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sportstyle

featuring **outdoor style**

Beyond the Basics Multifunctional fashion is here to stay.

All Day Kicks
Performance footwear
for the athleisure world.

Sound Off
Top retail, consumer
& fitness trends
to watch.







DEVELOPED IN SWEDEN, WORN AROUND THE WORLD

Our founder Åke Nordin loved travel and exploration. To facilitate this passion, he started creating gear and equipment for trekking, camping and exploring the world and in 1960 he founded a company named after his favorite animal, the Arctic Fox.



spring 2017

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On the cover: UA Inspired by Misty Copeland apparel, worn by Misty Copeland. Photo courtesy of Under Armour.

On this page: Fall 2017 apparel from Royal Robbins.



Dressing for Active Success

I HAVE BEEN TRAVELLING SO MUCH FOR business lately that I've had a few of those moments when I woke up and was not really sure what town I was in or at what hotel I was staying in. When I'm in one of these cycles, I'm in a dense fog, especially in the morning. I'll wake up at home and try and call down for room service. Or on the road I'll stagger out of my room in my PJs looking for caffeine or a friendly face.

My rule of thumb is this: if I walk into the kitchen in my underwear and people scream, I realize I am in a hotel. If I am greeted with a loving embrace, I know I am home.

Clearly, I am not alone. The lines between home, work and everything in between are blurred and you can tell by the way people dress. People now wear their pajamas and slippers to coffee shops and on airplanes. I often wonder: "Do these people go home and put on other pajamas to go to sleep? Do they have their outside PJs and sleep PJs? Or is it their same PJs all day long?"

How you dress reflects your state of mind: who you are, what you want to accomplish and how you want the world to see you. There are days when I plan to work out and I roll out of bed and put on my workout clothes. Before I get to the gym or outside for a run, my day will be disrupted in unexpected ways. My son forgot his glasses and I need to run them to school. A client calls from Europe and we spend an hour on the phone.

My workout gets flushed, but I'm dressed

for fitness, ready to go at any moment. I am an activewear version of Clark Kent, ready to turn into a fitness superhero at any moment. I'm not alone. As I go about my day I see men and women dressed for fitness action as if a yoga class or 5K might break out any minute.

And you know what? It's great for business and the people in activewear look way better than the people in their PJs. Dressing is aspirational. At work, we're told to dress for the job we want, not the job we have. With everyday wear, I say dress for what you want to do, not necessarily for what you will be doing. Clothing is a way to make people feel good. And when I sit at my desk all day, I feel better when I'm wearing workout clothes and athletic shoes than corduroys and dress shirt.

I stopped by a friend's house the other night and saw three of my buddies from town, wearing their running clothes and drinking beer on the front porch. "Did you guys run already?" I asked, hoping I hadn't missed the workout. "We were going to go, but got tied up and decided to have a few beers instead," was the response I received. If you are not going to run, drinking light beer was the next best thing was their tortured logic.

I don't really like light beer. I'd rather run and drink real beer, which is what I did, leaving my buddies behind. Then I went home and showered, put on my PJs and went to sleep.

Mod

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Subscriptions:

One year, \$20.00 (U.S. Funds) in the US. All other countries, \$54.00 (U.S. Funds).

Postmaster:

Send address changes to *sportstyle*, P.O. Box 23-1318, Great Neck, NY 11023

SPORTSTYLEMAG.COM



sportstyle show set for June 14-15 in Fort Lauderdale



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THE SPORTSTYLE TRADE SHOW AND CONFERENCE will take place Wednesday and Thursday, June 14 and 15, 2017 at the Fort Lauderdale Convention Center.

The two-day event will bring together approximately 75 apparel, footwear and accessory brands in the active lifestyle category, including 361, Altra, ASICS, Balega, Beachbody apparel and footwear, CEP, Crocs, Darn Tough, EleVen by Venus Williams, Falke, Fjällräven, OOFOS, Reebok, Ryka, Skechers, Soffe, Superfeet, TriggerPoint, Turner Footwear, Tyr and Zensah.

"Our participating brands represent a curated selection of vendors that reflect where the active marketplace is today and more importantly where it's going in the future," said Mark Sullivan, president of Formula 4 Media, which is producing the show.

The trade show will also include a number of interactive educational exhibits, including the Bra Fitting Salon where retailers can learn proper bra fitting techniques as well as display and merchandising techniques they can bring back to their stores. The Bra Fitting salon will feature brand experts from Handful, Enell, Falke, Shock Absorber, Zensah and Anita and will be designed and managed by 3 Dots Design, one of the top retail design firms in the sports specialty business.

Holly Wiese and Andy Davis of 3 Dots will conduct

two seminars in the Bra Fitting Salon on Wednesday, June 14: "Merchandising to your female customers and keeping them coming back for more" and "Displaying sports bras so they look good and sell more." These seminars are open to all attendees.

There will be three other business sessions at Sportstyle. On Wednesday, June 14 author and researcher **Pam Danziger** will present "Exercise Your Retail Muscle: Transform your store from a 90-pound weakling to a Shop that POPs!" The session will take place at 8:00 a.m. in Rooms 113-114 in the Fort Lauderdale Convention Center.

At lunchtime on that day, **Joe Prebich**, VP of Brand for Fjällräven, will present "Building A Bridge to the Outdoors: A look at how your store can capture a new generation of outdoor consumers." The presentation will take place on the Sportstyle stage on the trade show floor.

On Thursday, June 15, well known forecaster **Haysun Hahn** of Fast Forward Trending will present "Sport, Life, Style!"

"These three words are the defining elements in the modern wardrobe. Consumers want the performance of sport products, life affirming brand values, with a high dose of style that will allow them to stay mobile as they go through their busy day," Hahn said.

Her presentation will take place at 8:00 a.m. in Rooms 113-114 in the Fort Lauderdale Convention Center.

RETAILERS CAN REGISTER TO ATTEND SPORTSTYLE at sportstyleshow.com/registration.html

ANY COMPANY INTERESTED IN EXHIBITING SHOULD contact Troy Leonard at tleonard@formula4media.com or Jeff Nott at jnott@formula4media.com

Sportstyle is owned and produced by Formula 4 Media, publishers of this magazine and the highly acclaimed The Running Event trade show and conference for the run specialty business. •



TRENDS

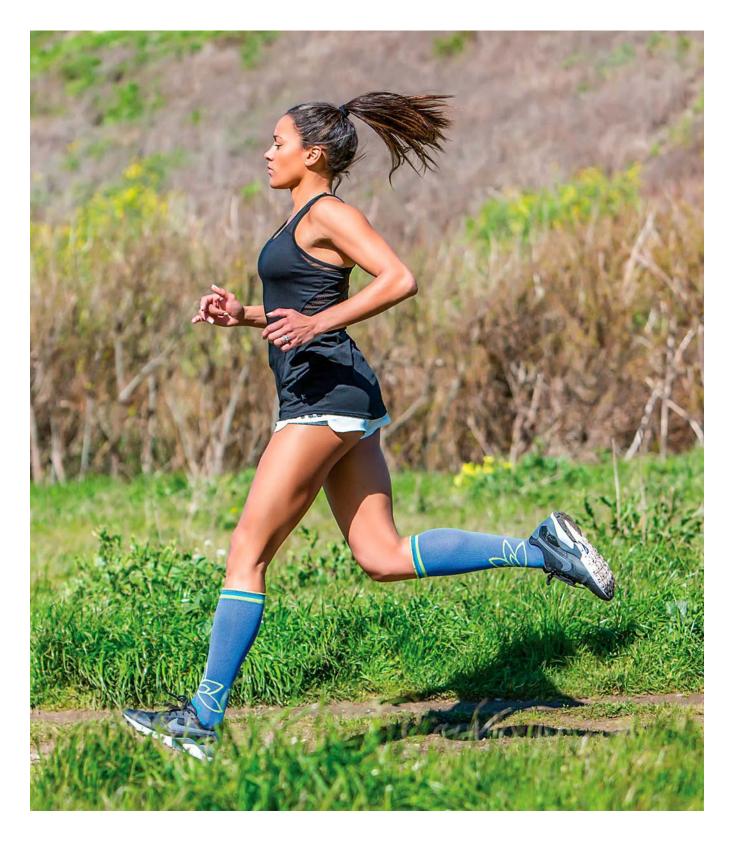
Brands Move Beyond Simple Tops & Leggings to Create Multifunctional Fitness & Fashion-Worthy Pieces.

BY SUZANNE BLECHER

YOGA PANTS HAVE COME A LONG way, baby. While the idea of a yoga pant used to be quite simple (basic in color, stretchy for ease of movement), leggings—and tops—have become much more sophisticated. Athletic apparel dips into athleisure, pieces are multifunctional and they all just look really great and on-trend. Brands in the yoga, run and fitness space are offering a beautiful mix of performance and style for both men and women both for kickin' it in class and kickin' back at home.

Born in boutique fitness central -Venice Beach, CA - Onzie is rooted in hot yoga. The brand's free flow fabric technology takes well to both chlorine and salt water, and lends itself to other heavy sweat environments like spinning, running and dancing. "Our clothing enjoys being wet!" says Kimberly Swarth, president of Onzie. Body support is the most important feature in a pant, the exec notes, with shaping also being very important. A wide waistband, gusset panel in the crotch area and smooth needle stitching are also notable. Perfect length tends to depend on the activity—a capri for

Michi's Estrella Bra and Summit High Waisted Legging.

