

SGB WEEKLY

ISSUE 1535
AUGUST 31, 2015

THE WEEKLY DIGITAL MAGAZINE FOR THE ACTIVE LIFESTYLE MARKET

Craghoppers Adventure Travel Apparel

Gaining Success Among
American Buyers



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has a terrible habit*

**OF BECOMING
NEVER.**



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the U.S. Consumer

ON THE COVER: Photo courtesy Craghoppers

ON THIS PAGE: Happy Hikers at Trail Days 2015
Photo courtesy Farm to Feet

MOVERS & SHAKERS

Nathan Pund has joined **Lazard Ltd** subsidiary, Lazard Middle Market, as a Managing Director in its Consumer and Retail group focused on active lifestyle sectors.

The **American Sportfishing Association** (ASA) announced that **Kellie Ralston**, a fifth generation Floridian and an expert in Florida's marine fisheries management, has joined the ASA staff as Fishery Policy Director for the Keep Florida Fishing initiative.

Combat Flip Flops of Issaquah, WA, named **Ned Post**, former President of Smith Optics, as an adviser to the brand.

Adidas announced a partnership with **Justise Winslow**, the number 10 overall pick of the 2015 NBA Draft by the Miami Heat.

Boathouse Sports hired **Jay Caddle** as Director of E-commerce and Integrated Marketing, while **Gail Sacharczuk**, formerly at Majestic Athletic, will become Director of Product Development and Merchandising.

Marker/Dalbello/Völkl named **Willy Booker** Executive VP for the Dalbello Skiboats brand in the U.S.

Robert Baird, the former President and CEO of Dorel Industries Inc.'s bicycle business, was appointed CEO of **A.T. Cross Company**.

The **Sports & Fitness** Industry Association (SFIA) promoted **Cameron Jacobs** and **John Peters** to management roles in communications and research and membership sales.

Xero Shoes appointed **Mike De Bell**, former Chief Sales Officer for Crocs, as its VP of Global Sales.



SWEDISH HULTS BRUK AXES NOW AVAILABLE IN THE U.S.

For the first time in the brand's 300-year history, people were able to touch, feel and buy Hults Bruk Axes at Outdoor Retailer Summer Market 2015 as they prepare for a limited launch on U.S. soil.

Hults Bruk is Sweden's largest and oldest axe manufacturer, introducing its acclaimed, hand-forged axes in response to growing demand for traditional outdoor tools in the U.S. The U.S.-exclusive range of axes will be crafted at the Hults Bruk workshop in southern Sweden using American hickory handles and Swedish steel axe heads, forged for extreme durability.



Photo courtesy Hults Bruk

Hults Bruk has been in operation since 1697 when the company began forging steel for shipbuilding. By the 1870s production had shifted to crafting axes for a booming forest industry.

From first-timers searching for new outdoor experiences to seasoned wilderness enthusiasts honing skills without the aid of modern technology, Hults Bruk axes make tasks like carving, splitting and chopping

an almost pleasurable experience, depending on your perception of pleasure. Steeped in tradition, Hults Bruk axes are practical tools made the traditional way.

"Axes play an important role in the outdoor life," said Gerard Pegelow, export director of Hults Bruk. "We are proud to bring this special, adapted range of hand-forged axes to America for the first time and look forward to serving the needs of this important market."

The brand will introduce two lines exclusive to the U.S. market. The Premium Series of axes are "handmade works of art" with meticulous attention paid to the finish. Six axes, ranging from the compact Jonaker Backpacking Hatchet to the Motala Double Bit-Throwing Axe, are designed for hard outdoor use. They include a tanned leather axe head cover. The Standard Series features a more rustic finish designed to perform at the highest level while offering value to those who desire a Swedish steel axe, at a competitive price.



