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ISSUE 1331
AUGUST 5, 2013

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY





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Photo
by
Matha

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Chris Goddard,
president, CGPR
Public Relations

MAKING NEWS

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ON THE COVER: Krimson Clover, the Boulder, CO-based company, showed off its expansion into dresses with the Anastasia Dress at the SIA Summer Snowdown in New York City last month.

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MOVERS & SHAKERS

SKLZ announced that **Brian Enge** would assume the role of president at the company. Enge was most recently an executive at The Active Network and known for his successful tenure as CEO of Zoot Sports.

The Sports Authority named **Stephen Binkley** chief merchandising officer. Additionally, Greg Waters, formerly EVP, chief merchant and chief marketing officer, has decided to depart to pursue personal interests after 24 years with The Sports Authority.

David Katz, VP and GM of consumer mobile for Groupon, is joining **Fanatics**, the fan e-commerce website, as its SVP and GM of mobile.

Cliff Keen Athletic hired **Candice Kasischke** as sales manager to help manage its growing sales in the Wrestling and Officials Wear categories.

MoGo Sport, the number one flavored mouthguard in the world, announced that Peter Maule has joined the company as executive vice president, managing director.

Teva, a division of Deckers Outdoor Corp., appointed **Lorie Pointer** as senior product line manager at Teva for its water category of men's, women's and kid's footwear.

Benchmade added **Derrick Lau** as PR and communications manager.

Yeti Coolers has appointed **Corey Maynard** vice president of marketing.

Surf Technicians, LLC, the maker of surf and stand-up paddle boards, said **Brian Eiseman** has joined the team as product development manager.



Niles Paul tight end for the Washington Redskins wearing t-shirt from the Alter Ego collection.

UNDER ARMOUR PARTNERS WITH DC COMICS ON SUPERHEROES LINE

Under Armour, Inc. has partnered with Warner Bros. Consumer Products, along with DC Entertainment, to bring its Alter Ego to DC Comics Super Heroes like Superman, Batman, Wonder Woman, The Flash and more.

Under Armour and Warner Bros. Consumer Products previously collaborated on a custom Gotham Rogues apparel and accessories collection inspired by the Gotham Rogues football team uniforms in *The Dark Knight Rises*. Additionally, a limited edition Under Armour Alter Ego collection included a specific Man of Steel baselayer t-shirt was recently released this spring and was met with great success, selling through inventory within hours.

Building on that demand, a broader Alter Ego range will include an expanded collection of baselayers featuring both women's and girls' products, and a variety of apparel, footwear and gloves. Alter Ego product will also be prominently featured in Under Armour's new "I WILL" brand campaign titled "Ready for August" showcasing grassroots football and the drive of athletes through the grueling preseason.

"Much like the Super Heroes of the DC Comics universe, athletes at all levels perform heroic feats of physical, mental and personal strength as they work towards their individual and team goals," said Brad Globe, president, Warner Bros. Consumer Products.

"Superhuman feats are accomplished by athletes every day. Whether it's achieving a personal goal or competing on the field, we wanted to enable athletes to feel like a Super Hero and show off their alter ego," said Glenn Silbert, VP, men's youth, and accessories, Under Armour. "Our partnership with Warner Bros. Consumer Products and the resulting Alter Ego collection has exceeded our expectations, and we look forward to expanding this concept, as well as our long-term partnership."



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NEWS

BY THE NUMBERS

21%

Brooks Running Company, a division of Berkshire Hathaway, reported revenues grew 21 percent in total global sales growth year-to-date. Net domestic revenue rose 19 percent while the total international business clocked in 29 percent revenue growth through June 30. Europe drove above-average sales growth with a 34 percent increase year-to-date in local currency. In addition, Brooks continued its stronghold on the number one market share position at specialty running account stores (SRAs) nationwide, growing to 29 percent total share. Its U.S. footwear backlogs rose 24 percent and U.S. at-once orders climbed 21 percent year-to-date, an indicator of retail sell-through.

\$115.8 million

Gildan Activewear, Inc. reported net sales in the third quarter ended June 30 totaled \$614.3 million, up 2.3 percent from \$600.2 million in the third quarter of fiscal 2012. Net earnings were \$115.8 million, or 94 cents per share, for Q3 compared with net earnings of \$78.6 million, or 0.64 cents per share, a year ago. Earnings were a record for a fiscal quarter, and were at the top end of company guidance.

