

BOARDSPORT

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EUROPEAN SURF/SKATE/SNOW BUSINESS

#83 SEPTEMBER / OCTOBER 2016 €5

EUROGLASS' DARREN BROADBRIDGE

RETAILER BRAND IDENTITY

SUP PRODUCT QUALITY

BRAND PROFILES, BUYER SCIENCE & MUCH MORE



TREND REPORTS: SURF APPAREL, WETSUITS, WATCHES, SUNGLASSES, ACTION SPORTS CAMERAS & ACCESSORIES,
LONGBOARDS, SUP, ACTIVEWEAR



KEEPS YOU WARM KEEPS YOU DRY

— ALL —
WEATHER
— MTE —

THE SK8-HI MTE



VANS

“OFF THE WALL”

PHOTO: CHRIS FERRARI



HAIKU, MAUI 12/04/2015 4:30PM
Pre Heat Challenge winners

DAKINE

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HELLO #83

Who would have thought it - all three of our beloved boardsports are now Olympic sports. Much has been said in the debate, but let's start off by looking at business.

The 2016 summer was always going to struggle to live up to the hype and success of 2015's summer, with its great weather and decent waves. So when the weather simply didn't materialise for summer 2016 until July, it was always going to make for tough trading conditions. As reliant as our way of life is on the weather, when it doesn't cooperate, all it takes is for one or two other factors to go awry and the season presents a real mountain to climb.

This summer pitched plenty of curveballs; beginning with the hideous terror attacks in France and then Britain's decision to exit the European Union. Both factors were completely unexpected and sent shockwaves around Europe, the reverberations of which will be felt for some time to come.

As times get tougher and tougher, a vicious circle is brewing with retailers and distributors. Retailers, who are feeling the pinch more and more are requesting extra help from distributors with payment schedules. In turn distributors are finding it increasingly hard to get innovative

with ways in which to help their retailers.

Where better to look for some positivity than the inclusion of surfing and skateboarding in the 2020 Olympics. It, of course, came in for the predictable bashing from those "core" surfers and skaters who feel it will ruin the spirit of their way of life. Although when looking at the way in which the competitive aspect of surf and skate are practiced by the world's greatest, it is so far removed from the way in which the other 99% of us partake in it, that to be offended by their inclusion in the Olympics is madness.

Boardsports are personal experiences; surfing and skateboarding becoming Olympic sports isn't going to take that away from you. I love shredding a snowboard despite it being an Olympic sport and we shall continue to love our skate and surf sessions despite this latest chapter written in their history. The simple fact is that with skating and surfing now in the Olympics, it will act as a catalyst for growth, spelling more money for athletes, better events and eventually more surfboards, skateboards, wetsuits and skateshoes for our retailers to sell.

Always Sideways
Harry Mitchell Thompson
Editor

CONTENT

P.07 CONTENTS
P.09 NEWS
P.13 TRADE SHOW REVIEWS & PREVIEWS
P.19 SUP SS17 TREND REPORT
P.25 TECHNOLOGY VS TOYS
P.27 RETAILER PROFILE - ELMAR,LES SABLES D'OLONNE, FRANCE
P.29 SUNGLASSES SS17 TREND REPORT
P.41 ACTION CAMERAS & ACCESSORIES TREND REPORT
P.44 BIG WIG INTERVIEW: EUROGLASS'S DARREN BROADBRIDGE
P.47 WATCHES 2017 TREND REPORT
P.51 BUYER SCIENCE, BOARDSHOP.CO.UK

P.52 LONGBOARDS SS17 TREND REPORT
P.62 ACTIVEWEAR SS17 TREND REPORT
P.65 MEN'S SURF APPAREL SS17 TREND REPORT
P.69 WETSUITS SS17 TREND REPORT
P.75 RETAILER BRAND IDENTITY
P.77 BRAND PROFILE: MILLER DIVISION
P.78 BRAND PROFILE: AIRBLASTER
P.80 NEW PRODUCTS
P.83 MARKET INTELLIGENCE
P.94 EVENTS
P.97 ONE EYED MONSTER

On the cover: Miky Picon Global Head of Sport mark eting Quiksilver, Photo by Peter Bosko

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



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VANS PARK SERIES CROWNS ALEX SORGENTE AND BRIGHTON ZEUNER WORLD CHAMPIONS

The inaugural Park Terrain Skateboarding World Championships, organised by Vans were won by Alex Sorgente & Brighton Zeuner. The competition ran qualifying series across the globe, starting out in Australia before hitting Brazil, Canada and America. Vans funded and implemented the build of the breathtaking Kroksbäck Skatepark, which was built specifically for this event and will now be left as a gift to the city of Malmö, further cementing Vans' skateboarding legacy.

SLATER DESIGNS LAUNCHED TRACTION PAD

Hot on the heels of Kelly Slater's foray into surfboard production earlier this year, Slater Designs have now announced the launch of their traction pads in collaboration with BLOOM. In keeping with the rest of Slater's business ventures, the traction pads are "arguably the most environmentally-friendly traction pad on the market today." BLOOM Foam is a high-performance alternative to synthetic and petroleum-based flexible foams and uses algae biomass harvested from lakes, rivers and waterways throughout the world, which helps to mitigate the devastating effects of algae growth on freshwater ecosystems.

DAKINE APPOINTS PJ RUEDA AS EUROPEAN SPORTS MARKETING AND COMMUNICATIONS MANAGER

After Altamont Capital Partners' acquisition of Dakine in 2013, a new structure is being set up at Dakine's European office. Following on from Frank Heissat's appointment as EMEA General Manager in January 2016, Pj Rueda is joining the team to take over Sports Marketing and Communication. Pj started his career at Cliché Skateboards, packing orders. He then moved to Nielsen as Marketing Consultant. In 2007 he created Fluofun, an online snowboarding media platform that became a world leader under 1997media's umbrella. After nine years spent directing 1997media Surf, Skate and Snow initiatives as well as Key Partnerships across all sports, he will now manage Dakine's European efforts in terms of Media, Social, Athletes and Events, with a strong input on digital operations.

ALOHA SURFBOARDS TO BE DISTRIBUTED IN EUROPE THROUGH GLASSING MONKEY

The respected and loved Australian brand, Aloha, celebrate their heritage and movements on the surfing industry alongside their new partnerships with Glassing Monkey, which will see their shapes distributed into the European market.

NORTHCORE CELEBRATES 10TH ANNIVERSARY

From the first creation of the Keypod ten years ago through to becoming one of the UK's leading brands for tough premium surf products, Northcore celebrates these years and looks back at ten years of hard work, passion and dedication that produced Northcore's global recognition.

DEELUXE APPOINTED NEW AUSTRIAN DISTRIBUTOR OF SHRED OPTICS AND SLYTECH PROTECTION

Anomaly Action Sports SRL, parent company of Shred & Slytech has appointed Deeluxe Sportartikel Handels GmbH to distribute the two brands in the Austrian region.

ALIEN WORKSHOP APPOINT SHINER DISTRIBUTION AS EUROPEAN LICENSEE

Alien Workshop has appointed Shiner Distribution to take on the role of European Licensee. The traditions and heritage of Alien Workshop will remain strong whilst it takes this innovative step forward within its industry.

MODOM LAUNCHES "GAME CHANGING" SHARK DETERRENT LEASH FOR SURFERS

Modom and Sharkbanz have come together to change the game of surf safety and design the world's first shark deterrent leash, The Modom Shark Leash. Distributed in Europe through Santocha Distribution.

DAKINE APPOINT NEW GLOBAL CEO

Ken Meidell has been named the new CEO of Dakine by Altamont Capital Partners. Ken's knowledge and experience in the consumer marketplace and the retail world in outdoor adventure markets is set to greatly benefit Dakine's operations and help them push forward with their new missions and aims.

DC RE-ENTERS SURF MARKET

DC has returned to surf and coming with the news, the brand announces heavyweights Bruce Irons, Kanoa Igarashi, Ezekiel Lau and Leo Fioravanti will be heading up the athlete team. DC have chosen riders that "believe in the brand and strive to defy convention for years to come."

SHINER APPOINTED EUROPEAN LICENSEE FOR STATE FOOTWEAR

Skate shoe brand, State Footwear are to be distributed by Shiner in Europe. Shiner will promote and sell the brand across Europe starting with their SS17 collection.

PICTURE ORGANIC CLOTHING LAUNCHES WETSUIT PROGRAM

Picture are continuing their environmentally quest with the launch of their wetsuit category and in the introduction of NaturalPrene – made of 85% natural rubber from a Malaysian plantation, and 15% synthetic chlorine-free rubber.

BILLABONG SELLS SECTOR 9 TO BRAVO SPORTS FOR \$12 MILLION

Billabong has reached an agreement to sell Sector 9 for \$12 million to Bravo Sports, the owners of Kryptonics, Pro-Tec, Ten Eighty and Maple. Bravo Sports themselves were acquired at the end of 2015, by a Los Angeles-based private equity firm called Transom Capital Group. Sector 9 were acquired by Billabong in 2008 for an undisclosed fee.

ANIMAL OPEN STORES IN BRIGHTON & AT BLUEWATER SHOPPING CENTRE, ENGLAND

Animal UK are opening two new retail stores; one in Kent at the Bluewater Shopping Centre and the other in Brighton. The Bluewater store will be over 1500 sq ft, while the Brighton store weighs in at 1,291sq ft and will be located in the Churchill Shopping Centre of the town. Both stores will hold all of the latest surf, skate and adventure apparel and hardware that this iconic British surf brand have in their collections.

ANOMALY ACTION SPORTS ANNOUNCES
NEW MANAGEMENT POSITIONS

The distributors of Shred Optics and Slytech Protection, Anomaly Action Sports, have announced two new management positions to support their creative management team. Co-founder and CEO, Carlo Salmini is to manage all marketing, product and sales. Federico Merle is leaving the company for his home country of Argentina to spend more time with his family and passes on his CMO/CFO responsibilities to Francesco Baldisserri, a strategy expert.