Motala Double Bit-Throwing Axe

"Our retail partners let us know their customers are continuing to show considerable interest in authentic items for the outdoors that are made by craftspeople," said Matt Huff, Managing Director of Sport Hansa, the exclusive U.S. Hults Bruk importer and distributor. "While materials and design have evolved over time, Hults Bruk axes are still made in the same facility and based on the same technique and heritage that started in 1697." Asheville-based Sport Hansa imports and distributes innovative outdoor brands and product lines serving more than 320 specialty retailers in the North American market, including European brands Helle (Norway), Kupilka (Finland), Montane (England), Pronto Café (France), Rosti Mepal (Netherlands), Terra Nova (England,) and Wetterlings (Sweden).



Alchemy Oros Hardtails

ALCHEMY'S

FAR-OUT MTB EXPANSION IMPRESSES DEVOTEES

Denver, CO-based Alchemy Bicycle Co. has earned a reputation for building first in class cross, road and gravel bikes. In an approach that uses old-world craftsmanship and a wacky yet modern attention to detail and technology, Alchemy now pushes its handmade offerings to include an expansion into mountain-specific models.

In what they are calling “an expansion of our obsessive attention to detail,” the first Oros Hardtails to leave the Alchemy workspace and hit the dirt have done nothing but impress. The model was named a recipient of the “Best Carbon Layup” award at the 2015 North American Handmade Bicycle Show, where its race-proven geometry with 29 and 27.5-inch wheel offerings (for large, medium and small riders) was its most drool-worthy feature for mountain cyclists.

Designed around 100mm of travel up front, the Oros is tailored for the modern cross-country racer. It can be fitted with a single ring, double ring and even electronic drivetrains, due to a large removable cable and wire ports. Similar to Alchemy’s other stock frames, the Oros was built with a press fit BB86 bottom bracket. Along with all other Alchemy bikes, Oros are drafted, made, painted and finished at the company’s mile-high production facility.

In dual celebration, the group gets a new addition to its design and engineering team. Sotto Group’s

Dave Earle, currently head of the Praxis Works bottom bracket and crankset company, joins the Alchemy rank and file. Earle is perhaps best known in the cycle community as the author of the Switch suspension system and the Praxis 10-speed wide range cassette.

Joining the Alchemy team as an exclusive engineering, design and suspension consultant, Earle brings more than two decades of bicycle engineering experience to the Alchemy team.

“Adding a brilliant engineer like Dave and the Sotto Group is as crazy as it sounds,” said Alchemy Owner and Founder Ryan Cannizzaro. “We consider the Oros a breakthrough, as well... but you haven’t seen anything yet.”



Dave Earle joins Alchemy

BY THE NUMBERS

-1.1%

Hibbett Sports Inc. reported sales in the second quarter increased 2.8 percent to \$199.3 million. Comparable store sales decreased 1.1 percent. Net income was \$7.0 million, or 28 cents a share, compared with \$8.4 million, or 32 cents, in the same period a year ago. Gross margins declined due to markdowns taken early in the quarter to liquidate excess inventory. The sporting goods chain slightly lowered its EPS guidance for the full year.

-8.9%

The Tennis Industry Association reported that overall wholesale shipments of balls ticked up in the first six months of 2015, while wholesale shipments of tennis equipment declined. About 1.67 million racquets were shipped through the second quarter of 2015, down 8.9 percent compared with the amount shipped in the January to June period last year.

+9.6%

Foot Locker Inc. reported second-quarter earnings jumped 29.3 percent to \$119 million, or 84 cents per share, easily exceeding Wall Street’s consensus estimate of 69 a share. Comps grew 9.6 percent. Total sales increased 3.3 percent, to \$1,695 million this year, compared with sales of \$1,641 million for the corresponding prior-year period. Excluding the effect of foreign currency fluctuations, total sales for the second quarter increased 9.9 percent.

+10.7%

Reflecting a significant shift in favor of regular priced merchandise selling and strength in athletics, DSW Inc. reported net income from continuing operations expanded 10.7 percent in the second quarter to \$37.6 million, or 42 cents a share. Sales increased 6.8 percent to \$627.2 million with same-store sales ahead 1.8 percent. Earnings equaled Wall Street’s consensus estimate of 42 cents but sales fell short of Wall Street’s average target of \$636.8 million.



