

# SGB

ISSUE 1444  
NOVEMBER 3, 2014

# WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE SPORTING GOODS INDUSTRY



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Sublimation, color blocking, textured and slub fabrics are just some of fashion's influences working their way into fan apparel.

ON THE COVER: Mitchell & Ness Assistant Coach Jacket.  
Photo courtesy Mitchell & Ness

## MOVERS & SHAKERS

**Alex Brands**, the maker of toys including the Poor line of foam sports balls, hired **Neil Friedman**, formerly president of the U.S. division at Toys "R" Us as well as president of Mattel Brands, as President and CEO.

The **Outdoor Industry Association** board of directors appointed **Steve Barker**, founder and former owner of Eagle Creek, as interim executive director for the organization, effective immediately. Barker will be tasked with providing a stable and consistent leadership presence for OIA staff while the board conducts a national search for a permanent OIA executive director. **Frank Hugelmeyer** resigned as OIA's President and CEO October 3.

**Scott Sports** named **Fred Bailey** as its new Wintersports Hardgoods Sales Manager. Bailey will handle sales for skis, poles, goggles, boots, and accessories in the Scott winter product line

**Sealskinz, Ltd.**, the maker of waterproof socks, gloves, and hats based in Broomfield, CO, named **Ian Blackman** as executive chairman. Blackman has been working as a consultant since leaving Amazon.com UK where he worked as director of footwear from September 2010 to March 2014. Prior to that, Blackman was with Pentland Brands.

**Timberland** President **Patrik Frisk** is leaving VF Corp. to take a position as CEO of the Canadian fashion footwear retailer **Aldo Group**. Frisk has served as president of Timberland since September 2011 when VFC promoted him to the position following its \$2.3 billion acquisition of The Timberland Co. Frisk has served as coalition president, Outdoor Americas, since April.

**TRX**, the maker of functional training programs and creator of Suspension Training bodyweight exercise gear, has promoted **Paul Zadoff** to the role of president.

**Under Armour** hired **Chris Bate**, formerly managing director EMEA at Wolverine Worldwide/PLG and footwear business director at Nike Europe, as VP and Managing Director of Europe. **Erick Haskell**, formerly managing director, India at Adidas and former COO, Greater China for Adidas, has been hired to lead China.



## L.A. GEAR PLOTS RELAUNCH

L.A. Gear, the nostalgic brand of the 80's and 90's, will relaunch the L.A. Gear "Originals" line with the help of creative brand advisor, trendsetter, and multi-platinum recording artist, Tyga.

In its heyday, L.A. Gear worked with renowned icons including Michael Jackson, Kareem Abdul Jabar, Wayne Gretzky, Belinda Carlisle, Paula Abdul, Joe Montana, to name a few. Like past collections, the re-launch will continue to merge sports, pop culture and street wear. Tyga, the California native who takes pride in his roots and the historic culture of L.A., will represent a fresh voice and participate in the design process of the L.A. Gear Originals line.

When speaking about his new design role Tyga describes what first drew him to L.A. Gear saying, "I wanted to do something different. Take my own path. Instead of doing a deal with an active brand in the market, I wanted to be part in something that felt original to 'me.' LA gear is iconic and represents a mindset I relate to. And it gives me a chance to really put my fingerprint on something instead of just slapping my name on a design. I'm excited to show the world my vision."

Founded in 1983 in L.A. on Melrose Avenue, L.A. Gear hit success with popular collections including the blinking L.A. Gear Lights, Hollywoods, L.A. Tech Runners and the KAJ. Re-releases of the sneakers both classic and retro are planned along with an updated, modern rebrand of the L.A. Gear legacy.

"I am thrilled to re-launch the iconic L.A. Gear brand," said Lance Jackson, vice president of L.A. Gear. "Our loyal customers and sneaker collectors have been consistently buying out our existing L.A. Gear Originals inventory, and with the blending of vintage and modern style so on-trend right now, it is the perfect time to remind everyone of the L.A. Gear Originals line - all while adding a fully updated and modern edge to each shoe design and to the overall brand." He added, "it made perfect sense to collaborate with Tyga, who is on the forefront of both music and fashion, to bring a fresh perspective to a brand that was born so many years ago with fashion as its core."

L.A. Gear will first launch the L.A. Gear Lights Liquid Gold limited edition sneaker, which not only represents the former L.A. Lights line, but Tyga's album and "Go Gold" initiatives. The brand plans to release several new collections under the L.A. Gear Originals line throughout the year including the launch of a complete line of T-Raww sneakers. L.A. Gear will be sold at specialty sneaker stores, major department stores, and on the L.A. Gear Originals website and iPhone app.





**STIO**

**TO OPEN MOUNTAIN STUDIO RETAIL STORE IN CHICAGO**

Stio, the Jackson, WY-based mountain apparel brand, announced that they secured a lease to open its next Stio Mountain Studio in Chicago's Bucktown neighborhood. Stio's real estate partner, Jones Lang LaSalle (JLL), assisted in completing the transaction.

Stio will bring to Bucktown its line of "mountain town style meets backcountry performance" apparel. After a rigorous national search, the North Damen location was selected for its active, outdoor-centric population, and status as a hotspot for affluent young professionals. The ambiance of the historic warehouse storefront will be respected while being transformed into a modern, multi-level space that emulates Stio's successful Jackson Hole Mountain Studio.

