

SGIB

ISSUE 1305
FEBRUARY 4, 2013

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY

THE
STYLE
MAKERS

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LEADING APPAREL DESIGNERS FROM
AROUND THE WORLD



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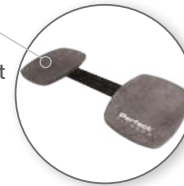
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**Group Publisher
Editor In Chief**
James Hartford
james@sportsonesource.com
704.987.3450

Senior Business Editor
Thomas J. Ryan
tryan@sportsonesource.com
917.375.4699

Contributing Editors
Aaron H. Bible, Fernando J. Delgado,
Charlie Lunan, Matt Powell

Creative Director
Teresa Hartford
teresa@sportsonesource.com
704.987.3450 (x105)

Graphic Designer
Camila Amortegui
camila@sportsonesource.com
704.987.3450 (x103)

**Advertising Sales
Account Manager / Northeast**
Buz Keenan
buz@sportsonesource.com
201.887.5112

**Advertising Sales
Account Managers / Midwest**
Barry Kingwill & Jim Kingwill
bkingwill@sportsonesource.com
jkingwill@sportsonesource.com
847.537.9196

**Advertising Sales
Account Manager / Southeast**
Katie O'Donohue
katieo@sportsonesource.com
828.244.3043

Circulation & Subscriptions
subs@sportsonesource.com

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2151 Hawkins Street • Suite 200 • Charlotte • NC • 28203
t. 704-987-3450 • f. 704-987-3455
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THIS PAGE: Pushing the boundaries
of design is Product Manager for Men's
and Women's Technical Sportswear /
Outdoor Research Jason Duncan.
Photo courtesy Outdoor Research

ON THE COVER: By using the
latest technologies in fabric and
construction, the industry's leading
apparel designers speak candidly
about revolutionizing the way we
dress for the outdoors.

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BY THE NUMBERS

1.2%

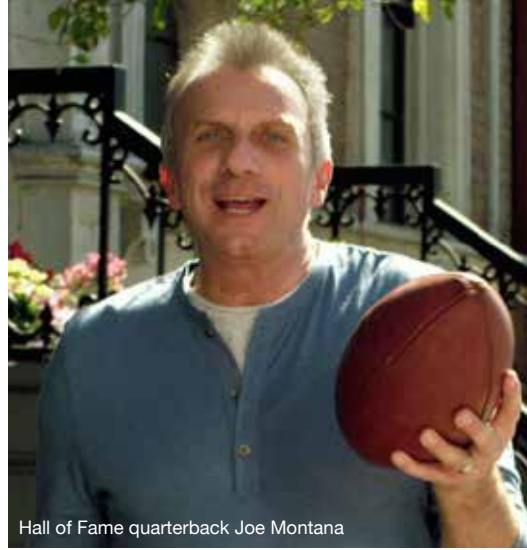
Delta Apparel, Inc. returned to profitability in the second quarter, as the company reported Q2 revenues improved 1.2 percent in the fiscal period that ended December 29 to \$106.8 million from \$105.5 million a year ago, and net income for the quarter was \$46,000, or 1 cent per diluted share, compared with a loss in the 2012 second quarter of \$13.6 million, or \$1.61 per diluted share. Net income for the fiscal 2012 second quarter and first half was negatively impacted by a one-time inventory markdown of \$16.2 million resulting from record high cotton costs combined with selling price decreases in Delta's line of basic undecorated t-shirts.

\$11.3 billion

The SportsOneSource Group reported that outdoor product sales were up 3.7 percent to \$11.3 billion for the 2012 calendar year, as mid-single-digit increases in outdoor apparel and outdoor hardgoods were partially offset by a slight decline in outdoor footwear sales. The annual numbers, based on retail point-of-sale data compiled by SportScanInfo for OIA VantagePoint, indicated that specialty retailers outpaced the overall market, increasing 6.0 percent for the year to \$4.74 billion.

41%

CNL Lifestyle Properties, a real estate investment trust, reported a significant increase in attendance at its 17 ski resorts over the Martin Luther King holiday weekend. The resorts reported a 37 percent increase in paid skier visits during the weekend and a 41 percent increase in revenue compared to the previous year.



Hall of Fame quarterback Joe Montana



Hall of Fame safety Ronnie Lott

SKECHERS' SUPER BOWL AD FEATURES JOE MONTANA AND RONNIE LOTT

Skechers USA, Inc. announced that the company's second commercial airing Super Bowl weekend will feature Hall of Fame quarterback Joe Montana and Hall of Fame safety Ronnie Lott. Premiering Saturday, February 2 on ESPN2's College All-Star Challenge, and again on Super Bowl Sunday with an abbreviated spot during the second quarter, the Skechers Relaxed Fit commercial uses humor to showcase how Montana stays cool under pressure wearing Relaxed Fit footwear.

Launching the day before the San Francisco 49ers take on the Baltimore Ravens in Super Bowl XLVII, the new commercial will reunite the legendary Hall of Famers on-screen in a humorous spot that highlights Relaxed Fit's memory foam footbed, roomier fit and instant comfort. Skechers will also debut a commercial during the second quarter of Sunday's Super Bowl for the Company's new performance running shoes, Skechers GOrun 2.



SHOCK DOCTOR ENTERS INSOLES CATEGORY

Shock Doctor, best known for its mouthguards, is moving into the insoles category. The Performance Sport Insoles collection is designed to meet the specific needs of team sport athletes, including specific styles for Cleat (football, baseball and soccer), Court (basketball, tennis), Skate (hockey, inline) and Active (running, hiking, walking, training). Prices start at \$20. "As with any new category that Shock Doctor enters into, we seek to be the number one choice for athletes around the world in that category and overall," said Tony Armand, CEO of Shock Doctor. "While other insoles force wearers to choose between comfort and support, Shock Doctor's innovative, game-changing technology incorporates the perfect

balance of shock absorption, stability and support into every model eliminating the need for compromise."

Featuring Shock Doctor's Adaptive Arch technology, which adapts to all foot shapes and arch heights, Control Bar, Full-Foot Foam and Integrated Shock Pads, the new Performance Sport Insoles give users a pro-active solution to protecting their feet and joints from injury while maximizing performance. Shock Doctor Performance Sport Insoles promise to enhance athletic performance, protection and recovery, allowing athletes to compete at the highest level without sacrificing comfort or support.