9%

Amer Sports, which owns Salomon, Wilson, Atomic, Arc'teryx, Mavic, Suunto and Precor, reported sales increased 9 percent to \$353.8 million in its second quarter. The fastest growth took place in Sports Instruments, up by 31 percent, Apparel, up by 22 percent, Fitness, up by 18 percent and Footwear, up by 17 percent.



\$239.9 million

Big 5 Sporting Goods Corp. reported net sales in the second quarter increased to \$239.9 million from net sales of \$226.6 million for the second quarter of fiscal 2012. Same store sales increased 4.4 percent for the second quarter of fiscal 2013 from the comparable period in the prior year. Net income for the second quarter of fiscal 2013 improved to \$6.1 million, or 28 cents per diluted share, from net income of \$2.6 million, or 12 cents per diluted share.

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Chris Goddard

President | CGPR Public Relations

In 2013, CGPR celebrates its 20th anniversary. Becoming one of the key insiders spreading brand messages over the years, its founder, Chris Goddard, has had a front row seat watching the outdoor industry evolve from a cottage industry to a niche giant. Here, *SGB* chats with Goddard about her early days in the industry and some lessons she's picked up over the years.

By Thomas J. Ryan

WHAT WAS THE OUTDOOR SPECIALTY INDUSTRY LIKE IN 1993? Incredibly passionate, committed, and young at heart. Entrepreneurs were starting companies in their garages, and there was no stopping them because they believed come hell or high water that their products, whether gear or apparel, were key to getting more people outdoors. Things were simpler; fewer distractions.

HOW DO YOU THINK IT'S EVOLVED FOR GOOD OR PERHAPS BAD? It's more sophisticated, both with regard to connecting with consumers and with regard to technology. With more communication tools, brands have been successful in getting more people outdoors. Better insulations, waterproof breathable evolutions, lighter, faster, etc., all enables consumers to be more comfortable outdoors. We still don't have enough diversity but I know many brands are looking at this closely. I would say that Wall Street has also had

somewhat of a negative impact. While there has been more available money for investment, CEOs and CFOs have to spend more time worrying about their stock prices and what the board of directors want.

HOW DOES AN OUTDOOR BRAND BREAK THROUGH THE CLUTTER? Most of all, an outdoor brand must have a clear and significant point of difference. Perhaps this seems obvious, but this industry is completely cluttered with wannabes. The marketplace is incredibly appealing to brands because it is, for the most part, resilient. We've had our share of tough times because of weather and the economy, but no matter how bad things get, consumers still want to spend time outdoors and feel good about themselves - so it is attractive not only to brands, but also to private equity firms that are circling.

WHAT ELSE HELPS? Aside from a clear point of difference, an authentic heritage is critical and a commitment to the industry for the long haul. This is not a one-and-done option. Outdoor brands not only need to be committed, they also need to support, in some form or fashion, the recreation playgrounds where their consumers play.

IS IT TOUGHER FOR A NEW BRAND TO BREAK INTO THE CHANNEL?

Entering this world is dramatically more difficult. It requires a lot more money - in fact, a ton more money. It is more competitive and brands have to put significantly more effort into reaching consumers because there are so many more distractions. New brands also have to have focus, a clear growth path, be methodical and have patience. But most of all, they have to realize that this is a big investment.

HOW HAS YOUR JOB CHANGED? In the early days, there was a sense you could leave the office at six and really leave the office, but this is impossible today. Yes, you have to be able to turn off, but it is more difficult because the news cycle is 24-7 and the world is far more connected today. Today's PR professional has to be consistently on but must learn how to balance work and personal life.

HOW DO YOU COPE? The key is developing a process for soaking in the most relevant information and ignoring the clutter. It is about walking a fine line. It has gotten easier in the sense that there is so much more information available on a more timely basis. In addition, we have a multitude of ways to reach media day or night - the question is knowing the best way to reach media - but always it is about being able to sell

your story so that it resonates.

WHAT'S YOUR MORNING ROUTINE? Latte, New York Times, Wall Street Journal, USA Today, Huffington Post and the Drudge Report. I am a news junkie from my early days as a lobbyist in Washington, D.C.