INDEPENDENT SNOWBOARD TRADESHOW
TO DEBUT IN U.S, JANUARY 2017

Parts & Labor is a new snowboard tradeshow to be launched in Denver, Colorado in the United States in January, 2017. Founded by industry vets Joe Suta of Nightmare Snowboards and Steven Kimura from Owner Operator and United Shapes, the show will take place on the same dates as SIA’s Snow Show, which also takes place in Denver from January 27-29. However event organisers insist they will work with those brands who intend to exhibit at both shows.

SANCHESKI MARKS 50TH ANNIVERSARY
WITH INTRODUCTION OF NEW SURF SKATE

The iconic and traditional Spanish skate brand Sancheski are approaching their 50th anniversary and are aiming to bring celebratory surprises to the table. The release of their new surf skates in collaboration with Slide and Hot Buttered Australia will touch on the old days with its old school feel whilst also progressing to the tech of the modern cruiser.

HOFF TO DISTRIBUTE CREATIVE
RECREATION IN FRANCE, SPAIN,
PORTUGAL AND GERMANY

HOFF Distribution has taken on the distribution for CREATIVE RECREATION, a Los Angeles-based lifestyle footwear company for France, Spain, Portugal and Germany.

SHOPS 1ST TRY GOES MORE
INTERNATIONAL & ADDS OUTERWEAR +
MICRO BRANDS TO LINEUP

For its eighth edition, SHOPS 1ST TRY 2017 is going international with an expanded indoor highlight exhibition dinner, retailer-specific program and more hardware, outerwear and accessories brands in addition to the already successful on-snow demo. Next to core and ‘micro brands’, the market leaders and big players will showcase their 17/18 collections and offer up their gear for testing.

OAKLEY ANNOUNCES BIG STRUCTURAL
CHANGES

Oakley’s integration into parent group Luxottica is now in its final stages and the creation of their new business model, the Oakley Sport Channel is almost complete. Under the new changes, Oakley will become more integrated into Luxottica’s global organization in terms of distribution and marketing infrastructure; reporting directly into Luxottica’s Ohio offices for retail and New York for wholesale, with marketing to be coordinated out of Milan. Also in the changes, Oakley’s AFA business (apparel, footwear and accessories) is going to be stripped back, with effects appearing as of their Spring 2017 collections.

VANS APPOINTS DOUG PALLADINI AS
GLOBAL BRAND PRESIDENT

Vans have appointed Doug Palladini as their new Global Brand President. Palladini has been with the company since 2004 and has fulfilled positions including head of the Global Marketing function and most recently served as Vice President, General Manager for the Vans North America region since 2013. In his new role, Palladini will head up the strategic direction of Vans globally, while overseeing global marketing and product and remaining responsible for sales in the Americas.

SURFING & SKATEBOARDING OFFICIALLY
ANOINTED AS OLYMPIC SPORTS

The long wait is over and the official word has finally been given – skateboarding and surfing will be in the Tokyo 2020 Olympics. Skateboarding will have both a men’s and women’s street and park events with up to 80 athletes competing, while the surfing has been confirmed will not take part in a wave pool, but at the Japanese spot of Chiba, which is about 45 minutes on the train from Tokyo. Surfing will have 20 men and 20 women compete from countries across the planet, meaning surfers who don’t surf on the WCT may well appear at the Olympics.

SAXX UNDERWEAR APPOINTS DARREN
WILCOX TO LEAD COMPANY IN UK

Men’s underwear brand Saxx has taken the North American market by storm and now the company is investing in European growth. Darren Wilcox, formerly of Columbia Sportswear and Sorel will lead the company forward in the UK. Saxx is currently sold in over 2,000 retailers across North America.

TRIPLE EIGHT ANNOUNCES POD
INTERNATIONAL AS NEW WATER
PRODUCTS DISTRIBUTOR FOR EUROPE

POD International will become Triple Eight’s new water-specific distributor for Europe this year. POD currently distribute brands including Jetpilot, O’Brien, Rollerbone and Aquaglide and have a well-established European Network of agents, dealers and distributors.

SANDBOX APPOINTS JEFF MARTINO AS
GLOBAL SALES DIRECTOR

Helmet and eyewear brand Sanbox has added Jeff Martino to the team and he will serve as Global Sales Director.

VANS PARK SERIES TO LAY FOUNDATIONS
FOR SKATEBOARDING AT OLYMPICS

In a recent statement released by Vans, they have applauded the inclusion of skateboarding in the 2020 Tokyo Olympics and have commented on how the Vans Park Series will not only set the building blocks for skateboarding at the Olympics as the first global park terrain competition, but will also be key in “upholding skate culture”.

SOLE TECHNOLOGIES APPOINTS ESMail
MAWJEE AS INTERIM PRESIDENT

Sole Tech have appointed Esmail Mawjee as interim President of the company, where he will work with the executive leadership team to help their brands etnies, éS, Emerica, Altamont and ThirtyTwo develop in the evolving market place. Mawjee most recently served as president of Active Ride Shop and in his new position will be responsible for the overall operations of the company, reporting directly to the owner and chief executive officer, Pierre-Andre Senizergues.





IT'S A
WETSUIT
REVOLUTION
ARE YOU IN ?



STRETCH TECHNOLOGY



NEOPRENE FREE



SOLVENT FREE



PETROL FREE



10



KRYPTO

SERIES

TEAM RIDER BRETT BURCHER



Krypto 1/2

RED SHORT-SLEEVE TOP



Krypto 1/2

RED SHORT-SLEEVE TOP



Krypto 2/2

RED LONG-SLEEVE TOP



Krypto 2/2

RED LONG-SLEEVE TOP

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SPORT ACHAT NANTES, FRANCE, SEPTEMBER 18-19

This is a completely new show which has been launched with the support of FIFAS (French federation of Sport & Leisure Industries), EuroSIMA and the OSV and demonstrates there are still opportunities out there to build our market. At time of going to press a total of 230 brands have signed up for the inaugural edition with product from the outdoor, surf hardware, SUP, bike, urban sports and other watersports categories. These included West wetsuits, Urban Beach, WeirdFish, Surftech, Surf Logic, SP, Slytech Sniper, Sinner, SIC Shred, Sector 9, Rip Curl, S-Wings, Rest Tube, Rayne, Quiksilver, Prohibition, Picture, Osprey, Onda, Ocena & Earth, OB five, NSP, Mantra, Madrid, Madness, Jobe ,Kana Beach, Howzit, Hirec, Freewaters, Fox ,Flying wheels, Eivy, Cool Shoes, Chilli, Catch Surf, Carve, Circa and Ari’Nui. The Sport Achat Lyon show maintains its outdoor mountain emphasis while the Nantes show is more concentrated on nautical and boardsports brands.

As with the Lyon show there will be a Crème fraîche area in Nantes for new brands including OKYL urban head protection, Saint Jacques ‘Wet to wear’ clothing and IN’BÔ sustainable skateboards, S-Wing Biometric fins propose a new shape of fin that increases speed, controls reactivity, Yoga Searcher provide clothes to wear before and after your yoga class and Waph present a new kind of belt and sunglasses. In particular the show will provide the surf and SUP industry with a real opportunity to exhibit their brands at a location next to the Loire river and only 50KMs from the Atlantic coast. The show has been launched

to attract French retailers from the North, West and South West and also retailers from Spain and the UK. In fact this will be the only pure trade show for the action sports industry anywhere near the Atlantic Ocean and so becomes a natural destination for water sports brands and retailers. The show is held from 9am to 7pm on the Sunday and 9am to 6pm on the Monday with FIFAS holding a conference on the Monday led by the French minister of Sport. Topics include the results from the first French leisure and sports consumer market study. Also two workshops on the outdoor sports and their economic impact and the urbanisation of sports activities - how things are changing now, will be held at the show. Nantes has good road, rail and airport links and the Expo is right next to the river which enable a number of events to take place, including the 2nd annual Nantes Paddle Expérience SUP race and will allow SUP brands that exhibit at Sport Achat to offer live testing of products to visiting retailers, as well as offering a direct interaction with public consumers that come to watch the race. Direct flight connections include Lyon and Bordeaux in France, Geneva in Switzerland, Malaga, Barcelona and Madrid in Spain and from the UK there is a connecting flight from Birmingham, London, Manchester and Southampton. Additionally Paris is only two hours away on the TGV. Look forward to seeing you there.

www.sportair.fr

EUROSIMA SURF SUMMIT, SEIGNOSSE, FRANCE, OCTOBER 6-7

The 15th edition of the European Surf Summit hosted by EuroSIMA will see two full days of presentations and debate under the title theme: “It’s time to think outside the box”. Day one of the conference will cover issues related to action sports markets and the new challenges that rapid innovation creates, while day two will concentrate on new business models. The event will be opened by Wilco Prins, EurSIMA’s new president. Speakers on the first day include Fernando Aguerre, President of the International Surfing Association, on what you should know about surfing in the Olympics. Kepa Acero free surfer and explorer talks about realising your dreams and goals, Frédéric Tain founder of Sport Guide presents 10 key figures on European distribution and Philippe Vlaeminck, an expert in innovation strategies and collaborative intelligence talks on reinventing your business model. The days end with a beer and a screening of the 2016 winning film from the Anglet International Surf Film Festival followed by the Surf Summit official dinner at the Le Belharra Café in Capbreton. The second day starts with an energizing workshop with Human Skills Development. Speakers on the Friday include Emmanuelle Duez, a serial entrepreneur on ‘The Generation of Mercenaries, It’s time to step up’, Philippe Leclair founder of Stratégie de la Réussite discusses

‘Strategies for Success, Train Like a Champion’ and Iker Aguirre ex-EuroSIMA board member speaks on ‘The Business of the Future’. In the same hall the latest creative and innovative products of the action sports industry will be showcased at the Surfing Lounge. The media, institutional representatives and retailers from all over Europe are invited to discover the action sports industry’s expertise and knowhow.

