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ISSUE 1303
JANUARY 21, 2013

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY





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Columbia Sportswear has new cuts and materials for women and juniors in its Fall 2013 line with the Columbia Youth Alpine Action Jacket, MSRP \$90, (right) and the Women's Millenium Blur Jacket, MSRP \$330, (left).

Photo courtesy of Aaron H. Bible

ON THE COVER: Photo courtesy Columbia

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COLUMBIA CONTINUES TO UNLOCK BRANDS

Columbia Sportswear took the opportunity before the busy holiday and tradeshow season to introduce its Fall 2013 lines for two of its four brands - Columbia and Sorel - touching of course on Mountain Hardwear and Montrail.

To do so, the company gambled on bringing out many of its upper level management team - including 87-year-old founding matriarch Gert Boyle, for her first media appearance in two years - for an intimate look at the company's flagship store in downtown Portland, as well as its company headquarters and even its top-secret design lab.

On hand for the up-close and personal multi-day event with Gert and son Tim Boyle, chief executives and majority stakeholders; Dan Hanson, vice president of global marketing; Adrienne Moser, vice president of global apparel merchandising; Mark Nenow, vice president footwear; Ron Parham, senior director of investor relations and corporate communications; and Woody Blackford, vice president of innovation.

The presentation, made to a small group of trade media, was designed to highlight the company's new products and goals for 2013.



Tim Boyle has served as president and CEO of Columbia Sportswear since 1989 and oversees operations from its Portland, OR headquarters



Gert Boyle is Chairman of the Board for Columbia Sportswear

And while Columbia has been continually rolling out new apparel technology since about 2008, execs said they plan to slow the release of innovations in the near term - focusing again on their Omni-Heat reflective technology for Fall 2013. The innovations from recent past seasons will continue to be incorporated into new, updated styles and products, ranging from hats and gloves to footwear, baselayers, lifestyle pieces and performance garments.

At the same time, growth for the company's Sorel footwear brand is accelerating. According to Columbia vice president of footwear



VP Footwear Columbia Sportswear Mark Nenow

Mark Nenow, the company is moving Sorel from simply being a winter brand to being an outdoor brand; and they're creating a virtual and real life community around Sorel that focuses on the female consumer through a series of videos, social media and enhanced sales channels.

Consumers will see improved and versatile styles for both men and women. Nenow said

all three Columbia footwear labels (Montrail, Columbia and Sorel) will refocus on heritage and increase focus on "trail," while unlocking the potential of Sorel by capitalizing on hugely successful models such as the women's Joan of Arctic, and the brand's perception as an authentic heritage product.

According to Tim Boyle, the company has studied carefully the diffusion of innovation



VP Global Marketing Columbia Sportswear Dan Hanson

over the last several seasons. "One of the things we've learned," he said, "is about how quickly we release them. We can confuse people by releasing these innovations too quickly." Boyle also said the company will strive for a "bigger voice" in coming seasons along with an enhanced marketing message.

Columbia said earlier this year it has innovations mapped out through 2016, but for Fall 2013, the company will refine its approach to "warm, dry, cool, and protected" by bringing updated, fashion-forward styles and innovative proprietary materials into garments integrated with existing innovations, primarily Omni-Heat. The Beaverton, OR-based company celebrates its 75th anniversary in 2013.



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MOVERS & SHAKERS

Paramount Apparel International, Inc. appointed **Rick Oleksyk** to the position of president for the newly acquired Imperial Headwear. Based at Imperial's headquarters in Aurora, CO, Oleksyk will be charged with leading the Imperial team and driving future growth.

Volfango Bondi has been appointed general manager, Europe, at **Puma**, effective immediately. He succeeds Sergio Bucher, who decided to leave the company.

Brunton hired **Erion Sorensen** as its new president, signifying the beginning of a newly focused strategy for the future of Brunton Outdoor Group.

McNett promoted **Cheriss Faiola** to brand marketing director for the recreational division.

Johnson Outdoors Gear, Inc. has appointed **Jeff Levis** as product manager for Eureka! Backpacks.

Big Idea Brands, LLC and **Flow Society**, the maker of lacrosse apparel, have appointed **Carlos Vazquez** to the position of chief operating officer. Vazquez will be responsible for the day-to-day operations of all aspects of the company, including design, sales, production and marketing.

Under Armour announced that recently turned professional golfer **Jordan Spieth** will join the brand's roster of elite athletes.

Scott Sports has hired **John Quinn** as the national sales manager for the U.S. Bike Division, starting February 11.

BACKCOUNTRY ACCESS ADDED TO K2 SPORTS ROSTER

Backcountry Access is a privately held company founded in 1994 by Bruce ("Bruno") McGowan and Bruce ("Edge") Edgerly with 45 employees. The company is headquartered in Valmont and Foothills, in Boulder, CO,



Backcountry skiing innovator Backcountry Access (BCA), Boulder, CO, completed its merger with K2 Sports last week bringing K2's holding of outdoor recreational equipment brands to 14. The fast-moving deal was in the works for only several months and was on track to close before the beginning of the winter trade show cycle this month.

BCA was founded in 1994 by Bruce "Bruno" McGowan and Bruce "Edge" Edgerly in Bruno's garage in Boulder as a core backcountry travel and safety company, rising to industry fame with its user-friendly Tracker avalanche transceiver, and more recently helping pioneer avalanche airbags with the Float.

"It had been in the works since the fall, probably three months. We approached them," said BCA's Edgerly. "We knew K2 would be a perfect partner as they were making a serious play into the backcountry market. But we had two things they didn't have - beacons and airbags."

"The backcountry segment was going mainstream; and for us to go toe-to-toe, we needed more capital strength. The airbag product had stretched us to our limit, financially and operationally," Edgerly said.

The acquisition also reinforces K2's year-round outdoor recreation leadership for all level of users. According to the company, pairing BCA's authenticity and snow-safety innovation with K2's global infrastructure will bolster BCA's research and development efforts and create a much wider impact on backcountry safety and education.

BCA products include avalanche shovels, probes, snow study tools, backcountry packs and climbing skins, among other gear, and it currently employs about 45 people not including reps and distributors.

"BCA fits perfectly within the K2 Sports family of brands and rounds out our portfolio as we continue to grow our leadership in winter sports," said Anthony De Rocco, president and CEO of K2 Sports. "BCA is a leader in research, engineering and snow-safety education and has pioneered landmark backcountry safety equipment."

