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THE WEEKLY DIGITAL MAGAZINE FOR THE A

ISSUE 1529  
JULY 20, 2015





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# SGB WEEKLY

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JULY 20, 2015

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET



12 Photo courtesy Rios Tropicales

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outdoor apparel designs

ON THE COVER: Photo courtesy Helly Hansen

## MOVERS & SHAKERS

**Callaway Golf** reached a staff pro agreement with former college golf phenom, **Julien Brun**.

**The European Outdoor Group (EOG)** elected **John Jansen** of Keen Europe as its new President and **Jean-Marc Pambet** of **Salomon** as its VP.

**GU Energy Labs** expanded its product, marketing and creative teams with new hires including **Leif Arneson** as Creative Director, **Brian Gillis** as Marketing Communications Manager, and **Caitlin Trahan** as Product Development Scientist.

**National Football League (NFL)** Commissioner **Roger Goodell** has joined the speaker lineup for the **2015 SFIA Industry Leaders Summit** to be held September 9-10 at The Roosevelt Hotel in New Orleans.

**New Balance** signed Wimbledon Juniors Champion **Reilly Opelka**.

**POC**, manufacturer of helmets, apparel and accessories for cycling and skiing, named **Adam Bookwalter**, formerly at Selle Royal USA, as North American Bike Sales Manager.

**The SnowSports Industries America (SIA)** selected **Nick Sargent** as SIA's incoming President. Sargent most recently held the position of VP of Global Business Alliance at Burton Snowboards.

**Skullcandy Inc.** hired **Jeff Hutchings** as VP of Engineering and Category. He formerly led product innovation and engineering at Harman Inc.

**Simms Fishing Products**, manufacturer of waders, outerwear, footwear and technical fishing apparel, appointed **Lee Fromson**, formerly at Goal Zero, as EVP.

**Smith**, which makes sunglasses, goggles and helmets for snow sports and other outdoor activities, has appointed **Cale Meyer** as Promotions Manager.



## SCOTT JUREK SETS

### NEW APPALACHIAN TRAIL WORLD RECORD

Scott Jurek, best known for his ultra distance running records, last week beat the previous record for supported thru-hike of the Appalachian Trail.

The usurping came on Saturday, July 12 at 2:03 p.m. EST, as Jurek traversed the 2,185-mile Trail in 46 days, 8 hours and 7 minutes – that being 3 hours and 13 minutes faster than the standing record, held by famed speed hiker Jennifer Pharr Davis of North Carolina.

Jurek's thru-hike began at Springer Mountain, GA, on May 27, through thousands of miles of rugged terrain, to end at Maine's Mt. Katahdin. Throngs of supporters followed his updates on social media platforms along with a live GPS map tracking website charting his progress.

"We couldn't be happier for Scott and his accomplishment," said Buzz Burrell, Ultimate Direction brand manager. "100-milers are really hard, multi-days are even harder. Long trail thru-runs are, well, there's a reason why very few people attempt something like this. Just thru-hiking the Appalachian Trail is an accomplishment. Doing it while averaging close to 50-miles each day for over 40 days is incredible." Jurek is sponsored by Ultimate Directions (UD), a go-to name for running specialty hydration products and gear. Scott used a variety of UD gear during this attempt, including a prototype UD hydration vest (available at retail in 2016) and the customized Jurek Endure waist-hydration belt.

Jurek experienced the rainiest June in Vermont in 130 years, along with a knee injury, strained quad muscle while crossing the Smoky Mountains and a stomach bug in Northern New England.

Some of Jurek's running friends and supporters kept him company along different sections of the Trail. Among the supporters were trail runners Karl Meltzer and Rickey Gates. Jurek's wife and herself a sponsored runner, Jenny Jurek, was his biggest supporter and helped keep him fueled and supplied.

"Without [Jenny] this journey would be impossible," said Jurek. "She is my lifeline and makes sure this ship keeps heading north. Jenny inspires me to keep putting one foot in front of the other when it seems impossible."

Jurek adds the accomplishment to his history of ultra-running feats, including wins at the 153-mile Spartathlon, Hardrock 100, Badwater 135-mile Ultramarathon, Miwok 100K and Western States 100 Mile Endurance Run.

A release from UD noted Jurek considers this run to be his "masterpiece," adding that in its wake, Jurek has talked of retiring from competitive running.



## TRACE SPORTS TRACKER GOES FROM KICKSTARTER TO NATIONAL RETAILERS

Trace Action Sports Tracker will now be available through retail specialty shops nationwide. "We've come a long way since we launched our Kickstarter 18 months ago," said Trace Co-Founder, David Lokshin. "I'm thrilled to be going into core retail and supporting the shops that I grew up in. Surfing and snowboarding has been a huge part of my life and it's really important for us to support that culture and lifestyle."

Trace was created to help improve athletic performance by allowing active users to auto-edit video footage taken during swells and rides. Using Trace, athletes can track speed, airtime, vertical, distance, calories burned and more. The system syncs with GoPro, automatically clipping highlights, color correcting footage and overlaying stats on top of edits.