New England Patriots



Denver Broncos



Green Bay Packers



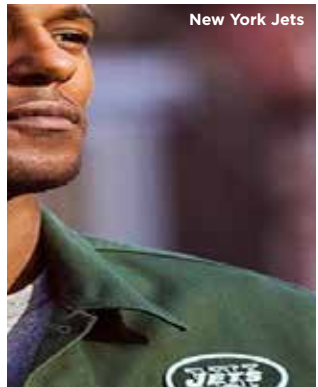
Chicago Bears



New York Giants



San Francisco 49ers



New York Jets

LEVI'S STYLES SEVEN NEW NFL TEAM COLLECTIONS

Levi's laid-back fashion style has finally met team sports in collaboration with the National Football League (NFL) for modern game day apparel.

The partnership follows the launch of Levi's inaugural NFL Collection with the San Francisco 49ers for the 2014-15 playing season. Six more pro teams have jumped on the Levi's bandwagon to be included in the newest collection: the Chicago Bears, Denver Broncos, Green Bay Packers, New England Patriots, New York Giants and New York Jets.

Founded in 1873 as Levi Strauss & Co., the brand remains a style staple for a wide range of users across ages, sexes, body types, and now, home teams.

Conceptualizing on the Levi's NFL Collection first resulted in one standalone collection that paid homage to the San Francisco 49ers – and the line was released in honor of the team's inaugural season in Levi's

Stadium. Supplying apparel for now seven NFL teams was a result of team owners' consensus as well as overwhelmingly positive fan response from the 49ers line.

In a mesh of fandom and casual street style, Levi's NFL Collection will offer classic Mens and Women's silhouettes with vintage team details.

"Being the naming rights sponsor of Levi's Stadium allowed us to spend time connecting with fans, which helped us identify a void in the wearable team merchandise market," said James Curleigh, Levi's brand president. "Fans want game day gear that reflects their everyday style, but also lets them proudly represent their favorite team."

As of mid-August, four different pieces - the Levi's NFL Varsity Trucker, Levi's NFL Trucker, Levi's NFL Western Shirt and Levi's NFL Tee - are available in stores and online.

THE EVOLUTION OF THE MASSAGE BALL

Available September 2015





Photo courtesy Oiselle

OISELLE

TO SUPPLY YALE WOMEN'S TRACK & FIELD TEAMS

In its first university affiliation, Oiselle, the Seattle-based women's athletic apparel company, signed on as the official apparel provider of the Yale Women's Cross Country and Track and Field programs, starting this Fall 2015.

Yale's tradition in running includes Olympians Frank Shorter (1969) and Olympic Coach Mark T. Young (1968).

After women were admitted to Yale in 1969, the women's program took root and flourished. Outstanding women runners and leaders under the Yale program have included Patricia Melton ('82); the Executive Director of New Haven Promise, Kate O'Neill ('03); and the first female Track and Field Olympian from Yale and middle distance standout Kate Grace ('11), now an Oiselle athlete.

In the fall of 1987, the Yale Women's XC Team earned third place at the NCAA Championships, which still ranks to date as the highest ever women's team finish by an Ivy League school.

Beyond pro runner Grace, connections between Yale and Oiselle include an early Oiselle investor, Sarah Lesko (née Smith) ('91), also a Yale XC Captain and former school record holder.

Founder and CEO of Oiselle Sally Bergesen said, "This was an incredible opportunity for us. In the same way that Oiselle was founded to rethink women's athletic apparel, this was a chance to rethink what a collegiate kit could be, and look to raise the bar. But the best part, of course, will be seeing the athletes in motion. We're incredibly honored to have them wearing Oiselle!"

Coach David Shoehalter, director of Yale Track and Field and Cross Country, added, "We are very excited about outfitting our women in Oiselle. Ever since Kate Grace signed with the company we have admired what they do. Sally and her team have worked hard to craft a look for our team that is modern yet still respects the history and tradition that Yale Track and Field and Cross Country embody."

Oiselle said it plans to form opportunities with similar collegiate athletic programs in the future.



