

RUNNING **INSIGHT**

**SCARPA STEPS UP
ITS TRAIL GAME**

**ADIDAS HAS DESIGNS
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FORMULA4
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Scarpa's lightest trail shoe at 8.8 ounces



Scarpa Atom

Stepping Up

Scarpa is stepping up its push into the trail category by signing an endorsement deal with ultrarunner Joe Grant that will coincide with the pending consumer introduction of Scarpa's new global Alpine Running shoe collection which will hit retailers' shelves this spring.

An endurance athlete who lives in Gold Hill, CO, Grant has competed in running events for the last decade in places ranging from his home state of Colorado to the Alps, Mexico's Copper Canyon, Alaska and Japan.

Grant's resume of trail- and mountain-running events

"I'm really looking forward to working with the Scarpa teams in Boulder and in Italy."

JOE GRANT

includes the Hardrock 100, the Ultra-Trail du Mont-Blanc, the Western States 100, the UltraTrail Mt. Fuji, the Tor des Géants (330km race in Italy), the Iditarod Trail Invitational (560 km in Alaska in winter), and The Coastal Challenge, which is a six-day race in Costa Rica.

Grant says he is heavily influenced by the simplicity of running in those places. He is also a writer, photographer and running coach. He writes a blog

documenting his adventures on his site and is a monthly columnist for iRunFar.

"I'm really looking forward to working with the Scarpa teams in Boulder and in Italy to further develop the Alpine Running category, and I'm excited about the new Alpine Running collection and how it offers different platforms tailored to different kinds of running situations in rugged terrain," Grant says. "Scarpa is a brand known more widely in North America in categories like skiing, climbing and hiking, and I'm excited to help spread the word about its commitment in the trail-running category."

For Spring 2016, Scarpa will introduce a new global line of four Alpine Running shoes, each in men's and women's fits. The line offers three different levels of cushioning, trail protection, weight and support, allowing runners to adjust for

different running styles and conditions.

The Neutron is an everyday trail shoe that tackles everything from training to racing, combining wide fit, medium cushioning and a high degree of traction with minimal weight. The Atom is Scarpa's lightest trail shoe at 8.8 ounces per shoe with a more minimal midsole and drop. The Proton is Scarpa's most stable running platform, combining lateral control with a more cushioned midsole, and available in regular and Gore-Tex models

Founded in 1938, Scarpa builds performance footwear for climbing, hiking, skiing, mountaineering, trail running and other outdoor pursuits from its headquarters in Asolo, Italy. Scarpa has been owned and operated by the Parisotto family since 1956. In 2005, Scarpa opened its North American headquarters in Boulder. ■

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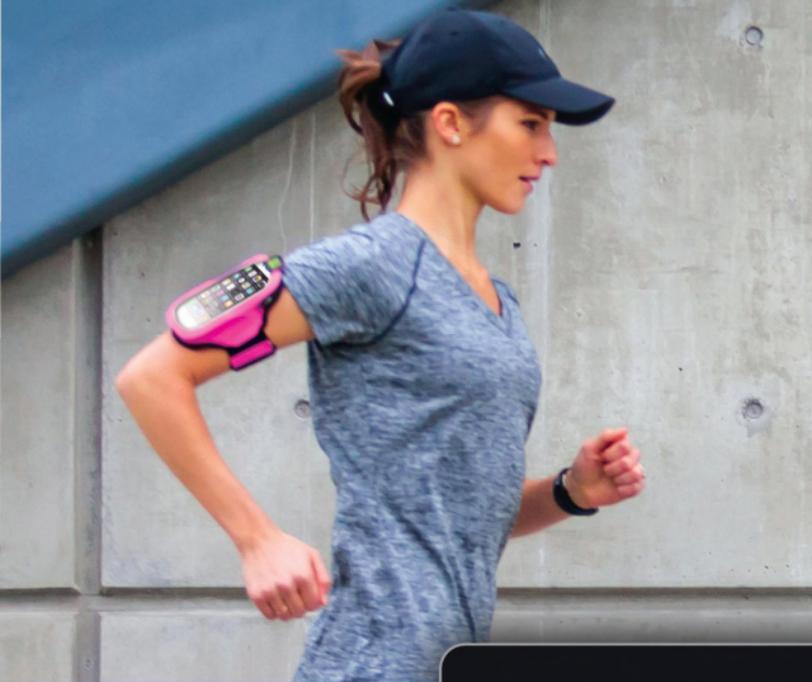
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Global Perspective



International Stores Share Insights on the Run Specialty Channel's Outlook.