"We are excited to open our second Stio Mountain Studio in Chicago. We have quickly fallen in love with the Bucktown neighborhood and think it is a perfect fit for the Stio brand ethos," stated Stio CEO/Founder Stephen Sullivan. "With year-round airline service and four direct flights per day in the summer and winter, Chicago and Jackson Hole already have a strong connection. We look forward to bringing a bit of mountain soul to outdoor enthusiasts in this great American city."

Retail is a key component of Stio's long-term strategy and the company has plans to open Stio Mountain Studios in carefully selected locations yearly. The brand continues to grow its direct-to-consumer business and recently launched its widely acclaimed Fall/Winter 2014 Collection.

The Stio Mountain Studio Bucktown will open early Spring 2015. Its first Stio Mountain Studio is located in Jackson Hole, WY. Partner brands include Olukai, Pistil Designs, Sunski, OTZ, Kaenon, Sunski, Opinel, Oliberte, Rainbow, Hestra, POC, and Darn Tough.



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## BY THE NUMBERS

### +19%

Garmin's Outdoor segment posted revenue growth of 19 percent in the third quarter due to the strong performance of recently introduced products including the Fēnix 2, the Approach S6, and the Alpha series. Gross and operating margins remain strong at 65 percent and 42 percent, respectively. The significant revenue growth will allow Garmin to generate mid-single-digit full-year growth in the segment.

### +24.2%

Deckers Brands reported sales increased 24.2 percent in the second quarter ended September 30 to \$480.3 million compared to \$386.7 million for the same period last year. Sales grew 23.8 percent for Ugg, 14.9 percent at Teva, and 3.2 percent at Sanuk. Earnings rose 23.2 percent to \$40.7 million or \$1.17 a share. The company raised its guidance for the year.

### -5%

Callaway Golf Company reduced its net loss in the third quarter to \$1.1 million, or 1 cent a share from \$22.9 million, or 32 cents a year ago. Revenues decreased 5 percent to \$169 million. The company raised its EPS guidance for the year and continues to expect to post its first annual profit since 2008.

### -18.3%

Big 5 Sporting Goods reported net earnings declined 18.3 percent to \$7.5 million or 34 cents a share, but results came in just above its guidance range of 24 to 32 cents. Sales in the period ended September 28 increased 2.3 percent to \$265.1 million. Same-store sales inched 1.0 percent. In the year-ago quarter, comps advanced 1.4 percent. Results were impacted by continued softness in demand for firearms, ammunition and related products, a promotional climate, and the impact of a severe drought in many of its western markets particularly California.

### -93.8%

Crocs, Inc. reported operating earnings tumbled 93.8 percent to \$1.1 million after non-recurring restructuring and asset impairment charges. Revenues grew 4.8 percent to \$302.4 million as gains of 13 percent in Europe and 10 percent in the Americas offset declines in Asia. Comparable stores declined by double-digits in China, Korea, and Hong Kong.

### -5%

Callaway Golf Company reduced its net loss in the third quarter to \$1.1 million, or 1 cent a share, from \$22.9 million, or 32 cents, a year ago. Revenues decreased 5 percent to \$169 million. The company raised its EPS guidance for the year and continues to expect to post its first annual profit since 2008.



## ASICS AMERICA

### HONORS A MARATHON WAY OF LIFE

In celebration of marathon runners everywhere, Asics America, an official sponsor of the New York City Marathon for more than 20 years, brought its "We Are Marathoners" campaign back to the Big Apple for this year's TCS New York City Marathon. The multi-faceted campaign honored the commitment, character, and courage of marathoners with personalized mini-marathoner statues commemorating this year's runners and limited-edition TCS New York City Marathon apparel and footwear.

New to this year's "We Are Marathoners" campaign; Asics included a special tribute to the elite group of runners who will cross the finish line after running 26.2 miles on November 2.

Five hundred runners had their likenesses immortalized into personalized a "mini-marathoner" to commemorate their accomplishment. Asics invited this year's marathon participants to submit headshots to receive a complimentary personalized minatures created using 3D printing technology. The minatures will run the marathon alongside their life size counterparts as Asics monitors the 500 runners' progress and creates real-time Facebook posts for each runner showing their "mini-marathoner" passing by iconic locations on the race course, timed exactly to the real runner's progress.

The "We Are Marathoners" campaign will also appear larger than life throughout the city in the days leading up to the race. The advertising and marketing campaign, capturing the pride and passion of New York, while also pay homage to all aspects of the marathon that Asics stands for – the pursuit of competition, camaraderie, and continuous improvement.

Asics also dispatched a team of experts into Central Park to ensure New Yorkers are putting their best foot forward year-round. As part of Asics' "Run It Forward" program, Asics athletes and the fastest American male marathoner Ryan Hall surprised runners with the opportunity to upgrade their current footwear to Asics, including other prizes and surprises. Professional triathlete and Olympian Gwen Jorgensen was also on hand in the Central Park.

