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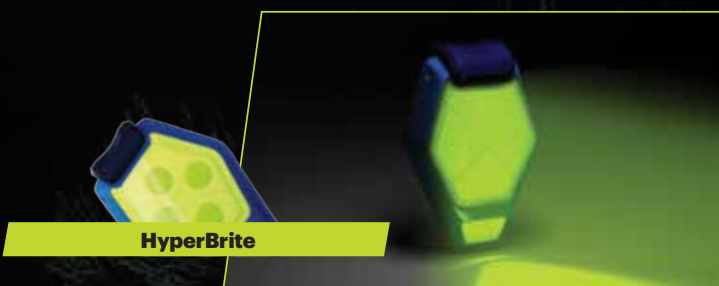
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MOVERS & SHAKERS

REI announced that the SVP of Marketing **Angela Owen** and that the SVP of Merchandising **Lee Fromson** have both left the company. **Annie Zipfel**, previously divisional VP of customer marketing, was promoted to VP of marketing and **Susan Viscon**, formerly REI's GMM of action sports, was hired as VP of merchandising.

Mark Coogan, formerly head women's cross country coach at Dartmouth College, will join **New Balance's** running sports marketing team as a full-time associate.

Vivobarefoot, the UK-based minimal footwear firm, hired **Robert Mangione** as U.S. brand manager, reporting directly to Stephen Libonati, president of Ralph Libonati Footwear and Vivobarefoot U.S. distributor. Mangione's 25-year career in footwear includes stops at Converse, Tommy Hilfiger Athletic, Sperry, Nautica, Diesel, and Birki.

110%, which makes compression and sports recovery gear, hired **Barry Kahn** as clinical director to support the brand's distribution into physical therapy and medical channels.

Hillsound, a producer of winter traction equipment and gaiters for urban and outdoor enthusiasts, added running athlete **Pat Malaviarachi** to its ambassador program.

Susan Branch, former SVP and global head of product for the Roxy and Quiksilver brands, has been named global general manager for **Billabong Women's**.

Outdoor Industry Association and **VF Outdoor & Action Sports Coalition** announced that **Sally Jewel** will be the keynote speaker at the OIA Industry Breakfast being held in conjunction with the Outdoor Retailer Winter Market 2014.



Eric Liedtke, SVP
Adidas Sport
Performance

ADIDAS APPOINTS ERIC LIEDTKE TO EXECUTIVE BOARD

The supervisory board of Adidas AG appointed Eric Liedtke to the executive board of Adidas AG, effective March 6. Liedtke, currently SVP Adidas Sport Performance, will assume responsibility for global brands on an executive board level.

After 30 successful years at the Adidas Group, Erich Stamminger has decided not to extend his board contract and to leave the Adidas AG executive board on March 5, 2014, for personal reasons.

Liedtke, a U.S. citizen, joined Adidas in 1994 as global line manager for cross training in Portland, OR. During his 20-year career with Adidas, Liedtke held senior management positions of increasing responsibility at Adidas America, including director of footwear marketing and VP brand

marketing. In 2006, Liedtke moved to the Adidas AG headquarters in Herzogenaurach, Germany, to become SVP, global brand marketing. Since 2011, he has held the position of SVP Adidas Sport Performance, responsible for all Adidas sports categories globally.

"Over the past years, Eric Liedtke has contributed to the extremely positive development of Adidas both in North America and globally. We are convinced that he will lead our brands into the next era of desirability, success, and growth," said Herbert Haier, CEO of Adidas AG.

RSG'S Q3 REVENUES NEARLY DOUBLE

Running Specialty Group (RSG) - the alliance between The Finish Line and Gart Capital Partners - saw sales reach \$13.9 million in the third quarter ended November 30, up from \$7.6 million a year ago, according to The Finish Line, Inc. The gains were helped by the acquisition of Running Spot, a four-store chain with locations in Ohio and Kentucky as well as the opening of four additional locations during the quarter.

"With our acquisition of some of the most iconic running operators in the country, like Boulder Running, Run On! and now Running Spot, we are strengthening the reputation we have established in specialty running," said Glenn Lyon, The Finish Line's chairman and CEO.

Smooth integrations are encouraging a "willingness of other small chains to engage in discussions" about potential acquisitions, noted Lyon. Critical has been retaining the founders to continue each chain's strong emphasis on community and local presence. Said Lyon, "As we build this growth platform and learn more about the specialty running customer, we are lifting and shifting the community programs and customer service standards of successful local operators as we share best practices across the chain to drive increased productivity."

RSG had 47 stores in place at the quarter's end, adding 20 net stores in the nine-month period and still planning to add 30 for its fiscal year through openings and acquisitions.

At the flagship Finish Line chain, comps in the running footwear category returned to positive territory in the quarter, up mid-single-digits. The gains were fueled by strong performance across the board from Nike, led by continued "nice gains" from the Free, Air Max and Shox. Nike Flyknit sales accelerated during the quarter, and both Springblade by Adidas and its exclusive Under Armour Spine Lazer "did extremely well," said Sam Sato, president, Finish Line Brand.

Asics and Brooks were both up double digits on a comp basis, underscoring the ongoing popularity of their fashion-technical styles. Particularly encouraging was the high-single-digit gain in women's running, "a meaningful trend change driven by demand for Nike, Asics and Brooks," said Sato.

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RSG TO OPEN MEGA-RUN SPECIALTY STORE IN CHERRY CREEK

Following the acquisition of the three Boulder Running Company (BRC) stores in June 2013, the Denver-based Running Specialty Group (RSG) plans to open what it believes to be the single largest specialty running store in the country in Cherry Creek, CO.

The new BRC store, scheduled to open in mid-February, will measure 17,471 square-feet. Just west of the Cherry Creek Mall, the location is in the space previously occupied by Cost Plus World Market and directly across the street from the Cherry Creek Trail, one of Denver's busiest urban multi-use trails.

"Boulder Running Company has this practically mythic status among Colorado runners for being 'the place' not only for running shoes and gear but for its support of all things running in the local community," said Ken Gart, managing partner of Running Specialty Group. "We want to honor and extend that culture to Denver runners and with this huge space, we have the opportunity to add some bold and innovative elements to the traditional running store experience that will help us deliver even more support and resources to Denver-area runners."

Continuing the BRC tradition of being more than just a retail store, the

new location will feature an expo-like concept with different zones set up to cater to a variety of runners' needs.

Topping the list will be the availability of Saucony StrideLab biomechanical analysis never before available in a retail setting, a Motion Rehabilitation physical therapy center operated by physical therapist Mark Plaatjes in the Boulder BRC, and a Hydration Bar featuring sports drinks "on tap" and samples of the latest nutrition products. An Asics Community Room will offer 1,000 square-feet of "open" indoor space dedicated to classes, training groups, free yoga classes and special event needs ranging from team meetings to pre-event packet pickup.