Developed by a father/son team, David and Anatole Lokshin - former CTO and VP of Magellan Navigation-- Trace joins the list of successful ventures taken by the pair. In 2011, Davis and Anatole founded AlpineReplay Inc., based in Huntington Beach, CA, in an effort to make action sports more measurable and sharable.

Surfing Icon Jordan ("Jordy") Smith recently joined the Trace team as an official partner. The South African-born Smith won the Hurley Pro in 2014 and Billabong Pro in 2013, 2011 and 2010. Smith will take an active role in Trace business and athlete marketing, as well as product development. The Trace device will also accompany him in the current 2015 J-Bay Open at Jeffreys Bay, Eastern Cape, South Africa.

"The technology and analytics of Trace are next level," said Smith. "It provides me with an accurate review of each surf session and the auto edit allows me to see where I am going wrong and how I can perfect my surfing. In my opinion, this is the next step in surfing progression."

Trace can be purchased in specialty shops across the country, hand selected for being leading retailers in the surf space, and online.

Trace carriers currently include; Huntington Surf and Sport in Huntington Beach, CA; Jacks in Newport, CA; Surf Ride in Oceanside, CA; Mitch's in San Diego, CA; EVO in Portland, OR; Town and Country Surf and Local Motion in HI; and more.

## 3N2 BRINGS BATMAN CLEATS FOR MLB ALL-STAR GAME



3N2 Batman

3N2 designed a Batman-themed cleat for Pittsburgh Pirate's A.J. Burnett to wear at the 2015 All-Star Game. It was the first time the 38-year-old pitcher was named an All-Star in his 17-year career.

3N2 leveraged an electroplate process when creating the cleat to seamlessly meld the outsole and midsole together in metallic yellow, and through the use of sublimation technology, the shoe's upper captures subtleties of AJ's story through detailed printing.

Burnett is known as a big fan of Batman, with supporters of the Pirates often waving Batman flags when he takes the diamond. On his custom cleat's front toe and back heel, an "AJ" logo makes use of Burnett's initials and jersey number to form a bat like shape. Other design elements of the shoe include the skyline of Pittsburgh and a reference to Burnett's "Follow Me" tattoo - a song he used to sing to his children at night.

"Self expression is important to me," says Burnett. "When I'm on the mound I want there to be no mistaking who I am and what I'm out there to do. 3N2 has given me the freedom to fuse my personality with my game."

"Got to be the shoes," joked 3N2 CEO Sean Murphy. "It's an honor that is long overdue for A.J. and we couldn't be happier for him. At this point in his career, it's an amazing accomplishment, but we've believed in him for a very long time."



## ALLIED FEATHER AND DOWN PROMOTES TRANSPARENCY WITH TRACKMYDOWN

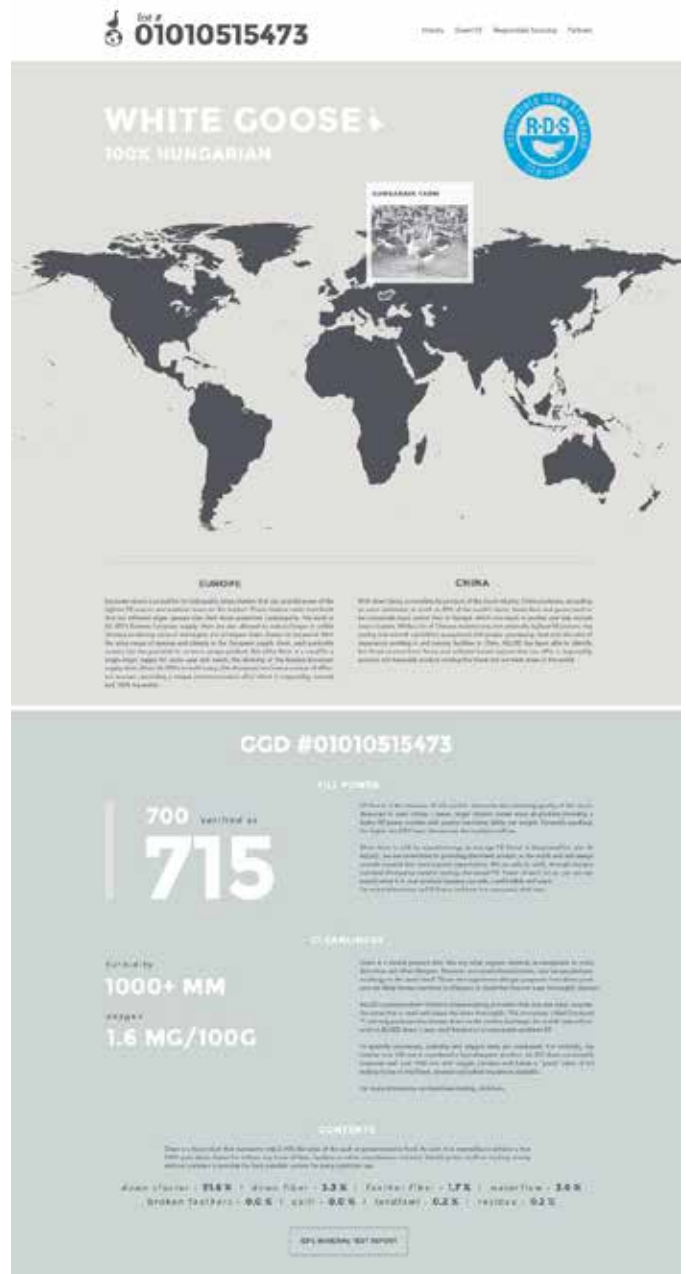
Allied Feather and Down is launching a new web platform, TrackMyDown.com, to support responsible down sourcing. The tracking tool will provide additional supply chain transparency as users and wearers of Allied products, gear and apparel will now be able to reference the origin of their down.

