

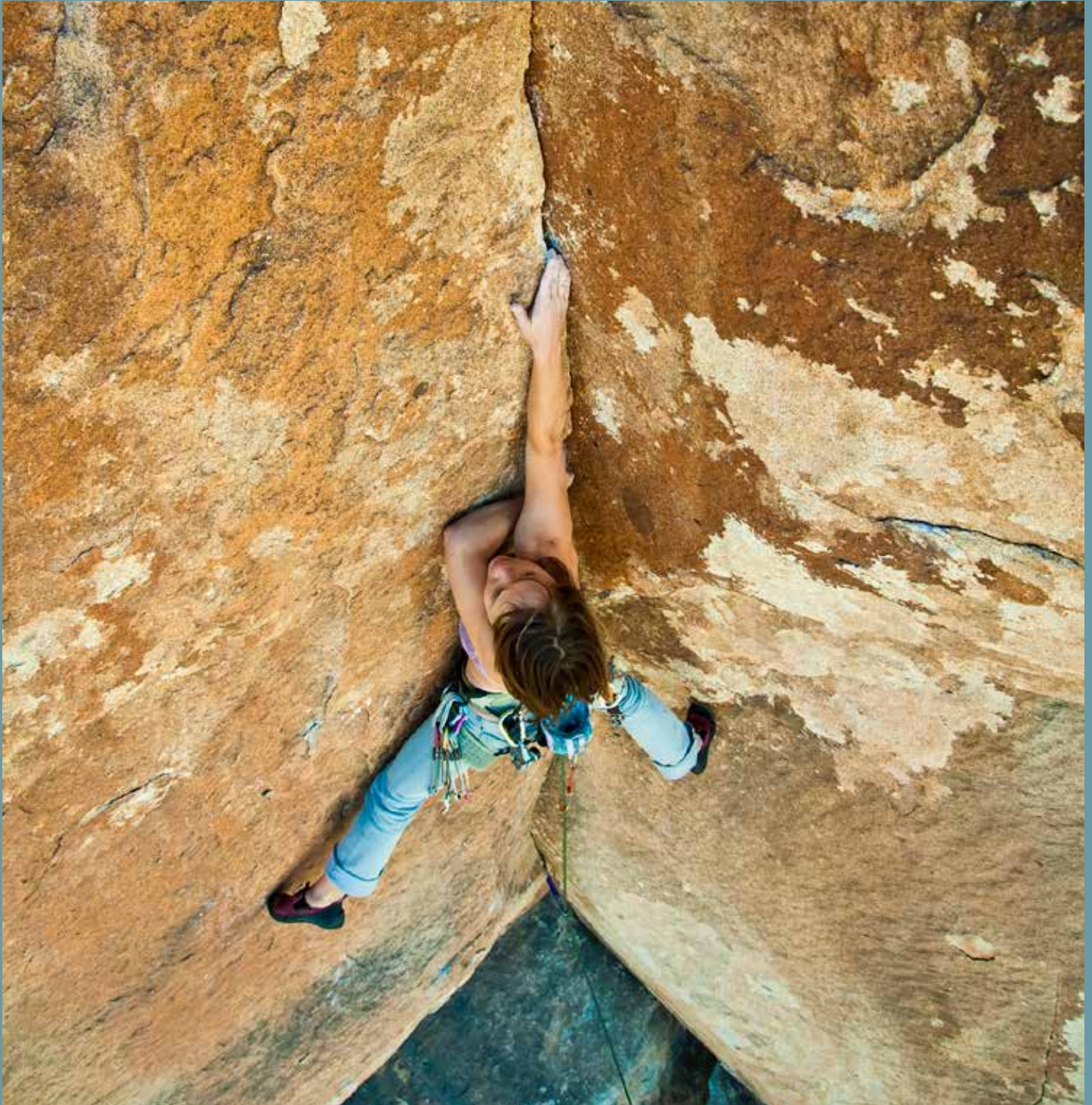
SGB

ISSUE 1329
JULY 22, 2013

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY

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Outdoor Footwear is benefitting from the same technology and trends as Run...
better construction, better fit through design, material improvements and more support.

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MOVERS & SHAKERS

Robert Sasaki, who was appointed president of **LaCrosse Footwear, Inc.**, in May, has left the company for personal reasons. The former Nike employee first joined LaCrosse as an EVP in December. **Yasushi Akaogi** will assume the role of president in addition to serving as chairman of the board for LaCrosse.

Vail Resorts appointed **Rick Cables** - a veteran of the U.S. Forest Service and Colorado Parks and Wildlife - as vice president of natural resources and conservation, putting him in charge of managing land use, water and wildlife resources for the company's resorts. Cables will work with the appropriate regulatory and government entities in this arena. Cables will also oversee VR's natural resource conservation efforts and provide leadership for the company's environmental efforts. Cables will report to Beth Ganz, vice president of public affairs and sustainability for Vail Resorts.

Columbia Sportswear Company appointed **Russ Hopcus** as senior vice president of North American sales, a newly created position that will report directly to the President & CEO Tim Boyle, effective July 29.

The **Appalachian Trail Conservancy's** (ATC) board of directors has appointed **Ronald J. Tipton** as the new executive director/CEO who will lead the organization beginning in late August. Tipton has spent most of the past 30 years as an advocate for public land preservation and national park protection.

Polar performance and footwear company **Baffin** hired two new members to its sales department: **Chris Kabas** and **Chris Penner**. Kabas will be dealing primarily with industrial sales, while Penner will be focusing on the outdoor market in Southern Ontario. Also added to Baffin's team are **Alicia Gies**, communications coordinator, and **Kristi Boulton**, graphic designer, in the marketing department.



MAJESTIC LAUNCHES LIMITED EDITION MLB ALL STAR GAME JERSEYS

At the 2013 MLB All-Star Game, Majestic Athletic introduced its new Authentic Collection All-Star Game Jersey incorporating two Cool Base fabrics.

Majestic's designers found that traditional single fabric construction was sub-optimal for baseball players' practice needs during late afternoon summer drills. As a result, the main front body fabric of the collection features a soft, lightweight feel for freer movement while the back and side panels utilize a performance mesh for maximum ventilation and moisture control. Both fabrics are breathable and moisture wicking. The jersey is also comprised of 73 percent recycled polyester content.

With the game played at the New York Mets' stadium Citi Field in Queens, NY, the jerseys, available for a limited time, feature decoration incorporating the New York skyline and Triborough (Robert F. Kennedy) Bridge, while numerals feature a sublimated star pattern.

Majestic also released 10 new T-shirts that play off MLB's "I Play" campaign. Each of the shirts features one MLB star, with a specific phrase "highlighting what drives them to succeed."

