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ISSUE 1408
FEBRUARY 24, 2014

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY



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COVER: Photo courtesy Chooze Shoes

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MOVERS
& SHAKERS

Cudas Footwear appointed John Bashford of Bashford and Associates to oversee sales efforts in North Carolina, South Carolina and key portions of Virginia and West Virginia.

DSW said **Douglas Probst**, EVP and CFO, would retire effective May 1 after nine years of service.

Foot Locker added **Steven Oakland**, an executive at The J.M. Smucker Company, to its board of directors.

Fox Head, the maker of motocross protection and apparel, appointed **Nick Adcock** as CEO, effective immediately following the resignation of Pete Fox. Adcock previously served as global president of DC Shoes.

Mavic, the bike parts specialist, hired Chad Moore as marketing director, North America.

Nathan, the running accessories specialist, said its CEO, **Bridgit Lombard**, was accepted into the International Young Presidents' Organization (YPO), an exclusive network of the world's most prominent business leaders.

New Balance signed their latest Team New Balance athlete, the 2011 ITU World Junior Champion **Lukas Verzbicas**.

Nike appointed **Anthony Watson**, formerly at Barclays Bank, PLC, as its new chief information officer (CIO).



JOS. A. BANK CLOTHIERS TO ACQUIRE EDDIE BAUER

Jos. A. Bank Clothiers, Inc. signed a definitive agreement to acquire Eddie Bauer in a cash and stock deal that values the outdoor apparel and gear retailer at \$825 million.

For the year ended December 31, Eddie Bauer has estimated its revenue to be between \$885 million and \$895 million and adjusted EBITDA to be between \$61 million and \$65 million. It has approximately 370 stores throughout the United States, Canada and Japan.

The purchase price for Eddie Bauer consists of a combination of \$564 million in cash and approximately 4.7 million new shares of common stock to Everest Topco, a unit of Golden Gate Capital, at \$56 per share, a premium to the pre-announcement share price. Following the closing of the Eddie Bauer acquisition and issuer tender offer, Everest Topco will own approximately 16.6 percent of the Jos. A. Bank's outstanding shares.

Jos. A. Bank, with 629 stores in the U.S., said the acquisition of Eddie Bauer solidifies its leadership in men's apparel and adds new categories such as women's apparel and footwear. While the two brands will be run independently, the combined company is expected to benefit from significant synergies, including approximately \$25 million of identified process and infrastructure savings expected to be realized in 2015.

"We have long admired the Eddie Bauer brand and its widespread appeal among those with active lifestyles and excitement about the outdoors, a large and growing customer base that overlaps significantly with ours. Based on the success of Eddie Bauer's turnaround and the outstanding opportunities a combination of our companies provides, we believe this transaction ideally positions Jos. A. Bank for the future, and Golden Gate's investment in our Company and participation on our Board is a strong endorsement of our plan," said Robert N. Wildrick, chairman of Jos. A. Bank. "I look forward to working with the two exceptional CEOs who lead these companies, Neal Black at Jos. A. Bank and Mike Egeck at Eddie Bauer, to capitalize on the combined strengths of the businesses and the substantial synergies between them in order to drive significant near and long-term growth and value creation."

The closing of the Eddie Bauer acquisition is subject to the satisfaction of customary closing conditions, including the expiration of the Hart-Scott-Rodino waiting period.

ACTIVE BOARDER

REPLACES REMINGTON BID FOR ALTREC

Active Boarder Corp. of St. Paul, MN, an affiliate of Active Sports, Inc., has stepped in to acquire substantially all of the assets of Altrec, Inc., according to court documents filed in Altrec's bankruptcy case.

Active Sports, Inc. owns The House retail store and the-house.com website, a major online retailer specializing in snowboards and outdoor gear. Altrec filed for Chapter 11 bankruptcy protection in January.

Court documents show that Active Boarder Corp. signed an asset purchase agreement February 13 that is largely identical to the agreement Altrec had signed with Great Outdoor Holdco, Ltd., a unit of Remington Outdoor Co., but does not contain the stipulation that Great Outdoor had agreed to that all Altrec employees be rehired once a deal is reached. Great Outdoor had submitted a \$3.25 million stalking horse bid for Altrec in January.

The U.S. Bankruptcy Court judge in Oregon scheduled a hearing for February 24 to approve the sale.



Photo courtesy Altrec

WINTER

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SUMMER

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BY THE NUMBERS

+0.6%

Wolverine Worldwide, Inc. narrowed its net loss in the fourth quarter ended December 28 to \$1.7 million, or 2 cents a share, from \$3.7 million, or 4 cents, a year ago. Sales on a pro-forma basis inched up 0.6 percent. Sperry Top-Sider's saw a high single-digit revenue decline in the fourth quarter due to tough comparisons, poor holiday season at U.S. retail, the "historic early and harsh start" to winter, and a decision to exit certain accounts in the US. Sperry's sales were still up in the mid-teens in 2013. On the plus side, Merrell's growth accelerated in the second half of 2013, ending with a mid-single-digit gain for the year. Saucony's revenues grew double-digits in 2013.

+6.1%

Columbia Sportswear Co. reported fourth-quarter sales rose 6.1 percent to \$533.1 million, led by gains of 12 percent in the U.S., 11 percent in EMEA and 16 percent Canada. Columbia brand sales grew 7 percent and Sorel jumped 17 percent while Mountain Hardwear's revenues were down 13 percent. Fourth quarter earnings were down due to a non-recurring charge but Columbia said it anticipates mid-teens percentage sales growth and high-teen percentage growth in operating income.

(€115.2MM)

Puma reported a loss of €115.2 million (\$157.8 mm) in its fourth quarter due to previously-announced restructuring charges but also barely made an operating profit in the period. Revenues slid 13.2 percent to €698 million (\$956.3 mm) and 4.7 percent on a currency-neutral basis. Puma said it met its full-year guidance. For 2014, it expects a significant improvement in earnings on flat sales and increased margins.

