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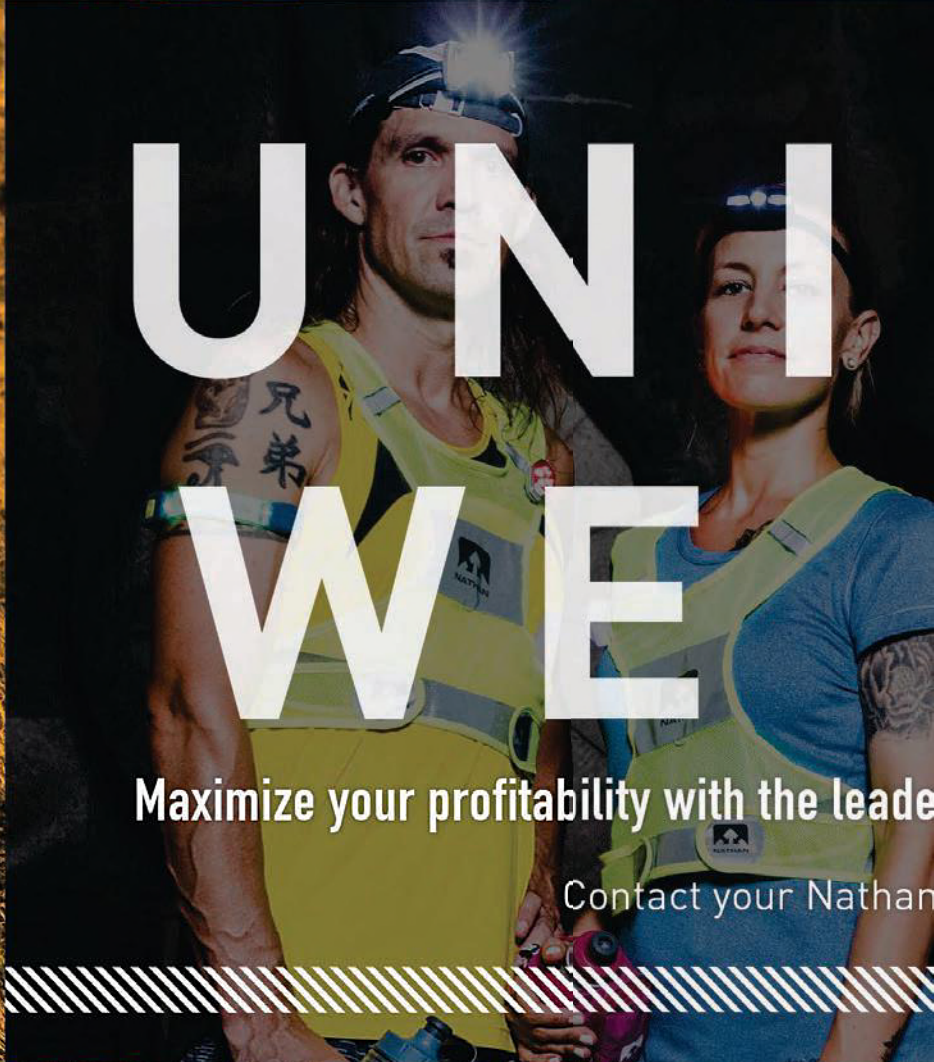


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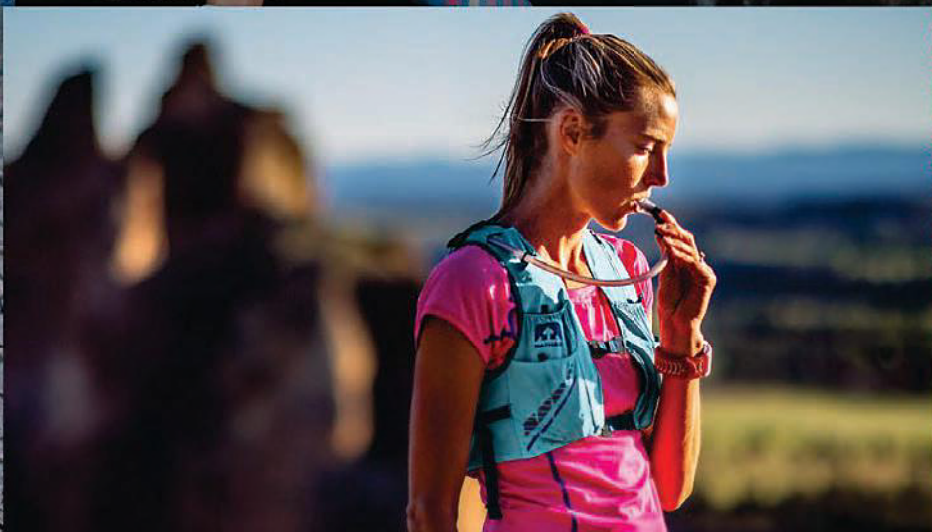




