

THE PERFECT MIX: SPORT & LIFESTYLE



SPORT

Running. Hiking. Pickleball. Tennis. Fitness. Training.

FOOTWEAR

ALL ABOUT THE RUN

INNOVATION ABOUND IN THE NEWEST PERFORMANCE RUNNING SHOES, FROM MAX CUSHION ROAD SHOES TO LIGHTWEIGHT TRAIL PERFORMERS TO SPEED DEMONS AND SUPER SHOES TAKE A LOOK AT WHAT'S NEW AND WHAT'S NEXT. BY CARA GRIFFIN

KELERO / GENDIS II For hiking, Kelero's Gendis II is designed for comfort, breathability and traction. The brand's new technology includes a cushioning and stability system, a cushioned plate that enhances stability and reduces pressure on the foot, and a gait cycle element that provides stability, control and pressure forward motion. The shoe features a mesh upper that is both breathable and water-resistant. Available in three colors, it's available in sizes 7-13.



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AIMING HIGH

Innovation, sustainability, and inclusivity led the way in performance outdoor apparel for Fall 2023. By Mackenzie Heagy

Outdoor participation trends have shifted over the past few years, and performance apparel brands, who once were less concerned with sustainability and inclusivity, are now integrating with eco-friendly materials and social impact. The Outdoor Participation Report found that 71% of outdoor enthusiasts plan to spend more on outdoor apparel in 2024 than they did in 2023. The report also found that 63% of respondents plan to spend more on outdoor apparel in 2024 than they did in 2023. This shift is driven by a growing awareness of the environmental and social impact of the outdoor apparel industry, and a desire to support brands that are committed to sustainability and social responsibility. Brands like Patagonia, The North Face, and REI are leading the way in this space, with their commitment to sustainability and social responsibility being a key factor in their success. As consumers become more conscious of their purchasing decisions, brands that are committed to sustainability and social responsibility will continue to lead the way in the outdoor apparel market.

Key: Biodegradable Materials Considering our planet and the future of the outdoors, brands are exploring ways to reduce their carbon footprint. This includes using biodegradable materials like organic cotton and recycled polyester. Brands like Patagonia and The North Face are leading the way in this space, with their commitment to sustainability and social responsibility being a key factor in their success.



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SPECIAL REPORT / PICKLEBALL

10 THINGS YOU NEED TO KNOW ABOUT PICKLEBALL

BY LAURA GAINOR

The nation's fastest growing sport is taking Americans by storm and growing more every single day. With over 4 million players and permanent courts located throughout all 50 states, pickleball is officially here to stay. There's no doubt that the sport captivates players from the moment they step foot on a court for the first time with its social yet active nature, pickleball is making a name for itself among other major sports. Have you had a chance to get out to pickleball courts yet? If not, or even if you have and are all getting to know the game, here are 10 Things You Need to Know About Pickleball.

- 1. What is pickleball?** Pickleball is a combination of tennis, badminton, and table tennis. It's played on a smaller court than tennis and uses a plastic ball instead of a tennis ball.
- 2. The History of Pickleball** Pickleball was invented in 1965 on Bainbridge Island, Massachusetts, by Joel Pritchard and Bill Bell, two businessmen. The sport was created as a family activity for their children to play on the island.
- 3. How to Play Pickleball** Pickleball is played on a court that is 29 feet long and 18 feet wide. The court is divided into two halves by a net that is 36 inches high. The game is played with two teams of two players each.
- 4. What You Need to Play Pickleball** To play pickleball, you need a court, a net, and two paddles. The court can be made of asphalt or concrete, and the net can be made of steel or aluminum.
- 5. Why Pickleball is Growing** Pickleball is growing so fast because it's easy to learn and play. It's a social sport that can be played by people of all ages and fitness levels.
- 6. Pickleball and Health** Pickleball is a low-impact sport that is good for your health. It can help improve your balance, coordination, and cardiovascular fitness.
- 7. Pickleball and the Environment** Pickleball is a green sport because it can be played in a variety of settings, including outdoors and indoors.
- 8. Pickleball and Community** Pickleball is a social sport that can help you build a community of like-minded players.
- 9. Pickleball and the Future** Pickleball is expected to continue to grow in popularity in the years ahead.
- 10. Pickleball and the World** Pickleball is now being played in many countries around the world.



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FITNESS

WHICH NEXT.

As we wrap up the year, it's time to look at the fitness trends that are shaping the future. From high-tech wearables to sustainable materials, the fitness industry is always evolving. Here are some of the key trends to watch for in the coming year:

Wearables Smartwatches and fitness trackers continue to be popular, offering users a wealth of data about their health and fitness. Brands like Apple, Samsung, and Fitbit are leading the way in this space, with their commitment to innovation and user experience.

