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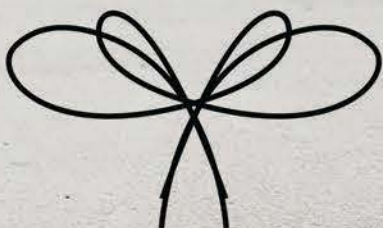
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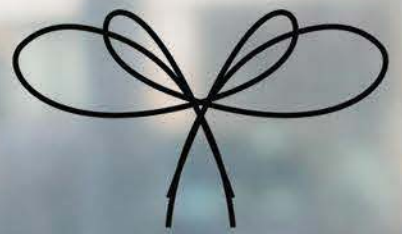
**men's
athleisure
grows up**

**the modern
art of retailing**





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The Modern Art of Retail

I was always taught that great art endures and it's hard to argue with that logic.

Over time, however, I have come to believe that modern art evolves. Here's my recent case in point. I was in Amarillo, TX recently and visited Cadillac Ranch which was created as a public art installation and sculpture in 1974 by an art group which called itself the Ant Farm.

The original installation featured junk Cadillac automobiles from 1949 to 1963, half-buried nose-first in the ground, at an angle corresponding to that of the Great Pyramid of Giza in Egypt. The artistic statement spoke to the car worship culture in America and what the artists saw as the pending death of the luxury automobile.

Forty plus years later, the American car culture and Cadillac are as strong as ever and Cadillac Ranch has evolved, too. Visitors are now encouraged to bring spray paint to the installation and add their own flourishes to the original design. It's a vital, exciting attraction that is now a celebration.

As a young cub reporter many years ago at WWD, I was taught that fashion retailing was part art and part science, I've never forgotten that lesson, which has endured over the years.

The best retailers have the science of their

numbers and business plan, but back it up with an artistic approach to their buying, merchandising and customer service. This issue of Sportstyle includes two very different retailers Anthym in Philadelphia and Bodega in Boston who are masters of the modern art of retailing.

If you believe your store excels at the modern arts, we'd love to hear from you. Drop us a line or send us some photos and let us know what you're doing that's different and what's working on. In my travels across the country, I am struck by how many great stores I see and how many wonderful retail artists I see creating great experiences every day.

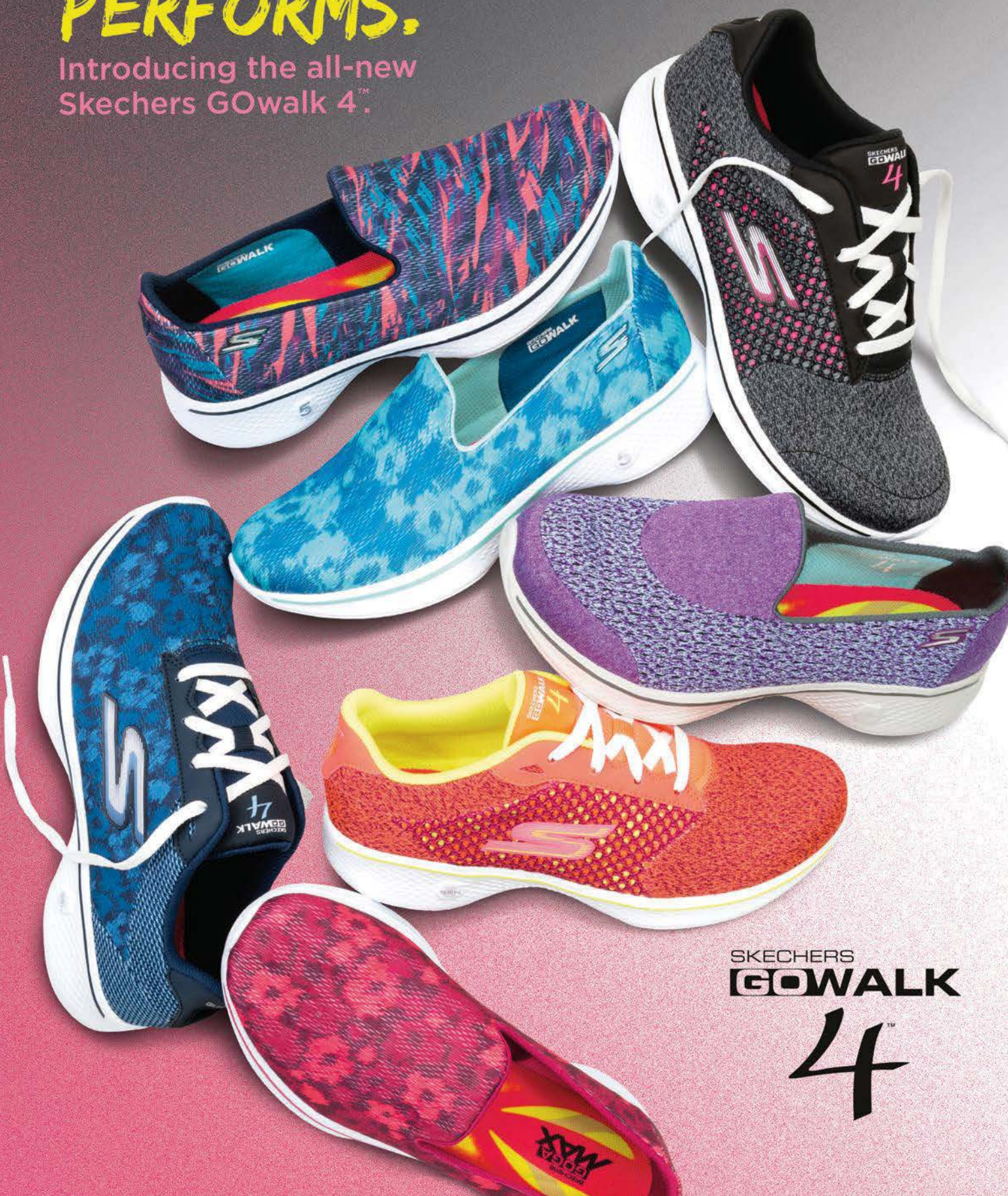
We will "curate" these stories in the pages of upcoming issues of Sportstyle, online and in-person at The Sportstyle trade show in June 2017 in Florida. South Florida has become known for The Art Basel fair every December. We'd like Sportstyle to be known as a showcase for the Modern Art of Active Retailing.