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Look Who's Back



◀ T-Pump from Workout Collection

Footwear Industry Legend Returns with New Namesake Brand.



Jerry Turner
Turner Footwear

Jerry Turner, the onetime owner of Brooks who is credited with pioneering EVA and creating the stability running shoe category, is launching a new shoe company.

Turner Footwear is already showing shoes to retailers and will ship its first collection on May 1.

Not surprisingly, Turner's debut collection is built around the performance running category with shoes in three main categories: Cush, Speed and Workout. Turner says he will develop different collections for various retail segments including run specialty and has no plans to sell direct to consumers off his

website. "Brands are being retailers themselves now," Turner says. "I tell retailers 'I want to be your partner, not your competitor.'"

Turner has been one of the most successful entrepreneurs in the recent history of athletic footwear. In 2011, Turner sold his American Sporting Goods brand, which owned the Ryka, And 1 and Avia brands to Caleres (then called Brown Shoe) for \$145 million. ASG's brands were positioned as mid-tier value brands, but the new shoes from Turner will be more technical in nature and retail from \$85 to \$100.

Turner Footwear's launch collection features three key technologies: an anatomical cradle for cushioning and stability; Rubba, a proprietary

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Jerry Turner (continued)

lightweight rubber and EVA compound for durability and Max Contact, an outsole design Turner says is engineered for full ground contact geometry which will ensure a fluid gait. The shoes will be produced in factories in China and Vietnam, Turner said, different facilities that he used while running ASG. He is undaunted by the crowded competitive running shoe market. "I'll make my own space," he said.

"I want to work with stores that want to make money."

Turner, 81, who has been in retirement since he sold ASG five years ago, said he got his "juices flowing" about coming back into the business when he was asked by Brooks to contribute to a book on its 100th anniversary which the brand celebrated in 2014. "I missed being away from the business and felt I still had something to offer."

Turner will oversee the design of product and will be joined in the business by a veteran team, all of whom have worked with him before. Turner has tapped veteran sales and marketing teams including David Edge, Ryan Osterman and Ed Goldman from Hal's Napkins Marketing Services.

Goldman says Turner Footwear will not be positioned as "just another startup athletic footwear company but

rather a peek into the chronology of the athletic footwear industry from the early 60s to the 80s from one of the Industry's few pioneers."

The company's tagline will be "Legends Evolve" said Goldman who plans to use an extensive digital marketing campaign to help build Turner into a contemporary brand similar to No Bull footwear, Daniel Wellington watches and Live Fit Apparel. ■



"The company's tagline will be **LEGENDS EVOLVE**"

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Naperville Running Co. Goes for Three

Kris Hartner reflects on the new location and why staying locally owned is key to his plans. By Jennifer Ernst Beaudry

For Kris Hartner, opening his third Naperville Running Co. location isn't just about expanding sales and serving more customers. It's about planning for an independent future.

"We're really trying to solidify our long-term to stay locally owned and to be owned by the employees," Hartner said.

The new NRC location in nearby Wheaton, IL, is the result of several years of planning, kicked off by the 2014 expansion into a second door.

"We needed to be more than one store. In today's world, convenience is a big factor, and this makes us more convenient," he said.

Hartner said the team estimates that 7 percent to 8 percent of their overall business comes from customers in Wheaton, an affluent suburb with similar demographics to Naperville. That — and the closure of nearby Sports Authorities as well as another local run shop — made it a natural choice when he started looking for new places.

Hartner said the new 2,200 sq.ft. location — the first outside Naperville — checked a lot of boxes: established customer base, downtown location across from the train station and near running trails, high schools and colleges, dedicated parking, reasonable rent.

