

manning up: premium men's activewear takes off

fitness facts: what, wear & how

textile trends

yoga power



winter 2017

sportstyle

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A new crop of brands takes aim at the premium men's active consumer.

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On the cover: StrongBody Apparel.

On this page: Apparel by Nancy Rose Performance. NOTES



Lost in the Super Market

A few years ago, I attended a conference and sat through a presentation on "affordable luxuries." "In tough times, consumers want to treat themselves, that's why the gourmet cupcake business will be strong," the speaker stated from the podium. And indeed, that has been the case. A new category of retail has emerged. Last fall, Seth Horowitz, a former senior executive at Everlast and Modell's, was named president of Baked by Melissa, a company that sells gourmet cupcakes through its mall-based stores and company website. Baked by Melissa is a prime example of what the speaker spoke about years ago: affordable, stylish luxury.

Fashion takes many forms. Sometimes it's lycra spandex, other times batter, frosting and food coloring.

Indeed, working the winter trade shows earlier this year, I felt like I was in a gigantic activewear super market, dazzled by color, variety and the many forms that activewear is taking. At The Running Event, which our company owns, performance was paramount. The active designs were serious, and well made: built for speed and durable enough for repeated wearing and washing. At the more fashionable shows, style reigned. Working the booths at these shows, I was struck by a few thoughts: namely that women would have to be built like super models to wear the trimly cut silhouettes and secondly that they would have to be paid like super models to afford the prices (and that some of the items were so delicate they would need to be dry cleaned).

Surely, there is some middle ground here. That is what we are trying to portray in the pages of *Sportstyle* magazine and at the upcoming trade show of the same name that will take place in June in Fort Lauderdale. Sporty enough to work out and sweat in; stylish enough to wear anywhere you damn well please.

In the midst of all this running through trade shows, two quotes from senior executives in our business grabbed my attention. Neiman Marcus CEO Karen Katz referred to the athleisure customer as seeking "casual luxury," and suggested the trend had just begun. "There continues to be a push toward a much more casual lifestyle, even from customers who buy the best of the best," she told *The Robin Report.* That makes perfect sense, too. If true luxury is doing what you want when you want it, then dressing in a casual, chic, active way is incredibly luxurious.

And then Kevin Plank, Chairman and CEO of Under Armour told Wall Street analysts on a conference call that: "We need to become more fashionable with the products that we have out there." This was a striking comment from a former NCAA athlete who has built a \$5 billion business based on performance product and a reverence for athletes. But it was smart and timely.

We all want sports performance and we want style. In other words, we want our cake and we want to eat it, too.

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TRENDS

Premium active lines designed for Dudes?

The premium men's customer is one that many believe has been ignored by the traditional sports performance apparel brands. A new crop of brands is targeting the market with not only style, but with interesting fabric stories to tell, as well. Rhone CEO and co-founder Nate Checketts realized launching a men's active apparel line was a good idea while he was visiting the home of a friend who would eventually become his business partner. "This guy had just bought a pair of workout pants from a well-known women's Yoga retailer," recalls Checketts, careful not to say the "L" word in referring to Lululemon. "He walked in the door and his son said 'Why are you wearing my mommy's pants?' That made us realize there was a huge opportunity to create a men's line that had the same taste level, quality and performance aspects of some of the better women's lines."

Two years later, **Rhone** apparel is in 350 doors, including the pro shops at Equinox gyms, Nordstrom, Bloomingdale's and better men's stores, such as Mitchell's and Darien Sports Shop in Connecticut. Checketts believes the company's GoldFusion collection, which uses a technology that was developed for the agricultural business to fight crop disease, could be a major breakthrough for the company.

The GoldFusion technology uses laser technology to adhere microscopic gold and silver particles to the fabric used in garments, which inhibits odor retention and improves drying time, colorfastness and UV protection.

The GoldFusion product debuted last fall on the Indiegogo crowdsourcing site and generated \$100,00 in revenue. "Crowdsourcing platforms are known for being made up of early adapters, so we were excited to get this product in front of those people," Checketts says.

Rhone launched with a collection of men's T-shirts, shorts and tops that used X-Static fabric from Noble

omaterials X-Static permanently bonds metallic silv

Brands see a major opportunity.

By Mark Sullivan

Biomaterials. X-Static permanently bonds metallic silver to the surface of the fiber, which inhibits the growth of bacteria on fabric, eliminating human-based odor for the life of the garment.

"Most of the workout apparel on the market uses chemical treatments to inhibit odor and it wears off after a few washes," says Checketts. "We wanted to offer something that was longer lasting, even if it was at a higher price than much of the merchandise currently on the market."

Short sleeved Ts and shorts sell for \$68; tank tops sell for \$58, Long sleeved Ts sell for \$72 and hoodies sell for \$98. "Our product costs more because it costs more to make," Checketts says.