Sustainable Materials As consumers become more conscious of their purchasing decisions, brands are exploring ways to reduce their carbon footprint. This includes using sustainable materials like recycled polyester and organic cotton.

Virtual Reality Virtual reality is being used in a variety of ways in the fitness industry, from virtual reality workouts to virtual reality fitness classes. Brands like Oculus and PlayStation are leading the way in this space, with their commitment to immersion and user experience.

AI-Powered Fitness Artificial intelligence is being used to create personalized fitness plans and virtual personal trainers. Brands like Peloton and MyFitnessPal are leading the way in this space, with their commitment to personalization and user experience.



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STYLE

Active Style. Run Style. Outdoor Style. Life Style.

DESIGN / PERFORMANCE CASUAL



LIFESTYLE 2.0

How Casual Became Functional & Functional Became Casual. By Emily Walzer

The phrase "athleisure casualization" has become a term, and when you think of the word you think of a fit that blurs the line between athletic and casual. It's a style that's become a perfect example of how the line between athletic and casual has become a blurred one. It's a style that's become a perfect example of how the line between athletic and casual has become a blurred one. It's a style that's become a perfect example of how the line between athletic and casual has become a blurred one.

What makes Weekday Casualization seem fresh in 2025, at least in retrospect? While the fashion world has been hot and hot, other industries have caught up, following the lead of the fashion world in a new kind of style: casual. It's a style that's become a perfect example of how the line between athletic and casual has become a blurred one. It's a style that's become a perfect example of how the line between athletic and casual has become a blurred one.

ADIDAS / SPINNOVA

Highly technical fabrics are used in the new Adidas Spinnova collection. The fabrics are made from a blend of technical fabrics, including recycled polyester and recycled cotton. The fabrics are made from a blend of technical fabrics, including recycled polyester and recycled cotton. The fabrics are made from a blend of technical fabrics, including recycled polyester and recycled cotton.

RABBIT

You know the Rabbit? It's the one that's been around for a long time. It's the one that's been around for a long time. It's the one that's been around for a long time. It's the one that's been around for a long time. It's the one that's been around for a long time. It's the one that's been around for a long time.

APPAREL

A Show of Support

The 2021 crop of sports bras showcases the best and brightest in compression, encapsulation, comfort, and performance. By Mackenzie Harvey



In the same way that the right (or wrong) shoes can make or break a run, so can a sports bra. That's why brands have thrown a significant amount of effort into research and development in the category. From ingenious strap designs to high-tech approaches to compression and encapsulation, there's something for every shape and size. Serious innovation in sports bras means not only greater comfort for high-impact activities like running, but also better performance. Breathable, supportive, and stylish, these bras are leading the way in 2021.

Head

Head's new Capriotech bra (100) is designed to provide superior support for running and cycling. It features a high-tech, moisture-wicking fabric that keeps you cool and dry. The bra is designed to provide superior support for running and cycling. It features a high-tech, moisture-wicking fabric that keeps you cool and dry.

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RUN STYLE



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A NEW DRESS CODE

INNOVATING LAYERS OF PERFORMANCE, REFINEMENT & ECO RESPONSIBILITY. BY EMILY WALZER



FUTURE FABRICS

The future of fashion is here. It's a future that's built on innovation, performance, and sustainability. It's a future that's built on innovation, performance, and sustainability. It's a future that's built on innovation, performance, and sustainability. It's a future that's built on innovation, performance, and sustainability.

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FOOTWEAR

Running. Hiking. Comfort. Sandals. Recovery. Sneaker Style.

FASHION TREND

ALL DAY EVERY DAY:

CHIC COMFORT GOES THE DISTANCE

Style is as important as ever for shoppers heading into 2022—whether trend-right clugs, rugged boots or sleek slippers, the consumer demand for chic hasn't changed. What is different? Consumers aren't interested in compromise. If the shoes don't feel right, they're not an option. Luckily, comfort brands are more than ready to deliver, with fashion-forward silhouettes packed with enough smart construction, technical materials and clever design to make those stylish women will reach for, no matter what the day brings. **BY JENNIFER BRINT BRADY**

CHUCKA
They do it and you'll love it without anything too heavy. The Chucka (New Balance 2002i). The shoe is a hybrid of a boot and a sneaker, with a rugged outsole for traction and a sleek leather upper for style. It's a perfect choice for the woman who wants to look like a warrior while still feeling like a queen.

BOOT
Kick it and take it day with the 1000 (New Balance 1000). The boot is a hybrid of a boot and a sneaker, with a rugged outsole for traction and a sleek leather upper for style. It's a perfect choice for the woman who wants to look like a warrior while still feeling like a queen.