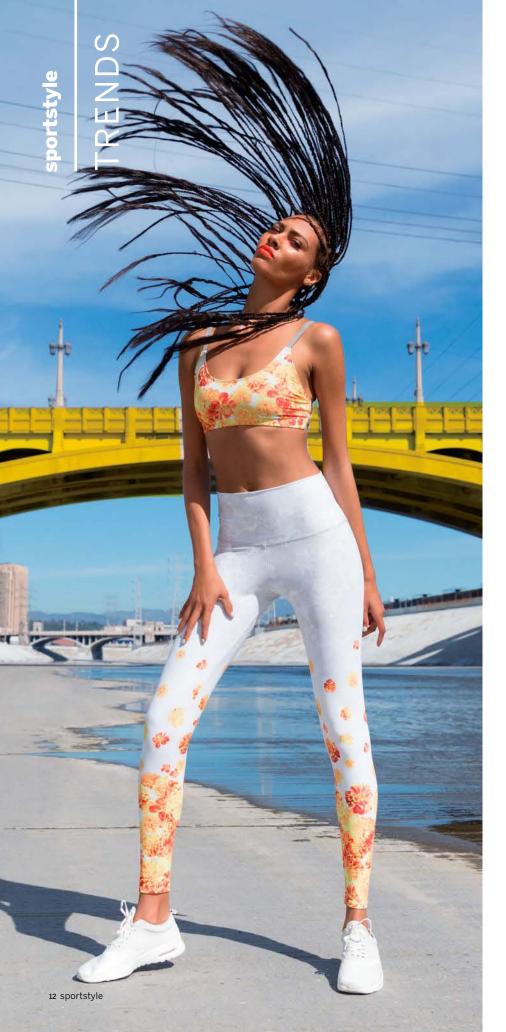




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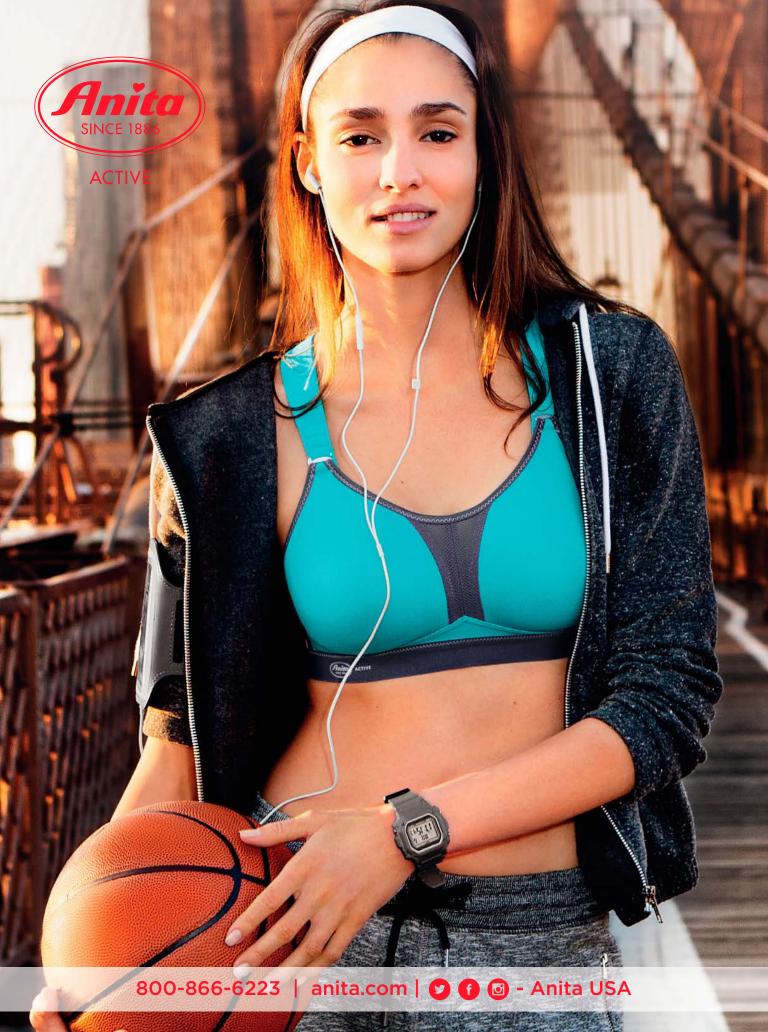


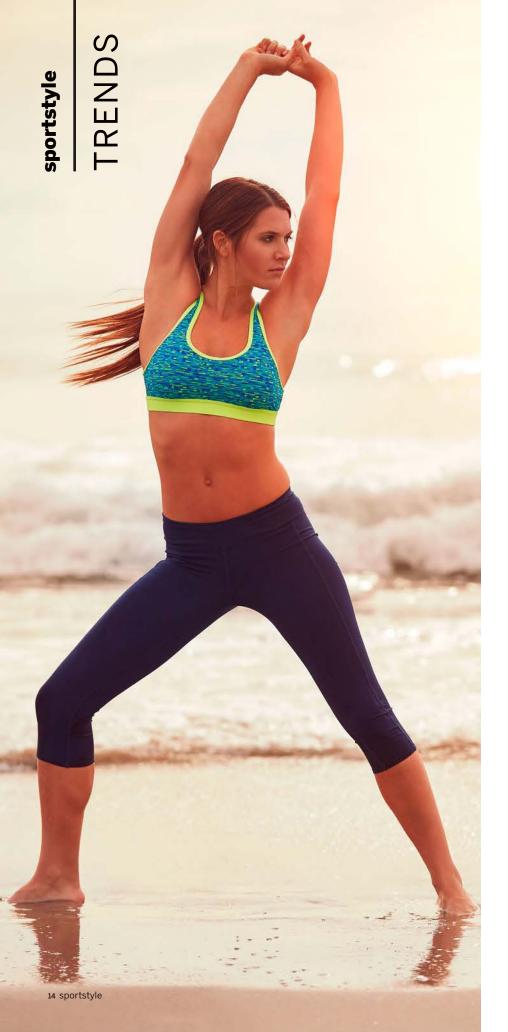
spinners, extra long for yogis (to wrap the heel) and midi (7/8) for runners. Through color, print and shaping, "the legging should emotionally inspire the wearer. We want the woman to connect emotionally with the garment so that she can connect more with herself," says Swarth.

Also rising from the water world, TYR's ties to swimming inspire the rest of its active collection. "We've worked hard to develop a reputation as a company consumers can look to when they want to move. Whether it's in the form of competitive swimming, completing an Ironman, taking a yoga class or just getting back into working out," says Erika Amandola, communications manager at TYR. Fabric in each piece is designed to perform both on and off land, perfect for a swim or paddleboarding session, then straight to yoga or a spin class. Each pant in the active collection is chlorine proof, antimicrobial and provides UPF 50+ protection. Ideal for SUP (stand up paddleboarding) sessions, Body Glove's active collection is comprised of both lightweight and quick dry sports bras, leggings and shorts. "From gym to water, Body Glove Active will suit your active lifestyle," notes Todd Davis, National Sales Manager at SGS Sports.

Reebok recently introduced a SUP yoga collection for spring/summer since the activity is being offered at many retreats around the world. Its SUP silhouettes are chlorine and sea water resistant, as well as UPF 50+. "The yoga community is growing and now more than ever people are finding the benefits of yoga as a way to escape from the chaotic and stressful world we live in," says Jennifer Calouro, product manager on the studio team at Reebok. Almost all of the brand's active pants incorporate wide self-fabric waistbands, no-abrasion panels, ergonomic side seams and fitted cuffs. Materials are

Onzie's High Rise Graphic Legging and Graphic Elastic Bra.





designed to feel like second skin and feature Speedwick technology to keep the wearer cool.

For fall/winter 2017, Reebok will introduce two new seamless silhouettes into the studio collection. One is a seamless leotard with engineered cutouts for dance and studio classes, while the other is a seamless bodysuit with a high neckline and open back "so you don't have to worry about your shirt riding up while in downward dog," notes Calouro. The latter piece lends a nod to yoga by incorporating yoga poses knitted throughout.

From Sweat to Street

Michi Founder Michelle Watson crafts pieces that tell a story and get the wearer in the right mindset for a workout. "I design to flatter the body and create clothes that people are excited to wear" whether that be for a "fierce and fiery sweat session or a mindful and mellow flow."

Since consumers "want to go for lunch, take a ballet barre class and run errands all in the same outfit," according to the exec, Watson's team uses high quality fabrics, including Italian mesh that withstands wear and tear. Waistbands offer support and comfort, and will not ride down. "Bras and leggings with lace-up details transition from work to workout," says Watson, while streetwear-inspired moto leggings and bomber jackets provide the perfect lifestyle accent. Positioned as a lifestyle brand, Falke "appeals to all customers who would like to experience understated luxury," says Implus Marketing VP, Tanya Pictor. For fall/winter 2017, the brand is focused on its base layer Ergonomic Support System, which is a series of different skins to keep the wearer comfortable at his/her own rate. Pieces are fit for the athleisure audience, balancing performance and style. "If you

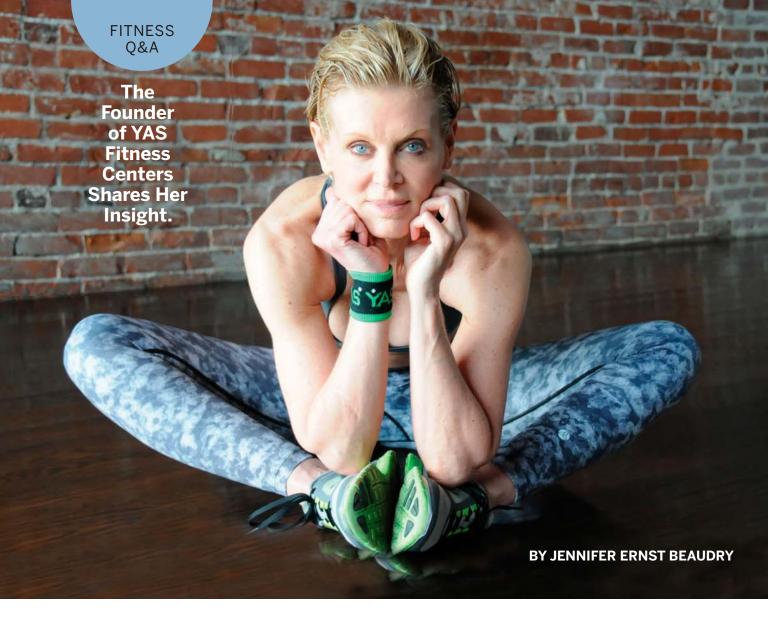
Napa Brooke Tank by TYR.