Photo courtesy Greenlight Planet

GREENLIGHT PLANET'S

SUN KING PRO TOPS MIT EVALUATION

Massachusetts Institute of Technology (MIT) conducted an evaluation of solar lanterns through its CITE program, and the Sun King Pro, created by Greenlight Planet, hit the number-one spot on its final ranking list.

Greenlight Planet is maker of performance-oriented and sustainable solar-powered lanterns now available in two sizes - the new Sun King Pro being their lead product on the market.

Blending industry-leading innovation with design, these portable devices feature convenience and versatility, with the philanthropic perk that with all U.S. sales, profits of the product help provide clean, economical lighting solutions to underserved communities worldwide.

In the MIT evaluation, the Sun King Pro came out on top as the overall highest-rated solar lantern ranked for superior charge time, run time on high setting, brightness, task and ambient lighting, luminous range and resistance to moisture.

The CITE team investigated three dimensions of each product: Suitability, Scalability and Sustainability. "MIT created the first impartial evaluation of products intended for poverty alleviation, recognizing that rural people in emerging markets should not be viewed as charity cases," said Patrick Walsh, co-founder, Greenlight Planet.

The Sun King Solo was top rated among mid-priced products, \$20 to \$40, and the Sun King Eco was top rated among entry-level products, less than \$20.

MIT recently hosted the Scaling Development Ventures conference, bringing together experts from the international development and business communities to examine the best way to bring poverty-alleviating solutions to market at scale. Greenlight Planet's Global Partnership Advisor Laurens Friso spoke at the conference.



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- *wicks moisture for dry feet*
- *strategic cushioning*
- *ultimate fit*

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SOCK COMPANIES TARGET INCREASED BREATHABILITY, BLISTER-RESISTANCE AND THROWBACK STYLING

At Outdoor Retailer Summer Market, socks hide increased performance benefits beneath bright colors and vintage styles. This season's hikers have a renewed focus on keeping feet dry through enhanced moisture-management.

By Courtney Holden

Photo courtesy Lorpen

Removal of unnecessary bulk from the sock skeleton helps create foot covers much lighter and more breathable. Running sock brands have blisters in the crosshairs, and inclusion of rub-resistant fibers promise to eliminate painful hot spots. Lifestyle socks take Throwback Thursday to heart with a return to raggy wool and tube-sock styling. This diversification shows that consumers recognize the benefits of a sport-specific sock.

"You don't wear your ski jacket when you go running, and you don't wear running shorts when you go skiing," said Bruce Barrows, North American sales manager for Lorpen. "You're buying sport-specific apparel. Why would you not do that for your feet?"

In the hiking category, brands seek to neutralize the foot's microclimate by increasing comfort and decreasing moisture. Lorpen's T2 Midweight Hike, \$23, achieves improved wicking and drying properties while maintaining natural warmth, making it a go-to piece for adventurers tackling longer trails and rugged conditions. Meanwhile, their T3 hiking Series, \$18, \$15 for the shorty, improves blood flow and reduces lactic acid thanks to their nylon Nilit Innergy composition. Find Nilit's benefits in its Compression Calf Sleeves, \$35, for post-hike recovery.

Hikers keen on airflow around the toes should check out Farm to Feet Damascus Elite series, \$21 for the lightweight full crew, \$17 for the lightweight quarter crew, \$24 for the mid-weight full crew. Featuring micro-channel circumferential ventilation for breathability, hexagonal reinforcement in high-impact and abrasion zones around

the forefoot and heel, and Comfort Compression with Lycra. The sock maintains durability while creating a comfortably snug fit. A 19.5-micron merino body provides added softness.

Wool-lovers can also turn to Point 6 Hiking Tech Sock, \$21, and Boot Sock, \$22 for the mid-calf, \$24 for the over-the-calf. Both models are made of the brand's signature merino, but now those wool strands come from a single rancher. The advantages of solo sourcing: "This can ensure the quality," said Stacia Betley, marketing and PR manager for Point 6. "We know the micron. We know the way the sheep are treated. And we're also providing [the rancher] with a stable wage."