The escalating and evolving run specialty market is far from a U.S.-only phenomenon. In nations around the globe, an emerging middle class with a swelling focus on personal health has combined with increasing globalization and surging entrepreneurship to propel the world's running specialty landscape to expand in both number and reach. *Running Insight* connected with four running shops from spots around the globe to glean distinct perspectives on the running marketplace, including its opportunities, challenges and future. **By Daniel P. Smith**

suppliers are now segmenting the product range according to consumer profiles and service level at each retailer. Therefore, we have fewer conflicts with commercially driven accounts."

How do you see the running specialty channel evolving over the next decade?

"I think it's hard to survive as a small independent retailer if you don't connect to one of the bigger players in the market. I'm not suggesting smaller running shops should close, but that we need to achieve a more structured setup. That can only be done when small, professional stores connect with the sporting goods retailers who have the muscle to influence the distributors and the skills to carry out digital marketing efforts that drive traffic."

Löplabbet

Country: Sweden
Stores: 12
Founded: 1984

Fast Fact: In 2014, after a rocky six-year run under private-equity ownership, current Löplabbet CEO Tom Kellheim initiated a new partnership with major sporting goods retailer Intersport, which now holds an 80 percent stake in the running store chain.

What's the biggest difference between

Löplabbet stores and the typical U.S. running shop?

Kellheim: "We work more with treadmills and computers than American shops. Maybe we are too technical sometimes, making it harder to sell a pair of shoes than it should be, but that's also what creates credibility and brings traffic through our doors."

What's one thing you're trying to do to grow your business?

"People in Europe are cost conscious, but also very fashion oriented, especially

the young urban runner, so we've really tried to step up our game and match the fashion and merchandising of the traditional sporting goods shops. If we don't merchandise our products in a compelling way, then we fail to be interesting and come off as old fashioned."

What's the biggest challenge Löplabbet faces?

"There are a lot of online retailers taking our customers on price alone. Fortunately, we've seen that decline of late, largely because the



Evasion Running, Spain



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Global Perspective (continued)

Shoe Clinic

Country: New Zealand

Stores: 17

Founded: 1996

Fast Fact: Shoe Clinic began franchising in 2000 and its typical store runs 1,400-1,500 square feet.

What's the biggest difference between Shoe Clinic stores and the typical U.S. running shop?

Neville McAlister, Managing Director: "The New Zealand market is very technical and so we place a strong focus on staff training, including employing a podiatrist who does all the technical training. As our market is very small compared to the U.S. – we have just over 4 million people living in New Zealand – our focus is on getting it right and building an excellent reputation. The average shoe-selling price, including taxes, for our stores is \$230 NZ dollars (about \$150 U.S. dollars). We strongly focus on our staff adding socks onto each sale and we average a sock ratio of 0.84 socks per shoe sold across our stores. We only stock two brands of socks, so it's easy for the staff as well as a simple message for the customer: Thorlo socks for the customer who wants a thicker, padded style and Drymax for the customer who prefers the thinner option."

How do you try to differentiate your business from the competition?

"We follow a very strict 19-step sales process that includes Footscan and Silicon Coach Treadmill Analysis. We also give all customers a 30-day

money back guarantee with their shoe purchase, which allows them to return their shoes for any reason through this period. This allows us to make each customer's purchase totally risk free."

What's the biggest challenge you face?

"The biggest challenge is making sure that staff at all of our stores are following through on our systems day in and day out without any shortcuts being taken."

What's driven your success?

"We focus on what we can control and do not worry about what our competitors are doing. Our success has been driven by honesty and integrity: doing what we say we are going to do when we say we are going to do it. We focus on building very strong relationships with our key wholesalers and so it's no surprise that the wholesalers who also value their customers and are relationship-driven are those we do the most business with."

Evasion Running

Country: Spain

Stores: 9

Founded: 2004

Fast Fact: The typical Evasion running store is about 5,400 square feet.

What's the biggest difference between Evasion and the typical U.S. running shop?

Nacho González, Partner: "Whereas the U.S. is already a mature business, we are living in the BOOM of running here in Spain."