Asics fans around the country were also offered an opportunity to put their best foot forward on Instagram and Twitter leading up to race day. Through November 2, Asics America asked fans to take to social media to share who has inspired them to "Better Their Best" by using the hashtag #BestFeetForward along with tagging two friends to keep the chain going. Asics America donated two dollars to non-profit organization Back on My Feet's New York City chapter for each original post up to \$26,200 dollars. Back on My Feet is a national nonprofit organization that uses running to help those experiencing homelessness change the way they see themselves, enabling them to make real change in their lives that results in employment and independent living.

"Completing a marathon, especially the TCS New York City Marathon, is the ultimate bucket-list accomplishment," explained Kevin Wulff, president and CEO of Asics America. "Only an elite few have the opportunity to tackle the 26.2 mile course throughout New York City's five boroughs, and the tenacity, strength, and perseverance that define marathoners are an integral part of the city of New York's DNA. It is these inspiring performances throughout the city on race day, and every day, that make Asics proud to be a part of the TCS New York City Marathon family for more than 20 years."





## THE NORTH FACE

### LAUNCHES ITS LARGEST CAMPAIGN IN COMPANY HISTORY

The North Face President Todd Spaletto and the U.S. Department of the Interior Secretary Sally Jewell announced a partnership to protect, preserve, and celebrate public lands in support of the 21st Century Conservation Service Corps (21CSC). The North Face is making a donation of \$250,000 to the 21CSC and also launched a new commercial campaign as a key component of the initiative, featuring a recording of Woody Guthrie's iconic anthem "This Land is Your Land" by two-time Grammy nominee My Morning Jacket.

The song is available on iTunes, [itunes.com/thenorthface](http://itunes.com/thenorthface), with more than half of the purchase price for each download going to 21CSC as My Morning Jacket will donate their portion of the proceeds to the initiative. Monies raised will create jobs for youth and returning veterans through 21CSC projects on public lands across the country.

"This partnership with The North Face and My Morning Jacket is really about inspiring and preparing the next generation of conservation leaders and outdoor stewards," said Secretary Jewell. "The funding will help put young people and veterans to work restoring and protecting our nation's land, water, and wildlife – whether that's building trails in national parks or removing invasive species in national wildlife refuges. The 21CSC not only helps meet critical needs on our nation's public lands, but also provides valuable job training and a connection to the great outdoors that will last these young people a lifetime."

The commercial features footage of The North Face global athlete team, members, and enthusiasts skiing, running, climbing and hiking. The spot launched on YouTube October 27 and will debut on national television November 9 (NBC Sunday Night Football) running through the end of December on NBC, ESPN, USA Network, Comedy Central, and more. Advertising will also support the campaign across digital and social media channels starting November 10.

"The North Face exists to inspire people to explore," said Spaletto. "If you can inspire people to love the outdoors, they will grow to care about their natural world, protecting and conserving the places that many of us know as our playgrounds. We are extremely proud to raise awareness, support the 21CSC, and motivate people to reimagine exploration in their own lives."

Additionally and as part of the campaign, the company has outfitted a custom trailer to visit retail locations across the country providing consumers The North Face experience and a chance to win gear and offering other discounts on merchandise.



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## GIVING BACK

### '47 BRAND

## SUPPORTS AMERICA'S ACTIVE SERVICE MEMBERS AND VETERANS

By Thomas J. Ryan

'47 Brand, the maker of fan apparel, announced it will continue to support Operation Hat Trick (OHT), a program that generates awareness, support, and funding for the recovery of America's wounded warriors through donations to participating organizations around the country, as the official headwear and apparel provider of the program. With the exclusive licensing partnership, '47 Brand and OHT provide continuous support to both active service members and veterans.

Conceived in 2007 and taken to the national level in 2012, Dot Sheehan, the senior associate athletics director for external relations at the University of New Hampshire (UNH) and president of OHT, developed the program after hearing that the number one thing wounded service members wanted returning from Iraq and Afghanistan was a baseball hat that would cover their wounds. Operation Hat Trick originated from the game of hockey (when a player scores three goals in a single game), where it is a nationally recognized program at UNH.

Since its inception, OHT has evolved to include a wide variety of apparel and non-apparel items. And the program is now affiliated with several professional sports franchises and more than 230 colleges and universities including Notre Dame, Alabama, South Carolina, and New Mexico – all of which have adopted the program by selling exclusive, branded merchandise by '47 Brand. Hundreds of other organizations, corporations, and minor league teams as well as high schools throughout the country have embraced the program.

"OHT is the only caused-based brand born and fostered on college campuses through the unified efforts of more than 200 collegiate institutions," said Brian White, an OHT board member. "Through the program, colleges and universities demonstrate an inspiring level of solidarity in supporting our service men, women, veterans and their families," he added.

Funds for the program are generated on a percentage of sales and proceeds are divided among organizations that support service members and veteran recovery. Some of the organizations that have benefited from OHT funding include The Yellow Ribbon Fund, Project Sanctuary, Special Ops Warrior Fund, Ironstone Farm, Navy Seal Foundation, the Mission Continues, Walter Reed National Medical Military Center, and the Warrior Bonfire Project, among others.

"When we first started the program many were somewhat hesitant to get on-board, yet the team at '47 Brand immediately asked how they could help show their support, said Sheehan. "Because of their deep commitment, true dedication, and loyalty that we've been able to address the visible and invisible wounds of war among service members and veterans."