Among the players in the series are the Washington Nationals Bryce Harper ("I Play For the Warrior Inside and Out"), the Baltimore Orioles Adam Jones ("I Play for the Resurgence of the O's"), the New York Yankees Robinson Cano ("I Play for Title #28"), and the Pittsburgh Pirates Andrew McCutchen ("I Play to Bring Silver to the Steel City").



NEW ERA UNVEILS ALL STAR CAPS

New Era, the official on-field cap for Major League Baseball (MLB), introduced a collection of limited edition caps for the MLB All Star's to warm up in as well as wear during the annual Home Run Derby.

The caps encapsulate New Era's Diamond Era 59FIFTY series, being worn by all MLB clubs this year. The authentic cap collection incorporates new NE Tech performance technology that enhances moisture wicking while also making the caps 12 percent lighter than the classic 59Fifty hat for increased breathability.



"We were looking to see how we could produce a lightweight, breathable, moisture-wicking cap," said Todd Sokolowski, senior director of on-field headwear, New Era. "Much more lightweight than the current on-field cap, but also from the baseball side of things a cap that could be worn for batting practice, spring training, or even if a team wants to wear it during the regular season."

Diamond Era 59FIFTY also features different logos and/or color combinations worn by MLB clubs to give the fans new looks when supporting their favorite club.

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SkiLogik

SKILOGIK LAUNCHES LIMITED EDITION GRATEFUL DEAD CUSTOM SKIS

Breckenridge, CO-based boutique ski manufacturer SkiLogik announced the release of a limited number of "Grateful Touch" custom numbered skis with exclusive licensing from Grateful Dead Consumer Products & Brand Licensing and original artwork by Mariella. Skiers will be able to choose from any of SkiLogik's 41 models and sizes. Both powder-skiing and improvisational music aficionados will appreciate the craftsmanship and artistry that goes into making each custom-built pair.

"We are always looking for unusually high quality products that stand out from the pack. SkiLogik's skis are unlike any others we've seen," said Sara Nemerov, SVP and head of global consumer products & brand licensing for Warner Music Group.

"The Grateful Dead has always been a huge source of inspiration for me," said David Mazzarella, SkiLogik's founder and ski designer. "I've seen them perform many times and, like Dead shows, no two pairs of our skis are exactly the same. This is an opportunity for us to use our creativity to honor theirs."

SkiLogik's came onto the ski scene in 2010 winning a number of performance awards, including RealSkier's Ski of the Year; 2013 Powder Magazine's Skier's Choice Award; Skiing Magazine's Official Selection Award; and Freeskier's Editor's Pick Award.

Each pair is an artistic masterpiece featuring handcrafted wood veneer inlays and mother of pearl accents. Coupled with SkiLogik's innovative technology, including Black Magic™ base material, black locust sidewalls and Vektor 8™ carbon fiber construction, the company stands out in performance, durability and artistry. They will give away Grateful Touch pair number 420 to a lucky fan on SkiLogik's Facebook page.

ALTOR TO BUY ROSSIGNOL

Rossignol is in talks to be sold to Swedish private equity firm Altor Equity Partners. Altor, which helped revive Helly Hansen, plans to expand Rossignol's push into ski apparel, with the aim of doubling the company's revenue sales to counter a contracting ski market.

Rossignol's brands also include ski maker Dynastar, Lange boots and Look bindings.

Under the proposed deal, Altor will acquire 80 percent of Rossignol from existing shareholders: the Australian investment bank Macquarie and Jarden Corp.

A group of minority shareholders will own the remaining 20 percent. They include the Boix-Vives family, which owned the ski maker for 50 years before selling it to Quiksilver for about \$300 million in 2005. Quiksilver disposed of the company three years later for less than half the price.

Other minority shareholders include Bruno Cercley, Rossignol's CEO, and the management of Rossignol; as well as Weber Investment, a French investment company owned by mountain and ski enthusiasts Christian Gueugnier and Didier de Menestrel. De Menestrel was already a Rossignol shareholder until Quiksilver took over control of the French ski maker in 2005.

Subject to certain conditions including the final approval of the applicable government authorities, the transfer should be fully effective before or during the fall of 2013.

The acquisition follows a successful recovery for Rossignol since its initial takeover in November 2008. The company returned to profitability three years ago after cutting jobs and scaling back its production and product lines, although sales have remained sluggish.

"Over the past five years, the shareholders of the Rossignol Group have given the management the means to reposition the company on the path towards long-term profitable growth, through important investments into new products and the modernization of our industrial facilities," said Cercley in a statement. "The mission is more than complete: our legendary brand was not only saved, but is now growing strongly and harbors new ambitions."

"We are very impressed with the turnaround made by the management in the past five years, which created the foundation for a strong and sustainable growth," said Hugo Maurstad, partner at Altor Equity Partners. "With Rossignol, Dynastar, Lange and Look, the Rossignol Group owns some of the most powerful winter sports brands."



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Photo courtesy Hala

STEAMBOAT SPRINGS SUP DESIGNER CARVES NICHE IN RELATIVELY YOUNG INLAND MARKET

The Rocky Mountains are fertile ground for product innovation and successful brand launches, illustrated now with Steamboat Springs, CO-based Hala Gear, a young standup paddleboard company introducing a new line of inflatable standup paddleboards (SUP) specifically crafted for fresh water paddling. Hala Gear makes its Outdoor

Retailer debut at the 2013 Summer Market with four SUP designs, and one of the most innovative dual-purpose paddle designs that is grabbing industry attention and fans.

Launched in 2010 by Steamboat athlete Peter Hall, Hala Gear set out to produce boards that served both accomplished and aspiring whitewater kayakers, inland surfers and flat-water adventurers. With a meticulous design and testing process, Hall has created a four-shape collection that delivers maneuverability and stability to the whitewater, touring, racing and expedition categories.

Hala boards are light, durable, and can go anywhere. Each board is made with the quality materials, progressive shaping, 6" inch drop-stitch construction, two times reinforced seams, and functional accessories like D-rings, a removable footbar for paddling with the optional kayak seat, and unbreakable fins.

Hala's new Butterknife Double-bladed Paddle will be a show-stopper with its dual midsize SUP blades and an integrated palm-fit T-grip on one blade delivering greater functionality and maneuverability. Using the Butterknife, a rider can paddle from knees or sitting, which is ideal for busting through the surf break, paddling upstream, powering through strong wind, or quickly recovering a line in whitewater.

TIMBUK2'S NEW OWNERS SET NEXT GROWTH STAGE

Timbuk2, the San Francisco-based messenger bag company, has been sold to an investment group led by former Timberland COO Ken Pucker and Timbuk2 management, led by Timbuk2 CEO Mike Wallenfels.

Terms were not disclosed.

Ken Pucker's firm, TB2 Investors, and Timbuk2 management acquired a controlling equity stake in the company, which is marking its 25th anniversary. The two repurchased the equity owned by affiliates of VMG Partners and others. VMG Partners, a private equity group out of San Francisco, had owned a portion of Timbuk2 for the past seven years, and will no longer have a stake in the company.