16 sportstyle





SOUNDINGOFF

FOR KIMBERLY FOWLER, BUILDING THE FITNESS experience *she* wanted created a thriving business — and she says it's the key for anyone looking to do the same.

"I was a triathlete, and I used to use both yoga and spinning to help with my training," she told *Sportstyle*. "I'd spin at Gold's Gym and then I'd run across town to take a class at Yogaworks. It was born out of frustration — I was in the shower going, Damn it, why doesn't somebody do this together?"

Fowler's insight — that there must be other athletes like her looking for a home — was the foundation for YAS Fitness Centers (YAS stands for "Yoga and Spinning"), the five-door chain she founded in 2001 on Abbot Kinney Boulevard in Venice, CA. (Fun fact: her first landlord in then-gentrifying Venice

was Perry Farrell, of Jane's Addiction.) Her athlete-focused approach to yoga — "no chanting, no granola, no Sanskrit" — wasn't popular with yoga purists. But it resonated with athletes like her: she's been a Nike yoga athlete and is the current "Yoga Expert" for the LA Marathon. And it has been the foundation of her DVD series and books "The No OM Zone," "Yoga for Athletes" and "Flat Belly Yoga!"

And as her business has grown, Fowler's had a front-row seat to the dramatic growth — and huge changes — in the fitness culture.

Fitness is hotter than ever. But the growth of brand-name fitness empires with big-money backing like SoulCycle, Flywheel, YogaWorks, and the constant flowering of trendy new



"WE'VE
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SAME
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FOR 16
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WORKS."

workout regimes (and their associated studios) as well as the "try it all" mentality encouraged by ClassPass has meant it's never been more competitive.

Fowler opened her first studio outside of California, in Portland's trendy Pearl District, in 2015, an experience she called challenging. "When you're not owned by a big corporation, opening outside your state is a big leap," she said.

But she's not daunted. For the first time, Fowler said, she's looking for outside funding — "in order for me to grow, it's necessary," — and investing in her business, including rolling out a new training program for YAS teachers.

And while she's always evolving, she said there's a bedrock to YAS.

"This is our 16th year, and we've done the same thing for 16 years. I've always said, I do what I do and I do it really well — and it works."

Here, Fowler shares her thoughts on the changing fitness landscape, keeping up with the consumer, and how to stand out in a crowded field.



The Spin Room at YAS Fitness in Venice, CA.

On the changing fitness landscape:

"When I first opened, there were no hybrids, and now there's hybrid everything. Back then, the only spinning studios were not even studios, they were in gyms. The only studios were for yoga. There were great small yoga studios and then YogaWorks was bought by a big VC firm and now is all over the world. The same thing is happening in spin, so there's been this huge transition."

On standing out in a crowded field:

"You have to decide what makes you special. You have to have that secret sauce. For the fitness entrepreneurs, you can't just copy someone else. Unless you are different, it's hard to compete with these huge brands."

On time pressures:

"A new studio opened up down the street from the Venice studio, and they do 15 minute workouts. It's shorter and shorter. Maybe it's because our attention span has changed. There's so much going on... an hour is too much."

On what ClassPass has changed:

"ClassPass has been a huge disruptor for this industry. For me, they bring in a totally different [client]. They're not YASers — we're all Type A personalities, we want to start and end on time, we want what we want. And then you have the ClassPassers and they're not part of your tribe. That's hurt a lot of studios. If you have extra bikes or extra space, it's nice to fill it — but it disrupts your community."

Whether the ClassPass model will last:

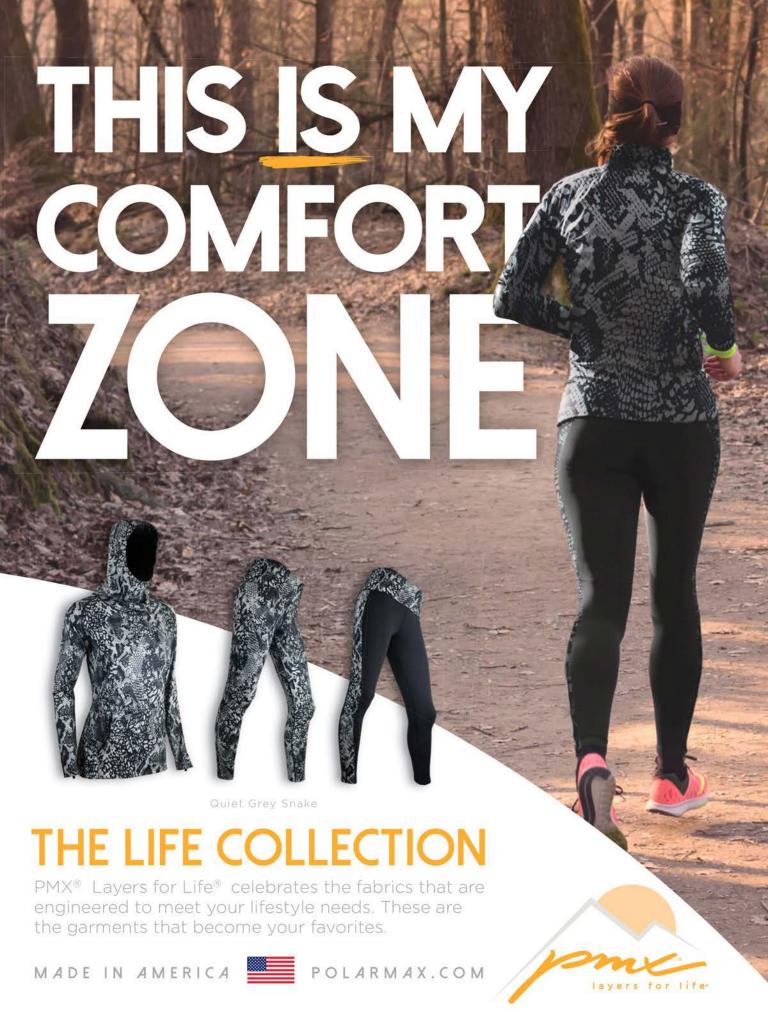
"I do think it will continue, because people are used to it now. For Millennials and people in their 20s, this is all they've known. What they're used to since they've started working out is jumping from studio to studio to studio. It'll continue and thus you'll see different workouts come out [to appeal to them]. Whether they stay — who knows? But I think that's a part of the coming up with something new."

On creating community:

"When I first opened, I wanted to be the 'Cheers' of workouts — you'd have this eclectic group of people and this is where they go and see each other, where there friends are. Everybody talks about culture and community, and that's still really important. It was something that made us special when I first opened, and that hasn't changed. If you're going to be successful, that's the thing you really need to do."

On the spread of the fitness lifestyle:

"When I first opened my second location, I had found a wonderful space in Tribeca, and I said, 'I'll go back and forth!' But then I snapped out of it and went, 'that's insane'. Nobody worked out in NYC at that time. And now it's a fitness mecca just as much as LA. It's national — everybody is working out. It's great. It's very encouraging that so many people are working out and it's part of their life. A lot of people take a class instead of having a cocktail: they'll meet somebody for business, and say, 'let's take a spin class, a yoga class, maybe have a juice after.' It's definitely changed the culture." +





ACTIVITYAGNOSTIC

FOOTWEAR

RUNNING SHOES HAVE BEEN ACCEPTED AS CASUAL FOOTWEAR SINCE THE 1972 NIKE CORTEZ BROKE out of the track team's gym bag and appeared on feet in all sorts of settings. Today, the Cortez and similar retro models are the height of sneaker fashion.

Wearing today's performance running shoes in a casual context, however, makes you look like you forgot to change out of your uniform. With their flashy colors, performance-first fabrics and highlighted technological features, running shoes feel more like sporting equipment than apparel. Keeping them on after a run is rather like wearing padded cycling shorts to the coffee shop or knicker-length baseball pants to a post-game lunch.

ASICS Road Hawk FF and Brooks Revel.





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Topo ST-2 and Skechers GOrun 5.

Activity Agnostic

The problem with these shoes is that they scream, "I'm a runner." The new generation of athletes—Millennials and Gen Zs—eschew such labels. "We're finding that they don't want to be defined as one specific thing," says Brice Newton, Senior Manager of Global Footwear at Brooks. "They want to be defined as 'I'm really fit." Brooks' new Revel is designed for these consumers, who tend to run a few times a week, but also go to the gym, take classes or join fitness training groups, maybe cycle or play pick-up team sports.

