

sportstyle®

active fashion
trends 2019

show reports:
pga & active collective

retail profile:
tennis anyone?

plus, style insight



spring 2019 style from the new
reebok x victoria beckham line

On the Scene: Active Collective NYC

By Suzanne Blecher.

Boutique fitness took on a technical tilt at the New York City edition of Active Collective, the fashion activewear trade show that took place January 24-25 at Metropolitan Pavilion in Manhattan. More than 100 brands showcased performance wear, active fashion, athleisure, accessories and footwear.

Fitness met fashion — and function — with high resolution prints from a variety of brands. Notably, compression brand **Zensah** is using the firm's proprietary printing technology in sports bras, socks and sleeves. New York City-based apparel brand **Terez** also showed on-trend prints in colors that last many washings.

On the tech side, **Rhone** showcased its GoldFusion technology in a long sleeve polo, while **EleVen by Venus Williams** showed off a jacket employing diamond fuse technology (with antimicrobial properties) and four-way stretch in a printed jacket. **Craft Sportswear** is showcasing reflectivity in its apparel in a fashionable yet functional way. And garments in the Swedish firm's training line allow for freedom of movement, enhanced moisture transport and extra ventilation. Meanwhile, women's apparel brand **Handful** is using 37.5 thermo regulating technology in its Wi-Thi pant (with a side pocket for your phone).

In category expansion news, sock firm **Tavi Noir** dropped its Base 33 line of grippy socks for men and activewear firm **Vuori** announced plans to expand its women's line with a fresh design hire from Athleta. ■



J'aime



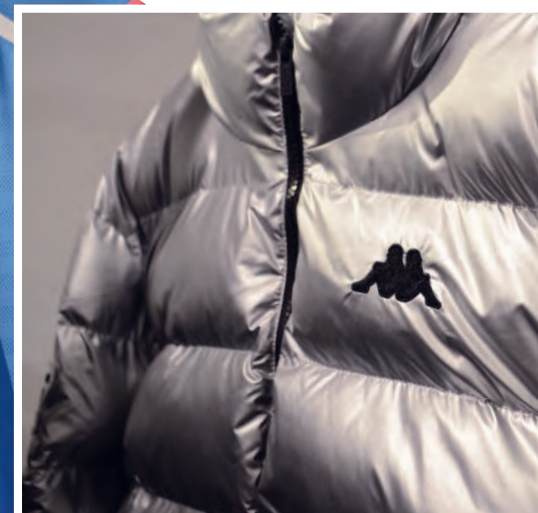
TLF



Vuori



Rhone



Kappa

On the Scene:
Active Collective NYC



Craft Sportswear



Zensah



SHAPE Activewear



Lole



EleVen by Venus



Strut This



SUN PROTECTIVE LIFESTYLE BRAND

BloqUV is celebrating 10 years of sun protection. BloqUV is a sun protective lifestyle brand that blocks 98% of sun's rays. Our fabrics have moisture wicking and quick dry benefits and used for golf, tennis, running, swimming, paddle boarding, hiking, biking and more. Since UV chemicals are not added to our fabrics the UV protection does not wash away with launderings. All fabrics are tested by an independent UV laboratory wet/dry by color and batch. When our fabrics are wet with sweat or water it cools you off. The brand is distributed through 1000+ retail stores including resorts, spas, running, tennis, golf, swim and surf stores.



For more information please contact our BloqUV Headquarters: 866.611.BLOQ or 305.627.3015

www.BloqUV.com

REEBOX x VICTORIA BECKHAM

The debut collection from Reebok's partnership with fashion icon Victoria Beckham aims to present a fresh take on premium sportswear. The Spring 2019 offerings include a series of technical garments, some of which are unisex, designed to seamlessly take the wearer from the gym to the street and back again.

They are performance and streetwear pieces that reflect a contemporary lifestyle.





CRAFT SPORTSWEAR
The Lumen collection of running apparel from Craft Sportswear combines fashion and function with a stylish use of reflectivity. This supersoft, lightweight Lumen Wind jacket features an all-over reflective print for enhanced visibility.



styleinsight

GOBI-DRI
TTB Athletics' Gobi-Dri patented technology adds a twist to this tennis skirt. The garment has sweat wicking fabric for the wearer to wipe fingertips or sweaty hands during play. Gobi-Dri activewear incorporates a moisture absorbing panel to help athletes keep the proper grip on sports equipment at all times by wiping perspiring hands on the moisture absorbing insert in a stylish, modern skirt, short design.