Edgerly and McGowan said K2 is committed to keeping BCA operationally intact and the acquisition will not change BCA's core market focus. "K2 Sports gives us a platform to innovate further on a product level while concurrently casting a wider net with our scientific research and snow-safety education efforts," McGowan said. "We'll be able to reach and engage more people with a hybrid effort of product innovation and snow-safety education."

"Like K2 Sports, BCA carries a pure commitment to upholding and furthering the skiing and riding culture and ultimately, serving the specialty retailer. It's not just about selling products, it's about furthering the passion and core philosophy we all share to enjoy snowsports whether you're in bounds or out of bounds," De Rocco added.

K2 Sports is based in Seattle, WA, as part of the Jarden Corporation with wholly owned subsidiaries in Canada, Central Europe, Japan, Korea, and Scandinavia and distribution in more than 60 countries. BCA products are sold in nearly 1,000 retail shops in North America and in 27 countries worldwide.



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BY THE NUMBERS

9.3%

Bauer Performance Sports, Ltd. reported revenues climbed 9.3 percent in its second quarter ended November 30, to \$109.6 million. Adjusted net income improved 65.9 percent to \$7.3 million from \$4.4 million. Second quarter revenues grew by 9 percent due to acquisition revenues and continued growth in ice hockey equipment and related apparel categories, partially offset by lower sales to NHL teams as a result of the NHL lockout. Apparel revenues were up 50 percent in the quarter, while revenues from the North American market were up 11 percent and sales outside North America increased 5 percent in Q2.

\$243.6 million

Big 5 Sporting Goods Corporation's sales were \$243.6 million in the fourth quarter ended December 30, 2012, compared to net sales of \$226.7 million for the fourth quarter of fiscal 2011. Same-store sales increased 6.5 percent for the fourth quarter of fiscal 2012. The company's merchandise margins increased approximately 20 basis points from the fourth quarter of fiscal 2011.

17%

Genesco, Inc. reported that sales for the company's e-commerce and catalog direct sales businesses increased 17 percent in the fourth quarter ended January 12 from the comparable period last year. Same store sales for the quarter-to-date period declined 2 percent from the equivalent period last year, when same store sales increased 13 percent. The company's adjusted earnings per diluted share expectations for the fiscal year ending February 2, 2013, now range from the low end to the middle of the upwardly revised guidance range of \$5 to \$5.08 announced in November 2012.

Bill Gamber,
Big Agnes
founder and
president



BIG AGNES ENTERS DOWN APPAREL MARKET

In a move not unexpected by many in the industry, Steamboat Springs, CO's Big Agnes Inc., maker of innovative sleeping bags, pads and tents, is introducing a new collection of mid-weight down jackets with DownTek water-repellent down at Outdoor Retailer Winter Market, January 23-26 in Salt Lake City. Because the company already works with the materials necessary to build the jackets, and because it focuses on innovative, purposeful,

high-end camping gear, the move to apparel only made sense.

The first jackets - the hoodless Hole in the Wall and hooded Shovelhead jacket - will be available in men's and women's models and on display at Winter Market.

"We're fired up to make the jump into down jackets because we know how well the technology works in our down sleeping bag line," said Big Agnes founder and president Bill Gamber. "What's unique about these jackets is the DownTek water repellent down and the Insotect Flow vertical baffles, which facilitate heat distribution and retention."

According to Gamber, the company had kicked the idea around for about three years before deciding to bring its sleeping bag technology into jackets. DownTek uses a proprietary nanotechnology coating that improves down as a



Big Agnes, maker of innovative sleeping bags, pads and tents, will introduce a new collection of mid-weight down jackets with DownTek water repellent down at Outdoor Retailer Winter Market. The hoodless Hole in the Wall DownTek Jacket and hooded Shovelhead DownTek Jacket will be available in men's and women's models.

water repellent (less clumping), anti-microbial and anti-bacterial insulation material.

The jacket's Insotect Flow Vertical Thermal Channels (VTC's) are said to distribute heat more uniformly compared to side-to-side horizontal baffles. FlowGates are incorporated throughout the length of the VTC's to prevent the insulation from migrating to the bottom of the jacket - providing uniform insulation distribution and eliminating cold spots.

This technology is part of the "function first approach" the company said it took toward its designs, hoping to leverage technological innovation and brand loyalty to slice into the outdoor apparel pie.

Big Agnes is also the exclusive distributor of Helinox trekking poles and camp furniture in North and South America.