As the Surf Summit takes place during the Quik Pro France, even more networking opportunities are available as much of Europe’s industry will be in town. Additionally one can take the time to watch the event at the nearby beach. As always the Summit will end in style with the traditional Waterman’s Ball on the Friday evening from 8pm at the Belambra club Seignosse - this year’s theme is Ghetto Blastes, which includes the presentation of the European male and female Surfers of the Year, the Innovation of the Year and the Lifetime Achievement Awards. So come and take part in the conference and help shape the future of our industry together.

www.eurosima.com

13



PADDLEEXPO, NÜRNBERG, GERMANY, OCTOBER 7-9

PADDLEexpo is Europe’s biggest trade event for the SUP industry. The show takes place during the key ordering season for 2017 business. SUP products make up approximately 30% of the PADDLEexpo exhibition area, but the estimated percentage of business is even higher. The 14th annual PADDLEexpo will take place in its traditional home in Nuremberg. The 90,400-square-meter hall already sold out with around 250 brands exhibiting. PADDLEexpo is a very niche show; last year’s 1393 visitors were similar in numbers to the two proceeding years with 49% of the visitors coming from outside Germany. Switzerland, France, Austria, Italy, UK and Slovenia are the most represented countries. With PADDLEexpo, the SUP industry is part of an exhibition that is pure paddle sports and everything happens in one exhibition hall. It is all about hardware and functional paddlesports equipment.

Brands exhibiting this year include: Starboard, BIC, RED Paddle, Naish, Mistral, Fanatic, JP-Australia, NSP, Focus, C4 Waterman, Lokahi, Aquaglide, Aquadesign and many more. Opening hours are 9am - 7pm Friday and Saturday, with the industry party on Saturday after the

show closes and on Sunday at 4pm. The first evening is reserved for the traditional booth parties. The industry party with its buffet, music and paddle films, is held on the second evening. The SUP Lounge is kept busy as a central meeting point directly where the large SUP exhibitors are located. As well as being a focal meeting point for the SUP industry itself, the show gives retailers the opportunity to see more brands in one location than anywhere else in Europe. This enables retailers to make the best purchasing decisions possible – additionally retailers can also find the latest new products. There will be more than 10 new SUP related brands at the show, including Fusion-Entertainment or CeeCoach with their electronic watersport devices. Trade professionals can attend the fair at no cost once and can register in advance on the website. Action sports retailers should take the time to visit the show and look at this market as it’s a product category that many of their customers are interested in, whether it be inflatables for lakes and rivers, or hardboards for the ocean.

www.paddleexpo.com

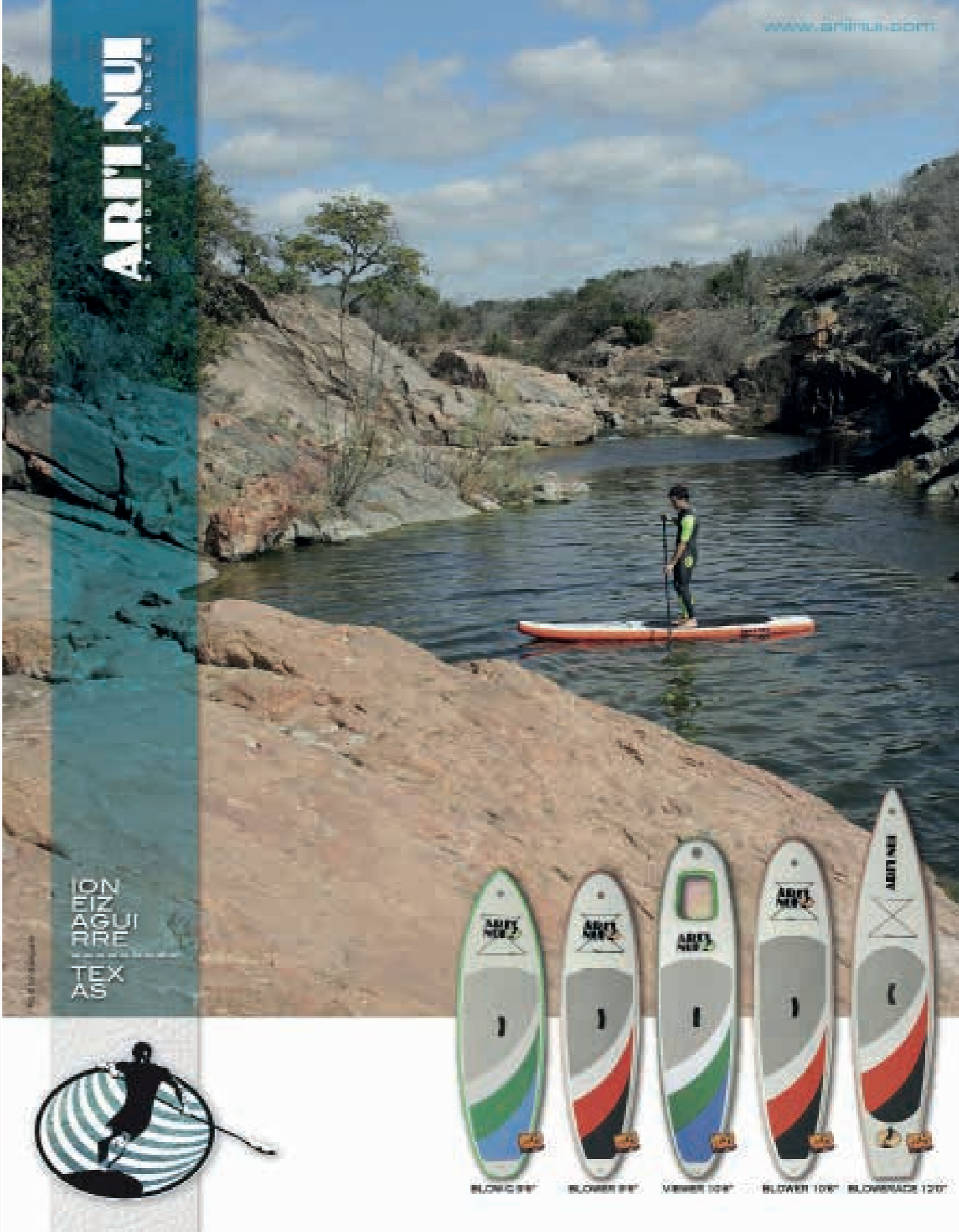
ISPO MUNICH, GERMANY, FEBRUARY 5-8

For 2017, ISPO is to completely reinvent their action sports offering. The action sports community was looking for change and ISPO have listened; for 2017, they will present a totally new concept - the Polygon for hall B6, which will see standardised booths delivered in four sizes, meaning everyone gets a fair crack of the whip. The idea is to provide an accessible and fair concept for the industry and create access to ISPO Munich for those brands who haven’t been at the show for the last few years.

The concept also means the focus moves to product and innovation and away from the heavily marketed setup of the booths, whilst at the same time significantly reducing the cost of participation. Polygon has been designed to take snowboarding back to its roots and is inspired by nature. Polygonal networks (think beehives) are the perfect space for networking and collaborating. There will be four sizes of standardized booths; RHIZOME: the walls are 160cm high and located around the middle aisle; booths are available from 20 to 40m²; ROOT: is located at the north and south of the hall and the walls are up to 250cm high in order to guarantee open sight across the hall and booths are available from 20 to 40m². This allows for more space for individual brand imagery. It’s almost the same as RHIZOME but with higher back walls. BOLE: walls are increased to 180cm, and booth size available from 50-80m² and CROWN: for brands who need more space and presenting opportunities from 88 to 216m² with the chance to build up to 4 metres high.

By offering standardized booths for a fixed price of €260 per m² (this price includes space allocation, the booth and basic lighting and electricity), brands’ overall booth investment is significantly lower than when they had to build their own booths. Brands will also have an allocation of tickets for retailers included in their packages to encourage retailer participation and to keep costs for retailers and brands to a minimum. There will be a clear segmentation in the hall with a focus on snowboard and skate but with street/urban and sneakers areas. A new central corridor that runs down the centre of the hall from one end to the other will house the existing Tailgate Munich, Longboard Embassy, and ISPO Sneakology platforms, ensuring their energy, trends, innovation, vibes and spirit will continue. The new central Polygon Bar with its meet and greet networking and food and beverage areas will be the focal point for all and will host a daily ‘Action Sport Industry After Work Event’. Overall the whole hall will be more business-orientated with no mini ramp and fewer booth parties. The Polygon concept will ensure ISPO’s status as the flag-waving event for the snowboard industry in Europe and should inspire brands to participate by opening up a new way to present and engage. The feedback has been very promising so far. ISPO has rung the changes now it’s time for the industry to rally round.

www.ispo.com



TRADE SHOW REVIEWS

This year’s Berlin Fashion Week was not as busy as previous years and this impacted Bright and Seek as much as the other shows. This general malaise was put down to a number of different factors, but the most commonly mentioned was a lack of a real summer so far in parts of Northern Europe, which meant retailers already have high stock levels and were more interested in sales than in attending shows to view next season’s lines. A similar drop in visitor numbers at Jacket Required in London seems to confirm this view.

