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ISSUE 1516
APRIL 20, 2015

WEEKLY

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET





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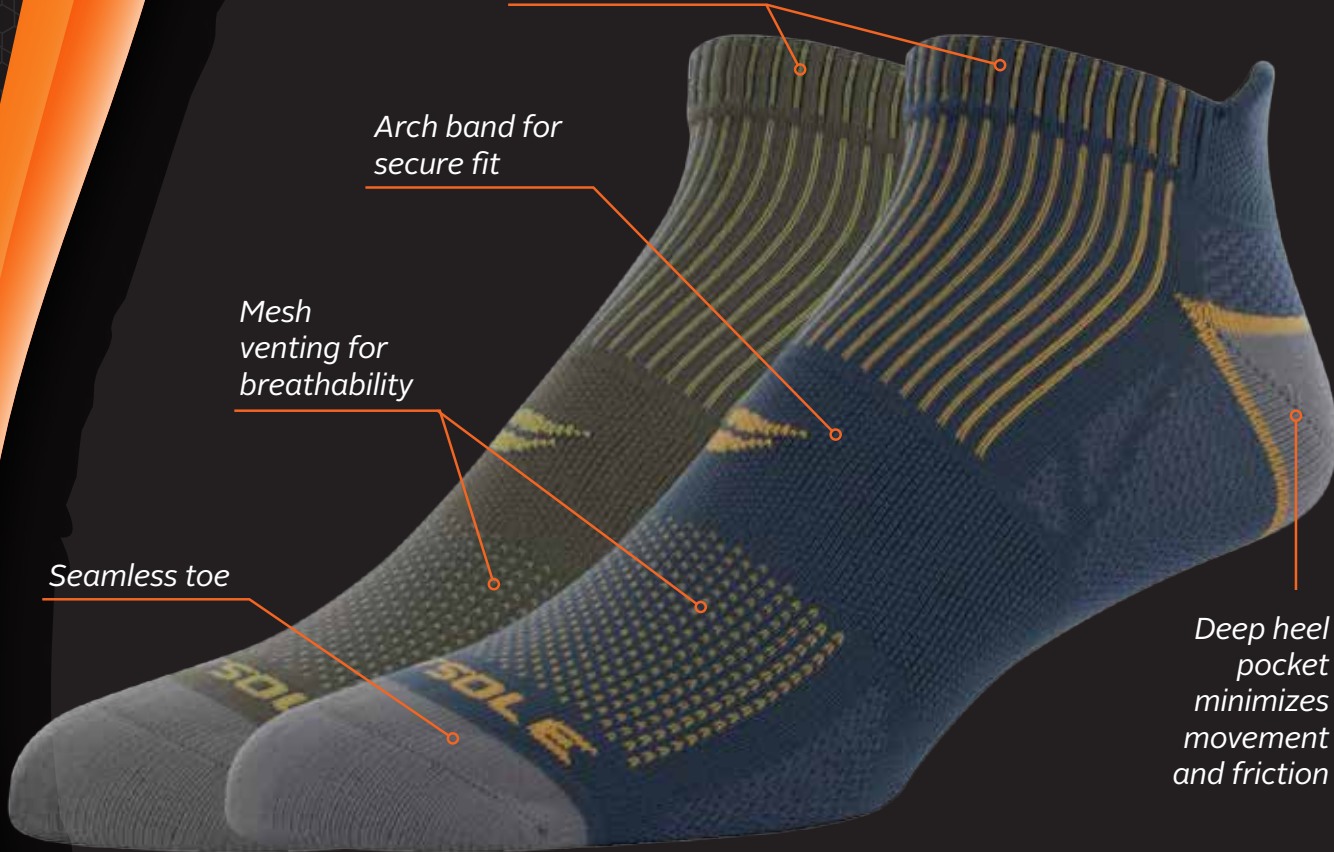
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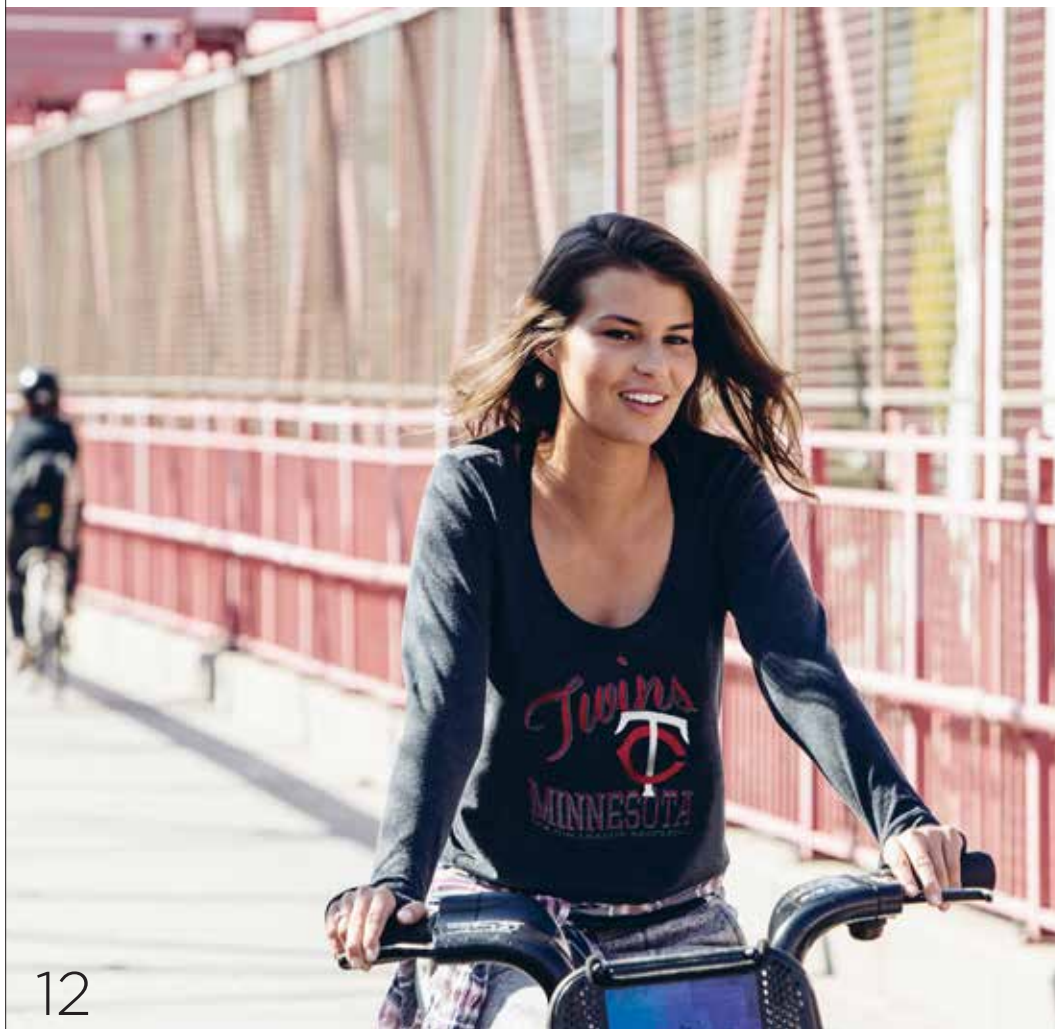
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MAKING NEWS