WHAT DRIVES YOU? My passion for PR - really that simple. I love the discipline. It is different every day, which is what makes it fun and insane at the same time.

WHAT DO YOU THINK OF SOCIAL MEDIA'S POTENTIAL? ROI is definitely still evolving. There are a number of tools to measure social media and some are better than others. It is important for a brand to understand the tone of conversation going on about their products and the frequency of those conversations. Social media is here to stay. Today, it is about having a two-way dialog (or three-way or four-way, etc.) and not pushing stories. There is no question that social media has been at the heart of many great brand launches and has contributed to the bottom line. The key here for companies is to understand how social media fits into their marketing mix and, as a result, their investment.

YOU WORK IN SEVERAL INDUSTRIES. WHAT DO YOU ESPECIALLY LIKE ABOUT OUTDOOR? The spirit of people involved and the friends I have made over the years. This industry is a community that has a heart - unlike many of the other categories where we do business. You can't beat that. ■

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GIVING BACK

ADVENTURE 16'S DONATE-A-PACK FOUNDATION

By Thomas J. Ryan



When John D. Mead, president of Adventure 16, first joined his uncle's chain in 1978 after graduating college, he soon realized that many kids, especially in the inner cities of Southern California, were facing challenges finding their way to the outdoors.

"Growing up in a small town in Idaho in the 60's and 70's, I had outdoor opportunities many kids do not," said Mead. "My father was an avid backpacker, my uncle owned an outdoor company (Adventure 16, which took its name from the 16mm film they used to shoot their early adventure films) and I belonged to an active Boy Scout Troop and lived within biking distance of deep canyon walls and pine-covered hills."

He also knew first hand how a positive outdoor experience could have a profound and lasting effect on anyone, especially a child. Over the years, A16 had been approached continuously by organizations seeking gear donations, but Mead recognized that a retailer alone could only do so much.

"As both of my sons grew, I would sit in scout meetings and watch the parents wince as I read the list of equipment that Robby, Jr. would need for our next outing," said Mead. "As much as I wanted to, it simply wasn't possible that A16 could afford to help with all the requests. Like most outdoor retailers, we did what we could, but the effort was modest and the impact minor."

At one of A16's annual Backpacker Swapmeets, it dawned on Mead that thousands of backpacks and other outdoor gear were collecting dust in attics all over Southern California. He also

suspected that outdoor enthusiasts, many impassioned to share the outdoor experience, may just be willing to relinquish their used equipment to help local community organizations provide children with quality outdoor experiences.

With the help of outdoor colleague and American Hiking Society volunteer David MacDonald, Mead in 1997 recruited a board of directors dedicated to the cause and together they founded Adventure 16's Donate-A-Pack Foundation as a 501(c)(3) Nonprofit Corporation.

"The non-profit designation gave us instant credibility and the tax status needed to allow donors the ability to deduct their gifts," Mead said. "That, along with a 10 percent discount on a new Gregory Mountain Products pack and the satisfaction of giving, was more than enough to motivate people to give."

Within a matter of months Donate-A-Pack had donated some \$6,000 worth of gear to youth-focused outdoor organizations. Sixteen years later, the Donate-A-Pack foundation has served as the conduit for thousands of pieces of donated gear to well over 100 worthy non-profit organizations throughout Southern California.

The program makes it a point to assist organizations that work with at-risk or underprivileged children. Among the recipients:

- Adventure Nature Camp, dedicated to inner-city kids who have never been camping;
- Big City Mountaineers, which offers underserved urban teens a challenging wilderness experience;

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- Camp Laurel, which helps children living with HIV and AIDS receive an opportunity to enjoy the outdoors;
- Destiny Education, offering at-risk adolescents an outdoor experience;
- Foundation for the Junior Blind, offering hiking and camping experiences for visually impaired young people;
- Outward Bound Adventures, which provides nature-based education for low income and at risk urban youth; and Dozens of Boy Scout Troops and Venture Crews;
- Outdoor Outreach, who's mission is to empower at-risk and underprivileged youth to make positive changes in their lives through comprehensive outdoor programming.