Not only do these athletes not want to be defined by one sport, they'd like their shoes to be able to transition as easily as they do. "The intention is to have one shoe to do everything," says Joe Nguyen, product expert in ASICS' performance running division, on their Road Hawk FF. Gretchen Weimer, global vice president of product for Hoka One One, calls their Hupana, "A cross-over shoe for any activity—running, in the gym, or having a beer with your friends."

Companies are using various names to distinguish

this shoe category: Performance All Day (Hoka), Life on the Run (Saucony), 24/7 Performance (On), Versatility (Brooks). The core idea is to make clear that these aren't just running shoes—they are activity agnostic, something you can be comfortable in wherever you are, whatever you are doing.

Fashion Forward

Fashion is what first sets these new models apart from other lines in traditional hard-core running brands. Unlike performance running shoes that tend to have flashy colors, aggressive overlays and are plastered with logoed tech callouts, these models have clean lines, muted colors and fashionable textures. Many have knitted uppers or use mesh with prints that make them look knitted and heathered.

Some brands have to work harder to make their shoes more mainstream. Weimer reports that young people often say, regarding Hoka, "I think I like the brand, but don't think I can wear those big-midsole shoes." Their Hupana model has a slightly thinner midsole than many



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On Cloud X and On Cloud.

of their models, but also uses a trompe-loeil design to de-emphasize the height by visually merging some of the sole with the upper.

Altra's "footshaped" toe box poses fashion challenges as well, making them look a bit clownish. To counteract this, they wrapped a narrow strip of the outsole up over the tip of toe, visually creating a more stylistic pointed appearance. Combined with the textured knit upper, they are "shoes you can wear with jeans and not look like a doofus," says co-founder Golden Harper.

Some brands simply have to simplify to appeal to the new audience. "Younger consumers think our shoes are a little bit bulky and have a lot of components," says ASICS' Nguyen. "Millennials are looking for simplicity."

Performance Matters

Every company, however, wants to make clear that these shoes aren't traditional "athleisure" models that only posture as athletic apparel. Young consumers may not want to look like a run is always imminent, but they still want the performance features that would make one possible, and comfortable, at any time. These models, at

heart, are serious running shoes; they're like elite athletes who look good enough to appear in the swimsuit edition, not fashion models who appear vaguely athletic.

Caspar Coppetti, one of the founders of the Swiss company, On, says, "We don't believe in athleisure; We don't like products that pose as performance products, but are not functional." Coppetti points out that while their Cloud model may be worn by many for its stylish boating-shoe looks, it is a high performance piece of equipment that has been worn by athletes winning Olympic medals and international marathons.

Weiner also wants to make clear that Hoka's fashionable new Hupana model is no less a performance shoe than any of their models. "This is not a lifestyle play," she says. "The experience is there if you actually run in the shoe." The Hupana still delivers Hoka's unique, rolling ride, and it's light, bouncy responsiveness makes it feel like a shoe you could race in.

ASICS' Road Hawk FF is similarly light and spry, built with a full-length midsole made from their premium Flight Foam. Altra's Escalante uses their newest, energy-return AltraEgo midsole and is favored by many of

SOLE

More than just your favorite sandals, this footwear tells a story of cork recycling.













Above: Saucony Freedom ISO and Saucony Liteform. Below: Altra Escalante and Hoka One One Hupana. their sponsored elites: Jacob Puzey ran a 2:26:52 at the 2017 Boston Marathon in them.

Beyond running, all of these shoes share design elements that add to their activity versatility. They are light and neutral, with no motion-control components getting in the way. Their outsoles tend to have low-profile tread patterns, with full ground contact underfoot for stable, versatile landings.

Like others in the category, Topo's ST-2 is simple and



straightforward, a light, fast and flexible shoe. It transitions well to the gym because it has a "responsive platform, protective enough for speed work yet flexible enough to stimulate the foot and lower leg muscles during gym workouts," says founder Tony Post.

New Customers

Most companies are betting on the new cross-over models bringing new customers to their brands.

"The Revel is intended to appeal to the younger, millennial runner who craves versatility," says Newton of Brooks. "It is not competing with our core running line. If it does compete and cannibalize other products, we would not have achieved our goal, and would be disappointed."

Others echo these sentiments. "Our intention is to attract new, younger consumer who may not have heard of the brand," says Nguyen. "We think it is a different audience," says Weimer. "People who have seen the brand, and are curious about it, but, if they wear their athletic shoes all day long, can't imagine wearing the [maximal-height] Bondi, for example."

Some companies see the new models appealing to a broad spectrum. "We hoped to dual segment the Escalante," says Harper. "A shoe we could sell to serious runners, but also a shoe we could sell to the Free and Flyknit crowd." To appeal to both of these audiences more clearly, On will make two versions of the Cloud next year, an original, more fashionable Cloud and a Cloud X with a more technical upper.

To attract these new customers, companies are counting on the price point, which hovers around \$100, and the style. They realize that this consumer is probably not coming into specialty retail for a biomechanical fitting but will likely pick up the shoe for its aesthetics. And that's OK. These athletes tend to run less, so often don't need the specialized features.

"Companies are realizing they need to start servicing the \$90-100 market," says Dan Levy, Vice President of Global Sales for Skechers Performance. Skechers Performance has been in this space since the beginning. Their GOrun 5 model sits squarely in the category as an award-winning running shoe with a clean, functional design that also looks good when not running.







Adidas
Alphabounce
and Altra HIIT
XT: Designed
for team-sport
athletes, these
two models are
built to support
serious gym
training and
moderate running,
with enough style
to transition to
the classroom or
coffee shop.

Specialty, Plus

The majority of brands are sticking with the same distribution channels for their new models as they use for their core running lines: run specialty and sporting goods. While the price point is slightly lower than core running models, these shoes are still high-end products, not suited for "family channel" doors.

While they are looking for customers who may not have often darkened a run specialty door in the past, the brands are counting on the changing market to bring them in. "We want to attract that young consumer to the brand, but at the same time, run specialty knows they need to attract that young customer to their door as well," says Nguyen. "The product makes sense for the variety of the consumers that will be shopping at their doors."

A few companies are tweaking their distribution strategy. Hoka, for example, released the Hupana on their own site first, before shipping to specialty. "We wanted to test if we could get new eyes to brand," says Weimer. "When product hit, it kind of took off. Within a matter of two months, we started to get the retail interest that

we hoped for." Altra has been seeing traction for the Escalante in foot comfort, walking and outdoor shops, interest that hasn't been there for previous road models.

Saucony's dual approach for their "Life on the Run" strategy straddles other's efforts in this category. On one side, they're giving some of their core, high-end, specialty-only models like the Ride and Freedom ISO new materials and color treatments to make them more appealing to this younger audience. On the other end, they've created shoes like the Kineta Relay and Liteform Feel, two models with simple, clean styling and plenty of running heritage, that, at a \$70 price point, are distributed mostly in family footwear and sporting good doors.

Wherever customers find the shoes, and whatever attracts them first, companies are confident that they'll be pleasantly surprised at the comfort and versatile performance. "Everyday people buy the Cloud first for the looks, then they realize how comfortable it is—exactly because it is performance-based and light," says Coppetti. "They almost discover its true purpose because they were fooled by the looks." •

FUN EXPECTED

WOMEN'S SWIFTWATER SANDAL



Crocs[™] **COME AS YOU ARE™**



By Marilyn DeMartini

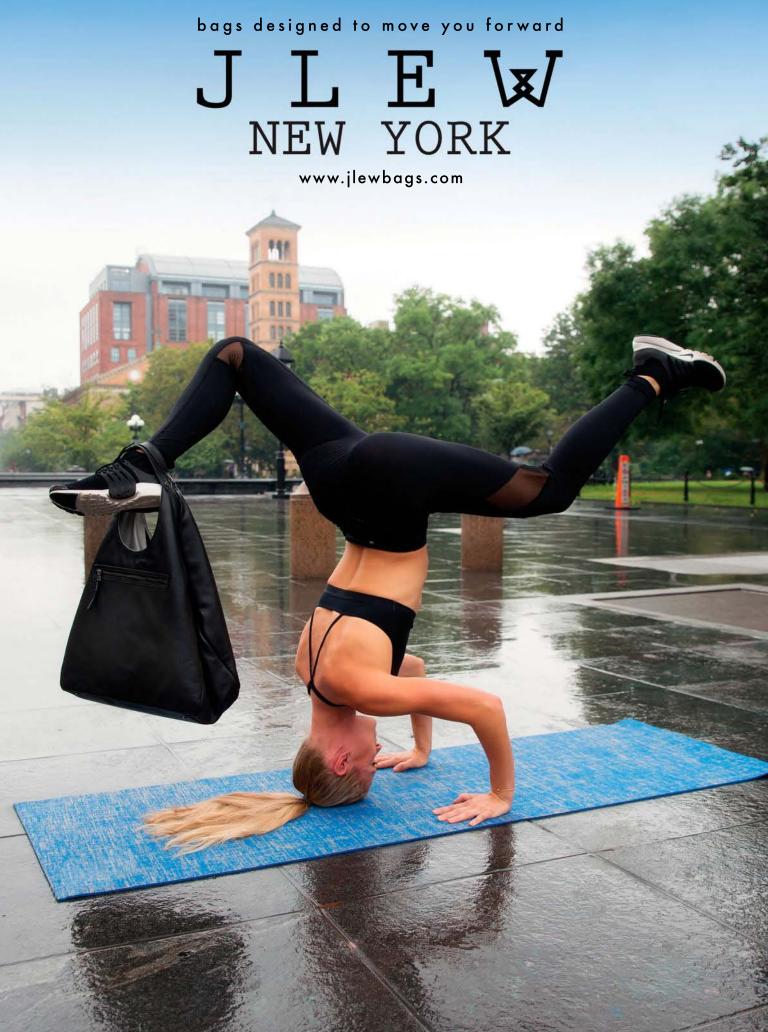
YOU MAY KNOW THE "FLYING LIZARD" AS AN advanced yoga balance pose that tests core, leg and arm strength, but it is also a growing South Florida chain of "Athleisure Wear Boutiques" that epitomize the Sportstyle concept.