4 Movers & Shakers

Boa Technology Offers Entry Into
Sold-Out Leadville 100

6 Icebox Water Names 8-Year-Old
Mountain Biker its Youngest Brand
Ambassador

8 Reebok Signs JJ Watt to
Endorsement Deal

10 PrAna's New Active Swim Tights
Reinvent Women's Water Wear

11 New Balance Adds Robinson Cano as
Brand Ambassador

ONE-ON-ONE

12 Celebrating MLB Opening Day with
'47 Brand Co-Owner Bobby D'Angelo

FEATURE

14 Watershoes Evolve with Paddling
Population

ON THE COVER: Photo
courtesy prAna
THIS PAGE: Photo
courtesy '47 Brand

MOVERS & SHAKERS

Allen Edmonds collaborated on a line of golf shoes with golf legend **Jack Nicklaus**.

American Athletic signed a multi-year endorsement deal with Olympic gymnast **Sam Mikulak**.

Combat signed National Pro Fastpitch (NPF) star **Madison Shipman** to an endorsement deal.

Crocs appointed **Ian Bickley**, President of Coach's International Group, to its board. Longest standing Director, **Ray Croghan**, is retiring.

Deckers Brands announced that **Connie Rishwain**, President of Ugg and Fashion and Lifestyle Brands, plans to step down to spend more time with family and pursue other interests.

Dollamur Sport Surfaces, a leading manufacturer of sports flooring for wrestling, martial arts, mixed martial arts, CrossFit, gymnastics, cheerleading and yoga, named **Dave Rossi** as SVP of Marketing and Retail Sales.