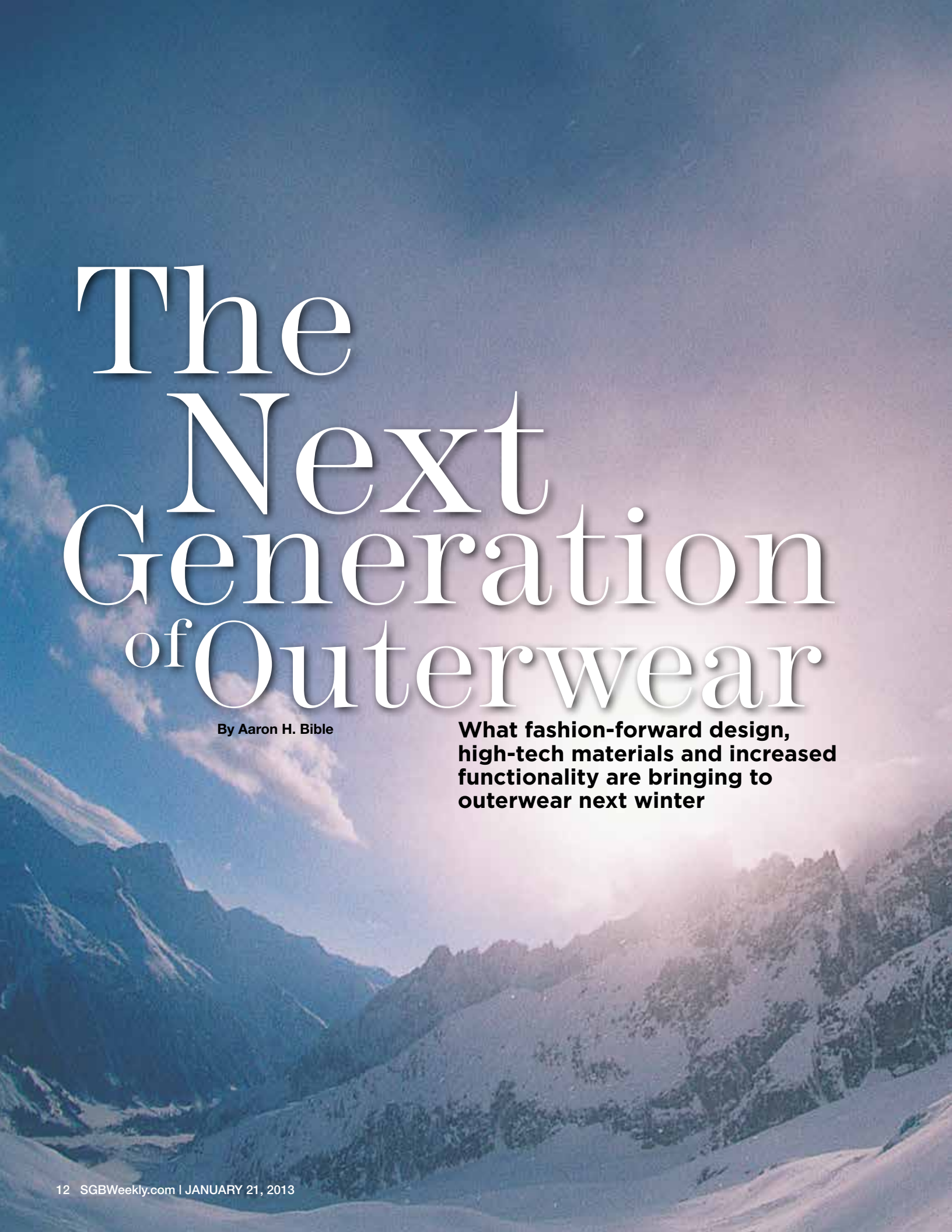


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The Next Generation of Outerwear

By Aaron H. Bible

What fashion-forward design, high-tech materials and increased functionality are bringing to outerwear next winter

A skier is captured in mid-air, performing a jump against a backdrop of a vast, snow-covered mountain range. The skier is wearing a dark jacket, orange pants, and a backpack. The sky is a pale, hazy blue, and the snow on the mountains is bright white. The overall scene is dynamic and adventurous.

We all look forward to the first snowfalls in October when it's time to bust out the waterproof-breathable shell. After all, it's a hundreds-of-dollars investment that you only get to wear four months out of the year, six if you're lucky.

You know the trends by now...ever-lighter, brightly blocked colors, more high tech materials. A few more things you need to know to sell outerwear include: understanding what "body mapping" is and how it is used in hybrid jackets; being aware of contemporary cuts with articulated joints, longer back sides, and shaped and looped cuffs; how waterproof-breathable membranes work, the difference between two- and three-layer membranes, and how outer and lining materials affect the weight, durability and breathability of these membranes; and the variety of manufacturers out there and how they cater to different end users.

Following is a hands-on look at next-generation outerwear, and some of the key innovations driving the supply side. And while we couldn't cover everyone out there, this sampling should give you a good idea of the range, depth and breath of what you'll see for next winter.

ADIDAS OUTDOORS

Ever stylish Adidas Outdoors presents its new Terrex series with four pieces in the line. The hooded *Terrex Ndosphere* Jacket features full stretch, breathable partial-Cocona lining and Primaloft insulation, lending a combination of fleece feel with compressibility and insulated warmth, MSRP \$195; available in men's and women's. The Advanced Jacket has adidas' newest, most rugged and breathable GTX fabric to date, GTX Pro New Gen. A face mask with ventilated material tucks out of the way when not in use. It has waterproof zippers and reflective hits and the feel of an active shell only more durable, MSRP \$550, men's only. The *Terrex Skyclimb* insulated jacket features a Primaloft front and combines performance fabrics for key heat areas with four-way stretch softshell for enhanced freedom of movement, MSRP \$130 men's and women's. And the *Terrex Icefeather Pant* also with new GTX Pro New Generation: up to 28 percent more breathable, durable, wind and waterproof. It has full-length water resistant Vislon side zips, detachable braces and built in gaiters, MSRP \$395 men's only.



INSULATED TERREX SKYCLIMB JACKET



TERREX ICEFEATHER PANT



TERREX NDOSPHERE JACKET



HODLEKVE SHELL AND PANTS



LIFJELL ANORAK



CECILIE WOOL HOODIE

BERGANS OF NORWAY

Bergans continues to build its brand in the U.S. and makes several new introductions for Fall 2013. First is the *Hodlekve Shell and Pants*: tough, stylish technical freeride clothing developed with input from Team Bergans' professional freeriders, made of premium 3-layer Dermizax NX, a supple, four-way stretch, waterproof, windproof and breathable membrane, laser cut with welded seams and Recco reflectors. The Hodlekve line has a baggy fit and over-sized pockets. The Jacket features unique diagonal vent zips running from under the arms to the back for easier access when carrying a pack and for maximum ventilation. Pants feature belt loops, YKK Aquaguard inner-thigh zips and a shortened length at the back leg for hiking. Available in men's and women's, MSRP \$499 jacket, \$389 pants.

The new *Lifjell Anorak* offers a patent-pending design for any big day of skiing or hiking. Anorak's are known for their wind blocking ability, large horizontal chest pocket, and high front collar and hood, but are also known for being difficult to put on. Bergans solved this with, in addition to the traditional 3/4 gusseted front

zip, they added a full-length 2-way, YKK zip running from the left cheek down the side of the Anorak so it opens as a jacket. The Lifjell is made of 3-layer Bergans Element Active for windproof, waterproof and breathable comfort, MSRP \$349.

Designed for women by Team Bergans' mountaineer and polar explorer Cecilie Skog, the Cecilie Jacket provides all-weather performance with 3-layer Dermizax stretch, while long sleeves, tailored cuffs and articulated elbows are perfect for climbing, and a stylish functional design allows for ventilation and ease of movement, MSRP \$399. Matching Cecilie Pants are lightweight technical pants for any outdoor excursion featuring full-length ventilation leg zips and reinforced leg panels, MSRP \$379. The Cecilie Light Insulated Anorak can be used alone or under a shell. Its PrimaLoft One insulates well, even when wet, and the Pertex Quantum outer fabric is wind and water resistant, packing down into a small integrated compression pocket, MSRP \$199. The technical *Cecilie Wool Hoodie* is for skiing, climbing, hiking or around town. Its soft wool/poly mix resists mildew and is warmer than other fabrics when wet, MSRP \$199.