BRIGHT, BERLIN, GERMANY, JUNE 28-30

The Bright/Seek alliance has established itself as Europe’s main hub for streetwear and contemporary men’s fashion with its combination of 600 plus brands. The Bright show layout was little changed with the smaller skate brands clustered around the skateable area that was launched at the winter show and a new wider corridor in the middle of the hall. Near the main entrance the usual boardsports suspects were gathered such as DC, Pro-Tec, Cheapo, DVS, Santa Cruz, Globe, Diamond Supply Co, Vans and Electric plus new comers Volcom, New Balance Numeric, Nikita and SVLDR. Elsewhere in the hall brands such as Makia, Polar Skate Co, Converse, Levi’s, Reell Jeans, Etnies and Altamont could be found. Bright introduced some new concepts to add to the show including the Sneaker Spot and the Drago talks, on

top of its usual selection of side events of art shows and screenings. The Sneaker Spot is a Sneaker Collectors’ Market run by Berlin-based Solebox founder Hikmet Sugoer, where many a fine trade was done. The Daily Drago Talks were an opportunity for the streetwear industry to discuss the hot topics of today. Bright reinforced the skate DNA of the show with a program of events in the skateable area inside the show and by its association with Volcom’s three-day ‘Three Streets To Berlin’, which attracted some of the best international skaters to Berlin. The next show is January 17-19.

www.brighttradeshow.com

SEEK, BERLIN GERMANY, JUNE 28-30

Seek was held at its usual venue where the hall is all on one floor and all the stands are of a standardised size and build and minimalist design with just the brand name and products on display. Among the 200 brands exhibiting were: Deus ex Machina, Dickies, Stance, K-swiss, Levi’s, Poler Stuff, Wemoto, RVCA, Nixon, Mizu, Element, Iron and Resin and Brixton. These brands were all there looking for

cross-over accounts who would give them access to a wider market. Exhibitors were happy with the quality of the visitors but the quantity was not at its usual levels. The good weather kept the Hopetosse, ‘beach area’ with its floating dock and swimming pool busy.

www.seekexhibitions.co

SHITFOOT MONGOLAND, BERLIN, GERMANY, JUNE 28-30

After a gap for the winter, SFML was back for a second summer at Berlin’s Urban Spree - a 15 minute walk across the river from Bright/Seek. With a ramp located just outside, a stream of skaters from the various teams in town came over to ride and hang out. The artist/music gallery/venue was open to both public and industry and brands were allocated a small space and decorated their stalls with whatever they could. The two night mini-film festival was

back with Bombaklats’ latest skate video, ‘The Bombaklats’ and the Beyond Journal. The Aus Berlin book launch from the De Paris & Of London Yearbook stable was another highlight. As Alex Irvine co-founder commented, all in all it offered a rock and roll alternative to all the serious business going on all over town.

www.shitfootmongoland.com

JACKET REQUIRED, LONDON, JULY 27-28

Jacket Required gives the UK action sports industry its glimpse into the high-end-fashion world, as we see endemic brands such as Globe, Volcom and Element exhibiting alongside those from the haute couture side of things. As is often the case with Jacket Required, visitor numbers spiked on the first morning of the show, with things tailing off afterwards. However, fewer visitor numbers didn’t spell bad business, with a number of brands commenting that business done was quality over quantity. Hectic’s line-up once again dominated the far side of the action sports domain, with accessories behemoth Stance, trendy outdoors/surf brand Poler Stuff and Deus ex Machina always attracting a swathe of attention from those both in and outside of our industry. Brixton, HUF and The Hundreds returned to their favoured position in the hallway-cum-café and seemed busy throughout with all three brands still heavily en vogue and it was interesting to see Brixton

marketing towards the outdoor market with some packable, high-tech shorts. Element’s Skateboard Project capsule, Volcom’s denim and Globe’s Monster Children collab welcomed visitors to the entrance of the action sports arena, while camping aficionados Heimplanet and SIMA Award winners Roark Revival (now distributed in the UK by Ally Barr) nestled in in the far side of the hall alongside Iron & Resin (distributed by Shiner). Cheapo made their JR debut and nestled in between Nixon and the Dickies crew. A number of brands with boardsports roots opted to exhibit in the larger hall in order to solicit their business to those outside of action sports; Reef debuted their robust sandal line to JR, while Levi’s and The Critical Slide Society also vied for some main hall action.

www.jacket-required.com



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FLY AIR
10'6" x 31" x 6" (310 x 790 x 152 cm)

RIPPER AIR
11'6" x 31" x 6" (354 x 790 x 152 cm)

FANATIC



photo: Fanatic

SUP SS17 TREND REPORT

Stand up paddle boarding continues to march progressively forwards with new technologies and developments coming thick and fast. As one of the newer paddle sports on the block, growth has been full throttle and the thirst for SUP is tangible, even though Europe suffered from a slow, weather-affected start to the 2016 season. New recruits are entering the water all the time, intermediates are improving at a steady rate of knots and advanced riders carry on pushing the boundaries of what's possible. As such, stand up paddle companies are reacting accordingly and the industry is riding high on a barrelling wave of enthusiasm. **By Tez Plavenieks.**

Having spoken to a number of key stand up brands, the verdict is clear; there's plenty in the pipeline and the future's looking peachy creamy for SUP. Settling down and maturing, 2017 should be a bumper period for stand up with rider experience the continued focus – from point of sale to on water enjoyment.

iSUP

Inflatable stand up paddle boards remain a key product for many companies, and these widely popular air filled platforms will evolve further in 2017. Unfortunately there's still saturation from low quality businesses, which confuses the buyer – using low pricing structures as a lure but failing on their promise of delivering quality equipment. Thierry Kunz, Laird StandUP brand lead comments: "The market is over-saturated with products coming from 'non-brands' who just take this opportunity to try and do some quick business, make a fast buck and not deliver anything near quality customer service. We've dropped our inflatable range for the moment. Instead we are working on very progressive inflatable products for the future. But, as of today, we want to focus on rigid SUPs and soft tops."

Lokahi's International Sales Manager, Sylvain Aurenche agrees: "Inflatable stand up paddle boards became the most important part of the market recently. There are a lot of deals to be had but a good 80%

of boards out there are terribly constructed and not fit for purpose. It's not hard to create an iSUP collection but it's another thing all together to produce good equipment. I'm not talking about expensive kit either, I'm talking about respecting the consumers and the market by producing good quality boards that won't fail or be a hazard on the water." Fanatic's Craig Gertenbach says very similar: "We are focused on all parts of the sport, not only sales. We need to develop the sport so that it is sustainable for the future. Simply producing a range of iSUPs and offering them for cheap prices does not help the sport. Although it might help some tiny brands to make a quick profit, it's not sustainable or long term thinking unfortunately. Fanatic has always been the leader in quality and technology, we want to continue that tradition and believe there is very much a place in our sport for quality products and services."

In terms of type of inflatable boards, there appears to be a steady shift away from the all-round style iSUP – although stock 10.6ft's remain the benchmark for now. Red Paddle Co's John Hibbard notes: "There is an increasing trend towards premium inflatable touring and racing shapes. We are now able to offer a board that is exceptionally rigid and light at the same time." Naish's UK Agent Alex Tobutt concurs: "Inflatables will go more touring-orientated as the market matures."

PIMP YOUR RIDE

So the future is looking bright for the inflatable SUP market and paddlers entering the sport for the first time, with this type of product in view. But what of those who are already converts to the cause? How can they be enticed to part with further cash for either upgrades or new kit? John Hibbard describes Red’s focus on accessorising stand up paddle boards. “Our 2017 boards now have RAM compatible fixings on them that allow you to fit a whole range of RAM attachments to the board. It is now much easier to mount action cameras, GPS units and fishing gear to the board.” It would seem that Pimping your ride has never been easier...

And what about other developments? Well, how about a completely new approach to inflatable SUP design altogether? As previously reported, Tripstix will enter the market in 2017 with a completely new way of manufacturing. Brand Founder, Andreas Trapp describes what’s coming from their corner of the iSUP universe: “We’ve invented a totally new technology for inflatable boards. We don’t use Dropstitch material, instead we combine a pressure chamber and a vacuum chamber. We will present the world’s first inflatable board, which has a shape like a real hard board, and that surfs and paddles like a hard board.”



Photo: Fanatic

Red Paddle Co are also giving a chunk of their R&D budget over to stand up paddle board racing and making these shapes stiffer. John Hibbard says: “We are focused on increasing the performance of all our boards but we have put a stack of development into our race division. We created a dedicated project to develop the world’s fastest inflatable race boards. We have designed and are in the process of patenting our new FFC system. This system works to stiffen up the front section of the board. Working in partnership with our RSS system, you now get a board with unrivalled waterline consistency. Add to that the shape development and we have been able to produce a range of inflatable race boards with lightning fast performance.” Exciting times ahead...

In terms of other R&D areas for iSUP, RRD have introduced their brand new PVC Sharp Rail Edge. This makes the board more stable and gives improved comfort when facing choppy conditions. NRS, meanwhile, remain an inflatable-only brand with no hard SUP shapes in their range: “We focus entirely on inflatables,” says NRS Director of Marketing, Mark Deming. “We’ve been building inflatable watercraft for more than 30 years, so that’s our expertise. Why change that?”

OUTSIDE THE BOX

But enough about inflatables. There are alternative pockets of stand up which have also had the spotlight shone on them. Possibly the most hyped brand development currently is SIC’s new patented Foot Actuated Steering Technology (F.A.S.T), which is set to revolutionise open ocean paddling. From the pictures and video doing the rounds, it certainly looks pretty hi-tech and much more efficient than standard rudder systems currently found on open water (unlimited) boards. Downwind SUP never looked so inviting. Focus SUP, the Hawaiian-based company are working on prototype hollow race SUPs, with testing currently underway. Meanwhile Starboard are pushing the greener side of manufacturing with their Bio resin material. Clement Morandiere explains: “All Starboard composite boards are now using Bio resin content and are certified by the Eco Surf Project, which is a separate organisation. We’ve taken things a step further by using recycled material as well. We’ll also be using the FCS Connect fin systems for our Deluxe range – you’ll never need to look for your screw driver again!” He then adds: “We’re also launching a new Yoga crossover board and a new exploring / touring line for 2017 as well. Plus we’ve developed a new kid’s line, from surf to race and all-round boards, available as composite or inflatable. This new line is in conjunction with our SUPKIDS program. After all kids are the future and life blood of all these sports.”

“The European SUP market is growing fast. For example, one of the indicators that you can see is that every single weekend there is a SUP event. People love this sport and they like to share their experiences with all their family.” **Jacopo Giusti, RRD SUP Marketing Manager**
Morandiere, Starboard International Sales Manager.

Lokahi are also focussing some of their energy on race SUPs, but in a slightly different way: “Lokahi want to create performance race boards that win. But it is a lot of research and development,” says Sylvain Aurenche. “We now work with the support of designers from the boat industry who have more experience with hydrodynamics and water flow. We also decided to move on to custom-made race boards. With this new custom production option we can produce the exact board each rider would shape if he (or she) was the one in the shaping room.”