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featuring innovative technology that promotes a midfoot strike.



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NEWS

MOVERS & SHAKERS

Delta Apparel, Inc., the parent of M.J. Soffe, appointed **Steven E. Cochran** to president and chief operating officer of the company effective immediately. **Robert Humphreys** will continue as Delta Apparel, Inc.'s chairman and chief executive officer.

Vibram appointed **Antonio Dus** as CEO of Vibram Worldwide. Dus will take the reins from **Marco Bramani**, former CEO, president and grandson of founder Vitale Bramani.

Under Armour, Inc. announced that **Gene McCarthy** is resigning as senior vice president, footwear, effective February 22, 2013. **Kip Fulks**, chief operating officer, will assume responsibility of Footwear and continue to oversee the company's Operations division.

Scott Barrett will become the new president of **The Bike Cooperative**, replacing **Greg Brodsky**, longtime leader of the retailer-owned cooperative, who will step aside February 1.

Escalade Sports has partnered with **Sean Gearty & Associates** (SG&A) to represent their portfolio of brands and products in the North East region.

In response to its continued growth and success in the athletic market,

Rack Room Shoes tabbed **Frank Fanelli** as the company's second athletic footwear buyer.

Reef appointed **Tom Cooke** to the role of vice president of footwear, as the company implements a new footwear organizational structure designed to drive the brand's key strategic initiatives. Cooke, who begins work effective immediately, will report to Reef President **Jeff Moore**.

STARTER PARTNERS WITH G-III APPAREL TO REVIVE CLASSIC SATIN JACKET



Starter has partnered with G-III Apparel Group to revive the classic Starter satin jacket. The partnership brings G-III Sports President/Founder and former NFL pro Carl Banks full circle with his relationship to the brand. When Carl Banks was playing in the NFL (New York Giants, 1984-1992), Starter's CEO at the time, David Beckerman, took Banks under his wing and introduced him to the apparel industry. Banks is helping to breathe life back into the beloved Starter brand and will unveil the new NFL line to retailers and press days before Super Bowl XLVII in New Orleans, LA at the Starter Parlor (321 Chartres Street). The consumer launch will take place fall 2013 for back to school season.

"With a history dating back to the 70's, the convergence of sports, fashion and entertainment was created and defined by Starter, which paved the way for many brands to follow suit," says Banks. "The Starter jacket was a beacon of 80's and 90's fashion and we can't wait to bring it back with contemporary styling and a modern athletic fit."



New Balance Athletes, from left to right, Jessie Barr, Colin Costello, Ciara Mageean, Fionnuala Britton, Thomas Barr and Ava Hutchinson

NEW BALANCE TO SPONSOR ATHLETICS IRELAND

New Balance is the new sponsor for Athletics Ireland in a multi-year deal in its first major federation sponsorship. New Balance will supply the Irish track and field team with a full selection of team wear, including performance apparel for use in competitions in all Irish events, World Championships and European Championships. New Balance will also supply training, warm up items and leisurewear for medal ceremonies, traveling and public appearances.

The inaugural collection is patriotic green and white with a gold trim. It was modeled at the launch in Dublin by New Balance sponsored athletes including marathon runner Ava Hutchinson, the 2010 World Junior Silver medalist, Ciara Mageean and the latest athlete to join Team New Balance; 5000m and 10000m runner Fionnuala Britton.

Ireland has always played an important role in the history of New Balance with sponsorships of several high profile athletes over the years such as Olympic Silver medalist John Treacy and two times World Indoor Champion Marcus O'Sullivan.

Tom Carleo, New Balance VP of Footwear Running/Outdoor said, "When the opportunity to create a partnership between New Balance and Athletics Ireland arose, we jumped at the chance to work with them. It will be a pleasure to design product that is both modern and heritage inspired that will make the athletes and their fans proud. The collaboration with Athletics Ireland and the significant growth we have experienced here reinforce our ambition to become the number one running and athletics brand in the world."



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GOrun 2

GO LIKE NEVER BEFORE.

Introducing the lighter than ever Skechers GOrun 2™ featuring innovative technology that promotes a midfoot strike.



From L to R, Spartan Race Founder Joe De Sena, Tiki Barber, Reebok Head of Global Marketing Yan Martin, Brooklyn Decker, Reebok Director of Sports Marketing Fitness & Training Chad Wittman

REEBOK AND SPARTAN RACE ANNOUNCE GLOBAL PARTNERSHIP

TAKING OVER A CITY BLOCK IN NEW YORK CITY'S TIMES SQUARE, REEBOK REVEALED A MULTI-YEAR PARTNERSHIP WITH SPARTAN RACE, THE WORLD'S LEADING OBSTACLE RACING SERIES AND *OUTSIDE MAGAZINE'S* BEST OBSTACLE RACE IN 2012.

As part of the multi-year collaboration, Reebok will be the title sponsor for the global race series beginning with the first race of the season at Vail Lake Resort in Temecula, CA on January 26-27, and the official apparel, footwear and accessories supplier for the Reebok Spartan Race series. In addition, the Reebok Spartan Race will be featured in the brand's upcoming global marketing campaign - the first time obstacle racing has been featured in a major campaign. Reebok also plans to develop a range of products specifically created for the demands of Reebok Spartan Race athletes, which will be available in fall 2013.

The partnership was launched with a traffic-stopping live event in New York - The Reebok Spartan Race Times Square Challenge - that spanned on Broadway between 42nd and 43rd Streets. Times Square's first ever extreme obstacle race saw hundreds of contestants take part including actress/model Brooklyn Decker; former NY Giants All-Pro Tiki Barber; Spartan Race Champion Hobie Call; and Spencer Hendel, winner of the Obstacle Course event at the 2012 Reebok CrossFit Games. The Times Square course featured a 7 ft. wall climb, a mud crawl with barbed wire, a 10 ft. high Hercules Hoist, a 75 ft. sandbag carry, and other obstacles.