SNEAKER STYLE

MOVERS & SHAKERS

New year, new takes on the red-hot casual sneaker style trend. Whether for light workouts, walks around the block, kicking it in the couch or at the office, these new styles combine a cool factor to go along with innovative tech. Their comfort, cushioning, breathability, and more in 2022's latest stylish sneaker offerings.

6000i The 6000i sneaker from Skechers is a cushioned and breathable shoe with a mesh upper and a memory foam insole. It's a perfect choice for the woman who wants to look like a warrior while still feeling like a queen.

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RUN / FOOTWEAR

FLYING HIGH

Supply and demand remains a key topic in the running footwear space. Brands roll out new products quickly, but it's not always the most stylish. Brands are looking for ways to make their shoes more appealing to consumers. The good news is that brands are working to make their shoes more appealing to consumers. The good news is that brands are working to make their shoes more appealing to consumers.

Beats
Back for the holidays, the Beats Solo3 wireless headphone is a great choice for the woman who wants to look like a warrior while still feeling like a queen.

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FOOTWEAR

STEP INTO STYLE

Looking good and feeling good is a goal for many women. The good news is that brands are working to make their shoes more appealing to consumers. The good news is that brands are working to make their shoes more appealing to consumers.

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ESSENTIALS

Socks, Insoles and Gear to make the sport and active lifestyle better.

OUTDOOR/NEW PRODUCTS

GET INTO GEAR

Whether for the trail, the town or the campsite, these standouts all make being outside better.



Gregory Jade
The Women's Jade, a popular pack from Gregory, is enhanced for Spring 2025 with a new supportive and comfortable suspension system. It's made of 100% recycled and is made with 100% recycled materials. The pack features a 35-liter main compartment, a 15-liter top lid, and a 5-liter front pocket. It also includes a hydration bladder and a rain cover. The pack is available in blue and black colors.

19 | Photo: Gregoire

20 | Photo: Gregoire

OUTDOOR/NEW PRODUCTS



Osprey Atmos
The new Atmos LT 35 (35L) offers Osprey's body-hugging AirLite suspension in a minimalist silhouette for the hiker. It's made of 100% recycled materials and features a 35-liter main compartment, a 15-liter top lid, and a 5-liter front pocket. It also includes a hydration bladder and a rain cover. The pack is available in blue and black colors.



21 | Photo: Gregoire

High Grade / Express
The new High Grade Collection is built for the customer who's looking for specific travel needs on their baggage. It's made of 100% recycled materials and features a 35-liter main compartment, a 15-liter top lid, and a 5-liter front pocket. It also includes a hydration bladder and a rain cover. The pack is available in blue and black colors.

Mountainwork / Ridge
The new Ridge is a new light and easy-to-use backpack designed for the hiker. It's made of 100% recycled materials and features a 35-liter main compartment, a 15-liter top lid, and a 5-liter front pocket. It also includes a hydration bladder and a rain cover. The pack is available in blue and black colors.

22 | Photo: Gregoire

ESSENTIALS / ALL ABOUT THE RUN

HUSTLE HEROES

SPOTLIGHTING STANDOUT SOCKS, INSOLES (AND LACES). BY SUZANNE BLECHER



23 | Photo: Gregoire

NEW! THE RUNNERS' BEST SOCK
The Runners' Best sock is a new addition to the brand's collection. It's made of 100% recycled materials and features a 35-liter main compartment, a 15-liter top lid, and a 5-liter front pocket. It also includes a hydration bladder and a rain cover. The sock is available in blue and black colors.

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24 | Photo: Gregoire

25 | Photo: Gregoire

26 | Photo: Gregoire

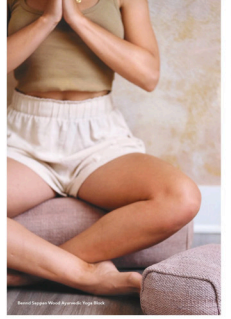
27 | Photo: Gregoire

28 | Photo: Gregoire

DESIGN / SUSTAINABILITY

Accouters Take Center Stage with Innovative Sustainable Materials. By Suzanne Blecher

GEAR GETS GREEN



29 | Photo: Gregoire

WILSON SOLAR SERIES BACKPACK
The Wilson Solar Series Backpack is a new addition to the brand's collection. It's made of 100% recycled materials and features a 35-liter main compartment, a 15-liter top lid, and a 5-liter front pocket. It also includes a hydration bladder and a rain cover. The backpack is available in blue and black colors.

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30 | Photo: Gregoire

31 | Photo: Gregoire

32 | Photo: Gregoire

33 | Photo: Gregoire

RUN / GEAR

Whether being used before the run, during the run, or after the run, these items are built to help you. From new twists to hardware runners, take it to the next level.