"Many of our children arrive to camp without even a coat. Very few have ever had camping gear," said Elaine Manso, Adventure Nature Camp. "The need for packs, sleeping bags, pads and tents is great."

The larger goal is to enhance the ability of young people to enjoy the outdoors, learn outdoor skills and deepen their personal awareness about the environment. Its mission statement reads, "Our ultimate goal is to help young people learn outdoor skills and foster an appreciation for the natural environment, all the while understanding that such exposure helps develop responsible, healthy, confident and enlightened adults who, in turn, will pass on their meaningful experiences and good values to the next generation."

Overseen by Del Owen, executive director, the organization's website is donateapack.org. The most needed items tend to be sleeping bags, pads, tents and backpacks; but cook sets, stoves, water filters and footwear are also accepted.

One step involves rallying customers and local communities near A16's five stores to clean their garages and find unused items to

donate (and perhaps benefit from a tax deduction). But the vendor community has also rallied around the cause. Beyond Gregory, its list of vendor supporters include Coleman, Eagle Creek, Jansport, Black Diamond, Johnson Outdoors, Cascade Designs, Kelty, Clif Bar, Leki, Deuter, Mountain Hardwear, Stansport, Optic Nerve, The North Face and Sierra Designs.

"Our gear donations have helped many local organizations expand their reach and grow their programs," said Mead. "Over the years, A16 customers and a handful of vendors have been extremely generous with their giving and as a result, countless numbers of disadvantaged kids and young adults have been given an opportunity to learn invaluable lessons that are best taught in a wilderness setting."

He added, "I'm proud to say that the gear has helped to enrich the lives of thousands of young people." ■

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SFIA READIES FOR INAUGURAL INDUSTRY LEADERS SUMMIT



2013 SFIA Industry Leaders Summit Message from Chairman Bob Puccini
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The Sports & Fitness Industry Association (SFIA) is bringing out the star power for its first SFIA Industry Leaders Summit to be held in Baltimore, MD on September 25-26.

The 36-hour event will feature sessions ranging from forecasting and understanding domestic and global economic trends, emerging market analysis and the future of sourcing to forecasting the merger and acquisition environment and the convergence of technology in sports.

The lineup on Wednesday includes a keynote presentation from Kevin Plank, CEO and founder, Under Armour, who will offer a big picture perspective as to how he sees the industry changing and what successful brands will need to look like in the future. Explored will be the path the industry should be considering to ensure the sports, fitness and wellness experience remains front and center in the economic, social and cultural fabric of the country.

A special session in the late afternoon on Wednesday explores the relationship between professional sports and the sports and fitness product industry. Topics discussed will include the relevance to increasing sports participation, collaboratively promoting healthy lifestyles, partnerships in the merchandising process and labor issues. Moderated by Jim Pisani, president, VF Licensed Sports Group, the panel will include Lisa Baird, chief marketing officer, USOC; Tim Brosnan, Executive VP, MLB; Eric Grubman, Executive VP, NFL; and Sal LaRocca, Executive VP, NBA.

On Thursday, a session co-hosted with the Aspen Institute's Project Play, an initiative designed to reimagine youth sports in America, explores keys to getting more kids involved in sports and reducing the barriers to

participation, including the cost of playing organized sports. Panelists include Ed Foster-Simeon, president and CEO, US Soccer Federation, and Caitlin Morris, senior director for North America, Access to Sport, Nike.

Tom Cove, president and CEO, SFIA, will head an industry roundtable probing some of the industry's challenges. Panelists will include Scott Baxter, president Jeanswear Americas and Imagewear, VF Corp.; Rob DeMartini, CEO, New Balance; Hugo Malan, president, fitness, sporting goods and toys, Sears Holdings; and Alberto Perlman, co-founder and CEO, Zumba Fitness.

The closing lunch and keynote address will come from Ted Leonsis, a pioneer in the Internet industry and current co-CEO of Google. Leaning also on his knowledge as majority owner of the NHL's Washington Capitals, the NBA's Washington Wizards, WNBA's Washington Mystics, and the Verizon Center in Washington, DC., Leonsis will discuss whether the ongoing technology revolution (increasing dominance of video games, social media, in-venue versus the home sports experience, etc.) is a threat or opportunity to sports and fitness industry going forward. He will provide his views on technology's impact on fandom.