Founded in 2010, the newly named Reebok Spartan Race series expects to attract 500,000 athletes in 2013, up from 350,000 in 2012, many of whom are people looking for a new alternative to more traditional forms of fitness. Spartan Race currently has more

than 2.3 million "likes" on Facebook and is one of the fastest growing series in the sport of obstacle racing.

"At Reebok, we recognize that the fitness landscape is changing. More people are beginning to see fitness as part of their lifestyle rather than simply an activity," said Matt O'Toole, chief marketing officer at Reebok. "Spartan Race is at the forefront of this movement. It enables people to come together to experience fitness with a community of like-minded people - to take part in something that is challenging and daunting, but at the same time, inspiring and fun. This is what makes it so rewarding, and is a large part of what is fueling the incredible growth of the sport."

Spartan is a timed event series featuring races at three escalating distances in locations worldwide. The series culminates in a world championship finale with a prize fund of over \$500,000. As well as the competitive elite heats, Spartan Races are set up for all levels and ages of athlete to take part and engage in a new form of fitness.

Reebok shares our vision - they think, act, and live exactly like we do down to the last detail," added Spartan Race founder Joe De Sena. "Both organizations believe that through fitness, ordinary people can realize their full potential and reap benefits throughout their lives. Reebok will help us expand globally, pursue our goals of making obstacle racing an Olympic sport, share the healthy living we promote, and rip people off their couches and do what human beings were made to do: run, jump, sweat and climb."



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FN Platform | the MAGIC Marketplace
The Toronto Shoe Show: Booth 1322-24

ISPO Winter 13: Hall B5 Stand 101



TIMBERLAND HELPS PLANT OVER 2 MILLION TREES IN HAITI

Three years after committing to plant 5 million trees in five years, Timberland shared progress of improved environmental, economic and social conditions in the rural region near Gonaives, Haiti. In partnership with a local non-governmental organization, the Smallholder Farmers Alliance, Timberland supports an agroforestry program to train Haitian farmers to improve crop yields – and has planted 2.2 million trees along the way.

In 2010, Timberland teamed up with representatives from the Smallholder Farmers Alliance to create a self-sustaining agroforestry model to support the development of eight community tree nurseries and agricultural training centers. This pilot cooperative, which is reliant on private sector, non-profit and community partnership, will plant a million more trees in 2013, 2014 and 2015, for a total of 5 million.

"When this program began, our vision was to create a model that could be self-financing within a reasonable amount of time and would generate positive social, environmental and economic impact," said Margaret Morey-Reuner, Timberland's senior manager of values marketing. "The great results so far are a testament to the camaraderie, hard work and independence of these farmers as well as to this private sector, NGO and community stakeholder collaboration."

The Smallholder Farmers Alliance engaged a group of 2,000 small-scale farmers in the rural area near Gonaives, Haiti, and transformed the group into a for-profit agroforestry cooperative. After just three years of investment, the cooperative continues as a farmer-managed, self-financed operation. This innovation in "exit strategy aid," sets a time limit on external funding and tackles a key challenge faced by corporate organizations when getting involved in sustainability or disaster relief projects on the ground in developing nations.

The farmers volunteer their time to manage the tree nurseries and

plant trees in return for agricultural services that result in increased crop yields of between 40 and 50 percent. These services provide high yield seed, training in crop management, in-field technical support and the good quality tools needed to produce higher yields of sorghum, beans, corn and other food items. Farmers sell their crops individually, but the cooperative supports them by paying for these continued services with the sale of excess trees from the farmer-run tree nurseries.

"The pilot program represents a break with the traditional development model that often lasts only as long as the external funding," said Hugh Locke, co-founder and president of the Smallholder Farmers Alliance. "Following the pilot's success, we will launch the next agroforestry cooperative in July when we begin working with the next group of 2,000 farmers in a different location. We're planning to follow with many more cooperatives as the nation's farmers start to take the lead in restoring the tree cover – without which no country can prosper sustainably."

The true test of the success of this program came when farmers throughout Haiti lost between 40 and 70 percent of their crops as a result of hurricanes Isaac and Sandy last year. Income from tree sales enabled cooperative members to purchase extra seed to replant their storm-damaged fields, and the cooperative took care of each other without turning to government or donor sources for assistance.

Timberland continues to be the principal sponsor of the Smallholder Farmers Alliance, and has collaborated with NGO's including the Clinton Global Initiative to identify a customer base and sustainable market based solutions for the members of the farmer cooperative.

Note: More information on Timberland's tree planting efforts is available at <http://community.timberland.com/tree-planting>.

ACHIEVE YOUR GOALS

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THE STYLE MAKERS

EXCLUSIVE CONVERSATIONS WITH THE INDUSTRY'S LEADING APPAREL DESIGNERS FROM AROUND THE WORLD

By Aaron H. Bible

Designers are a special breed of thinkers. Tasked with creating unique, functional, current, yet timeless solutions to problems; designers have a job that most envy but that few can emulate.

In the words of renowned designer Charles Eames, "Design is a plan for arranging elements in such a way as best to accomplish a particular purpose," and nowhere is this more apropos than in outdoor apparel.

Scattered around the world in some of the most enviable locales, outdoor sports and lifestyle designers are working with fashion, engineering and textile companies to create the garments that keep us warm and dry. Many of them are pioneers in the field, working directly with suppliers and manufacturers to engineer fabrics and laminates that will be mass-produced for consumers. These garments are not only intended as statements of each of our own unique style of play, whether it be skiing, alpine climbing, or some other pursuit, but also to keep us warm and dry for more than just one season.

With backgrounds ranging from furniture design to chemistry, the following is a glimpse into the minds of some of the outdoor world's greatest designers and product managers. We certainly learned something from each of them; hope you do too.



KARLY BAILLARGEON

JASON DUNCAN

ALBERT GASSER

ALEX MARENGO

ERIC RICE

NIKOLE ROCK

ROBERT YTURRI





KARLY BAILLARGEON

Technical Apparel Designer
Quiksilver

Karly Baillargeon has 15 years experience in design and merchandising in the apparel industry, primarily in the action sports and outdoors market. As an independent consultant, she has worked with brands including Burton, Nixon, O'Neill, Prana, Vans, Sole Technologies and Ryka. For more than a dozen years she has focused on technical apparel and outerwear for the Men's and Women's markets engineering garments with a purpose and focus using the newest technologies in fabric and constructions.