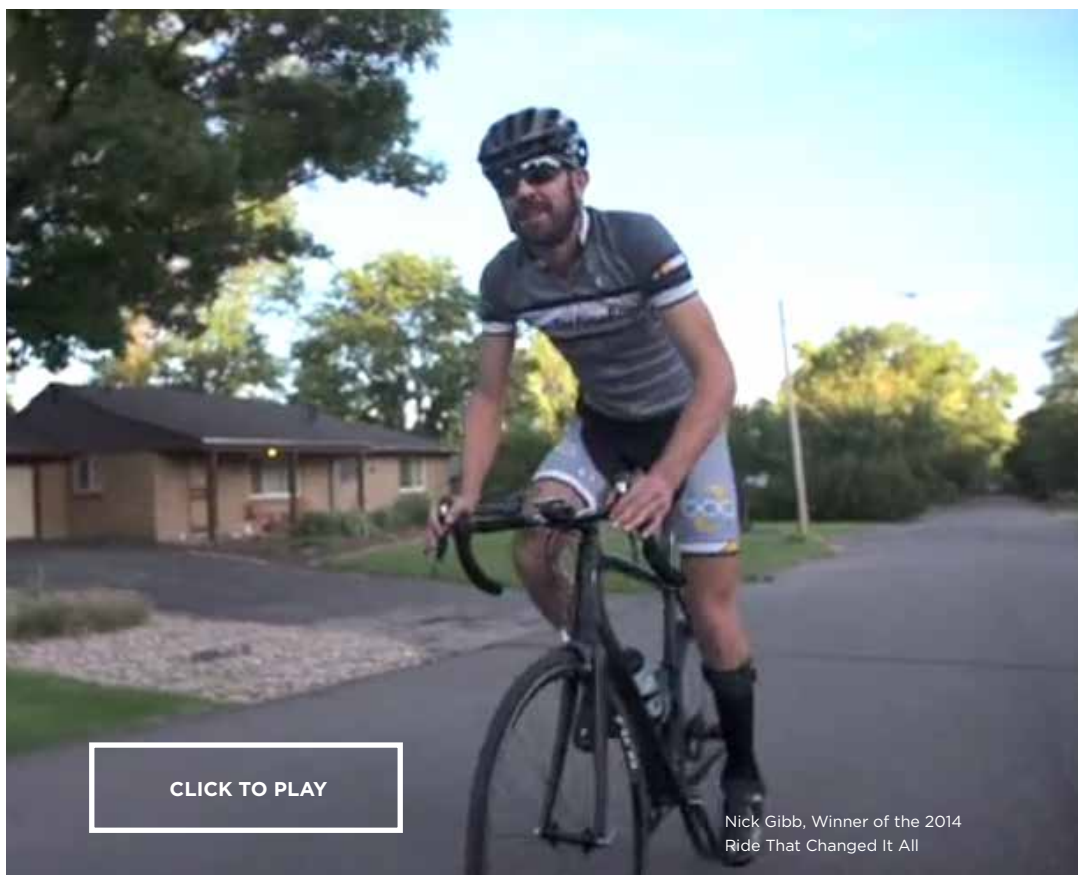
Maverik Lacrosse said Major League Lacrosse (MLL) standout **Ned Crotty** has joined its growing roster of athletes.

Moji, a leader in recovery products in the massage space, appointed **Brian Anderson** as interim CEO.

Patagonia promoted **Lisa Williams**, most recently VP of Global Design and Merchandising, to Chief Product Officer.

Seirus named **Dean Carlson** as Sales Manager in its snow sports division.

Vasque has partnered with ultrarunner, race director and goodwill ambassador for the trail running community **Krissy Moehl**.



BOA TECHNOLOGY OFFERS ENTRY INTO SOLD-OUT LEADVILLE 100

Boa Technology Inc., creator of the award-winning, patented Boa Closure System found on some of the most respected cycling shoe brands on the market, launched its third annual Ride That Changed It All contest designed to celebrate the human drive to persevere. The Ride That Changed It All will award one winner with an entry into the coveted Leadville Trail 100 MTB race – the sold-out, high-altitude endurance mountain bike race through the mountains of Lake County, CO.

“Our goal as a company has always been to create a product that helps athletes dial in to their greatest potential,” said Boa Technology President Mark Soderberg, a two-time national mountain biking masters champion. “The Ride That Changed It All is an opportunity for us to connect with our community of athletes to learn more about what drives them and what they aspire to accomplish. We’ve partnered with the Leadville Trail 100 MTB race because it is one of the toughest tests of endurance. It’s incredible to see what’s possible when athletes are driven by heart and determination.”

To enter, participants will share how mountain biking has impacted their lives and what it would mean for them to race in Leadville. Stories and photos must be submitted through RideThatChangedItAll.com, [Facebook.com/BoaClosureSystem](https://www.facebook.com/BoaClosureSystem) during the month of April.

Nick Gibb, winner of the 2014 Ride That Changed It All contest, shared a powerful story of how a debilitating leg injury in 2004 left him unable to enjoy the outdoor sports he once loved – running, skiing, hunting, fishing and, most of all, mountain biking. After more than a dozen surgeries, when he had reached the lowest point in his journey, his Dad recommended that he get back on a bike. With the help of special shoes and leg braces, when he and many others didn’t believe he could complete a race as daunting as the Leadville 100, he set out to prove to himself and everyone around him it was possible.

Four-time Leadville Trail 100 MTB race winner Rebecca Rusch, along with Boa Technology, will select from the pool of stories and announce the contest winners on May 6, 2015.

With its headquarters in Denver and offices in Steamboat Springs, CO, Austria, Hong Kong, China, and Japan, Boa Closure System products can be found in the golf, snowsports, utility, safety, cycling, outdoor, medical, and protective equipment categories worldwide.