Mark

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H I D D E N I N

Nearly 200 colleges and universities are back in session and Boston is brimming with students, tourists and businessmen.

Stroll up Newbury Street from the Public Garden, a mile-long thoroughfare dotted with its eclectic mix of boutiques, brand stores, eateries and brownstones before you reach Massachusetts Avenue. Turn left and walk a few feet before reaching one of the city's hidden, retail fashion-forward playgrounds on a quiet avenue across from the Boston Conservatory.

You may not realize it at first because the storefront resembles a typical urban convenience store. But once you step inside, you have entered one of North America's most revered sneaker and apparel boutiques.

Welcome to Bodega.

"Our product mix [when we opened] in 2006 solely focused on the upper tier of lifestyle, curated from Tokyo and Amsterdam. Just the stuff you couldn't get here," remembers Oliver Mak, 37, a partner and co-founder of Bodega, LLC, named a Top 10 menswear store in North America by *GQ*.

In Summer 2017, Bodega will spread its fashion wings westward as the first retail fashion tenant in the 30-acre Row DTLA re-development project in the downtown Los Angeles' Arts District.

Bodega principal Jay Gordon, 44, who met Mak

when the two worked for an online apparel start-up in 2003, recently told the *Los Angeles Times* that Southern California may expose Bodega to a more adventurous and Avant garde customer as it relates to fashion, giving the retailer more latitude to try new brands or expand existing lines.

Mak says the new store will be an evolution of what Bodega already does well in Boston with its mix of esoteric, "under the radar" cool brands in footwear and apparel/accessories, a current ratio of 60-40.

"Performance will influence fashion but our core DNA has always been about fashion, street culture and style," proclaims Mak, remembering the store's inception "came at a tipping point in terms of the mass market's understanding of sneakerhead as a culture."

It is a society borne out of a number of subcultures ranging from music and art to hip-hop, punk rock and graffiti.

"Because we were perceived as the cultural leaders of our specific city," Mak continues, "we were able to have the 'X Factor' authenticity that came through in how we presented the product. Understanding the market is about the subculture and that it's okay for us to be hidden from the street. And to be a clubhouse that's a place for wild things to exist."

The Bodega partners have adhered to a business

B O D E G A I S B E A N T O W N ' S G E M

B Y B O B M C G E E



P L A I N S I G H T

strategy of zero marketing and advertising spend to build store traffic, instead relying on word-of-mouth among Beantown's diverse, young demographic.

"We created a retail setting that was so compelling that people come regardless of their specific interest in fashion," Mak notes.

He also admits a bit-of-luck and hard work in curating merchandise and collaborating on special collections with key footwear brands has been crucial.

Over the last decade, Bodega's principals have been leaned on as design collaborators by the likes of Adidas, Nike, Converse and Saucony.

Bodega has also shown nerve and bravado by making design suggestions to sportswear brands, in many cases suggesting they "step outside what they're known for by taking a risk and experimenting with a design."

In that case, Bodega acts as the test kitchen for the new design recipe and most often gets retail distribution exclusivity.

In apparel and accessories, the Bodega approach focuses on "special, special products" that consumers would unlikely find anywhere else in North America. This often means taking on "cult brands" from Scandinavia, Europe, Japan and Korea and scouring the collections of independent designers, the underground

and contemporaries in the art world for key items.

Currently, an estimated 200 SKUs of footwear and apparel for 190 on-floor hangers are drawn from a range of 74 brands. The mix includes Cav Empt, an apparel collection from a Tokyo art director only sold by three North American retailers; Minotauro out of Japan; and outerwear from Acronym, a cult brand that sells \$1,000 soft shells and a \$1,065 drop-in jacket within its collection. The store's highest priced footwear currently is a Rick Owen line from Adidas that ranges between \$800 and \$900. The flow of on-floor merchandise benefits from Japanese collections that are typically introduced at retail about 45 days after their U.S. and European counterparts.

Bodega wanted to maintain all of its selling and merchandise experiences at the brick-and-mortar level, but its customer base felt otherwise. So since 2012, the retailer has had an ecommerce presence complete with a Boston warehouse to hold merchandise and fulfill orders from.

With all of it, Mak says the quest remains to keep its customers intrigued, happy and always searching for unique footwear and apparel.

"When you create a space and you hide it, you have to have the product to back up the experience," he says. +

AMERICAN WOMEN



Jamie Lewis with a bevy of JLEW bags.

Fighting Spirit

JLEW Bags is the brainchild of Jamie Lewis, a former Wall Street executive who couldn't find the perfect bag for her "urban on the go life."

"I leave my apartment around 6 a.m. and often don't return until midnight," Lewis said. "I transition from workout to work to going out and found myself carrying multiple bags to get me through each transition. Changing in and out of bags, inevitably I would forget one item or another so I wanted one large bag that looked nice and could hold everything I couldn't find one so I decided to create one."

Working around her full-time job and her boxing classes, Lewis took design classes at Manhattan's Fashion Institute of Technology, bought a sewing machine and began figuring how to make the versatile, stylish bags she craved.

First, they had to be large enough to carry workout gear, laptops and other work supplies, water bottles and maybe an extra pair of shoes, too. But they also had to be attractive, so women could bring them to business meetings. Lewis ended up creating two lines, both of which take their names from her passion for boxing.

The heavyweight collection is made mostly from leather with retail prices ranging from \$395 to \$795. The welterweight collection uses synthetic materials and ranges in price from \$295 to \$495.

In addition to their heavy-duty functionality, the bags feature a number of distinctive design touches. There is a freestanding fabric bag with in the bag in a metallic color that can be used for wet gym clothes, which Lewis calls "the silver lining." There are elegant outside pouches for phones, keys or travel documents, and zipper toggles in the shape of boxing gloves.