CHAMPION

Iconic American sportswear brand Champion is celebrating its 100-year anniversary this year. A new brand campaign from the brand seeks to understand what “team” means in 2019.

LIJA

Founded by Linda Hipp 20 years ago in Vancouver, LIJA has evolved from pushing boundaries in golf apparel to pushing boundaries in tennis, run, training and lifestyle. The brand aims "to make fashionable clothing that allows creative, independent women to look feminine while feeling comfortable and confident." Shown here is a Spring 2019 tennis outfit from LIJA's top-selling Spring Bloom collection — Sharp Skort, Baseline Tank and Revolve Jacket.



HANDFUL

Apparel brand Handful's mission is "to elevate, motivate, and support women to grab life." The brand aims to make apparel that fits right and thinks of all the right design details. New items for 2019 include this front zip bra, The Closer.

KAPPA KOMBAT

For Fall 2019, Kappa introduces the new athletic collection, Kappa Kombat featuring Hydroway Protection technology, tonal Omni logo and Omni Banda prints with Kombat personalizations. Featured styles are the Kombat Abarw and Kombat Alid in Black Orange.



RHONE

Upgrade your workday with Rhone's Slim Fit Commuter Pants that feature stretch, comfort and corner office class. Made with an innovative Japanese FlexKnit fabric that provides enough flexibility for your craziest commute and plenty of pocket options keep your valuables safe while a stay put waistband prevents low riding.

TLF Apparel
TLF (Take Life Further) makes premium women's and men's athletic and lifestyle apparel and accessories. Through fit and function, TLF aims to offer an exclusive sense of style. Garments are made with quality fabric, construction and performance in mind.



SKECHERS
Football analyst and former Dallas Cowboys QB Tony Romo wears Skechers GO Golf footwear. "The ability to feel comfort all day is amazing," says Romo. "I've never had a round in Skechers that I didn't go home feeling good. Game changer!"



Trend Report: PGA + Racquet & Paddle Sports Show

By Bob McGee.

The 66th PGA Merchandise Show, which added the inaugural Racquet & Paddle Sport Show and Conference in Orlando Jan. 22-24, was an opportunity to highlight new projects and products for the months ahead and evaluate growing-the-game initiatives. The U.S. golf market enjoyed a mid-single digit sales increase in 2018, a gain that research firm NPD Group attributes to the growing wave of retirees. Tennis, meanwhile, is seeing positive impact from the offshoot activity of Pickleball, whose popularity is widening and igniting more retail exposure for a growing range of products from paddles and balls to specialized backpacks.

Among the show's brand highlights on the apparel and footwear side:

Global Merino is introducing its first merino with biodegradable polyester (65/34) for Fall 2019 in apparel from a couple of European brands.

Polartec has established a customized, Made in the USA fleece program for the Direct-to-Consumer market that only utilizes its 200-wt., fully recycled product and doesn't infringe on material sold to its wholesale accounts.

Stance is introducing new editions of its Jack Nicklaus socks (\$14, \$18 retail).

TTB Athletics, a St. Augustine, FL start-up is looking to license its patented, **Gobi-Dri** material for use on athleticwear.

Sofibella, which has sold its tennis wear for eight years into specialty and pro shops, boutiques and resorts, and online, is adding golf apparel.

SwingDish is a women's only golfwear brand entering its fourth season that was launched by Tricia Covell, a golfer and wife of country singer Toby Keith. In 2019, for the first time, the Made in the USA brand will have a dedicated sales force.

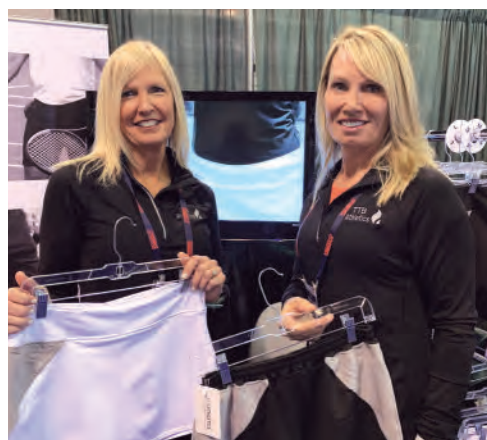
Orfiks is a unisex sock brand focused on the gym, golf and racquet markets.

New Balance Golf is bringing the brand's Fresh Foam midsole material to its golf shoe line-up in 2020.

tasc Performance is introducing its MicroAir technology that utilizes ultra-fine fibers in 2-yarn construction into five polos in April. ■



SanSoleil UV 50 sun protective and cooling apparel.