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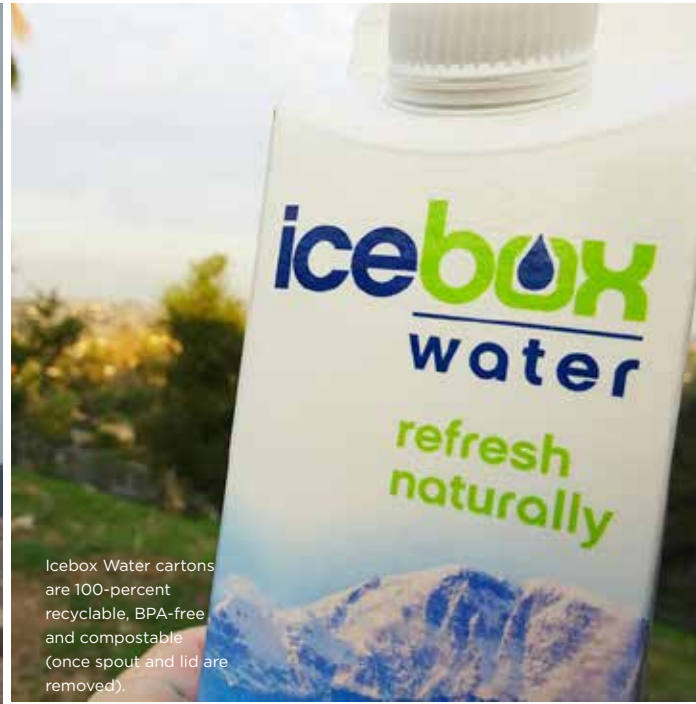
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Icebox Water partnered with 8-year-old mountain biker Quinn Kingsbury as part of its inaugural brand ambassador team.



Icebox Water cartons are 100-percent recyclable, BPA-free and compostable (once spout and lid are removed).

ICEBOX WATER

NAMES 8-YEAR-OLD MOUNTAIN BIKER ITS YOUNGEST BRAND AMBASSADOR

Recent research says that 58 percent of children believe they can make an environmental impact, stating they would buy a product if it supported an ethical cause. To support active youth who are passionate about the environment, Icebox Water partnered with 8-year-old mountain biker Quinn Kingsbury as part of its inaugural brand ambassador team. The goal is to “inspire others to get outdoors and enjoy nature while also educating about the importance of making choices that protect the planet,” including sustainable hydration.

An avid mountain biker and lover of the mountains, Kingsbury has been riding since he could walk. His home in the Rocky Mountains supports his passion for trail building and exploring the mountains around his home.

Kingsbury’s passion for outdoor adventures and his thrill for extreme sports inspire all those he meets. “Having my first sponsor at 8-years-old is pretty cool,” said Kingsbury.

“I don’t want to grow up just sitting on the couch. I want to help others get off the couch and make a difference too.”
- Quinn Kingsbury

According to a University of Michigan Institute for Social Research, the average American boy or girl spends as few as 30 minutes in unstructured outdoor play each day, and more than seven hours each day in front of an electronic screen. Regarding this decline, The Nature Conservancy

said, “This shift inside profoundly impacts the wellness of our nation’s kids. Childhood obesity rates have more than doubled the last 20 years; the United States has become the largest consumer of ADHD medications in the world; and pediatric prescriptions for antidepressants have risen precipitously. Outdoor play increases fitness levels and builds active, healthy bodies, an important strategy in helping the one in three American kids who are obese get fit.”

“We at Icebox are so inspired by Quinn’s talent and passion for mountain biking and protecting the places in which he plays. We couldn’t be more proud to support Quinn as a promising young athlete dedicated to pursuing his passion and sharing his enthusiasm and appreciation for the environment,” said Andrew Reynolds, president of Icebox Water.

Offering “sustainably packaged” water, Icebox Water’s carton is built with BPA-free aluminum lining that provides clean insulation of the spring water inside, sourced from Canada. Icebox Water cartons are 100-percent recyclable, BPA-free and compostable (once spout and lid are removed).

Icebox Water continues to raise awareness and mobilize the public to protect environmental health through a variety of initiatives and partnerships. As a member of 1% For The Planet, Icebox Water donates to environmental sustainability projects as part of its mission. The company has also developed and launched its GreenUp Hollywood Campaign and Brand Ambassador Program, providing outreach and education about taking action to live healthy lives while protecting the planet.

The unique carton packaging is made from 74-percent cardboard and pressed paper. Water is boxed at the source of Canadian springs to ensure it maintains the highest standards of purity and taste. Icebox Water can be found throughout North America at major markets such as Whole Foods, Mother’s Market, Albertson’s and Gristedes.

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SIGNS JJ WATT TO ENDORSEMENT DEAL

JJ Watt, the NFL's defensive player of the year, marked an endorsement deal with Reebok by releasing never-before-seen footage of him achieving a new 5-foot, 1-inch personal record in his signature box jump -- a notable achievement for a 6-foot, 5-inch 235-pound defensive end.

Watt said he posted the video of the physics-defying leap "to signal that he and Reebok will do the seemingly impossible together."

Watt is known for the 5 a.m. workouts he completed before classes in high school as well as the current fitness training regime he embraces as an NFL pro. Reebok said his training focus fits Reebok's new "Be More Human" marketing campaign.

"Most of my life has been spent in a gym, on a field or wherever I could find a space to train," said Watt. "I don't train to be the best football player, I train to be the best athlete. My partnership with Reebok is centered on the goal of inspiring people to push themselves harder and farther than they ever have been before to reach their full potential."

Fitness is something that should be important to every person on this planet."