What is the biggest challenge your stores face?

"Despite the big growth in running, many running stores in Spain are closing. The biggest problem is the big distribution, many of whom do not care much about running. Since the manufacturers are focused on big distribution and their purchase capacity, they are not taking care of the specialty stores as they did years ago. We're looking to penetrate the e-commerce market and open another store in Madrid, but to do that we need money and an investor in the specialty retail sector is difficult to find in Spain."

Despite this challenging environment, how has Evasion found success?

"It's our brand and our way of understanding the evolution of running from a technical sport to a popular sport. We look at running like fashion and understand the new runner entering the market, particularly the female customer."

How do you see the running specialty channel evolving over the next decade?

"Big distribution will control the market, perhaps even a big U.S. player coming over and trying to penetrate our market with big stores in key cities."

FinishLine

Country: Honduras

Stores: 1

Founded: 2015

Fast Fact: The 450-square foot store that specializes in natural running form opened

on Jan. 6, 2015, and claims Newton, 2XU and Feetures! as its top-selling brands.

What's the biggest difference between your store and the typical U.S. running shop?

Sandra Di Palma, General Manager: "Compared to the U.S., our market in Honduras is in diapers. Even though our shop is based in a densely populated metro area of 1.2 million people, only a small percentage of residents have the means to access specialty, high-end products and even a smaller percentage are runners or considering becoming a runner."

What's the biggest challenge your store faces?

"Even though 2015 has been called a turning point for the wellness industry globally ... the lack of a running culture [in Honduras] remains our biggest challenge. We combat that with a simple and straightforward strategy: a systematic coaching program that allows us to grow the number of runners in our area. In 2015, our first year, our coaching program produced about 200 new runners."

How do you see the running specialty channel evolving over the next decade?

"We see exponential growth of a specialty-store concept with a sales approach based on running technique analysis and coaching that minimizes injuries and maximizes efficiency as opposed to the likes of superficial video gait analysis to promote a specific brand or type of shoe as the solution." ■

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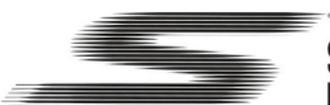
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Adidas Has Designs on Women

New Shoe and Campaign Reflect a Focus on the Versatile, Female Consumer.



The women's PureBoost X is getting a big marketing push.

The new PureBoost X shoe from Adidas is the tip of the iceberg of what the brand says will be a year driven by a focus on the women's category.

The launch of the uniquely designed women's-specific shoe this week comes with a declaration from the brand that it plans to "redefine the future of women's running."

The PureBoost X is a stylish performance shoe with a first of its kind "floating arch" that hugs the foot and provides support. The adaptive, stretch mesh upper hugs the foot, and

around the arch it is actually detached from the shoe. The shoe's stretch mesh upper rests on a full-length bed of Boost foam capsules.

The result is a sleek, form-fitting shoe that the brand says is built to meet the demands of an active lifestyle.

The target market for the shoe is broader than simply a "runner." The brand team sees the women's market as being defined by versatility, and the shoe is aimed at consumers with that in mind. The initial launch of the PureBoost X (on February 1) will be followed

by a Stella McCartney version with even more fashion forward treatments added in.

Adidas PureBoost X will be available in three colorways for \$120 on adidas.com and retailers nationwide. The Stella McCartney version will be available in two colorways on adidas.com and select retailers for \$170 (starting February 15).

Targeting the Women's Market

"One of the reasons it is such an important shoe for us is we are really focusing on

the female athlete in 2016," says Kelly Olmstead, senior director of women's marketing communications at Adidas.

In the initial chapter of its brand campaign this year Adidas is focusing on women who have high profiles on social media, including DJ and influencer Hannah Bronfman and Robin Arzon, a fitness guru and runner.