WHEN DEVELOPING A NEW PRODUCT, WHERE DO YOU LOOK FOR INSPIRATION FOR YOUR DESIGNS? The process combines both creative innovation and market assessment. We have to be aware of the products that already exist out in the market and where can we find that void to fill. The inspiration begins with the consumer to find out what they feel is missing in their outdoor lifestyles. You will hear almost every designer say, "I get my inspiration from traveling," so I hate to be cliché but it almost always does. You can be in a bike shop and see some piece of rugged hardware and then the next thing you know, you have come up with a piece simulating the idea for a jacket snap or cord lock. It's exciting to start a new season because I can pull out my millions of photos I have taken over the course of several past months.

WHAT TYPES OF MARKET RESEARCH DO YOU CONDUCT ON YOUR WAY TO A FINAL PRODUCT? Consumer's bring in a good portion of the information from what sold previous seasons, to small focus groups we conduct amongst ideal target customers. We have to examine not just what is selling but look at the end price presented

to a consumer. Do they feel it is too expensive and how does it compare to the jacket right next to it on the rack? It can be quite a challenge, but once the final product is finished and we begin the testing portion in rigorous outdoor conditions, it makes it all worthwhile...when you know you met a need and gave a product a true purpose to exist.

WHAT TRENDS, SUCH AS "LIGHTER AND FASTER," ARE INFLUENCING NEXT SEASON'S DESIGNS? The "lighter and faster" trend is a perfect example of a consumer-driven trend. As we step into using future technologies from other products such as hard good categories, we realize lighter is a lot more convenient allowing us to move faster and travel a whole lot easier. Consumers begin to want this in every aspect of their lives right down to apparel. Fabrics then have to become the focus to help meet these new needs. Fabrics are now able to offer durable protection at a much lighter weight making it better to pack and remove some of that uncomfortable bulk while trying to perform exerting activities. The "lighter and faster" trend is truly driving new looks and designs for the upcoming seasons.

HOW MUCH CAN YOU LEARN FROM A FAILED PRODUCT? ANY EXAMPLES? Failed products can be a great thing. They can become a catalyst into the next, new great idea and technology. Was it the design, the fabric or the purpose of the piece that did not live up to its name? We only become a stronger consumer-desired brand as we learn from our mistakes and prove to our customers we were listening.

WHAT ARE SOME OF THE FACTORS THAT GIVE YOU CONFIDENCE A PRODUCT WILL SUCCEED? It could be a product you have built off of the success from a previous season and just offered it a small facelift, or it could be that "new" product everyone is going to want because it does not exist out in the marketplace yet. Those can be a bit more of a gamble, but we would not be a good brand if we didn't push the envelope for our customers. However, sometimes something as simple as testing a garment and watching it succeed will give us the confidence that our consumers will like it as much as we do.

HOW HAS THE ADVANCEMENT OF GENDER-SPECIFIC GARMENTS INFLUENCED PRODUCT DEVELOPMENT? The advancement of gender-specific garments has influenced product development from fit to features and technology placement. Males and females each have their own needs when it comes to performance gear, but something that stays consistent are the basic elements of cooling, heating and staying dry.

HOW IMPORTANT IS CROSS-FUNCTIONALITY WHEN CONSIDERING NEW PRODUCTS? It is absolutely key in developing new products. Our consumers want products that perform but also do not want to drain their bank accounts. They are becoming more knowledgeable and savvy on how fabrics perform and how can they get multiple uses out of one piece. This is heavily weighed into our design and development process.

DOES THE PHYSICAL LOCATION OF A DESIGN CENTER AFFECT RESULTS OR CREDIBILITY? Being in the conditions daily and experiencing the sports personally will always give more of a push. Being located in Southern California does provide us a bit of an edge because of the beautiful weather and multitude of sports you can do in any given day. However, every designer's experience helps, especially if they have moved around and traveled a lot, experiencing different lifestyles in different elements.

WHAT PRODUCT HAS STOOD THE TEST OF TIME?

An item like a good basic 2L hooded all-weather jacket is always an important piece to have in anyone's closet. It's that go-to piece for layering when there is a bite in the air but you know you will want to pack it away later. It's easy to travel with, stow away and will always offer you the confidence you will stay dry in case the weather decides to turn on you. My favorite part about a good 2L jacket is that it's easy to perform in with almost any sport.



Photo courtesy of Quiksilver



JASON DUNCAN

Product Manager Men's and Women's
Technical Sportswear
Outdoor Research

Jason Duncan has a BS in Chemistry and Mathematics from McGill University and worked as a chemist and chemistry instructor before a stint at Mountain Equipment Co-Op as a merchandiser in hardgoods and apparel. He brings a wealth of experience to his position as the product manager for Outdoor Research technical sportswear.

WHEN DEVELOPING A NEW PRODUCT, WHERE DO YOU LOOK FOR INSPIRATION? More a question of whom rather than where: our Outdoor Research athletes and adventurers, both famous and grassroots, a group of folks we call the “Relentless Adventurers.” All of our athletes climb, ski and paddle like they are possessed, but they will sit around and talk fabric and design benefits over a beer any day. These folks are incredibly passionate: a civil discussion about whether to drop the internal gaiters from a backcountry ski pant can get everyone on the boil. From our CEO

to the product developers, we are all technical users of OR gear. We get instant feedback from our friends and colleagues, both positive and negative.

WHAT TYPES OF MARKET RESEARCH DO YOU CONDUCT ON YOUR WAY TO A FINAL PRODUCT? Obviously everyone is doing their homework, often using multiple third-party lenses to consolidate the abundance of market data available. The most successful folks I've encountered in this industry have a strong right/left brain function happening: you need to wade through mounds of data in the morning and then spend the afternoon reviewing colour palettes and sketches. As a growing apparel brand, we must be very diligent about where the commercial activity is trending. However, historical barometers do not necessarily indicate future opportunities. We are always looking for a new angle that may not translate to immediate commercial recognition, but that core people in our sports will really appreciate and that will grow the brand's reputation over time.