GROWTH, CONSOLIDATION AND THE FUTURE

For many consumers, hard stand up paddle boards remain on the expensive side of the spectrum – although work is being done to bring these costs back down. One of the reasons inflatables are so popular is the price point, which, due to large volumes of competition, remains static. Norden SUP’s Andy Wirtz (Founder, Owner and Designer) comments: “I think the industry went a little too far with their retail prices this season. Hard boards especially are too expensive for the consumer.”



NOT ALL INFLATABLE SUP'S ARE CREATED EQUAL

MSL Fusion (Monocoque Structural Laminat) is the leading technology in automated lamination for the drop stitch industry. MSL is engineered to deliver class leading torsional stiffness and a zero permeation rating. Lighter than traditional drop stitch material, MSL technology allows for a smoother finish, more compact deflation size and a much greater strength to weight ratio. Always look for the MSL logo.

AVAILABLE ON THE FOLLOWING INFLATABLE SUP BRANDS:





Photo: Red Paddle Co

And what about company growth in 2016? By and large it’s been pretty good, with brands reporting anything from 20%-60% depending on the style of board and territory in question. France and Germany are key markets for all types of SUP, while the UK’s recent Brexit vote makes the future of that economy more uncertain. NRS: “Brexit has made the UK a very interesting market indeed this year. GTA Distribution’s (distributors of Light) Delko Canda is equally as buoyant: “Our European SUP sales have been growing the last few years. Within the last 12 months we were able to open up many new accounts across Europe and get the attention of both existing and new customers. Since spring we see a massive increase around 40% in sales compared to last year.”

It’s worth considering, however, that the more companies that spring up, the less share everyone will get, as suggested by Hoff (Ari’i Nui, NSP & Surftech)’s Marketing Manager Benoit Brecq: “The SUP market is certainly more stable than in the past and still growing. But with increasing numbers of brands in the market the number of cake slices is being reduced all the time. That said France, Spain and Germany are still seeing good growth across NSP, Ari’i Nui and Surftech.” Jacopo Giusti, RRD’s SUP Marketing Manager, added: “The European SUP market is growing fast. For example, one of the indicators that you can see is that every single weekend there is a SUP event. People love this sport and they like to share their experiences with all their family.” He goes on to add the caveat: “The best market, however, is the USA. But there are many barriers that stop brands entering it and making it successful. I think the secret is continuing to produce high quality products, with fresh graphics and innovative shapes. RRD invests heavily in communication as well. I really believe in SUP bloggers to help propagate the brand.”

Focus Hawaii’s European Sales Manager, Phil Mandeau says the company has been seeing good traction across Europe: “Germany, Lithuania, Greece and Holland have been interesting markets for us in 2016. We’ll aim, however, to increase our surf shape sales for French, Spanish and Dutch territories.” Casper Bleijenbergh, GM at Brunotti Boards & RDP states: “The Netherlands and Norway are the best

performing countries for us. Italy is coming up strong now as well.” New for 2017, BIC introduce their TOUGH-TEC, which they will be targeting at surf schools, first time buyers and rental locations: “We have developed our new TOUGH-TEC technology that is a significant break-through in board construction. By moulding a PE skin around an EPS core in a very quick and efficient manufacturing process, we are able to produce boards that are extremely durable, relatively light, and remain cost effective. Available on the market in early 2017, these boards will be a significant break-through for either first time consumers or SUP schools looking for a long-lasting and cost effective product, with good performance,” says Peter Durham, Product Manager. So it’s all looking rosy in the garden of SUP as we head into a brand new season. 2017 products have already been spotted out for testing with retailers on the water and as the sport continues to evolve, we’re bound to see even further enhancements. But positivity and confidence in the Euro market is up and there’s no reason why 2017 won’t be another good year for stand up paddle board sales. With so much kit choice the consumer has never been in such a good place. And not only that, SUP gear is now easier and more efficient to use than ever before. What was once perceived as a cumbersome water craft has now become a refined ocean toy for all types of water baby – groms to ripper, part time enthusiast to fully paid up pro. Time to get on board if you haven’t already! 📍

HIGHLIGHTS

- iSUP still growing
- Events on the increase
- After sales support vital
- Quality product champions all
- Accessories for days
- Yoga & Kids have potential



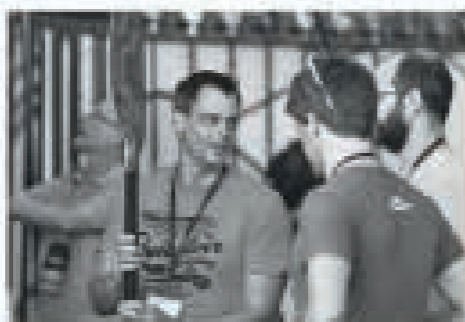
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SUP TOY VS TECHNOLOGY

Is the sheer volume of inflatable SUPs, with their attractive price tags a cause for concern? Do specialist SUP retailers see the inflatable craft as more of a water access toy than a board you can actually Stand Up and paddle on? **Robert Etienne** reviews the technology and analyses the concern.

THE FUNDEMENTALS

- The materials used
- How the layers are assembled
- The gluing method

ESSENTIAL FOR PERFORMANCE

- Ability to hold in high air pressure
- How much it weighs
- Longitudinal rigidity

To better understand this, let's have a look at the main advantages and disadvantages in the different processes used in manufacturing an inflatable SUP.

THE 4 MAIN SUP DROPSTITCH CONSTRUCTIONS

Dropstich is the industry standard inflatable production method

1. Single Layer

Advantages: Light

Disadvantages: No stiffness, not airtight, not durable, loses shape.

Max recommended inflation: 12-15psi

Price range: €350-1000

2. Single Layer Dyneema® Belt

Advantages: Light / increased stiffness over classic single layer

Disadvantages: Loses its shape. Not resistant outside of belt and not fully airtight

Max recommended inflation: 12-15psi

Price range: €400-1000

3. Double Layer

Advantages: Maintains shape, airtight, durability, stiffness

Disadvantages: Harder to roll up, cosmetic flaws, heavier

Max recommended inflation: 20 psi (If built with 3 layer rails then can go up to 25psi)

Price range: €800-1100

4. Monocoque Fusion Laminate

Advantages: Light, stiffer, maintains shape, airtight, durability, easy to roll up.

Disadvantages: Rarity (only a few brands have access to this manufacturing technology)

Max recommended inflation: 25psi

Price range: €900 - 1200

INFLATION

Depending on the construction, you can pump and compress more air into the board.

PUMP

Toy SUPs are equipped with mediocre pumps that will be challenging to inflate and reach 15psi. As for mid to high range boards, they generally come with either a high volume pump or a high pressure pump.

Red Paddle Co is still the only brand to offer a double barrel pump, which reduces the time taken to pump up a board and minimizes effort, allowing inflation of up to a maximum of 25 psi.

Steeve Fleury is Switzerland's most recognized SUP paddler and runs Passion Nautic; one of Switzerland's best specialist paddlesport stores and waterfront paddle centres, advises: "Prior to placing that pre-season order spend time checking and evaluating each brand's offering, focusing not only on the board, but on the pump, on deck equipment, bag and also that the fins are durable and easy to mount and dismount."

Brands will need to shift some of their attention away from hardboards and focus their R&D on building products designed to deliver a no-compromise, hassle-free blow up board. Fleury is categorical: "Most brands have not changed their technologies since the beginning of the inflatable era. They need to compare the constructions used from year to year and analyse the accessory's purpose. Pay attention to the important features and don't be hypnotized by fancy colours and designs."

Many online retailers appear to be promoting SUP sales in packs (board, paddle, pump, bag, leash). Loic Caillet, Owner of Surf Pistols Distribution, one of France's top inflatable specialists says: "Selling packs are suicidal for specialists. The only way to resist mass distribution is to stay true to the specialist's role; to continue to take time to explain the differences and to give advice on the specifics of boards and paddles."

John Hibbard Red Paddle Co's co-founder adds: "We're building a brand with a future. Selling on price only ends up with cheaper and cheaper prices and ultimately bankruptcy. We sell on value for money, service and quality. A cheap board loses almost 90% of its value."

So in conclusion, inform and educate your customer before he decides to invest in a 'toy' board. But, if you're too late and a customer who has already made the purchase comes to you for advice, you need to make sure to interact with them. Hand them your paddle, take them to the water to show them your quality products. They'll soon see there is more to SUP than they thought and the chances are they'll soon sign up for a lesson or two and will swing by your store when they're ready to upgrade.

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ELMAR, LES SABLES-D'OLONNE, FRANCE

Nestled on the Atlantic coast north of La Rochelle and south of Nantes, Elmar in Les Sables d'Olonne is a surf boutique specialising in good-looking products. Owners Denis & Marie wanted to open a store that played on their surf and fashion sensibilities, while uncovering smaller, independent brands. Denis has also worked for SOURCE for a number of years now and we thought it was high time we took a look at his other labour of love.

Denis, Marie, please give us a bit of background into who you are and what your history in the surf industry is.

This project was borne out of our shared passion for surfing, prêt-à-porter and fashions that come with it. After completing our studies (in sports management and business law), we occupied various roles in circles where surfing events and business are part of daily life. Alongside this I (Denis) worked in editing and photography for various magazines (of which Boardsport Source, Surf Session and Surf Europe) who I still regularly work with. After participating in several tradeshows, (B&B, Who's Next, ISPO, Jacket Required) and visiting shops in different European cities, we started to think about the project more seriously before we met with distributors and brand agents.

When did you start Elmar and why?