Flying Lizard caters to an affluent female customer who appreciates the high fashion, quality and more unusual brands carried. Founder Jessica Lurie's success is related to her excellent 1,500 square foot store locations, selected with the help of her business partner, best friend and father, Gregg Lurie. It was his encouragement that led Jessica to leave her position, managing the apparel boutiques of a South Florida yoga studio chain to open her first store. The father-daughter team is cut from the same cloth; both are high-energy fitness buffs with a keen fashion sense. Gregg spent the first part of his career in the garment manufacturing business and then segued into real estate, and has managed store locations for clients like TJX. The success of the ventures is also due in part to the strong community ties in South Florida with the tightknit Hispanic, European and Canadian populations who share news about their favorite stores,

but the real promotional magic happens on Instagram where thousands follow Flying Lizard to see what's new.

Jessica was "always a shopper" who tired of all the traditional yoga brands and began looking for unusual, more fashionable lines. She shops Coterie, Active Collective and reviews lines brought by reps. She enjoys providing variety to address the many different customers and trends in the market. "Some fabrics are thinner and some heavier; the high waist styles are popular as they really hold you in—and nobody likes a 'muffin top!" she laughs, "People want color—color blocking is big, mesh, embellishments and the distressed look. Black with hunter green is big too; we have to have a mix. I like what I like; I may not wear it, but someone else would—I want something different."

And different is what Flying Lizard shoppers get. The broad assortment of brands and colors are easily accessed on flat table and hanging displays, all bright colors, prints and solids arranged with complementary tops, bottoms, sports bras, jackets, T-shirts and accessories. Her sales are 80 percent apparel with impulse purchases at the cash wrap like Swell water bottles, Hanky Panky





and Commando thongs, Manuka Pro mats and jewelry items comprising about 20 percent. APL Running shoes comprise part of that 20 percent and are a lightweight and colorful brand Lurie enjoyed wearing, so the company supported her stocking them. "I'm sticking to one brand," she states but added a couple of "funky" high-top and fringed styles she wanted to try. Her top new brands are Free City, Michi, DYI and Lazypants.

While e-commerce is a part of her future plans, online purchases are currently from a limited selection. "We'd like to expand online, but that is like opening a whole new store!" Lurie states, "We're working on it."

Lurie says she is pretty casual in her dress and lives in her favorite, the Ultra Core line, which is also her top selling brand, despite the \$185 retail price tag. "People text me all day looking for them and they buy a couple of pairs at a time." The fabric is a heavier denier and the colors and styling are cutting edge, including foil stamps and laser cut patterns. Another popular brand is Pam & Gela T-shirts—also pricey at \$135-160, but not a deterrent to Flying Lizard customers.

The Flying Lizard "kids" line, including Drama Queen, Submarine, K-Deer, Lauren Moshi and Terez, has become a successful addition, especially for the ever-growing mother-daughter workout duos, which Jessica exemplifies. "I take my kids everywhere—even to meetings with me. Sometimes they are good and sometimes, well...," she adds with a chuckle, "I bring them to CrossFit and they do burpees and yoga too. I didn't want someone else raising my kids." Since a nanny was not an option, Lurie is on the run with kids in tow. She also credits her "super helpful" husband, Terry, for her ability to do it all.

On the afternoon we spoke, Lurie drove up to the store with one child taking a nap. Her sales staff sat in the car so the nap could continue while we chatted inside. Juggling is obviously part of her daily workout routine.

Part of Flying Lizard's promotional work happens in the community via charity contributions and with area schools who hold bazaars, with proceeds going to the school programs; the children's lines help in that effort as parents subsidize their family's workout wardrobe as well as the schools.

"Growing up, Jessica was always a self-starter with an entrepreneurial spirit and very independent. She always did whatever she had to do to get things done," says proud father, Gregg. "We are very much alike in personality and have the same taste—we're a great team."

If you think the Flying Lizard pose is complicated, try Lurie's schedule. The happy, healthy and passionate 36-year old mother of one and three year-old girls starts her day by getting her kids to school, then goes for a workout—CrossFit is her favorite, but she does every kind of workout she can, in part to promote and weartest her selected athletic wear lines but also to give her

BUSINESS IS STRONG AND THE FLYING LIZARD SHOPS ARE THRIVING. that one hour for herself. After, she goes to one of her stores, one in Aventura and one in Coconut Grove, then picks up the youngest from school and makes calls and meetings in between. Her newest store in the Boca Town Center Mall, located at the entrance to Bloomingdale's, is doing so

well that her managers handle it with minor guidance. The Aventura's store's sales have grown 30 percent in the past year since its opening, following the store in Coconut Grove, and the Boca Raton store, open only six months shows potential of catching up soon.

As the business side of the partnership, Gregg Lurie sees the category growing and Flying Lizard expanding into a "real" chain. Jessica, as the buying, selling and promotional side, seems to get great satisfaction from making her customers happy. "People are going to the gym and to the street and want to look good and feel good in what they wear. We are trying to meet everyone's needs, catering to all genres of people. But they are all young at heart and love to be active!" •

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An Active Niche



Michigan's SheActive Boutique Stands Out with a Tight Focus.

By Cara Griffin

VISIT THE WEBSITE OF ROCKFORD, MI-BASED women's activewear store SheActive Boutique and a few descriptors stand out right off the bat. "We are zealous about being active." "Complacency is the enemy." "We don't always wear shoes." "We like dessert."

The unique boutique, which highlights workout and athleisure apparel made in the U.S. and Canada, focuses on offering quality-made clothing that can't be found in a big-box stores.

SheActive Boutique was founded by owner Priscilla Hansma in the fall of 2014. Hansma says her mission is to offer "a combination of superior workout and athleisure apparel with personal attention and service to every customer."

Key brands at SheActive include Beyond Yoga, Alo and Darn Tough, among others, says Hansma, who also got her first Carve shipment in this spring. "I am excited about that," she notes. "And there's this little brand called Sundays. They make the best sweatshirts and sweatshirt dresses. And Message Factory — they are from Quebec and make everything in the softest organic cotton."

The brands she carries "offer something different and hopefully a different story," she says. "I love having brands that are up and coming and new brands that no

one else in West Michigan carries. There are so many little pop-up brands of leggings. I love highlighting brands that have a good story, like Indigenous. Indigenous makes fair trade fashion, where you can scan their bar code and it tells you about the person that made your garment."

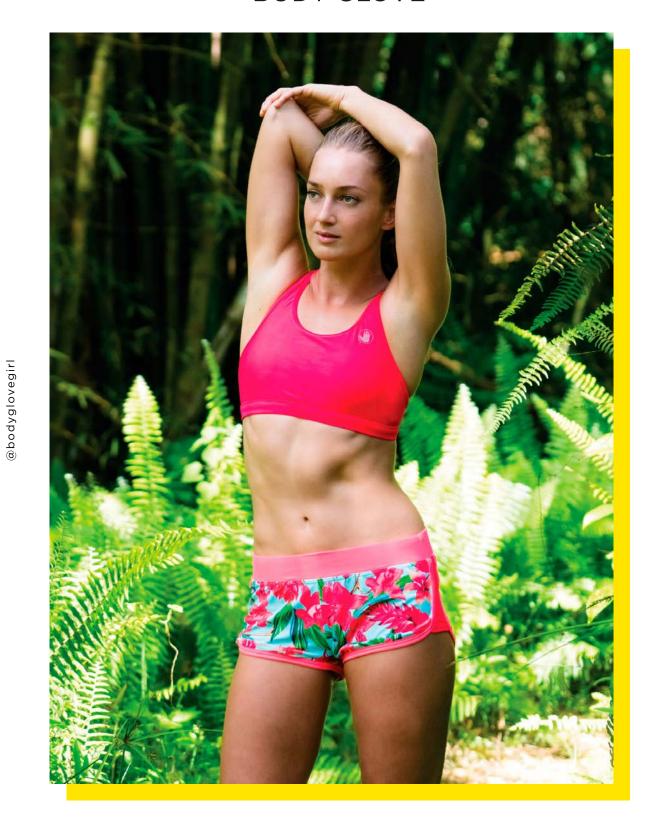
Hansma, who has a professional background in health/life insurance (she still has her license), had also previously repped the brand Run Girl Run, working a few expos for the brand before deciding to open her own shop. She found herself drawn to the smaller brands that most stores weren't carrying and opened SheActive Boutique using her own savings. "I did a lot of research, read books and went to GROW (Grand Rapids Opportunity for Women) for advice," she says.

The customers that visit her store are, she says, in general, "a little older." Hansma says customers in this demographic "are looking for workout clothes for their aging body. A lot of workout clothes are geared toward young/skinny girls. I understand that and can relate to them, because I'm a little older too. Better quality workout clothes are a lot more flattering mostly because they use better material. I have a mixture of stay at home moms that live in workout clothes and professional ladies that wish they could."

SheActive Boutique also has a community feel to it, with a running group that meets three times a week in the morning. The store offers yoga classes in-store in the winter and outdoors in the summer at a park a couple of blocks away. They also host events such as bra nights and foam rolling clinics.