LEVEL UP



34 | Photo: Gregoire

35 | Photo: Gregoire

36 | Photo: Gregoire

37 | Photo: Gregoire

38 | Photo: Gregoire

6000 Gear / Trail Hat
The 6000 Gear Trail Hat is a new addition to the brand's collection. It's made of 100% recycled materials and features a 35-liter main compartment, a 15-liter top lid, and a 5-liter front pocket. It also includes a hydration bladder and a rain cover. The hat is available in blue and black colors.

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39 | Photo: Gregoire

40 | Photo: Gregoire

41 | Photo: Gregoire

42 | Photo: Gregoire

43 | Photo: Gregoire

TRENDS

Insight and analysis of key markets and categories.



IN PURSUIT OF MOVEMENT & THE WAY WE MOVE NOW

BY EMILY WALZER

More than 1 million hula hoops sold last year and a new category of jump rope influencers took Instagram by storm. Walks around the neighborhood replaced crowded boutique fitness classes and bike racks were back ordered for six months. As the pandemic upended our daily routines, changing our approach to exercise, "movement goals" became the pathway to a healthy lifestyle.



THE IMPORTANCE OF WELLNESS

WITH WELLBEING TOP OF MIND, WE EXPLORE HOW STANDBY BRANDS HIGHLIGHT HEALTHY AND HAPPINESS IN THEIR FOOTWEAR. BY SUZANNE BLECHER

Shoe Dept
The footwear industry is a multi-billion-dollar market, and it's no surprise that brands are looking for ways to stand out. One way to do that is by focusing on wellness. Standby brands like Havaianas and Birkenstock are leading the way in this space, offering shoes that are not only comfortable but also designed to support foot health and overall wellness.



RED HOT RECOVERY

THE RECOVERY CATEGORY IS EXPANDING & EVOLVING. BY SUZANNE BLECHER

When Telle Cery Sullivan was a collegiate runner at Dartmouth in the 1990s, he would take his shoes off after a hard workout and jog or walk barefoot on the grass to recover. In 2012, Sullivan went on to create a brand based on that barefoot feeling, yet with added supportive shock absorbing propulsion. Recovery products were prevalent in 2012 — supplements, socks, hydration drinks, cooling towels — but there were not a lot of footwear options. Fast forward ten years, and product is proliferating not only for runners, but nurses, teachers, production line workers and more. Today's recovery category is for everyday athletes — which pretty much means each and every person who spends a significant amount of time on their feet! This new definition has opened up a wide variety of options to explore from a slew of brands. Here's a roundup of the newest and most innovative.



PERFORMANCE TODAY

MESSAGE RECEIVED

WHAT WE SAY WHEN WE TALK PERFORMANCE IN 2022

BY EMILY WALZER

The athletic performance category is a hotbed of innovation, with brands like On Running, Hoka One One, and Altra leading the way. Consumers are looking for shoes that offer a combination of comfort, support, and performance. This has led to the rise of "maximalist" shoes, which feature thick, cushioned soles. Brands are also focusing on sustainability and ethical sourcing, with many offering eco-friendly options. The performance category is expected to continue to grow in 2022, with new products and technologies being introduced.

STRATEGIES/TRENDS

In a Challenging Environment, Brand's Try New Techniques to Differentiate. By Suzanne Blecher

THE ABC OF BRAND STRATEGY

A: Audience
Understanding your audience is the first step in developing a brand strategy. This involves identifying your target market and understanding their needs, preferences, and behaviors. Brands should use market research and data analysis to gain insights into their audience.

B: Brand
Your brand is the foundation of your business. It's what sets you apart from your competitors and creates a unique identity for your company. Brands should focus on building a strong brand identity that resonates with their target audience.

C: Content
Content is the lifeblood of your brand. It's how you communicate your message and engage with your audience. Brands should develop a content strategy that aligns with their brand identity and provides value to their audience.

CONSUMER/TRENDS

What you need to know about the group that makes up a quarter of the population.

GEN Z EXPLAINED

Gen Z is the most diverse and technologically savvy generation in history. They are digital natives, growing up with smartphones and social media. Brands should focus on creating authentic, relatable content that resonates with Gen Z. This includes using social media influencers, creating user-generated content, and offering personalized experiences. Brands should also focus on social responsibility and sustainability, as Gen Z is highly conscious of these issues.

RETAIL

Information that retailers can use to make buying decisions and better run their business.

sportstyle retail strategy

HOW TO Sell Style

Specialty Retailers Share their Apparel Secrets. By Suzanne Becker

Selling apparel can be a tricky proposition for specialty sports retailers. It can be costly to invest in a space where customers are able to get great prices for less money at big box establishments. Retailers face questions such as "Which brands should I carry? How much floor space can I give over to apparel? What makes for a successful apparel strategy?"