"These women have massive social communities and social influence and we have chosen them as being representative of this versatile athlete who is really about creating the future

 Swiss Engineering

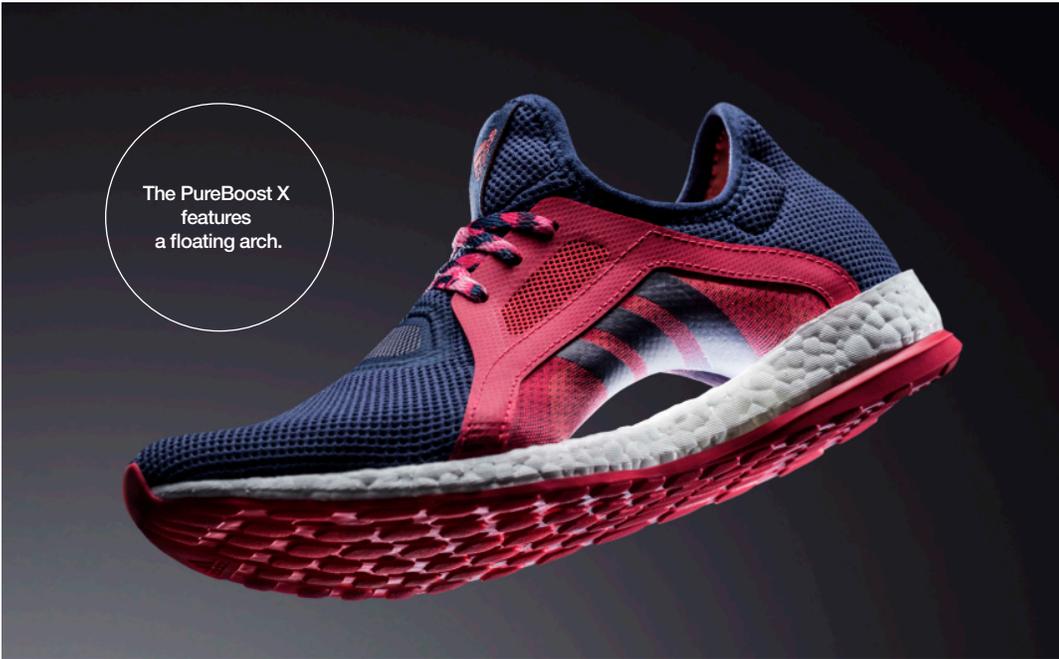
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Adidas Has Designs on Women (continued)



The PureBoost X features a floating arch.

of sport. Women run, they do yoga, they are inventing new ways to spin,” notes Olmstead. “It’s crazy if you think about female sport and the way it has evolved in the last few years, so that is why we chose them to be the face of this campaign.”

Olmstead adds that more traditional female athletic stars will be in the campaign’s

following chapters, but that it was “important for us to [reflect] that women are not just looking for the untouchable icons. They find inspiration in their friends and their fitness instructors and in people they follow on Instagram. It is important to highlight those stories on the same stage as those of the likes of a James

Harden or Kanye West.”

Women’s-Specific Tech

In developing the PureBoost X shoe, Adidas designers used Aramis motion tracking technology to study the female foot and how it moves while running. The contours of the female foot inspired the design of the shoe’s unique

floating arch detail. PureBoost X sits in the brand’s “natural running” silo.

“The shoe is 100 percent built for her in every single way, that’s the most exciting thing,” says Jim Jennings, U.S. director of running for Adidas. “It will work very well for a wide swath of the female ‘versatile’ athlete. We know she shops in multiple channels so we want to make sure all channels are delivering for her. Running is the silhouette of choice for America.”

PureBoost X was three years in the making, according to Ben Herath, VP of design, running at Adidas. “The key insight we heard over and over from female runners was that they wanted the ultimate combination of performance and style,” he says. “They wanted a running shoe that feels amazing and looks beautiful, so we set out to create a new design and a new experience that works with the foot and looks as good as it feels.” ■

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It's Tech Time Around the Industry

NB Goes Digital



New Balance is the latest sporting goods brand to go all-in on the digital category. NB kicked off the new year by announcing the launch of a Digital Sport division that will focus on “understanding, motivating and improving the lives of athletes through digital experiences and wearable technologies.” The first consumer product from NB to launch from the new division will be a smartwatch, expected to begin retailing in the 2016 holiday season.

“Digital technology has truly revolutionized, very quickly, this industry and New Balance wants to continue to be a brand on the forefront, arming our athletes with the cutting-edge products that will help them reach peak performance,” says Rob DeMartini, president and CEO of New Balance.

NB is partnering with leading digital, hardware and software companies, including Intel, Google, Strava and Zepp, on the initiative.