The historic building was also a draw. Like NRC's main location, which is in a 100-year-old Masonic lodge,



Kris Hartner in front of the new Naperville Running Co. store, the third overall.

the former train depot has both quirks (the cash wrap, the former ticket counter, is in the direct middle of the space) and appeal (the original floor).

"I love a great building I can bring back," Hartner said with a grin.

The move will cut into some business at the main door, as well as add a layer of complexity to the POS and operations, he said. And expanding to a new town means building the community— outreach to local schools and running groups, ties to the chamber of commerce and other civic organizations — from scratch. (No easy feat — Naperville Running Co. won the 2016 Balega Ubuntu award, which honors running shops that demonstrate top-level community service and engagement at The Running Event last month.)

He'll need to add some staff,

"We're really trying to solidify our long-term to stay locally owned and to be owned by the employees,"

**KRIS HARTNER,
NAPERVILLE RUNNING CO.**

he said, but plans to cover most shifts by giving more hours to current employees. The new location will engender at least one structural change, he added: dedicated managers for each location, instead of the looser floating structure that worked with just two doors.

His goals for the new store's first year are relatively modest: "Any sensible owner does a break-even analysis," he said.

(NRC's track record suggests there may be more upside than that: the team hoped to see a 10 to 15 percent increase in business after opening its second location, but sales were up 40 percent for the first

months after doors opened, and were 30 percent up the rest of the year.)

But while strong sales are welcome, Hartner said providing increased responsibility and a path to future ownership drove the expansion. And to that end, as of Jan. 1, owner-track employees will start seeing store equity reflected in their pay package.

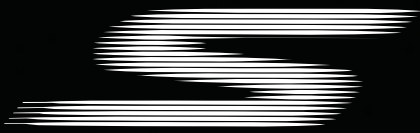
"It's a new incentive and motivation to do a great job and to have investment long-term," Hartner said. "It's not just writing them a check — they have skin in the game now."

Hartner said the transition is likely a decade or so away, although he intends to be involved for even longer than that. He was spurred, he said, by the results at other formerly locally owned stores bought by RSG and other chains.

"I've seen what happens in our industry when you take that local element out — it loses its soul," he said. "To me, that was a good enough example: I knew I didn't want to do it. This was motivation to figure out a better way to do that."

Looking ahead, Hartner said he could see adding one more door down the line — but that's it.

"Maybe we could have a fourth, but then we'd be getting outside the schools and areas we work with. I don't think we need to go much beyond this," he said. "The no. 1 thing for us is to continue in perpetuity as a locally operated operator". ■



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Stronger Connections Highlighted at CES Show



By Bob McGee

Health & fitness and traditional sports companies are determined to forge stronger connections with today's tech-savvy consumers and young athletes. Not only with new hardware and products, but also with updated apps that go beyond delivering pure data to offering almost instant analysis and insight on how that information can be used to improve performance. Among the highlights we found at our visit to the Consumer Electronics Show (CES) in Las Vegas earlier this month:



Under Armour is expanding its line of Record Equipped footwear with three new Connected Footwear styles, including the UA SpeedForm Europa RE.

Sensoria, six years after its founding as Heapsylon, is preparing to introduce its first smart shoe in a collaboration with VIVOBAREFOOT. The minimalist style, which detects forces exerted by the runner via embedded heel sensors, will be available for sale later this year.

“A device in the heel is capable of storing a month’s worth of data for the serious runner,” proclaims Maurizio Macagno, a co-founder of the Redmond, WA company that began in 2010. Speed, pace, cadence, GPS track, foot landing technique, time

on ground, impact score and eventually, asymmetry and toe engagement will be tracked and be the basis for a running training plan that will be delivered with audio and visual information on the Sensoria Run 2.0 app for iOS that will be introduced before January 31.

The Sensoria Core, designed to help the industry and researchers learn more about how to improve running form, a key component of a new Sensoria Development Kit that will give footwear, sports apparel and lifestyle brands the ability to use the same

technology components used in Sensoria’s smart garment running system.

Tanita, the Japanese brand known for its scales, has developed a fat-burning monitor that instantly measures acetone levels in the breath to determine a person’s level of fat-burning.