"'47 Brand is the proud exclusive provider of the OHT program since 2011," said Steven D'Angelo, co-owner of '47 Brand. "We believed in the cause nearly four years ago, and watching the program expand throughout the country with now major and minor leagues is remarkable. We're honored to support America's bravest for their patriotism, sacrifice, and valor with a cause like OHT," explained D'Angelo.

OHT is dedicated to Nate Hardy and Mike Koch, Navy Seals and friends who were killed in Iraq February 2008, not long after the program launched. Hardy and Koch are buried side-by-side at Arlington National Cemetery. Each hat bears a hangtag with their photo and a note about their story.

Today, OHT gear is available at colleges and universities in the U.S. and online partner retail channels. To learn more about Operation Hat Trick visit [operationhattrick.com](http://operationhattrick.com). The exclusive partnership with '47 Brand will run from October 2014 – October 2018.



A basketball player in a red and white jersey is captured mid-air, jumping towards a basketball hoop. The player's right arm is extended upwards, reaching towards the hoop. A basketball is suspended in the air above the hoop. The background consists of wooden bleachers.

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# Fashion Runways Reinventing Fandom

Sublimation, color blocking, textured and slub fabrics are just some of fashion's influences working their way into fan apparel.

By Thomas J. Ryan

Back in the day, Starter satin jackets, Mitchell & Ness retro jackets, and any old replica jersey were their own fashion statements. Now, much of the fashion in fan apparel is coming from 7th avenue.

Blame the athleisure trend, is fashion's latest buzzword for apparel that can be taken from the gym to the street. Following on the success of Lululemon, Under Armour, and other athletic firms, fashion houses have been infusing athletic fabrications such as stretch fabrics and moisture-management technologies into their mix. At the same time, Nike and other athletic giants are upgrading the fashion quotient on their workout wear. With both pushes combining, functional and comfortable athletic styled apparel are what people are expecting for their everyday wear and what they also want it in their fan wear.

Here, a few takes on fan wear trends and upcoming offerings for 2015.



## TOUCH BY ALYSSA MILANO

Marta Brandysiewicz, the designer of Touch by Alyssa Milano, said the brand, owned by G-III Apparel, continues to rework traditional sports jerseys into more feminine silhouettes through the use of color blocking, oversized graphics, re-imagining proportions and playing with new fabrications. Textured or slubbed fabrics, Lurex flecked fleeces, burnout patterns are being increasingly used to create interest in the garment for women.

Sublimation prints also remain a strong trend. Said Brandysiewicz, “We are seeing a lot of this in the market and came up with our own interpretation that has a softer color and is on more fashion forward silhouettes.”

Other emerging trends include mixing media on graphics as well as infusing sports products with feminine touches, such as lace inserts, crochet ties, velvet trims, and twisted bindings. Attention to details, such as interesting cut lines and bias cutting for better drape, are also essential, not to mention the importance of fit. Said Brandysiewicz, “We pay special attention to fit - fitting extensively throughout the design/development process so that each piece is flattering and comfortable.”

For 2015, highlights for Touch by Alyssa Milano include the Fade Route Hoodie, \$65, a relaxed fit, pullover hoodie with cocoon hood and distressed metallic/team logo combo print. The item is heavily washed and brushed for a vintage look and soft hand feel.

The Fade Route Pant, \$60, is a relaxed fit, straight leg pant with fold-over ribbed waistband and distressed metallic/team logo combo print on the left leg. The MVP Sweater, \$80, is a fine gauge, color-blocked sweater with contrast color intarsia on the chest and contrast color panel on the back.

Touch by Alyssa Milano is also coming out with its first maternity line. A highlight is the Half Time Tee, \$45, a scoop neck, color-blocked tee with contrast color sleeves and neck binding. Contrast color lace inserts and printed stripes line the sleeves. Other details include a water-based ink print and embroidery combo at the chest, ruching at the side seams, and a longer-length front hem to fit a growing baby bump.



From left to right: Touch by Alyssa Milano Fade Route Hoodie, Fade Route Pant, MVP Sweater and Half Time Tee





For men, the Gray Calgary Cuff Knit, \$20, is made from 100 percent acrylic yarn and features a stripped pattern, large pom-pom and raised cotton embroidery logo. Made from 100 percent ring spun combed cotton, the Scrum Basic Tee, \$38, has a soft puckered feel and features a vintage distressed screen print.

On the cap side, a highlight for '47 Brand is the Royal Big Shot Snapback, \$28, a two-tone snapback cap made from an 85/15 wool blend and featuring a raised embroidered front logo, embroidered league logo on the side, and a Kelly Green undervisor for a bright, crisp look.

#### MAJESTIC ATHLETIC

Majestic Athletic is replacing all of its replica offerings for the upcoming MLB seasons in what will be its largest consumer jersey launch in years.

Dana Parker, VP of merchandising-licensed sports group at VF Corp., the parent of Majestic, said the changes came directly from consumer insights. Fans liked the replica looks and styling but many had issues with fit. Particularly, men felt the jerseys were "heavy and big" and women felt the jerseys were "'boxy, wasn't tailed, and also heavy.'" The heaviness and lack of breathability was especially uncomfortable on game days during the dog days of summer.

The updated versions are lighter, tighter in some spots and feature Majestic's Cool Base technology that wicks away sweat.