(\$66.9MM)

Crocs, Inc. reported a loss of \$66.9 million, or 76 cents a share, in the fourth quarter, partly due to \$49.2 million in non-recurring restructuring charges. Revenues increased 1.6 percent to \$228.7 million. The loss was in line with a forecast given on December 29, when the footwear maker reported CEO John McCarvel would retire and resign from the board as part of a plan to sell \$200 million of preferred stock to The Blackstone Group LP.



Photo courtesy Outdoor Retailer

OUTDOOR RETAILER

ATTENDANCE ROBUST AT WINTER SHOW

Emerald Expositions said preliminary numbers indicate attendance at Outdoor Retailer Winter Market 2014 last month increased an estimated 7 percent compared with 2013. The number of storefronts represented at the show increased nearly 11 percent, while the number of retail buyers increased 4 percent. The number of International buyers increased 14 percent.

The Outdoor Industry Association (OIA), in conjunction with OR also produced over 45 educational sessions focused on a variety of topics that impact the outdoor industry, including retail innovation, research, sustainability, best practices, trade policy, supply chain and applied technology for active outdoor businesses.

Just prior to the trade show, the All Mountain Demo at Solitude Mountain Resort kicked things off with a gathering of backcountry professionals who came to test gear and accessories on display.

"It was another bluebird day to kick off Outdoor Retailer, and the first gear-testing experience for next year's innovations," said Kenji Haroutunian, Emerald Expositions vice president and Outdoor Retailer show director. "The chance for retailers and media to see what is coming in Fall 2014 gives them a huge advantage when it comes to training staff, managing expectations and serving customers with excellence."

Consistently named among Trade Show News Network's 25 fastest-growing tradeshow by attendance, Outdoor Retailer connects approximately 50,000 attendees on a semi-annual basis for its Summer and Winter Market shows, and thousands more through its year-round online resources and platforms.

BAUER

ACQUIRES EASTON BASEBALL/SOFTBALL

In its largest acquisition to date, Bauer Performance Sports, Ltd. (BPS) agreed to acquire the Easton Baseball/Softball business for US\$330 million in an all-cash transaction.

For Bauer Performance Sports, the move marks a major step in its plan to build a sports equipment powerhouse as well as further diversify away from its core hockey business. Besides Bauer and Easton, its brands include Mission, Maverik, Cascade, Inaria and Combat. The Easton business includes bats, batting gloves, shin guards, helmets, chest protectors, bags and cleats.

"The combination of the No. 1 brand in hockey and the No. 1 brand in diamond sports is a perfect example of our ability to enhance our performance sports platform," said Kevin Davis, president and CEO of BPS. "Our existing business is built on a heritage of investing in game-changing research and development, intellectual property, authentic brands and strong consumer connections. The Easton Baseball/Softball business is a perfect fit for our overall platform."

At closing, BPS will enter into a license agreement to permit Easton-Bell Sports to use the Easton name in hockey and cycling only.

Easton-Bell also announced last week that it is working towards an agreement with a third party for the sale of Easton Hockey. Easton-Bell officials said proceeds from the sales will be used to strengthen its focus on its remaining brands – Bell, Riddell, Giro, Blackburn and Easton Cycling – as well as to shore up its balance sheet.



"These transformational transactions provide a terrific opportunity for us to focus on growing our core football and action sports brands and enhancing our cutting-edge, market-leading products, while simultaneously streamlining our operations and solidifying our financial strength," said Terry Lee, Easton-Bell Sports executive chairman as well as CEO. "Becoming a leaner, more focused organization will further enable BRG Sports to move faster and smarter, take full advantage of strategic growth opportunities, and strengthen its broad leadership position in today's competitive marketplace."

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CAMELBAK PLEDGES \$100,000 TO 21ST CENTURY CONSERVATION SERVICE CORPS

CamelBak, the global hydration specialist, announced a \$100,000 commitment to support Secretary of the Interior Sally Jewell's initiative to engage and employ the next generation through the outdoors.

The funding comes after Jewell recently outlined her goal to raise \$20 million by 2017 from private partners to support the 21st Century Conservation Service Corps (21CSC), a reincarnation of President Franklin D. Roosevelt's Civilian Conservation Corps started in 1933.

At OIA's Industry Breakfast before the start of the recent Outdoor Retailer Winter Market trade show, Jewell, the former CEO of REI, said the effort will partner the agency with 50 cities across the country so that young people can find instruction and inspiration in the "greatest classrooms - the ones without walls."

CamelBak's contribution will directly support non-profit programs that provide work and training experience to young people and veterans on public lands.

"President Obama believes we have a moral obligation to the next generation to leave our land, water, and wildlife better than we found it, and I applaud CamelBak for being the first of what we hope will be many companies in the outdoor industry to make an investment in the 21CSC," said Jewell in a statement. "This funding will be directed to youth and veterans conservation corps to provide needed support to our public lands, while creating job opportunities for the next generation and instilling in them a love of the great outdoors that will last a lifetime."

The goal of the program over the next four years, according to the Department of Interior website, includes the development or enhancement of outdoor recreation partnerships across the U.S. to create more opportunities for outdoor entertainment, provide learning opportunities to 10 million or more K-12 students each year, engage public lands volunteers and triple current numbers, and "develop the next generation of lifelong conservation stewards by providing 100,000 work and training opportunities to young people."



Sally
McCoy,
CEO,
CamelBak

Through partner organizations, such as the Student Conservation Association, the 21CSC will provide work opportunities on supervised crews or small teams throughout the nation.

CamelBak appears to mark the first donation coming from the outdoor industry. In early January, American Eagle Outfitters, Inc. stepped up with a \$1 million commitment, marking the first pledge toward Jewell's goal to raise \$20 million by 2017 to support the 21CSC and develop the next generation of outdoor stewards.

"This initiative is perfectly aligned with the core values and Got Your Bak spirit exhibited by our 300 employees each and every day," said Sally McCoy, CamelBak's CEO. "We are proud to support 21 CSC and we share the mission of encouraging the next generation of outdoor leaders to be active and passionate stewards of our precious outdoor resources."



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OUTDOOR RETAILER WINTER MARKET 2014

In case you missed it, here are a few more highlights from the Outdoor Retail Winter Market.