TomTom, a creator of fitness wearables since 2009, has created a new TomTom Sports app to deliver insights and motivations to users. It will be available for download on Apple and Google Play stores by January 31 in most

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CES (continued)

countries. Co-created with athletes and fitness enthusiasts, the new app can track up to 12 different activity types, including running, swimming and hiking, and offers seamless data sharing with a range of third-party platforms. These include Nike+, Strava, Endomondo, MapMyFitness and RunKeeper.

New Balance is entering the smartwatch segment February 1 with the \$300 RunIQ powered by chips from Intel and Google's parent company. Touted as a product for runners by runners, RunIQ has built-in GPS a heart rate monitor, lap button, interval capability and a marathon-distance battery life. There is also separate, \$110 retail, PaceIQ Bluetooth wireless headphones with sound by Jabra. Through a collaboration with social network Strava,

RunIQ wearers can upload and share workouts with a global community of athletes. NB Run Club participants use Strava to connect with each other, track performance, share favorite routes and celebrate accomplishments.

Fitbit representative at CES said the company is almost entirely focused on improving its app platform and regular dialogue with purchasers and users of its products. No new Fitbit wearables were introduced at the show. But it's worth noting that in recent months, the public company has purchased two smartwatch brands, Pebble and Vector. Hardware and software know-how from each is being integrated into the Fitbit organization, prompting increased speculation that the company is developing a low-power smartwatch to introduce

into product portfolio before year's end.

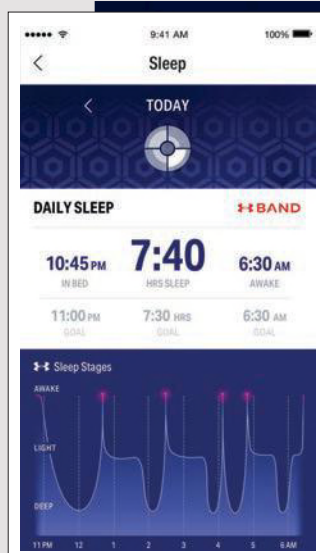
Sports Tracker, founded as a spin-off from Nokia in 2009 and acquired by Amer Sports in May 2015, will make a bigger push in the U.S. market this year, largely through social media channels and athlete endorsements. The app, which had 25 million downloads and over two million monthly active trackers as of mid-2015, is mostly used for running. However, other sports are also included as the parent of Salomon, Suunto and Wilson pushes the message to fans and followers that "everybody can run." The brand's 2017 athlete ambassadors include: Brianna Rollins, an Olympic gold medalist in hurdles; trail runner/mountaineer Emelie Forsberg and downhill skier Max Franz. While utilized in more than 200 countries, the

app is most widely used in 10 countries that include the U.S., Spain, Germany, France, Sweden, Finland and Brazil.

Under Armour introduced a sleep and recovery system at CES that includes the brand's first Athlete Recovery Sleepwear (\$80-100 retail) powered by UA endorser/ New England quarterback Tom Brady's TB12 label and a new UA Record app designed to improve sleep and overall athlete performance. Brady helped UA develop six steps to better sleep to further educate athletes, which will be incorporated in retail packaging and available on UA.com/TB12. Also, the company is collaborating with Johns Hopkins Medicine on a study examining the effectiveness of sustained patterns in improving overall sleep behaviors. ■



NB's new RunIQ smartwatch is \$300.



Under Armour is focusing on sleep and recovery with a new app and sleepwear endorsed by Tom Brady.

Brooks Expands Focus for 2017

By Jennifer Ernst Beaudry

Brooks will expand its focus in 2017 beyond self-identified runners to target a broader fitness audience with product and a marketing message to support it, according to Dan Sheridan, EVP and GM of North America. The brand's new "all who run" audience will help them reach a much larger audience, Sheridan said, and make more headway with millennial shoppers — as will new product releases, like the flat-knit Revel shoe, which is designed to be runnable but with gym and lifestyle appeal, and sits at an attractively

The brand's new "all who run" audience will help them reach a much larger audience, Sheridan said.

DAN SHERIDAN,
EVP & GM NA, BROOKS

lower \$100 pricepoint.

Sheridan shared the Seattle-based brand's 2017 strategy at a media breakfast in Salt Lake City during the Outdoor Retailer show on Jan. 10. Other priorities for the year to come include a mid-year relaunch of BrooksRunning.com, which Sheridan called "the no. 1 place we're investing," and FastTrack, a new tool for the SRA channel this spring that will let them drop-ship Brooks styles to customers from an

easy-to-use app.