COLUMBIA



TRIPLE TRAIL III SHELL

MILLENNIUM BLUR PANT

MILLENNIUM FLASH JACKET

COLUMBIA

Columbia is not only taking design back to its roots, but reaching deeper into style and cut for Fall 2013. The company will continue to push its proprietary Omni-Heat reflective alongside its other fabric innovations through next winter. Columbia has a number of new pieces for frontside and lifestyle, as well as more aggressive alpine and backcountry offerings featuring breathable Omni-Wick technology coupled with Omni-Tech. OutDry will still be featured prominently in gloves and footwear. Of particular note is the *Millennium Flash Jacket* (available insulated and shell-only), *Alpine Stunner Jacket* and *Millennium Blur Pant*, featuring all of the above mentioned technologies endowed with contemporary freestyle style and alpine features. The *Zonafied Softshell* and *Triple Trail III Shell* and *Pant* are also both innovative and versatile on-mountain pieces with side-country functionality. The new *Shimmer Flash Jacket*



The new Shimmer Flash Jacket in men's and women's will make a stylish, versatile layering piece or cold weather jacket, with Columbia's proprietary puffy filling and Omni-Heat Reflective lining.

Photo courtesy of Aaron H. Bible

in men's and women's will make a stylish, versatile layering piece or cold weather jacket, with Columbia's proprietary puffy filling and Omni-Heat Reflective lining.

DYNAFIT

Trusted ski, boot and binding manufacturer Dynafit has been designing and manufacturing clothing since 2009 and their founding philosophy - lightweight, speed, technology and performance - is at the core of each design and cut, with partnerships including GoreTex, Primaloft and now DownTek. This winter Dynafit announces the Vulcan and Cho Oyu insulated jackets in addition to its Freeride collection of three-way GTX jackets and pants. Both pieces incorporate an athletic fit, body mapping, articulated construction and an unmatched weight reduction plan. The *Cho Oyu Jacket* is a lightweight 750-fill



CHO OYU

DYNAFIT

VULCAN DOWN JACKET

down jacket offering exceptional warmth and technical details. The down is treated with DownTek for water-repellent, anti-bacterial loft. The outer is Pertex Quantum; it also features helmet compatible hood with one-hand adjustment, four-wall down chamber and stow pocket, MSRP \$300. The *Vulcan Down Jacket* is also made from water-repellent DownTek and Pertex Quantum, folds up small and is stowed in an integrated compartment. Stretch inserts at the sides ensure optimal freedom of movement, MSRP \$240.

EIDER

WHYMPER JACKET

WHISTLER



EIDER

From Euro high alpine specialist Eider comes the new Cross-Over Collection - jackets with an urban-friendly look with technical fabrics/membranes and removable ski features. The Shibuya is unique in this collection with brushed wool, 700-fill down and a removable powder skirt. The *Whympert Jacket* is another innovative jacket that provides unbelievable warmth by combining Polartec Neoshell and the new Polartec Alpha. It pairs the most breathable shell with the most breathable insulation, ideal for backcountry skiers, MSRP \$750. Also in the backcountry/sidecountry family is the *Whistler* with Boulder-based Cocona, known for its natural breathability. Full ski features include removable powder skirt, oversized goggle pocket with lens wipe, lycra cuffs and large underarm vents. Light insulation and stretch fabric represents the best of technical fabrics for versatile performance, MSRP \$450.

ISIS

Among the Fall 2013 pieces from women's innovator Isis is a durable yet soft, waterproof-breathable hardshell designed for active, outdoor lifestyle - the *Alta 3L Jacket*. With a PU dot lamination instead of a straight PU film lam, the *Alta 3L* boasts a 20k/20k waterproof/breathable rating and double collar construction with magnetic snap closure and a water-repellant zipper with storm flap, MSRP \$249. Also available is the *Alta 3L Pant*, with scuff guards, full-length side zips and articulated knees, MSRP \$199. Also check out the *Carlotta Jacket*,

ISIS



Isis introduces the light, compressible *Luce Down Jacket* in the Adventure Snow Series, as an outer layer or layering piece with 800-fill hydrophobic DriDown, MSRP \$215.

Photo courtesy of Aaron H. Bible

CARLOTTA

a breathable warm outer layer ideal for bluebird days. Featuring a four-way stretch poly shell bonded to a microfleece liner, the *Carlotta* has performance and comfort during cold-weather activities. Internal sleeve gaiters with thumbholes provide warmth and a perfect fit while a DWR finish sheds light rain and snow, MSRP \$149. The *Carlotta Pant* (\$129), *Dress* (\$149) and *Skirt* (\$99) are also available.

The new *Lithe Insulated Vest* is versatile as an outer layer on cool days or as a layering piece under a shell. A high collar, elastic cuffs and drawcord hem seal out weather while 100 percent PrimaLoft Sport insulation stays warm in wet or dry conditions and a DWR finish sheds light rain and snow. Two zippered hand-pockets keep hands warm while a internal chest pocket offers storage, MSRP \$139. In the Adventure Snow Series is the light, compressible and warm *Luce Down Jacket*, ready to work as an outer layer or a layering piece with 800-fill hydrophobic DriDown. Packable into its own pocket, it will keep you warm between backcountry laps or on cool weather hikes. Again a high collar, elastic cuffs and drawcord hem keep cold air out, MSRP \$215.

AN OFFER **YOU CAN'T REFUSE.**

WOLVERINE brand, a recognized leader in innovation for 130 years, has designed and built the best quality products since its inception in 1883 and continues to lead the market today. Fall 2013 is no different with the launch of the new **Cameron** and **Rockford** jackets.

There are many duck canvas jackets on the market priced for around \$100 that are very basic in nature, with minimal features and no technology. Wolverine believes that if you pay \$100 you deserve \$100 worth of jacket, which is exactly what these jackets deliver.

"There are a lot of jackets on the market but the Cameron and Rockford jackets are truly different," said Lisa Stoecker, Wolverine Product Manager. "We utilized 3M™ Thinsulate™ Insulation for warmth and 12 oz. heavy duty cotton duck canvas

with DuraLock™ Defend technology for water and oil resistance. The jackets also feature Wolverine's bi-swing back and fully articulated elbows for greater range of motion, and multiple interior and exterior pockets designed to meet the needs of every job. Combine all these elements and we've created the absolute best jackets for the price."

Wolverine has always backed its newest footwear technologies with a 30 day comfort guarantee. And Wolverine is backing the Cameron and Rockford jackets with the same confidence, a rare find in the apparel industry.

"For \$100 retail combined with all the features and functionality, we know consumers will feel these jackets are worth every penny," said Todd Yates, President of Wolverine Brand. "We're so confident, that if your customers are not

completely satisfied with this jacket, we'll take it back directly from them, no questions asked. We think that's an offer you can't refuse."