- JJ WATT

"For Reebok, JJ perfectly represents what it means to 'Be More Human' as he challenges himself to reach the absolute limits of what is possible," said Chris Waldeck, VP, Reebok U.S. "We saw him fail his first attempt at a 5' 1" box jump, and we saw him try again until he accomplished it. That simple act - trying, failing, and trying again - locked it in for us. Being a better human isn't about constantly setting records: it's about working hard to become the best version of yourself. Not only is JJ the embodiment of that belief, he is an incredibly inspiring athlete who can spread that message further."

Watt joins a roster of Reebok athletes including gold-medal winning gymnast Aly Raisman, UFC fighters Ronda Rousey, Jon Jones and Anthony Pettis, as well as top CrossFit athletes Rich Froning and Annie Thorisdottir.

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A high-action photograph of a male surfer in a black wetsuit riding a red surfboard on a powerful blue wave. The surfer is leaning forward with one arm extended, and water is splashing around him. The background is a vast, deep blue ocean under a bright sky.

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PRANA'S NEW ACTIVE SWIM TIGHTS REINVENT WOMEN'S WATER WEAR

While the iconic PrAna may be best known for its yoga and climbing apparel and accessories, it's also appreciated by athletes and lifestyle enthusiasts for its swim wear. PrAna is a lifestyle brand that draws its name from the ancient Sanskrit word for breath, life and vitality of the spirit. It is the first major apparel company in North America to offer Fair Trade USA certified products and accessories.

The company's new collection of unique light-weight wetsuits and swim tights for women are turning heads on beaches and in lineups across the globe with flattering fits, sun protection, and stylish colored seams.

"We wanted to create pieces that would appeal to anyone who gets in the water for fitness, to



Ellen Krimmel, prAna's VP of design and merchandising.

swim, surf, stand up paddle, snorkel or play - whatever gets you moving," said Ellen Krimmel, prAna's VP of design and merchandising. "This is real swimwear for real people."

The line includes lightweight neoprene pieces that work together to provide 1-2mm of protection from sun and cool water, while being thin enough to allow unbraided movement and flexibility.

In keeping with prAna's signature values, the wetsuits are made with a blend that includes 55 percent recycled polyester as well as neoprene and spandex. Details include under-arm gussets, UPF-rated sun protection, flattering style lines with contrast flat-lock stitching for durability and flexibility, and hidden zippers and drawstrings.

ADDING FASHION TO FUNCTIONALITY.

After years of bringing beauty and functionality to yoga, climbing, swim, and travel essentials, we thought it was high time we added a touch of style and sustainability to the wetsuit.



The line includes:

- » Mara Jacket: a front full zip, long sleeve, fitted jacket
- » Hydra Short: high-waisted bottoms with a gusset, colored seams and back pocket contrast zip with keyloop
- » Azura Shortie: a 2mm, shortie-style suit with long sleeves and back-zip with stylish decorative ribbon pull
- » Ara Swim Tight: capri length, retro high-waisted bottoms with contrast back stow pocket and gusset for added mobility and flattering fit.

For warmer days, the PrAna Rai Swim Tight is a practical alternative to bikini bottoms or board shorts. A wide waistband is borrowed from its yoga tights for support, while an interior draw cord adds customized fit.

The prAna team creates "purposeful and stylish apparel for people to pursue their passions on the water, mat, rock, trail, and street." From its beginning in 1993, the company has been committed to weaving sustainable practices into its operations and supply chain while promoting conservation. PrAna is also conscious of its impact on communities and has worked to include a growing number of fair trade styles each year. PrAna is sold in five flagship stores, online at prana.com, and in 1,400 specialty retailers across the U.S., Canada, Europe and Asia. PrAna is now one of the portfolio brands of Columbia Sportswear Company (COLM).



NEW BALANCE

ADDS ROBINSON CANO AS BRAND AMBASSADOR

New Balance signed six-time All-Star second baseman Robinson Cano to a multi-year endorsement contract. New Balance will be Cano's official on-field footwear and off field apparel provider, and will support the charitable work of his RC22 Foundation.

"Robbie is that rare type of athlete who makes the game look easy while consistently performing at the highest level," said Mark Cavanaugh, GM for sports marketing at New Balance. "His flawless play on the field and his genuine passion for giving back to the community make him an excellent fit with our company. New Balance strives to align with what we refer to as 'six tool players,' the sixth tool being character. Robbie is a perfect example of that philosophy and we are thrilled to partner with such an outstanding athlete and role model."

As part of the relationship, New Balance will outfit students at Cano's RC22 Dream School in New Balance apparel and footwear for their uniforms. The Dream School, a core project of the RC22 Foundation, provides early childhood education and holistic community empowerment programs for children and parents in Cano's hometown of San Pedro de Macoris, Dominican Republic.

Cano joins a growing roster of athletes at New Balance. For the 2015 season, 530 professional players will sport New Balance cleats, including Miguel Cabrera, Dustin Pedroia, David Ortiz, Jonathan Lucroy, RA Dickey, Evan Longoria, Salvador Perez, Jose Bautista, Yadier Molina and Hanley Ramirez.