"This transaction enables Timbuk2 to continue on the same path without interruption with an even stronger balance sheet and fresh board level expertise," said Wallenfels. "I remain excited to lead a team committed to creating and building valuable, lasting products that excite consumers."

In an interview with the SGB, Wallenfels indicated that as part of this transaction, the new investment group is providing additional capital to help fund Timbuk2's next stage of growth. Wallenfels also expects to benefit from the guidance of TB2 Investors, which he said is comprised of "a terrific combination of individuals with significant outdoor industry experience."

The ownership change comes after Timbuk2 marked record sales in 2012.

"Timbuk2's biggest areas of growth over the most recent seasons have been in packs, travel and women's bags and accessories," added Wallenfels. "However, messengers remain the majority of our business and we have continued to grow our share year over year."

To celebrate its 25th anniversary in 2014, Timbuk2 is unveiling a new Classic Messenger Bag at Outdoor Retailer Summer Market. In addition, Timbuk2 will also introduce the Spring 2014 line for the first time at the show.



MLB WELCOMES STARTER BACK TO THE BALLPARK

At a media event just before the MLB All Star Game, G-III Apparel Group unveiled the revival of the classic Starter satin jacket franchise for baseball featuring logos for all 30 MLB teams.

Following up on the return of the jackets to the NFL and NBA last year, the MLB jacket is set to debut this fall at Foot Locker, The Sports Authority and select independents. The return will be led by marketing and advertising efforts from Iconix Brand Group, which acquired the Starter brand from Nike in 2007, and Carl Banks, NY Giants legend and president of G-III Sports, a division of G-III Apparel Group. The Starter satin jacket retails for \$150.

"As a retro look, the Starter jacket is one of the more iconic items in fashionable sportswear and we are excited to work with G-III Apparel Group and Iconix to revive this classic look," said Howard Smith, SVP, licensing, Major League Baseball. "We expect fans to enthusiastically support this relaunch this fall."

The MLB line follows the return of the jackets, made famous in the 1980's, to the NFL and NBA last year. Although Iconix has brought the Starter brand to Wal-Mart as an exclusive in basics' categories, the satin jacket hadn't been produced for over a decade.

At the media event held at the MLB Fan Cave in New York City, Banks said that while often linked to NFL teams, Starter jackets in their heyday were prominent across all professional sports leagues as well as colleges.

Banks noted that some older fans still wear their Starter jackets at MLB ballparks, and many have a strong emotional connection to the item.

Banks noted that during one of MLB's change in licensing partners, the late Yankee owner George Steinbrenner became irate upon hearing that stocks of Starter satin jackets bearing the Yankees logo were running low. In the midst of one of the Yankee's championship runs, Steinbrenner called up Mitchell Modell to buy all of Modell's remaining Yankees Starter jackets in their warehouse to make sure all his players and coaches were wearing Starter.

"He was superstitious," said Banks. "He thought that jacket was a part of their success. But that's just one example of the emotional connection that many people have with the Starter brand."

The NFL and NBA launches also showed that strong connection.

"All you heard are these great stories – 'My Cleveland Browns jacket is back! My Raiders jacket!'," said Banks. "People are either tweeting or blogging about it and that's great."

The NFL line was launched nationally with The Sports Authority while the NBA line was launched with Foot Locker. Foot Locker emphasized capsule collections to demonstrate how the jackets hook-up to footwear. Independents also received unique color-ways.

Both NFL and NBA launches were done with limited quantities, but assortments will be further broadened with different colors in 2014. A line of Starter Jackets from colleges will also return. But Banks stressed that the rollout will continue to be done methodically to reconnect with older fans and reach younger generations.

"We wanted to make the messaging clear – that 'Starter's back. It's official,'" said Banks. "Our goal is to make this a part of the American sports culture and to really reconnect with that emotion and the affinity that people have with the brand."

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BILLABONG ACCEPTS RESCUE PACKAGE FROM ALTAMONT CONSORTIUM

Billabong International said it had secured a financing package from private equity investors led by Altamont Capital Partners worth Australian \$395 million (U.S. \$364 million) to help fund its working capital needs and pay down debt. As part of the transaction, Billabong indicated it would replace Launa Inman, its chief executive, with Scott Olivet, a former chief executive of Oakley.

Altamont is also acquiring the company's DaKine brand, which it will run as a separate company. The business was reportedly sold for A\$70 million (\$64 mm).

Besides Billabong, the company's brands include Element, Von Zipper, Honolua Surf Company, Kustom, Palmers Surf, Xcel, Tigerlily, Sector 9, and RVCA brands. It also owns Canada's West 49 chain.

The company entered into agreements with a group led by Altamont Capital Partners which will allow Billabong to immediately repay in full its existing syndicated debt facilities. The company has also entered into commitment letters with the Altamont Consortium and GE Capital to provide a long term financing package for Billabong.

Altamont will be permitted to nominate two representatives to the Board of Billabong.

"The board believes that the Altamont Consortium's refinancing, and the changes being announced today, provide the company with a stable platform and the necessary working capital to continue to address the challenges it faces," said Billabong Chairman Ian Pollard. "We had highlighted the company's debt issues previously and it was imperative to deliver a refinancing that retained an opportunity for shareholders to participate in the future of the company. The Altamont Consortium presented the best available, certain and executable opportunity in these challenging circumstances."

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OUTDOOR FOOTWEAR GAINS MORE SUPPORT

Outdoor Footwear is benefiting from the same technology and trends as Run... better construction, better fit through design, material improvements, and more support.

By Thomas J. Ryan



While minimalism made a big impact on hiking and trail shoes, the pendulum is swinging back toward trail-minded product that offers true cushioning and a level of protection.

“Fairly predictably, the zero-drop, ultra minimal trend is starting to cool off and people seem to be moving back to a little more stability and cushioning,” said Jeff Dill, Keen’s outdoor business unit director.

But like other footwear designers, Dill doesn’t expect

construction to revert back to the way shoes were made 10 years ago. The best aspects of the minimal movement; i.e., lighter weight, lower heel-to-toe drop differentials, and frequently greater proprioception, that created a new wave for outdoor shoes that deliver performance and comfort on the trail or the hike - are expected to continue, albeit in a more supportive package.

Said Charles Cole, Five Ten founder and president, “With the minimal trend and dematerialization of shoes to reduce

components and complexity, we see more material innovation that allows designers to create products with less.”

“Not wanting to give up how good the ultra-lightweight aspect was or the glove-like fit, brands are using some tricks from the minimal arsenal and combining those with more traditional midsole and traction solutions,” added Dill. “I think it really represents the best of both worlds.”

Jon Teipen, Brooks’ footwear product line manager, said interest and demand for lightweight trail product is still a bit stronger than the demand for lightweight product in road running. But the industry is starting to see a shift back toward more protective footwear.