A Kiddie Corner is also slated to be part of the mix with an outdoor playground onsite and in-store activities for the kids of parents who are shopping, training or attending a class. The footwear wall will also be extensive, showcasing every model of Hoka One One.

This opening also marks the beginning of BRC becoming the presenting sponsor and official training partner for the Cherry Creek Sneak, a running event tradition for more than 30 years on the last Sunday of April with several races of varying lengths to attract participants of all ability levels.

BROOKS RUNNING SIGNS OLYMPIAN NICK SYMMONDS

Olympian
Nick
Symmonds



Brooks Running Company added Olympian Nick Symmonds to its roster of sponsored athletes. Symmonds joins the Brooks Beasts Track Club (TC), a middle distance, Seattle-based training group formed last year.

In addition to the Beasts TC, Brooks also sponsors the Hansons-Brooks Original Distance Project, a training group that has produced two Olympians to date.

“Nick is one of the few athletes who understands that their job is not just to run fast but to use their role as professional runners to inspire others to Run Happy,” said Jesse Williams, head of sports marketing for Brooks. “In addition to meeting his goals on the track, Nick works tirelessly off the track to put a spotlight on the sport. As a company that is singularly focused on the run, Nick’s vision and passion for running makes him a perfect addition to our team.”

Symmonds, who will move from Eugene, OR, to Seattle, WA, currently holds the year’s fastest time in the U.S. in the 800m. His accolades also include:

- » 800m personal record of 1:42.95
- » Ranked No.1 in the U.S. in the 800m and No. 2 in the world
- » Third fastest American ever in the 800m
- » Two-time Olympian and 5th in the 800m at the 2012 London Olympics
- » Two-time World Champion 800m Finalist and silver medalist in 2013
- » Five-time U.S. Outdoor Champion in the 800m

“Brooks makes a commitment to support its athletes through the good times and the bad,” said Symmonds. “After visiting the Brooks headquarters and meeting with many employees and my new teammates, I know Brooks and I share similar goals and values.”

Brooks’ outreach efforts also include support of high school and college running teams; national recognition of high school track and cross-country coaches through its Inspiring Coaches program; and sponsorship of top-tier marathons, road races and high school meets like the Brooks PR Invitational and the Mt. Sac Relays.

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**PERFORMANCE APPAREL
SET TO LAUNCH IN NORTH
AMERICA**



Shannon McCann two-time Australian National Champion in the 100M Hurdle wear-testing the Super.natural 1/4 Zip Top and Lifestyle Leggings for women.

Super.natural - a global performance and wool apparel manufacturer - announced it would begin distribution in North America in Fall 2014. Super.natural (SN) is a subsidiary of Shanghai Challenge Textile Co., Ltd., a Bluesign certified company.

Two notable industry veterans will steer the North American efforts: former Polartec president and CEO Andy Vecchione and previous Polartec executive vice president Jon Adelman. SN North America is working with its European, Asian and Australian counterparts to expand the global perspective the brand has generated.

Launched in Europe in 2012, SN combines merino wool with engineered performance fibers in next-generation activewear. Men's and women's lines include baselayer, mid-layer, lifestyle and sportswear apparel, focusing on snowsports, outdoor, fitness, yoga and travel. The complete SN collection will debut the Outdoor Retailer Winter Market 2014.

"Having been at the forefront of the outdoor industry for over a decade, I'm excited about what SN is bringing into the North American performance apparel market," said Vecchione. "Super.natural has set new standards in manufacturing hybrid fabrics that are intelligent in performance and comfort. The balance of natural merino wool with engineered fibers creates the maximum in comfort, performance and style."

Designed to fit your personal ambitions, SN is a world leader in the design and production of performance garments incorporating technical fabrics produced to the highest environmental standards. SN's parent company, Shanghai Challenge Textile Co., Ltd. (SCT), is a certified system partner with Bluesign - the international standard that creates transparency along the entire textile manufacturing chain to help ensure environmentally responsible practices.

"Being vertical with such a strong partner like SCT gives us a distinct advantage and ability to incorporate hybrid performance fabrics for each garment we develop and better control over production lead times," commented Vecchione. "Particular attention is always paid to the quality and aesthetic of each garment's design, fit and finish from production to delivery by Super.natural."

"The company enters North America with significant momentum," said Adelman. "Europe embraced the line instantly. Japan, Australia, and Korea were very quick to follow in years two and three. Such swift infiltration of these leading markets laid the groundwork for expansion into the North America. We're looking forward to connecting core consumers with a brand that sets them apart from industry status quo."

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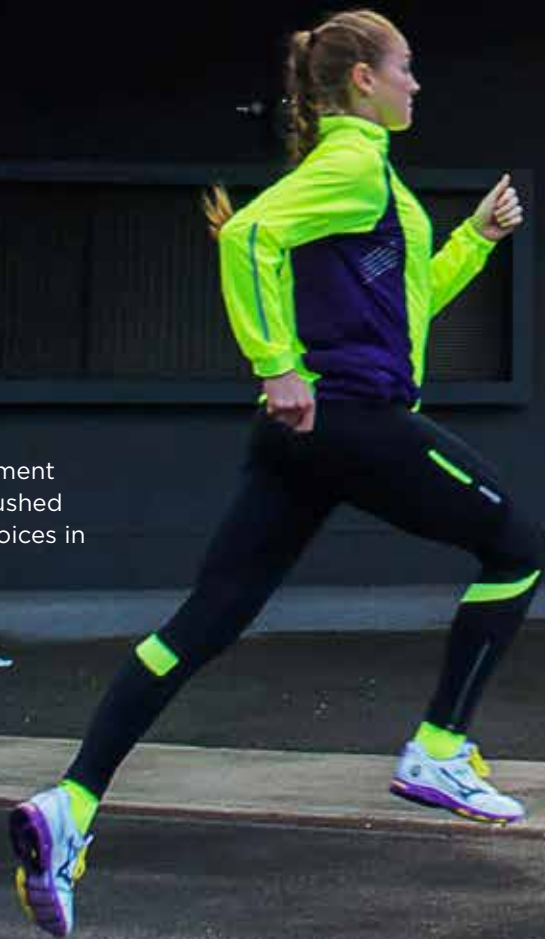
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WOMEN'S RUN APPAREL OPTIONS EXPAND

With women becoming the more dominant pavement pounders, the running industry continues to be pushed kicking and screaming to offer more fashionable choices in the run apparel category.