We started Elmar shop four years ago during a time when retail was far from its best. Tired of the big names, we searched for new brands from Australia, California, New York, Paris and Copenhagen whose points of sale were few and far between. We set ourselves the goal of offering surfwear, M/W prêt-à-porter, streetwear and basic casual under the same roof and at affordable prices. This may seem pretty standard in 2016 but it wasn't in 2012. We began to think about how these different worlds could exist together, how to merge our clientele, landscape, the space and find the right communication tone. Steadily the right blend of brands sprung to mind and we were ready to put creative new surf brands (Rhythm, Deus Ex Machina, T.C.S.S.) on offer alongside Scandinavian clothing (Minimum, Selected, Nümph) and streetwear labels (Olow, The Quiet Life, OhxDawn, Lazy Oaf).

Why did you choose Les Sables-d'Olonne to open your business?

There aren't too many places on the French Atlantic coast where you can surf and get sustained activity in a shop throughout the 12 months of the year. In Sables, there were already skateshops and surfshops but no men's/women's clothing shop like ours. The other advantage is that this shop is easily accessible from cities like Nantes, La Rochelle and Paris, which brings a new customer base with a new set of

expectations. It's also imperative to have local customers who come to the shop on a regular basis to stop by and chat and see what's happening...

What have been the key initiatives that have driven the most amount of social traffic to your store?

We have been supporting lots of events in partnership with our brands. Last year we were part of the Rhythm tour "The Mysterious North", which was warmly received in front of the shop by around 100 people who had come to see the expo and the concert and party. With RVCA, Herschel and Minimum we organised photo contests followed by great parties, which mobilised people and got them talking about the shop. We have lots of projects planned for the coming months with Deus Ex Machina and Bask in the sun. We can see that our customers really appreciate it and are looking for "more than just clothes".

Action sports retail is seeing a tough time of things, especially in America. What are you doing to stay ahead of the game?

Our leitmotiv is about maintaining a balance by staying close to the surf and skate scene whilst offering things from related outside worlds. You shouldn't underestimate the feminine sector for whom buying clothes is practically a religion! Accessories and luggage are also really strong areas that take up a bit of floor space but can bring good rewards.

As a new business, what have been the hardest lessons you've learned?

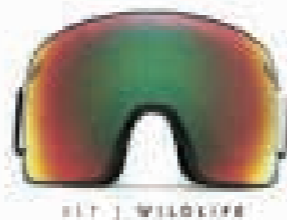
Before launching, our families and friends (some of whom are in the industry) were not very optimistic and told us that it would be tough. In reality, it is doable but it's even harder than expected in terms of the incalculable hours and countless days you dedicate to your work (social networking, e-shop, showrooms, accounts). But ultimately we are the masters of our own destiny; we make all the choices. The greatest reward remains the loyalty of our customers and the many compliments we get from people. And us: we are fortunate enough to have a shop right on the ocean, bang on spot, to break the routine! ☺



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photo: Dragon

SUNGLASSES SS17 TREND REPORT

Whether it's actually sunny or not, summer or winter – there will always be someone looking for a new pair of shades, as shield from bright rays, style-upgrade or simply an accessory. **Anna Langer** put together an overview of what's popping for SS17 pre-orders.

In the digital age where networking is king and everything has been on trend at least once or twice, it's only getting harder to come up with something completely unique and new. Hence combinations are all the rage.

TRENDS

"Colour and frame combos will continue to be a trend" say VonZipper who address this trend with their Empire, "that will mix metal and acetate, under a round frame design, delivering a true statement of freedom and irreverence." Carve continue to "combine metal with tortoise and matte finishes," Brunotti add steel arms to their polycarbonate frame, Proof add metal accents, Urban Beach combine "heavy black and tortoise shell with wire frames for an interesting balance between slimline and chunky big frames," and Quiksilver also mix metal and acetate. New German manufacturers Take A Shot combine wood with synthetic materials to "benefit from the best of two worlds: touch and feel of wood and flexibility in colours, patterns and shapes of synthetics," staying clear of endangered wood such as tropical species and instead use local walnut, cherry and oak as well as bamboo. Spy have "put a lot of focus towards integrating materials into the design, using a dual-injection process. With this we are developing lightweight, functional sunglasses with some very cool colour combinations."

When it comes to shapes, retro styles are all the rage, with aviator models making a huge comeback in collections by Brunotti, Urban Beach, Quiksilver, Spy and Dirty Dog, who combine the pilot frame shape with the next retro-inspired trend, rimless, on their classic Vango aviator. "Semi-rimless design offers an increased field of view and

lightweight frame," argue Smith and VonZipper even do a whole "new frameless Alt Collection," with "high quality nylon grilamid temples directly attached to the lenses", while Proof also find "thin minimalist silhouettes are strong right now."

At Electric, it's been business as usual since the company bought itself out from previous owner Kering, as they go about making refined shapes for the discerning user: "We've made adaptations to the wayfarer, some round frames, a combination of metal and acetate and some forward active frames that blend performance and style, playing to our heritage in the action sports market," Head Eyewear Designer Josh Hartley says.

For women the "high shaped cat eye frame," is strong for Roxy, and Urban Beach agree: "We feel our women's cats eye frames are the start of something big, and we have several options including 50s favourites in tortoise shell, or colourful hybrids of vintage vixen meets modern beach cool." For unisex models, round frames are becoming more popular again, with black and mirror lenses from Cheapo, contrasting colourways from Dirty Dog, and metal accents from Nectar, Melon, Take A Shot, Urban Beach, Quiksilver and also Roxy, who pair this look with the only really new trend and thus the exception to the rule: flat lenses.

Still a "high fashion" only trend last year, we're now starting to see these "flat production lenses" everywhere. At Nike, "all of our new frames in the Nike SB collection have a 4-base construction, which gives them a classic flat fashion look." Epoke introduce a few Zero base lenses and "utilise more 2 base throughout the range," and also newbies Take A Shot play around with "soft mirrored (flat) lenses."

Other micro trends include “rubber coated materials,” (Bliz) and “rubberised frames,” (Urban Beach) as well as “double bridges,” which Brunotti and VonZipper show. Floatable sunglasses are far from being new, but now show some new offerings from Brunotti and Quiksilver, who feature polarized lenses. Dragon update their H2O Floatable Technology with a full variety of styles across the range, including injected colourways instead of just black frames.

Colour itself is trending as well, especially multi-coloured frames like Dirty Dog and Brunotti mention, but also two-toned frames (Melon) and lenses (Nectar). Epokhe, Spektrum and Oakley on the other hand continue to count on timeless, sporty elegance and “style merged with performance” (Oakley).



Photo: Electric

LENS TECHNOLOGY

The colour trends also include coloured lenses, like “more purple/ pink lenses” (Nectar), orange and purple and teal, especially on classic shapes such as wayfarers and cats-eyes sunnies from Urban Beach, purple, rose-gold and blue mirrored lenses from Take A Shot.

Overall, mirrored lenses seem to take a step back though, giving way to polarized lenses. What used to be a pricey, high-end feature mainly reserved to the needs of surfers (and fishermen) is these days almost becoming a standard for sunglasses with an action sport background. Since they are “lenses which give a better contrast and colour perception, these are highly recommended for all sports activities,” says JP Bonnemason, Global Eyewear Product Manager for Quiksilver & Roxy, who feature them in a lot of their new models: “Roxy is an outdoor, surfing brand and consumers are educated on the benefits of polarized lenses - we have included more polarized shades.” For the Dragon H2O Floatable Collection, polarized lenses are already standard and Carve have even designed new shades “to enhance the new finishes”. Brunotti have polarized lenses as well, as do Urban Beach, Proof, and Spektrum. Nectar feature a 1.1 mm polarized lens and

Spy a new Trident™ polarization. Shred continue their Nodistortion™ with NXT™ lenses, which are “a urethane-based material with excellent optical properties,” that makes them super impact-resistant, super light and crystal clear, explains Brand Manager, AJ Arvin. Sinner also report “strong reactions” to their polarized Sintec lensed styles.

The other hot topic in lens tech is photochromic. “Oakley Prizm dramatically enhances detail to improve performance and provides ultra-precise colour tuning, designed for specific environments,” and was among the first offerings, which has become a lot more varied for 2017. Melon integrate their Amplify Lens™ technology into their Design-Your-Own Collection, “which ensure that only the right colours of light reach your eyes, creating an optical experience of unparalleled clarity and vibrancy.” Quiksilver work with photochromic lenses from light categories 2 to 3, “depending on the intensity of the lights. These technical lenses are all polarized, which make them much more comfortable to wear.”

Smith’s ChromaPop lens technology also “enhances clarity and natural colour to let you effortlessly see more detail, amplifying natural colours to create a more vibrant view with greater depth perception and clarity,” and is now introduced to their Performance eyewear collection, which now includes two ChromaPop performance lens tints: “The installed lens is designed for brighter conditions while the replacement lens is ideal for mixed and low light conditions. Both tints are new to the Smith collection and ChromaPop lens offering,” says Global PR Manager, Benny Cruickshank.

VonZipper pioneered their exclusive, patented Wild Life Lenses last year that “create an all new visual experience by selectively absorbing light in the area where the eye is more sensitive, creating an energy boost as well as a higher comfort in terms of comfort and clarity,” and are now adding them to most of their main models. Gloryfy introduce their I-Flex® Energizer lens for “perfect contrast, even in the worst light conditions, restoring energy to the body,” and add new tints to their photocromatic, unbreakable lenses. Dirty Dog also feature a new photochromic lens in 2017 that adapts to different brightness conditions.

“Roxy is an outdoor, surfing brand and consumers are educated on the benefits of polarized lenses, we have included more polarized shades.”

JP Bonnemason, Global Eyewear Product Manager for Quiksilver & Roxy

Bliz add a new blue tint to their ULS lens that “intensifies as the photochromatic feature activates.” For Spy, blue light technology is also a key ingredient in everything they do; their Happy Lens Technology “is designed to maximize the transmission of the sun’s long-wave blue

light, while still blocking harmful short-wave blue light and UV rays. Research indicates that your eyes’ exposure to long-wave blue light, while out in the sun brings about positive physiological changes, like increased mood and alertness. Our Happy Lens also offers premium colour and contrast enhancement, giving you better clarity of vision while also blocking glare.”