Nathan Zephyr Fire 100

Nathan extended its Run Longer Series with the *Zephyr Fire 100* (\$45) and *300* (\$55) Flashlights. Both are run-specific, have adjustable hand straps, offer rear-facing red LED, an emergency siren and integrated 24-degree downward projection.

SCARPA *F1 Evo Ski Boot* pairs the Tronic hands-free ski/walk mechanism, which switches modes automatically based on

whether the heel is locked into the binding, with carbon construction weighing 2lbs 7oz per boot. The boot is designed with SCARPA's Carbon Core Technology, a carbon-fiber frame that runs the length of the boot under the foot and provides stiffness for power transfer to the ski while retaining progressive flex. \$699



SCARPA F1 Evo Ski Boot



Outdoor Research Lucent Heated Gloves and Mitts

Outdoor Research Lucent Heated Gloves and Mitts feature new Althea technology with 61 percent more power output than other heated gloves and twice as much heated surface area for an insulated, waterproof, heated Gore-Tex glove/mitt. Heating elements are integrated into the interior fabric. Customizable settings offer three heat levels, with a battery life of 8 hrs

(low), 5 hours (medium), and 2.5 hours (high). \$350

Zamst HA-1 Compression with G-Fit Technology improves circulation to encourage blood and oxygen flow to the muscles. Aids with flushing out by-products (lactic acid), reducing muscle vibration, and fatigue for improved muscle endurance and recovery. Built-in-a-Fit technology provides anatomically correct support and fit. Functional support and knitting technology stabilizes the heel in a neutral position and lifts the arch to minimize stress from repetitive impact to reduce plantar fasciitis. \$60



Zamst HA-1 Compression with G-Fit Technology



Avex Brazos Double Wall AutoSeal 24 oz. Water Bottle

Avex Brazos Double Wall AutoSeal 24 oz. Water Bottle (\$20) features a patented AutoSeal lid that automatically seals between drinks. Double wall insulation keeps liquid cold longer and prevents condensation. *The Highland AutoSeal Mug* comes in a 20 oz. version (\$25) that keeps liquid hot for 7 hours and cold for 20 hours and a 16 oz. version (\$23) keeping contents hot for 5 hours and cold 14 hours.

UCO Tetra LED Lantern is a three-in-one product. The rechargeable and collapsible Tetra shifts easily between flashlight and lantern and features a USB-charger port. Tetra will run 50 hours, and has adjustable brightness up to 150 lumens. \$50



UCO Tetra LED Lantern



Tubbs Flex VRT

Tubbs Flex VRT features a new DynamicFit binding with Boa Closure System that produces evenly distributed tension around the boot. The ability for micro-adjustments ensures precise maneuverability, comfort and optimal fit. The Flex Tail design eases stress on joints. \$250

Osprey Kode ABS Compatible Series unzips to separate from the backpanel, hipbelt and harness so the small or large ABS Vario Base Unit (sold separately)

can be attached. With a single zipper, Osprey integrates the technology of ABS, the leader in the avalanche airbag industry since 1985, into the Kode series for optimal safety. Includes the *Compatible 42* (\$220) for ski/snowboard mountaineering. For backcountry skiing, the *Compatible 22+10* (\$200) expands to 32L but can be zippered down to 22L.



Osprey Kode ABS Compatible 22+10



La Sportiva Vapor Nano utilizes a new ski construction process that reinforces a pre-impregnated composite resin matrix with carbon nanotubes sourced and produced in the USA. The result is a lightweight, stiff material that is molded into a ski featuring an aggressive rocker profile in the tip and a lightly rockered tail. Sixty percent camber and 20 percent tip rocker create a ski that is easy to initiate, does not waiver at speed, and floats effortlessly in soft snow. \$1200

Gregory Mountain redesigned its Denali Pack with a 100-liter pack, the *Denali 100* (\$399), and a 75-liter pack, the *Denali 75* (\$359). Both packs utilize the FusionFlex Pro suspension rated to carry 80 pounds and have a dual aluminum stay with an anti-barreling cross stabilization system proprietary to Gregory. A canting harness automatically adjusts to individual shoulder angles while the strippable 3D pre-curved expedition waistbelt uses dual density LifeSpan EVA foam for weight transfer of heavy loads. ■

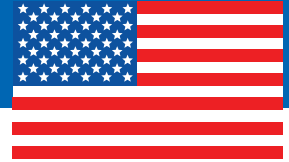


Gregory Mountain Denali 100

La Sportiva Vapor Nano

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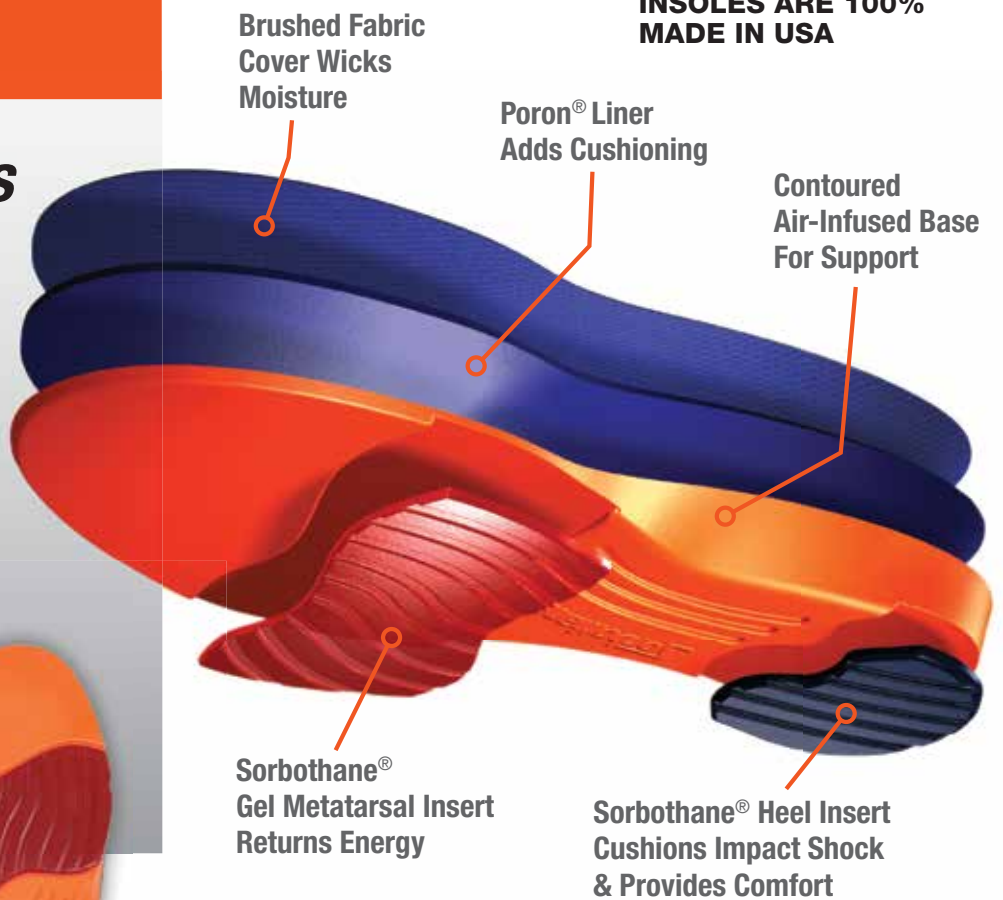
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Just like players entering a stadium and stepping onto the playing field, customers enter the store through a tunnel entrance providing the rush and exhilaration of entering a temple of sport. Photos courtesy Sport Chek