By Thomas J. Ryan





Fall/Winter 2014 will continue to see more bright colors and bold prints for women, with specific attention being paid to the way apparel moves with the body, including both tight and loose fitting styles. In many cases the changes are being driven by a loud call for more versatility - items that can be worn for running but also suitable for everyday use.

“Because being active has become a way of living, women want their clothes to adapt to their lifestyle; they don’t want to go through wardrobe changes for every activity they engage in during the day,” said Nathalie Binda, VP of marketing, Lolë.

For performance, reflectivity continues to be a big seller, especially when it comes to addressing the needs of shorter days in the fall and winter months. But runners are also looking for solutions to manage wind, cold, rain and sweat, as well as the small details such as zippered water-resistant pockets.

Jenn VonHagen, marketing director at 110% Compression, sees the convergence and resurgence of multiple fitness trends like functional fitness, outdoor sports, yoga and sport-specific conditioning influencing the apparel preferences of all athletic consumers, including women.

“Just as consumers are demanding more efficiency and precision in their technical equipment like personal fitness monitors and sport-specific hard goods, they are hungry for highly technical performance garments which include innovation in fabric, fit and construction,” noted VonHagen.

But the starkest change will continue to involve how far the style quotient, influenced by fashion’s runways, will have to rise to match the expected functionality.

“We’re seeing enhanced feminine details in rouching, lace-like features, keyhole openings in tops, and tonal prints that add a flair of differentiation,” says Kristin Jones, senior merchandise manager for running apparel, at Adidas.

The lace details follow the fashion runway trend toward lace dresses over the past few seasons. Multiple fabric mixes are also evident across many collections, specifically with a matte/shine contrast that dovetails with the fashion trend of coated jeans, according to Jones.

Prints are also abundant this coming season, with many executed in novel ways, such as on Adidas’ Supernova Mesh Tank, \$35. Said Jones, “It’s achieved through engineering the mesh instead of layering on color. It’s a very subtle way to add interest to a piece without overdoing it.”

For cold days, Adidas’ Climaheat Brushed Tights, \$100, feature hollow-fiber brushed fleece and brushed fleece detailing on the exterior waistband and ankle cuff.

For color, Adidas is seeing rich pinks and feminine blues for women and reds, oranges and greens for men. Remarkd Jones, “This is a great season for color as it’s a World Cup year and this event is taking place in Brazil where color rules!”

Lolë expects to see more lifestyle t-shirt looks in fitness tops, offering a looser feel. “Adding style and pizzazz to our bottoms has become a mainstay for activewear; in Lolë’s case, all-over prints and placement prints,” added Binda. “All can blend in perfectly with women’s every day wardrobe.



Adidas Supernova Mesh Tank



Adidas Climaheat Brushed Tights

Workout t-shirts and tops are not as close to body, offering a looser feel; shoulder strap details are inspired by evening dresses – but still made for performing.”

For cold weather running, Lolë offers the Glee Jacket, \$180, featuring its Theraglow and Second Skin fabric with a combination of insulation in the front and breathability on the sides for warmth. The Unite Cardigan, \$100, made of Lolë’s Bonded Polar fabric, provides warmth when running but can be worn as casual wear.

For inside running, Lolë’s Iroise Tank Top, \$50, reflects the trend toward not-close-to-the-body, fashion forward prints. The Velocity Pant, \$100, plays up the placement print trend.

At Brooks, Fall 2014 was inspired by the frozen north of Scandinavia with the collection marked by shifting colors and bold color blocking. “Instead of the absolute,



Lolë Glee Jacket



Lolë Unite Cardigan

easily identifiable hues we’ve seen in recent seasons, the color palette consists of blue-greens, red-oranges and warm pinks set against grays and midnight blue. Think aurora borealis above a snowy field,” said Tim Wallis, Brooks’ brand color and trend designer.

“Even our woodblock print takes cues from a traditional technique. The influence of Scandinavia is everywhere.”

The influence can be seen in the Infiniti Capri in Aurora Woodblock, \$68, PureProject 3.5 inch Short in Storm Woodblock, \$75, Utopia Thermal Hoodie in Jam/Black, \$115, and the Essential Long Sleeve Half-Zip in Heather Aurora/Heather Midnight \$65.



Brooks PureProject 3.5 inch Short

Maade Seddiki, Brooks’ apparel design creative director, noted that the Scandinavia influence not only inspired Brooks to produce pure, simple, and sophisticated forms but also an ethic of design. This stipulated that Fall 2014 should be understated and allow the technology to work best when the wearer doesn’t notice it, including woven reflectivity, hidden pockets, tailored finishes, lightweight construction, running touches, and more. A prime example is the PureProject Shelter Jacket in Black, \$200.

Brooks PureProject Shelter Jacket



Added Seddiki, “The inherent beauty of this season’s product pleases the eye and the mind. Clean lines, pure and simple color blocking, and articulated silhouettes dominate Fall 2014.”

At New Balance, the big apparel story for Fall 2014 is its partnership with Polartec to utilize Polartec Alpha technology. Unlike down and existing synthetic insulation batting, Polartec Alpha is a highly stable layer allowing for the use of more open and breathable fabrics on the outer and inner layers of “puffy” style garments. The technology is featured in the Chameleon Jacket that will launch in September 2014 at retail for \$150.

“It’s a great versatile jacket,” said Claire Shearman Joyce, running apparel product manager at New Balance. “We’re utilizing Polartec Alpha on the front and back panels and then the woven overlay is wind and water resistant. The synthetic fill has thermal and moisture management properties and offers a combination of lightweight warmth and breathability. The sleeves are a heathered French terry so it offers a great fabric mix that you can run in but it also works well for other outdoor activities.”

Another highlight for Fall 2014 is the Shadow Run Jacket, which borrows the interior graphic from the brand’s Fresh Foam 980 footwear. The graphic is “not only aesthetically beautiful but also aids with moisture management, breathability, and prevents the lightweight jacket from clinging to your skin when there’s moisture on the surface of the skin. The lightweight jacket is also wind and water resistant with “great reflective details.”

Overall, the New Balance color palette is more jewel-toned this season. We continue to pay close attention to reflectivity in our running line, as that is always important, but we execute it in a refined, polished manner so it is not overpowering to the look of the garment.

Oiselle will enter two new categories in Fall 2014 - insulated jackets and a watch collaboration.

"Future trends include using technical fabrics in unexpected ways, bridging the gap between ready to wear and athletic apparel, and going "back to basics" with natural fibers such as wool, cotton, and rayon," said Oiselle Founder and CEO Sally Bergesen. "Overall, Oiselle does not look to follow or adhere to 'trend,' but from us in Fall 2014, you will see modern and edgy styling with bold lines, fabric and texture mixing, and chic running apparel that you'll want to wear on your longest run, at work, or even a night out."