Those looking for a low-profile hiking sock with true compression benefits will appreciate CEP's Dynamic+ Outdoor Light Merino



Point 6 Hiking Tech Sock (top) and Boot Sock (bottom)





CEP Dynamic+ Outdoor Light Merino Short

Short, \$20. Its combination of fine merino wool and polyamide fibers provides a light-and-fast profile for athletes in the market for a minimalist sock with compression. The dual advantages of the Dynamic+ show CEP's movement toward acceptance as a sock brand, not a compression brand.

"We want to sell to the \$60 million retail in socks instead of the \$15 million category of compression," said North American CEP Director Brandt Furgerson.

"It's not so much a shift in how the products are sold. It's where the product is located in the stores. We want to get away from the land of misfit toys, and we want to be presented as a brand that's redefining what premium performance socks can do."

This year's running socks take aim at blister prevention with brands promising to eliminate runners' woe entirely. "Blisters are the number one injury that runners experience, and often times those are attributable to socks and the combination of socks and shoes people are wearing," said John Gaither, vice president of product for Feetures. The brand adds a mini-crew height to its Elite series, \$16 for the ultra-light thickness, \$17 for the light thickness, and continues its wool/rayon Merino+ collection, \$17, adding in four limited edition striped color combinations. Wigwam and Point 6 also promise blister-free comfort in bold colors with their Ironman Velocity Pro, \$12 and Sprinter, \$17, respectively.



Point 6 Sprinter

Darn Tough's new Vertex Running Series is geared toward elite runners "who want a sock they don't even know is there," said Brian Brand, director of marketing. The socks, which come in a minimal 13-gram package, use reinforced mesh to up airflow and increase wicking ability. Arch support ensures a precision fit with "zero slipping or bunching." Brand explained that creating a sock good enough for the top one percent of runners gives Darn Tough street cred with the couch-to-5K crowd. "If it's good enough to run 100 miles in, it makes our other stuff seem worthy as well." Find the Vertex in both merino wool and Coolmax blends with no-show and quarter-length height options, \$15 to \$18.

Balega updates its Blister Resist line, \$13 for the No-Show, \$14 for the Quarter and \$15 for the Crew, with Drymo: a Dynamix Mohair foot bed for protection against sheer friction blisters. Why mohair instead of the traditional merino? For one thing, mohair is a major export of Balega's native South Africa. But more importantly, mohair has a completely flat, snake-like scale structure when it gets wet. In contrast, damp merino strands have a barb-like structure that can lead to friction and irritation. "There's no chance of traditional blistering [with mohair], even in wet conditions," said Balega's Vice President of Marketing and Sales, Tanya Pictor. "For a trail runner going through different environments and streams, there's no chance [of blisters], even with wet feet."



Balega Blister Resist line from left to right, No-Show, Quarter and Crew

Just as hiking and running socks are getting thinner and lighter, so too are ski-specific socks. This trend away from thick cold-weather socks comes in response to advancements in footwear. "If you go out and look at a lot of the boots that you see in hiking, hunting and ski, they're becoming a lot more efficient, and they're also

having a lot better performance insulation within the product," Lorpen's Barrows said. "A lot of people see that they don't need to have that big, heavy sock because it's just impacting - in some cases in a negative way - either the feel or the fit, which is compromising the overall performance of footwear." Lopen's T3+ Superlight Ski Sock, \$60, features Polartec PowerDry technology to help transfer moisture away from the foot, while Polartec Power Stretch fabric improves elasticity.

In the lifestyle segment, brands are trying new twists on traditional silhouettes while incorporating vintage flair in the designs and finishes. Take Wigwam's throwback to the tube sock, the Courtside, \$15. They've updated the old standby with Dry Release and Tencel technology, but the essence of the well-known ragg wool look remains. In the same vein, Fox River's New American Ragg Collection, \$15 for the crew, \$18 for the knee-high) incorporates bright colors and Wick Dry Moisture Management Technology to update the classic look.