To launch Rhone, Checketts, the son of former NBA executive Dave Checketts, raised \$1.2 million from his family and friends and has since raised \$5 million from a group that includes former NBA Commissioner David Stern, Steve Bornstein, a former ESPN executive and current chairman of the game company Activision Blizzard, and retired NBA player Shane Battier.

Checketts and Rhone are not alone in their pursuit of a premium men's customer that many believe has been ignored by the traditional sports performance apparel brands.

Strongbody Apparel is a Canadian brand that is also emphasizing a fabric technology story. The company manufactures in its hometown of Vancouver and says controlling its factories ensures "ethical working conditions," and supports the local economy. Strongbody's fabric story is built around what it calls NanoElite+



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TRENDS

Technology. The "magic" ingredient, chitosan is a linear polysaccharide harnessed from the shells of crustaceans, which the company says inhibits the growth of odor causing bacteria on its clothing. "NanoElite+ is certified by the U.S. EPA and transforms a byproduct of the fishing industry into a natural, and renewable performance technology," says Quincy Samycia of Team Strongbody.

The company was founded in 2012 and started selling in the U.S. the following year. The American market accounts for 80 percent of the company's direct to consumer e-commerce business and Samycia hopes that carries over as he places the brand in better men's boutiques, high end clubs, hotels such as Montage and better gym pro shops.

Dusk is another new entrant to the men's active market that is also stressing its "ethical" manufacturing. The brand was founded by Jordan Schiff, who has worked with brands such as Saturday's Surf NYC,

The Elder Statesman and Band of Outsiders. He was also a merchandising director for Vince and prior to that, Jordan was the General Merchandise Manager of American Apparel and worked as a merchant at Urban Outfitters.



Like the other entrepreneurs featured in this story, Schiff saw a void in the market for product designed for guys like him. "Activewear isn't cool, most of it isn't well made and dear God there are lots of people doing it," he says. "We're trying to find a

simple balance of minimal, wearable quality basics that look good and perform."

Dusk, too, has a fabric story to tell, using high quality fabrics from the Swiss mill Schoeller that is known for its high-quality anti abrasion, anti-microbial, moisture wicking fabrics for all types of activity. Dusk also uses woven textiles from Takihyo in Japan and manufactures in Los Angeles and Portugal.

"I noticed that the more expensive activewear got, the more designed it felt. Expensive items had more bells and whistles, weird colors, zips, and the like," Schiff says. "So, I tried to combine the best fabrics and strip the garments down to something that was purely functional, without any real adornment."

Dusk's line features shorts, tights, leggings, Ts and a shirt jacket. "It's about having the right things," Schiff says, "not a lot of things." +

Men's style, clockwise from top left: Strongbody Apparel; Vimmia; MPG; Dusk.



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RESEARCH INSIDE **FITNESS** THE WHAT D WFAR F TODAY'S TRENDS BY MARILYN DeMARTINI

A lot of hand wringing has taken place in regards to getting people active. But how much do we know about the people who already are active?

Seventy-two percent of the U.S. population is active while 28 percent is not, says a recent sporting goods industry study, "Tracking the Fitness Movement." So while some work on getting the 28 percent off the couch, the more we know about who the 72 percent are (aka the active people), and what they are doing, the better we can respond to their needs.

Two recent research surveys, one done with fitness professionals and one with fitness participants, provided results that may seem contrary to what we see in our own town or health club. But across the country, several trends are indicators of what is ahead for sports manufacturers and retailers—or what is not.

Survey of Fitness Professionals: The Inside Scoop

The American College of Sports Medicine (ACSM) has long been recognized for applying scientific research to training sports and fitness professionals. In its 11th annual study, the editors of ACSM's Health & Fitness Journal circulated an electronic survey to thousands of fitness professionals around the world to determine health and fitness trends. They differentiate "trends" from "fads" using the Cambridge Dictionary definition, "a general development or change in a situation or in the way that people are behaving" as opposed to a "fashion taken up with great enthusiasm for a brief period." (*continued on next page*)

RESEARCH



WALKING FOR FITNESS

TREADMILL

RUNNING/JOGGING (THOUGH FALLING IN POPULARITY)

FREE WEIGHTS (HAND WEIGHTS)

STRETCHING

STATIONARY CYCLES (CONTRARY TO ACSM)

WEIGHT/RESISTANCE MACHINES

> FREE WEIGHTS (BARBELLS)

ELLIPTICAL MOTION TRAINER

SWIMMING FOR FITNESS

WHAT IS HOT For gen X, Y, Z?

BOWLING WALKING RUNNING/JOGGING

The study reports the newest and top trend for 2017 is Wearable Technology. This is of no surprise as activity trackers, smart watches, heart rate monitors, GPS tracking devices, and smart eyeglasses are apparent on the wrists and bodies of athletes, aspiring athletes or weight watchers around the world. The study quotes business analysts as predicting sales of the Apple iWatch alone to exceed 485 million devices by 2018, while smart glasses are predicted to reach \$1.5 billion in sales. On the apparel side, smart fabrics and interactive textiles will approach \$2.6 billion his year. Counting steps and calories on devices coordinated through an app is status quo, as multiple segments of the population have become reliant on phone apps to communicate information about topics from traffic and entertainment to parking and bill pay. The use of apps is especially important to younger users who are exercising outdoors or want feedback on

their daily living to monitor progress toward a weight or exercise goal.