Bergesen believes seamless "is going to be really big," benefitted by providing a light hand and feel but also its ease of working with graphics. Stretch wovens for movement will also continue to hold appeal.

Many of Oiselle's tops will also tout inspirational sayings, whether simply 26.3 or Coco Chanel's quote 'If you were born without wings, do nothing to prevent them from growing.' "Our whole brand is about facing fears," said Bergesen. "But it's about finding the right balance. You can be beautiful and feminine but you can also be aggressive and it's okay to be competitive."

At Craft, a standout for Fall 2014 is the Elite Run Wind Jersey, \$120, featuring wind panels and integrated mittens for running in cold and windy conditions. The 3/4-inch front zipper is tilted for extra ventilation. It also offers 36 degrees visibility.

Meagan Nedio, run sales manager, North America for Craft and sister-brand, Karhu, continues to see a strong trend in versatility on the performance side. Craft is extending some of the technologies it uses in cycling, skiing and Nordic activities to run. Said Nedio, "For winter, our windproof stretch jersey incorporates some of our spring/summer fabrics like a super-light mesh next to the skin to help you stay dry. Staying dry is the first step to staying warm."

Craft, which is known more for its functional pieces, is also offering fashionable hoodies and mid-layer pieces to address the "third place," or running apparel that also works in social places such as a coffee shop or out with friends. Craft's Brilliant Visibility Collection will also expand.

At De Soto Sport, a highlight for Fall/Winter 2014 is the Ruche Full Top, \$56, designed for fit, stability and fashion, yet also to allow for modesty over the abdomen where some women prefer not to have fitted spandex. It includes two hidden pockets in the shoulder straps large enough to stash gels, credit cards, folded bills or keys.

Following on the popularity of De Soto Sport's redesigned women's run short, the Women's Run Capri, \$58, made with MicroSurf Stretch fabric similar to a lightweight surfing boardshort material, so it is non-abrasive even when wet. It also has a wrinkle-free sheen, dries fast and drapes comfortably on the body. It also features the brand's Carrera fabric. The women's run short, \$44, has been brought back with a new feel. "We

are manufacturing larger sizes because women of all sizes are getting into running, and we are embracing that," said Tracy M. De Soto, co-founder and CFO of De Soto Sport. "We are also noticing that women want color, no longer solid black, regardless of size."

At Prana, a Fall 2014 highlight is the Mika Top, \$60, a burnout jersey shell with a racer back. That's matched with the Sapphire Legging, \$75, a space-dyed stripe performance jersey legging with a wide waistband gusset for comfort. Christian Castellani, Prana's merchandise director, said that for women's apparel, Prana continues to see color and the blend of fashion and function carrying over from Spring/Fall 2014. "Consumers want to be confident that the styles they purchase and are going to stand up to whatever the activity they are doing but also look stylish," said Castellani.

At 2XU, Fall 2014 remains all about color. "This season's palette represents a cooler, softer range than its summer counterpart, but the tones remain playful and vibrant," said Fred Hernandez, 2XU's director of marketing. As runners become increasingly concerned with safety, especially in the fall and winter months, the focus on reflectivity and visibility appropriately increases, he noted. But for women, function has to come along with fashion.

"Women want apparel that can withstand the most grueling workouts, while still being both comfortable and flattering," said Hernandez. "Using new fabrics that will fit well, hold shape and give the athlete a performance edge is the guiding factor in product development and innovation."

A highlight from 2XU is the G:2 Micro Thermal Jacket, \$170, featuring 2XU's SMD Thermal Brushed fabric and 5:10 XStretch Fleece with a high neckline for warmth and reflective trims to increase visibility.

A flattering top for all body types, 2XU's Movement V Tank, \$55, is soft and quick drying. The G:2 Sub Zero Tights, \$130, plays up SMD Thermo Brushed fabric that keeps heat in, protecting muscles from strain and fatigue while the 5:10 XStretch fabric feeds mobility. Ankle zips for ventilation and high flex knee panels add an extra level of comfort.



2XU G:2 Micro Thermal Jacket and G:2 Sub Zero Tights

John L.A. Wilson, COO of CW-X in the U.S., sees continued vibrant and bright color stories, including prints in technical, performance apparel, similar to what's being seen in running and trail running shoes. Another ongoing trend is anatomically engineered performance apparel designed to move with and support the female body in motion.

But with women driving the growth in running participation, they are looking for more than stylish running and endurance apparel. "It has to look good and perform for them," said Wilson. "They want more than just a fabric body covering."

For Fall/Winter 2014, CW-X is adding prints to its tights and capris at the high end of the line, such as Revolution and Stabilyx, as well as ranges of tones within the same color family, featured in the new Endurance



CW-X
Endurance
Generator Tight

Generator Tight. "We're making sure to color-coordinate from head-to-toe so that calf-sleeves, socks, tights, capris, shorts, tops and running bras can be merchandised in a store and/or on a web page as a brand family," added Wilson. "We're expanding our tights, tops, running bras, and socks/sleeves collections with new color packages, and launching a new Stabilyx knee support sleeve featuring our patented support web technology found in our Stabilyx tights and capris."

Gore Running has redesigned its Mythos collection focusing on high visibility during low-light winter months with new neon colors and 360 degree reflective details. High-visibility is the key to confidence for dedicated runners training year-round. With reflective detailing enabling the runner to be seen from any angle, Mythos 2.0 GT features Lumi Orange, Gore Running's answer to neon that it believes will be more appealing for on-the-road or around town.

IllumiNite is finding its female customers are responding to its "body conscious" styling, designed to create a flattering, long and lean appearance.

"We also find that our customer is looking

Gore
Running
Mythos
2.0 GT



to maximize functionality – wicking and breathability features are a must, and so are pockets," said Meg DeCubellis, IllumiNite's creative director. "Whether she uses the pockets or not, she loves to have the option. Our customers have also responded to our vibrant color choices and how they maximize style and functionality – we make fluorescent colors pretty; and non-fluorescent colors visible at night."

A standout for Fall/Winter from IllumiNite is the Reflex Pant that comes in two distinct performance fabrics. One taps IllumiNite's ThermaGard Knit Fabric, \$75, in black and graphite with a brushed interior for warmth and wicking capabilities. The second option, the PowerStretch Italian Knit, \$95, offers all the technical performance benefits of a form fitting compression pant. The Lycra Sport knit prevents the buildup of lactic acid, assists with rapid recovery, protects with UPF 50+ Sun Protection, and is both breathable and wicking. IllumiNite's signature reflective Firenz print runs along the entire length of the leg and across the lower back.