Despite the Sports Authority and Sports Chalet bankruptcies and a challenged performance running market, especially in the first 6 months of the year, Sheridan

said, the brand finished the year with sales above \$500 million, and in Q3, North America grew more than 13 percent in sales in dollars, largely driven by strong demand for the Ghost 9. ■



The Brooks Ghost is one of the brand's six key styles.

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NEW BALANCE OPENS

Run Hub Retail Space at New NYRR RUNCENTER in NYC



Inside the NYRR/NB space.



Footwear by New Balance

The partnership between New Balance and New York Road Runners entered its next phase this past month with the opening of the new NYRR RUNCENTER, an event and “engagement” space that also includes a retail component with the NB Run Hub.

The NYRR RUNCENTER serves as the strategic next step between NYRR and NB, with NB taking over as

official footwear and apparel partner of the New York City marathon in 2017, as well as a wide range of areas including event sponsorship, youth programming and global licensing, as well as e-commerce and retail rights for footwear and apparel.

Located at 320 West 57th Street, blocks from Central Park, the NYRR RUNCENTER will serve as the spot for weekly race number pickup, showcase the

latest in running education, training, and innovation, host a variety of running-related events and programs, and serve as a meeting place for all members of the running community, including youth, adult runners of all ages and abilities, and club teams. It also includes a retail store run by NB.

The space includes numerous areas for runner engagement, including touch screens that allow runners

to search for race results and course maps; bleacher-style seating for approximately 100 people that will provide runners a place to sit for events and programs; charging stations for mobile devices; 78 lockers available for day use to those looking to store their belongings while out on a run and changing rooms. Digital innovations at the space include interactive



programming featuring Olympic medalist Jenny Simpson. The Run for Life touch screen wall will allow users to perform exercises along with Jenny in a dynamic fashion and receive feedback in real-time regarding form and performance.

The entry to the RUNCENTER is an open space, and in the back, elevated on a second level is the retail space—the NB Run Hub. The footwear, apparel, and accessories on offer from NB here will include

some exclusives and product launches. It also features a program where consumers can test run specific styles, in some cases before it launches anywhere else in the world.

During a tour of the space, Tom Carleo, New Balance VP of Running noted that the NYC Run Hub would enable the brand to “test new concepts and get real time feedback on what people think of the product. We’ll get technical expertise from this that can help us make better product moving forward. But also the more fun part, we’ll see what colors are trending and what graphics are working well in footwear. That blend of science and technology—as well as fashion—I can’t think of a better place than NYC and this partnership to do that. As a product person this place is a dream.”

The NYRR RUNCENTER is also home to the 1 for You 1 for Youth* program. For each pair of shoes purchased at the NYRR RUNCENTER featuring the NB Run Hub, New Balance will donate a pair of shoes to NYRR’s youth programs.

“We are excited to take this next step with NYRR and open the NB Run Hub in NYC as we bring our year-round relationship into full engagement in 2017,” says New Balance president and CEO Rob DeMartini. “This location will be the pinnacle expression of New Balance Performance Running, offering the most innovative gear and programming such as exclusive product launches, special events, clinics and the opportunity to meet and learn from the athletes of Team NB. We look forward to working together with NYRR to help improve the lives of athletes who come and run the streets of New York.” ■



Click to view our Instagram video of NB athlete and Olympic medalist Jenny Simpson demoing the Run for Life touch screen wall in NYC



The NB Run Hub is home to the 1 for 1 program, donating a pair of shoes for each pair purchased.

The entry to the RUNCENTER is an open space, and in the back, elevated on a second level is the retail space—the NB Run Hub.



Overall Retail Sales Increased

Holiday retail sales during November and December increased 4 percent over 2015 to \$658.3 billion, as a strengthening economy encouraged consumers to spend more freely than expected, the National Retail Federation reported. The number includes \$122.9 billion in non-store sales, a category which includes Internet sales, which were up 12.6 percent over the year before.

The numbers exceeded NRF's forecast of \$655.8

billion, which would have been an increase of 3.6 percent. NRF had forecast that online sales would grow between 7 and 10 percent to as much as \$117 billion. The numbers exclude automobiles, gasoline stations and restaurants.