WHAT TRENDS, SUCH AS “LIGHTER AND FASTER,” ARE INFLUENCING NEXT SEASON'S DESIGNS? Textile boundaries are really being pushed now, with increased durability. Consequently, we are realizing some milestones with how we can also push the boundaries of design. Seemingly minute changes in laminate weight or a DWR spec can lead you down paths not thought possible even 10 years ago. Another trend that drives our team is to realize lifestyle silhouettes in technical fabrications: garments that have the look and feel of your favorite cotton flannel but enjoy significantly increased weather resistance. One interesting trend is waterproof down. My colleague Melanie Siroto has always had a disciplined and scientific approach to every textile innovation that comes across her desk. We are both chemists therefore we really dive deep into the science. But we are disciplined enough to pull back to 30,000 feet and ask: Is there a “there” there? Will it really move the needle for our athletes when it's puking graupel snow in the mountains?

HOW MUCH CAN YOU LEARN FROM A FAILED PRODUCT? Anybody worth their salt in this industry remembers the failed seams, delaminated fabrics and dodgy pilling specs for garments that thankfully never made it to market. In product development, our failures are often recalled more vividly than “Gear of the Year” awards. No one likes to admit failure six months into a project. No one gets into the guidebook for pulling the pin 200 meters from the summit. Part of our role at OR is to be stewards of the brand. Product managers often have a sense that a product is sliding off the rails weeks before they actually scrap the project. One advantage of being privately owned by an elite mountain athlete is that, as product managers, you always feel supported to make the right call regardless of the implications to the bottom line.

WHAT ARE SOME OF THE FACTORS THAT GIVE YOU CONFIDENCE A PRODUCT WILL SUCCEED? When Martin Volken, IFMGA guru, won't return any of your prototypes, no matter how awful the color, that's always a good sign.

HOW HAS THE ADVANCEMENT OF GENDER-SPECIFIC GARMENTS INFLUENCED PRODUCT DEVELOPMENT? It has really stepped up expectations across the board. There is so much competition for the female consumer that when you achieve success with a women's product, you likely have had to work harder to attain that success. The female consumer is more discerning with their purchasing dollars. Fit is such a huge part of the equation for women that it has raised the bar for men as well. We have been extremely lucky to have Jeannie Wall on our team, she has been such an advocate for the female athlete at OR. Along with our female athlete focus groups that are organized by Jeannie, our athletes like Beth Rodden and Molly Baker have been extremely helpful in giving specific feedback on our earliest prototypes.

HOW IMPORTANT IS CROSS-FUNCTIONALITY WHEN CONSIDERING NEW PRODUCTS? We design for a specific end use, often for a specific temperature range or altitude. OR has always been an innovator when it comes to hybrid garments, often using two or three shell fabrics within a single garment, trying to optimize the functionality of the fabric, never compromising on the design. The reality is you cannot tell a ski-mountaineer that the garments they

use every day were truly intended for ice or alpine climbing. We are very aware that the traditional activity lines are becoming increasingly blurred. An example is that people are ski touring in Gore-Tex, unthinkable to the purist a few years ago. You cannot dictate how an athlete should be using a particular garment...rather you should take notes. This is really the crux: most of our mountain athletes that can ski big lines in the backcountry probably know their way around a climbing harness as well. And most of us cannot afford to have 10 jackets in our quiver for all situations, so some amount of cross-functionality is inherent, as long as it doesn't take away functionality from the original intended user.

DOES THE PHYSICAL LOCATION OF A DESIGN CENTER AFFECT RESULTS OR CREDIBILITY? This is one of the relatively unknown advantages of Outdoor Research: two floors below my desk is a fully functioning Gore-approved manufacturing facility. We bang out protos in hours, not days. If deadlines mandate a quicker solution, a zipper treatment, a new seam or stitch, it can be done in a matter of minutes. This is a resource I never had before coming to OR and its value cannot be over-stated. Most of the outdoor industry is making garments in far away locales, OR included.

WHAT PRODUCT HAS STOOD THE TEST OF TIME? I resist singling out any brand but Gore-Tex certainly has proved resilient. They could have coasted on reputation alone but they have remained active to retain their market position. Active Shell really convinced us they were still innovators in our industry; and their efforts on sustainability with organizations such as Bluesign are no small achievement.



Photo from Stormriders, Episode 2, courtesy of Outdoor Research



ALBERT GASSER

Product Line Manager
Salomon

WHEN DEVELOPING A NEW PRODUCT, WHERE DO YOU LOOK FOR INSPIRATION FOR YOUR DESIGN?

We use different sources before we start designing a product. Most of our apparel is technology driven. Our latest technology is Motion Fit, a tailored shape that supports body movements especially for skiing. It is amazing how light the product feels due to an engineered pattern construction. The inspiration for this product came from a brainstorming session with athletes, retailers, designers, developers, R&D guys and PLMs in our lab, and our constant ambition for improvement.

WHAT TYPES OF MARKET RESEARCH DO YOU CONDUCT ON YOUR WAY TO A FINAL PRODUCT?

We start off analyzing the current sport's practice, the behavior and movements of our athletes, and consumers. Once we are sure to cover their needs we build a retail driven assortment to offer a package around each category and retail channel. Taking historical data into account, as well as competitor analysis and trend research, to build the most wanted products. But we also want to be a reliable partner for our customers and retailers. I enjoy meeting our partners, industry leaders, and exchanging ideas on how we can build successful assortments and product strategies that will help both of us sell our products.

WHAT TRENDS, SUCH AS "LIGHTER AND FASTER," ARE INFLUENCING NEXT SEASON'S DESIGNS?

The sportswear industry has become obsessed with weight reduction on sportswear products, but weight reduction will not set us apart from competitors. We work on several technologies simultaneously. The biggest influence this season will be the practice of the sports and how movement can be achieved easier. We will have a dedicated "try me" section at our trade shows to convince our buyers about the benefit of these products.





HOW MUCH CAN YOU LEARN FROM A FAILED PRODUCT? Personally I learn much more from successful products or best practice studies. If a product fails we analyze the reasons. There are a lot of ingredients that make a product successful (positioning, product execution, channel placement, price positioning) and sometimes it only takes one ingredient to make a product fail.