SPORT CHEK OPENS TECH FLAGSHIP

Sport Chek recently opened its first flagship, an 80,000-square-foot location in Edmonton that it describes as the most digitally-driven store in the world.

The flagship builds on last year's opening of a store on Yonge Street in Toronto that was described as a "game-changing retail lab." That 12,000 square foot store featured 140 digital screens, a digital shoe wall, and various customization tools to provide shoppers with opportunities for personalized content and extensive interaction with merchandise. But at 80,000 square feet, the new flagship offers much more room to amplify the interactive experience.

The flagship's feature:

- » 800 screens populated by 220 channels that display product images and deals, store-wide anthems, and community walls filled with local sports information;
- » 470 individual screens; 250 computers; 25 large format tabs; and 80 tablets;
- » Over 1,200 square feet of digital projection
- » 250 staff using digital installations, interactive technology and product displays featuring the top sports brands to provide detailed and personalized service to customers.

"The store is a culmination of a dream," said Michael Medline, president of Canadian Tire Corp, which added the Sport Chek nameplate with its August 2011 acquisition of The Forzani Group (FGL Sports).

He added, "We set out three years ago to rebrand Sport Chek - 'Your Better Starts Here.' And this store shows that. We have the best sports store in Canada. In fact, I would argue that this is the best retail store on the planet. It combines the best brands in sport with digital with the best customer experience in the world."

With the aid of touch gestures and RFID technology, the flagship at the West Edmonton Mall weaves interactive technology and digital installations throughout. The experience starts with the entrance, which resembles a players' entrance tunnel to a football stadium or hockey rink. Motion-activated video screens immediately show inspirational sports scenes.

Interactive features include a virtual bicycle ride that enables users to follow their journey on a digital screen while adjusting their resistance levels to riding uphill or downhill. For golfers, the store's FlightScope simulator uses 3D Doppler tracking radar and video analysis to test clubs on drives. In the running section, a gait analyzer treadmill equipped with high-speed cameras captures a runner's biomechanics.

An Atmosphere outdoors section measuring 21,000 square feet sits on the second floor. There, climbing shoes can be tested on a motorized rock



Left: The first of its kind in a retail environment, a digital power ring gives customers the familiar feeling they are in a stadium.

Below: Medical Motion gait analysis allows runners to be fitted in a dynamic environment to ensure the footwear selection is not only comfortable, but also complementary to their individual biomechanics.

climbing treadmill. By activating a pop-up exhaust fan, visitors can learn how to light a camping stove.

“We’ve been on a brand journey for a couple of years,” said Duncan Fulton, chief marketing officer of FGL Sports and Mark’s. “We made a decision that we wanted to differentiate Sport Chek in Canada or frankly on the planet as being an ultimate destination for the best brands in the world.”

He said the repositioning has significantly altered not only how Sport Chek is marketing but also branding. Fulton elaborates, “We’re putting content and digital and social at the heart of everything we do. So that is a huge game changer for us and shifts how we do business. We’ve had to employ dozens of people in jobs that we never would have even thought of five years ago.”

On the service side, a Wintersteiger Mercury ski and snowboard tuning machine - one of only three available in Canada - is capable of providing professional grade tuning on 60 pairs of skis per hour. The location also includes an electronic racquet stringer and baseball glove steamer. In the fan area, a touchscreen display lets shoppers create their own customized NHL jersey. Customized sunglasses around fit and style are available in the Oakley section.

Employees carry tablets to help customers with product information and share community information such as local yoga classes or nearby running trails or climbing areas. A community center provides information on local events or clubs.

Vendor also had to step up their in-store messaging efforts with each of the 470 digital screens telling unique stories around brand content as

well as athletic inspiration. Some display product-information videos when shoppers hold a radio-frequency chip-equipped product near it. Using video mapping technology, the Under Armour Vendor Shop features video projection onto the brand’s classic “Big E” mannequin. Other heavily-showcased brands include Nike, Adidas, Columbia, The North Face and Arc’teryx.

“We need best and brightest content that our vendors can give us,” remarked Fulton. “We want to make our vendors’ brands shine in here and without their content, we can’t do it. So this is a journey for all of us and we’re going to be working even more closely with all of our vendor groups to make that happen in 2014.”

As part of Canadian Tire’s five-year plan announced in 2012, FGL Sports is on schedule to add 2 million in square feet in Sports Chek and Atmosphere locations through 2017. That will lead to a 50 percent hike in Sport Chek’s square footage. In 2013, it added 400,000 square feet and just under 500,000 is scheduled to be added in 2014.

FGL Sports ended last year with 421 stores with revenue reaching Canadian \$1.66 billion.

Medine said FGL Sports expects to be able to open 10 or 12 Sport Chek/Atmosphere combo flagships across Canada over that time frame. The flagships will range between 60,000 to 80,000 square feet, but management also sees opportunities for 30,000 to 35,000-square-foot Sport Chek stores in urban markets and even 10,000 to 12,000-square-foot stores in smaller markets.