The launch comes as the first round of traceable down products hit retail shelves. Consumers will find a down lot number that can be entered into TrackMyDown.com and used to backtrack the journey of the product's material.

Each lot of down, once collected and prior to being incorporated into a sleeping bag or winter jacket, is verified for species, fill power, quality and animal welfare. The down is then assigned a lot number and entered into a fully automated internal database. The down is then followed throughout the initial processing phase. When lots are blended to meet the qualities desired by manufacturers, a final production lot number is created that follows this blend from manufacturing process all the way to retail shelves.

Powered by SourceTrack, this system enables anyone with a product with Allied inside to confirm they are using the “finest down from the finest sources.” The interactive map on TrackMyDown also shows the European country or Chinese Province of origin and the facility where the down was processed.

“Allied understands that social responsibility and transparency are important to the next generation of apparel and bedding buyers,” said Daniel Uretsky, president of Allied Feather and Down. “This next generation of buyers will increasingly choose brands and products that they can identify with on an intimate level.”



Working close to 30 years to produce high quality down insulations, Allied says it has fought against the harmful collection of feather and down and TrackMyDown.com is their way of bringing the cause to the surface, getting outdoor enthusiasts aware and involved.

“TrackMyDown.com represents a major step forward in enhancing traceability and transparency in an engaging way to this new consumer,” Uretsky added.

Fall 2015 will be the first season where products from outdoor industry partner brands such as Montane, Peak Performance, Vaude, Merrell and Feathered Friends will come with a hangtag listing a TrackMyDown lot number.

Down bedding featuring the technology will also be available at bedding retailers via an Allied partnership with industry giant London Luxury, whose brands include Elizabeth Arden New York, Arm and Hammar, Claritin and Self Magazine.

Founded in 1987, Allied remains a family-run business, Bluesign system partner, and active member of both the Conservation Alliance and Sustainable Apparel Coalition. As of today, Allied has helped certify over 100,000,000 birds, according to the company.

## LAZER'S PHOENIX+ MOTO-HELMET PUTS SAFETY HEAD FIRST

Lazer Sports has gone beyond the confines of what international cyclists know to be comfortable and sturdy helmets to enhance protection.

The Phoenix+ full face model, \$100, being introduced for the 2016 season, draws from nearly a century of Lazer testing, engineering, innovation and style. With the Phoenix +, Lazer hopes to “reset the bar” by which all biking helmets are measured.

The company, which currently manufactures and markets its bicycle, leisure, winter and eyewear products in more than 50 countries over five continents, is widely known for performance and competitive cycling headwear.

A highly technical internal foam reinforcement system called the Lazer Rigidity Brace System (RBS) takes into account the possibility of multi-impact crashes at high speeds. Even in the event of the outer helmet layer cracking during unexpected impact, RBS was designed to keep the protectant foam together and in place, absorbing force without breaking down to rubble.

Six different vents placed throughout the helmet promote airflow. Vents also keep the head cool after miles of riding. The Phoenix+ base has also been designed to integrate well with most neck restraint systems, while the extra-wide vision field accounts for almost any moto goggle system.

The larger-than-average visor has a safety-based purpose, to provide more unobstructed views for the rider. When dirt, mud, wind and bugs come into the equation, the visor provides blocking protection for the eyes. Swings completely out of vision when no longer needed.



Photo courtesy Lazer

With four sizes (XL in Black only), Lazer made the Phoenix+ available to any rider, any size. Eight color and graphic options are offered. Some colors may not be available in your market, so check with your country's Lazer distributor for details.

In their history, Lazer has teamed with cycling champions like Paolo Bettini, Miguel Martinez, Axel Merckx, Richard Virenque, Luc van Lierde, Tom Boonen and others, to create products that highlight fit, comfort, protection and superior materials.



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## BEYOND COASTAL RECEIVES TOP EWG RATINGS

Beyond Coastal Sun Care, a company creating sunscreen formulas with broad-spectrum protection and nourishing botanical antioxidants, was named by the Environmental Working Group (EWG) as one of two brands to receive top ratings in both mineral and non-mineral formulas. More than 1,700 other sunscreen and lip balm products were tested this year alongside Beyond Coastal in the EWG ninth annual 2015 Guide to Sunscreens.

EWG is an independent nonprofit consumer resource rating protection levels and ingredient safety in sunscreens. Their annual Sunscreens report is widely considered to be the most comprehensive sunscreen analysis for outdoor consumers. EWG's dual focus on personal and environmental health results in breakthrough research and education, released to consumers to help drive purchase decisions and positive civic action.