Carve on the other hand feature a “slightly heavier lens in certain instances to enhance the feel of our new matte finishes,” and Nike work with a “low base curve lens that gives the frame a classic look,” and feature “mainly tinted lenses without flash or mirror coating.” While Electric continue their use of Melanin, which can be seen in their Amber lens (with hints of rose) as well as another number which combats blue light for computer, indoor and night driving.



“The installed lens is designed for brighter conditions while the replacement lens is ideal for mixed and low light conditions. Both tints are new to the Smith collection and ChromaPop lens offering,”
Smith Global PR Manager Benny Cruickshank.

COLOURS & PATTERNS

We’ve already mentioned the two-toned colour trend that offers a myriad of colours and combinations. Brunotti show Cobalt Blue, Aquamarine and Turquoise, Melon have Matte Orca and Rootbeer, Urban Beach sport a “flash of red, or pop colours of blue, green and teal,” to add “modern touches to classic shapes such as wayfarers and cats-eyes sunnies.”

Smith offer a “Crystal Split with Red Sol-x lens,” colourway as well as Crystal Ultraviolet, Blush and Flecked Mulberry Tortoise for women. Spy add pop colour details to more neutral bases and use different materials to “accent different parts of the sunglass with an injection of colour that highlights the technical aspect of the frame.”

Dirty Dog feature “contrasting colourways again this year with the introduction of multi-coloured frames,” Melon have “two-toned acetate frames,” and VonZipper is playing the combo game as well, continuing to “play either with material combos, like mixing acetate/polycarbonate with metal (New Empire), either with colour combos, where they have two different colours on the same frame (Levee or Lula) sometimes played within the same colour through translucent effects.” Cheapo have a transparent frame as well, as do Brunotti, who pair it with Turquoise.

Carve sees “finish being as important as colour going forward,” combining “solid colour and matte finishes in Black/Grey Tortoise, traditional Tort, Gunmetal and Gold.” Melon sport Matte Rootbeer, Terrapin and Orca, Quiksilver features Matte Brown/Green Tortoise, Bliz have “dampened earthy colours,” Cheapo invented their own Concrete Grey for their skateboarding models, gloryfy work with “earth tones and subtle colours on the frames,” Proof feature deep Khaki Browns, Olive Greens and Tride and Sinner take inspiration from the natural colours of their raw material such as Bamboo, combining them “with soft pastel tones and contrasting colours to express the products.” Take A Shot work with “a natural colour pallet including brown, black and variations of those colours,” too, including more matte frames and Proof even say that “matte subdued colours have been a staple for us for a while now.” Shred also show a lot of tonal colours throughout their collection “with wood and metal temple options.”

Tortoise is becoming a staple too, with lots of coloured variations next to more traditional versions from Carve, Urban Beach, Dragon, Epokhe, Quiksilver, Roxy, Smith, Spektrum, VonZipper, as well as a white number from Nectar. Of course black is everywhere and in all collections as well, as matte or satin finish, and paired with white (Brunotti).

Other frame-highlights include Dragon’s cooperation with Clark Little on a signature Vantage, “with his photography featured on the inside temple along with the protective bag.” Melon features limited edition prints, while Quiksilver and Roxy apply artworks from the men’s boardshorts or apparel collections, as well as the women’s Pop Surf and Pop Snow collection to their sunglasses: “Tie dye is one of our most popular types of artwork/effect for Summer 17 & water colour texture made by water decal printing.”

PRESCRIPTION

Prescription eyewear from brands rooted in boardsports has slowly but surely picked up pace over the years, with a number of brands offering solid ranges for the visually impaired. Owned by Marchon, Dragon has a “deep understanding of the category from both a frame design and lens prescription perspective,” and reports “strong growth in our Destiny Collection that utilizes a mixture of subtle logo applications in both injected and acetate material.” Smith also offers a complete prescription frame/eyewear collection including “34 unique and dedicated prescription models.” On top of that, fifty per cent of their current Sun collection is prescription compatible “including innovative solutions within our performance models.”

Gloryfy started their optical collection in Spring 2016, using their NBFX material, which has a memory effect and lets frame and lenses always return to their original shape. “Wearing comfort is incredible thanks to the gloryfy Flex Fit System – the arms can be quickly adjusted without any heating up so that the customer can adjust their glasses themselves, as required.”

When it comes to trends in the prescription sector, Proof find that “thin frames do really well. With the introduction of our Recycled Aluminium collection we have seen people really gravitate to the simple, minimal shapes. Rounds and Oval shapes have seen a big uptake in sales.” Roxy agree that “thin round acetate is still on trend,” as well as mixing different materials like acetate and metal, as they do in the Louise. Nike SB do “smaller, slimed down versions of the sunglass shapes combined with classical shapes,” and Epokhe also focus on “fine, classic and comfortable”, while VonZipper have “high statement square models, mixing acetate with metal on round frames.” Spy also focuses on mixed materials: “Plastics have been leading the trend, but that is slowly shifting. We definitely have our all-acetate frames, but we are also the combination of metal frames with acetate temples, and vice versa,” similar to Quiksilver, who mix “acetate with metal and injected plastic with rubber or metal with grilamid.”

Electric are about to make a bigger push in RX, where we can expect similar stylish yet more sophisticated, but Josh is coy: “I can’t divulge too many secrets but know they will feature the same health benefits as our melanin infused sunglass lenses.”

With so many options on display, there is once again something for everyone on the shelves next year – as an accessory, style update or simply to help one’s vision. ☞

HIGHLIGHTS

- Mixed materials
- Colour combinations
- Flat lenses
- Retro shapes: round, aviator & cats eye
- Tortoise
- Matte finish



THEY FLOAT AT

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FLOATABLE
COLLECTION



DESIGNER
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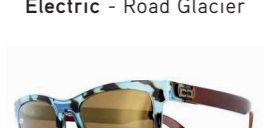




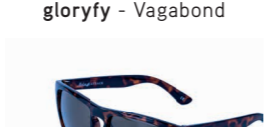


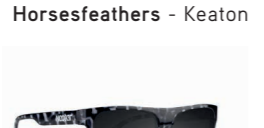



DESIGNER
JULIEN LAFITTE



DESIGNER
JULIEN LAFITTE

SUNGLASSES PRODUCT PICTORIAL

			
Bliz - Arrow	Bliz - Nitro	Bliz - Sprint	Brunotti - Camden
			
Brunotti - Habia	Brunotti - Hosca	Carve - Bohemia	Carve - Rival
			
Carve - Griffin	Cheapo - Casper	Cheapo - Padang	Cheapo - Stockholm
			
Dirty Dog - Astro	Dirty Dog - Twisty	Dirty Dog - The Sythe	Dragon - Liege
			
Dragon - Vantage	Dragon - Road Block	Electric - Swimgram	Electric - Stacker
			
Electric - Road Glacier	Epokhe - Dylan	Epokhe - Candy	Epokhe - Notomy
			
gloryfy - Bon voyage	gloryfy - Iceberg	gloryfy - Vagabond	Horsesfeathers - Almond
			
Horsesfeathers - Elliot	Horsesfeathers - Keaton	Melon - Layback	Melon - Echo
			
Melon - Nomad	Nectar - Convoy	Nectar - Pardy	Nectar - Sully

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NikeSB - Flatspot



NikeSB - Unreste



NikeSB - Volanoe



Oakley- Elmont



Oakley - Rillbe



Oakley - Trillbe



Ovan - Bragi



Ovan - Mani



Ovan - Ran



Quiksilver - Belmont



Quiksilver - Landscape



Quiksilver - Stanford



Roxy - Gwen



Roxy - Rita



Roxy - Runaway Popsurf



Shred -Belu\$hki noweight



Shred- Belu\$hki



Shred - Stomp



Sinner - Beech



Sinner - Cascais



Sinner - Silvertop



Smith - Chromapop



Smith - Chromapop



Smith - Hightwire



Spektrum - S001



Spektrum - S002



Spektrum - S003



Spy - Montana



Spy - Whistler



Spy - Abel



Urban Beach - Black



Urban Beach - Smoke



Urban Beach - Tortoise



VonZipper- Alt



VonZipper - Fulton



VonZipper - Stax



Zeal - Ace



Zeal - Decoy



Zeal - Cascade

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photo: SP Gadget

ACTION CAMERAS & ACCESSORIES

SS17 TREND REPORT

Whether in the mountains, under water or on snow, everyone can film their adventures these days, and edit them too. Yet not all filmed material has a quality that is actually watchable, while others may make you doubt reality. Curious? **Anna Langer** has some insights.

TRENDS

What used to be reserved for pros has opened up to the masses in our digital modern age, and people capture all aspects of their life visually. And with more and more content, devices and options to share, expectations continue to grow. 2017 will see the launch of 8K Ultra HD, expects Rayne Camera's International Founder and Managing Director, Donovan Marais: "Frame rates for 4K video will increase from 30 to 60fps, possibly even 120fps."

Next to pixel-count, image stabilisation is vital for viewing quality, which Sony is tackling in their new X3000 Action Cam with 4K resolution, uniting "superb picture quality and an unrivalled optical image stabilisation", explains Ulf Schreurs, Marketing Head of Digital Imaging. Olympus also released a new model in May: the Tracker featuring 4K movie and Olympus' 5-axis image stabilisation, Marketing Manager Georgina Pavelin points out. Rayne are also improving their image sensor technology for better lighting and colour. Drift unveil the "next iteration of our 1 oz everyday wearable camera, the Compass", says Matt Ryan, Chief Marketing Officer at Drift Innovation and thinks that action cams will "continue to be integrated into other aspects of life, such as fitness and fashion. We think life-logging and live-streaming of events and adventures will continue to break through with better designed hardware."

