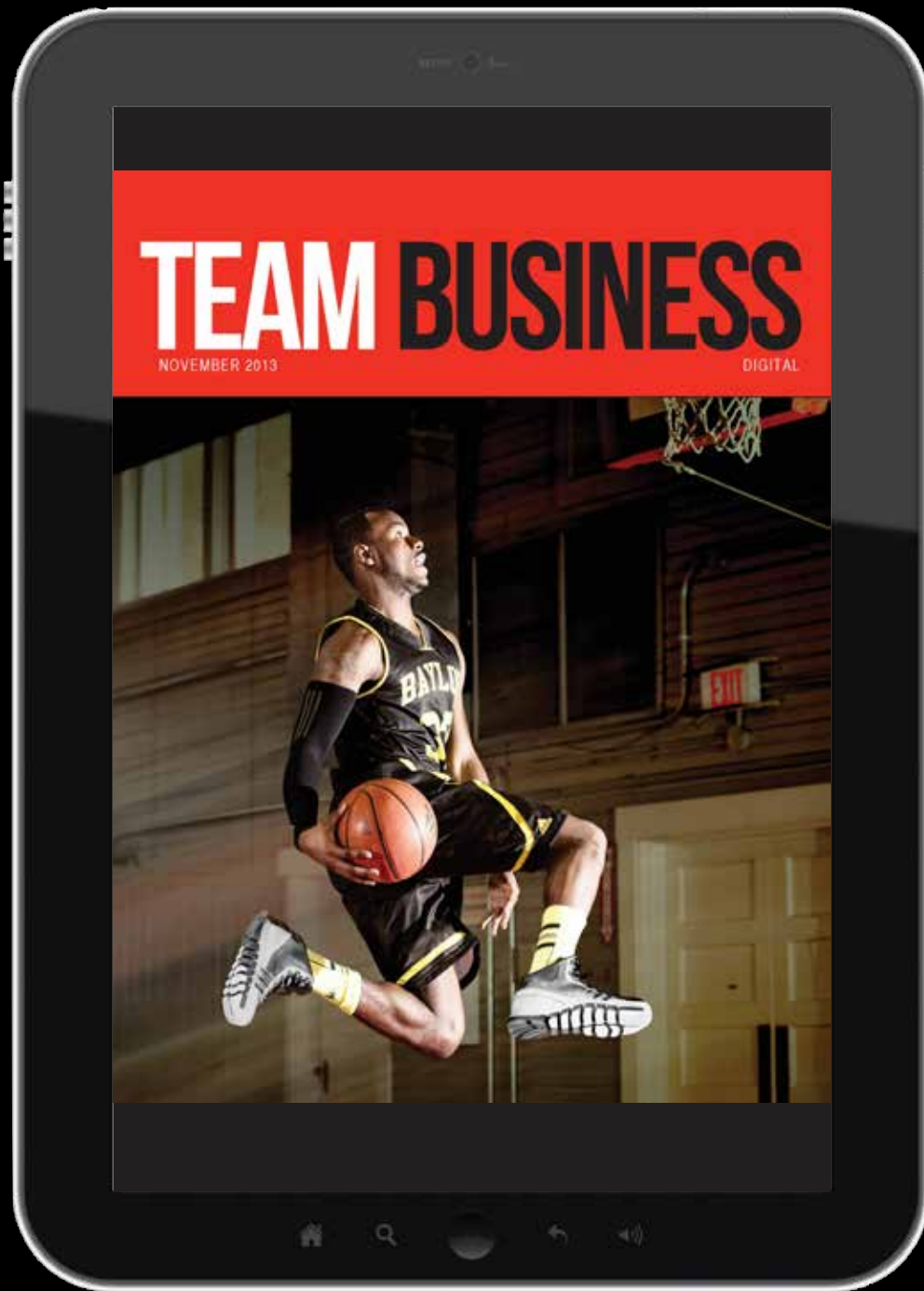
14-16 Imprinted Sportswear Show (ISS)  
Atlantic City, NJ

## APRIL

4-6 Imprinted Sportswear Show (ISS)  
Orlando, FL

7-8 SFIA Litigation & Risk Management Summit  
Phoenix, AZ

27-30 NSGA Management Conference and  
Team Dealer Summit  
Indian Wells, CA



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