"We are very proud to be one of two sunscreen brands to receive top ratings in both mineral and non-mineral categories from the EWG again this year," said Tom Ferries, director of marketing, Beyond Coastal Sun Care. "With rates of deadly skin cancer continuing to spread, we are committed to supporting the EWG's consistent efforts to educate the public on sunscreen marketing and formula ingredients as well as our consumers on the dangerous effects of sun exposure."

Beyond Coastal formulas contain 80 percent antioxidant-rich inactive ingredients, such as grape seed extract, jojoba oil, green tea leaf extract, Shea butter and coconut oil. These ingredients are included to protect, nourish, repair and hydrate the skin, especially when confronted with the damaging effects of prolonged sun exposure.

The EWG rated all Beyond Coastal active non-mineral sunscreens – Active SPF 34, Active SPF 16 and Active FaceStick SPF 30 – in the best 0-2 "low hazard" range. Toxicity ratings of each ingredient range on a scale from 0-10, with a lower rating indicating a safer product. The brand's entire sunscreen line consists of a natural zinc oxide formula, providing a sturdy block from UVA and UVB rays.

In lip balms, Beyond Coastal's popular SPF 15 line ranked the best score in the non-mineral lip balm category, making it the second "Best Non-Mineral Lip Balm as Tested by the EWG" title earned by the company.

Since its 2006 launch into outdoor markets, Beyond Coastal has grown in popularity the sunscreen niche with their lines of oxybenzone-free and paraben-free sunscreens and lip balms. The company is known for its 80-minute water resistance products.

Beyond Coastal recently launched their 8 oz. Airless Pump bottle, which "dispenses every last drop" of its Active SPF 34 and Natural SPF 30 sunscreen formula, without the use of aerosols. "The new pump bottle is much healthier than spray bottles that use aerosols and cause sunscreens to evaporate before hitting the skin. It also dispenses every last drop of formula from its container," said Nick Clark, creative director, Beyond Coastal.



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## MICROBAN INTERNATIONAL EXPANDS ATHLEISURE OFFERINGS WITH DEBUT OF NEW ODOR CONTROL PLATFORM

Anticipating the continued growth of the athletic leisure sector in the outdoor category, Microban International, Ltd. -- a global technology and marketing company and leader in antimicrobial solutions for apparel, footwear, consumer, industrial and medical products -- will introduce Scentry, the company's first odor control product platform for apparel and footwear, at Outdoor Retailer Summer Market 2015.

According to the company, Scentry, using patent-pending technology, reduces odor by 99 percent lasting for more than 50 home launderings. Scentry's wash durability is achieved without the use of textile binders, which can negatively impact the hand feel and moisture management properties of a fabric.

Microban says that Scentry forms a protective barrier on fabrics that attracts and traps odor. This is designed to prevent apparel from giving off an offensive smell during wear and in-between washings. During laundering, Scentry releases trapped odors allowing them to be rinsed clear of the fabric.

The introduction of Scentry represents an investment into the outdoor category and expands upon the success Microban has had with its recent introduction of SilverShield. Microban has been working closely with outdoor manufacturers for more than 30 years and currently works with iconic brands in the outdoor industry including Merrell, Oakley, UA and Teva footwear, Sof Sole inserts and Reebok socks.

"We saw the growing demand from product designers for a cost effective, highly durable, easily applied odor control solution for active wear," said Richard Chapman, global vice-president of marketing at Microban. "Scentry is the ideal solution; it is easily incorporated into the design and manufacturing process. For the consumer, this treatment inhibits the build-up of malodor on fabrics, extending the useful life of active wear apparel, not to mention having a gym bag that smells less."

Microban's R&D group has invested in new instrumentation, developed new methodology and conducted thousands of tests in order to understand the science of body odor. The brand also sought input from its active wear and sportswear brand partners to fine-tune the formula.

"Scentry is primarily intended for polyester based active wear, which is known to develop an objectionable odor over the course of time," continued Chapman. "In addition to odor control, Scentry has shown to improve the wicking properties of polyester garments, providing an additional benefit to active wear brands and consumers. Scentry can also be used with footwear, providing the same benefits, significantly reducing smell."

Microban International licenses the Microban global brand name, sells custom-engineered compounds and provides a range of services including regulatory and marketing support. Microban International is headquartered in North Carolina with operations in North America, Europe and Asia. Microban will display its new technology and brand partners at booth # 250-207 in the Suppliers section of the Salt Palace at Outdoor Retailer.

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Photo courtesy Russell Athletic

## RUSSELL ATHLETIC LAUNCHES CUSTOMIZED LITTLE LEAGUE UNIFORMS

Russell Athletic and Little League unveiled new uniform combinations for the 2015 Little League Baseball World Series.

The company will once again outfit the eight U.S. regional teams and eight international teams competing for the Little League World Series title, as well as the teams participating in the other eight Little League World Series Tournaments. Its history with Little League Baseball and Softball dates back more than 30 years.