Other highlights from IllumiNite include the Perennial Waterproof Jacket \$130, featuring 5,000mm water repellent rating, fully sealed seams, quick-dry lining, back ventilation, easy access pit-zips, side and rear pockets, soft thumb gaiters to keep wind out, and a detachable hood. The form-fitting Ambition Hoodie, \$80, is also constructed from ThermaGard knit with half-zip construction for adjustable ventilation and fully reflective zippers.

At The North Face, women's running and active apparel for Fall/Winter 2014 is all about color, print, fit and versatility. A highlight is the Reversible Illuminated Jacket, \$200, which is woven on one side in neon green, with 360-degree reflectivity for low-light visibility, and knit on the other for a more casual look. Becky Childs, The North Face's product manager for performance running apparel, added that the wind- and water-resistant jacket also features easy access storage pockets, and muted heathered tones with pockets designed for every day use.

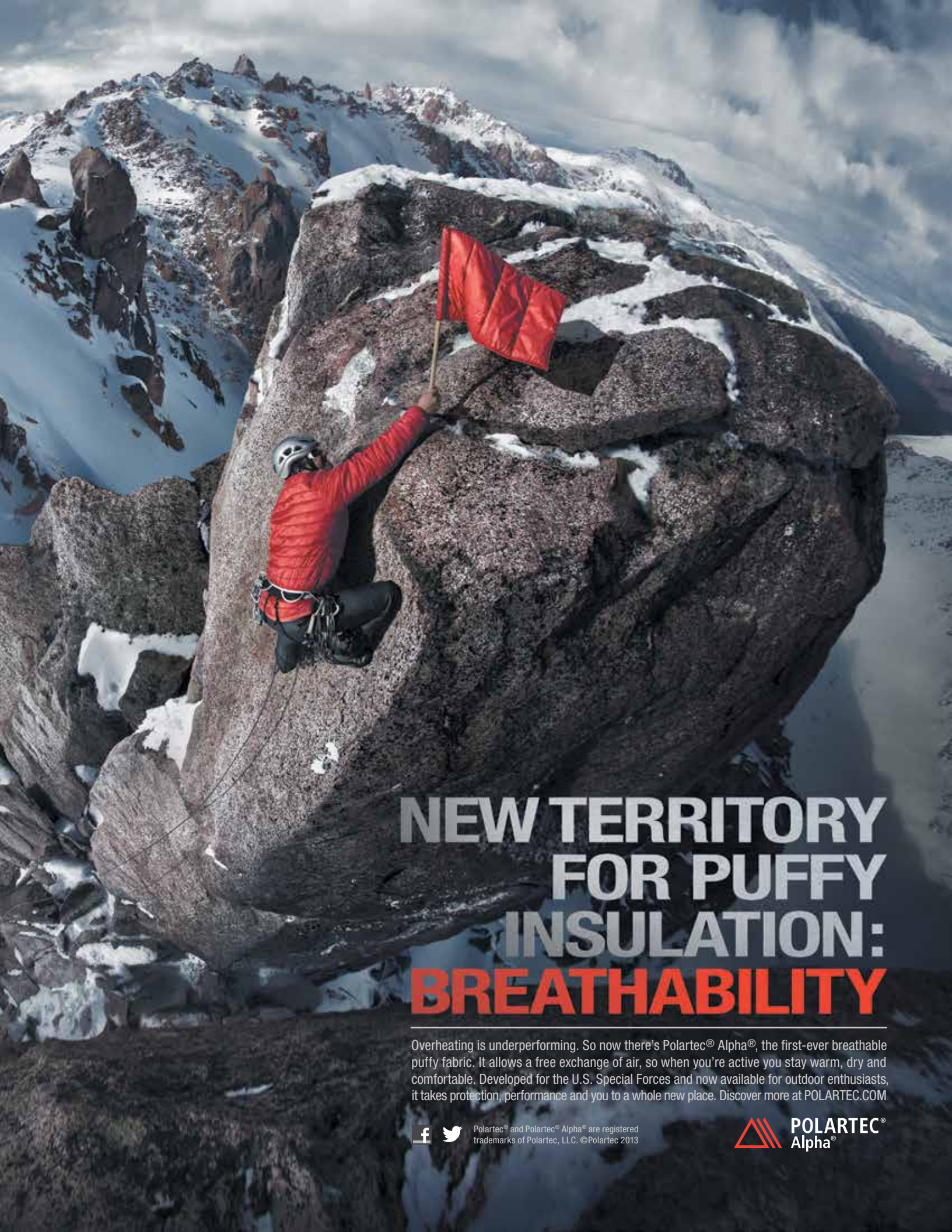
"We also attempted to solve the runners' problems through design rather than relying entirely on technical fabric functionality," added Childs. "For example, no runner wants to wear a waterproof jacket because no fabric has been designed to breathe fast enough to release the moisture we produce while running, so we redesigned the Stormy Trail Jacket with an internal baffle that keeps air from venting out the bottom and instead forces it out two vents in the back for optimum airflow and temperature regulation."



The North Face
Stormy Trail
Jacket

The North Face will also play up muted neons, prints on bottoms as well as tops, and jacquard patterning like on the new Skapri to add visual interest.

At Puma, the NightCat visibility collection will be expanded, including a padded vest for men and women in autumn season, as well as more feminine details added to the women's-specific NightCat Jackets. Select pieces are made with 3mm reflective thread, while others are made with reflective print. Around temperature regulation, Puma will offer shorts and tops with ventilation for the fall season, while in the winter, the apparel



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features performance wool that acts as insulation.

Running jackets will include tech details that keep a runner's chest and kidneys warmer as needed, while others have under-the-arm and back vents for airflow. An expansion of tights includes all-over graphics and new colors.

For style, a key color for Puma will be pool green and is expected to add pop to the darker key colors of the season that include grays, blacks and whites. For women, cerise and blue iris will be used throughout with introductions of color pops, graphics and prints.

"For Fall, Puma wanted to highlight the great technology features within our performance and running garments, while also keeping the look and feel at the forefront," said Tara McRae, VP of strategic planning and brand management. "We understand that women love to look great, but also are striving to purchase pieces that can enhance their workout."

At Saucony, Pat O'Malley, SVP of global product said one major change for the brand is its move to simplify the line into three different classification: Run Dry, for base layers that keep a runner dry; Run Warm, for mid-layers for warmth; and Run Shield, for outer layers that protect a runner from the elements. With many runners tending to head to run specialty stores only to buy footwear, O'Malley hopes the new terminology, which will be spelled out in hangtags, will "give our run specialty retail partners a really easy way to understand the collection so it's easy for them to get that story across to the runner."