If you haven't seen Wolverine's Fall 2013 footwear and apparel line, **contact us at 616.863.4774 or stop by our booth at one of the following shows: SHOT Show (booth # 10540), Outdoor Retailer (booth # 32155) or MAGIC.**

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COMFORT GUARANTEE**

- 1** Elasticized back combined with fully gusseted arm sockets create Wolverine's entirely functional bi-swing back for optimum comfort and wear
- 2** Fully gusseted arm sockets for maximum flexibility without bulkiness
- 3** Articulated elbow pleats offer greater range of motion
- 4** 150 grams of 3M™ Thinsulate™ Insulation provides warmth in the harshest elements
- 5** 12 oz. heavy duty cotton duck canvas with Wolverine DuraLock™ Defend technology for water and oil resistance
- 6** Triple needle stitching adds durability
- 7** Multiple interior and exterior pockets designed to securely store everything for the job
- 8** Front kangaroo pockets lined with taffeta for wind resistance
- 9** Concealed ribbed storm cuffs keep warm air in and cold air out
- 10** Three-piece lined hood with draw cord provides extra warmth and protection



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- Highly breathable, "keep dry comfort" under damp, sweaty or rainy conditions
- The freedom of movement to enjoy your time outdoors with less restriction
- Dependable thermal performance through repeated washings

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WOLVERINE®

LA SPORTIVA

D-LUX
JACKET



PRIMUS
HOODY



ZOID JACKET



SIREN HOODY

LA SPORTIVA

The first big trend for mountaineering specialist La Sportiva is a move to brand name fabrics, specifically Polartec fleece. The second trend is creating pieces from multiple types of fabrics (body mapping) depending on the need and the place of the garment. For example, the men's *Primus Hoody* has 80 grams of Primaloft in the body for insulation and Polartec PowerDry in the arms for movement. It also features integrated thumbholes and an iPod management system, MSRP \$189. Also for men is the *D-Lux Jacket* - a lightweight wind and water resistant jacket that's great as an emergency or summit layer. It features laser-cut ventilation under the arms for breathability and an integrated stow pocket, at only 238 grams, MSRP \$119. The *Zoid Jacket* has 700-fill, 100 percent Euro white goose down, is DWR coated, with a micro-fleece lined chin, MSRP \$229.

For women comes the Vega Pullover, a mid-layer made from Polartec PowerDry, stretchy with a quarter-zip neck, MSRP \$119. The *Siren Hoody* is the women's version of Primus Hoody. The hybrid body is windproof and warm while arms provide freedom of movement and the hood incorporates a neoprene visor to keep it in place, MSRP \$189.

MAMMUT

Mammut introduces new pieces in the Eiger Extreme Collection for Fall/Winter 2013/14. The *Eigerjoch Light Jacket*, MSRP \$300 for men, is the highlight piece and is breathable, lightweight and fast drying with Polartec Alpha insulation for intensive stop-and-go activities and extreme compressibility. It can be worn as a mid-layer or outer-layer as an alternative to a soft shell, and features water-resistant wind-blocking Pertex Quantum and freedom of movement thanks to Powerstretch inserts on the side and back. High-reach sleeves with thumb loops are designed to accommodate climbing movements. The Nordwand Pro Jacket, MSRP \$750 for men, is now more robust and abrasion-resistant with 3-layer Gore-Tex Pro for extreme use in high terrain. In Alpine is the new *Meron Jacket*, MSRP \$549 for men, also with the latest membrane generation of Gore-Tex. In comparison to its predecessors, the Meron jacket offers up to 28 percent more breathability while still providing the same reliable and lasting resistance to water and wind.

MAMMUT



EIGERJOCH
LIGHT JACKET



MERON
JACKET



VERMONT
JACKET



VERMONT PANT

With a YKK Vislon zipper, two-way underarm ventilation and large-volume pockets, the result is durability and greater comfort in varying conditions for professional mountaineers and enthusiasts.

The men's *Vermont Jacket*, MSRP \$549, is Mammut's highest-quality all-mountain/all-terrain ski and snowboarding jacket, featuring a soft elastic DRYtech Premium outer, with insulation on the body and in the arms, as well as many

practical pockets and a modern design with two-colored splash-proof zippers. The *Vermont Pant*, MSRP \$349, has an integrated waistband adjustment system, two-way zip and elastic snow gaiters. The Men's Bormio Jacket, MSRP \$349, and Pant, MSRP \$249, are fashionable, soft and feature Marmot's DRYtech two-layer outer fabric and Ajungilak OTI Element filling on both the Jacket and Pant. It's a tailored-fit ski jacket with padding on the body and sleeves and a helmet-compatible hood, pre-shaped sleeves with Velcro cuffs and two-way underarm zips for ventilation.

MARMOT

Introducing more classics to its tech-forward assortment, the new Marmot *ProjectAlpha Jacket*, MSRP \$225, is the industry stalwart's most exciting hybrid jacket in years, with cutting-edge Polartec Alpha insulation throughout the body, Polartec PowerStretch Pro on the sleeves and Polartec PowerDri on the side panels - tailored for athletic performance in cold temperatures. Unlike conventional synthetic insulations, Alpha is a knit material that offers excellent stability and superior durability without the need for scrim or tightly woven fiber-proof lining fabrics, which means lighter weights, superior wicking, therefore greater use latitude. .

The *Big Mountain Jacket* is a lightweight fully featured jacket with Marmot's new FusionDri fabric (introduced Spring 2013) - an exceptionally waterproof/breathable fabric (50,000mm) that improves performance and comfort during high-aerobic output. It features an attached adjustable hood with laminated wire brim, exposed water-resistant front zipper, chest pockets, pit zips, powder skirt, goggle pocket, DriClima lined collar, draw cord hem and more, MSRP \$385. The *Quasar Hoody*, MSRP \$295, 900-fill down jacket is an addition to Marmot's fleet of down puffers, fortifying nearly 40 years of leading down and insulated jacket construction. It's finished with durable, wet-polished Pertex Quantum fabric. The new *Isotherm Hoody*, MSRP \$225, also available in women's, is constructed with Polartec Alpha insulation throughout the entire garment. With a 20-denier Pertex Quantum face fabric and softshell reinforcements on the shoulders, this insulated jacket is ideal for backcountry ski-touring and mountaineering.

The new Women's *Moonshot Jacket*, MSRP \$290, ski shell is constructed with time-tested Marmot MemBrain waterproof/breathable fabric, lightly insulated with Marmot's proprietary Thermal R insulation. The Moonshot is offered in several attractive color-ways, each with stylish asymmetrical color blocking.