NB’s Digital Sport division will initially focus on three product categories: devices, including the smartwatch; embedded technology, such as intelligent sensors integrated into New Balance footwear and apparel; and performance sport, including a sports equipment micro-fob that senses, analyzes and provides feedback on the athlete’s performance. ■

UA Gets Smart

To kick off 2016, Under Armour unveiled its first-ever Smart Shoe as well as a Connected Fitness product portfolio. The aim is not just to offer up a new fitness tracking device or to change the way athletes dress, but to “change the way athletes live,” Under Armour founder and CEO Kevin Plank said at the recent product launch. He described the products as “empowering athletes with the information to make better decisions and ultimately enrich their lives in a way that’s never been done before.”

The new UA SpeedForm Gemini 2 Record Equipped shoe tracks and stores data, including time and date, duration, distance and splits. It allows the athlete to run device-free. The Gemini 2 RE, \$150, will be available in late February.

The centerpiece of Under Armour’s Connected Products portfolio is the UA HealthBox. Designed in partnership with HTC, it is described as “the world’s first connected fitness system that measures, monitors and manages the most important drivers of health and fitness — sleep, fitness, activity and nutrition.” It includes a fitness band, heart rate monitor and a smart scale that connect with the UA Record app on a smartphone to provide insights on health and fitness. ■



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Tech Time (continued)

Newton Partners with Milestone on Wearable Platform

MilestonePod on Newton Fate shoe.



Footwear brand Newton Running and tech company Milestone Sports are working together on a wearable marketing platform enabled by the MilestonePod. The platform collects comprehensive run and walk data from the MilestonePod, a small and inexpensive sensor that attaches to the consumer's running shoe, giving Newton Running the ability to deliver personalized and value-added messages based on individual real-time, and real-life usage of its product. The messaging might include proper shoe replacement and fit recommendations, coaching tips

to improve running performance and health, special offers, product announcements, and other rewards.

A runner can get data beyond what is available from his or her GPS watch or phone app. Milestone's foot-based metrics include foot strike (heel/mid/toe), rate of impact, cadence, stride length and ground contact time to improve

“Milestone Sports believes that wearable marketing is the future of brand and retailer loyalty.”

**JASON KAPLAN, CEO
MILESTONE SPORTS**

running efficiency over time. The MilestonePod is used by lacing it on the shoe; there is no need to recharge, use a GPS signal, carry a phone or push buttons.

The platform will also allow Newton Running to see how runners are performing in their Newton shoes, both daily and over time. Newton Running launched the MilestonePod on its website in late January. The Pod will be a significant component of the Gravity V launch in early February as well, with the two companies hoping the tech will open up an opportunity to begin a conversation with buyers of the Gravity V.

“Milestone Sports believes that wearable marketing is the future of brand and retailer loyalty programs and we are proud to launch this pilot with the forward thinkers at Newton Running,” says Jason Kaplan, CEO of Milestone Sports. “As a young company, we are currently focused on running and walking, but testing for other sports is already underway. Low cost sensors that automatically provide mutually beneficial data to both the user and the brand or retailer is the future of customer loyalty and engagement. Our Wearable Marketing Platform makes the previously unattainable goal of one-to-one marketing a reality.” ■



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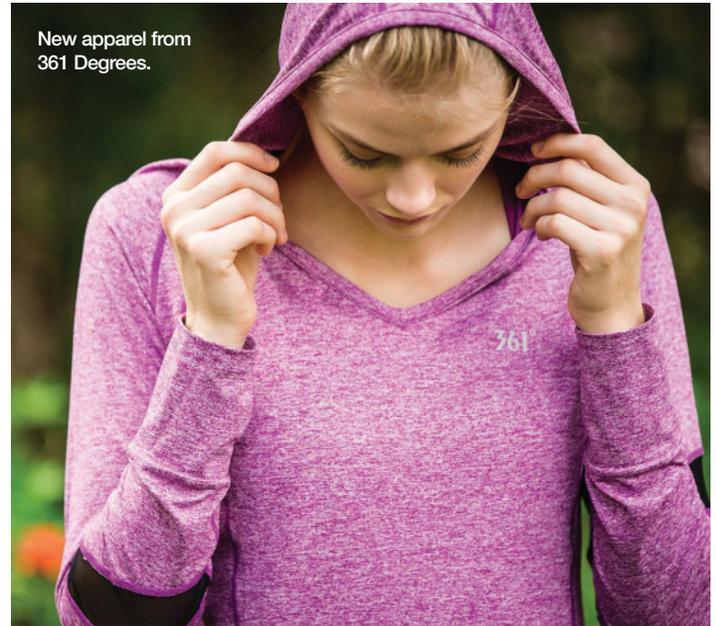
United Sports Brands Opens New SoCal Distribution Center