Puma NightCat Jacket

and enjoy putting together a look that may include matching accessories and looks that are modern, fashionable, and fun. But it's much harder to fit clothes on women because their bodies range across different shapes.

"The key to selling successful female running apparel is comfort and fit first, then making them feel good in a stylish outfit," said Turnbull. "Color is what first draws them to a garment in the store and right now brighter colors and neons are having a moment."

Fabric hand will often determine whether they move to the next stage of trying on a garment.

"Soft handed, high-quality fabrics is something we really focus on at Ronhill," said Turnbull. "Technical performance features are important; protection from the wind, rain and cold, small pockets for phone/MP3 devices, keys, etc. In the winter season being seen and staying safe while running at dawn or dusk is just common sense and our new AW14 Vizion range blends high visibility fluorescent colors, retro reflective trims and LED technology to maximize the wearer's visibility."

A highlight from Ronhill is the Storm Jacket, \$200, a stretch softshell with superb waterproof and breathable qualities. The jacket features a fabric with a lighter hand and feel, as well as reflective tape for visibility and contrast color taping.



Ronhill Storm Jacket

Carried over to its Vizion collection on the back of the success of the Trail version, the Women's Vizion Twinshort, \$45, offers all the functionality of a stretch woven short with supportive next-to-skin inner short. The Womens Vizion Contour Tight, \$60, offers a slightly heavier weight of Powerlite for a more secure feel when worn with an updated, wider waistband for comfort combined with reflective taping at the ankles.

At SmartWool, one highlight is the PhD Run Divide Vest, \$160, featuring a merino wool lining, windproof front panel, DWR finish, and 360-degree reflectivity. The PhD Run Tech Tights, \$125, includes a women's-specific wide waistband and crotch gusset, knitting method that concentrates merino against ski and nylon elastic against the elements.



SmartWool PhD Run Divide Vest and Tech Tights

Saucony The Daybreak Long Sleeve top



The collection also pays particular attention to the details, including adding an envelop thumbhole for added warmth on the sleeve, with the goal of having a customer feel, "a runner thought of this."

A standout item from Saucony for Fall/Winter 2014 is the Razor Jacket, \$175, which Saucony believes is the lightest waterproof running jacket on the market at 6.5 ounces. The jacket is fully seamless with a wind and waterproof-resistant Flexshell laminate that is "really breathable, really flexible, and really moves with the body."

Bold prints, including some utilizing ruching technique, emphasize some of Saucony's style touches. An example is The Daybreak Long Sleeve top, \$55, which features a super soft and comfortable burnout fabric that boosts breathability, while fun, graphic prints add personality to the workout.

Jacqueline Turnbull, Ronhill's design manager, said women are generally more interested in color coordination than men,



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Sara Yoder, SmartWool's women's performance product line manager, sees a huge trend toward consumers looking for apparel that is versatile, which plays to merino wool's benefits in cool and warm temperatures. "They want to make sure that if they invest in something, it can be used for multiple activities, and it will also look good enough to show off instead of hidden underneath something else," said Yoder. "All of our run pieces have our signature Body Enhancing Fit. The design, product details, and colors make them comfortable during use but also look good enough to wear after you're done. They can easily crossover to Nordic skiing, snowshoeing – winter aerobic activities."

SmartWool is also expanding its Run collection with cool/cold weather options. Said Yoder, "Wearing merino next to your skin, the body doesn't have to work hard to keep itself cool, dry and comfortable - manage sweat, naturally antimicrobial, less lactic acid, lower heart rate, stable core temperature."

Skins sees an emphasis on high performance fabrics with more streamlined and aerodynamic silhouettes. Details are reduced, finishes are neat and flat, with the focus on pattern and splicing.

"For both men's and women's it is becoming more important to eliminate 'excess' and superfluous details to reduce bulk, enhance performance and provide an overall more premium and sleek look," said Dani Said, Sr. marketing manager, Skins. "The focus is on the more technical aspects of the garment, like bonded finishes, and a new premium is being placed on 'multi-condition' fabrics that offer features such as superior moisture management, high levels of reflectivity, wind and water proofing, while still being ultra light and breathable to wear."

Nicole Tierney, director, design and development for Skins, added that winter brights are key to the sports palette, especially ultra blues and vivid oranges paired back with winter whites and grounding grey tones. Graphic color blocking is still strong with a modern feel, incorporating bold panel work.

Key items for women from Skins are the A200 Women's 3/4 Tight – Silver Fox, \$90, with full length dominating, complimented by strategic color blocking and pattern. Added Tierney, "Print patterns are strong and powerful, geometrics are key but these are mixed back with reinterpreted animal and floral graphics in new proportions."

Bringing a futuristic take on the traditional crop, the A200 Women's Crop – Silver Fox, \$60, merges intimates shapes with swimwear and active silhouettes to provide support without comprising on look. Also features clean, solid lines and panel work, coupled with mesh detailing for breathability and texture. Silicon and rubber hardware add detail.

Patrick Crotty, Salomon's apparel merchandising manager, sees bright, bold, warm colors still trending for the core running enthusiast.

"Fun prints and patterns continue to trend, especially in bottoms," said Crotty. "For the urban running enthusiast there is a definite influence from the training segment. More runners are looking to mix up their run and differentiate their regime with lunges, air squats, or other CrossFit type movements. As a result, running apparel is becoming more versatile and can be worn in an outside or inside gym environment"

Compression and muscle support is also a key theme as runners are looking for any real or perceived performance benefits their clothing can help them with.

Beyond the strong trend toward reflectivity, other trends include climate control through wind protection fabrics, and waterproof laminates to keep runners warm and dry in the winter months.

"Feminine silhouettes and details also abound, lace fabric trim with performance stretch and recovery characteristics, comfort yoga inspired waist bands, and cut out keyhole backs and halter necklines are trending," said Crotty. "The lightweight trend continues with featherweight fabrics with great performance

and packability features along with lightweight minimalist zippers and decorative trims. Multiple pockets for carrying nutritional supplements and water carrying solutions are also trending"

For Fall/Winter 2014, Salomon is expanding its MotionFit garment pattern engineering to enable unrestricted freedom of movement when running or participating in indoor training activities without compromising fit. It's also re-branding its proprietary fabrics under the AdvancedSkin label.