On the women's side, the Cool Base Jersey, \$80 Player/\$60 Blank, features a full or left chest official logo printed tackle twill decoration, tagless neck label, and Cooperstown woven locker tag, athletic modern fit and 100 percent polyester Cool Base.

#### '47 Brand

Tom Lanzilli, design director at '47 Brand, said fan apparel is again being reimagined with fashion houses paying more attention to athletic cuts and fabrics.

"With runway currently embracing sport, it gives us the opportunity to explore athletic looks through a fashion lens," said Lanzilli. "This is especially true for women's fan apparel."

On the fabric side, a particular inspiration for '47 Brand has been texture overall. Said Lanzilli, "Mixing and matching can lead to some fun design. We're seeing this trend in everything from fabrics to appliques."

Made from 100 percent ring-spun combed cotton, '47 Brand's Debut Tee for women, \$45, has a soft puckered feel and features a contrast yoke, sewn sleeve stripes, and a vintage distressed screen-printed graphic on the chest and sleeves.

'47 Brand Debut Tee



Gray Calgary Cuff Knit

Scrum Basic Tee



Royal Big Shot Snapback



Majestic Athletic Cool Base Jersey and Curveball Babe Deep V-Neck Tee



The women's Short Sleeve Curveball Babe Deep V-Neck Tee, \$40 to \$45, features contrast color sleeves and neckband, self-fabric back neck tape, contrast color piping at side panels, team wordmark screenprint with foil decoration and heat set stones, foil sleeve stripes, and woven label in a 100 percent polyester interlock.

On the men's side, the 3/4 Sleeve Power Hit Crew Neck Ringer Tee, \$34, touts contrast raglan sleeves, a shirttail hem, team logo and wordmark weathered screenprint with Majestic woven label in a 50/38/12 polyester/cotton/rayon twisted slub.





Majestic  
Athletic 3/4  
Sleeve Power  
Hit Crew Neck  
Ringer Tee and  
Cooperstown  
Cool Base  
Jersey

The men's Cooperstown Cool Base Jersey, \$100 Player/\$80 Blank, features a full or left chest official logo printed tackle twill decoration, tagless neck label and transfer locker tag, center back neck MLB silhouetted batter patch, athletic modern fit, and 100 percent polyester Cool Base fabric.

On the NFL side, Majestic's Hashmark Short Sleeve V-Neck Fashion Top, \$60, plays up contrast shoulder piecing and sleeve piecing, set-on sleeve stripe, side vents, team wordmark, player name, and authentic player number screen-print with woven label, and 100 percent polyester double knit mesh.

## MITCHELL & NESS

Mitchell & Ness sees sports inspired silhouettes permeating into both fan apparel and street wear.

"The 1980s and 1990s throwbacks continue to evolve and be a dominant trend in menswear," said Sondra Murphy, manager, lifestyle design & development. "Anything ranging from printed tees/fleece, 90s typography, team championship graphics, satin jackets, and jersey silhouettes reign supreme."



Mitchell &  
Ness NFL  
Cornerback  
Longsleeve  
shirt



NHL 1st Period  
Longsleeve



Majestic  
Athletic  
Hashmark  
Short Sleeve  
V-Neck  
Fashion Top  
and Draft Him  
Short Sleeve  
Deep V-Neck  
Fashion Top

In women's, the Draft Him Short Sleeve Deep V-Neck Fashion Top, \$55, features contrast color piecing at neck band, shoulder yokes, and side panels, a drop tail back hem, team logo and team name screen print with foil decoration, city name heat set stones and woven label, and a 100 percent polyester flat back mesh. "They're great fashion silhouettes," said Parker.

Overall, Parker said synthetics are becoming more of a standard fabrication for men and women that are often lighter and more breathable. At the other end of the spectrum, "cotton rich" fabrics such as twisted slub and tri-blends with a texture look and soft feel are holding its appeal. Majestic is also expanding its big & tall and plus-size assortments.

Highlights for Mitchell & Ness include the NFL Cornerback Longsleeve and NHL 1st Period Longsleeve, \$80, made of heavyweight cotton jersey with detailed color blocking and high quality embroidered logos. Other details include self-fabric shoulder yoke and elbow patches, side seam vents, and vintage garment washing. Added Murphy, "These styles have a jersey aesthetic which our customers respond well to, both at a fan and street wear level."

For 2014, Mitchell & Ness took a pinstripe baseball jersey silhouette and offered it in NBA teams and this 'sport and silhouette flip' trend is forecasted to continue to be strong in the next year.

Other highlights from Mitchell & Ness include the Assistant Coach Jacket, \$90, an unlined jacket with elastic cuffs at the sleeve opening, vintage garment washing, and tailored fit. The NHL Team to Beat Crew, \$85, accentuates a heathered body with solid team color sleeves, kangaroo





Mitchell & Ness Assistant Coach Jacket



Mitchell & Ness NHL Team to Beat Crew



NBA Technical Foul Reversible Mesh Tank



From top to bottom: Under Armour Raid Tee, 60/40 Tee, Space Tech V-Neck, Verve Half-Zip

pocket, and tailored fit. The NBA Technical Foul Reversible Mesh Tank, \$65, is a two-layer reversible mesh tank. The outer layer has all-over sublimation but both layers have a center front chest screen-print.