Missy Marlar and Lauran Long, TTB Athletics.



Veteran's Golfers Association apparel by Bobby Jones.



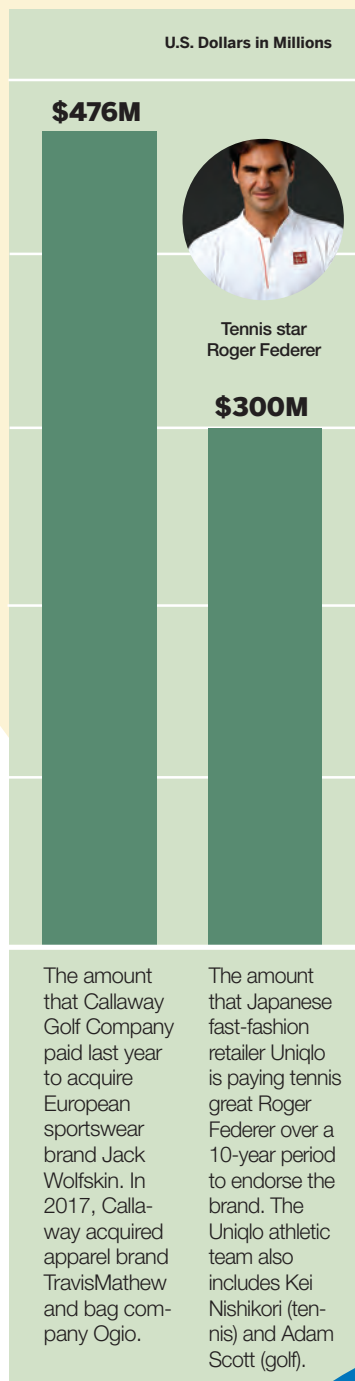
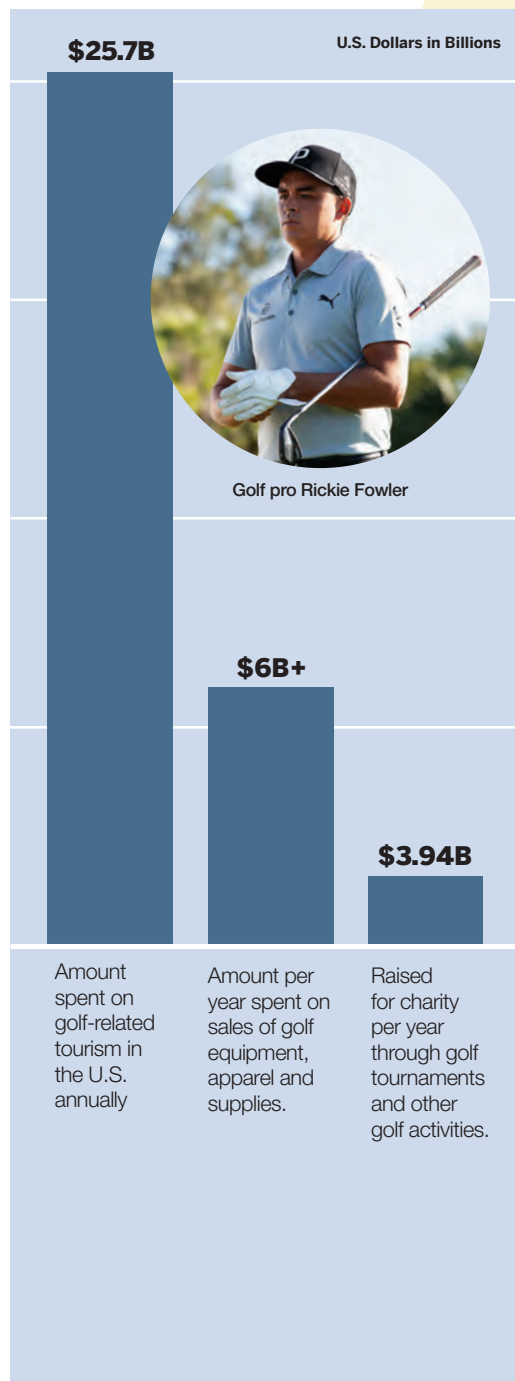
Apparel by Jofit.



Tom Elwell, New Balance Golf.

Golf & Tennis By the Numbers

DID YOU KNOW?