The boxing influence is evident in several items from the welterweight collection, which resemble "heavy" bags used for boxing training.

"Our company has a fighting spirit," Lewis says. "It will always be a big part of who we are." +

Swim School



Starfysh Wetsuits'
Alyxandra Tortorice
and Madeline Javier.

Starfysh Wetsuits started as a school project at Laguna College of Art and Design. Founder and designer Alyxandra Tortorice started with an idea to make a wetsuit with removable arms and legs. An ocean lifeguard who grew up in Southampton, NY, she sewed her own prototype, made her own patterns, and then took it to a local factory to make a sample.

After the first suit was made, Tortorice started surfing in it and “realized it actually worked.” She began making suits for friends and eventually enlisted her friend Madeline Javier, who she met at the beach, to help with production. The first production run took place at a factory in SoCal in 2015 and shortly after that the friends made their business official and launched Starfysh.

Starfysh had its coming out party to retailers earlier this year when the company won a contest and received free booth space at the Agenda Show in Miami. Tortorice says, “It was an incredible networking experience for us.”

The company will begin shipping to stores in October. There is a patent pending on Tortorice’s suit with the removable parts. Starfysh is also working on a kid’s line called Minifysh and a collection of t-shirts, hats and hoodies.

As the company grows, Tortorice, who is 23, says her preference is to keep as much production as possible in the United States. “Production in America is very important to us” she says. “We feel it is our responsibility to not outsource and prove that we can bring back production to the USA.” +

Rabbit Vision

Monica DeVreese, co-owner of Santa Barbara Running Company, and Jill Deering, local runner, attorney and businesswoman launched the clothing company **Rabbit** earlier this year saying they were “taking a stance against hype and fuss and giving runners everything they need and nothing they don’t.”

“Jill and I were both unhappy with what was available to us as runners,” says DeVreese. “The clothes were fussy, baggy, with too many straps and doo-dads. Where were all the running clothes that were actually made for running?”

As a retailer, DeVreese says she saw lots of so called running lines, but found most of them lacking. “The lines for running performance apparel have become blurred and everything seems to have turned into athleisure,” she says. “We didn’t see what we thought was true performance running product. Our product is very simple, clean, and not over-designed, over-hyped or fussy.”

DeVreese says more authentic running brands will help specialty stores grow their apparel sales. “As a retailer, my husband and I continually have had conversations about how our overall apparel sales as a percentage of total business are much lower than they should be and much of this is because of the lack of something new, something special for both men and women.”

Rabbit was launched with a Kickstarter campaign in December, 2015 and went to its first trade show, a conference for Fleet Feet stores this past June. +



Rabbit co-founders
Monica DeVreese
and Jill Deering

ACTIVE TRENDS

blurred lines

The Evolution
of Athleisure

The Ever-Expanding World of Active Apparel Brands / By Leslie George

1998 Athleta is launched, with fashion forward athletic wear for women.

2001 Lululemon begins selling yoga apparel.

2007 British retailer Sweaty Betty launches its own label of athletic wear.

2009 Gap buys Athleta for \$150 million.

2013 Outdoor Voices, founded by a Parsons School of Design graduate, positions itself as an active lifestyle brand versus an athletic brand.

2013 The e-commerce site Carbon 38 was founded by two ex-ballerinas to feature stylish athletic wear from boutique lines.

2013 Yogasmoga starts selling yoga gear online and has now expanded to 11 brick and mortar stores with plans to open 25 more this year.

2013 Kate Hudson and JustFab Inc co-founded Fabletics—a line of stylish athletic wear.

Analysts had doubts, and some still do.

But the so-called “athleisure” trend—when customers pair athletic apparel and footwear with ready-to-wear 24/7, or when manufacturers develop products specifically for that purpose—has become more wide-ranging than ever.

Vertical retailers such as Lululemon are doubling down on the trend. And major brands such as Under Armour are looking to target this active consumer in multiple ways. Under Armour, on the one hand is launching UAS, a high-end sportswear line, and on the other, is expanding distribution of its UA brand to include retailers like Kohl’s.

Women who at one time wore leggings from the gym to their child’s soccer game or local grocery store are now wearing sports bras under blouses at work, hoodies to Sunday brunch, and “yoga pants” everywhere. Athletic apparel manufacturers who once decried the trend are now funding athleisure lines with luxury designers, making “street” clothes out of performance fabrics and including more sophisticated color palettes and slimming silhouettes across all their lines.

Sales of athleisure—a word that Merriam Webster entered into the dictionary earlier this year—totaled \$97 billion in 2015, according to Euromonitor International. That’s up 40 percent from 2010 and up 7 percent from 2014.

Not surprisingly, millennials are fueling the trend, reports Deborah Weinswig, a managing director at Fung Global Retail & Technology. In a recent paper

published by the company on the athleisure market she writes, “Millennials tend to take a more holistic approach to health and wellness than older groups do... Fitness has become a more integral part of day-to-day life for them.”

They want to look good too. “Wearing athletic wear gives off this vibe you are ready to play, ready to have fun,” says Lisa Von Weise, a stylist based in New York City (lisavonweise.com). “It’s form-fitting but has a tomboy, upbeat, healthy vibe to it.”

In addition, she says, it’s easy. “It doesn’t wrinkle, doesn’t require tailoring and you can throw it in the washing machine. If you wear leggings you can go from wearing them with pumps in the office to sneakers outside the office flawlessly.” And, she adds, it looks great on all body types. “Whether you’re curvy or slim athleisure apparel just works. It’s revealing but never vulgar.” And perhaps the number one reason it won’t go away? “It’s so comfortable,” she added. “Women love the comfort and how good it feels. If you feel good, you look good. I can’t imagine women giving up the comfort.”

Lululemon is one brand taking notice of the comfort factor; now selling pants by feel, or what the company calls “Engineered Sensations.” Customers choose between a range of looser to snug silhouettes dubbed “hugged,” “naked,” “relaxed,” “tight” and “held-in.” And the company is leading the charge when it comes to offering street-style apparel made from performance fabrics.