“All over sublimated graphics on tees, mesh tanks, and headwear appeal to our customers who are not afraid to make a statement,” noted Murphy. “The Henley silhouette also continues to be integral in menswear and has become a staple for Mitchell & Ness.”

## UNDER ARMOUR

From Under Armour, whose fan apparel is made by Gear For Sports, performance fabrics are not surprisingly a key focus. With the Novelty T, \$45, Under Armour’s classic training t-shirt gets elevated with seasonal sublimated patterns.

“This is the training t-shirt that started the ‘performance’ revolution,” said Emily Davis, brand manager, Under Armour at Gear for Sports, which is part of HanesBrands. “Now we’ve made it even softer and more comfortable. It’s your go-to, in the gym and out.”

The Raid T, \$35, utilizes HeatGear fabric that is ultra-soft and smooth for comfort with very little weight. It also features a stretch-mesh underarm

Under Armour Novelty Tee



and back panels for strategic ventilation, four-way stretch fabrication that allows greater mobility and maintains shape, a Moisture Transport System that wicks moisture from the body, and anti-odor technology.

The 60/40 Tee, \$30, is 60 percent cotton for a soft, athletic feel but also 40 percent modal for enhanced next-to-skin feel.

For women, the Space Tech V-Neck, \$37, plays up Under Armour’s Tech fabric that offers a soft feel and high-level of comfort. It also features lightweight brushed poly fabrication that provides a soft, comfortable hand, moisture transport and enhanced dry-times, and anti-odor properties.

The women’s Verve Half-Zip, \$70, features a soft stretchable fabric and high next-to-skin comfort. Other details include a half-zip front for extra coverage and on-demand ventilation, thumbhole, and scalloped detailing at the cuff, and drop tail for extra coverage.





Concepts Sports Ladies' Allover

## CONCEPTS SPORTS

From Concepts Sports, which specializes in sleepwear, the Ladies' Allover brings back the popular cuff bottom pant with printed team logo knit pant and updated with a slub knit top.

"The design is accented with an athletic lace draw cord. A must have in any lady fan wardrobe," said Denise Pierce, director of product development. "Slub knit fabric has become a fashion staple adding dimension and texture for ladies tops."

Becoming a mainstay in a women's wardrobe, leggings are seeing a bigger play in fan wear. Options include team logo prints or abstract tribal print with team logo. Coordinated tops are color blocked with a mid-fit body and cut to wear well with leggings. Added Pierce, "We offer both team color and fashion color pink and charcoal which are still very important to have in the mix."

Sublimation is also a big focus of Concept Sports' overall collection of team yoga inspired looks. Said Pierce, "The graphics use gradients and a unique design to create great new looks using primary and secondary team colors. Drop shoulders, crop tops, dropped V-neck, and yoga inspired bottoms round out the mix."

For men's sleepwear, bold team logos set off Concept Sports' comfort fleece fabric with a soft hand and saturated color. Creative pattern repeats in the logo designs makes it a stand out. Said Pierce, "Our pant is a key style, but we also offer the classic union suit in this fabric, a real fan favorite."

## NEW ERA

New Era is finding a big return to basics with cap styles such as the Winter Slouch Knit, \$26, and Preferred Pick 9TWENTY, \$22, for women and the Heather 2 Tone Basic 59FIFTY, \$35, and Original Fit Snap Doubler 9FIFTY Snapback, \$28, for men.

"Things like simple logo treatments and basic colors create a cleaner style that consumers seem to gravitate too," said Katie Kulczyk, corporate communications manager at New Era. "In the men's headwear section, you'll notice

our Original Fit 9FIFTY Snapback. This is a new silhouette for us. It's features a squared visor and a high crown with a taper fit toward the back. It's performed very well and is a trending style for younger male consumers."



New Era Winter Slouch Knit hat

Preferred Pick 9TWENTY

Heather 2 Tone Basic 59FIFTY

Original Fit Snap Doubler 9FIFTY Snapback



New Era Short Sleeve Script Tee



Burn Out Retro High Neck Zip Up



Foil Script Long Sleeve Tee

Kulczyk said team colors generally drive New Era's business. She added, "For women, pink offerings perform well. For men, black and darker tones do well."

New Era acquired 5th & Ocean in 2009 and continues to make a bigger splash in fashion-forward women's offerings although it now uses the combo 5th & Ocean/New Era label. Highlights include the cotton Short Sleeve Script Tee, \$23, the Burn Out Retro High Neck Zip Up, \$66, and Foil Script Long Sleeve Tee, \$35.





American Needle Preston



From left to right:  
American Needle  
Sparks and Kinney

Other playful looks coming from Wright & Ditson include Sparks, \$50, a scoop neck sleeveless tee in heather grey with mesh team color insets on the shoulders, plastisol print team logo on the center-chest, and rounded hem. The Kinney from Wright & Ditson, \$55, is a women's wide crew neck half-sleeve tee with cotton/poly blend burnout fabric.

For men, the Uncle Charlie, \$52, from Red Jacket is a linen blend, three-button Henley cut in a vintage baseball raglan with rounded hem and three-quarter length sleeves finished with horn colored buttons and a left chest screen-print. Red Jacket's Preston, \$75, is a cotton french terry knit in marled charcoal gray with sewn panels in reverse over the shoulders and around the hem, and includes a screen-print logo and stripes.