Lisa Ferreira, merchandising director of product at Icebreaker, also sees no slowdown in the appeal from women for versatile apparel. "They prefer active tops that look great but not too sporty," said Ferreira. "The huge yoga trend is leading this. Women have more fashionable options for their active tops without them being so techy"

Stretch and recovery, softness, breathability/temperature management are all key performance needs. Colors are definitely bright and sporty with unconventional combos of brights with brights, such as yellow with turquoise or magenta.

"We are seeing trends in styling with mixed materials and textures which create a lot of dimension and interest in the garments, especially in mid-layers and outerwear," said Ferreira.

At Mountain Hardwear, a Fall 2014 highlight is the Super Power Jacket, \$90, featuring Wick.Q moisture wicking, front



Mountain Hardwear Super Power Jacket and Integral Pro Tight

and back reflectivity, full-center zipper with chin guard and a zippered rear stash pocket. The Integral Pro Tight, \$80, features 60 percent Wick.Q Wool for supreme warmth and 40 percent polypropylene synthetic fabric for moisture-management.

A trend Icebreaker is seeing build is traditional mid-layer categories like fleece moving into lightweight insulation layers made of down or synthetic insulation. In response, Icebreaker's MerinoLoft collection features a combination of lightweight recycled polyester mini ripstop 70g MerinoLoft insulation made from up to 10 percent reclaimed merino fiber from offcuts from its factories, and 100 percent merino woven fabric. Said Ferreira, "This combination provides lightweight warmth, is highly breathable, and feels great because it's a natural alternative to synthetic and down options in this category."

Also in response to the hybrid trend, Icebreaker is introducing new MerinoLoft lifestyle jackets, which are a combination of synthetic polyester overlays with merino/organic cotton twill, 100g MerinoLoft insulation, and recycled polyester lining. ■



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MEN WARMING UP TO COLOR

While their preference has long been tilted toward grays and a darker color palette, the male runner is finally getting more adventurous when it comes to choosing colors and styling details in performance apparel.

By Thomas J. Ryan

Weighing the benefits of safe running over any potential fashion faux pas, men have over the years slowly become more willing to wear fluorescent colors at night. But they're also becoming slightly more open to brighter color overall. "Men are absolutely on board with more color and interesting necklines," said Lisa Ferreira, merchandising director product at Icebreaker. "In Fall/Winter 2014, we push men's color a bit with colors like Aegean, Chartreuse, and - shocking Pink!"

John L.A. Wilson, COO of CW-X in the U.S, believes running shoes are setting the tone with more aggressive colors, leading men to become gradually more open to brighter color palettes in their endurance apparel.

"Compared to female athletes they're still somewhat reluctant to wear closer fitting and more anatomically-engineered silhouettes, especially in performance running tights for example," noted Wilson. "But as performance apparel evolves with more tangible performance benefits, 'conversion' of the male athlete becomes a greater opportunity. Endurance athletes are certainly the early adopters in the high-performance apparel segment."

Becky Childs, The North Face's product manager for performance running, sees men looking for more color options in bottoms as seen in a strong response to its Better Than Naked Short. Geometric prints are coming to men's running in Spring 2014 and camo prints for Fall 2014. "We've added muted, outdoor colors like forest greens or heather grays to bottoms this season, but we know that prints are starting to take off on men's bottoms in Europe so you may see those in seasons to come," said Childs.

Kristin Jones, senior merchandise manager for running apparel at Adidas, said younger male consumers are proving to be especially receptive to color, full-body color shorts, and graphics with attitude.

Flo-Lime is IllumiNite's best selling color in men's, showing that 'day-bright' visibility is important. Said Meg DeCubellis, IllumiNite's creative director - "In our Fall 2014 collection, we are exploring more vibrant colors such as Electric Blue and Fiery Red. Not only will these colors pop in a retail environment, but also they are attractive colors to wear. Our initial feedback from men on our new line has been very positive."

For Saucony, citron - also a prominent color in its footwear collection - has received a good response in tops from men because it "doesn't come across as



Photo courtesy Craft

loud as it used to,” while offering night visibility, said Patrick O’Malley, SVP of global product for Saucony. O’Malley sees men embracing a “more faster, athletic look” driving much of the wider color acceptance.

Color is also a key statement for men from Skins, with ultra blue being one of the most vibrant and commercial shades in 2014. “We are seeing a definite move to color blocking, anchored back with blacks and metallics for men as well,” added Nicole Tierney, director, design and development for Skins. “The boldest emergence of color for men’s over the past year has come from footwear - clashing, bold colors are driving the category and men are loving them.”

Gabe Maricich, men’s apparel product line manager, Brooks Running, admits there doesn’t seem to be quite as much a need for newer silhouettes for men for Fall 2014.

“However, we have seen fits adjust within men’s silhouettes, such as slimmer pants and shorts as well as longer jackets and hoodies,” said Maricich. But like others, Brooks’ men’s apparel lineup is definitely becoming more adventurous in color and print.

“This may be in part because guys now have more options than before,” pointed out Maricich. “We’re seeing more gender-neutral or shared colors.” Still, men remain much more conservative dressers than women.

Meagan Nedio, run sales manager, North America for Craft, believes women, who still gravitate “toward the coolest patterns and brightest colors,” are helping their male counterparts make the shift away from just blacks and grays. “It’s when women go shopping for men that they branch out and then the guys realize what can work for them,” observed Nedio. “Still, it’s always a challenge to find something that’s unique but not too far outside their comfort zone.”

On the other side, men can be even more demanding about performance details.

Skins’ Tierney said that although it’s certainly not in all cases, men can tend to expect products to perform over longer periods of time and sometimes under more intense conditions. Added Tierney, “Functionality over fashion is still a key driver for men.”

Icebreaker’s Lisa Ferreira, global merchandising director, sees the genders having a slightly different hierarchy around what’s important. She said, “For women, the way a fabric feels, how they look in a style, and how comfortable it is is most important. For men, comfort ranks high, but they want this to be meaningful in how much a product weighs, is it breathable, does it wick moisture?”

Jacqueline Turnbull, Ronhill’s design manager, also finds that men “can be quite geeky about the technological aspects of our products,” especially when it comes to useful pockets. But Ronhill has modernized its men’s collections dramatically over the last three years to a strong response. Greater acceptance of fluorescent has boosted its Vizion collection. “Style, color and fashion are becoming more important and the brighter colors and younger styling has been a big hit in recent seasons. Even print is making a comeback,” said Turnbull. “The key is combining all the elements for a successful sell-through in store.”