Last March the company opened a Lululemon Lab store in New York City, which sells street apparel made



Hot commodity: The Adidas NMD Color Boost is an example of the brand's fast-selling footwear offerings that fuse performance and street style.

BLURRED LINES

Style and versatility are on the menu with new sportswear offerings from Reebok (far left) and UAS, Under Armour Sportswear, below middle and right.



2014 Urban Outfitters launches a fashion-forward athleisure brand Without Walls.

2014 Ann Taylor launches Lou & Grey, an athleisure line of apparel.

2014 Tory Burch introduces Tory Sports.

2014 Net-A-Porter launches Net-A-Sporter selling pricey athletic wear.

2014 Tracksmith is launched, a line fusing running and heritage style.

2014 Retailer Bandier opened its doors with-fashion forward adesigner thleisure apparel.

2015 Carrie Underwood launches Calia with Dick's Sporting Goods.

2016 Beyonce launches Ivy Park with Topshop.

2016 Soccer player Zlatan Ibrahimovic launches A-Z training collection.

2016 Terrell Owens launches Prototype81 for men and women.

from technical fabrics. "Increasingly athletic apparel companies are making clothes that can double as street wear, so consumers don't have to mix and match on their own," says Van Weiss.

"Brands are unequivocally more conscious that people look for technically-enabled pieces which they can go back to again and again," says Faya Nilsson of FitnessOn-Toast.com (@fitnessontoast). "Buy once, buy quality' is my motto. Adidas is always high-quality performance wear which is constantly pushing the boundaries and innovating around new technology." She cited Adidas' Climachill cooling fabrics and the company's shoe cushioning system called Ultra Boost as examples. "It's how you end up with objects of athletic beauty like the recently released triple black NMD shoes," she notes.

More Than Being A Brand

Meanwhile, established fitness brands are more aggressively reaching out to women shoppers who may, or may never, even enter a gym. Under Armour, expected to reach \$1 billion in women's revenue this year, is expanding its reach to Kohl's predominantly female customers by selling activewear, accessories and footwear at the retail chain in March 2017, starting with 600 Kohl's locations and rolling out to all 1,100 stores across the US. (Michelle Gass, the chain's chief merchandising and customer officer told Fox News that more than 400,000 people searched for Under Armour

on the Kohl's website in the last year.)

UA also recently unveiled a high-end sportswear label called UAS. And the company says it plans to open a new Manhattan flagship in the former Fifth Avenue 53,000-square-foot home of FAO Schwarz, by 2019.

"Explosive growth in the athleisure universe has made it harder than ever for brands to stand out," Weinswig writes in her report for Fung. "The ones that have performed best and seem to have proven they can withstand increasing competition are those that sell not just clothes, but a lifestyle."

More than half the athleisure wear market—56.8 percent, according to Fung—is comprised of a number of smaller companies who are strong on lifestyle, including old classics like Land's End, which introduced a sport line of surf and workout wear this year, and lines attached to celebrities, like Beyonce's Ivy Park line of activewear, introduced with Topshop last summer.

For now, though, Nike owns the lion's share, with an estimated 20.7 percent of the athleisure wear market; Under Armour owns 3.9 percent; Adidas owns 3.3 percent; the North Face owns 2.2 percent and Lululemon Athletica owns 1.4 percent. Nike predicts sales of its women's products will almost double by 2020. Earlier this year, Nike brand president Trevor Edwards told investors, "More and more women are blending running, fitness and sports style in their lives, and this shift is fundamental to how this business operates." +




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Clothing for people who live fully,
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men's athleisure grows up

BY LESLIE GEORGE

The goal
is to keep
the over
all look
pulled
together.

It's no surprise that consumers of athletic apparel expect performance in their work out garments. Odor resistance, stretch, moisture management and thermal regulation are at the top of the list.

What is surprising is that, increasingly, men are looking for some of that fabric technology in their day-to-day wardrobes, too. Welcome to the athleisure world of men. While women have been quick to adopt a yoga-pants-way-of-life, men have been more resistant to wearing athletic wear to meetings and social events.

"In the men's market athleisure apparel has historically been a trickier sell than women," says Beau Hayhoe, NYC-based fashion publicist, writer and owner of the-style-guide.com, a site that covers all things #menswear. "But today that is changing."

What's making men more accepting, he says, is today's wider range of street styles made out of performance fabrics. "For men," he says, "it's always been more about style than ease. They like the comfort and ease of athleisure, but they want the style, first." Now they have the option to wear a really nice high performance, anti-microbial t-shirt with an unstructured blazer in the summer, Hayhoe says, or a moisture-wicking cashmere sweater as a great alternative to a blazer in the fall. (Rhone, for example, incorporates encapsulated silver threading in its tees to fight off odor and sweat stains.)

Another factor boosting the athleisure trend for men, he notes, is that manufacturers are not only expanding

their collections to incorporate more fashion-forward colors and silhouettes, but, logos are "in" again. "In the recent past men were more anti-logo," Hayhoe claims. "But there has been a real shift on that; now it's kind of cool among the high fashion set to wear something with a logo on it, and that's trickling down."

Even so, he notes, the goal is to keep the over all look pulled together. "The difference is now that if men wear a logo they are pairing it with something more tailored and classic. For example they'll wear sweatpants with a tailored shirt or bomber jacket, or a sweatshirt with classic bottoms and shoes."

1. Tighter, tapered, lightweight sweatpants replace baggy shapeless wear.

Examples include Public Rec's "All Day Every Day Pants" that are more stylish than sweat pants and more comfortable than jeans. The pants, made of a breathable nylon and spandex blend, have a faux front fly for a more formal look, back pockets, two deep-zipped side pockets and tapered legs.

Likewise, Grayers Montague Jogger Pants offer an update to the classic athletic fleece as these 100 percent cotton pants are made with a more refined light-weight French terry diagonal twill construction. The pants have a functioning button-fly, ribbed elastic waistband and cuffs, internal draw-cord, and two rear patch pockets.