“We’re seeing a resurgence in demand for cushioning in trail shoes,” said Teipen. “This isn’t new or something that wasn’t offered in the trail category, but what the runner is buying is shifting. The market is trending back toward shoes with a little more underfoot as runners like comfort and protection.”

“We also see a higher degree of athleticism in hiking pursuits,” added Vasque’s Director of Product Development Brian Hall. “We see a consumer that needs something between a trail running shoe and a light hiking boot. Something that is versatile for a variety of terrain, has technical features, and is lightweight.”

Yahn Lebo, outdoor product line manager for the Wolverine brand, sees the athletic influences, particularly in color, contributing a spark to the outdoor footwear category.

“There are so many different styles, from traditional hiking shoes to athletic outdoor to athletic, and they all have relevance,” said Lebo. “The common denominator among them is color, durability and some measure of performance.”

Timberland is bringing in a huge selection of both classic and fresh silhouettes with color combinations consumers haven’t seen from the brand, like on its outsoles. In its boat shoes specifically, Timberland will be showing bright blues, yellows, reds and oranges. Timberland trail shoes and hikers will also feature bright pops of color in hardware and laces.

But Gregg Duffy, Timberland’s senior director of outdoor performance, believes the biggest trend in styling within the outdoor market seems to be the “casualization” of the business.



“More and more retailers, consumers and buyers are looking to augment their mix with more casual performance styles,” said Duffy. “This plays well for Timberland since our footwear is designed to be ruggedly styled while delivering on the performance aspect consumers expect - there are no sacrifices. While gear created for a specific activity is still very viable, more consumers are looking for footwear that can transition with them easily. This allows them to get out and perform, yet continue their look and feel with more style and a lot more convenience.”

A strong ongoing trend is increasing demand for versatility or multiple-use, whether having a shoe that performs on the trail but is also stylish enough for social occasions as well as shoes that can tackle more than one outdoor activity.

“Hybrid shoes like trail running/hiking, approach/hike or paddle/portage reflect the actual usage and hybrid technologies are popping up that support that trend,” said Dill. “Sticky rubber soles on paddle shoes, and super light backpacking are two great examples.”

Also supporting the outdoor footwear market, according to Carey Platto, product director, footwear at The North Face, is 2012 outdoor participation rates reaching a six-year high, skewing young and driven by activities such as trail running and hiking, in which footwear is a major component. Outdoor brands are being adopted by the growing non-traditional training and race communities for their durability and dependability.

But Platto said that ongoing evolutionary advancements being made in weight saving, midsole resiliency, upper fit systems and manufacturing techniques are also still supporting strong innovation stories.

“In Spring 2014 our Ultra Protection Series incorporates an advanced polymer called Pebax typically found in ski boots, cleats and spike plates,” said Platto. “It is lighter, has a greater energy return rate and is less temperature sensitive than TPU.”

Platto also expects technical knitting and engineered meshes will likely become more prevalent in outdoor footwear in the coming seasons.

“This said,” Platto added, “what intrigues me most is what’s happening with materials’ innovation on a molecular level. For example, materials that are supple in their static state but become rigid and disperse force upon impact are already commercially available in



helmets and body armor. Sure, this specific innovation has potential in outdoor footwear. More importantly though is what this innovation represents: the ability to scientifically enhance materials to enhance a user's experience.”

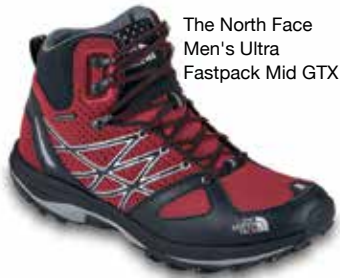
For Spring 2014, The North Face is launching the Ultra Protection Series that runs across hiking, training and trail running categories. North Face’s design team believes the series offers the perfect balance of lightweight performance and protection.

“Right now, a lot of consumers are looking for the feel of a minimal shoe with the protection of traditional,” said Platto. “As minimalist footwear pervaded our culture over the past few years, people learned to love the glove like, nimble feel they provided. But, they missed the durability and protection offered by more traditional constructions and materials.”



The North Face Men's Ultra Hike GTX

The Men's Ultra Hike GTX, MSRP \$160, is a waterproof hiker featuring Cradle Guide technology with a Pebax heel cradle and Snake Plate for protection and support for fast and light travel over challenging terrain.



The North Face
Men's Ultra
Fastpack Mid GTX

The Men's Ultra Fastpack Mid GTX, MSRP \$160, offers lightweight performance and protection in a mid-cut hiker built for moving light and fast, engineered with a minimal weight upper, Pebax shank, Gore-Tex waterproof membrane and Vibram outsole.



The North Face
Men's Ultra Trail
GTX

Offering extreme protection to manage tough trails in a lightweight package, the Men's Ultra Trail GTX, MSRP \$140, features Cradle Guide technology, an Ultra airmesh upper, waterproof Gore-Tex membrane and a trail-specific Vibram outsole.

For Spring 2014, La Sportiva is debuting 10 new technical models, including three machine-washable climbing shoes.

The Trango Cube GTX, MSRP \$375, is a lightweight boot that acts as a crossover model between mountaineering and backpacking. The style features the La Sportiva One, a Vibram outsole with impact brake system lugs on the heel and climbing zone at the toe. It also features PU in the toe and heel, EVA in the central zone and in the heel, and a TPU insert for rear crampon attachment.



La Sportiva Trango
Cube GTX

For mountain running, the Bushido, MSRP \$125, is super-lightweight, sticky and aggressive. It's designed to guarantee stability on holds on all types of off-road terrain thanks to STB control construction. The sole features a dual density FriXionXT V-Groove2 with impact brake system.

At Scarpa, Mark Mathews, director of sales and summer product development at Scarpa North America, said Scarpa is seeing a couple of trends continuing to drive the outdoor footwear business, including minimal and hybrid footwear.

"Minimal has come back to center, from barefoot and zero drop to what we think is the sweet spot at 4 to 8mm drop," said Mathews. "Hybrid shoes are fueling growth too, with both trail run/approach hybrids and trail/lifestyle hybrids doing well."

He also sees bright color stories driving business. He added, "Whether for actual technical use or just wanting to identify with that look, it is growing the category right now."

In the trail category, Scarpa is introducing the Ignite, MSRP \$125, ideal for people tackling longer-distances on the trail. The trail runner pairs an 18mm heel with a 10 mm forefoot in a flexible and lightweight (10.2 ounces per shoe, size 42) package. The Speed Track outsole uses an aggressive design with 4.5mm-deep lugs for traction and angular lugs on the back for braking, along with an

exclusive rubber compound for traction and durability. Also features injected EVA midsoles, a thin high-density EVA trail plate, and air mesh uppers balanced with a webbing exoskeleton for support and responsiveness.