Adidas’ Jones believes men and women are adventurous in different ways. Women will wear more wild all-over prints on top or bottom. Men are a bit tamer with the prints but definitely like graphics with attitude. “Men keep it pretty simple - a top, a bottom and they’re out the door,” Jones noted. “Women are accessorizing and making an outfit, a statement out of their running apparel. They’re DIY-ing their oversized tanks and popping a colorful sports bra underneath. They’re wearing headbands, hair bands, hats and other accessories to make their outfit different from the rest. But they both demand high performance gear with features that keep them safe, dry and warm or cool depending on the season.” ■



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ZE'EV FEIG

CEO, Zensah

When did you catch the running bug? In high school. I was never fast, but when trying out for the high school cross-country team, it was the first time I ran three miles. It was a good feeling to race over longer distances.

Proudest athletic moment? Running a 1:30 Half Marathon in Olympia, WA.

First job? Working in the warehouse in my father's auto parts company.

How did Zensah get its start? It was 2003 and the economy was coming out of a recession. I moved back to Israel, and couldn't get a job. One day I visited a factory that was making seamless garments for underwear brands. I thought the technology was really cool, and felt the sports industry could benefit from a more comfortable fabric. While on a run in Tel-Aviv, I said to myself, 'Why not do this?' and 'this' soon became Zensah.

Can you talk about the early days of Zensah? The first three years were not easy. It was tough to get sales. There is so much technology involved in our products it was not easy explaining it...but once people tried it they loved it, and that is what kept me going. One of the first meetings I had was with the assistant athletic trainer for the Miami Heat and I didn't think much of it. I assumed they got all their apparel for free. With one sample prototype of a compression short, I left it with him and flew back to Israel. A few days later I got a voicemail saying that he tried it with a new player and he loved it, and wanted to order them for the team. That new player was Dwyane Wade, and at that moment I knew I had something special. Today a number of NBA teams use Zensah.

How did Zensah find its way into run specialty? In 2006, with very little revenue and no salary, I took a chance and went to a trade show in Austin, TX. We had no retailers buying Zensah at the time and it was there that I met Garry Gribble of Garry Gribble's Running Sports. He

bought one shirt from me. (We didn't give out samples then). A few days later he placed an order and since then we have grown significantly in the specialty running market.

Why did the Zensah Leg Sleeve become THE breakout hit? We created something that is truly innovative. We weren't trying to make a me-too product. It is a very versatile product that can be used for all types of activities and recovery. With more than 30 colors, it's also fun to wear.

What do you think about the expansion of the compression category? The category has really grown in the past three years. Even with the tremendous growth, there are still many runners that don't use compression products. We feel that Zensah is only in the first two innings of where compression is headed. We need to work on educating the athletes on the importance and benefits of compression. We are always discovering new applications for compression, and we expect to exploit those opportunities. ■



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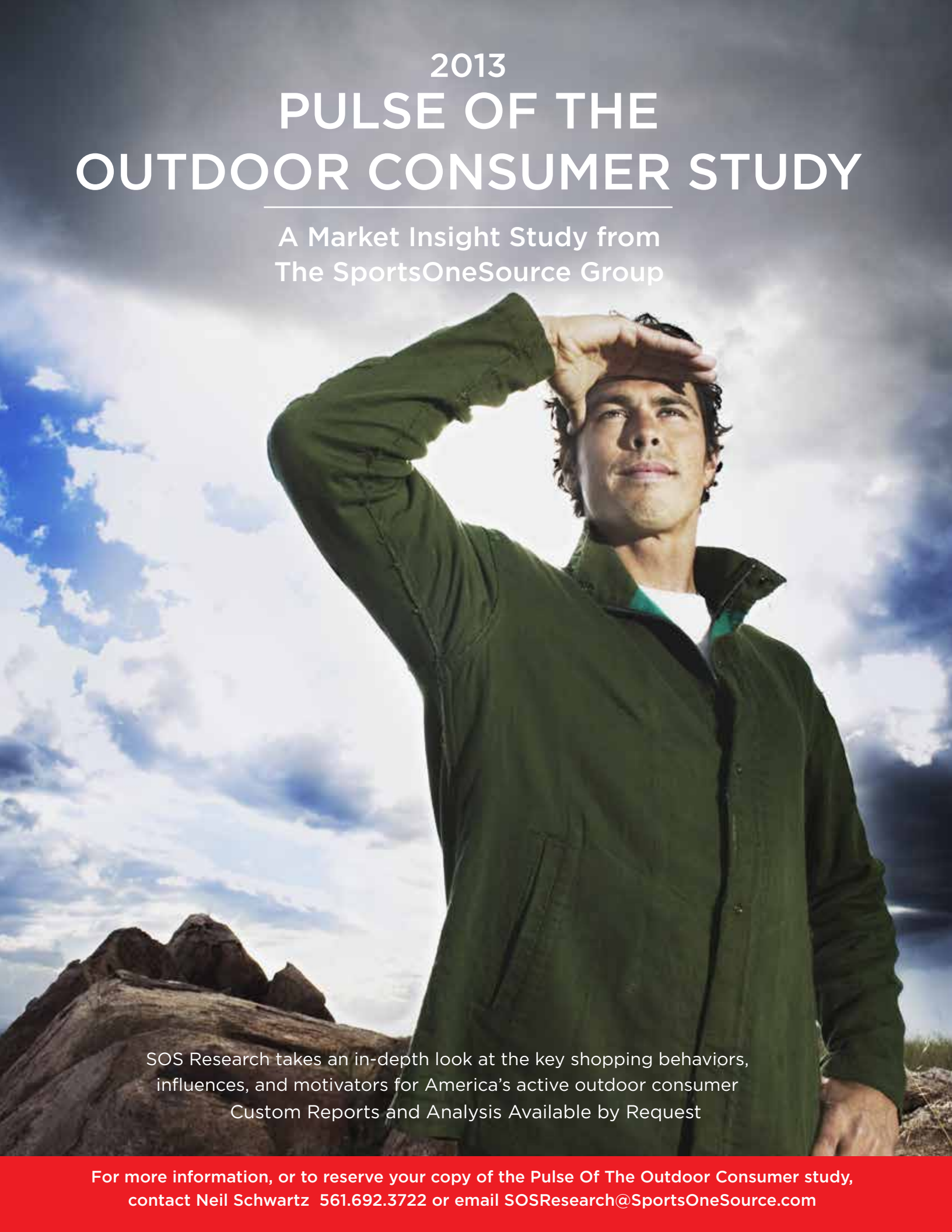
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2013 PULSE OF THE OUTDOOR CONSUMER STUDY

A Market Insight Study from
The SportsOneSource Group

A man with dark hair, wearing a green jacket, stands on a rocky outcrop. He is looking towards the right, with his right hand raised to his forehead, shielding his eyes from the sun. The background is a dramatic sky with large, white and grey clouds, and a blue sky is visible on the left. The overall scene is outdoors and rugged.

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