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Highpoint Tee and the Stride Hood.
Photos courtesy '47 Brand



Bobby D'Angelo
'47 Brand Co-Owner

ONE-ON-ONE

Celebrating MLB Opening Day with '47 Brand Co-Owner Bobby D'Angelo

By Thomas J. Ryan

'47 Brand, formerly Twins Enterprises, got its start when twin brothers and Italian immigrants Arthur and Henry D'Angelo began selling pennants and other sports memorabilia on the streets around Boston's Fenway Park in 1947.

The brothers were able to grow their business from a single street cart to a global sports brand with licenses now spread across the four key professional American sports leagues: MLB,

NFL, NBA, NHL, as well as more than 650 colleges.

With the second generation beginning to take over, '47 Brands roots remain in baseball and in Boston.

SGB talked to Co-owner Bobby D'Angelo at the brand's store on Newberry Street in Boston last week just before the first Red Sox game of the season.

What does Opening Day mean to you and '47 Brand? It gives me shivers up my spine. Understand that before '47 was a viable wholesale brand, we were in the retail business at Fenway Park. So we'd look forward to opening day growing up every day as children. Spring begins, the money starts rolling in, and here we go. It's sort of like a second Christmas to us.

How has the business evolved? My dad started in the retail business and we sold everything - key chains, inflatable bats, playing cards, baby dishes, etc. We made every single Red Sox item you could possibly make because you didn't need a Major League Baseball license way back when. Then in 1977 we got our first license, which was in headwear. We felt we made this great cap and nobody else could make as good a cap, so we needed to make a shirt to complement it. We did a ton of work finding the right fabric and right feel and all of the sudden we had apparel as well. Now we have an extensive headwear and apparel line in all sports. We're the only company in the country that has every single major sport in headwear and apparel.

How big is baseball for '47 brand? It's the biggest part of our business, slightly over NFL. But MLB, NFL, NHL, NBA and the colleges are all part of the number and each one gets a little bigger each year.

How's the overall fan apparel business? Our business is based on fans and also based on fashion. So sometimes a rap star will wear an item on stage and it's fashion, and then when they don't, it's not. So fashion can be fickle. But our business has been up for the last 30 years. Every year we take a little bit bigger bite of the apple. We look at our business as very healthy and we look at the fan business as very strong.

Is Women's a major driver? It's great for us because most of our competitors are more focused on the male business. But you have to have your eye on the ball. You have to come up with merchandise that they want to wear. It's got to look good, feel good, be comfortable, be fashionable, cool looking, etc. It's something that's really grown leaps and bounds for us.

Is it a similar trend challenge in Men's? If you go to Fenway Park, you look at the demographics and it's not as young. So you want to appeal to the dad who has the kid but sometimes the kid doesn't want to wear what the dad wears. When we came out with our Franchise Cap 20 years ago, the dad was 20 but now they're 40 and the kid might want something different. So you can't lose sight of where you came from but at the same time you have to keep coming up with new product and fresh merchandise. We're not afraid to charge into something that's cool and dynamic and not everyone will wear, but a portion will wear.

What are some of '47 Brand's recent successes? We introduced two new items in the last six months. We are now in the sock business. We make a ton of different socks - low, highs, knee-highs, fashion, etc. It's a completely different element for us but we're going to do close to \$10 million in our first year. The second line we've come up with is the '47 Forward apparel



The D'Angelo family. From left to right, David, Bobby, Arthur, Mark and Steven.



"We are now in the sock business... we're going to do close to \$10 million in our first year."

collection, which adds a little spandex and some technologies. You can go to the game, run from one block to another, and you're not going to sweat in it. We don't call it performance but it acts like it. It fits well, feels well and women and men love it.

What's your outlook for 2015? The sky's the limit. We added so many people to our company over this past year and upped our design and marketing strategies that if we don't explode, something's crazy. I feel like I'm bragging but I'm so proud of the company and the direction we're heading and we have fun doing it. ■



This image: Teva's newest multisport Evo shoe is designed for watersports, running and hiking. Made from breathable, quick-drying mesh with a synthetic upper, it has a lace closure system for easy fit, while a midsole cushion maximizes comfort. For grip, look to its Spider Original Rubber outsole for wet or dry stickiness. \$70

Watershoes Evolve with Paddling Population

No longer are watershoe manufacturers simply targeting male rafters, kayakers and recreational paddlers to meet their footwear numbers. They're also going after the burgeoning women's, kids' and SUP markets to increase opportunity.

By Eugene Buchanan

“Consumer interest in watershoes is being driven by performance, versatility and style/color,” said **Chaco** GM Chip Coe, toting the company's new OutCross Evo collection as meeting all three. “Consumers demand watershoes that will perform across a wide range of environments, including in-stream, in the boat and on the trail.” Kicking off with strategic partner REI in March, its new OutCross collection illustrates the versatility trend by letting consumers choose from its widest range of colors and patterns yet.

While still covering its conventional shoe sales bases, **NRS** is crushing it with its new Crush watershoe, which, originally available in a men's version, is now also out in a women's design. “Women's water shoes make up a relatively small proportion of our overall footwear sales, but it's an emerging market we believe will show strong growth over the next several years,” said Marketing Manager Karen Woodard, adding that the Crush series was designed with versatility in mind, no matter the gender. “Women paddlers are charging just as hard as the men, and they need gear designed for them that combines fit, comfort, aesthetics with performance.