Scarpa Ignite

In the light hiking/trail space, the Zen Pro, MSRP \$169, features Scarpa's new Sock-fit design, which reduces bulk, allowing the shoe to more readily adapt to a user's foot while improving responsiveness and precision on the trail. The outsole platform features an injected EVA midsole and Vibram Spyder2 outsole with sticky rubber for grip. Suede leather upper is reinforced with a rubber toe rand, and TPU is over-injected in critical wear areas.



Scarpa Zen Pro

Combining approach function with urban aesthetics, the Mystic Lite GTX, MSRP \$119, is an all-suede shoe that seamlessly crosses from light hiking and approach uses with a Vibram Vertical sole built exclusively for Scarpa. It handles traction but also features a more subdued lifestyle for casual wear.



Scarpa Mystic Lite GTX

"Multiple features like this provide the customer with added value and more versatility," said Matthews.

"Comfort, fit and performance on the trail is still the driving force in developing new or updated products. New technologies are allowing us to build higher performance into shoes in all categories while still retaining the Lowa heritage and trademarks customers know us for."

- Peter Sachs, general manager, Lowa Boots.

Designed to meet the needs of power walkers, speed hikers as well as fast packers, the Innox GTX Mid, MSRP \$120, from Lowa Boots



Lowa Boots Innox GTX Mid

features a lightweight synthetic upper, Lowa's injected PU sole technology, and Monowrap construction for support and stability. Also features Gore-Tex waterproof lining and NXT sole for traction and durability.

The Hudson GTX Mid, MSRP \$260, is a lightweight trekking boot with Heinen Terracare full-grain leather upper made with low-impact, plant-based tanning agents. The boot is also Gore-Tex lined with a rubber toe guard for added durability and PU midsole and Trac Lite II outsole for grip. Women's specific lasts are also available for both models.



Lowa Boots Hudson GTX Mid

Lowa Boots is also revamping and expanding its Tempest collection featuring its new Enduro sole unit for lighter and faster performance.

Golite Footwear is debuting its expansive Variōs by GoLite off-road performance collection, including the highly responsive Mountain Gecko, MSRP \$90, designed for outdoor cross training, trail running and light hiking. The responsiveness comes from the Gecko 270 torsional, lateral and longitudinal flex and trail feedback system, and the Rock Absorber system that protects the foot but still gives a “real feel” of the terrain. The shoe also features sticky Gecko rubber for traction, an asymmetrical rubber rand for durability and protection, and zero lift heel for a natural stride and better balance.



Golite Footwear Mountain Gecko

“We satisfy the needs of the consumer that wants to consider running on more than just pavement.”

- Lauren Beaudoin, brand footwear category manager, Salomon USA

At Salomon USA, Lauren Beaudoin, the brand’s footwear category manager, believes consumers are looking for a shoe that offers natural motion, flexibility and the right level of protection. But while trail running is certainly growing, the separation between trail running and road running is being less distinct.

“It’s just becoming ‘running,’ which is great,” said Beaudoin. “We’re also seeing running shoe technologies work their way into active wear options so that people can travel in comfort and enjoy everyday adventures in footwear that offers a bit more performance than lifestyle shoes of the past.”

She also noted that more trail runners are now training and racing in shoes designed for dynamic terrain rather than road, and becoming more sophisticated about the benefits of specific technologies. Finally, color is in more demand than in the past as runners look for multiple-uses for shoes. Said Beaudoin, “We satisfy the needs of the consumer that wants to consider running on more than just pavement.”

An example is the X-Scream, MSRP \$110, described as a Citytrail shoe that injects mountain spirit into running in an urban landscape. Salomon’s Sensifit and Quicklace work together for a secure and customized fit while the cushioned ride comes from the LT Muscle and OS Tendon.

The XA Pro 3D, MSRP \$130, is an adventure shoe with a snug fit, improved durability, and grip. This shoe provides quick drying breathable mesh with a mudguard and rubber toe cap for protections.

Inspired by the S-Lab natural motion training and racing shoe, the Sense Pro, MSRP \$130, offers both protection and underfoot feel.



Salomon USA X-Scream



Salomon USA XA Pro 3D



Salomon USA Sense Pro

Building on current footwear trends of light, fast and end-use specific, Vasque is debuting its new Elemental Collection, a performance hiking line created for mastering all the elements you can face when you’re out on the trail.



Vasque Grand Traverse



Vasque Lotic

Designed for all-day use across a variety of terrain, the Grand Traverse, MSRP \$130, features a dual compound sticky Vibram Ibx outsole for traction and durability. A protective layer of PU molded over the mesh upper offers added abrasion resistance without compromising breathability, and a webbing yoke around the heel tightens for a consistent secure fit by pulling on the laces.

Built to handle wet environments, Vasque’s Lotic, MSRP \$100, features a Vibram Slickrock outsole with Idrogrip and has 3mm lugs & ultra-stickiness for traction. Portals in the soles allow water to drain, and a monofilament screen prevents silt and particulates from coming in. A Kevlar one-pull lacing system tightens a webbing yoke around the ankle for a secure fit and keeps out dirt and silt.

In addition to the new Elemental Collection, Vasque will also be updating the Mantra 2.0 and Talus UD with a molded EVA midsole instead of PU to cut weight on both styles and will offer new colors in both the Taku GTX and the Pendulum trail running shoe.



Oboz Helium



Oboz Bridger

Oboz is introducing the Helium, MSRP \$120, featuring a bulk-free upper for a precise, conforming fit, essential support, strategic protection and grippy traction - all in a light shoe with a low profile design that promotes on-the-ground feel and agility.

The Bridger, MSRP \$160, sports a pliable leather upper that requires little break-in and is cushy around



the ankle yet has supportive thickness. Oboz Granite Peak undercarriage with components engineered to work together - including the last, BFit Deluxe footbed, molded EVA midsole, TPU chassis and nylon shank and toothy outsole - round out the package. Oboz BDry makes the style waterproof and breathable.

“Fit has improved on boots 1 million percent and the same durability and stability can be had now for half the weight that was possible just a few short years ago.”

- Jeff Dill, outdoor business unit director, Keen

At Keen, the Madison CNX low-cut, lightweight, multi-sport shoe, MSRP \$110, features of low profile PU midsole with multidirectional lugs in the rubber outsole for traction in all conditions. An integrated arch and TPU insert is included for added stability as well as reverse strobe construction with Keen.Zorb for a seamless interior. Ultra lightweight upper construction with less foam provides a close, precise fit.



Keen Madison CNX

Keen's Jeff Dill, who who directs KEEN's trailhead outdoor footwear business, said the past 3 to 4 years have seen a collision of athletic shoes like running and training merge with outdoor silhouettes to make for some great fast and light product.