Ridgefield Running Company / Ridgefield, CT
Megan Stapf, Owner

What Customers Want: "Technology and innovation. Such products that hold longer, stretch and dry, but don't take away from the style. Customers are looking for running gear, like apparel, but also for lifestyle, whether that will take them through the day. Price is important, but it is not the only factor. Customers look into a brand and say 'why, x, whereas we were willing to try other brands to achieve a look.'"

Best Selling Brands: "We've made a big jump across both men and women. The brands that offer soft touch and high-quality technology are specialty runners. Hoka and The North Face, whereas New Balance, Under Armour, and On Running are emerging."

Importance of Higher-End Cross-Functional Apparel:

"It is great to go big brands like New Balance and that and all. Customers are really looking for something that they can depend on day to day. With more people working out of their house and employees still being hesitant, apparel has become much more cross-functional. The smaller apparel only brands are trying to traditionalize and offer a nice balance."

Retail Challenges: "I think two of our biggest are focused on the shoe part of the business. The time taken for the application of equipment doesn't allow the time to introduce apparel. This leaves the customer to have to browse on their own or at all. Small brands are really strong on social media and make an impact. Our customer wants exciting brands and also that for a retail store, it is hard to store or we are looking at products that might come over. This doesn't allow the flexibility to respond to what's trending on Instagram."



Missie Ahead Sports/ Sea Girt, NJ
Courtney Lamb, Buyer

What Customers Want: "Most customers ask for run specific items depending on the season. The good items for the fall have been for cold and run includes for rain. Most other apparel is sold based on look and feel. We are lucky in that it does not even that prior to a distributor in apparel sales. We are the customer and expect our customer value our buy when shopping at our store. In fact, customers are not likely to brands that we carry that we introduced there."

Best Selling Brands: "Our apparel focus has always been an running apparel and accessories. We feature Nike, New Balance and Under Armour. We have carried those brands and had much since the beginning of our business 15 years ago. In the last four years, we have expanded our apparel selection to include and Puma for our most recent season. To try to mostly price the collection. Nike is still one of the brands of apparel because we sell with Patagonia out of the back. Of the new brands, Beyond Yoga has been selling the best to women."

Importance of Higher-End Cross-Functional Apparel: "In two years, there is a huge need for apparel selection to be better to make and more workable that I think translate into more activity in every just casual wear. We are having more success with Beyond Yoga, All Day (men/women), Tropic, Xosimo, Nike Yoga and Yoga."

Retail Challenges: "Getting more people into our gear into our store. We do well online. Also having a different important to us."

Napererville Running Company / Napererville, IL
Meredith, Manager & Buyer

What Customers Want: "A customer's workload is done when they take a shower — not necessarily at the end of their workout. Customers want functional apparel that fits well, breathes well, and looks good. Price is important. Higher end apparel performs better, wicks better and feels longer. A customer just started to buy an expensive pair of shorts from a brand they love and know. We are much about giving quality customer experience and making about the best. Best and On."

Best Selling Brands: "Just about everything we carry is made to perform. We carry Under Armour, Nike, Brooks, Under Armour, On, North Face, Brooks (men only), Adidas, Smartwool, Insoles, Insoles and our own DTC brand apparel. We are just about to bring in Lululemon. We carry athletic shoes from Nike and New Balance. Our best-selling piece was the "Basic" like a great fitting pair of high-waisted black capris with two side pockets that you can wear over a t-shirt, run in, or use with a compression bra and breathable outer short with open pockets. We take pride in the pieces like a cool neck sweater or casual joggers — those tend to do well too."

Importance of Higher-End Cross-Functional Apparel: "We find that when the majority of our customers are looking for shorts, they'll stop around to pick up a pair of shorts, a sports bra, or a fun new tank. Good, but good! Getting new gear is always great motivation."

Retail Challenges: "A huge challenge we face are competitors' like Target or other big box stores. It would be tough for a customer to invest in a great pair of shoes and spend just so much money on a sports bra and a pair of socks at the same time. We are also fighting online retailers that sell at discounted prices."

RETAIL / ALL ABOUT THE RUN Running Specialty Retailers Lean into Successful Strategies From B.C. (Before Covid), by Bob McGeer



Customers in West Chester, Ohio that recently added new inventory. Ridgefield Running and Ridgefield Running Company.



Ray Pappas, owner, Pappas Running, has been helping specialty sports retailers today, according to the respondents, although it did not see the situation in the same manner. Certain running brands would be working with their run specialty partners on marketing ideas on how to introduce their products to the market.

"Not only are we consistently doing well, but we've also added the customer experience to store, but our turnover is the highest it has ever been," advised Pappas. "We're really happy to see our staff is functioning at a high level, and we have had to increase the number of people that we are hiring, which means having a primary focus on training new employees."