Another example: the Torrent Pant from Rhone; breathable slim-leg sweatpants that stretch four-ways



Looking Good: Public Rec's All Day Everyday Pants are more stylish than sweatpants and more comfortable than jeans.

MEN'S STYLE

Replacing the blazer: The Rush Hoodie from Furlaps is a French terry twill hooded sweatshirt that offers a snug fit and zippered pockets.



and have a fashion forward silhouette that works outside the gym.

2. Subtle sophisticated colors and styles replace clunky kicks with neon details.

These days nearly every shoe manufacturer features a sneaker style men can wear to the office in neutral greys, browns, black or beige, including Vans perforated leather slip-ons, Nike SB Janoski in grey, Adidas Busenitz Pro in leather or suede, the Reebok Workout Mid in black, Cos sneakers and Converse all leather all star sneakers.

3. Slimming, lightweight, fashion-forward, detail- and performance-oriented sweatshirts replace the baggy oversized styles.

Stone Island's Sweatshirts are a good example. The 100 percent cotton crewneck sweatshirts feature a chest pocket with a vertical zip fastening. Land's End Men's Long Sleeve Serious Sweats Crewneck Sweatshirt is another example. These plush cotton and jersey knit shirts have a slimmer silhouette than traditional sweatshirts. Pre-washed to minimize shrinkage, this shirt also has stretch-resistant reinforced shoulder seams.

4. Nylon and fleece jackets (and hoodies) are replacing the cardigan and blazer.

A prime example: Nike's Tech Fleece Wind Runner, which is super lightweight but warm, and modern. Nike's Tech Fleece fabric merges jersey with a synthetic "spacer," which traps body heat to create warmth, without adding weight. Other examples: Craft Atlantic's Napeague Wind Breaker, made from Italian Nylon, rain drops turn to brushable beads of water on it's surface, but it's the fashion-forward silhouette and an adjustable cord that can give a snug or relaxed fit that makes the Napeague an easy replacement for a sweater; the Stampd X Puma Bomber, an unlined poly bomber jacket that features Bemis taping detail; The Rush Hoodie by Furlaps, a French terry twill hooded sweatshirt that offers a snug fit and zippered pockets. +

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RETAIL

A DIFFERENT

beat

Five years ago, veteran running retailer Bryan Mahon of Philadelphia Runner was working a vendor booth at the Philadelphia Marathon expo when he struck up a conversation with a thirtysomething woman readying for the event's half-marathon.

Within a few minutes, Mahon learned the woman lived within miles of his downtown store and had completed numerous half marathons. She was Mahon's target customer – a committed runner in his own backyard.

"So have you ever been to Philadelphia Runner?" Mahon asked.

"Oh, I'd never go there," the woman replied.

The woman's bluntness shook Mahon and after he pressed for details she offered that she'd "be intimidated to go there."

The moment hit Mahon like a lightning bolt. "This was nuts to me," Mahon says. "Here's my absolute target customer and I couldn't get her into my store. That's insane. But then I got it: she doesn't identify with us."

It ignited the idea for a new kind of running specialty store, one that would better appeal to the rising number of consumers who see running as one piece of a larger fitness puzzle, not the epicenter of their universe.

The result is Anthym, a Philadelphia Runner spin-off that opened one year ago in State College, PA.

"With Anthym," Mahon says, "we're trying to change the game."

When Anthym was but the seed of an idea, Mahon courted opinions from trusted industry insiders. The replies were adamant – and unanimous. "One after

another, I was told that Anthym represented the future," Mahon recalls.

New Balance run specialty channel manager Kevin Adams told Mahon he loved the idea because the norms needed to be challenged. "I give Bryan and his team a lot of credit for having the courage to test and learn through obsessing about the consumer experience," Adams says.

Embracing a heavier focus on lifestyle, apparel, accessories and yoga, the 5,000-square foot shop in the shadow of Penn State University touts "a running-inspired life," calling running a cultural movement that transcends finish lines, PRs and short shorts. Yet more, the store acknowledges – internally as well as externally – that "the life of a runner follows many paths."

Every decision was a calculated one to broaden the store's appeal. There are group runs, free yoga classes and product from the usual run specialty suspects – Nike, New Balance, Brooks and Mizuno, to name a few – as well as upstart brands like ALO Yoga, JIVA, Territory Run Co. and Vuori.

There's a shoe wall packed with run specialty models, but also about 100 mannequin forms that elevate the boutique feel of Anthym. And there's the name, a decided departure from the [Insert Town Name] Running Company moniker commonplace in the industry. The Anthym title is inclusive, even intentionally vague.

"Anthym hits at our wider view of the world here," Mahon says. +

The Anthym title is inclusive, even intentionally vague to corral anyone interested in fitness and lifestyle products, not just running.





LOLE

Lolë nurtures the body and mind with fun, feminine, and beautifully designed activewear that's stylish enough to transition instantly from the studio to the street. Designed for today's active urban woman, Lolë collections truly reflect a modern lifestyle, and turn consumption into investment by offering long-lasting, versatile clothing with real value. Lolë stands for Live Out Loud Everyday.

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ANATOMIE

Anatomie is a luxury travel clothing brand that outfits men and women in comfort and style, so they can focus on changing the world for the better. Their high-performance, easy care designs and dedicated concierge services have inspired travelers for the past 10 years and they were recognized by Apparel magazine as one of the top innovators of 2016.
www.anatomie.com


A full-page photograph of a woman running at night. She is wearing a light pink tank top, black athletic pants, black fingerless gloves, and a blue patterned headband. Her hair is tied in a bun. The background is dark with blurred city lights and a white traffic barrier in the foreground.

LUCY

Lucy Activewear unleashes the beauty, strength, and spirit of every active woman every day. Leading with premium performance and fit excellence, Lucy considers female ergonomics, thermoregulation, sweat management, mobility and comfort before anything else. Lucy's Extended Sizes collection it is a curation of our assortment available in sizes XS-3X. www.lucy.com/everybody.html



LUKKA LUX
Lukka Lux is an activewear brand with roots in NYC offering high-end fashion sportswear apparel.
Retail Pricing: \$50-150.
www.LukkaLux.com

A full-page photograph of a woman with blonde hair in a ponytail, wearing sunglasses and a blue and red activewear set. She is standing with her hands on her hips, viewed from the back. The background consists of vertical wooden slats.