People are watching what they are doing, but what ARE they doing? According to this study, Body Weight

Training and High Intensity Interval Training, (HIIT) are no. 1 and 2, with Body Weight Training moving up a notch from no. 3 in 2013 and HIIT dropping from no. 1 in 2014.

Using Educated, Certified and Experienced Fitness Professionals came in at no. 4, while Strength Training and Group Training followed at no. 5 and no. 6 respectively; Group Training made the Top 20 for the first time. This trend is one to watch as it appears that larger groups are motivational and effective for all fitness levels, but the study excludes specialty classes like Zumba, Pilates and Indoor Cycling which are dropping in popularity and are now seen as fads. Tell that to the thousands of students who still cram into Zumba and Pilates classes and those who are opening franchises like CycleBar around the country. The trend does, however, bode well for fitness professionals, as the public seems to crave instruction and direction.

In the no. 7 spot, Exercise is Medicine is another trend to watch as this global initiative encourages primary care physicians and health care providers to include physical activity in treatment plans for patients—and to refer them to exercise professionals. Keep in mind that exercise professionals completed this survey, and they are likely to remind doctors that the commonly prescribed rest may not be the best medicine.

Yoga, Personal Training, and Exercise and Weight Loss round out no. 8, 9 and 10 on the survey. Yoga has had a yo-yo range in ratings over the years, due to its ability to reinvent itself regularly with a variety of types, from Hot and Power to Yin and Slow Flow, while Personal Training and Exercise for Weight Loss have been in the top 20 since the survey started. It seems people want to move, but need to be incentivized by a professional who can inspire, instruct and motivate.

The editors of the ACSM survey prompt health and fitness professionals to "take advantage of the growing market of older adults now retiring by providing age-appropriate and safe exercise programs for this once-ignored sector of the population, which seems

People are watching what they are doing, but what ARE they doing?

healthier than other generations." This older adult population desires functional fitness, balance, coordination, power and endurance

and has the time and money and can exercise at off-hours when most gyms are underused. Therefore, the Baby Boomer generation presents excellent potential for the fitness industry, if it capitalizes on the demographic trend noted by PEW Research: 10,000 people will turn 65 each day for the next 19 years. That figure represents a large segment who need, want and will buy fitness apparel, products and gear for themselves, their children and grandchildren, so retailers need to market to that buyer for cross-generational shopping.

Survey of Participants: Who What Wear

The Sports & Fitness Industry Association, a national organization that "Promotes Sports & Fitness Participation and Industry Vitality" worked with the Physical Activity Council (PAC), to design and conduct a nationwide online study during the 2015 calendar year to get the story behind the numbers. Sports Marketing Surveys Inc. sampled 32,658 people and the results were reported across gender, age, income, and activity levels in "2016 Tracking the Fitness Movement." Given all the variables, the findings were broad and gave some predictable results—like the most active age groups are 6-12 and



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RESEARCH

WHAT'S WEARABLE TECHNOLOGY BARRE **BODY WEIGHT** TRAINING CARDIO CROSS TRAINING HIGH INTENSITY INTERVAL TRAINING TAI CHI STRENGTH TRAINING SWIMMING GROUP TRAINING WHAT'S GOING DOWN? ZUMBA

sportstyle

HIGH INTENSITY TRAINING INDOOR CYCLING

> RUNNING/ JOGGING

PILATES BOOT CAMP CROSS TRAINING

STAIR CLIMBING MACHINES

Source: American College of Sports Medicine (ACSM); Sports & Fitness Industry Association (SFIA) 13-17, at 81.1 percent and 80.5 percent, while the 55-64 and 65+ segments came in at 35.1 percent and 38.6 percent, the latter totaling 73.7 percent—those "older adults" indicated by the ACSM study.

Activity level also seems to be influenced by income, as 83.1 percent of the most active earn \$100,000 and over. Women and men are close as 70.8 percent of women are active, compared to 73.8 percent of men.

The most popular exercise is Walking, at 37.3 percent, followed by Treadmill, Running and Jogging, and Free Weights which each comprise about 14-17 per-

cent while Stretching, Stationary Cycling and Weight Resistance Machines come in at approximately 12 percent. Though coming in last at 8.9 percent, after the 9.5 percent who use Elliptical Machines, Swimming for Fitness rose 4 percent. Is Walking for Fitness really growing, or is it just that everyone walks daily and now measures it, so it has become "exercise" rather than getting from point A to point B?

Most interesting were the top activities pursued by Baby Boomers, Gen X, Gen Y and Gen Z age groups. Walking and Treadmill were the top 2-3 for all groups but the young Gen Z (6-15 years) has its top 4 as Bicycling, Bowling, Fishing and playing Basketball, with Walking for Fitness at the 5th spot, just ahead of Running/Jogging, Soccer and Baseball.