At Ridgefield Running, a lot of attention is being given to the staff. "The staff is being trained and we are doing a lot of things to help them to be successful, especially when there is a shift in the market. We are doing a lot of things to help them to be successful, especially when there is a shift in the market. We are doing a lot of things to help them to be successful, especially when there is a shift in the market."

Inventory This is the most "challenging" aspect of your

business. "I have that we are going to go from focus to focus in terms of inventory, but it is really the great opportunity to reach those customers who really buy shoes on sale," she said. "Having more 'sale' does not also mean people to replace their shoes more often than the one thing has been some sales price gone up — customers tend to wait longer to replace their shoes."

They're serious at the Manhattan Running Company in Manhattan, KS insists it's vital for one specialty to "go on top of the season wear of customers that are happening... to make sure we can still keep our margins up."

At Ridgefield Running, Ridgefield admits her store's strategy is inventory planning, adding equipment and secure product remains "a work in progress at the moment."

Patricia Breen Pappas believes running shoe distribution has made much progress over the last 10 years. "With strong M&P publishers and lower regional offers, we (run specialty) don't have to be the price match game we used to be in the past," he offers, adding, "I hope retailers are smart and to create with all of the models available that don't focus on deep discounting."

Optimism in 2022 for Steve Hill Running Shop in South center on. "The big disruption in supply chain" finally being over with "all of the shoe finally assembling per pandemic delays."



Ready to go up in Idaho Running Co.

While Ducker and Afton have had success inside The Complete Runner. The first Halford club (Halford) and (Halford) in being "called" some of its business that is also now "lacking" in a 44% fall since from Ducker and Afton.

"And look forward to 'Call' 2022 as we will water here in Connecticut," says Steve Hill. "It is not just that every runner get a Craft beer here and here for the day for the holidays."

Further south in Maryland, Charm City's Maryland says more of its customers are spending 10% less on shoes and 10% less on gear, and more on apparel, which means having a primary focus on training new employees."

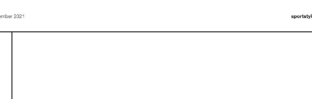
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Key Issues Impacting Specialty Run Retail

The run business is strong. Retailers tell us how they are working hard to keep it that way. By Bob McGeer

For the most part, independent running specialty retailers are content and satisfied with the state of their businesses today. Monthly sales have largely been stronger than in 2020 and new customers to the activity appear to be sticking around in year two of the pandemic, forcing retailers to strategize the best ways to keep them engaged with the activity and purchasing new products seasonally rather than yearly.

But, there is more than a whiff of concern in the air from coast-to-coast. It's not being prompted by rising cases of the COVID-19 variant across the U.S. or higher product prices but rather persistent supply chain and logistics issues. Without proper planning and coordination with key vendors, these retailers admittedly could find themselves caught with their running shorts down in the months ahead into Spring/Summer 2022. The issue? It's mostly related regularly in the volatilities of retail run specialists and delivery delays become the norm. Staffing. During the first 18 months of the pandemic, retail run specialists were able to retain key personnel for



Manhattan Running Company in Manhattan, KS.

performing well in its store. Koellch says surprise "low turnover" in the retail segment as it shops have been "stronger, La Sports and Soccer."

Keeping a Positive Attitude Always leaning into the ebbs and flows of the business and maintaining a positive attitude for staff and customers despite macroeconomic, supply chain, staffing or other nagging issues are vital keys to success in run specialty retail. "Some, there's a lot of concern for our team," suggests Charm City's MacKendall. "But the specialty business is somewhat insulated from its impacts. We've seen some of the before."

At Ridgefield Running, "Some experts say they've headed toward a major recession but run specialty stores have always looked that trend and are fairly recession proof. Life post pandemic is something but predictable, so we do need to be ready to react... We've seen an uptick in event participation and engagement within the store, so I am thinking optimistically 2022 is going to be a great year for running overall."

IN THE STUDIO: DESIGN INFLUENCERS

The force behind what's new and exciting in today's marketplace.

DESIGN / SUSTAINABILITY
Accessory Tote Car Stage with Innovative Sustainable Materials. By Suzanne Richter

GEAR GETS GREEN



When it comes to sustainability in certain segments, the world is moving forward. From eco-friendly fashion to sustainable food and beverage, consumers and designers are looking for ways to reduce their carbon footprint and make a positive impact on the environment.

At the forefront of this movement is the fashion industry, which has long been a major contributor to environmental issues. However, in recent years, there has been a growing awareness of the need for sustainable fashion. Designers are now looking for ways to create eco-friendly clothing that is both stylish and functional.