United Sports Brands announced that it has begun shipping from its newly constructed distribution center headquartered in Fountain Valley, CA. Retail and web orders for McDavid products kicked off operations of the new 120,000-square foot facility, with Shock Doctor, XO Athletic and Nathan orders to follow, completing the integration and unifying shipments by early Spring 2016.

Featuring a highly-skilled workforce and a

more streamlined shipping process across all brands, the warehouse management system boasts best-of-breed technology, and the ability to easily scale to serve the needs of a growing global United Sports Brands customer base.

Approximately 60 United Sports Brands employees at the Fountain Valley distribution center will perform receiving and shipping functions, product quality control, customer value added services, manufacturing and research & development. The new facility will also become the home to the company's executive



New apparel from 361 Degrees.

sales, marketing and product development teams as of Feb. 8, 2016.

361 Degrees Introduces Apparel

361 Degrees, which introduced its running and fitness footwear line to the United States a year ago, has debuted an apparel line that will begin shipping this June. 361 Degrees classifies the apparel as a “versatile collection of clean and classic styles for men and women suitable for fitness, performance and leisure.”

The men's technical lifestyle collection “361-BFIT” is made for a fit and active male and will include tops, jackets, shorts and pants. The brand will also offer a “361-NX2SKN” base-layer collection with a short and long-sleeved shirt, shorts and pants. In

addition, 361 Degrees USA commissioned exclusive fabrics for the apparel line to achieve optimal breathability, reflectivity and articulation in each of the new styles, which will be offered in colors including chi, wheat, gray and black.

The women's “athleisure” collection is designed to transition from workouts to life beyond the gym while balancing the key ingredients of fit, fashion, comfort and performance. All of the style's fall under the “361-STAYFIT” collection and include sports bras, tanks, hoodies, jackets, shorts, capris and tights. An exclusive 361 Degrees USA print “Fantasy Air” featuring a photo of the LA skyline will be available on select styles and additional color options will include violet, wheat, gray and black.

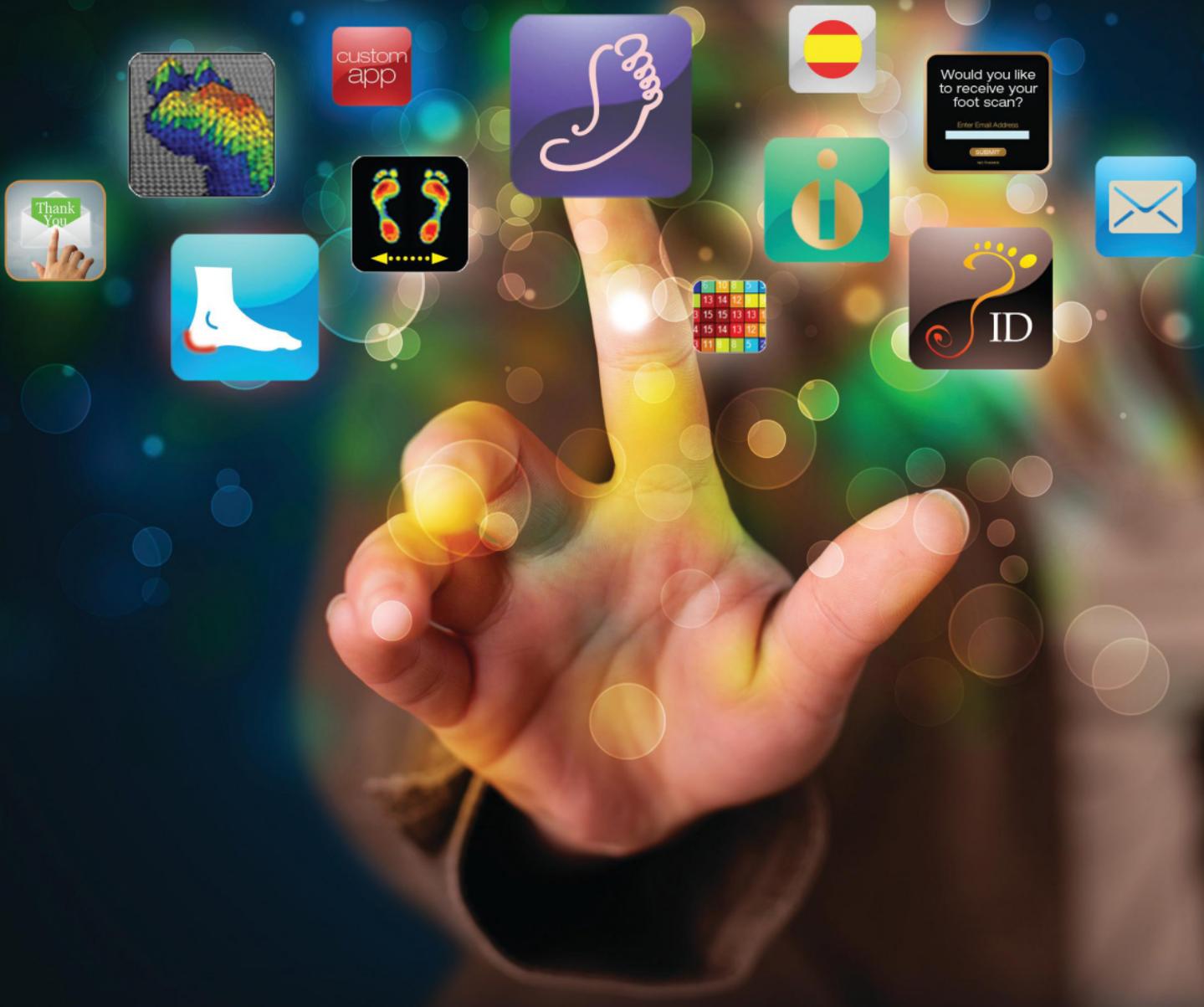
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New flavors from GU include Cucumber Mint.