MARMOT



PROJECT ALPHA JACKET

BIG MOUNTAIN JACKET

QUASAR HOODY

ISOTHERM HOODY

MOONSHOT JACKET

MILLET

The *Trilogy DownTek Jacket*, MSRP \$300, is a part of Millet's new tech story for Fall/Winter 2013 and its limited edition Trilogy series - four pieces featuring high-performance designs, using the best fabrics and insulation available. The collection was inspired by Eric Escoffier's achievement of soloing the north faces of the Eiger, Matterhorn and Grandes Jorasses in the winter of 1985: a trilogy that revolutionized alpinism and is synonymous with the Millet spirit. Features include ultralight thermal protection for mountaineering in extreme conditions, integral hood, Pertex Quantum ultralight outer, 700-fill DownTek water resistant down, two zipped handwarmer pockets and one zipped inside pocket that converts into compression bag. A brand like Millet, who vigorously researches materials and has very high standards, is a great endorsement for DownTek. Also notable is the cut/construction: it's hard to find a jacket this warm that doesn't feel like a hot air balloon. The Trilogy DownTek is fitted closer to the body with a longer cut in the back, and is relatively thin so you can move freely. This is a technical jacket for high altitude mountaineering, but the bright red/blue color combo is like viva la France meets retro-cool, and the vintage Millet logo on the shoulder of each piece is the perfect finishing touch.



MILLET

TRILogy DOWNTEK JACKET

MOUNTAIN HARDWEAR



Photo courtesy of Obermeyer

MOUNTAIN HARDWEAR

Mountain Hardwear is coming out swinging for Fall 2013 with the Seraction series, the Mixaction jacket, Snowtastic series, and more. Pro level performance in an elite mixed rock-and-ice climbing jacket defines the *Seraction Jacket* and Pant. Designed in collaboration with climbers Tim Emmett and Dawn Glanc, the Seraction Jacket's Dry.Q Elite waterproof technology starts expelling excess heat and vapor immediately for breathability during rigorous climbs. Stretch panels across the back and hood allow maximum mobility. Easy-slide, water-repellant Aquaguard Vislon center front zips and mini core vents provide customizable airflow. The chest pockets are set high for easy access while wearing a harness and the helmet-compatible hood with single-pull adjustment system tops it off. Pants feature stretch leg gusset and seat for mobility, full-length outer leg zip and quarter-zip hem gusset for easy changes, and an extra-long kick patch for better protection from crampons.

The *Mixaction Jacket* features stretch softshell with strategically placed hardshell protection. Lightweight stretch fabric across the body and under the arms won't slow you down when reaching for the next hold, and Dry.Q Elite waterproofing technology across the shoulders, arms and hood keeps off the elements while breathing instantly.

The *Snowtastic 3L Jacket* is the ultimate women's softshell for skiing beyond the ropes, thanks to the unbeatable waterproof-breathable fabric packed in the comfort of a softshell and a soft fleece backing that slides on easily over layers. It features Aquaguard Vislon center front-zip, articulated slant-cut butter jersey cuffs for mobility while wearing gloves, snap-in compatibility with corresponding pant, and removable, adjustable stretch powder skirt. *Snowtastic Pant* features Dry.Q Elite technology, ultra-soft

fleece backing, removable herringbone suspenders, and three-quarter length zip thigh vents.

The *Compulsion 3L Jacket* will be the new men's shell for skiing outside the ropes, featuring soft face fabric and Dry.Q Elite waterproof-breathability. It features dual-purpose, pack-compatible zip pockets that double as core vents; easy-slide, water-repellant front zip; articulated, slant-cut cuffs and removable stretch powder skirt. Pants feature removable bib with adjustable suspenders; interior zip thigh vents and zip thigh pockets.

OBERMEYER

Outstanding quality, warmth and style continues next Fall from Obermeyer. A part of its new Sickbird collection, the Oxnard Jacket is a combination of quality design and functional aptitude, with a mix of colors inspired by the natural environment and plenty of on-snow features. Obermeyer's four-way Genesis Stretch allows for ample movement and a 20K/20K waterproof-breathable rating. The Oxnard can be snapped in to the men's Batten Pant. Thinsulate insulation and DriCore body mapping regulate temps. Batten is a freeride fit pant with Genesis Stretch fabric, CZV (Control Zone Ventilation) and Skier Critical seam sealing. The pant comes in five organically inspired colorways with colored bonded zippers.

The Speed Jacket in Obermeyer's Velocity collection is the apex of snowsports performance. With 20K/35K+ waterproof-breathable rating, it features Obermeyer's Amplified Breathability weaving Cocona into the fabric of the shell and lining to accelerate moisture transfer and breathability. To complement this technology, Obermeyer partnered with PrimaLoft for the 2013/14 season, insulating select jackets with synthetic, lightweight 60-

gram PrimaLoft Sport. The Speed features full seam-sealing and DriCore breathable taffeta lining for thermal regulation. The Cocona Shell Pant is a 100 percent Cocona mechanical stretch shell boasting a 20K/35K waterproof-breathable rating, designed with Control Zone Ventilation. It is fully seam-sealed, snap-to-jacket compatible, with Ski Contour articulated knees and RECCO rescue reflector.

As a part of Obermeyer's Women's Alt collection, the Dylan Jacket allows a relaxed, longer fit and technical features with a combination of three streetwear-inspired fabrics to create a mix of textiles with a unique aesthetic: Pinstripe, a waterproof-breathable Herringbone; SnowSilk, a polyester Satin with waterproof-breathable laminate; and Xdye. The Dylan has the look of a vest over a jacket, insulated with ComfortMax and with CZV, Ski Contour and Skier Critical seam sealing. The

Delia has a street-inspired look without sacrificing technical features, relaxed fit and updated design for 2013/14. The pant uses 10Kmm waterproof/10K breathable fabrics, has CZV, seam sealing and Ski Contour. Fabrics range from Pinstripe, Unity and Xdye based on colorway. YKK Metaluxe zippers are placed thoughtfully for design and function. The *Penelope* is designed with a longer, tailored silhouette and a faux fur trim around the hood. The jacket remains technical with SnowSilk10K waterproof/breathable fabric, Thermore EcoDown insulation and a contoured fit.



OUTDOOR RESEARCH

For Outdoor Research, Fall 2013 means more technical apparel using innovative materials and designs, continued evolution in technical sportswear with pieces that look casual for everyday use but have underlying technical performance, and continued broadening of technical and lifestyle offerings in hats and gloves. In technical apparel, check out the *Floodlight Jacket*, MSRP \$375, men's and women's specific fits, when the goal is minimizing layers while ensuring warmth and dryness. It melds 800-fill down with ultralight, packable Pertex Shield fabric, resulting in a lightweight, compressible, waterproof puffy that minimizes weight and bulk. It uses an interior lining that is directly bonded to the waterproof-breathable outer shell fabric, creating channels for the down insulation. Details include an adjustable wire-brimmed hood, large handwarmer pockets, an exterior napoleon pocket and

OBERMEYER

Penelope Jacket with SnowSilk10K waterproof/breathable fabric, Thermore EcoDown insulation and a contoured fit.