One of the most innovative ways to achieve this is through the use of sustainable materials. These materials are made from natural fibers, recycled plastics, and other eco-friendly materials. They are designed to be durable, long-lasting, and easy to care for. This makes them a perfect choice for accessories like totes, bags, and wallets.


The tote bag shown in the image is made from a sustainable material called "Eco-Fabric." It is made from recycled plastic bottles and is completely biodegradable. This means that it will break down naturally over time, without leaving any harmful residue behind. It is also made from a natural fiber, which makes it soft and comfortable to use.

The bag is designed with a simple, minimalist aesthetic. It has a large, open top and a sturdy handle. It is perfect for carrying books, papers, and other everyday items. It is also a great choice for those who want to make a statement about their commitment to sustainability.

By choosing sustainable materials, designers can create accessories that are both stylish and eco-friendly. This is a win-win for everyone involved. It allows consumers to look good while doing good. It also helps to reduce the environmental impact of the fashion industry. In the end, it's a small step towards a more sustainable future.

IN THE STUDIO: UP AND COMING
Entrepreneur Arnie with Exciting Ideas at an Opportunity Time. By Suzanne Richter

Incubator Innovators



In an era of innovative products, it's no surprise to find a variety of eco-friendly options. From sustainable fashion to green technology, there are countless ways to reduce your carbon footprint and make a positive impact on the environment.

One of the most exciting areas of innovation is in the field of sustainable transportation. As more people become aware of the environmental benefits of cycling, there has been a surge in the development of eco-friendly bicycles. These bikes are designed to be lightweight, durable, and easy to maintain. They are also made from sustainable materials, such as recycled aluminum and bamboo.

The bicycle shown in the image is a perfect example of this innovation. It is made from recycled aluminum and bamboo, which makes it both lightweight and eco-friendly. It also features a large, sturdy basket that is perfect for carrying books, groceries, and other items. This makes it a great choice for commuters and anyone who wants to get around town in an eco-friendly way.

By choosing sustainable transportation options, you can reduce your carbon footprint and improve your health. Cycling is a great way to stay active and enjoy the outdoors. It is also a fun and enjoyable way to get around town. In the end, it's a small step towards a more sustainable future.

SUSTAINABILITY / READING
The Good, the Bad, and the Effectiveness of Climate Bonds. By Emily Weber

Making an Impact



Readers of environmental news are familiar with the concept of climate bonds. These are financial instruments that are designed to raise money for projects that have a positive impact on the environment. They are often used to fund renewable energy, green infrastructure, and other eco-friendly initiatives.

Climate bonds have become a popular way for investors to support sustainable growth. They offer a range of benefits, including the potential for higher returns and the ability to make a positive impact on the world. However, there are also some challenges associated with climate bonds, such as the risk of greenwashing and the complexity of the market.

As the market for climate bonds continues to grow, it is important for investors to do their homework and understand the risks and benefits of these investments. This means researching the projects and companies that are backing the bonds and looking for third-party certifications to ensure that the investments are truly sustainable.

By taking the time to understand climate bonds, investors can make more informed decisions and maximize their impact. This is a key step towards a more sustainable future.

IN THE STUDIO: HIGHLIGHTS
Leading the Pack



With a focus on outdoor gear, our readers are familiar with the concept of climate bonds. These are financial instruments that are designed to raise money for projects that have a positive impact on the environment. They are often used to fund renewable energy, green infrastructure, and other eco-friendly initiatives.

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CONSUMER SURVEY

A snapshot of what's resonating with consumers to help inspire creative solutions.

TRENDSINSIGHT powered by **MESH O I**

Understanding the Pickleball Consumer

I seem like everywhere you turn this summer, people are talking about pickleball. Heck, even playing it. Whether you're selling it, marketing it, or covering its rapid growth, pickleball is obviously hot right now. And the momentum is not just staying back this year...

Of the more than 1,100 active consumers we polled, 67% of respondents said they either have played or plan to play pickleball. These numbers, the age of 50, do seem quite likely to say they play pickleball, according to our survey. Notably, more than 80% say they play socially rather than in leagues or tournaments.

Consumers are buying apparel, footwear, socks, accessories and equipment (paddles, balls, nets) to play the sport. Respondents say they are most likely to buy pickleball products...

Have you ever played Pickleball?

WE SURVEYED 1,140 CONSUMERS

| Response | Percentage |
|-----------------------------------|------------|
| Yes, I play Pickleball | 35% |
| No, but I am planning to play | 32% |
| No, and I am not planning to play | 33% |

Pickleball Players Weigh in on Key Questions

Of the 1,140 active consumers surveyed, 27% said that they play pickleball. Those who said "yes" they do play pickleball answered the below questions.