WHAT ARE SOME OF THE FACTORS THAT GIVE YOU CONFIDENCE A PRODUCT WILL SUCCEED? When the first prototypes arrive and the whole team stands at my desk asking if they can test a specific style, I know we created a best seller. But of course we do a lot of market research before designing a product, and once it comes to development we know quite accurately how successful our products will perform.

HOW HAS THE ADVANCEMENT OF GENDER-SPECIFIC GARMENTS INFLUENCED PRODUCT DEVELOPMENT? There are some physical differences between the genders, which have a lot of influence on how we build our products: support, temperature management, fit execution and design. In our women's line we use much more down than in our men's product. In our design team, we have a dedicated women's designer and dedicated men's designer to make sure we do not shrink and pink our men's line. In some lines we even use different PLMs for gender specific products.

HOW IMPORTANT IS CROSS-FUNCTIONALITY WHEN CONSIDERING NEW PRODUCTS? Definitely important for some consumer groups. People like to hang out for a beer after skiing, and don't want to change clothes. Our consumers also like to practice several sports. If they can wear the same functional shirt, jacket or pant for two or more sport categories, it is definitely seen as an advantage. The more we talk about "race" products or models that are used for competitive sports, the less important it is.

DOES THE PHYSICAL LOCATION OF A DESIGN CENTER AFFECT RESULTS OR CREDIBILITY? Of course. Our Headquarters lies in the middle of the French Alps, close to Chamonix, one of the most beautiful spots for outdoor enthusiasts in Europe... a mountain paradise right in front of our office. It is so much easier to attract skilled and passionate employees if they are able to live their dreams whenever they have a free minute, or when the first fresh powder has been announced.



ALEX MARENGO

Apparel and Product Designer
Dynafit

Alex Marengo is Dynafit's head apparel and product designer. He holds a Master's in Industrial Design and Product Engineering.

WHEN DEVELOPING A NEW PRODUCT, WHERE DO YOU LOOK FOR INSPIRATION FOR YOUR DESIGN? Our technical design is function driven, therefore most of the time the inspiration comes directly from the empirical evidence on the field...which in a few words means design it/ride it/improve it. That's why, to develop certain kinds of technical products, you need to be totally committed to the sport. For what concerns aesthetic looks, we search for inspiration in fields far away from ours, such as motorcycling, mountain biking or even fashion design.

WHAT TYPES OF MARKET RESEARCH DO YOU CONDUCT ON YOUR WAY TO A FINAL PRODUCT? We put quite a lot of emphasis on the feedback we receive from our core dealers that we visit regularly. We obviously conduct a series of store checks all over Europe and North America, on the web, and again, we go backcountry skiing, to see what people are wearing and using out there. One thing I personally love is to talk to people while "undercover," maybe in a hut, or after a tour and get their opinion about the gear they are using.

WHAT TRENDS, SUCH AS "LIGHTER AND FASTER," ARE INFLUENCING NEXT SEASON'S DESIGNS? I would definitely mention "lightness" and "minimalism." The dark ages of heavy funky gear covered by useless trims are over. Whatever isn't needed shouldn't be there.

HOW MUCH CAN YOU LEARN FROM A FAILED PRODUCT? ANY EXAMPLES? Before going to production we generally give our products to our athletes for testing. We analyze failed products with the technicians of our quality control department, and try to find out whether it was a design, material or construction issue. Anything that comes back from an extreme use is a very good example: a pant may perform perfectly during a regular ski touring activity, but you can discover the weak points only when you start using it for long periods with a harness and crampons.

WHAT ARE SOME OF THE FACTORS THAT GIVE YOU CONFIDENCE A PRODUCT WILL SUCCEED? If something works perfectly for a full season in extreme conditions or during an expedition on Manaslu...it generally performs perfectly for our customers as well. For the market response, it's the feedback of our core dealers. If they believe in a product, it generally sells out.

HOW HAS THE ADVANCEMENT OF GENDER-SPECIFIC GARMENTS INFLUENCED PRODUCT DEVELOPMENT? Every product we make, from skis to apparel, has to be designed and developed two times for obvious reasons. Statistics demonstrate that ladies pick their gear on the basis of two main factors: look and fit. They not only have different anatomies, but also different tastes and needs. Fortunately in our company we have plenty of girls that are passionate about the sport, and they contribute in giving us great feedback.

HOW IMPORTANT IS CROSS-FUNCTIONALITY WHEN CONSIDERING NEW PRODUCTS? It's crucial: we are a small team, but each of us has a main focus, even if we continuously discuss and share opinions. Results show that effective leaders achieve better development times, superior products and a higher level of customer satisfaction. It's a good metaphor of what happens on the mountains as well: you need to trust your partners and each member of the group has a different role depending on his or her abilities.

DOES THE PHYSICAL LOCATION OF A DESIGN CENTER AFFECT RESULTS OR CREDIBILITY? It's not only a matter of credibility, but a matter of inspiration and motivation. I couldn't imagine a company like us based anywhere else but in the middle of the Dolomites. While writing this I can look out from the window and see the slopes we ski, the trails we ride and the peaks we climb.

WHAT PRODUCT HAS STOOD THE TEST OF TIME? In my humble opinion the greatest design achievement (doesn't matter for which product category) after "innovation" is "consistency". If you manage to keep innovating year after year while being consistent, you probably found the Holy Grail.





ERIC RICE

Alpine and Insulation Designer
Patagonia

Eric Rice has been a designer at Patagonia for 16 years. He enjoys climbing, skiing, biking and lives with his family in Santa Barbara, CA.

WHEN DEVELOPING A NEW PRODUCT, WHERE DO YOU LOOK FOR INSPIRATION FOR YOUR DESIGNS? Most of the time my projects are very pragmatic, which means that the activity is the inspiration. Staying warm and dry on an ice climb in the Canadian Rockies is pretty inspiring to me.

WHAT TYPES OF MARKET RESEARCH DO YOU CONDUCT ON YOUR WAY TO A FINAL PRODUCT? Keeping in regular contact with product users is key. Not just the highest-end athletes, but also general outdoor users. Knowledge through direct use of the products you're designing for is also key. It's one thing to hear about ice climbing in weather that is so cold that you want to barf because your hands hurt that much, and another to actually experience it.