Fox River New American Ragg Collection, crew and knee-high

Wigwam's Director of Product Management Margaret Newhard explained that for her company, the return to vintage styling comes in the wake of the "lumbersexual" trend that glorifies full beards and buffalo plaid. That rugged-chic aesthetic exposed the "outdoor look" to the masses in a way that's attainable. "Traditionally the outdoor segment has been really for people that are super engaged," Newhard said. "Some of these heritage products open up the segment to being more accessible to the weekend warrior."



Wigwam Courtside

Made of 65 percent recycled cotton, United By Blue adds an environmental story to its new Bartrams lifestyle collection, \$12. Their muted designs - choose from mountain-esque patterns, asymmetrical stripes and classic polka dots - subtly show off an outdoor aesthetic. "It's a recollection of that nostalgic romance of the outdoors for the consumer who's wearing it," said United By Blue Founder Brian Linton. "People want to be connected with the outdoors even if they're not in the outdoors." ■



United By Blue Bartrams lifestyle collection



YOUNG AT HEART

For an old U.K. brand, Craghoppers has learned to talk-the-talk and walk-the-walk of younger consumers, gaining success among American buyers who value lifestyle cues in adventure travel apparel.

By Jahla Seppanen

Jim McNamara, managing director at Craghoppers, waited patiently for close to 15 years before transitioning the long-standing U.K. brand to American soil. Although still in mass operation across the Atlantic, Craghoppers is now bringing its new Adventure Travel Range, NosiLife, to U.S. outdoor and travel consumers.

This cautious look-before-you-leap approach has been credited for the mounting acceptance Craghoppers has received in U.S. markets.

And although the apparel is still currently designed - and manufactured - in the U.K. and Asia, McNamara expects to see great shifts in design and brand strategy, as dictated by the unique personality of American buyers.



Jim McNamara, Managing Director Craghoppers

Star Power

Craghoppers initially thought the ticket that would bring them to America was in teaming with celebrity star power on a unique and gritty line. The niche: high-performance gear made for die-hard, technical outdoor survivalists. Their celebrity: British explorer famous for giving himself an enema to survive days lost at sea, known for the show “Man vs. Wild,” Bear Grylls.

“Bear said to me, ‘Jim, you need to take branding to America,’” said McNamara, in an exclusive SGB interview at Outdoor Retailer Summer Market (ORSM). “But the problem was they didn’t want a technical apparel range.”

After constant reimaginings, Craghoppers landed a win with its new collection of NosiLife Adventure Travel wear. The range made it past concept, design and eventually to American shores, where retailers for the 2016 Spring/Summer season have latched to the apparel for its technical yet lifestyle-driven flair.

“We brought our Adventure Travel range to a market that is already quite competitive,” said McNamara, adding that the difference Craghoppers lends to a landscape dominated by the

Columbia's and Patagonia's of the industry harken to its Euro-roots. "We created a big range with European styles, like more fit and not a lot of volume." So far, these Euro-infused cues have kept up with changes in American consumer trends, such as bolder prints and colors in place of traditional neutrals.

"It's Fashion"

Although seemingly minor, bringing European color patterns and more tailored fits to its U.S. line was a risky move for Craghoppers. The brand took another leap when it added more offerings for women. McNamara said, "We were prepared to take a bigger risk on women, because after all, it's fashion."

By blending fashion cues with well thought out technical details that don't overpower the apparel, Craghoppers joins other popular brands that have made a strategic transition away from the purely technical and toward making products that can also be considered lifestyle pieces.

This trend was heavily represented at ORSM, in perhaps one of the strongest shifts made by big and small brands alike - to consider both fashion and function equally important.

Craghoppers didn't skip a beat, proving itself as adaptive as the rest. And they did it without the support and insights of an American-based design team with its hand on the pulse of U.S. purchasers.

The shift from purely performance-made pieces and into a new style focus may have surprised some hardcore adventure enthusiasts who don't need, or even care, to look good after a day's 14er hike. But this small percentage of users did not silence the larger slice of the American pie, which comes as a surprise for an industry dedicated to the outdoors and performance activities. Even McNamara expressed amazement that the Craghoppers' line now has a whole new category of dresses. "We're an outdoor company selling dresses!" McNamara said.