SHAPE ACTIVEWEAR
SHAPE® activewear is the ultimate performance collection woven with all the style and personality of SHAPE® magazine. Taking the industry by storm by revitalizing fabric creation in the activewear category, the brand features reflective details, static prints and signature features to complement a woman's body, workout and the way she feels. In addition to incredible apparel features, every SHAPE® activewear purchase comes with a free one-year subscription to SHAPE® magazine.

SYNERGY ORGANIC CLOTHING

Synergy Organic Clothing creates fashion forward clothing and yoga apparel for women. Always striving to be mindful and conscious in every facet of its business, the company produces sustainable and organic fair trade clothing that lets you look and feel your best. Radiate effortless style while treading gently on the Earth.
www.synergyclothing.com

ELECTRIC & ROSE

We named our brand Electric & Rose after two iconic streets in the heart of Venice Beach as a reminder of who we are and what we strive to be as a lifestyle brand. Our mutual love of yoga, surf, and travel gave us the desire to create a collection inspired by the culture and city we grew up in. Electric & Rose is a reflection of the music, art, surf culture, and bohemian lifestyle of Venice where we live.

www.electricandrose.com



TRIFLARE

Triflare is a sportswear company that designs, markets and sells a range of high fashion athletic apparel products for men and women. The initial product focus of the company was on women's triathlon suits and post-competition casual wear. Driven by the consumer response to the initial product offerings, Triflare has expanded its range of products to running, biking, and swimwear for women and for men. Most recently Triflare was asked to become the exclusive supplier of swimwear for the USA Synchronized swimming Olympic Team. Triflare swimwear olympic debut was in the 2016 Olympics in Rio de Janeiro. www.triflare.com



A full-page photograph of a woman with long, wet, wavy blonde hair posing against a dark, textured rock wall. She is wearing a two-piece bikini with a pink and black geometric pattern on the top and solid black bottoms. Her skin is glistening with water. She has a pair of black swim goggles with pink accents around her neck. Her left arm is raised and pressed against the rock, while her right hand is near her head, touching her hair. The lighting is dramatic, highlighting the contours of her body and the texture of the rock.

TYR

Named for TYR, the Norse god of warriors, the brand is committed to cultivating a culture of greatness, both in and out of the water. Through vision and American ingenuity, TYR has become a brand synonymous with the athlete. From the planning stages to the production floor, everything the brand does revolves around synthesizing creativity, experience and competition. For TYR, engineering the most advanced performance products is more than just a goal, it's a requirement. www.tyr.com

EleVen by VENUS

Designed by tennis superstar Venus Williams, the mission is pretty simple; to fashion healthier lives. EleVen by Venus represents how we strive to live; being better than the previous day. Our goal is to challenge you to push past what you think are your limits and boundaries while making the impossible; possible. ALL while looking good at the same time. We are EleVen: Be Inspired.

www.elevenbyvenus.com





INTRODUCING ACTIVE APPAREL

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www.shebeest.com



ASICS

For spring 2017, ASICS offers three categories of focus: Flex, Power and Conditioning.

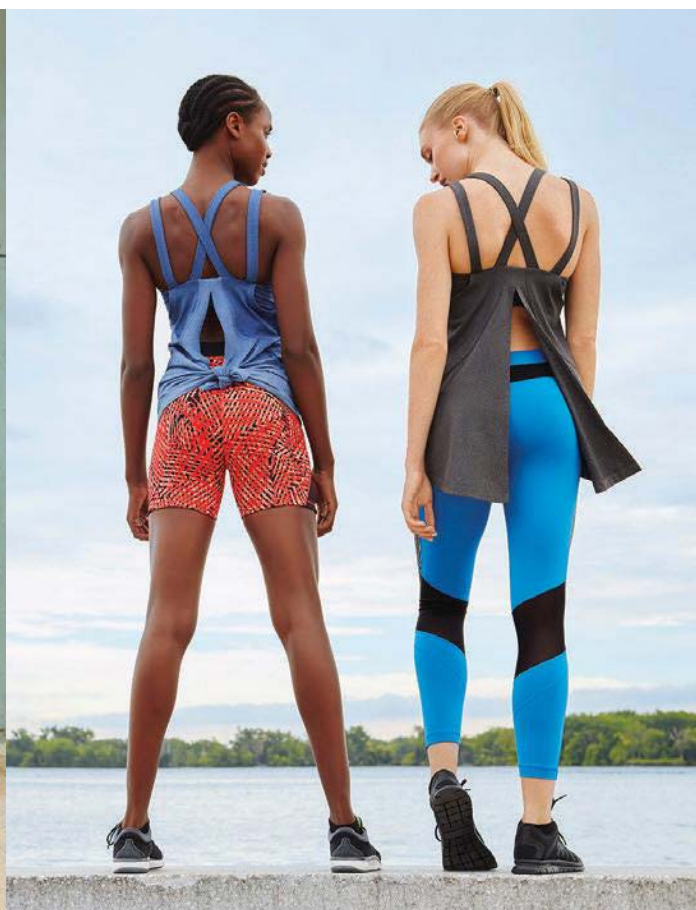
The Flex category focuses on products designed for the yoga, barre and Pilates consumer.

www.asics.com



sportstyle®

A Trade Show, Business Conference + Consumer Expo



Images courtesy of: Marika, Lole

June 14-15, 2017

Trade Show

Showcasing the best footwear, apparel, wearable technology, and accessory brands.