Running Shorts (continued)

between \$25 and \$110.

Saucony's Run Any Race Program to Raise Funds for Cancer Institute

Saucony announced its presenting sponsorship of Dana-Farber Cancer Institute and the Jimmy Fund's Run Any Race (RAR) program. Through RAR, anyone can run any road or endurance race to raise funds for Boston's world-renowned Dana-Farber. First, participants choose any race of any distance, anywhere, and register for the event through the race organization. Then, they fill out Dana-Farber and

the Jimmy Fund's simple online form to activate their event fundraising web page. Runners set their own fundraising goals and may run as an individual or create a group. Every dollar raised supports Dana-Farber and the Jimmy Fund.

To start or join a Run Any Race fundraising group or join as an individual, visit RunDanaFarber.org.

New Flavors from GU

GU has added two new flavors to its Energy Gel and Roctane Energy Gel product lines — Cucumber Mint Energy Gel and Chocolate Coconut Roctane Ultra

Endurance Energy Gel.

The Cucumber Mint Gel has what GU describes as a light combination of cucumber and mint and is considered ideal for training during hot and humid conditions. Chocolate Coconut is the newest addition to the company's expanding line of Roctane Ultra Endurance Energy Gels. The combo of chocolate and coconut is ideal for crisp early morning workout sessions, touts the company. ■



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ASICS Targets New Generation of Runners

The fuzeX Footwear and Apparel Targets Those Seeking Versatility and Design



ASICS has launched a new collection of running footwear and apparel called fuzeX. The collection targets what the brand calls “a new generation of runners looking for versatility and design.”

The fuzeX footwear and apparel aims to balance performance and style. Featuring fuzeGEL, a new proprietary lightweight midsole, the footwear styles are lightweight and vibrant in color. The shoes are available at ASICS online stores and select retailers as of February 1.

The shoes feature an 8mm heel drop and molded engineered mesh upper for lightweight support.

There are two fuzeX shoe styles; the fuzeX (\$110) and the fuzeX Lyte (\$85).

The line also includes a range of coordinating, lightweight apparel for men and women, ranging in price from \$40-\$90. Items include the fuzeX Mesh Mix tank designed for recovery runs, the fuzeX Long Sleeve top with an open back, the fuzeX Split Short, fuzeX 4” Knit Short and a fuzeX Packable Jacket. ■



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