Men's Catamount Jacket in Pro Green
Photo courtesy Patagonia

WHAT TRENDS, SUCH AS "LIGHTER AND FASTER," ARE INFLUENCING NEXT SEASON'S DESIGNS? The light and fast trend has been around for a while, but we are finally able to design products that are really functional at incredibly light weights. Also, hybrids are becoming more important in the marketplace. We are taking advantage of the mixing of different technologies such as hard and soft shells, and putting them into innovative product design.

WHAT CAN YOU LEARN FROM A FAILED PRODUCT? We learn tons from failed products. In order to innovate you need to be ready to fail many, many times.

WHAT ARE SOME OF THE FACTORS THAT GIVE YOU CONFIDENCE A PRODUCT WILL SUCCEED? When we hear consistent feedback that something is working. Many times you will get feedback on a product where 50 percent of the users like it and 50 percent don't. It's when you start getting 90 percent or better that you know you're headed down the right path.

HOW HAS THE ADVANCEMENT OF GENDER-SPECIFIC GARMENTS INFLUENCED PRODUCT DEVELOPMENT? The more we can understand the physiological and psychological differences between what men and women want, the better the products will be.

HOW IMPORTANT IS CROSS-FUNCTIONALITY WHEN CONSIDERING NEW PRODUCTS? Cross functionality has always been an important part of Patagonia's design philosophy. Most people don't want to have 10 different jackets for 10 different activities. The mindset of most outdoor enthusiasts is to simplify. The old saying of "the more you know, the less you need" is really true when it comes to outdoors pursuits.

WHAT PRODUCT HAS STOOD THE TEST OF TIME? Patagonia's Down Sweater. It is warm, lightweight, has a timeless design aesthetic and is a classic.



NIKOLE ROCK

Director of Design & Development
ISIS

Nikole Rock earned her degree in furniture design with 14 years experience in both softgood and hardgood design and development for brands like Cutter & Buck, REI, Hincapie Sportswear and now Isis. While at REI she worked on packs and luggage as well as Women's Sportswear.

WHEN DEVELOPING A NEW PRODUCT, WHERE DO YOU LOOK FOR INSPIRATION FOR YOUR DESIGNS? My design influences come from just about every facet of life. I'm passionate about furniture design so I always have a good stack of influencers brewing from architectural and structural trends. Textures and colors catch my eye everywhere I go. It could be a clever surface treatment on a fabric, or lines on a rock, or the way you look up the hill and see layer after layer of green shades on a hillside. Additionally, just

getting out and being active and thinking about ways I can be more comfortable or get more out of my experience help to inspire. Inspiration is everywhere.

WHAT TYPES OF MARKET RESEARCH DO YOU CONDUCT ON YOUR WAY TO A FINAL PRODUCT? When the team here at Isis plans a new season we look at product from a market position point of view as much as from a design point of view. The Merchandising team spends a lot of time looking for market 'sweet spots' and valid positions and price points, while the Design team brings forward new innovations or fabrications and tasty design details. It's good to get out into the market place and see what's happening in apparel on both coasts as well as Europe and pay attention to what's inspiring people in life.

WHAT TRENDS, SUCH AS "LIGHTER AND FASTER," ARE INFLUENCING NEXT SEASON'S DESIGNS? At Isis we talk a lot about doing more with less. That can mean a jacket that needs to cover the demands of technical end uses while at the same time being just a cool item you can't resist wearing regardless of technical properties. For Spring/Summer 2014 we designed a lightweight softshell jacket that has denim appeal. Built with features and fabric that will perform with the best of softshells on a hike, it also pushes styling that can take you right into town.

HOW MUCH CAN YOU LEARN FROM A FAILED PRODUCT? As in life, the best lessons learned are usually from what we think of as failures when they're blowing up. I'm a big fan of field-testing for that reason. In the past I worked on a high-end technical cycling brand, and wanted to bring the best possible breathable/wind resistant softshell tight to market for a high aerobic cycling end use - deep winter training gear. We field tested a sampling of fabrics and learned that the technical details we were sold on at the fabric stage were not as relevant as we had originally speculated during fabric selection. Field-testing outed the 'failed' fabrics under real-use conditions and helped us make more relevant decisions about what were truly the best performing fabric combinations for our targeted end use. Taking something to failure let's you understand the limits of your components, in this case learning under real-use conditions that too much is too much was a great lesson in failing to succeed.

WHAT ARE SOME OF THE FACTORS THAT GIVE YOU CONFIDENCE A PRODUCT WILL SUCCEED? When good design is flowing and partner work groups are with you and genuinely excited with how product is coming together it's like having a great jam session. It's funny because you can almost feel the vibration of things clicking into place and being well received at each check-in along the way. We do a good amount of pre-line reviews with key accounts and weigh in with our rep force as much as possible. When 'yes' keeps coming back as 'yes' you know you're on to something good.

HOW HAS THE ADVANCEMENT OF GENDER-SPECIFIC GARMENTS INFLUENCED PRODUCT DEVELOPMENT? I think with the emergence of gender specific brands, product point of view and details have evolved considerably. Speaking specifically to the women's market,

unique items and that can be pulled into companion collections flawlessly. Top that off with technical features that bridge the gap to fashion-forward details and you have the current state of the Women's Specific market. It's something we really focus on and love doing.

DOES THE PHYSICAL LOCATION OF A DESIGN CENTER AFFECT RESULTS OR CREDIBILITY? Location can help to open the mind, but you don't need to live under the shadow of a mountain to get how to design technical garments. You need to get out there and use what you make, and form a technical design point of view from end use. The things that influence the design aesthetic tend to come from urban influencers so you need to be able to swing back and forth to bridge that gap, but by no means do you need



Photo courtesy of Isis

it's nice to be able to focus on details and drivers that we as women look for and expect in a product. The complicated part is that we want it all. It's a good challenge that puts designers in a constant state of evaluating fit, hand-feel, drape, unique details, color, trims - EVERYTHING - to get the most out of each product, to do more with less as we keep saying.