Other committed speakers include:

- Auret van Heerden, CEO, Fair Labor Association;
- Joe Pellegrini, managing director and co-head, Consumer & Retail Group, Robert W. Baird & Co.;
- Robert Reiss, Forbes columnist, host of "The CEO Show," and author of 'The Transformative CEO';
- Dan O'Connor, president and CEO, RetailNet Group;
- Jeffrey Rosensweig, director of the Global Perspectives Program, Goizueta Business School, Emory University.

Tom Cove told *SGB* that the response to the event has been "good" with more than 130 top executives committed to attend as of late July. Added Cove, "We look at this as a nice complement to a lot of good programs the industry already offers. It's a bit smaller than some others but we want to be selective and make it more compact to help support a dynamic learning experience for executives to help them find solutions to "what keeps them up at night." We also hope it maximizes network opportunities with customers, partners and peers."

Bob Puccini, president, Mizuno USA and SFIA's chairman, said, "We are confident that we have established an agenda that delivers a first class combination of content and expertise that will appeal to a broad range of industry executives." ■

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RUSSELL COLLECTION TO DEBUT AT WALMART

By Thomas J. Ryan

Russell Brands, LLC will introduce an exclusive line of 'Russell' men's and youth fleece and performance apparel at Walmart this fall, representing the first time Russell will sell to the discount giant.

According to Matt Murphy, Russell Brands' VP of retail marketing, the decision to develop a Russell line for Walmart came after company officials began contemplating how to best position the brand around the "exploding" market for athletic and active apparel that's being driven by a host of stories around technology and innovation. Management felt it had a much bigger opportunity to capitalize on the brand's "hundred plus years" heritage in the athletics space.

Murphy told *SGB* at its parent Fruit of the Loom showroom in New York City that management also recognized that the active apparel space had become "very congested" with a number of brands "doing very well in the space and more brands coming in every day."

With its wide reputation for authenticity and heritage, Russell began exploring the opportunity to bring Russell's technologies and design know how to a "broader consumer base at a more reasonable and affordable value," and negotiations with Walmart began. Russell was helped gaining access to Walmart through its parent, Fruit of the Loom, which has had a long relationship with Walmart on the undergarment side.

Murphy noted that while the "value" inherent in the Russell line

obviously includes price, it also includes "what's in the product and how it's built. It's all the features and methods that support performance that you really can find in any brand out there. But we wanted to do it in a way that creates a value that's almost shocking to the consumer."

A separate Russell Athletic line will continue to be sold to institutional team dealers, its largest business, as well as to the mid-tier sporting goods channel.

For Walmart, the new line is part of a more aggressive push into active apparel, which has been growing faster than Walmart's other apparel categories.

Lawrence Sammuli, senior buyer men's active and fleece for Walmart, said that even if they don't plan to run or workout in the apparel, the Walmart customer is increasingly recognizing the benefit of moisture wicking and other performance features as well as the enhanced functionality available in performance apparel.

"The opportunity has been expanded exponentially over the last couple of years," said Sammuli of the category. "We feel the timing is right for us to have more of a targeted assortment to really bid for that market."

Walmart's lineup on the performance apparel side includes And 1, which launched last fall and is strongly aligned to the sport of basketball. The brand also speaks to a younger attitude, including shirts with sayings such as "I'm OK But My Game's Sick."

Starter remains Walmart's "foundation brand for performance," and includes a broad assortment of higher-end items as well as basics.

The Russell men's collection is being positioned as a "premium elevated brand" at Walmart. Some Starter items such as fleece will transition to Russell but having the brand also gives Walmart the opportunity to upgrade its active apparel collection. For instance, items such as tech fleece, mechanical stretch pants and quarter zip tops coming out in the initial Russell rollout haven't been available at Walmart or at any of its competitors in its channel.

"I think there's an opportunity to offer a great value equation that's missing customers in general, and I think that's where we're going to have big play," said Sammuli. "Customers really understand all the benefits that come from performance apparel and I think nobody's really added the value equation that we've added."

The prices in the Russell collection are low, as expected, with all pieces under \$20. The tech fleece, hoodie, quarter-zip jacket, dimple mesh pant and mechanical stretch pant are all \$17.72; the crew and pant are \$15.44 each; shorts and long-sleeve tops, \$13.92; and t-shirts, \$7.44.