Many of the winning innovations in the flagship locations are expected to also be retrofitted into its current stores, especially as its growing in-house technology teams have found ways to dramatically cut the cost of digital deployment in-store.

“We’re trying to excite our customers,” said Medine. “Excite them about sports, get them active, get them healthy, and allow them to experience sports in the best retail store.” ■



MADE IN THE USA



SANBORN CANOE COMPANY

ARTISAN-PAINTED PADDLES
WINONA, MINNESOTA

From its origins as a summer hobby started by a few buddies in a garage with little knowledge of how to build a sturdy cedar-strip canoe, Sanborn Canoe Company of Winona, MN was born,

Learning everything the hard way, their first paddles led to the desire to learn more about paddle making and carving a niche in the paddling community. Having paddled extensively through canoe country from early childhood, Sanborn Canoe Company continues the heritage that was born in the early years of the 1900s and through generations of families' paddling in northern Minnesota and beyond. sanborncanoe.com



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Kids Get Sporty

Athletic's influence, experimental colors and prints, and an overall demand for greater versatility are expanding choices for kids' footwear.

By Thomas J. Ryan



Kids footwear continues to see a heavy dose on adult takedown product with a few shortcuts taken on the technical details to get that kid-friendly price. But with the increasing influence of athletics and overall heightened demands for performance and durability, kids options are increasing.

Stride Rite Children's Group (SRCG) is finding that the overall hybridization of footwear categories, blurring the lines between casual and athletic, has influenced all of its brands, which now includes Merrell in addition to Saucony and Sperry Top-Sider.

"Whether it is bright color usage, sporty material mixes, or athletic constructions for lightweight cushioning, the athletic market continues to influence other footwear categories," said Dawn Phillips, director of design for SRCG Takedown Brands. "On the other side, it is also going the other way with classic athletics returning in more casual materials and colors. All of this feeds perfectly into our evolving consumer's need for versatility in their footwear choices."

For Fall 2014, Merrell will introduce the Jungle Moc Sport at \$50 to \$55 featuring a new lighter weight, and more flexible outsole with the same core look while allowing for more natural movement. The Chameleon, \$55 to \$70, is a high performance hiking shoe with a snug custom fit and lightweight feel available in a new variety of kid-rite colors, ankle heights, and waterproof options.



Merrell Jungle Moc Sport

At Saucony, the brand's focus in kids continues its evolution from a platform of pure minimalism to outsole constructions and upper patterns built to allow and enhance natural motion. It also means bold, bright colors with cool, powerful soles that look like the adult versions kids want with technology inside that performs.

The Excursion, \$50, features anti-stink mesh linings, durable, rounded lace, reinforced stitching for durability, and a proprietary, rugged outsole with dirt-shedding properties and added traction.



Saucony Excursion and Kinvara 5

The Kinvara 5, \$44 to \$60, is lightweight like the adult version but made for kids with a 4mm heel-to-toe drop, minimal overlays for greater flexibility and support, and an odor fighting anti-microbial lining.

At Sperry Top-Sider, a highlight is the Passion For The Sea Boat Shoe, \$50 to \$65, featuring fashion that continues to push the limits.

Catherine Cook, VP of marketing, Kamik, believes many of the underlying trends are being driven by a greater demand by parents for versatility. "This year more than ever we noticed that parents are in search of versatile footwear that will comfortably fit children across a broad range of activities, while also protecting against the elements," said Cook.



Sperry Top-Sider for boys

Kamik in August will be launching its Elements collection, the first line of three-season neoprene boots made in the USA. The boots are 23 percent lighter than other neoprene styles on the market, and offer fit, comfort, durability, and versatility. The collection, which includes styles such as the Stormin and Bluster, approximately \$80, wear like a shoe but protect like a boot.

"Our Elements collection was designed to be all-encompassing; all styles are 100 percent waterproof, lightweight, temperature rated to minus 30 degrees, include our proprietary synthetic rubber



Kamik Stormin and Bluster



and are made in the USA,” said Cook. “Styles in the line include all-weather handles (with no holes to keep the elements out) for easy on and off, weather collars that lock in heat and keep out snow and rain, and Kamik’s Easy Grab Lace Lock that makes it easy to adjust the boot with or without mittens.”

In addition to the Elements collection, Kamik will be introducing a new collection of boots inspired by the sneaker trend emerging in the athletic market. Both collections are made with its RubberHe, a 100 percent recyclable, lightweight synthetic rubber that is unaffected by weather.

Greg Thomsen, Adidas Outdoor US managing director, sees an increased demand for kids footwear that matches the design and technology of the adult styles. He views this as part of an overall trend towards better footwear for kids in general. Adidas Outdoor styles such as the new Terrex Conrax Youth and Holtanna Youth, are both insulated with PrimaLoft and built with waterproof/breathable membrane technology for warmth and waterproof protection.

“For Fall 2014 we are offering mid- and low-cut Gore-Tex hiking boots for boys and girls with styles ranging from size 3K up to size 7!,” noted Thomsen.



Adidas Outdoor Terrex GTX L

A highlight is the Terrex GTX L, \$110. The lightweight low-cut hiker is made from a durable ripstop with reflective details and also features speed lacing, rugged Traxion outsole and waterproof Gore-Tex.

The AX 2 CP K, \$75, is a low-cut style keeps feet comfortable and secure on rocky trails with EVA cushioning. A Climaproof membrane upper offers waterproof protection in wet conditions while a reflective logo enhances visibility and safety in the outdoors.

The Daroga Leather K, \$50, looks like an outdoor sneaker but is ready-to-hike. It’s made from durable suede leather with a protective toecap and a non-slip outsole that features lug details.



Adidas Outdoor Daroga Leather K

Thomsen that beyond demand for improved protection, stability and warmth to bring kids to the outdoors, the Adidas Outdoor kids footwear line also offers a unique fresh style with fun colors and performance styling with technical construction and features seen in its adult styles.

Keen is bringing out a deeper line-up of hiking styles for kids as well as fun and funky boots for little ladies. Fall 2014 will mark the debut of infant sizing, ranging from zero to 24 months, in two styles; including the popular Targhee Boot, \$38, and the Rover, \$38.