Bowling is enjoying a resurgence in the Gen X (36-50 years) and Gen Y (16-35 years) groups, coming in 4th, while for Boomers, it is second to last. It appears the sport skipped a generation as Stationary Cycling, Stretching and Hiking took precedence for the 51-70 year olds. Gen X and Gen Y continue to run, jog and hike and are working out with Free Weights and Weight Resistance Machines, but Stretching is lower on their lists. No kidding—the older generation is taking time to stretch their weary muscles and do yoga, while the younger people are out sweating and getting in a good workout—while not on their mobile devices. But at least a segment of each generation is moving and consuming sports apparel and gear.

Barre classes are on the rise with a 12 percent, 1-year change, and Cardio Cross Training is up by 6.7 percent followed by Tai Chi at 6 percent, Swimming at 4 percent and Cross Training and High Impact Aerobic Training at 3.9 percent and 3.6 percent respectively. Conversely, the survey reported that in the "Core" group, those who work out over 50 days per year, High Intensity workouts were down by -8 percent, Running & Jogging down by -6.7 percent and Boot Camp Training and Stair Climbing Machines down by -4.7 percent. Trend or fad, people seem to be kicking it down a notch, but

People are moving,

in various workouts.

though at varying speeds

are still exploring new ways to move—or using older methods, re-packaged by health clubs and studios. As the bigger health clubs

have large lap pools and many communities have YMCA or school pools that are made available to the public, people may be getting into the swim as a safer and more "Zen" cardio alternative to running and boot camps.

As retailers plan what to buy, and manufacturers plan what to make for the 72.3 percent of the active population, identified by the SFIA, they can be faced with a quandary, What do people want? And what about the 27.7 percent who do only activities with little or no physical exertion? They still wear yoga pants out shopping, to dinner and the movies and they still wear athletic shoes, even though they play no sports.

People are moving, though at varying speeds in various workouts. Fitness apparel and running/walking shoes for all ages are the most in demand items, while it seems that an increase in purchases of fitness swimming gear is in process. Swimmers will need suits created for fitness swimming and will also need transition gear bags to carry wet suits and towels and a change of dry, comfortable clothes—especially if swimming before or after work or school.

Some other good news on the horizon, though retention of health club memberships continues to be a challenge, total gym memberships were up in 2015 from 2014 by about a million. At least we know people will buy more clothes to look good and be comfortable at the gym, rather than pulling on old sweats at home where no one will see. We can assume that the rise in Barre classes will necessitate more leggings and fitness tops, Cardio Cross Trainers will need moisture wicking shorts and tanks and Tai Chi will require yoga style and looser fitting apparel; but is it also time to create vintage looking bowling shirts? +



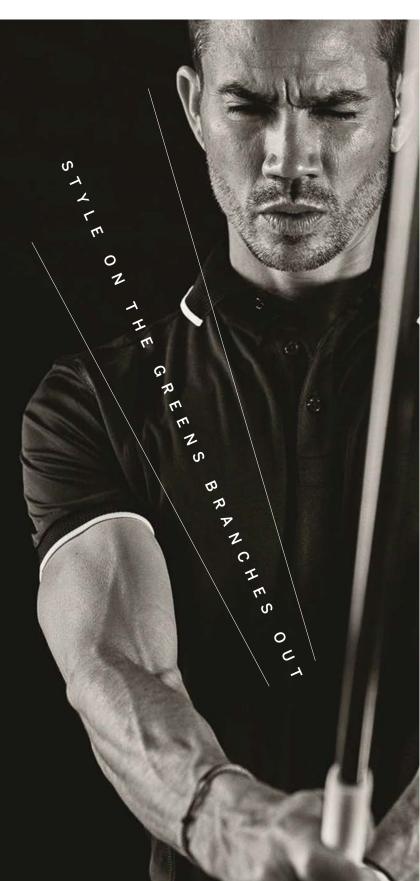
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Golf apparel is sporting a decidedly "un-golfy" look that broadens its appeal. And golf apparel designers are carrying the athleisure trend forward, with golf apparel doubling as casual sportswear. Neutral palettes, highlighted with seasonally bright colors give golf fashion a very sophisticated look—no more plaid pants, lots more technical fabrics, slim cuts and a variety of styles for a smoother swing.

Here are a few of the brands that we see leading this new direction.

Jamie Sadock – Wearable Art

Creative use of hardware, color blocking, textures, fabrics and innovative design make Jamie Sadock distinctively artistic. Though focused on golf, lifestyle is written all over her line. A voluminous collection of faux leathers, pullover sweaters, fitness tights—as well as cool golf capris, tops and jackets provide many colorful options for each season. New fabrics, patching and stitching detail give texture and tactile appeal. Wear Jamie Sadock, people notice.