Despite a competitive retail environment, Hansma says her shop is able to stand out because of its tight focus on female customers and her dedication to carrying brands not available at big-box chains.

As for trends in the year ahead, Hansma points to continued strength in the leggings category. "For leggings, cutouts and mesh continue to be strong," she says. "It's all about soft fabrics, too. Modal [rayon] and French terry for tops. And strappy bras." •



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AESTHETICS + PERFORMANCE = PERFECTION



BY CARA GRIFFIN

THE PHRASE "OUTDOOR STYLE" USED to mean something quite different than it does today. Once it might have evoked images of super puffy jackets designed for withstanding the most extreme weather. And at one point it may have brought to mind the laid-back, "crunchy and granola" outdoor stereotype. But today, "outdoor style" is reflective of a whole new aesthetic. Brands with an edge. Brands that make beautiful garments that look good, feel good and perform.

Advances in construction and fabric tech mean true performance garments can coincide with stylish intent. Urban fashionistas rock outdoor style. This crossover is here to stay.

Here, designers and execs at some trendsetting outdoor brands weigh in on aesthetics, performance and the balance between the two.

"While performance is the primary need for a product being used in an extreme or dangerous environment, like the top of Everest, the outdoor customer base is moving away from wanting to look like this for everyday use, or even most outdoor activities," says Nathan Dopp, president of **Fjällräven North America**. "Most consumers want a product that will be functional and appropriate on a day hike or short camping trip and also for walking the dog,

The Royal Robbins Temperate wear apparel line takes outdoor industry outerwear tech and merges it into stylish menswear tweeds and flannels.









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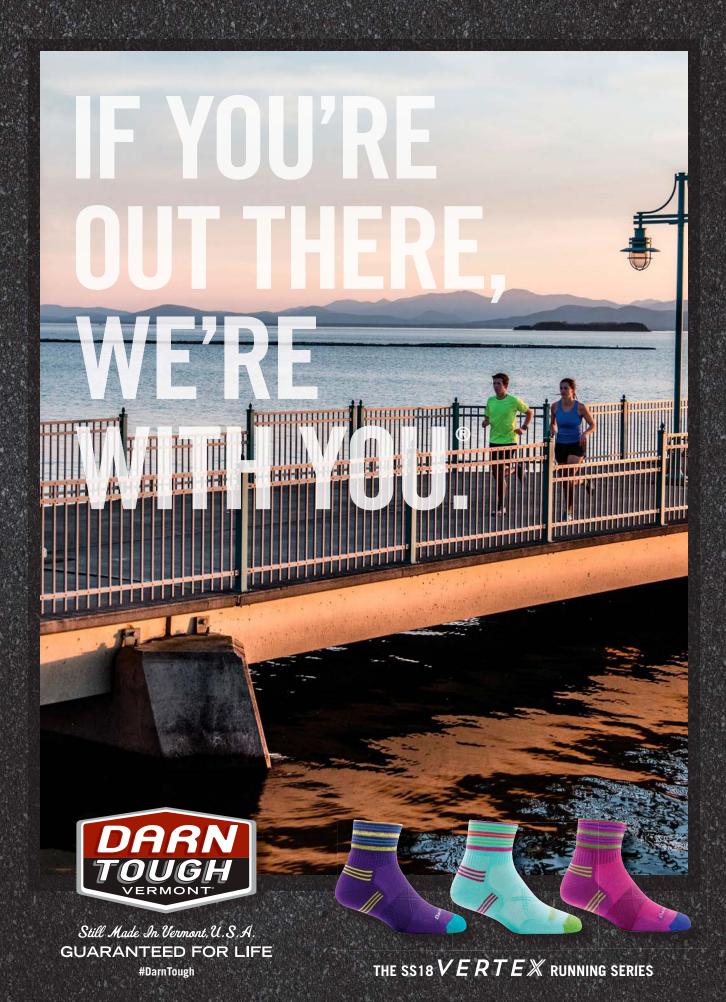
or spectating at a kid's soccer game. This versatility is a pillar of Fjällräven's products, they're built for a lifetime of adventure."

Founded in 2007, Nau is another leader when it comes to infusing beautiful design into the outdoor realm. "Ultimately performance and functionality supersede aesthetic," says Mark Galbraith, GM of Nau. "If an item of clothing fails and puts the user in an uncomfortable or even life-threatening position, it does not matter how good the user looks. However, the best product designs achieve both criteria, and at Nau we believe that performance and aesthetic can both exist without compromise. In fact, this is the highest goal of good design— to provide maximum performance for the end use intended and a clean, lasting aesthetic."

Mike Faherty co-founded the surf-inspired brand **Faherty** in 2013 with his brother Alex Faherty. Both are lifelong surfers. Mike has a background working at Ralph Lauren while his twin brother Alex has a finance background. The beachy brand also has a sustainability focus. "The clothes I design are the ones I have been craving to wear," explains Mike Faherty. "So I start simply: What is it that I want right now? And then I will



Nau apparel is designed to "provide multi-use performance and have a clean, modern and timeless aesthetic that is as appropriate in the backcountry as it is in the city."





work each product category separately. For example, I'll ask myself 'what kind of jacket am I missing?' Then start brainstorming."

Zander Nosler, founder of Kitsbow, makes mountain bike apparel. The garments perform, but are also known for looking good off the bike, too. "We try to make high performance apparel with great style," says Nosler. "Technical constraints are constraints and the role of good design is to work with them, make them part of the style. That may lead to a higher price tag, or a fit that doesn't work for everyone, but those are all trade offs you have to make. The key is just to be conscious of the tradeoffs you are making. Don't get backed into a decision or let a single voice rule the conversation. Craft is also a big part of a perfect garment as is fit. And those both relate to performance and style."

Cotopaxi is an outdoor brand focused on creating innovative outdoor products and experiences that also fund sustainable poverty relief, move people to do good, and "inspire adventure." The products blend style and performance, as well. Cheri Sanguinetti, Vice President of Product Design, Founding Member at Cotopaxi, notes, "Because



Faherty's classic Baja Poncho is made with a super soft cotton. "My focus is to design and develop our fabrics to perform in all situations, no matter what the product," says co-founder Mike Faherty.



Leisure Anywhere

New for 2017, Coghlan's has introduced a full line of nylon parachute hammocks and accessories for lounging in the great outdoors. With single, double and insect mesh hammocks, Coghlan's has the perfect hammock to meet your customers' needs.





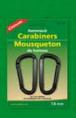












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we view performance/style as intrinsic, we don't feel the need to pin one against the other during the design process," says Sanguinetti. "Instead, we look at who we're trying to appeal to, and what's important to them, to our suppliers, and to the Cotopaxi promise and we create products that we feel represent individual needs, thus integrating both aesthetic and performance elements as best as possible."

Mountain apparel brand **Kühl** has long been a standout in the outdoor world, a trendsetter, not a follower. Kühl owner/founder Kevin Boyle believes the brand has been able to become a disruptive leader in part because of its ability to infuse style into its performance design process. "While most famous brands fall into two categories, one based on appearances the other based on technology, we take a different approach," he says. "Since style without substance is frivolous, technology is also no excuse for poor design."

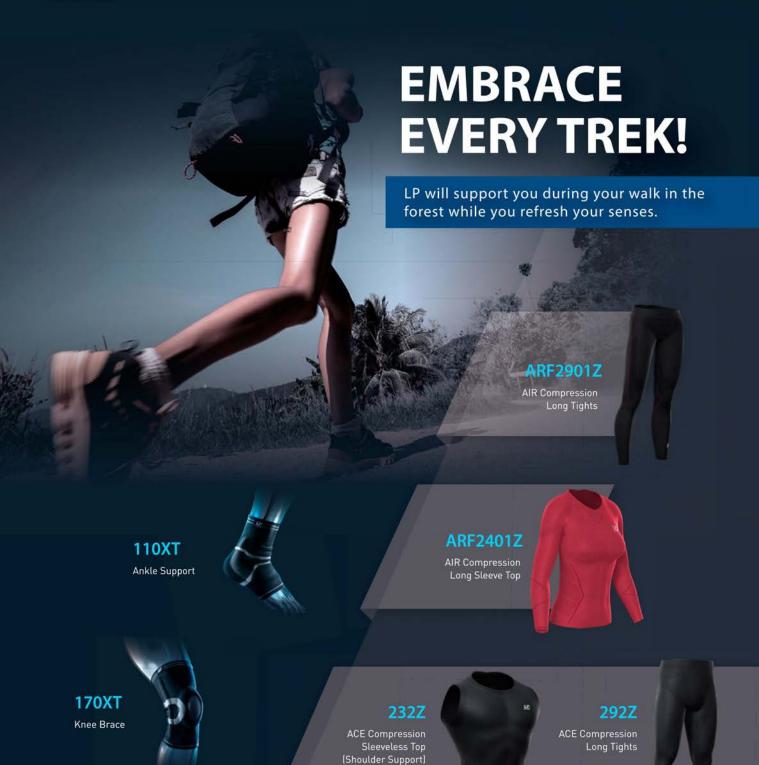
What Boyle describes as the brand's "iconik design" is "where passion and performance become one."

Ben Mears is the head of global design for **North Sails Collection**, an apparel brand rooted in sailing that offers up a stylish design aesthetic. "I believe



Outerwear style from Kühl. The brand's design ethos aims for its styles "to stay in the memory of anyone who sees it and stand the test of time," while balancing both performance and style.