“The new infant sizes have been designed specifically for those chubby little feet – easier to get on and off,” said Erin Simons, product line manager for kids at Keen. “It’s exciting for Keen to truly offer footwear for the even the tiniest members of the family.”

For little trekkers blazing trails on the weekend, Keen debuts the Pagosa WP in Mid, \$75, and Low, \$70, versions. The style comes packed with waterproof leather and mesh, with a waterproof breathable membrane.



Keen Targhee Boot



Keen Punky High Boot

The Punky Collection from Keen offers an artsy and eclectic look for girls looking to make a statement. Available in a High Boot, Ankle Boot and MJ, every Punky style meshes suede and colorful textile uppers for funky style with a soft jersey liner for comfort.

Crocs is looking to expand its kids product line in Fall 2014 with an assortment of casual styles that have the easy on, easy off comfort that Crocs is known for and the stylish fun kids want.

“The active inspired Duet collection with its bold color combinations and Croslite outsole offer stylish comfort that is at the top of their list for back to school,” said Katie Brookes, senior product line manager for kids footwear at Crocs. “The new Cabo collection offers a



Photo courtesy Keen

lightweight, casual canvas option for transitioning into Fall. The Crocslights collection keeps things fun and exciting with both exclusive and licensed graphics. Offering more styles that can cover different wearing occasions is important, and having a more diverse shoe collection is a key strategy for Crocs in Fall 2014.”

Highlights include the Duet Girls’ Busy Day Collection - Kids, \$35; Juniors, \$40, a Mary Jane has a stretchy upper and stretchy strap for a stay-on fit. Said Brookes, “Think of it as a sneaker with more girl power. It has a pretty embroidered floral pattern and all the Crocs comfort and cushion kids love.”



Crocs Lightning McQueen

The Cabo - Kids, \$30; Juniors, \$35, has weathered canvas uppers for a relaxed, laid-back attitude with Crocs’ comfort and cushion packed inside. A rubber outsole pod adds traction and durability.

The CrocsLights Collection for boys and girls, \$40, adds playful LED lights to popular franchises, like Lightning McQueen, Hello Kitty, Teenage Mutant Ninja Turtles and Star Wars, as well as exclusive Crocs designs like Robo Shark and Butterfly.



Chooze Shoes Jump/Whirl

Chooze Shoes, known for making the left shoe always different from the right, will introduce the Jump/Whirl, \$49, a mary jane style featuring a new flexible, and durable outsole made of TPR (Thermo Plastic Rubber). The cotton canvas uppers make them super soft and they feature a gore heel



Chooze Shoes
Move/Swirl

counter for comfort. Like all of Chooze shoes, they feature molded EVA insoles that are anti-microbial and breathable.

Other notable launches from Chooze include the Move/Swirl, \$49, vulcanized sneakers featuring cotton canvas uppers and molded EVA insoles. The Twist/Blink, \$49, features angled gore straps, cotton uppers, and TRP outsoles.

“All of our shoes were created with kids in mind - durability, comfort, and fun are the most important features,” said Sharon Blumberg, owner and ‘chief choozer’ at Chooze Shoes. “The shoes are creatively coordinated to inspire kids to think different and to be open to new ideas. This collection was inspired by kid’s art, trends in colors and prints, and our customers. Kids love to express their unique style and Chooze gives them an opportunity to be different and unique. This season features a more refined outsole that gives our shoes more versatility. Kids can dress them up and dress them down. But most importantly, they can feel free to play and be kids.”

Hi-Tec, celebrating its 40th anniversary, is bringing its famous original light hiker to adventurous youngsters. The Sierra Lite Original Jr., \$60, features a suede and mesh upper, compression molded EVA impact absorbing midsole, and Multi-Directional Traction (MDT), and a rugged rubber outsole. It also features Hi-Tec’s patented Big-Fit dual-insole sockliner system, which increases the lifespan of the shoes. For more of a splash, the Sierra Lite Wooly Jr., \$70, adds a shock of playful felt and suede patterns.



Hi-Tec Sierra
Lite Original Jr.

At Timberland, the Discovery Pass Plain Toe Oxford, \$50 to \$60 (toddler-junior) features a full-grain leather and suede upper for rugged durability and long-lasting wear. An OrthoLite PU footbed made from five percent recycled rubber provides all-day cushioning and support. Also features a mesh tongue, Does it Fit? Sockliner, and Green Rubber outsole made from 42 percent recycled rubber.



Timberland Discovery Pass
Plain Toe Oxford

The Earthkeepers Asphalt Trail Maplebrook Girls’ Tall Boot, \$80 to \$100 (toddler-junior), features a full-grain and suede leather upper from an LWG Silver-rated tannery. The lightweight, flexible, non-marking rubber outsole is made with 15 percent recycled rubber. Also features textile and mesh lining, mesh footbed cover, OrthoLite PU footbed, and Nylon shank for arch support.



Timberland Earthkeepers
Hibernator Slip-On

The Earthkeepers Hibernator Slip-On, \$45 to \$55 (toddler-junior), features premium suede from a LWG Silver-rated tannery and 100 percent recycled PET felt upper. A 100 percent recycled PET brushed nylon lining and footbed cover offers warmth and comfort.

“We design our kids’ footwear to keep them warm and dry while they’re splashing through puddles on their way to school; but we also add in the comfort and style that keeps them happy,” said Lisa Demarkis, VP of footwear, Timberland. “We use the same rugged construction, premium leathers and eco-conscious materials everyone expects



Photo
courtesy
Chooze
Shoes

from Timberland; yet we add details like buckles and color blocking that make kids feel special. If they’re happy, their parents are happy!”



The Original
Muck Boot
Company
Kid’s Hale

At The Original Muck Boot Company, the Kid’s Hale, \$70, has fun, bright colors and new patterns as well as a wrap-around sole for stability. Neoprene upper makes it easy to slip onto little feet, but hugs snug to the calf so it doesn’t fall off easily during play.