J.Lindeberg - Designed for a Modern Active Lifestyle

The brand is celebrating a 20-year anniversary. Johan Lindeberg had left the company for a few years but is now back, and is refueling the line with the creativity and style that branded the line as a fashion leader two decades ago—remember Jesper Parnevik's pink pants? Camilo Villegas is an excellent brand ambassador as a golfer and athlete with "attitude" and "energy" tattoos, typifying the line. The JL logo is created now as a "bridge" creating a brand across borders, bridging fashion and function, inspired from Lindeberg's own "inside energy."

Pro golfer Camilo Villegas, with his stylish edge, is a perfect match as an ambassador for J.Lindeberg apparel.



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DESIGN

Clockwise from right: A men's look from Haus of Grey, targeting Millennials; Innovative design from Jamie Sadock; Women's apparel from JoFit is on the lifestyle edge but is geared for golf; Rangewear golf apparel from Adidas; Colorful fashion from Melissa Madden.







Lacoste – Excellent Elegance for the President's Cup

Outfitting the U.S. and International teams for this year's President's Cup competition, Lacoste showed sharp silhouettes for the players—Red, White and Blue, and Blue, White and Gold respectively. Layering polos, vests, jackets and slacks for play and ceremony wear, the line is sophisticated and fashionably classic. Lacoste created seven unique polos per team, one for each day, with stretch and wicking fabrics for comfort, all embroidered with the gold Presidents Cup trophy and corresponding team flag.

JoFit Collection - Apparel that fits your life

This women's brand emphasizes fit from XXS-XXL. Elegant and sporty looks—definitely on the lifestyle edge but geared for golf. Interesting textures and colors in line items that go from golf—to anywhere. Rounded edges, longer backs, tapered lines and soft fabrics give the line a feminine touch, while flowing jackets, dresses and skirts add to the consciousness of the female body and fit.

Haus of Grey - Capturing Culture by Design

This Millennial-look line was created by Travis Johnson pro-golfer, turned designer and developer of the Travis Matthew line. Johnson opted to forge new territories, and "niche products" with "authenticity and original design" and started a new line. With a nod to golf, Haus of Grey is casual lifestyle featuring blended fabrics for performance, function and fit, for a range of active body types. Matte Grey is recreation-oriented, while Heather Grey gives women a modern touch for everyday wear.

Melissa Madden - Lily-Pulitzer Meets Pucci for a Colorful Swing

This seamstress turned designer, wearing one of her own creations, was discovered on the streets of New York by a buyer who wanted "that" look. Madden turns femmy prints and colors into golf-centric silhouettes by tweaking her lifestyle line for golfing clients who choose to wear it everywhere. Skirts, dresses and versatile tops crossover for après-golf as well, inspired by the line's South Florida headquarters, but Madden remains loyal to NYC where Melissa Madden is manufactured.

Adidas – Technology, Fashion and Athletic Heritage

Classic and traditional looks using proprietary performance fabrics gives Adidas' golf collection a casual sport look. With keen attention to design details, the men's line was tactile and clean while the women's profiles were great for golf or the street. Skorts, "range" dresses and outerwear pieces looked athletic, but feminine. The design emphasizes a heritage in performance with a lean to golf. +



Old school elegance on or off the course.

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TEXTILES

BARENDS

By Emily Walzer

Performance, Fashion and Outdoor Lifestyle vibes are all influencing active and athleisure offerings in a major way for the year ahead. Here, we highlight three key material trends to watch for the Fall 2017 season... and beyond.

1. Natural Performance

Below, left: Terramar integrates carbon into its ClimaSense tech to boost performance and comfort with thermo-regulation, enhanced wicking and odor-control. At right: Stand-out sweater fleece from Klingler. Textile suppliers are dialed in to meet consumer demand for fabrics that combine comfort, performance and modern style. How so? New blends are better than ever with natural fibers offering tech advances for added functionality, and the latest synthetics offering the feel and familiarity of natural yarns. Polyester, polypro, and nylon find comfort partnering with wools, cotton and cellulosics, while natural fibers get a functional lift from moisture moving, anti-microbial, easy care synthetics. New active lifestyle textiles aim for versatility, wearability and subtle tech, as a wardrobe of natural performance materials becomes a mainstay.

2. New Age Warmth

2016 was the hottest year on record, on the heels of a record-setting 2015, 2014, 2013 and 2010. Are we recognizing a trend? Savvy textile suppliers are re-thinking their approach to warmth with new lighter weight, hybrid-constructed, breathable products that provide a better fit for today's active outdoor consumer – as well as current climate patterns. Synthetic "featherless" insulation was buzzy at this past January's Outdoor Retailer Trade Show, with suppliers pushing attributes such as ease of manufacturing, price stability, and freedom from compliance complexities. Plus: fleece for all! Today's strong retro trend has pumped life into old-style fleeces, and suppliers continue to knock sweater fleece out of the park.