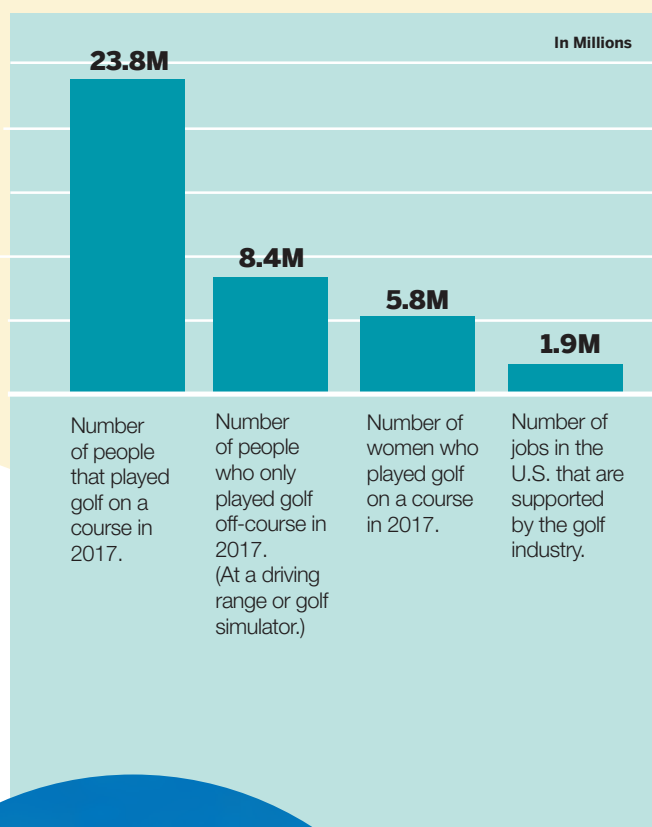


In 2018, U.S. golf rounds were down **4.7%** through the first 11 months of 2018, down **5.2%** at private courses and down **4.6%** at public access clubs. Portland, Oregon had the biggest year-to-date gain in rounds at **+10.8%**.

14,794 golf facilities in the U.S. represent about **45%** of the global supply.

13% increase in the number of golfers age 65-and-over rose to **3.6 million** in 2017.

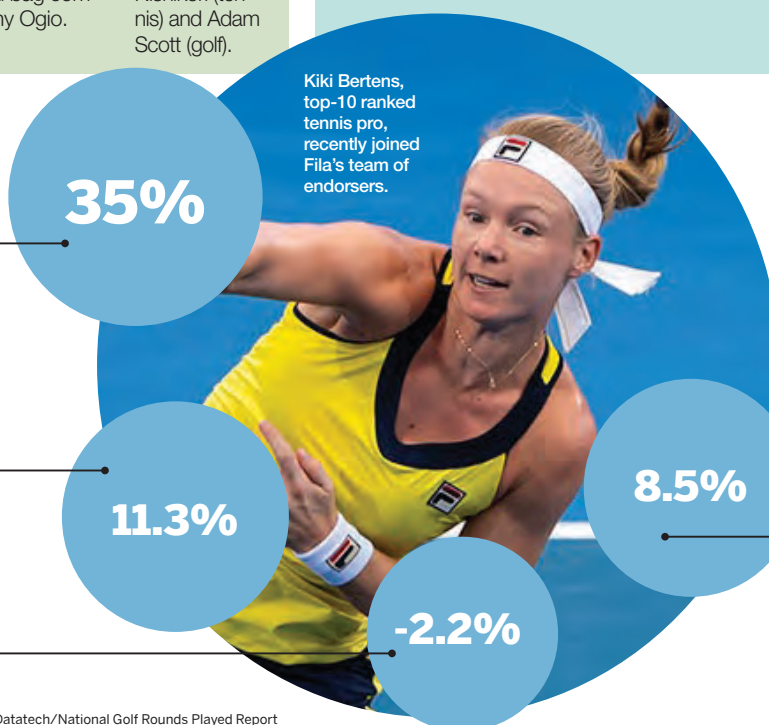
\$34 is the average price paid for an 18-hole round at public golf facilities in the U.S.



Percentage of tennis players in the U.S. who are between the ages of 18-34.

Percentage growth in participation over the past three years for cardio tennis. Cardio tennis is a high energy fitness activity that combines tennis activities with cardiovascular exercise. The result is a full body, calorie burning aerobic workout.

Total U.S. tennis participation for 2017 was 17.68 million players — down 2.2% from 2016 (those over age 6 who played at least once).



Kiki Bertens, top-10 ranked tennis pro, recently joined Fila's team of endorsers.

Percentage growth in participation over the past three years for pickleball. The sport combines elements of tennis, badminton and ping-pong. It's played both indoors or outdoors on a badminton-sized court with a slightly modified tennis net. Played with a paddle and a plastic ball with holes.