“A trend for Fall 2014 in kid’s footwear are brighter, bolder color blockings, patterns and designs which really catch the consumers eye from a shelf appeal and allow kids to express their individual style,” said Sean O’Brien, global director, Retail Footwear. “We’re seeing this not only in footwear but in winter apparel as well.”

The Jambu kids fall collection is placing a greater emphasis on weather rating attributes than the previous seasons.

“We have a brand new waterproof outsole for each gender with weather rated uppers, and we’ve incorporated warm uppers and linings to make sure each Jambu Kid has a safe and cozy adventure this winter,” said Naly Lee, senior footwear designer. “Our colorways are always inspired by nature, and camouflage and perfin details were a big part of our trend direction. We translate how nature provides these elements and implement them into our details.”

Highlights for boys include the Tahr, \$65, a vegan friendly, waterproof sneaker featuring a rubber outsole with phylon midsole. The Coachella, \$55, is an easy slip-on with all-terrain traction and an EVA footbed.



Jambu
Tahr



Jambu
Cosmo

For girls from Jambu, the Greenwich-2 Maryjane, \$50, is a vegan-friendly easy slip on with a rubber outsole and adjustable hook and loop closure. The fur-lined Cosmo slip-on, \$55, features a suede upper and is water resistant.



New Balance 980 Fresh Foam and 574 Pop Safari Pack



New Balance looks at its adult performance and lifestyle team counterparts to determine what is hot right now and has brand heat and then creates “mini-me” versions that are trend-right styles and still appropriate for kids.

“We don’t always directly “take-down” the style,” said Scarlet Batchelor, New Balance kids senior product manager. “We always look at it with a kids lens to make sure it’s fun, exciting and fast from a kids perspective. This comes through in the colors and materials that are used.”

For back-to-school from a performance perspective, New Balance is extending its Fresh Foam XX franchise to grade school kids with the 980 Fresh Foam, \$70. Said Batchelor, “Fresh Foam is a new innovative technology that offers superior cushioning through intelligent design. We have taken the same concept from the adult shoe and revved it up for kids with hot colors and fast materials.”

For lifestyle, the 574 Pop Safari Pack, \$42 to \$60 (infant, grade, pre-school sizes), uses a combination of colored ripstop on the body and fun prints on the tongue for a fresh look at the traditional 574.



Brooks Kids' Adrenaline GTS 14 and PureFlow 3

At Brooks, the Kids' Adrenaline GTS 14, \$70, is packed with all the footwear features of its parent, but the playground-ready adaptation is engineered with special features for rapidly developing feet. Lower density foam is easier to compress, forefoot flex allows for natural movement and a toe guard protects against those sometimes-wonky steps.

The kids' PureFlow 3, \$70, is ultra-light and flexible for a natural fit and kid-tailored feel.

Kira Harrison, footwear merchandising associate at Brooks, said the overall demand for kids versions comes from parents who are devoted fans of Brooks and “want their kids to that same quality in a running shoe.” But she said the PureFlow is doing very well in kids because the line encompasses a range of bolder colors. Said Harrison, “Kids really want their shoes to be bright, fun and playful. They get so excited when they find a color they like. You see them bounding out of the store like a bunny.”

At Puma, the Cabana Racer NM Jr., \$50, is a kids version of the old-school lightweight racing flat that was first introduced in 1981. The kid's model features upbeat colors with a mesh base and suede overlays. Taking cues from Puma classic running silhouettes, the Steeple Glitz Multi V Kids, \$48, is all over glitter with a patent form stripe for the young girl that wants to shine.



Puma Cabana Racer NM Jr.

At Bogs, the Camo Rainboot Kids, \$50, is the brand's lightest boot, built for warmer temps and made with a soft and flexible natural rubber upper. DuraFresh odor protection keeps tiny toes



Bogs Camo Rainboot Kid and Baby Canvas Zoo

fresh. Easy pull-on handles and a non-slip outsole mean these boots are built to handle any kid challenge.

Made of washed canvas with Bogs Max-Wick, the Baby Canvas Zoo, \$35, features a soft-to-skin liner to keep tiny toes cool, dry and comfy.

Light and durable, Teva's Youth Hurricane 2, priced at \$34, is the kid's version of the amphibious Teva Hurricane 2

Sport Sandal built on Teva's Durabrasion Rubber outsole and featuring classic Teva sandal strapping architecture.

The soft compression molded EVA topsole provides support, while a zinc-based anti-microbial protectant on the footbed keeps feet odor free.

Ready for land or water, Teva's Barracuda, \$30, features waterproof materials and protective full toe coverage. Cushioning and support comes from the lightweight injection-molded EVA sole and Durabrasion Rubber outsole.



Teva's Youth Hurricane 2 and Barracuda

Vans proven Pro Skate performance line is expanded this season with a youth offering of the signature Chima Ferguson Pro, \$45. Built on Vans' single-wrap PRO VULC construction with UltraCush Lite footbeds for reduced weight and increased responsiveness, the Chima Pro introduces Duracap-fused canvas uppers that skate as tough as leather.



The premium details include a tailored, low profile body with varied textile accents including leather, suede and cork on the tongue, collar and hangtag. The Chima Pro is carried through to men's sizing, for an easy transition for young skaters to grow up with Vans and drive their progression of skate performance as they get older.



Vans Chima Ferguson Pro and LPE



First introduced in Vans' men's classics collection, the LPE, \$40, is introduced for girls. Utilizing a padded ankle liner and low-profile body, the LPE is available in two colorways for fall using a chambray body with contrasting hickory stripes and polka dots. The new Sk8-Hi Zip, \$45, for youth boys offers the comfort of the Vans Classic Sk8-Hi

with zip back detailing and elastic laces for easy on/off.

At Lowa, the Kody III GTX Mid, \$145 and \$155, is a lightweight, waterproof, breathable hiker. It features a suede and Cordura leather upper, shock absorbing PU midsole, dual density rubber outsole, and Gore-Tex waterproof, breathable lining.



Lowa Kody III GTX Mid and Pirol

Sporting the same award-winning quality as its adult climbing shoes, the Pirol, \$86, features a Microfibre upper, a soft LC Super Grip outsole with 'stickiness,' anti-bacterial Bio-Active lining, and an easy on Velcro closure system with a wide last.