3. Looky Looky

The visual rivals the technical for next season with an outdoor landscape loaded with colorful prints and graphics. This montage of motifs gives way to three main themes: Retro Looks, Playful Athletics and Sophisticated Urban. Thick, high-loft fleeces and piles pay homage to heritage outdoor with nature and authenticity the drivers for Retro. Bold colors and a high fun factor characterize a more functional grouping of Athletics. Contemporary prints and color ways that easily transition from outdoor to tech-fashion lifestyle capture the sophisticated Urban trend. Visually there is something for everyone in Fall 2017. Take your pick, or take them all. **+**



styleinsight

ANITA

Anita sports bras are designed to offer optimal fit, quality and comfort. The company strives to constantly improve and perfect its products with a focus on quality and design. Anita aims to offer the ideal sport bras in modern designs for any activity, perfectly tailored to the needs of the female body. www.anita.com

Poita

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MIZZEN+MAIN

We launched Mizzen+Main to create the next great American brand and bring innovation to classic menswear. Combining advanced performance fabrics with a refined, traditional style, we have changed the way men approach this staple of their wardrobe with a shirt that is moisture wicking and wrinkle free, has four-way stretch, and requires no ironing or dry cleaning. Our product has been profiled in The New York Times, Esquire, The Wall Street Journal, WWD and dozens of other major outlets. Carried in over 300 specialty and high end menswear stores around the country, Mizzen+Main is making its mark and showing customers they can have the best of their athletic gear with the style of a Kennedy.

JOFIT

From fitness to fun, Jofit is a clothing and accessories company that is designed to fit your life. Combining comfort and style, every garment is meticulously engineered to flatter all shapes and sizes. Built for performance, the fabric packs perfectly so busy women can look polished during sport and leisure. We're a premium brand for women who demand style mixed with comfort, work hard, but don't take themselves too seriously. www.jofit.com



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NOLI YOGA

Founded in 2015, Noli Yoga offers unique yoga & activewear apparel fusing fashion and function. Offering stylish, versatile and high performance products that inspire a healthy lifestyle. Noli incorporates edgy prints and unique technical fabric combined with superior manufacturing to produce high quality product that is designed to perform at the highest levels and provide the most flattering fit. Our collections are inspired by powerful and active women with exceptional style. Our production is fully American made and we strive to provide the highest quality to our customer. www.noliyoga.com

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LABELLAMAFIA

Labellamafia products are not only recognized for their innovative, distinctive design and prints, but also the quality of the material and differentiated patterns. In addition, the brand reinvents itself every season and launches products inspired by the daily life of its consumers. Developed for a better performance in and out of the gym, the lines PRO-ATHLETES, PUSH UP and ULTIMATE gained prominence and became registered trademarks of Hardcoreladies.

PRISMSPORT

71 2

PRISMSPORT designs and manufactures women's activewear in performance fabrics and sophisticated prints, colors and silhouettes. PRISMSPORT activewear is designed to hold up to the toughest workouts, yet look great as streetwear, taking a busy woman through her day fashionably and effortlessly.

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At CHASE54, we strive to create high quality golf apparel suited for a highquality golf game. CHASE54 isn't just any normal golf apparel brand – we do it all. We research. We develop. We manufacture. We deliver. We know our golf and we know our threads, so we thought it was only fair to bring golf lovers everywhere performance apparel that they want and trust. www.chase54.com

CHRISSIE BY TAIL

Chrissie by Tail epitomizes the essence of the Chris Evert brand: graceful, classy, and fabulous. Chris Evert, legendary tennis player and champion with an unparalleled 157 tournament victories and 18 Grand Slam championships, inspires this Tail Activewear collaboration with a youthful, feminine spirit suited for fierce competition. www.chrissiebytail.com

styleinsight

BODY GLOVE ACTIVE From sun salutations at sunrise to evening jogs on the beach, Body Glove Active is made for all your outdoor adventures. Rooted in a lifestyle that goes beyond the gym, our brand embraces the fresh air and free reign that'll leave you with salt in your hair and sand on your toes. www.bodyglove.com





June 14-15, 2017

Trade Show

Showcasing the best footwear, apparel, wearable technology, and accessory brands. June 16, 2017

Consumer Expo

An opportunity for brands to connect and interact with VIP consumers.

Fort Lauderdale Convention Center, Florida / sportstyleshow.com

sportstyle the show



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.