Chaco OutCross Evo kids (left) and men's (right)

Great for all types of watersports, the new Chaco OutCross Evo collection comes in men's, women's and children's models. All have breathable mesh uppers and employ jacquard webbing with open construction (openness varies with models; the most is found in the Evo 1, and the least is in the Evo 3). Midssoles offer support via Chaco's PU Luvseat footbed, while comfort and durability are cornerstones thanks to strobol-lasted, barefoot construction with EVA foam layer and nylon support shank. For traction, an EcoTread outsole made from 25 percent recycled rubber comes with 3mm-deep lugs and a siped tread design for frog-like adhesion. \$100-\$115; Kids \$55



NRS Crush

Three years in the making, the NRS Crush line was designed to offer versatility - featuring surf styling, a sticky, siped rubber outsole, crushable heel for slip-on access, and a quick-drying, DWR-coated canvas upper. It also has a unique glueless shoe box with NRS strap. \$80

We worked hard to make it a go-to shoe on and off the water.”

Woodard stressed that its versatility is key, and that they strived to make it look just as good at the bar as it performs on the water. “We wanted a shoe people could wear all season long and that said ‘boater,’” she said. “It took us a while to bring it to market, but it's exactly what we wanted.” She added that the women's version is all-new, as is a new line of women's-specific neoprene shoes.

The women's market, as well as the SUP market, is also important to Asheville, N.C.'s **Astral Designs**, which has expanded its Spring 2015 collection to include four additional women's-specific styles in the Aquanaut, Porter, Mary Jay and Loyak. Before this year, Astral's only women's-specific watershoe was the Brewess.

“Women represent a huge part of the outdoor footwear market and their specific

Astral Designs
Aquanaut



Built for the trail and river, the Astral Aquanaut, \$120, is made of 1,000-denier Cordura Nylon with welded reinforcements at the heel, toe and eye-stays. TPU reinforcements beef up abrasion-prone areas and add a semi-rigid heel cup. Quick drying material, including fine-screen side mesh, with drainage ports and a closed-cell EVA foam midsole, provide maximum ventilation, while a G.15 high-friction rubber outsole with toothy central lugs offers best-in-class traction.

Astral Designs
Loyak



needs and style vary from what works for the guys,” said Astral CEO Philip Curry, whose new offerings are built on a women’s-specific last. “We’ll continue to grow our women’s category with our product and marketing efforts.” With proprietary G.15 rubber for enhanced grip, the shoes also target the

SUP market, excelling in a wide-variety of terrain. Improving versatility and performance, Astral is also now making outsoles with two versions of its new G-Rubber: G.SS, formulated for maximum grip; and G.15, a reformulated standard version combining grip and abrasion resistance in a conformable rubber. All models feature a “relaxed appearance” for off-water use.



Sperry Top-Sider SON-R Flex

Applying its sailing background to paddling-oriented watersports, **Sperry Top-Sider** continues emphasizing

grip, style and lightweight construction with the success of its SON-R Sounder, available this spring in the new women’s SON-R Flex. It’s also debuting a line of kids’ watershoes in its lifestyle line, as well as the new Point Breeze collection for women. “Today’s watershoes are influenced by lightweight athletic construction and sporty material details to evolve from basic water socks to all-around footwear,” said VP of Product Lee Baxter. “Our watershoes blend technical outsoles

with fast-drying materials, sporty details and all-day comfort.”

Teva also hops on the versatility bandwagon by increasing coverage in shoes like its new Evo line. The intent, say designers, is a shoe that works in the water and out on the town afterward. “We’ve maintained our iconic silhouette while fine-tuning the style to offer comfort and versatility on any adventure,” said Director of Product and Design Lorie Pointer. “We’ve added several multifunctional features and kept it lightweight and comfortable for exploring the outdoors or as an everyday option.”

With a solid handhold in the men’s footwear market, **Keen** is also increasingly courting women. It now offers women’s versions in most of its watershoe line, including the new for 2015 UNEEK and re-designed Clearwater. It’s also placing an increased emphasis on the kids’ market with a slew of new SKUs, including the new Kids Rio, available in sizes for both toddlers and children.



Keen Kids Rio (left) and UNEEK (right)

Now toddlers and children can enjoy the same level of protection when paddling or at camp as their parents. The new Keen Kids Rio is a technical, lightweight and “fun-designed” sandal made for land and water. Built for toddlers and kids, this sandal provides a contour arch footbed, added toe protection and soft EVA construction. \$34 (Toddlers), \$40 (Children)

For cool weather and river SUP paddlers, **Kokatat** serves up a bootie offering warmth, comfort and grip. The Seeker’s sole is designed to maximize board feel and grip so you don’t slip off your surf, while its single-hand adjustable lacing system with neoprene cover eliminates snag.