35%

11.3%

8.5%

-2.2%

on-point apparel

Boca Raton-Based Tennis Anyone?
Scores with a Unique Store Concept.



Tom Vladimir

By Suzanne Blecher. Owner Tom Vladimir and Retail Manager/Buyer Virginia Kesl share their winning formula at retail with *sportstyle*:

When did you start Tennis Anyone? Tom: “We opened the Runner’s Edge in 1996. When we wanted to expand in 1999, rather than open more running stores, we thought it would be smarter to open a tennis store because there really weren’t any in the area. We thought there would be a lot of synergy between the two product lines. I was friends with Virginia’s daughter. Virginia has been here since we started.”

Are the stores close to each other?

Tom: “They are basically adjoining. It’s kind of a unique combination. You don’t see a lot of stores like this. Maybe one person runs and one plays tennis and they can shop together. Some of the products overlap.”

Virginia: “And there is one checkout counter in the middle of the store.”

What are the trends you are seeing in apparel for tennis?

Virginia: “Many of the tennis brands have gone to 50 UV sun protection. We also stock products that are specifically for sun protection, for example, long sleeve shirts. There are some newer brands that keep you cooler. BloqUV we’ve done very well with. IBKUL says they keep you five degrees cooler.”

What about in footwear?

Virginia: “Our number one brand is K-Swiss and one of the reasons why is because it has a bigger toe box. The Hypercourt, which we sell the most of, has mesh to keep players cooler in the South Florida climate.”

Tell me about your shoppers.

Tom: “Most are year-round residents. Some are seasonal. This is a retirement area. I was at The Running Event and there was a lot of talk about Millennials and that being a group we need to focus on. But at this point, Millennials aren’t really the shoppers yet. They are still younger and don’t have the buying power of the Baby Boomers. So as much as they may be important in the future, I don’t think they are as important today. Our average customer is not 18-30 years old.”

BETWEEN THE LINES

Store name: Tennis Anyone?

Location: Boca Raton, FL

Year founded: 1999

Fun fact: Tom Vladimir owns both Runner’s Edge and Tennis Anyone? retail stores, which happen to be right next door to each other, allowing friends with different sports preferences to shop together.

Can you highlight some specific trends in the sport of tennis that are affecting your business?

Tom: “There is a lot of shifting in our industry that is changing not just what we are purchasing, but what people are buying. For example, Adidas has had the number one tennis shoe for a long period of time, but the brand recently got rid of its sales and tech reps. We’re no longer called on by many of the vendors that we used to do very well with and in turn, we don’t buy as much product from those who don’t support us. I also think a lot of the smaller companies have suffered in the times we’ve had recently. So, there is more power for the Nikes of the world because they are the ones left standing. You don’t have the choices.”

Virginia: “I try to support the smaller brands because there are customers of ours that want something different.”

What is selling well for you? **Virginia:** “Lucky in Love started out with a children’s line that people really liked. So, people were hoping they would come out with a women’s line. They finally did. That is probably our second most popular brand, behind Nike.”

What are some ways in which the tennis side of the business differs from the running side?



Virginia Kesl

Tom: “There are definitely different challenges. In running, the majority of it is in footwear. In South Florida, runners are so minimal with their clothing. Footwear is very sensitive to the Internet. Tennis and the apparel business is less sensitive because I think a lot of women are nervous about buying clothing online. There is very little agreement in the industry about what a size small is. It changes so much by brand and even by season.”

What do people come in store for versus purchasing online? **Tom:** “Tennis balls. That’s

a convenience purchase. Or getting racquets strung. These things get them in the door and then they buy other things. We are very heavy into the team business. Teams come in as a group and the idea is that once you get them in the door, they’ll also shop.”

Is there anything that you think that brands could be doing better in the tennis market?

Tom: “One of the issues we deal with a lot is brands fulfilling promises. In footwear, when you order a shoe, you always get it. Typically, it comes when you expect it. In the apparel business, they often decide to cancel runs. There maybe is a problem with the fabric. We’ll get an order two months after the promise date. At that point, we may not want it anymore because we have other apparel coming in. Some of the bigger vendors ship incomplete and late. When you ship a top without the bottom, the whole collection becomes useless and you end up shipping the whole thing back.”

Virginia: “The smaller brands usually ship complete.”

Do you both play tennis? **Tom:** “I do.” **Virginia:** “I used to play a lot.”

Do you have a favorite player? **Virginia:** “Oh yes, Roger Federer.” ■