Trade Show: June 14-15, 2017

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



Breakfast Speakers Demos Receptions Networking

Consumer Expo: June 16, 2017

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



Seminars Celebrity Athlete Appearances Fashion Show Consumer Expo and Shopping Tie-in with Runner's Depot



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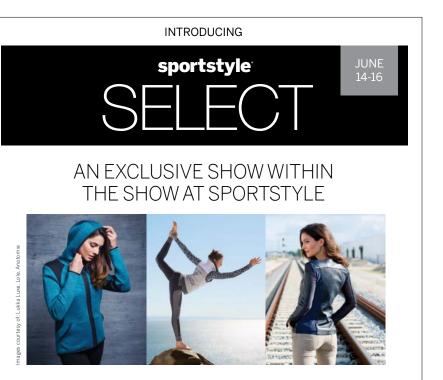
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ALC: UN

Vimmia is derived from combining the Latin words vim (meaning "life force" and mia (meaning "mine"). Together these words equal Vimmia: My Life Force. Vimmia active wear is designed to combine form and function using new high-tech luxe fabrications that integrate style, quality, fit and performance. www.vimmia.com artst PROFILE

> Founded in Denver in 2002, CorePower Yoga currently has over 165 studios across the country. The chain's reach spans 20 states and more than 100 cities. The company plans to open at least 15 new studios this year, and launch in new markets including New York City and Charlotte.



Q&A: TESS ROERING, CMO, COREPOWER YOGA.

REACHING

With a 2016 Yoga in America study indicating that there are more than 36 million people practicing yoga in the U.S. (up from 20 million in 2012), those in the business see plenty of room for continued growth.

Here, CorePower Yoga's chief marketing officer, Tess Roering, discusses business and trends with us.

How would you define the mission of Core-Power Yoga?

"We are committed to our mission of showing the world the life changing things that happen when you root an intensely physical workout in the mindfulness of yoga. The combination of a killer workout, mindfulness, positive energy in the studios and our passionate instructors create a magical formula."

What priorities do your customers have when it comes to seeking out a studio?

"CorePower students prioritize fitness and working out. They are busy and when they schedule in a workout they want to make the most of it, so the convenience and accessibility of CorePower's network of studios, variety of classes and class times are important aspects of the experience. They know that an hour at CPY



will give them a challenging physical workout AND a chance to find some inner peace. Plus, we provide locker rooms with showers and all the amenities students need to get back to their day.

Maintaining a strong sense of community is also extremely important."

Tells us a little bit about the retail element that you offer.

"Our studios feature full retail boutiques and carry the latest in men's and women's activewear and accessories. We take great care in providing yoga apparel that is not only fashion forward, but also can hold up to CorePower's intense (and sweaty) classes. Then, we sprinkle in lifestyle apparel that can support students to and from the studio."

Has the definition of "yoga culture" changed? What still makes it unique in the fitness world?

"In 2002, when yoga was still a 'fringe' activity, CorePower Yoga set out to increase its widespread adoption and make the physical and mental benefits available to more people. While the popularity of yoga has become more mainstream, there is still an opportunity to introduce it to more people. We love that many of our students' first yoga experience was with CorePower, and that we can share our unique blend of a highly intense workout that is rooted in mindfulness – it's a truly powerful form of fitness and the benefits speak for themselves."

What fitness trends are you seeing that are impacting your offerings in the year ahead?

"Boutique fitness continues to grow in popularity. There is an appetite for specialized fitness concepts and consumers are seeking a greater sense of community that a traditional gym setting doesn't provide.

We see this at CorePower. Our students often call the studio their 'home away from home.' They like that they are working out with a group and can be a part of something positive, even though the physical yoga practice is individual.

We've also seen a real shift in formerly fringe concepts, like meditation and mindfulness, becoming more mainstream. Our students find tremendous value in the mindfulness piece of a CorePower Yoga class. And they don't have to sacrifice their workout to find time for it. They can get both in one efficient hour." + There are more than 36 million people practicing yoga in the U.S. according to a 2016 Yoga in America study. And 80 million Americans said they were likely to try yoga for the first time within the year. PROFILE



Nancy Rose is a Manhattan based designer, who launched her namesake brand—Nancy Rose Performance— five years ago. The collection, which targets active women is based on Rose's experiences growing up as a competitive gymnast, who also played ice hockey. Here, she chats to us about her brand and her background.

Can you talk about your experience as a gymnast and a hockey player growing up?

"Both experiences shaped my childhood and ultimately my adult professional life. At a young age I learned that discipline, determination, dedication, and often sacrifice, are necessary to succeed. Those are hard, yet valuable lessons for a child.

I practiced over 25 hours each week—every day but Sunday. When I wasn't in school I was most likely at the gym. This meant I missed time with my friends and family. I wasn't as carefree as other children. But, my friends and family were so supportive. On the weekends my friends would leave me messages telling me where they were. My parents would always make sure I got there, even if only for a little while. It helped bring a sense of normalcy to a not so normal existence.

But I never got caught up in the sacrifices. I was so focused on reaching my goals. Those seconds when I stuck a landing, or knew I nailed a routine, were so satisfying. For the past 10 years, SPIbelt has crafted the ideal running belt. Our pursuit to bridge functionality and style is why we're the #1 selling running belt in the world.

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My career was not without pain though—physical and mental. I competed with a blown-out shoulder and one time landed on the balance beam with only one foot because the other was broken. My hands, which I now use to create designs, were always torn up.