"You won't see any more nerdy safari shirts," he added, and continued to explain that travel is just the hook, while fashion is what keeps the line selling.

Hand-Picked

Before the spike in what is still a small American business for the U.K. mammoths, Craghoppers was sought by an American magazine while showing early ranges at ORSM two years ago.

McNamara recalled the story when, in a much smaller booth at OR, representatives from *National Geographic* came to see some of the first American offerings brought by Craghoppers. These pieces included much of what the brand is famous for in the U.K., such as its Insect Shield fabric weave, protective collars, zip-secure pockets and waterproof apparel. *Nat Geo* wasn't aimlessly browsing the floor. They were looking for an official apparel partner.

"They were looking around, paid for a range, and it took a year of testing, but they liked the products," said McNamara. That's the real secret to success, McNamara continued. "If you get the product right, you can find the market."

National Geographic felt comradery with the Craghoppers story, while also being confident from strenuous testing around the globe that the apparel would hold up in the field. Craghoppers was named the official apparel partner of *National Geographic*, on a five-year rolling contract. As of June 2014, *National Geographic's* Paid and Verified circulation amounted to more than 3.5 million, making it one of the Top 25 U.S. Consumer Magazines according to the Alliance for Audited Media.

"It's an icon," McNamara said. "And it's given us a bit of confidence. Years ago people would have laughed at us being here (at ORSM)."

Another benefit that came with the partnership was that Craghoppers now had an official group of apparel testers. The company listens to explorers'



The Nosilife Adventure range

feedback, altering products to perform better based off these in-the-field recommendations. For instance, Craghoppers' 2016 Adventure Travel range includes features like crease-resistant fabric, hidden passport pockets, sewn-in sunglass cleaner, vented back design, drying loops and RFDI credit card protection.

What Americans Really Want

Now that the brand has transitioned to the U.S., McNamara is certain, "We are going to double the business this year." And still, despite keeping with American fashion trends and gaining a big-name sponsor, he does not believe either move is the main cause of the brand's American success.

"American buyers want to know you're here long-term. A lot of companies come to the U.S. and are gone the next season," said McNamara. Craghoppers' long-standing reputation across the pond provides American consumers with reassurance. Newly founded brands are not able to trumpet this level of experience. "People can go on the Internet and see how the brand is established," McNamara added.

Security in the potential lifespan and visibility of a new brand is not an issue for Craghoppers. The brand overwhelms the search function on Google with pages of social media, apparel reviews and heritage information. However, Craghoppers does face challenges in coming to the U.S., such as growing its five-employee New Hampshire office and bringing on an American design team. But McNamara is not shaken. "We're in it for the long haul," he said.

It's endearing to see such a big brand meet many of the same uphill battles and self-conscious sentiments ordinarily reserved for smaller outdoor contenders. But Craghoppers has the optimism of a much younger company. Its willingness to change and adapt to new market demands is refreshing, and furthermore essential for the outdoor industry. ■

INDUSTRY CALENDAR



Photo courtesy Oiselle

AUGUST

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
14-16 Surf Expo
Orlando, FL
17-20 NRF Retail Big Show
New York, NY
19-22 SHOT Show
Las Vegas, NV
20-23 Outdoor Retailer Winter Market
Salt Lake City, UT
22-24 Imprinted Sportswear
Long Beach, CA
24-26 Sports Licensing & Tailgate Show
Las Vegas, NV
27-29 PGA Merchandise Show
Orlando, FL
28-31 The SIA Snow Show
Denver, CO

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

Worldwide
8211 South 194th
Kent, WA 98032
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CASIO

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A man with long dark hair, wearing a blue tank top and dark pants, is climbing a reddish-brown rock face. He is holding a thick, multi-colored rope with both hands. The rope is tied to his waist with a knot. The background shows more of the rock face and some green foliage on the right side.

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