December was up 0.2 percent seasonally adjusted from November and 3.2 percent unadjusted year-over-year.

"These numbers show that the nation's slow-but-steady economic recovery is picking up speed and that consumers feel good about the future,"

NRF President and CEO Matthew Shay said. "Retail mirrors the economy. And while there might have been some bumps in the road for individual companies, the retail industry overall had a solid holiday season and retailers will work to sustain this in the year ahead."

NRF's economist suggests the upward trend should continue through 2017. "The economy was clearly stronger in the fall and consumers were more active during the holiday season than they had been

earlier in the year," NRF Chief Economist Jack Kleinhenz said. "Economic indicators were up, retailers offered great deals, confidence improved and all of that empowered consumers to spend more."

NRF's numbers are based on data from the Commerce Department, which said today that overall December sales — including automobiles, gas stations and restaurants — were up 0.6 percent seasonally adjusted from November and 4.4 percent unadjusted year-over-year. ■

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New Thermals from SAXX

A new line of tops from SAXX called ThermoFlyte combines the brand's three core technologies into a warmer package for those who go outside regardless of weather conditions.

The brand is offering a tight, boxer and a zip front top. The boxer and tight will feature SAXX's Flat Out Seams for non-chafing comfort; the patented BallPark Pouch for friction-free support, and Three-D Fit and 9 panel construction for a fit that molds to your body. All ThermoFlyte styles will have a brushed back thermal jersey for warmth and a clean, bonded finish. ThermoFlyte is also antimicrobial to keep odors at bay. The top offers an underarm mesh gusset for breathability, low profile thumb loops, a raglan sleeve for better range of motion and reflective details.

MSRP for the ThermoFlyte top is \$80, ThermoFlyte Tight \$75, and ThermoFlyte Long Leg Boxer is \$44.95. ■

SAXX ThermoFlyte Top



SAXX ThermoFlyte Tight



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Running Shorts



Hoka One One athlete Sage Canaday

HOKA announces Team of Endorsers

HOKA ONE ONE has launched the EVO Time to Fly elite team—a global, multi-discipline team that includes a cross-section of world-class trail and road runners, track athletes and triathletes.

“The EVO Time to Fly team features some of the best international athletes in every discipline of running—road, trail and track,” said Mike McManus, HOKA ONE ONE Global Sports Marketing Manager. “We’ve carefully selected athletes that continually challenge the status quo and proudly represent our brand as ambassadors who inspire others.”

The team features elite HOKA athletes including

Ultra Trail du Mont Blanc champion Ludovic Pommeret, Olympic marathoner and ultra-runner Magdalena Boulet, Olympic silver medalist in the 1,500 meters, Leo Manzano, French national champion triathlete Charlotte Morel, champion ultrarunner Sage Canaday, Ironman champion Heather Jackson, and record-setting ultrarunner Jim Walmsley. The team will be managed by McManus with plans to expand the roster in the near future.

The EVO Time to Fly team will work closely with HOKA’s product development team and the EVO Lab, HOKA’s innovation incubator, to help design and test new running and racing shoes.

McManus said Hoka will also step up its sponsorships

of races and spend more money marketing to high school athletes. The brand was the footwear sponsor of the BMW Dallas Marathon in 2016 and McManus says the company will spend at high school and collegiate races to target younger runners.

In addition to the new pro team, HOKA also recently signed nine new runners to its athlete roster including Chris Vargo, Alicia Vargo (formerly Shay), Tim Tollefson, Megan Roche, David Roche, Cole Watson, Jared Hazen, Patrick Reagan and Sabrina Little. “We are thrilled to expand our team with an outstanding group of amazingly accomplished individuals,” said McManus. “We have a dream team in the making and the entire roster is capable of achieving big goals in 2017 and beyond.”

Rowe Joins CEP as SVP

Luke Rowe has joined CEP as the new Senior Vice President. Rowe spent the last 13 years as Senior Vice President for Fleet Feet Sports where he oversaw vendor partnerships, training and education, store development and support.

In his new role, Rowe will work to maintain and elevate the CEP brand. “I look forward to building on the amazing culture that I have found here with the CEP team while using my own passion to create energy around the brand and grow our business in a sustainable way,” Rowe

said. “The CEP product has helped me run thousands of miles and finish marathons and ultra-marathons, and now I will be in a position to help others discover what I know from personal experience.