Ice hockey was a short career for me. I insisted on playing because my older brother played. Ultimately, I had to give it up to focus on gymnastics. But I loved playing. It was very personal for me because I was told, 'girls don't play hockey.' I couldn't accept this and it only drove me more to succeed. I loved skating past a boy to score and seeing the surprise when the opposing players and coaches realized that I was a girl. I was only one of two girls in the entire league. Today my young sons play hockey and it is amazing to see so many more girls on the ice." A stylish activewear look from the Nancy Rose Performance line.

Your father was in the garment business. What did you learn from his experiences?

"Just like being a gymnast, a brand is not born overnight. It takes hard work and commitment and I saw that first hand. He would take me to the factories where I learned the technical side of manufacturing. If you don't have a quality product it doesn't matter how good your designs are. I also got my entrepreneurial mentality from seeing my dad run his own business. Getting a job working for someone else was never really in my thought process."

How long has Nancy Rose been in business and how would you describe the line?

"We have been in business for five years. The line is an athlete designed high performance athleisure company based in New York City. I create the line with a woman in mind who is powerful yet elegant. I encourage my customers to wear my clothes during the day and into the evening.

I believe that style is about having a presence. I want women to feel graceful and strong at the same time. I started my career designing dresses so I use design elements in my athletic clothes that you normally do not see in fitness wear. I enjoy the challenge of incorporating these elements into my pieces without sacrificing the functionality."

What are your plans for growing the business? And what retailers are you interested in?

"We are focused on multiple tiers of distribution. Currently we are ramping up our trade show exposure for 2017 and thus far have gotten a great response from retailers in cities across the country. We also are expanding our direct sales team to give our customers a very personal shopping experience with trained and knowledgeable experts.

What are your retail price points?

"We start at \$48 for basic tanks and go up to \$88 for a more intricate top. Our bottoms range from \$82 for a cropped pant to \$100 for a novelty long pant. Sweatshirts and hoodies range from \$98 to \$168." +



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The \$170 Timberland Icon 6-Inch Premium Leather and Fabric Waterproof Boot plays both sides. the velvety collar and laces in deep jewel tones are suber festive - the water proof construction

and l_ugged sole _{are super functional.}

Nothing says winter luxe quite like velvet, and for Fall 2017, the formal fabric will be dressing up footwear across the style spectrum. Sneakers — think the Fenty by Puma Creeper by Ribanna that Nothing says winter luxe quite like velvet, and for Fall 2017, the formal fabric will be dressing up footwear across the style spectrum. Sneakers — think the Fenty by Puma Creeper by Ribanna that footwear across the style spectrum. Sneakers — think the Fenty like in Fall '17. the material's rich luster and footwear across the style spectrum. Sneakers — think the data go. In Fall '17. the material's rich luster and footwear across the style spectrum. Sneakers — think the fenty by Puma Creeper by Ribanna the material's rich luster and footwear across the style spectrum. Sneakers — think the fenty by Puma Creeper by Ribanna the material's rich luster and footwear across the style spectrum. Sneakers — think the fenty by Puma Creeper by Ribanna the material's rich luster and footwear across the style spectrum. Sneakers — think the fenty by Puma Creeper by Ribanna the material's rich luster and footwear across the style spectrum. Sneakers — think the fenty by Puma Creeper by Ribanna the material's rich luster and footwear across the style spectrum. Sneakers — think the fenty by Puma Creeper by Ribanna the material's rich luster and footwear across the style spectrum. Sneakers — think the fenty by Puma Creeper by Ribanna the material's rich luster and footwear across the style spectrum. Sneakers — think the fenty by Puma Creeper by Ribanna the material's rich luster and the material spectrum s footwear across the style spectrum. Sneakers — think the Fenty by Puma Creeper by Rihanna that evaporated on release for holiday — have already had a go. In Fall '17, the material's nicluded. Here's great color will be popping up on more unexpected silhouettes — sandals and boots included. FOOTWEAR evaporated on release for holiday — have already had a go. In Fall'17, the material's rich luster and evaporated on release for holiday — have already had a go. In Fall'17, the material's rich luster and great color will be popping up on more unexpected silhouettes — sandals and boots included. Here's great color will be popping up on more unexpected silhouettes — sandals and boots included. Here's great color will be popping up on more unexpected silhouettes — sandals and boots included. Here's great color will be popping up on more unexpected silhouettes — sandals and boots included. Here's great color will be popping up on more unexpected silhouettes — sandals and boots included. Here's great color will be popping up on more unexpected silhouettes — sandals and boots included. Here's great color will be popping up on more unexpected silhouettes — sandals and boots included. Here's great color will be popping up on more unexpected silhouettes — sandals and boots included. Here's

a peek at some upcoming styles from key brands.

Keds dresses up its class Keds dresses up its class sic \$55 Champion style in equally classic black velvet.

VELVET IS FALL '17'S HOTTEST FABRICATION. Teva pairs the ultimate winter fabric with the ultimate summer silhouette.

> Sanuk's \$55 Donna Lelver style buts a California spin on the tornal fabric



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