From the American Needle label in caps, the Statesman, \$38, is a washed flannel size panel unstructured cap with a vintage leather backstrap, soft visor filler, felt and cotton embroidered logo appliqué, faux leather sweat with team name embroidery, and green satin undervisor.



Zephyr Dapper

## ZEPHYR

At Zephyr, Kevin Sloan, director of sales & marketing, said that fans are drawn to Zephyr's creativity and innovation in its headwear.

"Our goal at Zephyr is to not only follow trends but to take them to the next level by doing things other companies are either incapable of or scared to do," said Sloan. "We feel following trends and maximizing our innovation and designs within those parameters allows our supporters to express themselves as well as differentiate themselves through our product."

Balancing vintage and urban fashion, the Dapper, \$33, a tweed-focused hat with a soft hand pairs nicely with the heather gray melton wool under



American Needle Statesman

## AMERICAN NEEDLE

Daniel Parenti, director of brand development and product design at American Needle and Red Jacket, said the extension of performance fabrics; i.e., texture and pattern, is impacting vintage inspired apparel.

"We pay high attention to not only sourcing unique fabrics and washes, but to the finishes and small details," said Parenti. "Be it linen/poly blends like the Uncle Charlie, uniquely knit french terry

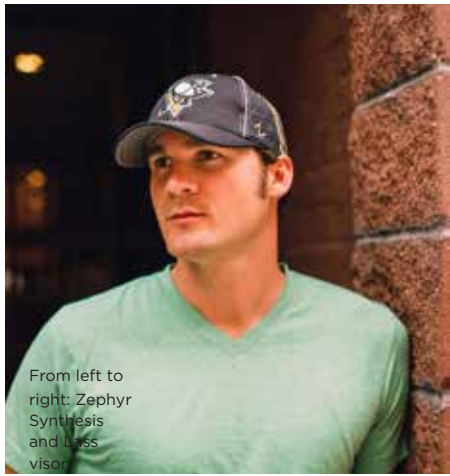
like the Preston or washed flannels in 100-year-old cap patterns like our Statesman, the market is gravitating toward blending traditional silhouettes with new and/or updated takes on everyday fabrics."

From American Needle's popular Wright & Ditson collection, highlights include the Deal, \$72, a women's cotton/poly french terry with a wide-scoop neck in grey raglan shoulders. Other details include team logo applique in felt and velour, fabric inset sleeve stripes, unfinished neck, ribbed knit open hem, and kangaroo pocket.



American Needle Deal





From left to right: Zephyr Synthesis and Lass visor

the visor. The Dapper features a brown cracked washed leather button and visor to match the backstrap. The antique brass eyelets are used to accentuate the overall vintage feel.

For a high tech look and performance feel, the Synthesis, \$35, is made from a high-performance black tactile material featuring a grey tactile under visor and piping. Sloan said this helps tie in the grey cross hatch screen-printed lines on the sides of the hat while adding just the right amount of dimension. The Synthesis features the primary team logo on the front of the hat with the team's name embroidered vertically in team colors on the side.

For women, the Lass visor, \$25, is highlighted with a plaid pattern filled team logo with matching plaid under visor and back strap.

"Women's licensed product is increasing each year," said Sloan. "We feel offering a style that is focused on women, but one they would wear every day, is the way to go."

## LOUDMOUTH

Loudmouth, best known for its "loud" golf wear, recently introduced a wide range of collegiate apparel.

"When you wear Loudmouth to the game it's an experience. And students, alumni, and fans love to stand out and show their school pride," said Larry Jackson, chief Loudmouth who is responsible for its collegiate division. "The more attention they can bring to the game, their team, and their school - the better."

Loudmouth offers a wide range of items from skirts and mini-shorts, frogwomen to golf pants, and shorts and jackets for men at prices ranging from \$85 to \$425. The construction is 97 percent cotton, 3 percent spandex for an ideal fit, but students and alumni are seeing Loudmouth as a stylish way to showcase their school spirit.

"Pants and shorts sell year round," said Jackson. "With the college fan base, men like our sport coats because they are unique and they can wear



Loudmouth golf pants

them to tailgate, alumni functions, Greek parties, etc. Women really love our collegiate mini-shorts because they are cute and comfortable."

## TOP OF THE WORLD

On the performance side, Top of the World, the headwear specialist, is looking to build on the recent success it's had with innovative and technical fabrics by incorporating more innovations that enable fans to stay cool and comfortable throughout the day.

But the brand is finding its greatest success with Memory Fit, a patented-fit technology that is being expanded across its headwear styles.



Top of the World Memory Fit

"The target consumer base has raved about the hat with memory foam infused directly with the headband," said Clay Cone, retailer marketing and licensing specialist, Top of the World. "It is simply a more comfortable fit."

With an emphasis on a fitted curved bill, Top of the World also has a renewed focus on offering fitted styles for all demographics. Added Cone, "The end consumer seems to want a more custom fit as a whole and Top of the World is offering a solid assortment of sizes to accommodate them all."

From an aesthetics standpoint, with fashion increasingly integrating a pastel palette to serve as a pop of color amid primary colors, Top of the World has subsequently developed a line integrating a popular pastel palette with its top college brands. Recognizing that most college fans take pride in their college's state, Top of the World has also developed a collection that combines the school logos with their respective state outline.