Following the wildly popular design debuted at last year's event, the 2015 jerseys will once again feature unique shoulder sublimation. Each team uniform will be represented by a distinct color tailored exclusively to their region. The U.S. regional teams' jerseys feature unique sublimation with the states represented in each region, while international teams will have their region displayed in a similar pattern.

"At Russell Athletic we know that the uniform is more than just a jersey. It's a symbol of accomplishment, hard work and pride," said Matt Murphy, VP of Marketing, Russell Athletic. "These players and coaches have a genuine love for the game and we're thrilled to be a part of their baseball journey. It is a privilege to be the Official Uniform of the Little League World Series, and we congratulate all 16 teams on this exciting accomplishment."

The uniforms parallel the innovations and trends of college and professional team uniforms with performance and durability features. Designs and decorations are sublimated into the jerseys, eliminating the weight associated with twill numbers and lettering. Material is breathable, lightweight stretch fabric used by many Division I universities and Minor League teams. The official Little League Keystone patch is sewn on the left sleeve of the jersey.

## SUPERFEET BECOMES 100 PERCENT EMPLOYEE OWNED

Superfeet announced that the company's Employee Stock Ownership Program (ESOP) has purchased the balance of the company's shares, making it 100 percent employee owned.

The specialist of over-the-counter insoles has been a partial ESOP since 2006 with employees owning 50.2 percent of the company's overall shares.

"Becoming 100 percent employee-owned is a huge milestone for Superfeet," said John Rauvola, Superfeet president. "It reinforces our long-term commitment to preserving our culture and values as we continue to grow."

Superfeet said becoming a 100 percent ESOP company aligns with the brand's values of making a positive difference in the lives of everyone they come in contact with -- whether by providing consumers with better comfort, pain-relief or performance in their shoes or offering employees more ownership over their careers.

In an ESOP, companies provide employees with stock ownership, often at no up-front cost. ESOP is said to allow employees to perform at their highest level, to empower individuals to create change within the organization and holds employees accountable for making the right decisions.

"I can't think of a more exciting time for our team," added Scott Dohner, Superfeet chairman. "Ownership empowers and deeply connects the employees to the success of this organization."



Photos courtesy Under Armour

## UNDER ARMOUR CAMPAIGN TARGETS SPORTS BRAS

Under Armour launched the latest iteration of its “I Will What I Want” campaign with a focus on the brand’s new three-level sports bra positioning. The campaign features the heavy hitting line up of Misty Copeland, Gisele Bündchen, Lindsey Vonn, Kelley O’Hara and Brianna Cope.

The all-new Armour Bra Collection features a simplified range of styles in High, Medium and Low to support women across various fitness activities. The campaign depicts each of these women and their declarations in overcoming doubt and setbacks related to their womanhood. Statements also give voice to what women need from their sports bras.

“Woven into the Armour Bra product launch is a deeper goal of connecting with women at all levels of sport and all stages of their lives, and changing the way they think and talk about sports bras,” said Adrienne Lofton, SVP, brand marketing, Under Armour. “We believe that a woman shouldn’t have to compromise or settle in any area of her life, and that includes her choice of sports bra. We’re starting a real, organic and emotional conversation with women about what they want and need in their bras, and we’re backing it up with best-in-class product that eliminates distractions and allows her to focus on performance.”

“Throughout the 10 years I’ve been an Under Armour athlete, I’ve experienced firsthand the dedication this brand has to making the best apparel, footwear and equipment for all athletes,” said Vonn, world champion downhill skier. “The Armour Bra Collection is just the newest chapter in that story and it offers the innovation, comfort and support that allows me stay focused on the slopes, in the gym and in my everyday life.”

The Armour High Bra’s defining features are lightweight gel shoulder straps and a gel encased underwire that provide comfort and support without the irritation that women often experience during activities such as running, kickboxing or spinning.

Throughout the campaign, which will live digitally on UA.com and in Under Armour Brand House and partner retail locations, Under Armour will host grassroots events to educate consumers on bra fit, use and care.



Lindsey Vonn  
Alpine Ski Racer

## RIOS TROPICALES CELEBRATES 30 YEARS OF ADVENTURE AND PRESERVATION

Rios Tropicales, long-time Costa Rican adventure travel group and the country's largest outfitter on the Pacuare River, celebrates its 30th anniversary this year.

The company, founded in 1985, reflects on a history of leading eco and family-friendly outdoor adventures, bringing more than half a million people to the beauty and thrills of the Costa Rican jungle and waterways.

With the intent to deliver "authentic, sustainable adventure for almost all ages," Rios Tropicales' is best known for its day-long and multi-day trips on a 21-mile, Class III-IV section of the Pacuare, a river flowing directly to the Caribbean and famous for its white water rafting, kayaking and other paddle sports. Along the Pacuare are rich rainforest and exotic animals exclusive to Costa Rica.

The company maintains its green focus by having overnight guests plant four trees each at the put-in, in order to offset the carbon footprint of their flight. These same guests stay at Pacuare's award-winning, riverside eco-lodge. The lodge is completely roadless and powered by a hydroelectric turbine. The company works to maintain sustainable tourism practices that fall into four major categories: reforestation, community projects, environmental education and river conservation programs

"It's feels great to reach three decades knowing that we're protecting the environment while exposing people to one of the best rafting trips in the world and a variety of other Costa Rican adventures," said Rios Tropicales Co-Owner and President Rafael Gallo.