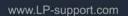








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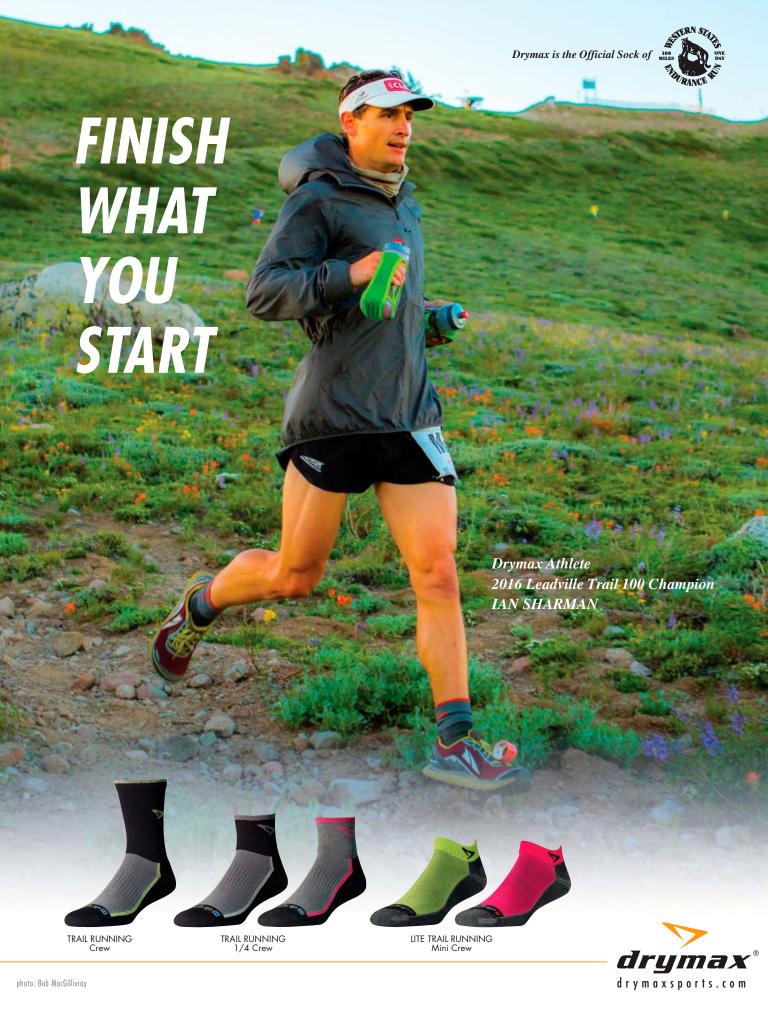


that providing true performance in a garment does not have to sacrifice style," says Mears. "The first thing we do when we sit down to design our collections is to find a way to bridge a gap between Minden, Nevada and Milan, Italy. Minden is the epicenter of North Sails' most advanced sailmaking technology, there is not a more advanced laboratory of innovation in the use of materials in the world. Milan is the epicenter of fashion and where most of our apparel designs originate from. When we can combine the ingredients and innovation from Minden through a Milan filter, it's strikes a balance that is unique to the outdoor market."

The merino sock makers at **Smartwool** are also making a mark with stylish active apparel pieces. Sue Jesch, Smartwool Design Director, notes, "There is a growing importance of a balance between performance integrated seamlessly in design, intuitive integration, and style. The need is for performance to almost go unnoticed. Aesthetic and function are of equal importance to the consumer. Beauty meets function. The consumer does not want something that will just perform for them. They want this piece to look good during and after activity.



ExOfficio's Iona Trench is a modern wool-flannel London-style trench that is waterproof and breathable.





This is most important. The garment must function, but it must look good and provide the end consumer the versatility they seek to wear in and out of activity."

Gen Arai, GM at Japanese brand **Goldwin** has a long history in outdoor design, having helped to pioneer The Purple Label at The North Face. He has been with Goldwin for three years and Fall 2017 is the first collection where he feels his influence is exerted fully. "The fusion of maximum performance and practical, minimal design is valuable in sportswear," he says. "We are passionate about creating aesthetically pleasing product that is led by functional minimal design. At Goldwin, it is the concept of the lifestyle line to balance function with style. We are conscious in creating practical apparel, with style, and unique twists on performance. Garments need to function during the daily commute, a long vacation, a hike, and even walking. Our apparel needs to be versatile to suit individual's lifestyle."

Greg Thomsen, managing director of **adidas Outdoo**r, U.S., says, "In today's outdoor market, performance is essential, but if the product does not have the aesthetic appeal it will



Fjällräven apparel is designed to work from "City to Summit." The brand is a fit for consumers who want to "look great and perform at all levels."



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OUTDOOR STYLE

never see the light of day. The level of design expertise and production craftsmanship is at an all-time high and there is no room for half way designs. Products must have both the required style aesthetic and the necessary performance features to be successful. And of course they also need meaningful innovation, holistic value and brand positioned styling."

Stonewear's Sara Roberts notes, "In today's fast paced world [women] need clothing that moves with them throughout the day. They hit the gym in the morning and need the performance application of their clothing, and then move right into coffee or errands and want the transition to an aesthetically appealing outfit."

Likewise, in pieces designed for travelers headed to urban destinations, **ExOfficio** aims to balance stylish versatility and high performance for urban explorers. Technical fabrics provide a variety of features such as temperature regulation, water-resistance, odor-reduction, mobility, clean silhouettes, durability, and wrinkle-resistance. "ExOfficio's ultimate goal is to make travel easier by providing clothing solutions that the traveler doesn't have to think twice about,"



Mountain Khakis fuses an athleisure/ yoga vibe into outdoor style with the Solitude Short Sleeve Shirt and Solitude Slouch Pant.



says Brian Thompson, GM of ExOfficio.

Arc'teryx leads in both style and performance. "Products can start from many places, but they're always grounded in a functional need," says Carl Moriarty, design director, apparel at Arc'teryx. "That function, may be driven by a particular textile, a feature, a fit concept, a construction technique or any combination of these elements. Our process is to place these functional elements into their optimal configuration and then set about making that configuration as elegant as possible. The goal is to remove any resistance the user might have to the product—to make it invisible to wear and a natural extension of your identity."

Men's brand **Fisher + Baker**, which bridges "fashion and function," has a highlight collection that exemplifies outdor style — Everyday Cashmere. The brand worked with Optimer Brands to develop a fine blend of cashmere and drirelease that combines style and hand with functional performance.

"Our design process starts with thinking about 'the everyday.' We start with style and then make sure we consistently push the limits to include the key functional performance factors in fabrications, trims, design elements and construction," says Fisher + Baker's Mike Arbeiter. •



Fall 2017 apparel from the Mountain Hardwear line. For the brand, performance means "products purposefully designed, form following function, using the highest quality materials and technologies."

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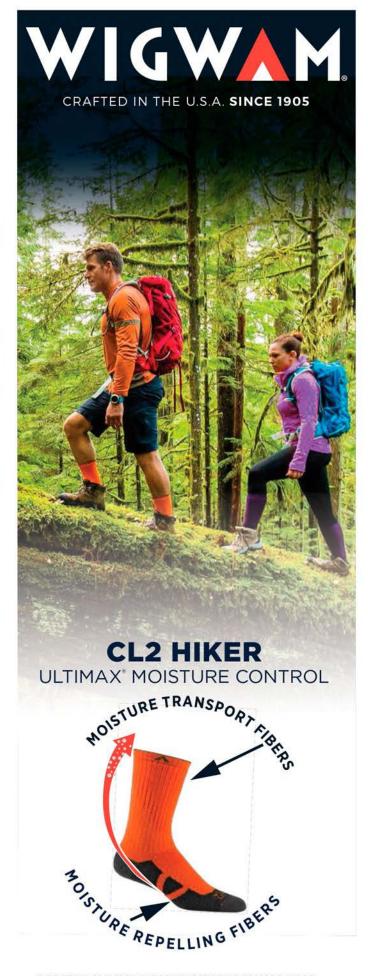
- 1. Lightweight mesh-and-leather upper, black-on-black styling, fast design language if it wasn't for the classic boot silhouette and recycled rubber traction, you'd never know the \$130 Spring '18 Altimeter from Timberland was as well-suited to the outdoors as it is.
- 2. Waterproof, with extra luggy traction, Sorel's Fall '17 women's Out 'n About Sneak boot (\$120) brings cheerful style to wet days.
- 3. Danner's Vertigo 917 boot (\$220) is expressly designed for city and country use with a chic leather upper, Gore-Tex lining, springy Vibram
- SPE midsole and an exclusive Vibram outsole with XS Trek rubber made to last and stay grippy no matter the surface.
- 4. The \$139.95 Forsake Driggs boot is prepared for bad weather with a waterproof membrane, taped seams and gusseted tongue, but the mixed-materials upper and athletic design lines call out for daily wear indoors or out.
- 5. Columbia's \$155 TwentyThird Ave boot shouts out its classic outdoor heritage with speed lacing and full waterproofing but the



it all-day wearable, no matter where the day takes you.

6. The \$165 Kualono WP boot from OluKai is ready for anything outdoors with a waterproof breathable membrane and grippy outsole - as well as anything indoors with its versatile waxed leather and textile upper.

7. Oboz's new women's-specific Sapphire Mid (\$160) is an all-nubuck leather lightweight hiker with the brand's proprietary B-Dry waterproof membrane and a low-profile, lightweight outsole-midsole — it's trail ready, but rich color and streamlined looks make it a main street mainstay.