But Sammuli said Walmart focused with Russell on a "fabric first" strategy to build value through performance features and enhanced durability as well as unique colorways and functional details.

Developers paid attention to the "tangible things such as feel and touch" with most items featuring a "great feel." On the fleece side, triple-needle stitching, brass zippers, heavy-duty zippers, velcro and decorative trim are among "a lot of the great little details to add up to a great value equation," said Sammuli.

On the performance side, all items feature Dri-Power 360, Russell's moisture-wicking

technology. Some items also include 5 percent spandex to support stretch and touch, with spandex another material not generally found in Walmart's distribution channel. Reflective detailing, ear bud pieces, zipper guards, jacquard waistbands and mesh for ventilation are also among the enhanced details and features among performance items. With the attention on lightweight across the category, the collection also comes in at a "consistent weight with all you'll find from your better national brands," said Sammuli.

The collection will also include men and youth socks as well as men's underwear that also features performance attributes called out on packaging and hangtags to differentiate the items from its sister Fruit of the Loom's offerings and others. The line doesn't include women's, with Walmart featuring the Danskin Now brand for that gender. Only men's underwear will be available for the initial launch.

Last week marked the beginning of the media push around the launch that will start in the second week of August and be fully rolled out by September 10.

Russell's Murphy admitted that some of the company's mid-tier retail customers are coming back with questions "about our distribution strategy and how we are differentiating things." The Russell Athletic line will include different treatments to the logo and both the team and mid-tier channel will be getting different product, he said.

Matthews noted that "there's so much out there right now" in terms of innovation that segmentation around performance features, touches and functionality becomes easier. He also believes the name will benefit from increased exposure at Walmart.

"The aim is for Russell Athletic to become this halo brand with the team, on-field and mid-tier channel," said Matthews. ■



Performance Heather Tee



Basketball Short



Poly Tech Fleece Full Zip Hood



Woven Stretch Pant

SIA'S SUMMER SNOWDOWN HITS NEW YORK CITY

Contrasting widely with a heat spell that was sweating out the city, the SIA Summer Snowdown returned to New York City in mid-July. More than 20 leading snow sports brands exhibited their latest gear.

By Thomas J. Ryan



Photo courtesy Dakine



At Powder Room, the highlight was the Gamble Jacket from its Trilogy series, the brand's most technical outerwear program offering superb element protection with 20K/10K waterproofing and breathability. Designed to stay dry, the Gamble Jacket features honeycomb ripstop outershell fabric, fully taped seams and waterproof YKK zips. Lined using the Outlast temperature regulating system.

Elan Skis displayed the Delight, which is designed to be its lightest women's ski on the market. With Wavelight technology and a full truelite woodcore, the Delight ski provides soft flex and great stability in the turn.

Powder Room Gamble Jacket



Elan Skis Delight



Apex Sports Group MC-X
Ski Boot



Apex Sports Group showed its new MC-X Ski Boot, MSRP \$895, featuring a high performance nano fiber modular open chassis designed for an aggressive freeride and an all mountain skier and support boot for natural foot positioning and walkability. Includes a heat moldable inner liner, tunable A-Flex suspension, BOA Focus speed lacing closure system, cuff alignment and micro adjustable buckles for customization. The addition of a Vibram sole on the inner walkable boot provides robust climbing traction.

Krimson Klover, the Boulder, CO-based company known for its women's knitwear, showed off its expansion into dresses with the Anastasia Dress, a Merino wool Nordic snowflower dress with fashionable detailing like contrast edging and buttons on neckline and sleeves.

Neve
Designs
knitwear
line



Neve Designs, also known for its knitwear line, unveiled their new outerwear that features Neve's trademark unique and adventurous WHAT? with bright and sporty colors as well as jackets featuring images from Neve's Vintage Collection. Embracing Neve's Colorado heritage, the collection's jackets and vests infuse design techniques and fabrics built to withstand the elements.



Bench Tally

Bench, the Manchester, UK firm best known for its fashionable line-up of sweaters and outerwear, brought out the Tally, a versatile and comfortable sweater that reflects Bench's cool design aesthetic and signature details including asymmetrical zippers, micro fleece lining, and thumbholes.