CEP offers a comprehensive portfolio of compression products for a wide variety of sports. CEP products enhance performance and recovery through the targeted use of compression to improve blood circulation and speed up lactate metabolism. CEP is owned by a German parent company, medi, the global leader in compression therapy with more than 60 years of experience.

NCAA Track Deal for Gill

Gill Athletics has signed a multi-year NCAA deal. Under the terms of its “Official Track and Field Equipment” supplier contract, the Champaign, IL-based company, the world’s oldest and largest track and field equipment manufacturer, will provide all equipment used in all NCAA indoor and outdoor championships. Gear to be supplied includes pole and high jump pits, the AGX M4 Pole Vault and the Continuum C4 Automatic hurdle.

Gill Athletics’ first opportunity to provide equipment to student-athletes and coaches will take place March 10-11 at the indoor championships scheduled for Texas A&M, the University of Alabama at Huntsville and North Central College in Naperville, IL.

OOFOS Takes Recovery Message to Shoes

Five years after its inception as an after-sport, recovery sandal, OOFOS is taking its performance message into closed-toe footwear with the introduction of two men's styles, the OOmg (\$120 MSRP) and OOmg High (\$130 MSRP). The styles, set for retail delivery in August, continue to feature the brand's proprietary impact-absorbing outsole material, OOfoam from Korea, and a machine-washable, four-way stretch open-mesh upper that conforms to the foot and aid in the recovery process. A

stretchable strap across the forefoot provides additional support.

"With these shoes, we didn't compromise the recovery technology found in our sandals," said OOFOS marketing chief Duncan Finigan, who has been wear-testing the new models.

The Cohasset, MA company reports that demand for recovery footwear has rising 65 percent over the past year corresponding with public awareness over the importance of post-activity recovery.

OOFOS intends to formally launch its shoe business during April's Boston Marathon in conjunction with

Marathon Sports. At press time, the company was in the process of identifying 100 run specialty shops to partner with

on two women's shoe styles that will be delivered in May and will also be sold through its own website.



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Running Shorts (continued)

Zamst Renews Deal with Olympian Cragg

Zamst has renewed its partnership with 2016 U.S. Olympic Marathon Trials Champion and two-time Olympian Amy Cragg, as her performance bracing support provider.

Cragg, a California native, has excelled on both U.S. and international long-distance running stages, most recently with her win at the 2016 U.S. Olympic Marathon Trials and ninth-place finish in the Marathon at the 2016 Rio Olympic Games. Prior to that, Cragg finished just one spot off the podium and U.S. Olympic

team at the 2012 Olympic Marathon Trials.

Cragg joins other athletes on the “Z-Team” that have recently renewed their partnerships with Zamst including NBA All-Star Isaiah Thomas, PGA Tour Member Scott Langley and Pro Hockey Star Ryan Getzlaf.

New Under Tight from CW-X

The business of targeted support apparel continues to push the boundaries of technology. The Fall/Winter 2017 collection for CW-X will include vented, insulated and stylish print additions, all featuring

targeted EXO-WEB to help athletes perform better, endure longer, and recover faster.

The patented StabilyX Vented Under Tight (MSRP \$150), with male- and female-specific versions, is designed specifically as an underlayer that can be worn under running shorts in warmer weather or shell pants in colder weather. The stretch micro-mesh EXO-VENT body fabric of the tights uses small ventilation pores to move air toward skin for cooling, and wick moisture away for evaporation. Using body-mapping technology, the interior StabilyX EXO-WEB

The new Under Tight uses body-mapping technology.



delivers targeted muscle and joint support while stretch open-mesh panels provide cooling zones in areas of high heat concentration. ■

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A Trade Show, Business Conference + Consumer Expo

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, including the Third Annual RIA Summit and the addition of a one day Consumer Expo which will attract VIP shoppers from South Florida's active, affluent market.

June 13, 2017

RIA Style Summit

For specialty running store owners and executives.

An exclusive benefit for RIA retail members
Held at The Hyatt Pier 66

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.

Host retailer: Runner's Depot.

Contact Jeff Nott: jnott@formula4media.com or Troy Leonard: tleonard@formula4media.com

Fort Lauderdale Convention Center, Florida / sportstyleshow.com