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1. Wolverine's new \$375 Spring '18 Duvall boot is a little bit woodsy, a little bit city with a refined, roughout leather upper and an ultra-luggy Vibram outsole.

2. Lightweight and durable, Lowa's \$210 women's-specific Innox EVO QC/WS boot is made for athletic pursuits outside, with seamless

construction and waterproof breathable protection, but the sleek design and bright color offer style to spare.

3. The North Face's \$150 Back-to-Berkley Redux Reflective boot has performance traits that could take you up the mountain, but its eyecatching reflective upper says it's just as ready for urban adventures, too.





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INKnBURN The INKnBURN team thrives on producing a truly unique and quality product. The brand's handcrafted athletic apparel is made in Southern California and all of the brand's styles are tested on ultra runners at extreme distances. The designs are "for people that don't feel the need to blend in with the crowd."



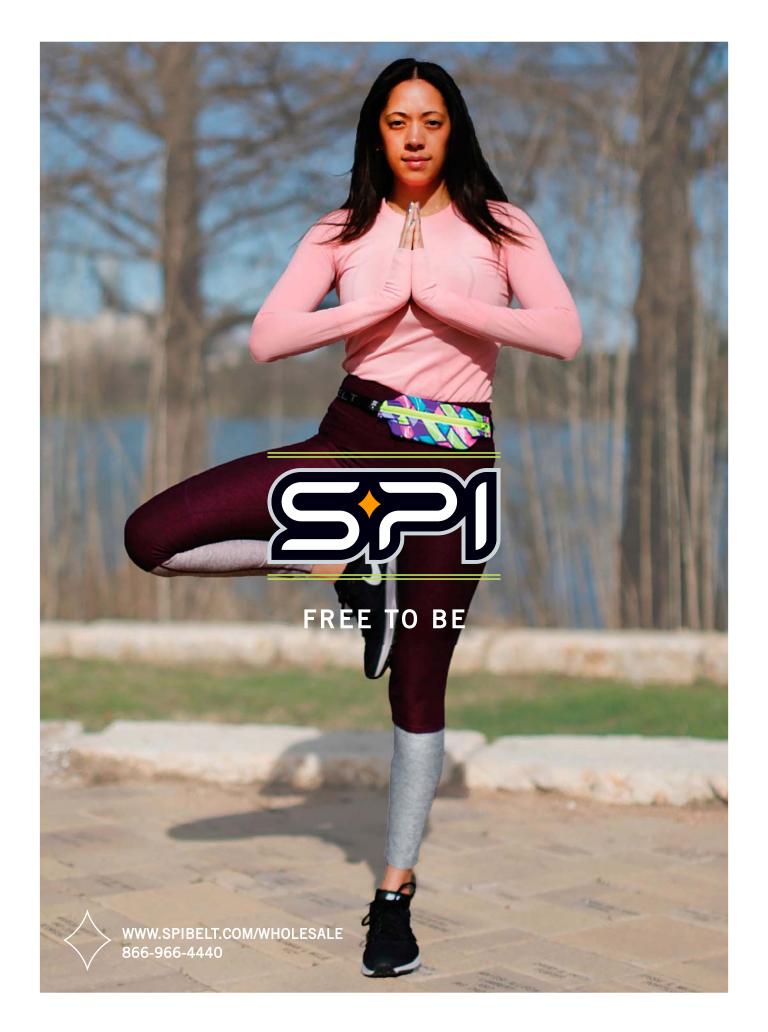
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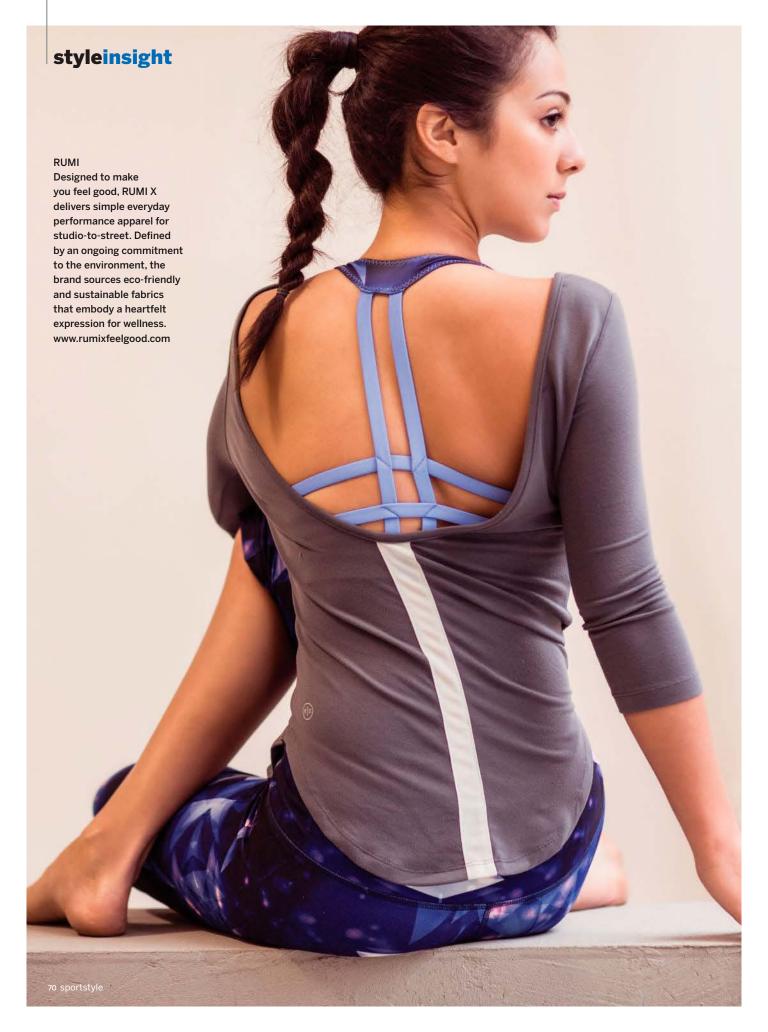
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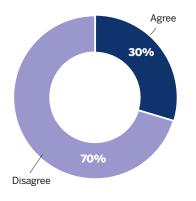


Key Take Aways

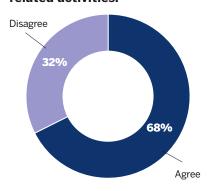
trend insight consumer survey

STYLE IS IMPORTANT TO CONSUMERS, BUT MAKE NO MISTAKE, WHEN IT COMES TO ACTIVE APPAREL AND FOOTWEAR, performance is exceedingly important, too. And when consumers buy activity-specific footwear, they are planning to wear it for both casual and athletic purposes. These findings and more exclusive insight come via a survey of more than 100 consumers conducted for *Sportstyle* by MESH1. Respondents let us know where they shop and why, and what criteria they base their active apparel and footwear purchasing decisions on. Nearly 70 percent of respondents told us that they wear their sports apparel and footwear equally for sports activity and casual wear.

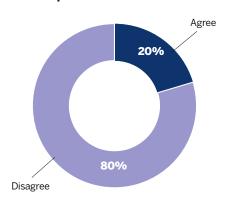
I wear my sports apparel and footwear for its specific end use, sport activity only.



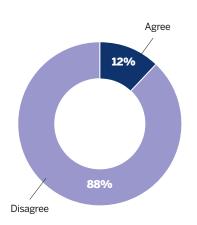
I wear my sports apparel and footwear equally between my sports activity and non-sports related activities.



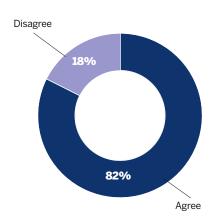
I wear my sports apparel and footwear primarily for non-sports related activities.



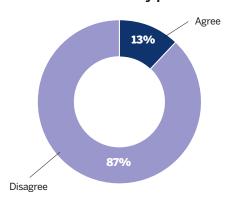
I tend to be brand specific from head-to-toe.



The brands I purchase are performance based.



The brands I purchase are more of a statement about what they say about me rather than how they perform.



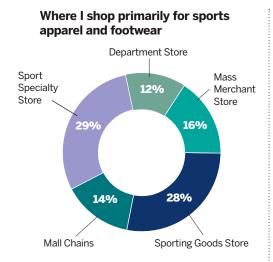


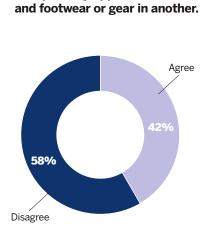
Make confident, data-driven decisions throughout your product development lifecycle with the MESH1 Consumer Insight Platform.

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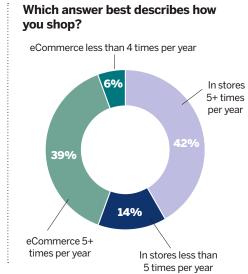
Key Take Aways

trend insight consumer survey





I shop for my apparel in one store,

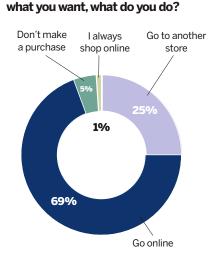


Store amenities Customer Service 24% 26% 28%

Most important criteria when

shopping in stores?





If you shop in store and don't find

Trend Insight Consumer delivers consumer research conducted on the MESH1's Platform. MESH1 collected the data on these pages from a panel of 108 active U.S. consumers with an average age of 40-years-old. For more information on the MESH1 Platform, contact Brian Bednarek at 603-766-0957 or brian.bednarek@mesh01.com. For information on Trend Insight Consumer and how your company can participate, contact Jeff Nott at 516-305-4711 or jnott@formula4media.com

Price



Brand Selection