The Scooter Velcro GTX Mid, \$120, features Gore-Tex lining for waterproof and optimal temperature regulation. Lowa Monowrap construction offers fit and comfort.



Overall, the focus for Lowa in kids is keeping the selection simple with some winter boots that are pull-on, zip or hook & loop closure, according to Peter Sachs, Lowa's general manager. He added, “As always Lowa's quality is a great value because families can pass the boots from one child to the next before they will wear out.”

At Reebok, the Zjet, \$100, plays up a NanoWeb upper that helps keep the foot supported and centered when accelerating in and out of turns. Moving Air technology provides maximum cushioning.

The ZigTech Big & Quick, \$80 (grade school), \$60 (pre-school), features a super-sized Zig midsole and is engineered with a lightweight breathable mesh while the added toe cap gives extra protection.

The ATV19 Ultimate, \$70 (grade school), \$60 (pre-school), features an irregular lug pattern that provides a banked feel for cushioned stability. A padded tongue collar adds supportive comfort and also includes lightweight mesh quarters for ventilation.



Reebok Zjet and ZigTech Big and Quick



it comes to footwear. In our collection for Fall/Winter 2014 and in future collections that will come through in fit, style, color and of course always something a little fun!"

Speedo had previously focused on aqua socks for kids, but over the last year has greatly expanded its range, especially around sandals.



Speedo Grunion

"These days it's easy to get cheap surf sandals for kids, but we are finding that consumers expect to be able to purchase sandals that utilize some of the same comfort, cushioning technology and styling they get from their favorite running brands," said Barry McGeough, VP of hardgoods, Speedo USA. "As an athletic aquatic brand, we fill this need perfectly when we use soft and durable dual density foams and running shoe cushioning systems as we did building the basis of our Exsqueeze Me Flips, high grip rubbers that mom and dad can trust on deck across the range, great prints developed in conjunction with local LA Artists on our Loco Zorillas, and a bright and vibrant color palette."

A highlight is the Exsqueeze Me available in the Flip, \$20, and Flow, \$22.

The throwback sandals are hydrophobic and ultra-lightweight for comfort around all aquatic environments. The Grunion, \$32, features a soft mesh upper for comfort, S-TRAC TPR outsole for water management and flow dispersion, and a quick adjustable strap closure for easy on/off.

Loco Zorillas, \$17, is a soft, hydrophobic flip made with PE foams for a comfortable fit. Working in collaboration with graphic designers and artists, the bold graphics express the wearer's personal style.

At DC Shoes, highlights include takedowns such as the Crisis TX, which features a canvas upper, spandex lining, foam padded collar and tongue, and emboss screen printed quarter logo. The Tonik SP-BPA, features a textile upper for breathability and lightweight feel, vulcanized construction, and abrasion resistant sticky rubber outsole. Both feature DC's trademarked "pill pattern" bottom.

Chris "Indi" Adams, global product line manager, youth footwear, DC Shoes, said the skate brand is seeing the youth consumer wanting to connect or be more like their older brothers/sisters and friends.

"This aligns with the trend of parents wanting to dress their kids more like themselves," said Adams. "The technology for youth shoes is identical to adult shoes as well. We are also seeing in kids, as we do in mens, a shift to simple vulcanized shoes which is trending down our standard 'franchise models'."

Altra is finding success with the launch of its first kids line with the spring launch of the Altra Instinct Jr., \$54. The only youth shoe to feature a cushioned Zero Drop platform and a youth-specific foot-shaped toe box, the shoe is designed to develop strong, natural muscles and proper bone structure to help kids avoid foot problems later in life.

For Fall 2014, the shoe gets slightly lighter, more flexible, gains a more comfortable upper, and a rugged outsole. Said Golden Harper, founder of Altra Running, "We know kids are going to wear the shoes for more than just running. So it's got an outsole traction pattern that can take them everywhere." ■



Altra Instinct Jr.



DC Shoes Crisis TX and Tonik SP-BPA



Sanuk Meltaway Girls



For girls, Sanuk's Meltaway Girls, \$32, features a fuzzy textile short vamp upper with faux shearling lining. Sanuk's signature high rebound, molded EVA footbed and a Happy U sponge rubber outsole provides comfort. The easy slip-on is both vegan and vegetarian.

For boys, the Vagabond Chill, \$40, includes a faux shearling lining with Sanuk's customary EVA footbed and rubber sponge outsole. A hook and loop closure system provides easy slip on/off.



Sanuk Vagabond Chill

Vibram FiveFingers has gained a strong foothold in kids since its introduction into the category in Spring 2011. A growing crop of foot specialists believe the majority of foot problems, like ravaged/criss crossed toes, bunions and injuries are a result of wearing rigid or poorly shaped shoes as a child. But for 2014, the trend for FiveFingers is about fit and color.

"We are staying light and bright for girls and then have a black based shoe for the boys," said Vibram USA VP of Product Design, Peter von Conta.

For Fall 2014, the V-On Kids model, \$60, is a cinch to slip with a hook and loop closure on either side of the padded tongue. The tongue rolls up completely allowing kids feet to slip easily into the pockets. Features a serrated blade lug design, Vibram XS Trek compound and a 2mm EVA midsole for light plating protection. For fashionistas, the kids Alitza, \$60, features crisscross flexible straps for a secure and fashionable fit.



Vibram FiveFingers V-On Kids and Alitza

At Native Shoes, a kid's highlight is the Jimmy Winter Boot, \$60, which was inspired by the classic duck boot but updated with a soft shearling liner for warmth. The Jimmy Winter features a side zipper and an elastic toggled lacing system for easy on/off.

"Every season the collection takes a node from our adults but more and more we are looking for ways to allow it to sit on it's own," said Shawna Olsten, director global marketing at Native Shoes. "This season we did that by offering kids-specific prints, color range and even two tones. As far as market trends, brands are really starting to look at kids as it's own collection. Kids are doing big things these days; therefore they need something a little different when

Native Shoes Jimmy Winter Boot





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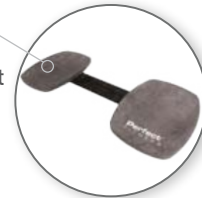
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