June 16, 2017

Consumer Expo

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Fort Lauderdale Convention Center, Florida / sportstyleshow.com

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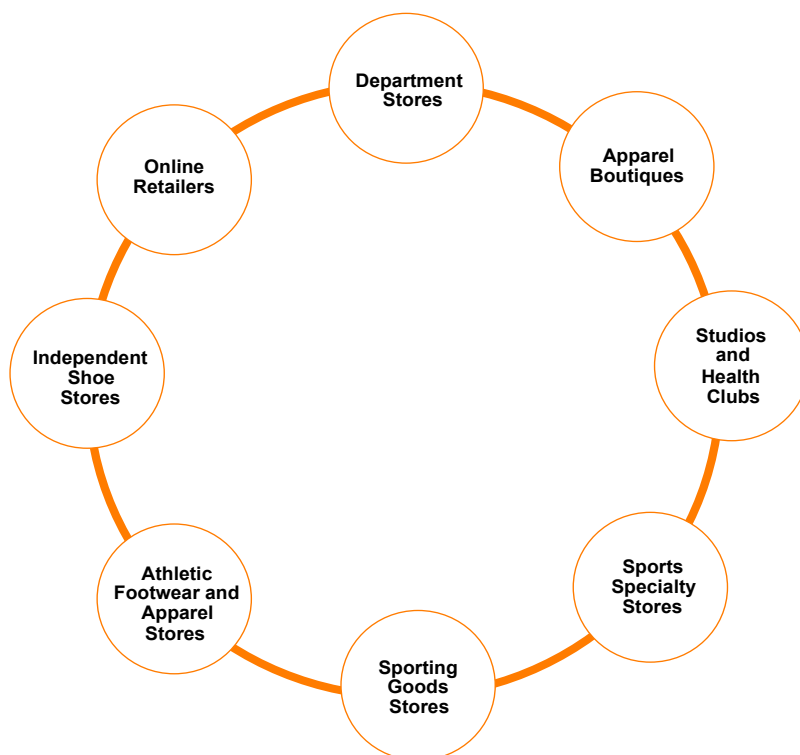
Images courtesy of: BodyGlove, Alala, Rumi, Prana, Spiritual Gangster, tasc performance



A blending of sports and style

The **sportstyle** name was chosen because it captures the strength of performance sports as well as the lifestyle aspect of the active category that is driving its expansion. The **sportstyle** show will include activewear, footwear, accessories and technology and the conference will focus on key business topics to our retail attendees. We will invest heavily in its growth with increased marketing and the addition of a one day consumer expo which will tie in with a local retailer and attract VIP shoppers from South Florida's active, affluent market.

sportstyle will attract key retail buyers and executives through scholarships





Trade Show: June 14-15, 2017

Showcasing the best footwear, apparel, wearable technology, and accessory brands



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Connect and interact with VIP Consumers at one of the country's top markets



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the show

blending sports and style
trade show: june 14-15, 2017
consumer expo: june 16, 2017

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Trends & Tech



Techy Prints: Performance tights (left to right) from Toad&Co, Brooks, Saucony and Nike.

We ask a lot of our activewear. Women want clothes that are fitness-minded yet fashion-forward. We want functional apparel that makes us feel good, look great and is effortless to wear from morning to night. And just like the daily goals we set for ourselves, we expect our active apparel to be high-achieving, multi-taskers without breaking a sweat.

What makes this possible? It's all about the textile. The latest advances in fabric technology allow for activewear that is versatile, comfortable and stylish. By that we mean clothes that don't scream "gymwear," but rather reflect our healthy lifestyle. The newest performance textiles are softer and more sophisticated in terms of texture, drape and print than ever before giving way to a greater range of unique looks that go way beyond the standard t-shirt + tights athletic uniform.

"We know women look for versatility in their clothing. The strong appeal of new styles is the ability to go for a hike or run, play beach volleyball, jump on your SUP or surfboard and grab a smoothie all in the same outfit while looking great," says designer Guinevere Ganzel, who developed the new Open Air Collection by Toad&Co.

In other words, women want convenience, which when talking textiles translates to garments made with fabrics that can do triple-duty in terms of ease of wear, ease of use and ease of care. No wonder designers are keen on new age knit fabrications; lightweight and with laid-back style, this season's knits are also high-performance, yet incredibly soft.

"There is a growing demand for knits," states European Textile Trading president George Wells. "Knits are becoming more performance-oriented; they offer versatility, comfort and fit today's casual lifestyle."

"It's all about touch," adds Molly Kremidas, merchandising manager for global nylon producer Nilit. The company recently debuted its new SuperMicrofiber collection that is engineered to be exceptionally soft and silk-like. These, and other new fabrics, are ushering in a contemporary take on everyday wear: active apparel designed to function but feels as comfy, and familiar, as a favorite pair of jeans. +

3 Key Fabric Innovation Trends

1. Keep Your Cool: Fabrics are being developed to bring a sense of wellbeing. New textiles are enhanced with temperature regulating properties combined with super-charged wicking ability so you stay comfortable no matter the heat, the sweat-factor or the longevity of workout.

2. Keep Your Form: Say goodbye to body hugging fit and hello to flattering silhouette; from sports bras to technical cover-ups the stretch factor is new and improved. Advanced fiber technology allows for more stretch without sheerness, and new stretch fabrics have a dryer, more appealing next to skin feeling.

3. Keep Your Style: Digital prints are a new and emerging look for performance clothes—and why not? Prints have personality and help define individual style. New collections are awash in digital prints ranging from bold graphics to florals to updates on traditional patterns like camo. Also new is incorporating reflective material for a decorative touch, with safety an added bonus. Also worth watching are hologram type visuals as well as ombre patterns that give a nod to 60s tie-dye.



Just Beachy: Reef Voyage LE sandal.

RIDE THE

WAVE

For Spring 2017, footwear brands are embracing classic surf and skate looks. Basic canvas, hemp, chambray textiles and washed-out canvases prevail in Vans offerings, while OluKai launches a line filled with vibrant new colors. And Jambu takes a similar tradition-driven approach by calling out “every day adventurers,” who are folks who have been loyal to the brand since its founding six years ago, while also embracing urbanites enjoying their own backyards, according to marketing director Yetzalee Mazza.

Likewise at Sanuk, “inspiration lies within our own brand roots,” notes Trisha Hegg, VP-global product for Sanuk. And Merrell goes from trail to water with styles such as its Duskair Moc featuring M Select Grip that provides traction on rugged and urban terrain.