HOW IMPORTANT IS CROSS-FUNCTIONALITY WHEN CONSIDERING NEW PRODUCTS? Essential. I can't get away with one garment for one thing anymore. I need to build collections that make sense as collections with their intended end use, that stand on their own as

to live in one or the other to be credible at what you do. You DO need to open up to having good energy, to observing where things are going and putting a better version together.

WHAT PRODUCT HAS STOOD THE TEST OF TIME? The Radio Flyer. I can't tell you how many times I have come across a junky old Radio Flyer that is still pulling a little buddy or a little load along and it makes me stop and smile. Talk about a classic design that is still as cool as it ever was...red and white logo panels, white wall tires, that signature triangle wheel axis and that little scoop in the handle...tasty little details.



ROBERT YTURRI

SVP Product & Brand Management
Obermeyer

Robert Yturri is Obermeyer's senior vice president of product and brand management, bringing direction and management to an alpine brand that has not only stood the test of time, but has become almost synonymous with resort skiing.

WHEN DEVELOPING A NEW PRODUCT, WHERE DO YOU LOOK FOR INSPIRATION FOR YOUR DESIGNS? We find inspiration by being very good listeners. This has been true to Obermeyer's ethos as a company now for over 65 years. You'd be surprised where our best ideas have come from!

WHAT TYPES OF MARKET RESEARCH DO YOU CONDUCT ON YOUR WAY TO A FINAL PRODUCT? Nothing replaces focus groups and field research during the design and development phase of our product creation process. We've built into our timeline ample days and weeks to host retailer and rep round tables, as well as true on-mountain testing of our future styles in prototype form.



WHAT TRENDS ARE INFLUENCING NEXT SEASON'S DESIGNS? Brights still have some legs, but we are seeing a shift toward more natural brights and a gradual shift away from shiny brights. In short, we could say bright but with more depth. With tech evolving each season, we'll continue to see performance fabrics trending, with an emphasis on highly waterproof/breathable stretch and more choices in eco-friendly materials. Next season, we will continue our partnership with our high performance, eco-conscious supplier Cocona and have added pinnacle insulation-provider Primaloft as a new supplier. Their insulation performs at a high level with less weight than the competition. We have also added an industry first nylon-based breathable lining called Dri-Core. This is a proprietary technology that we are extremely proud of and will offer a much more comfortable skiing experience in all climates.

HOW MUCH CAN YOU LEARN FROM A FAILED PRODUCT? Being one of the only remaining brands in the industry to stand behind our products with a lifetime warranty, we listen, learn and react quickly from the few returns we happen to receive.

WHAT ARE SOME OF THE FACTORS THAT GIVE YOU CONFIDENCE A PRODUCT WILL SUCCEED? We design using a distinct combination of design and functional aptitude, mixing colors inspired by our natural environment with on-snow features that are usually found on jackets twice as expensive. This combination is a no-brainer for success.

HOW HAS THE ADVANCEMENT OF GENDER-SPECIFIC GARMENTS INFLUENCED PRODUCT DEVELOPMENT? A lot. For decades, we have been known for our remarkable fit in each of our sub-categories, age and gender - this takes a tremendous amount of time, research, dedicated resources and focused attention on pattern-work to accomplish. Product fit and development per gender, age and size is a top priority at Obermeyer.

HOW IMPORTANT IS CROSS-FUNCTIONALITY WHEN CONSIDERING NEW PRODUCTS? We're building versatility into our skiwear, allowing for more uses, functions and styles. It's important to have a range of skiers and snowboarders in mind when creating product as everyone is doing it all these days...no more "alpine pigeonholing."

DOES THE PHYSICAL LOCATION OF A DESIGN CENTER AFFECT RESULTS OR CREDIBILITY? Absolutely it does - wouldn't you feel more comfortable knowing the ski jacket you chose was designed and tested in Aspen, CO, from the heart of the mountains or from a big city close to the beach - you choose.

IN YOUR OPINION, WHAT PRODUCT HAS STOOD THE TEST OF TIME? Product that is consistently unique in design and technical in execution. The apparel industry as a whole is stripping out quality in the detailed or less visible areas to hit costing and fit into ideal retail price buckets.

CALENDAR

For full year calendar go to
sportsonesource.com/events

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

- 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
Chicago, IL
- 17-19 NBS Specialty Outdoor Market
Fort Worth, TX
- 18-19 NBS Summer Market
Fort Worth, TX
- 31 Outdoor Retailer Open Air Demo
Salt Lake City, UT

AUGUST

- 1-4 Outdoor Retailer Summer Market
Salt Lake City, UT
- 1-4 SGB Active Lifestyle Investors
Conference
Salt Lake City, UT

TRADE ASSOCIATIONS | BUYING GROUPS

Athletic Dealers of America
1395 Highland Avenue
Melbourne, FL 32935
t 321.254.0091
f 321.242.7419
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

National Sporting Goods Association
1601 Feehanville Drive / Suite 300
Mount Prospect, IL 60056
t 847.296.6742
f 847.391.9827
nsga.org

Nation's Best Sports
4216 Hahn Blvd.
Ft. Worth, TX 76117
t 817.788.0034
f 817.788.8542
nbs.com

Outdoor Industry Association
4909 Pearl East Circle / Suite 300
Boulder, CO 80301
t 303.444.3353
f 303.444.3284
outdoorindustry.org

SFIA
8505 Fenton Street
Silver Spring, MD 20910
t 301.495.6321
f 301.495.6322
sfia.org

Snow Sports Industries America
8377-B Greensboro Drive
McLean, VA 22102
t 703.556.9020
f 703.821.8276
snowsports.org

Sports, Inc.
333 2nd Avenue North
Lewistown, MT 59457
t 406.538.3496
f 406.538.2801
sportsinc.com

Sports Specialists Ltd.
590 Fishers Station Drive / Suite 110
Victor, NY 14564
t 585.742.1010
f 585.742.2645
sportsspecialistsltd.com

Team Athletic Goods
629 Cepi Drive
Chesterfield, MO 63005
t 636.530.3710
f 636.530.3711
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Kent, WA 98032
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f 253.872.7603
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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.**

**30 DAY
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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Summer Market
JULY 31-AUGUST 3, 2013

Open Air Demo
JULY 30, 2013

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Winter Market
JANUARY 22-25, 2014

All Mountain Demo
JANUARY 21, 2014

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