Kokatat
Seeker’s



Sperry athlete
& ambassador,
Lacey Calvert

A sock rather than a shoe, the **Farm to Feet** Blackburn Water Sock is designed to fit inside river sandals to enhance comfort while shielding the tops of your feet from sunburn. Meant to be worn with water-draining shoes, water sandals or similar footwear, it’s knit with a combination of U.S.-sourced nylons and elastic yarns in a water-draining design (one yarn used is a PTFE nylon that sheds water, dries quickly and provides UV protection). \$16 (low), \$17 (quarter-crew). ■



Farm to Feet
Blackburn
Water Sock

INDUSTRY CALENDAR

Photo courtesy Astral
Designs and Ty Caldwell

MAY

- 3-6 NSGA Management conference
and Team Dealer Summit
Austin, TX

JUNE

- 2-4 FFANY
New York, NY
- 9-11 Licensing International Expo
Las Vegas, NV
- 16-18 EORA Summer Early Show
Greenville, SC
- 16-18 EORA Summer Early Show
Somerset, NJ
- 16-18 MRA June Lansing Market
Lansing, MI
- 22-26 Fleet Feet Franchise Conference
Pittsburgh, PA
- 23-24 MRA June Cincinnati Market
Cincinnati, OH
- 23-25 EORA Summer Early Show
Manchester, NH
- 23-25 EORA Summer Early Show
Lakeland, FL
- 23-25 NRF Protect
Long Beach, CA
- 25-27 Sports, Inc. Athletics Show
San Antonio, TX
- 26-28 NRFtech 2015
Half Moon Bay, CA
- 28-29 NRF Retail Advocates Summit
Washington, DC
- 29-July 1 NBS Summer Athletic Market
San Antonio, TX

JULY

- 8-9 Agenda Long Beach
Long Beach, CA
- 10-12 ADA Spring Show
Minneapolis, MN
- 14-16 ASI Chicago
Chicago, IL
- 14-17 ASA-ICAST International Sport Fishing Expo
Orlando, FL
- 15-18 European Outdoor Trade Fair
Friedrichshafen, Germany
- 15-16 EORA Summer Market
Ellicott City, MD
- 15-16 EORA Summer Market
Manchester, NH
- 19-21 Project New York
New York, NY
- 20-21 Agenda New York
New York, NY

AUGUST

- 4-6 FFANY
New York, NY
- 5-7 BCA International Billiard & Home Recreation Expo
Las Vegas, NV
- 5-8 Outdoor Retailer Summer Market
Salt Lake City, UT
- 13-15 Sports, Inc. Outdoor Show
San Antonio, TX
- 16-18 EORA Greenville Summer Market
Greenville, SC
- 17-19 MAGIC Show
Las Vegas, NV
- 17-19 Agenda Las Vegas
Las Vegas, NV
- 20-23 NBS Fall Semi-Annual Market
Ft. Worth, TX
- 24-26 EORA Killington Primary Expo Show
Killington, VT
- 26-29 Eurobike
Friedrichshafen, Germany

SEPTEMBER

- 1-3 WDI Worldwide Fall Show
Reno, NV
- 8-10 SFIA Industry Leaders Summit
New Orleans, LA
- 10-12 Imprinted Sportswear Show
Orlando, FL
- 10-12 Surf Expo
Orlando, FL
- 16-18 Interbike International Trade Expo
Las Vegas, NV

OCTOBER

- 5-7 OIA Rendezvous
Seattle, WA
- 5-7 Shop.org Digital Summit 2015
Philadelphia, PA
- 8-9 The Retailing Summit
Dallas, TX
- 15-17 Imprinted Sportswear Show
Ft. Worth, TX
- 27-30 NASGW Annual Meeting & Expo
Reno, NV
- 29-31 ADA Fall Buying Show
Baltimore, MD

TRADE ASSOCIATIONS BUYING GROUPS

Athletic Dealers of America
1395 Highland Avenue
Melbourne, FL 32935
t 321.254.0091
athleticdealersofamerica.com

National Shooting Sports Foundation
Flintlock Ridge Office Center
11 Mile Hill Road
Newtown, CT 06470
t 203.426.1320
nssf.org

National Sporting Goods Association
1601 Feehanville Drive I Suite 300
Mount Prospect, IL 60056
t 847.296.6742
nsga.org

Nation's Best Sports
4216 Hahn Blvd.
Ft. Worth, TX 76117
t 817.788.0034
nbs.com

Outdoor Industry Association
4909 Pearl East Circle I Suite 300
Boulder, CO 80301
t 303.444.3353
outdoorindustry.org

Sports & Fitness Industry Association
8505 Fenton Street I Suite 211
Silver Spring, MD 20910
t 301.495.6321
sfia.org

Snow Sports Industries America
8377-B Greensboro Drive
McLean, VA 22102
t 703.556.9020
snowsports.org

Snowsports Merchandising Corp.
235 Cadwell Drive
Springfield, MA 01104
t 413.739.7331
Snowsportsmerchandising.com

Sports, Inc.
333 2nd Avenue North
Lewistown, MT 59457
t 406.538.3496
sportsinc.com

Sports Specialists Ltd.
590 Fishers Station Drive I Suite 110
Victor, NY 14564
t 585.742.1010
sportsspecialistsltd.com

Tennis Industry Association
1 Corpus Christi Place I Suite 117
Hilton Head Island, SC 29928
t 843.686.3036
tennisindustry.org

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8211 South 194th
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