At Fischer Skis, the Vacuum Ranger 12, made with Fisher's proprietary plastic blend, Vacu-Plast, molds to the contour of the foot for comfort and performance.

The skis are ultralight with a supreme fit thanks to Vacu-Plast and Vibram soles for grip.



Fischer Skis
Vacuum
Ranger 12



Obermeyer Telluride Cardigan



Obermeyer Ginger Wool Coat

Obermeyer introduced the Ginger Wool Coat and Telluride Cardigan for multi-functional wear. Each has technical fabrications for winter weather, yet makes a fashion statement in urban environments.



Krimson
Klover
Anastasia
Dress



Quiksilver

Quiksilver showcased its expanded snow sports collection. The surf brand is working closely with partners, Gore-Tex and 3M, to make sure its products will keep the end consumer on the mountain. New collections include ones named after its top riders, Travis Rice and Torah Bright, as well as the premiere of the Premium Black collection and Premium collection.



Thule Sonic
Alpine Cargo Box

Thule's new Sonic Alpine Cargo Box, MSRP \$600, reduces drag and noise with its patented AeroNose and dimpled texture to break-up the wind while traveling down the road. With Thule's AcuTight mounting system, the Sonic Alpine can be installed or removed in under five minutes. At only 11" high, the Sonic Alpine easily fits into many parking structures and opens from both sides of the vehicle for easy loading and unloading.

Ripzone's Altitude Shell Jacket is part of the company's Trilogy program, its most technically advanced outerwear collection, combining 20K/10K waterproofing and breathability with design features for advanced riders. Fully taped seams make this jacket 100 percent waterproof. New stretch fabric for 2013 creates greater mobility and enhances on-hill performance. The Altitude Shell is lined with a



Ripzone's
Altitude
Shell
Jacket

honeycomb micro polar fleece that has been infused with Outlast technology, originally developed for use in space suits at NASA.

DPS, the only company making sandwich construction skis with pure pre-preg carbon fiber laminates, unveiled the Spoon, designed for the best heli/cat/backcountry days. The Spoon features a convex 3-D shovel combined with a single-radius underfoot rocker and radical edge bevel for fast slarving and angulated skiing with powerful reeling vertical sprays.



DPS Spoon



Scott Sports
Lens Change
Goggle

Scott Sports displayed the Lens Change Goggle (LCG), featuring the patent pending Scott Lens Change Slider. With the LCG goggle and included low-profile molded lens case, the wearer can quickly change lenses without having to touch the surface of the lens.

The Transpack TRV PRO, MSRP \$130, includes the patented Isoceles Storage System with side pockets to carry boots and a large central compartment that holds a helmet and all other gear. With multiple pockets, as well as comfort padded shoulder straps that can be stowed away for travel, this Ballistic Nylon backpack, with reflective trim in the latest electric colors, promises to last for seasons to come.



Transpack TRV PRO

Dakine Winter 2014 collection includes the sophomore collection of outerwear featuring a patent-pending phone tether system, an expansion of its premium glove line and a new series of backcountry snow packs. Winter also includes the popular signature series of team packs/gloves with tees co-designed by global artists.

Spyder Active Sports unveiled the Spyder GT Insulator Jacket. Touting a durable, weather repelling shell on the outside, a plush synthetic down on the inside, and a lengthy silhouette, the GT combines functionality with style.



Spyder Active Sports
Spyder GT Insulator
Jacket. Photo courtesy
Spyder Active Sports



Zeal Optics
Kennedy

Zeal Optics displayed the first and only plant-based lens, e-llume, in their new active sunglass, the Kennedy. With a subtle cat eye and hidden spring hinge, the Kennedy transitions from the bike trail to the beach. The e-llume eliminates crude oil while still maintaining a 38 Abbe value clarity. ■

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AUGUST

- 4-6 Imprinted Sportswear Show
Las Vegas, NV
- 5-7 FFANY
New York, NY
- 8-10 Sports Inc. Outdoor Show
Denver, CO
- 17-19 Atlanta Shoe Market
Atlanta, GA
- 19-21 PGA Expo
Las Vegas, NV
- 20-23 MAGIC
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

SEPTEMBER

- 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

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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Open Air Demo **AUGUST 5, 2014**