Most recently, the company became the first adventure company in Costa Rica to win the Gold Medal in Trip Advisor's GreenLeaders Program, an initiative to help travelers plan greener trips by highlighting businesses that meet strict environmental standards.

Rios Tropicales has received the Blue Flag for Rivers with Two Stars award for protecting a portion of the Pacuare River and neighboring tributary Terciopelo Creek. These conservation efforts include contributing to the reduction of pesticides used along the creek. Rios Tropicales is the only company in Costa Rica to achieve the Blue Flag for Rivers with Two Stars every year since the award was founded, beginning in 2009. The company hosted the World Rafting Championships in 2011, the first carbon-neutral event of its kind.

It also boasts recognition for Best Adventure Travel Companies, National Geographic Adventure 2007; World Savers Award, Condé Nast Traveler 2008; Best Corporate

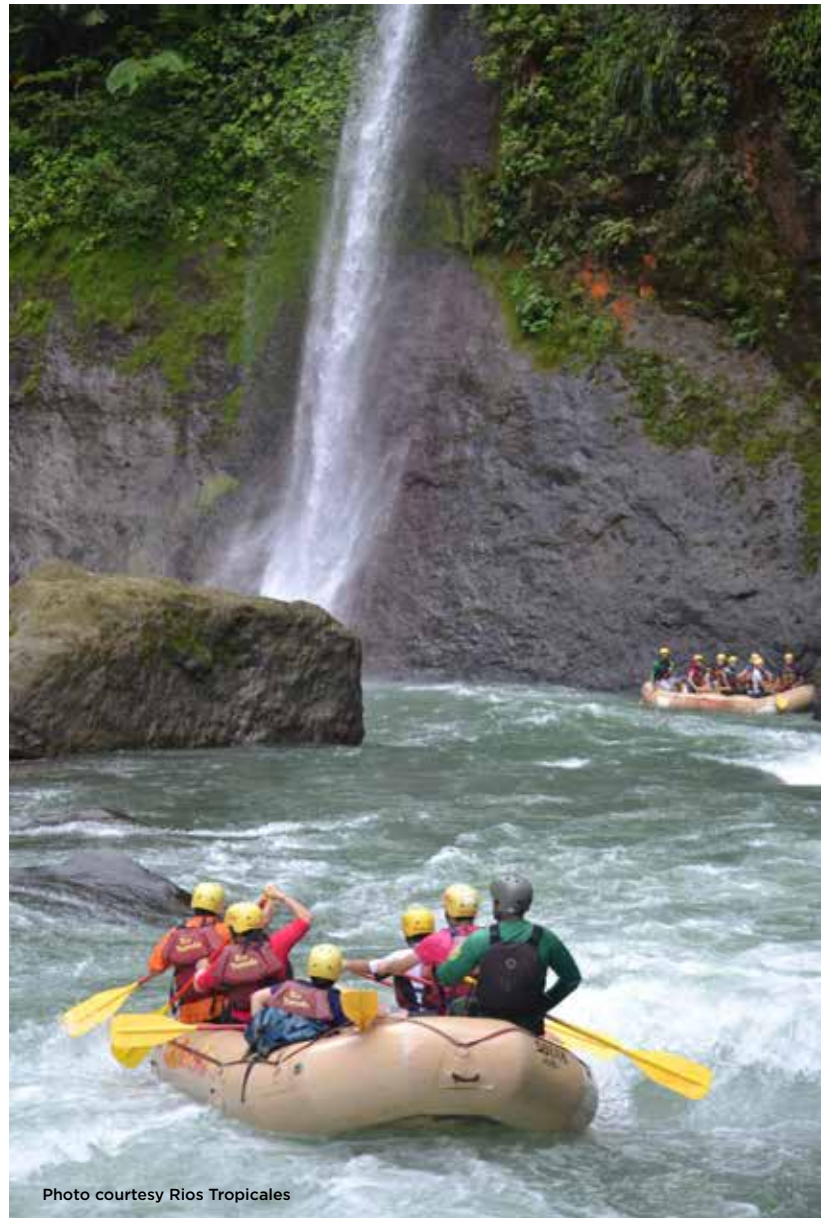


Photo courtesy Rios Tropicales

Social Responsibility Practice on the Environmental Care and Preservation Category, Mexican Center for Philanthropy in 2012; and Esther Sanborn Environmental Excellence Award, America Outdoors' Association 2012; among others.

"We take our role as providers of ecotourism very seriously and always have," the company said in a release.

In its three-decade history, Rios Tropicales has also safeguarded more than 2,000 acres of primary and secondary growth rainforest, while reforesting 100 acres with more than 20,000 native Costa Rican hardwoods in the largest private rainforest reserve in the Pacuare basin. Nearly 13,000 tons of carbon is mitigated annually thanks to the private reserve.