While shoe/sandal hybrids and the hanging category have been prevalent for a few seasons, brands are still seeing value in adding new styles to round out their offerings.

“Consumers are seeking versatility in their footwear and closed-toe shoes can be more adaptable on rugged terrain than a flip-flop,” explains Kelly Santos, VP at Bogs Footwear. Santos further notes that “the shift is diversifying the market and creating more year-round footwear options for consumers.” Bogs’ Ethan and Uma are crafted with premium, unlined raw edge leather, while the Helix is a waterproof flip-flop style with the brand’s new Trace Technology thermo-moldable footbed which instantly contours to the foot to eliminate break-in time.

Reef also played around with leather – working with tanneries to develop new waterproof leathers – to make what the brand’s product line manager Taylor Leopold, calls “the most versatile sandal yet.” The Voyage has a three-layer strap which eliminates seams, stitching and hot spots that can ruin feet. In addition, the new Beach Casual Collection “truly redefines the sandal/shoe hybrid” with an one-part cushion rubber outsole and one part thermoplastic rubber rand for a “lightweight, yet flexible tooling that directly mirrors the comforts of our sandal products, while also keeping the outsole tooling very simple to look just like a basic cut-and-buff rubber sandal,” according to Colton Marquardt, product line manager at Reef. +

SURF



OluKai Ho'opio



Vans Joel Tudor Rata Vulc



Merrell Duskair



Jambu Mermaid



Bogs Ethan Chukka



Sanuk Donny

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TRENDING

On a Fashionable Course / By Suzanne Blecher

TeeTime



After 15 years in the golf industry, PGA senior director of merchandising and licensing Michael Quirk is surprised to see how off-the-course clothing is becoming a larger portion of the golf apparel business. "People don't want a logo on a collared shirt anymore," he said. Instead of outfitting for the green, consumers "want golf attire and also something for the weekends and for getting coffee," Quirk explained.

And brands have plenty to offer when it comes to stylish performance.

Athleta offers skorts, tanks and polos appropriate for both tennis and golf, while Fabletics offers a pique polo and white golf skort suitable for 18 holes. Yogasmoga is taking efforts a few steps further, with plans to offer a women's golf collection for early 2017. "A lot of people make the mistake that yoga products are only meant for yoga, but at Staples, you don't just get a staple, you get related products," explained firm CEO Rishi Bali. "We are a lifestyle company making products that take people from the gym to life. Golf is a part of our daily activities," he said.

Tory Burch is tapping the female golfer with an eye for fashion. The brand's first Tory Sport store, located in the Flatiron District of New York City, features running, studio, tennis, swim and golf apparel.

For Quirk at the PGA, it comes down to presenting a tailored look for both men and women. "Years ago it was that baggy, traditional golf look. Not now," he said. Nike recently made waves when the brand outfitted Rory McIlroy in a slim-fitting collarless shirt that looked more appropriate for the soccer field than a round of 18. The brand's Major Moment Fly Blade Polo has a modern taper and shorter sleeve length for an updated feel that can go from course to clubhouse in a Dri-FIT fabric.

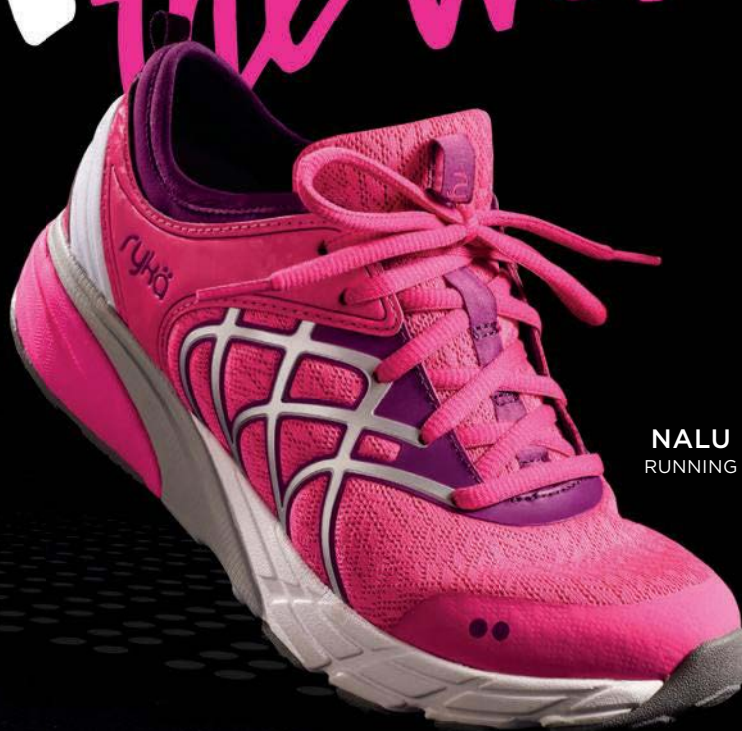
Under Armour recently launched its women's golf collection "with a laser-focus on performance, fit and style," according to the brand's director of golf apparel Patti Lin, with "incredible basics as well as some bolder styles, prints and colors that take her on and off the course all season." While performance is core, "style is also a really important factor" in seasons to come, the exec noted.

New brands are raising the bar for established names like Antigua, which has been in the golf apparel business for over 35 years. "The athleisure trend is booming and women always want to look stylish while being comfortable no matter what they do," said Danielle Dellios, women's designer for Antigua. +

Clockwise from top left: Yogasmoga Newport Pant; Tory Sports Print Block Pant, Performance Merino Sweater and Leather Loafer; Pro Golfer Alison Lee in Under Armour; and Tory Sport Performance Cashmere Sweater, Golf Jacket, Stretch Woven Skirt and Leather Loafer.

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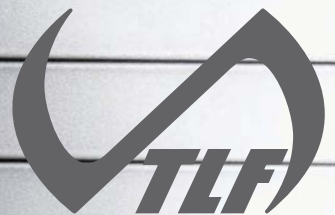
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