“Fit has improved on boots 1 million percent and the same durability and stability can be had now for half the weight that was possible just a few short years ago,” said Dill. “More and more welded and bonded uppers, ultra-light and durable synthetics replacing leather, and of

the shelf fit that is miles ahead of where we were. Of course the explosion of loud color is finally starting to mellow just a bit, and more subtle combinations of earth tones is merging with the fluro brights that some of the Euro brands sent our way the past few years.”

“... (with) technology like Wolverine ICS+ ... people can choose their comfort setting and then enjoy their adventure. They can experience the benefits of the technology without thinking about it.” - Yahn Lebo, outdoor product line manager Wolverine

For the Wolverine brand, Bushwhack Wild, MSRP \$175, features Wolverine’s ICS+ technology, an new integrated support system with multi-density layers that work together to provide firm support and stability. Paired with a small, light-weight nitrogen-filled disc in the heel, the tech-



Wolverine
Bushwhack
Wild

nology allows the wearer to choose their ideal comfort setting, selecting from cushioned, firm, inner or outer support.

Wolverine’s Yahn Lebo, outdoor product line manager, noted that while lightweight, durable and waterproof remain important features for hiking boots, today’s consumer strives to be tech enabled but not tech dependent.

“Many people are glued to their cell phones a majority of the time, and want to tune out technology to some extent when they’re outdoors,” said Lebo. “This doesn’t mean that they don’t want the benefits technology has to offer, which is where technology like Wolverine ICS+ comes into play. People can choose their comfort setting and then enjoy their adventure. They can experience the benefits of the technology without thinking about it.”

Inspired by Wolverine’s Guardian Project designed to connect with professionals such as wild-land firefighters and search and rescue organizations in the outdoors, the Alert Hiker, MSRP \$120,



Wolverine Alert
Hiker

is a lightweight, highly-breathable and quick-drying hiker designed with volunteer search and rescue groups in mind, specifically those who work with K9 units. The Alert has an athletic fit and a light flex, while also providing ankle support and traction with a Vibram outsole.

“The trail consumer is moving toward lower offsets and lighter, more flexible materials that move with the foot,”

- Pat O’Malley, SVP of global product for Saucony.

Saucony is introducing the Peregrine 4, MSRP \$110, the lightest in the series at 9.4 ounces. The trail runner features an aggressive outsole, a rock plate upgraded to nylon fiber mesh, and PowerGrid replacing ProGrid in the heel for enhanced grip.

“The trail consumer is moving toward lower offsets and lighter, more flexible materials that move with the foot,” asserted Pat O’Malley, SVP of global product for Saucony. “The new Peregrine delivers on this with a 4mm offset; lightweight materials like the strategically placed FlexFilm in the upper that reduces overlays while allowing for a seamless, flexible feel; and an overall dynamic fit that adapts and moves with the foot over the terrain.”



Saucony
Peregrine 4



Brooks Cascadia 9

New from Brooks, the Cascadia 9, MSRP \$120, enables the wearer to tackle difficult terrain with 4-point pivot posts for balance. No-sew construction brings comfort without weight and a BioMoGo DNA mid-

sole adapts cushioning to feet and to surfaces. Enhancements include a slightly lowered heel and flat laces.

“The consumer wants intuitive cues that the shoe will take care of them on the trail,” said Brooks’ Teipen. “Aggressive and luggy outsoles for traction, integrated shields that protect from rocks and sharp objects, durable uppers that will hold up to abrasions, and a secure, comfortable, locked in fit. The Cascadia 9 for Spring 2014 offers all these benefits and others such as the BioMogo DNA midsole that provides and adaptable and smooth ride and our proprietary pivot system that uniquely helps stabilize the foot on uneven terrain.”



New Balance Minimus Zero v2 Trail

At New Balance, the Minimus Zero v2 Trail, MSRP \$110, looks at the needs of Team New Balance outdoor athletes who run a lot of mountains and aggressive trails although the inspiration comes from the RX Terrain, a style formerly made out of the New Balance’s Flimby U.K. factory. The update gets a new sticky

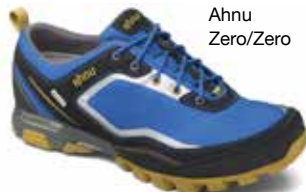
rubber outsole with extra-large lug heights, allowing for stability and traction for trail and mountain running. A full-length RevLite midsole on the Zero v2 Trail provides the runner with a responsive, cushioned ride in a lightweight, durable package.

A running take on an outdoor shoe, the 99 Outdoor, MSRP \$125, allows for a wide range of use from trail running to light hiking and climbing. The shoe is also breathable and cushioned for all-day wear.



Ahnu Sugarpine Boot

At Blundstone, its classic round toe boot is updated with bright side elastic detail in the Blundstone 519, MSRP \$150. The boot features weatherproof 2.5mm oiled leather, a new TPU outsole and PU midsole, SPS shock protection, Poron in the heel strike zone, and a steel shank.



Ahnu Zero/Zero

At Ahnu, the Sugarpine Boot, MSRP \$140, offers brightly colored uppers and low-profile. Waterproof technology, Vibram rubber outsole, and its signature Numentum technology for underfoot

support and comfort round out the features.

Named after its athlete Trevor Thomas, a blind ultra thru-hiker who recently completed the 530-mile Mountains-to-Sea Trail in North Carolina in just 78 days, the Zero/Zero, MSRP \$150, is designed to support the body’s natural biomechanics and provide extra shock absorption and stability. The waterproof hiker combines a Vibram rubber outsole, duel density EVA and Ahnu’s Numentum technology.

Taking an education from minimalism to light/fast hiking and trail running, Merrell will launch the AllOut Collection featuring a flexible underfoot wrap that mobilizes the arch. The design activates the body’s natural form by creating continuous ground contact for increased mobility and efficiency. Key running styles include the AllOut Fuse, MSRP \$110, a hybrid running shoe built to transition from road to trail; and AllOut Rush, MSRP \$120, for the trail or ultra runner looking for a training or race shoe.

“We continue to see the pull of nature and its varied experiences influencing both the hike and run categories,” said Craig Throne, vice president of global marketing at Merrell. “Born in the outdoors we have always been drawn to innovations that give people a physical connection to the natural world. Barefoot was a clear example of this



Merrell AllOut Blaze



Merrell Grasshopper Air

and we are still seeing people wanting solutions that deliver a greater experience through connection. You will increasingly see us developing product that optimizes the outside experience.”

For hiking and backpacking, the waterproof AllOut Blaze, MSRP \$130 (low-cut); \$150 (mid-cut), features arch activation and UniFly Impact Protection of resilient, strategically placed foam pads for a soft landing, ample ground feel and protection. M Select Grip outsole uses rubber built in a circular design so each lug can move independently for multi-directional contact and increased surface area.

In its core performance outdoor hiking program, the Grasshopper Air, MSRP \$100, plays up sporty, youthful-minded uppers placed atop outdoor technologies to perform equally on rugged trail or city streets. Also features an M Select Grip outsole and a Merrell Trail Protect Pad that buffers impact.