Rios also works to stop poaching in the watershed, championing efforts to restore the threatened jaguar, ocelot and green macaw, and partners with local communities. These partnerships foster shared ecotourism practices, like defeating the region's proposed Dos Montanas dam by forcing the country's first-ever Environmental Impact Study and launching a foundation to teach environmental education in local schools.

"It's a beautiful area and one that we're going out of our way to help preserve for everyone," said Gallo.



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# RUNNING APPAREL A RUNAWAY SUCCESS

Athletic style infuses couture and 2016 outdoor apparel designs

By Nancy Pritchard Bouchard

Photo courtesy Brooks

This year, wellness items (athletic apparel, soul cycle, green drinks) gained significantly in the race against the prescription drug industry. Estimates from the Global Wellness Summit are that while the pharmaceutical industry tops out at an estimated one trillion dollars, the wellness industry has achieved a personal best, more than tripling that number.

Saucony Apparel Business Unit Manager Leigh-Anne Zavalick noted athletic-inspired apparel is now omnipresent - from Sachs Fifth Avenue, to Stella McCartney, to Alexander Wang. “High fashion is infusing a lot of athletic wear into their clothing line,” said Zavalick. “Athletic inspired pieces are everywhere.”

The fitness crowd has made a difference on the runway much in the same way the outdoor-look overtook urban streets at the turn of the millennium. Designers have taken inspiration from the athletic look in a round-about way of saying that looking like you care about being healthy and working out is the trend of all trends. Yoga pants, tight fitting bottoms and jogger tops are back, whether for the trail or paired with a blazer and heeled shoe.

But reimagined athletic fashion flare isn't contained to the streets of Manhattan and Paris. Scott Greenwood, Columbia product manager for Sportswear, said the emergence of the millennial consumer, age 21 to 34, is one of the largest shifts to the running market.



Photo courtesy Lululemon

“This age groups’ needs and approach to working out represents a paradigm shift,” said Greenwood. “It’s exciting because they are more physically active than the older generations and now comprise almost half of all adult regular exercisers. Communal fitness activities, adventure races and fitness events give them stories to tell while getting healthy. It’s all about being fit and sharing that enthusiasm with friends and the community.”

Scott Daley, general manager for Reebok running business units reported the continued fusion of traditional sport or fitness silhouettes with fashion details will only become more prominent for style in general, as interest in apparel that translates from athletics to leisure continues to expand. “We are seeing more people interested, aware and participating in fitness and running in general,” said Daley. “Being healthy and fit are the new luxury, and running remains at the core of fitness in many ways.”

Revving the category is the boom in running events, in particular those with a social approach. “We’ve seen an overall growth in trail running participants and events, which is fueling the numbers of versatile runners who demand broader use in the apparel they buy, rather than specific niche pieces,” said Greenwood. “There are more college students participating in running events than ever before, and they are

seeking out activities beyond marathons and 5K’s. Basically, it’s no longer a world of business suits or sweat pants, but a stylish alternative that’s comfortable and delivers a message.

Kevin Joyce, The North Face VP of apparel agreed that there is an increase in running participation. “Last year, about 25 million people finished a race. We’re also seeing an increase in the number of women who are running. Our research indicates that the number of women who finished a race in 2014 surpassed the number of men.” Additionally, the number of races across the country has grown exponentially in the last decade with the addition of more nontraditional, social events.

#### Younger (and Female)

A Prana representative reported that the medium age of the running apparel consumer has dropped considerably in the past decade - something she attributed to the female consumer looking for more stylish, crossover. Prana sees a similar trend for men, with the 20 to 30 year old age group looking for items that have crossover appeal, function, and the versatility to look great in any setting. “For outdoor active, there is a huge shift going on, leaning towards a younger psychographic,” said Christine Westermarck, director of North American product group for Helly Hanson. “A more fashionable consumer is emerging...one who expects product to transition away from athletics and into all areas of life, seamlessly.” At Adidas Outdoors, Greg Thomsen reported the company’s consumer demographic is “split evenly” between men and women with a younger target market.”

## Length

Joyce at The North Face attested customers are looking for more variety in length, with men and women asking for shorter shorts, three to five inch inseams, as well as a longer, more versatile options, seven inches. At Lululemon, Spring/Summer 2016 will see three key lengths for women; a looser short-short which is about mid-thigh or higher, a tight that stops right under the knee for athletic pursuits and a 7/8 length pant which can come in any shape from a tight, to a boyfriend, to a wide leg. "It's all about the ankle," said Jill Chatwood, Lululemon athletica director of trends and collaborations.

Brooks Running called the trend "athleisure" and recognized the pressure to balance form and function. Apparel Merchandising Manager, Bennett Grimes suggested that Spring 2016 is about run and lightweight styles. "Take a chance on some new fabrics and silhouettes," he said. "Runners are more educated than ever before and can't wait for excitement in their running apparel. The amount of fashion that has been injected into the active apparel world is amazing. For the last couple seasons, you truly see active apparel influencing fashion in the same way fashion has influenced active. This is great for the runner who's looking for new, exciting styles."

## Breathability

Venting and breathability are critical considerations when it comes to performance. Airflow and comfort make a substantial difference when running, and companies like Columbia, Brooks and Saucony are focusing on mesh and perforation. Columbia's Omni-Freeze Zero, a sweat-activated cooling technology has been performing extraordinarily well, according to Greenwood.