How long have you been playing Pickleball?

| Duration | Percentage |
|-------------|------------|
| 1-3 months | 32% |
| 4-12 months | 27% |
| 1-2 years | 20% |
| 3+ years | 19% |

How many times per month do you typically play Pickleball?

| Frequency | Percentage |
|------------|------------|
| 1-4 times | 72% |
| 5-8 times | 18% |
| 9-16 times | 6% |
| 17+ times | 4% |

Where do you mostly play?

| Location | Percentage |
|-------------------|------------|
| Local high school | 4% |
| Public courts | 9% |
| Private clubs | 12% |
| Public parks | 31% |
| Private parks | 37% |

Do you play socially, in a league or in an independent tournament?

| Category | Percentage |
|------------------------------|------------|
| Socially | 78% |
| In a league | 12% |
| In an independent tournament | 10% |

Where do you purchase recovery footwear?

| Category | Percentage |
|------------|------------|
| At a store | 78% |
| Online | 22% |

Of the more than 1,100 active consumers we polled, 56% of respondents said they either have played or plan to start playing pickleball.

TRENDSINSIGHT powered by **MESH O I**

UNDERSTANDING THE RUNNING CONSUMER

Runners know what they want. But they also crave information and are more than willing to test out new brands and technologies. These are just two of the takeaways from our annual consumer survey, where we asked more than 100* active runners a variety of questions about how and when they run, how and where they shop, and what influences their purchases.

The consumers we surveyed were frequent runners — 69% said they ran 16+ times per month, and 37% said they replace their running shoes every one month or less.

As far as brands go, we asked runners if they have a specific footwear and apparel brand in mind before they purchase a new pair of footwear. 70% said yes. On the apparel side, it was only 48%. This would suggest, not surprisingly, that runners are more brand loyal when it comes to their shoes than their clothes. However, 39% of consumers also said in they would like a sales associate to come to them as they shop for these shoes.

Of those surveyed, 30% said they have their go-to e-commerce shopping for footwear and 38% said they have their go-to e-commerce shopping for apparel. 31% with 29% telling us they have bought recovery footwear (versus 17% in 2021).

FOOTWEAR

When shopping for running footwear, do you like to have additional options or brands presented to you by the sales associate?

| Response | Percentage |
|----------|------------|
| Yes | 70% |
| No | 30% |

When shopping for running footwear, do you have a specific brand in mind before you go into the store?

| Response | Percentage |
|----------|------------|
| Yes | 70% |
| No | 30% |

When shopping for running footwear, do you like to have additional options or brands presented to you by the sales associate?

| Response | Percentage |
|----------|------------|
| Yes | 78% |
| No | 22% |

When shopping for running footwear, do you like to have additional options or brands presented to you by the sales associate?

| Response | Percentage |
|----------|------------|
| Yes | 67% |
| No | 33% |

APPAREL

When shopping for running apparel, do you have a specific brand in mind before you go into a store?

| Response | Percentage |
|----------|------------|
| Yes | 54% |
| No | 46% |

When shopping for running apparel, do you have a specific brand in mind before you go into a store?

- Performance Materials
- Style
- Price
- Brand
- Color



STYLE INSIGHT

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STYLE INSIGHT

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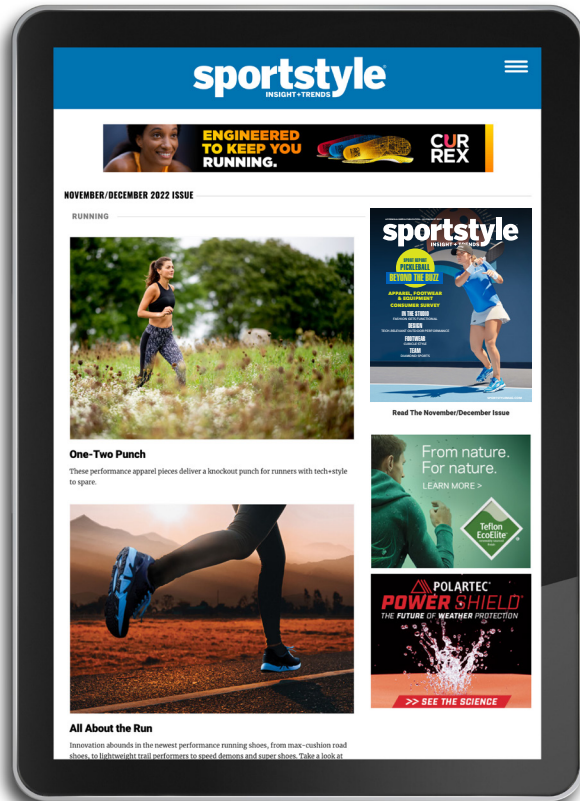
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| MARCH/APRIL | 3/26/25 | 4/2/25 | SEPTEMBER/OCTOBER | 9/22/25 | 9/29/25 |
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