Chaco continued to notice an overall trend in versatility as consumers look for products that do more for them and can be used and worn in more places.

“Chaco fans continue to use our classic performance “Z” sandals in many applications – but have asked for increased toe and foot protection on rivers or rocky hikes,” said Colin Butts, marketing manager for Chaco Footwear. “Additionally, these fans sometimes have to shed their sandals at work or other situations where toe coverage is required.”

Those requests have been addressed with the Chaco OutCross Web, MSRP \$120, which uses a non-marking Vibram TC-1 com-



Chaco OutCross Web

pound with 3mm lugs with wet and dry performance while wrapping the foot in webbing that evokes the classic “Z” style and ensures a reliable hold with a molded ladder lock.



Chaco
OutCross Lace

The OutCross Lace, MSRP \$120, offers zip-zag polyester webbing straps that conform to the foot with a tethered lace lock for a secure fit and a Vibram outsole with superior breaking and traction pattern.



Patagonia
Footwear
Everlong

Patagonia Footwear introduces the Everlong, MSRP \$110, a road-inspired trail shoe that's lightweight, (8.4 oz. for men), and uses a 4mm drop. While it has an increased overall stack height in the midsole for cushioning, it foregoes the heavier, stiffer features found in other trail shoes such as rockplates and a stiff heel counter in favor of built in collaboration with elite ultra runner Jeff Browning.

“Runners want something that performs and runs well first

then some consideration for trail performance,” said Mark Hofmann, Patagonia Footwear’s product marketing manager. “We continue to see lightweight as a ‘feature,’ which more

people want, along with a more stripped down shoe.”

The upper uses a welded construction to minimize seams and maximize breathability; it also drains well. The outsole is stripped down with a pod-style construction to save weight but still gives traction where and when the wearer needs it.

For long distance training and multi-surface running, the updated Tsali 3.0, MSRP \$110, benefits from a new welded upper design that sheds weight and minimizes seams. The neutral-cu ioned shoe



includes a durable synthetic toe bumper, a forefoot shock and absorption plate, and a multi-density sticky rubber outsole for increased traction and comfort.



Patagonia Footwear Tsali 3.0,

The newer models complement Patagonia Footwear's most minimal styles, the Evermore and Fore Runner EVO.

Overall in terms of natural/minimal and light stability/stability, Patagonia Footwear is definitely hearing its Ultrarunning Team demand more of a "middle road," high-performance shoes that don't have unnecessary features.

"That said, they still require something that feels good to wear over the long haul - like 50 to 100 miles - so we removed weight from our more traditional styles such as the Tsali 3.0, and combined a lower drop with more cushioning as we did with the Ever-Long," said Hoffman. "This gives our athletes - and consumers - a nice range of shoes for training and racing."

At Ecco, the Terracruise, MSRP \$130 (open mesh); \$140 (closed mesh Gore-Tex), is a low-profile, multifunctional sneaker that's supportive yet flexible. Combining a direct-injected midsole and rugged outsole, it's well suited for multiple terrain use.

The Biom Ultra Trail Running Shoe, MSRP \$180, embodies Ecco's core elements of natural motion with its flexibility, low-to-the-ground construction, anatomical fit and biomechanical support. The slim

outsole with two dedicated performance zones and large sole cleats combine for enhanced agility and ground penetration. A durable toe cap and mud guard offer additional protection along the whole footbed. It is now also available in yak leather.



Ecco Terracruise



Ecco Biom Ultra Trail Running Shoe

Building on the success of the Natural Shape lightweight hiker collection launched in Spring 2013, Asolo is introducing a new line of low-cut hiking shoes for Spring 2014 across leather, fabric/leather and mesh. The Natural Shape technology involves a new last that cradles the foot but is also lower and less boxy than a traditional hiking boot, and is more rounded in the sole and heel. Combined with Asolo's approach of ground up sole construction, the boot has a lower more sensitive feel to the terrain. The men's Quadrant and



Asolo Quadrant



Asolo Emberm

women's Emberm, MSRP \$145 for both, are constructed of mesh, using Schoeller and Vibram technology. A combined lasting process offers a toe bumper that gives offers protection on tough terrain.

Hi-Tec Sports is expanding its popular Altitude boot, created with the Altitude IV in 1990, to a series with a collection of five special light-hiking boots. Said Hi-Tec's U.S. VP of Sales and Product Peter Shean, "We worked hard to exceed consumers' expectations by delivering outstanding value with added product features and benefits."

The Altitude Pro RGS WP, MSRP \$180, uses Vibram RollinGait System (RGS) technology - an engineered rounded midsole/outsole combination that offers an organic, rolling movement to soften impact



Hi-Tec Sports Altitude Pro RGS WP



Hi-Tec Sports Men's Altitude Sport i WP

and conserve energy on once-strenuous downhill endeavors. The boot also features a waterproof full grain leather upper, waterproof bootie construction, rustproof metal hardware, and PU midsole.

The Men's Altitude Sport i WP, MSRP \$100, mixes suede and mesh upper to support a lightweight, breathable boot. The addition of ion-mask technology keeps the style cleaner and free from water build.

"...We have seen that while many consumers are adaptive to new trends, like barefoot, there will always be a segment of the community that sticks to the fundamentals, as well as those that take a hybrid approach." - Greg Duffy, senior director of Performance Footwear, Timberland

Timberland's Greg Duffy, senior director of Performance Footwear, said one current trend Timberland is seeing breakthrough is lightweight comfort - a continuation of the barefoot trend.

"This includes new technologies that perform without bulk, like Timberland's SensorFlex technology," said Duffy. "It's a three-layer platform in the sole that's lightweight and includes underfoot support, suspension and flexibility. We use this in our Earthkeepers Trailbreak Mid which can adapt to any type of surface."



Timberland Earthkeepers Trailbreak Mid Waterproof



Timberland Earthkeepers Pembroke Cabbie

The Earthkeepers Trailbreak Mid Waterproof, MSRP \$135, also features a premium full-grain waterproof leather upper and 100 percent recycled PET lining.

For spring 2014, Timberland will introduce the Earthkeepers Pembroke Cabbie, MSRP \$110, which merges a skate-inspired low profile leather and suede upper with a Vibram EcoStep outsole made with recycled rubber.

Overall, Timberland is also seeing folks re-embracing their core classic hiking gear.

"You could say it's, 'What's old is new again,'" said Duffy. "We've experienced this at Timberland with an increase in our core hiking business, including the Chocorua, Mt. Maddsen, and White Ledge styles. We have seen that while many consumers are adaptive to new trends, like barefoot, there will always be a segment of the community that sticks to the fundamentals, as well as those that take a hybrid approach."