OUTDOOR RESEARCH



internal Shove-It pockets. The *Maximus Jacket*, MSRP \$495, is fully redesigned for Fall 2013 using new Gore-Tex Pro Shell fabric (28 percent more breathable than its predecessor with the same level of waterproof protection). This is Outdoor Research's bomber 70-denier shell for the day-in, day-out alpinist who needs durability. Stretch Gore-Tex panels are hybrid-mapped into key areas for mobility. Details include Halo Hood construction (which seals out the elements more effectively than a standard hood), a pass-through chest pocket, and double-sliding hem-to-pit TorsoFlo zippers for easy ventilation. The new *Valhalla Hoody*, MSRP \$350, men's and women's specific fits, employs Gore Windstopper X-Fast fabric for superb breathability with excellent weather protection for backcountry skiers. The design uses more of a sidecountry-styled cut, rather than the trim fit found in most backcountry-ski apparel. The X-Fast fabric offers great stretch and is quiet for touring. Details include a standup collar, an integrated hood for use without a helmet, a touch-compatible media pocket, taped seams on the jacket's upper, a pass-through chest pocket, and hem-to-pit TorsoFlo zippers. The *Speedstar Jacket*, MSRP \$395, was created for high-exertion activity in cold, dry climates with hybrid-mapping, highly breathable Polartec PowerShield 02 with warm PowerShield High Loft. PowerShield 02 is used in the back,

Photo courtesy of Aaron H. Bible

under the arms, and low on the front of the jacket for its ability to block wind yet transport moisture. High Loft, which provides warmth more akin to a traditional puffy that also wicks exceptionally well, is used in the front, upper arms and shoulders. An adjustable hood with a moldable brim, two-way pit zips and dual zippered napoleon pockets are among the finer points.

PATAGONIA

SUPER ALPINE



SUPER PLUMA JACKET



KNIFEBLADE JACKET



NANO PUFF



R2 JACKET



PATAGONIA

For Fall 2013 Alpine, Patagonia continues to fine-tune its shell collection, insuring the company offers a shell that delivers in every imaginable condition. An updated Gore-Tex Pro Shell fabric in the *Super Alpine* and *Super Pluma Jackets* offers the same unsurpassed protection with better breathability. Other key products include the new *Knifeblade Jacket* and *Pants*.

The iconic *Nano Puff* and *Regulator Technical Fleece* collections have both been updated for Fall 2013. Patagonia defined the lightweight synthetic insulation market with the introduction of the *Nano Puff Pullover* in 2009, and for Fall 2013, the company reaffirms its commitment and technical leadership in this category with improved fit, aesthetic and active comfort. Fit is now longer and narrower, with special consideration made to women's fit. The iconic brick quilted pattern has been updated and is now used across the women's line. Details such as threading, storm flaps and zippers have been updated and improved resulting in a best-in-class garment and the focus for Fall 2013 was to redesign the collection with more technical features and enhanced active comfort. Patterning and fit have been improved and chin flaps and zippers have been updated. Sonic/stitch seam construction has been integrated into all R4, R3 and R2 styles, and hybridized materials are used on all *Regulator* garments except for the R4.



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SIERRA DESIGNS

SALOMON

Not shying away from Salomon's tradition of bringing new technology to market, the *Quest Motion Fit Jacket*, MSRP \$450, and *Pant*, MSRP \$325, bring engineering, science and art together for a progressive concept in outerwear. Salomon Motion Fit is an approach to pattern engineering and tailoring an articulated fit while enabling unrestricted freedom of movement. The *Quest* features new design and tailoring in the neck and upper spine - with more volume and extended fabric your shoulders and neck have more movement and comfort when planting poles, staying low and for cross-body reaches. With extra volume in the shoulder blades, gussets under the arms allow for unrestricted arm movement without affecting the jacket's position or overall comfort. *Quest Motion Fit Pants* feature an extra panel to maintain coverage when crouched, aggressive turning, hiking and bent-over buckling of boots, etc. With more material built into the outer thigh region, it allows legs to flex in a crouched position, accommodate for big hiking steps or a low turn. Engineered to move with you, it remains flattering and fits properly when standing. The jacket has a technical 3L design and is the perfect shell for a bluebird powder day. *ClimaPro Storm 3L* is 20K/20K waterproof but still highly breathable. It features taped seams, removable stretch powderskirt, hood with helmet volume and 3D adjustment, lycra cuffs with thumb loop, left arm lift pass pocket,



storm pocket, inner stash pocket, hand pockets, chest pocket and air vent system. The *Pant* is also a technical 3L freeski pant and features external air-vents with mesh backing, removable bibs, storm pocket, two hand zippered hand pockets and waist adjustment.

SIERRA DESIGNS

New for Fall 2013 is Sierra Designs' *Cirro* insulated collection of *Jacket*, *Vest*, and *Skirt*. Designed for active winter use, the men's and women's *Cirro Jacket*, MSRP \$199, is a lightweight hybrid piece insulated with 600-fill DriDown in the body and tops of the sleeves. A stretch knit gusset on the sides and under the arms increases comfort and mobility. DriDown stays lofty and warm whether you're working up a sweat or the snow starts to fly. These hybrids are lightweight and cut for backcountry activity. The women's only *Cirro Vest*, MSRP \$149 and *Cirro Skirt*, MSRP \$99, round out the collection.

Introduced this season from Sierra Designs was the *Cloud Layering System*, and the *Stratus Jacket* will replace the *Cloud Puffy* for Fall 2013. A warmer option for cooler weather, the *Stratus Jacket*, MSRP \$249 at 12 ounces, is insulated with 800-fill DriDown hydrophobic insulation for superior performance. As part of the *Cloud Layering System*, this jacket is intended to help you stay warm when you stop for lunch or to set up camp. With layers designed around the core concepts of *Go*, *Rain*, and *Stop*, this system will keep you warm, dry and protected in any backcountry situation and is intended to improve upon the traditional waterproof-breathable membrane jacket concept.