Top of the World comfort colors

"It's just one more way to show support for your home team," said Top of the World's national sales manager, Jason Hamby. "Top of the World is continuing to uncover ladies' fashion trends by also integrating popular patterns into the state outlines as well as quatrefoil."

Beyond caps, the bucket style cap continues to increase its overall appeal. Said Hamby, "Once a simple team color style, buckets have now grown more popular with outlandish and bold patterns and colorways. It seems to be that the target customer base sees this product as a great source of self-expression and Top of the World makes every effort to be as creative as possible."

## ADIDAS

From Adidas, the NBA license, highlights of its NBA On-Court Collection for the season include the Anthem Jacket, \$110, and Warm-Up Pant, \$65.



Adidas Anthem Jacket and Warm-Up Pant



Adidas Hooded Long-Sleeve Shooting Shirt

The jacket, a modern take on the classic varsity bomber, features an enlarged NBA logo on the hip, team logo on the chest and ribbing with Adidas' classic three stripes detail around the neck collar for signature style.

"We know fans want to wear what their favorite NBA player is wearing which is why we continue to explore more opportunities to bring the products the players wear on the court to the fans in the stands," said David Cho, Adidas director, NBA Partnership. "The on-court collection is a prime example of how we're getting fans closer to the game with each team's warm-ups and shooting shirts available for fans to purchase."

The Hooded Long-Sleeve Shooting Shirt, \$80 – an addition to the new Adidas NBA On-Court Collection - incorporates Adidas' three stripes from mid-arm, across the shoulders and through the top of the shirt's hood, combining bold team colors with poly waffle and poly interlock fabrics.

"Tees continue to be a popular fan item so we're offering a wider selection of team and player graphics," added Cho. "You'll see a variety of options with traditional team logos but also new alternate logos and player graphics like the popular geek-up tee."

## ANTIGUA

Among its NFL options, Antigua is finding success with its men's and women's Leader Pullovers, \$75 – a quarter-zip pullover with 97 percent polyester and three percent spandex heavy interlock with self-fabric stand-up collar and dyed-to-match rib hem, contrast inside neck, collar binding, and zipper teeth.

The men's Icon, \$50, is a pique short sleeve polo with Antigua's Desert Dry moisture wicking technology, a button placket, open cuff, contrast coverstitch detail at cuff, armhole and shoulder forward with Antigua triangle patch at sleeve. The women's Play, \$35, is a 60 percent cotton/40 percent polyester slub jersey knit tee.



Antigua Leader Pullovers



From left to right: Antigua Icon, Play and Women's Crush

On the MLB side, the Women's Crush, \$30, is a 100 percent cotton peached heather jersey with contrast sleeve tee, contrast cross-stitch detail, and keyhole placket.

The men's and women's Illusion, \$55, is a short sleeve polo also featuring Desert Dry Xtra-Lite in a tonal shiny and dull stripe pattern interlock knit fabric, flat knit collar, open cuff, three-button placket with Antigua triangle patch at sleeve.

For NBA fans, the Chambray for women, \$45, is a 100 percent cotton lightweight chambray long sleeve but-



Antigua Illusion



Antigua Chambray

ton up woven shirt with chest pockets and tail bottom. For men, the Valor, \$55, is 100 percent polyester Desert Dry jersey short sleeve polo with contrast insets, dyed-to-match mesh side panels and flat knit collar with Antigua triangle patch at sleeve.

Antigua is likewise seeing greater appeal for synthetic blends such as polyester spandex and polyester nylon. But Ron McPherson, president and CEO, said consumer's turn to Antigua's golf-inspired and lifestyle offerings when they want a "little bit more upscale" way to show off their fandom. Antigua's women's demographic is 18 and older with many college-age women looking for a sharper fashion play on game day. Typically looking to upgrade as their careers take off, Antigua's men's demographic ranges from 30 and older.

"We provide very nice apparel for a fan to wear when they're attending the game or watching it on their couch," said McPherson. "But the business still depends on who wins. Fans want to be identified with the winning team." ■



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f. 203.426.1087  
[nssf.org](http://nssf.org)

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f 847.391.9827  
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f 817.788.8542  
[nbs.com](http://nbs.com)

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Boulder, CO 80301  
t 303.444.3353  
f 303.444.3284  
[outdoorindustry.org](http://outdoorindustry.org)

Sports & Fitness Industry Association  
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Silver Spring, MD 20910  
t 301.495.6321  
f 301.495.6322  
[sfia.org](http://sfia.org)

Snow Sports Industries America  
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f 703.821.8276  
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t 253.872.8746  
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## NOVEMBER

3-5 NBS Fall Athletic Market  
Ft Worth, TX

15-16 A.D.A. Fall Show  
Palm Springs, CA

23-25 Sports, Inc. Fall Team Dealer Show  
Las Vegas, NV

## DECEMBER

2-4 EORA Southeast Market  
Asheville, NC

9-10 EORA Southeast Market  
Ellicott City, MD

10-11 Atlanta Fashion Shoe Market  
Atlanta, GA

## JANUARY 2015

13-17 NBS Winter Market  
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## FEBRUARY

18-21 Sports Inc. Outdoor Show  
Phoenix, AZ

18-23 NBS Spring Show  
Fort Worth, TX





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