Columbia Sportswear Conspiracy Razor Outdry

At Columbia Sportswear, the men's Conspiracy Razor Outdry, MSRP \$110, is low-to-the-ground, waterproof and flexible with a 3mm offset. Part of Columbia's Conspiracy collection, the multisport shoe features



Columbia Sportswear Powervent, land, boat and water shoe. It features air-flow and water drainable midsole ports.

a lightweight welded textile and mesh upper; OutDry waterproof, breathable construction; a Techlite midsole; and Omni-Grip non-marking traction rubber.

Part of Columbia's Vent collection, the men's Powervent, MSRP \$90, is a quick drying and ventilated hybrid

"The cool thing about the Slackcruiser with Stealth is the grip, which is an advantage not only on the slackline; straightforward approach climbs for highlining are also no problem."

-Lukas Irmler, professional slackliner, Adidas



Adidas Outdoor Terrex Solo

At Adidas Outdoor, the Terrex Solo, MSRP \$120, finally arrives, featuring a Stealth rubber outsole in its first collaboration with Five Ten. Thanks to the fine balance between viscosity and elasticity, Stealth rubber, designed by Five Ten specifically for risk sports, flows into microscopic cavities on surfaces to create extremely high friction. The lightweight approach shoe also features a protective ripstop upper, EVA midsole cushioning, a climbing zone on the forefoot, and an Ortholite sockliner.

The Terrex Scope, MSRP \$160, also features stealth rubber for grip as well as interfacing L-shaped studs that claw into the ground for extra grip. The Scope also features a Gore-Tex membrane, abrasion-resistant mesh and large rubber toe caps. With laces featuring a thin diameter in the mid-section and thicker ends, it can be fitted with a single tug.

Adidas Outdoor Terrex Scope



Adidas Outdoor will also introduce a slacklining shoe, the Slackcruiser, MSRP \$95, a low-to-the-ground shoe with a grippy Stealth rubber outsole and are constructed from tough canvas and reinforced with TPU. It also features a pro-moderator midsole for stability, increased forefoot flexibility, EVA cushioning and sock-like mono tongue.

"The cool thing about the Slackcruiser with Stealth is the grip, which is an advantage not only on the slackline; straightforward approach climbs for highlining are also no problem," said Lukas Irmler,



Icebug Enlight RB9X



Icebug Ardor



to be coming back to a little rise with some cushioning, allowing the body to move naturally, but with support. A little heel lift is especially helpful when trail running, as an unsupported heel can stretch the Achille's tendon to injury pretty quickly. Colors are still very hot, and Icebug's Spring 2014 collection is no exception."

Also from Icebug, the Ardor, MSRP \$145, is positioned as the "ultimate summer trail/off-trail running shoe" with breathable, nonabsorbent uppers, a reinforced toe box and Icebug's, patented 17-fixed carbide steel studs that grip slippery surfaces.

"Our shoes, whether they are for trail running, hiking, backpacking, or just running around with the kids, are reliable, attractive and come at a great value, and that's what we think is important." - Jack Wolfen, president & CMO, Northside



Adidas Outdoor Slackcruiser

a professional slackliner who worked closely with Adidas Outdoor in developing the shoe.



Five Ten Guide Tennie Mid

At Five Ten, the Guide Tennie Mid, MSRP \$140, is a hybrid climbing/hiking shoe that goes from trail to rock, from flat to vertical. The first time the classic approach shoe has been made in a mid-height, the shoe offers more ankle protection and lateral stability than the low-cut version. A new last offers an athletic-fit while Stealth C4 rubber still provides standard-setting durability and grip.

Icebug is introducing the Enlight RB9X, MSRP \$160. The trail runner features an abrasion-resistant ripstop nylon with quick-dry mesh lining and proprietary RB9X rubber outsole with integrated high-durometer rubber stud design that grabs hold of surfaces and sheds mud. A medium-flex midsole supports natural movement without compromising stability.

Evan Wert, Icebug's U.S. marketing director, said that while components are getting lighter, the trick is in balancing lightweight with stability, cushion and protection.

"I'd say stability never really left, but people were going through an experimental phase," Wert said of the hyped-up minimalism trend. "After trying many different kinds of shoes, the trend seems

Northside is debuting the Base Camp Low, MSRP \$90, that loses the insulation in the original Base Camp but keeps the waterproofing and rugged trail design. Its dual-density EVA midsole with a TPU heel cradle offers stability and comfort.



Northside Base Camp Low

The Camacho trail runner, MSRP: \$60, features a leather/mesh lightweight upper integrated into a lightweight midsole and a nylon loop speed lacing system for a customized fit.



Northside Camacho trail runner

Jack Wolfen, president and CMO of Northside, believes that while many brands are "clawing to over-engineer and push the limits on highly technical footwear," the majority of Americans just need enough performance features to help them have fun outdoors.

"People want to try outdoor activities and get active with their friends and family, and they just want an unintimidating, affordable shoe to let them make the most of it," said Wolfen. "Our shoes, whether they are for trail running, hiking, backpacking, or just running around with the kids, are reliable, attractive and come at a great value, and that's what we think is important." ■

JULY

- 9-10 TAG Summer Show
St. Charles, MO
- 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
Athletic Specialty Market
Fort Worth, TX
- 25-28 Bike Expo 2013
Munich, Germany
- 31 Outdoor Retailer Open Air Demo
Salt Lake City, UT

AUGUST

- 1-3 Outdoor Retailer Summer Market
Salt Lake City, UT
- 4-6 Imprinted Sportswear Show
Las Vegas, NV
- 5-7 FFANY
New York, NY
- 7-9 WSA Show
Las Vegas, NV
- 8-10 Sports Inc. Outdoor Show
Denver, CO
- 17-19 Atlanta Shoe Market
Atlanta, GA
- 20-23 MAGIC
Las Vegas, NV
- 19-21 PGA Expo
Las Vegas, NV

SEPTEMBER

- 5 Surf Expo Board Demo Day
Orlando, FL
- 6-8 Surf Expo
Orlando, FL
- 18-19 Health & Fitness Business Expo
Las Vegas, NV
- 8-10 NBS Fall Semi-Annual Market
Fort Worth, TX
- 18-20 Interbike International Trade Expo
Las Vegas, NV
- 25-26 Sports & Fitness Industry Assoc.
Industry Leaders Summit
Baltimore, MD
- 26-28 Imprinted Sportswear Show (ISS)
Ft Worth, TX
- 30-2 OIA Rendezvous
San Diego, CA

OCTOBER

- 7-8 The Retailing Summit
Dallas, TX
- 15-17 SGB Sports & Technology
Convergence
Palo Alto, CA

NOVEMBER

- 1-3 NBS Fall Athletic Market
Austin, TX
- 5-7 TAG Fall/Winter Show
St. Louis, MO
- 15-17 A.D.A. Fall Show
San Antonio, TX
- 24-26 Sports, Inc. Athletic Show
Las Vegas, NV

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Summer Market **AUGUST 6-9, 2014**

Open Air Demo **AUGUST 5, 2014**