THE NORTH FACE

Still focusing on athlete-driven innovation with an eye toward heritage, The North Face is introducing several new technologies to shape the outerwear landscape. Developed in partnership with PrimaLoft, *ThermoBall* is a revolution in insulation technology whereby small, round synthetic-fiber clusters mimic down clusters, trapping heat within small air pockets. The *ThermoBall Full Zip Jacket*, MSRP men's and women's \$199, features nylon bluesign-approved fabric and is designed to provide phenomenal warmth in cold and wet conditions with down-like compressibility.

The North Face is also introducing *ProDown* - its new, proprietary natural down insulation enhanced with a hydrophobic finish that keeps down plumes from becoming



SALOMON

Salomon's next generation engineered-fit alpine jacket, the *Quest Motion Fit*, MSRP \$450

Photo courtesy of Aaron H. Bible

THE NORTH FACE



**THERMOBALL
FULL ZIP
JACKET**

**FREE
THINKER
PANT**

**SUPERNATURAL
JACKET**

**FREE
THINKER
JACKET**

including innovative dry/warm cell phone pocket and radio loop, adjustable hood, pit vents, wrist pocket, thumb-loop cuffs, internal stretch pockets and powder skirt with unique clip integration. The *Free Thinker Pant*, MSRP \$459 men's and women's, has the same bomber construction/materials and a highly functional removable front bib panel, reinforced cuffs and stretch gaiter, hand pockets and vents.

QUIKSILVER

From Quiksilver's new technical apparel collection is the *Driver Seat Jacket*: a 5k two-layer fully taped jacket with pinstripe taffeta lining, stowaway hood, venting at back yolk, hand warmer pockets and back map pocket. Also check out the *Travis Rice First Class 2L Gore-Tex Jacket* featuring kidney warmers (insulated pods), lycra thumb gaiters, media pocket, reflective logo print, fully taped seams, two-way adjustable hood and more. The *Still Snowing 2L Gore-Tex Pant* from the Premium Black Collection features zip bottom leg gussets, durable hem reinforcement, and taffeta lining w/brushed tricot seat and knees. The pictured colorway is from an artist collaboration with Alaskan commercial fisherman and photographer Corey Arnold. ■

QUIKSILVER



**DRIVER
SEAT
JACKET**

**STILL
SNOWING 2L
GORE-TEX
PANT**

**TRAVIS RICE
FIRST CLASS
2L GORE-TEX
JACKET**

saturated with moisture and losing insulation value, improving its performance and versatility in a wider range of weather. The *Supernatural Jacket*, MSRP \$449, features Pertex Quantum 100 percent nylon ripstop fabric and the highest fill down available in the world (950-fill goose down), created for mountaineering and alpine climbing where weight and durability are paramount.

Also new is Z Loft technology, utilizing PrimaLoft One synthetic insulation and a unique Z-baffle construction to maximize warmth without adding weight or bulk. Strips of insulation are formed into semi-circles and integrated into Z-baffle construction, eliminating the holes created by conventional baffle construction that stitches through the jacket and insulation. The *Zephyrus Pro Hoodie*, MSRP \$299, is made with 60g PrimaLoft One insulation and nylon Pertex Endurance fabric, resulting in a technical layering hoodie designed with proprietary ZLoft baffle construction. Hood and shoulders have a polyurethane (PU) coating to increase water resistance.

And finally from The North Face comes the Steep Series backcountry/big mountain skiing and snowboarding line, designed and developed with big-mountain athletes Xavier de Le Rue, Lucas Debari, DCP, Sage Cattabriga-Alosa and Ian McIntosh, available in two and three-layer Gore Tex Pro to hit two different price points. The *Free Thinker Jacket*, MSRP \$599 men's and women's, is its most technically advanced, waterproof-breathable alpine jacket yet, with Gore-Tex Pro 3L and Taslan with woven ripstop backer. Features include an active fit, sealed seams, equipment-specific pockets

CALENDAR

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ON THIS PAGE: Salomon's next generation engineered-fit alpine jacket, the Quest Motion Fit, is shown with Quiksilver's Still Snowing technical pant with Gore-Tex from its new Premium Black Collection.
Photo courtesy of Aaron H. Bible

JANUARY

- 22 Outdoor Retailer All Mountain Demo
Salt Lake City, UT
- 23-26 Outdoor Retailer Winter Market
Salt Lake City, UT
- 23-26 PGA Merchandise Show
Orlando, FL
- 24-27 ASA-ICAST Chicagoland Fishing, Travel & Outdoor Exposition
Schamburg, IL
- 29-31 WSA Show
Las Vegas, NV
- 30 - 1 NABA Trade Show (National Archery Buyers Association)
Reno, NV
- 31-3 SIA Snow Show
Denver, CO

FEBRUARY

- 1-5 NBS Spring Semi - Annual Market
Fort Worth, TX
- 3-6 ISPO Munich 2013
Munich, Germany
- 5-7 FFANY
New York, NY
- 6-8 ASI Dallas
Dallas, TX
- 13-15 Magic Marketplace
Las Vegas, NV
- 13-16 Sports Inc. Outdoor Show
Phoenix, AZ
- 14-17 ASA-ICAST Greater Philadelphia Outdoor Sport Show
Oaks, PA
- 17-20 WDI Worldwide Spring Show
Reno, NV
- 23-25 Atlanta Shoe Market
Atlanta, GA
- 26-28 MRA On Snow Demo
Boyne Mountain, MI
- 28-3 ASA-ICAST World Fishing & Outdoor Exposition
Suffern, NY

MARCH

- 6-10 ASA-ICAST Fred Hall Shows
Long Beach, CA
- 15-17 ASA-ICAST Saltwater Fishing Expo
Somerset, NJ
- 21-24 ASA-ICAST Fred Hall Shows
San Diego, CA
- 22-24 ASI Long Beach
Long Beach, CA

APRIL

- 12-14 SGB Golf Outing
Charleston, SC

MAY

- 2-5 SOS Leadership Development & SGB 40 Under 40 Awards
South Beach Miami, FL
- 5-8 N.S.G.A. Mgmt. Conference
Palm Beach Gardens, FL

- 8-9 ASI New York
New York, NY

JUNE

- 18-20 Licensing International Expo
Las Vegas, NV
- 26-28 TAG Spring/Summer Show
St. Charles, MO
- 27-29 Sports Inc. Athletic Show
Denver, CO

JULY 2013

- 10-12 BCA International Billiard & Home Recreation Expo
Friedrichshafen, Germany
- 11-14 European Outdoor Trade Fair
Friedrichshafen, Germany
- 12-14 A.D.A. Spring Show
Milwaukee, WI
- 16-18 ASI Chicago
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- 17-19 NBS Specialty Outdoor Market
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