## Technology

While apparel needs to be fashionable, technology is still paramount. Look for features like flat seaming to reduce chafing and reflective elements (reflective tape sewn into seams for visibility while not hindering the movement or hang of the garment) and printing that applies reflective materials to larger areas without sacrificing the stretch or breathability of the textile. This reflective printing is quickly becoming an industry standard. Lightweight materials and hybrid construction utilizing wicking materials, ventilation and stretch are also offering superior performance with elevated design. "And you can even wear them twice without smelling like a gym bag," reported Greg Thomsen, Adidas Outdoor. At Lululemon, lighter coverage performance pieces with multiple venting options and moisture wicking fabrics that provide UPF protection are the tour de force.



Photo courtesy New Balance



## Men's

Expect men to move toward knit tops and stretch woven shorts. Technical shirts with collars and buttons are the rule, rather than the exception. At Brooks, the predicted go-to style for men are shorts and a short sleeves with high priority on plenty of storage pockets and brief and boxer brief liners. Heather fabrics are a must for any retail space, as they contribute to style while offering performance and a soft hand.

## Capris

While serious runners still prefer short shorts, capris are gaining popularity, especially among women. According to Brooks' Bennet Grimes, capris are "absolutely the most important bottom for women for next season."

Prana has seen a shift over the past few seasons away from the shorter length knickers and into capri's and leggings. Their Spring 2016 line is full of capri-length designs that offer varying levels of compression and waist heights as well as prints and patterns. Helly Hansen said 7/8 tights are the key length for women in the Spring/Summer 2016 season as they let women go from the run to the gym to their social life seamlessly.

Icebreaker Senior Men's Global Merchandiser, Kurt Foster said, "There seems to be a return to simple. Products are purposeful but not full of gimmicks or over designed. Runners want functional product that looks good and performs, which seems to be reflected in technical fabrications with cleaner design lines and colorations."

## Color

At Adidas Outdoor, bets are on light, fashion forward colors, such as Tech Beige and Earth, or Equipment Blue prints based on aerial photographs of

the Himalayas. Patagonia predicts women will rally behind Sporty Orange, Violet Blue and Howing Tourquoise.

Christian Castellani, Prana senior merchandise manager said "Running apparel continues to get both brighter in color but also sees more infusion of prints and patterns on bottoms. Women are looking to stand out from the crowd while also looking great while they are out for a run. Men's key colors, Sonic Green and Spectra Orange, are bright fluros that will compliment our top selling foundation, neutrals. Women's key colors are Infinite Turquoise and Bright Rose paired with unexpected colors to bring exciting fresh color stories. Helly Hansen has strong, saturated bright colors, plus an emphasis on print and pattern. The North Face is playing with some transparent colors in blues, greens and red.

## Hoodies

Hoodies are still hot. Icebreaker's hooded Houdini is the company's top-selling style, arguably because it can be worn for multiple high intensity activities and everyday wear. Prana said that Hoodies would always be key items for customers but to keep things exciting. The company tries to offer options to the customer that is looking for something new and different. This effort has translated into cowl necks and quarter zips for women.

Helly Hansen suggested retailers focus on exactly who is coming into your store, or who you hope to attract. "Consumers are looking for versatility, they are looking for a store/brand who understands their needs. They desperately want to be active outside and want to look great while doing it. They don't have a lot of time and often not a lot of money to invest. Watch price points and gather multiple items together to achieve a higher basket size, rather than relying on high ticket single item purchases." ■

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# INDUSTRY CALENDAR



Brianna Cope, Surfer  
Photo courtesy Under Armour

## TRADE ASSOCIATIONS BUYING GROUPS

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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 | 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 | Suite 300  
Boulder, CO 80301  
t 303.444.3353  
outdoorindustry.org

Sports & Fitness Industry Association  
8505 Fenton Street | 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 | Suite 110  
Victor, NY 14564  
t 585.742.1010  
sportsspecialistsltd.com

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

Worldwide  
8211 South 194th  
Kent, WA 98032  
t 253.872.8746  
wdi-wdi.com

### JULY

- 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

### NOVEMBER

- 4-6 NBS Athletic Show  
Ft. Worth, TX
- 22-24 Sports, Inc. Athletic Show  
Las Vegas, NV

### DECEMBER

- 1-3 MRA December Lansing Market  
Lansing, MI
- 2-4 FFANY  
New York, NY
- 8-9 MRA December Cincinnati Market  
Cincinnati, OH

### JANUARY 2016

- 4-6 ASI Orlando  
Orlando, FL
- 5-7 Archery Trade Association Show  
Louisville, KY
- 6-9 CES Show  
Las Vegas, NV
- 11-13 MRA January Novi Market  
Novi, MI
- 12-15 NBS Winter Show  
Ft. Worth, TX

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A man with a beard and dark hair, wearing a teal t-shirt and black climbing gloves, is climbing a thick rope. He has a determined and slightly pained expression on his face, with his teeth clenched. The background is a blurred outdoor setting with dry grass and trees.

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