GoPro already introduced their HEROCast live-stream at the Freeride World Tour last year, enabling viewers to fly down world-class steepes with their favourite world-class athletes – virtually, of course. 360fly are also expanding their cooperation with matching brands such as

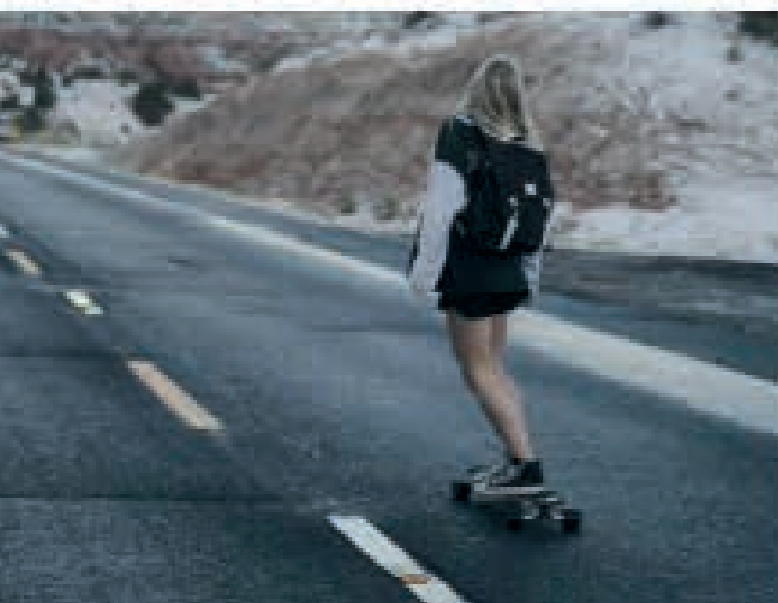
live-streaming platform Livit. And through the new "Custom Solutions", the GoPro camera technology and their HEROCast, "our wireless HD micro transmitter, can be integrated into products and systems used in professional productions, enabling unique, never-before-seen perspectives."

VIRTUAL REALITY

So whether you prefer to capture and share your own reality, or virtually immerse in someone else's experiences, we have reached the point where virtual reality is not reserved to science fiction anymore, but readily available just outside the door – or even inside. "With the Youtube application for VR-videos 360°-cameras are becoming more interesting", suggests Hoff's Helena Scholl, European distributors of Hirec. Of course 360fly have anticipated this a while ago with their 360fly HD camera, "one of the first and still the only really stitch-less camera in that segment." They've recently launched the 360fly 4K as well, "an even more high-res version with several other improvements included," explains Niko Karacic, International Sales Manager at Voxx Electronics GmbH. For all loyal customers eager to stick to their all-time heroes who pioneered this segment, GoPro are releasing their own 360-degree this year: "Omni is a synchronized six-camera spherical array that produces high-resolution, stunning image quality and works seamlessly with Kolor™ stitching software to produce immersive content." They've also created GoPro VR, a platform to view and share immersive content. "The platform allows users to experience the immersive world of 360° video and transforms users' screens into a virtual portal, showcasing original content from GoPro and a global community of artists."

"360fly on the other hand argue that high tech and ease of use don't have to "stand opposed to each other. We are offering a high-end device with a load of options like telemetry-data, time lapse, post-production effects – but you can still start recording just at the simple push of one button."

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“Action cams will continue to be integrated into other aspects of life, such as fitness and fashion. We think life-logging and live-streaming of events and adventures will continue to break through with better designed hardware.”

Matt Ryan, Chief Marketing Officer at Drift Innovation

USABILITY

Additional features and top quality resolution pose some new challenges though, especially for the not-so-pro user. Hence brands with roots in the action sports scene tend to prioritize ease of use for their customers. Hirec say they want their clients “to be able to use their footage without a Master’s degree in post production,” targeting athletes and sportsmen, young guns as well as the seniors. Rayne opt for “easy usability 100%” as well, calibrating their cameras to optimal settings straight from the factory and Rollei also “follow a simple idea: easy to use and technically up to date”, states CEO Thomas Güttler. Donovan from Rayne adds: “We believe 95% of people do not need super duper incredible ultra HD as firstly, they do not have the computing power to edit the footage, and secondly not many people can afford the displays to playback 4K footage.”

At least not yet. Brands from more traditional tech and photo backgrounds seem to have more priority on high quality output, assuming their client base will traditionally be more used to high quality products and output. Olympus “try to combine both ease of use via intuitive design whilst encompassing specifications and features which are easily accessible”. Sony agree that “picture quality and ease of use are what sports users are demanding most from manufacturers” and use SteadyShot image stabilisation and Live View remote to allow “users to control their cameras at a glance and change settings in a second. They don’t need to touch the camera itself.” 360fly on the other hand argue that high tech and ease of use don’t have to “stand opposed to each other. We are offering a high-end device with a load of options like telemetry-data, time lapse, post-production effects – but you can still start recording just at the simple push of one button.”

FEATURES

Action cams needing to be rugged and not too fragile is somewhat of a given and many come in waterproof housings too. Wi-Fi and Bluetooth are almost becoming standards as well, with only a few models in the lower price segments left without.

Most models that do feature connectivity either come with an additional (or extra) remote (Drift, GoPro, Hirec, Rayne, Sony) or use an app to connect to your smartphone. This is a great option especially for cameras that don’t have a built in display, which is getting more common as well. All Hirec cameras have built-in displays, Rollei come with LCD display, Drift with Gorilla Glass display screen and Rayne’s MKII and V2 as well as the GoPro Hero4 Silver feature a little display as well.

Sony and Olympus even integrate a GPS sensor into some of their offerings, “allowing users to easily track routes, distances and speed,” (Sony) and “log your performance and track your journey via GPS, compass, acceleration, barometer and thermometer” (Olympus).

DRONES


Today, you also have the option to really be tracked, followed and filmed from above – with the help of a little helper, aka drone. GoPro will launch their much-anticipated Karma drone before the end of this year, that is supposed to follow you wherever you go – much like

your mythological karma. AirDog follows a similar principle with their “small, foldable, autonomous and intelligent flying quadcopter drone” that is “designed to follow the user wearing a small tracking controller device, AirLeash,” filming on a mechanically stabilized GoPro. The Hexo+ from Hexodrone can either follow or be steered through an iOS and Android compatible app that offers pre-set movement. “The user just needs to click to have the Hexo+ execute. Our system is also compatible with regular remote control sensors (accelerometer, compass, barometer, GPS) from smartphones, which are used for the follow mode and all other camera movements,” explains Matthieu Giraud.

ACCESSORIES

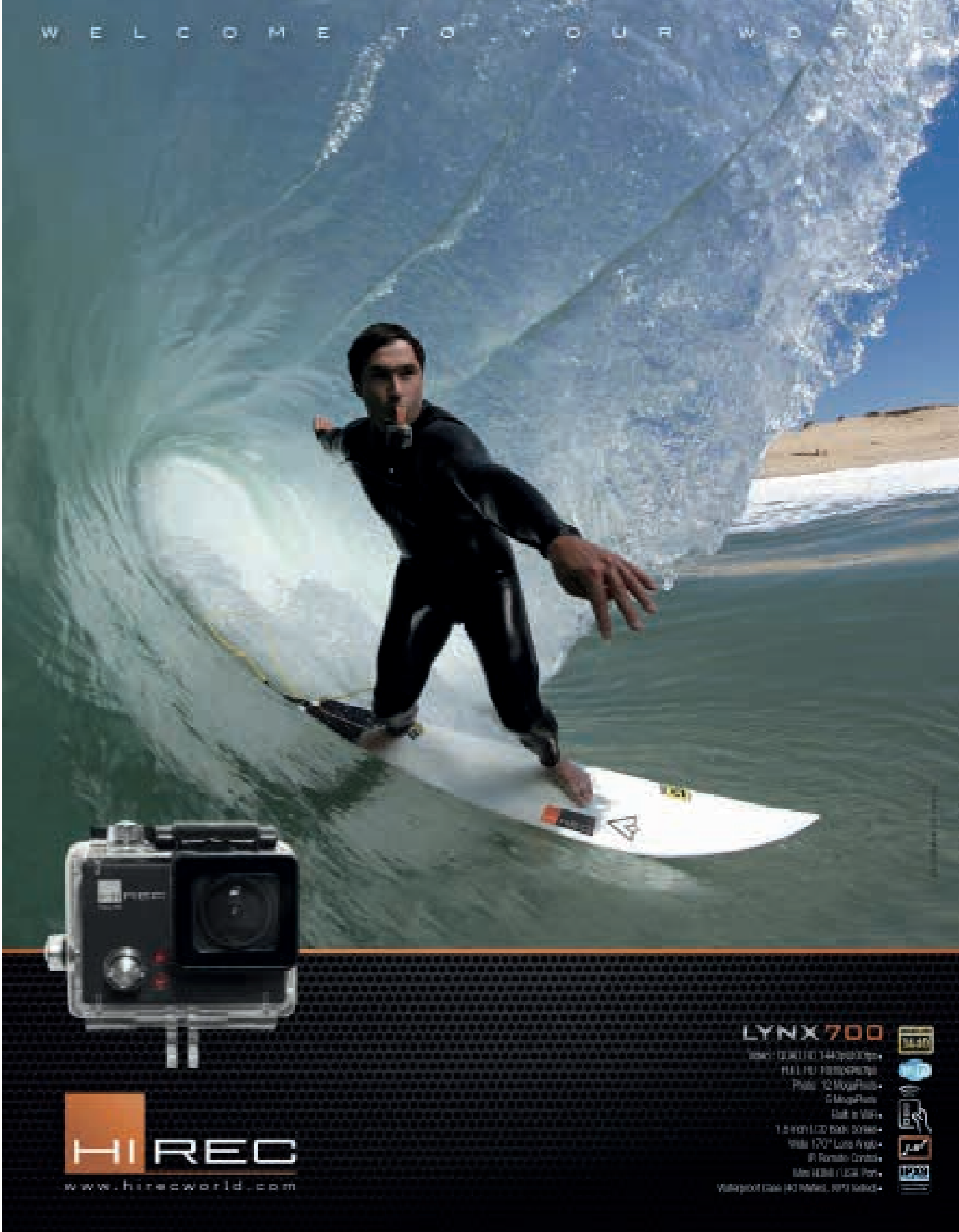
Best-selling and innovative accessories for actions cams mainly revolve around mounting the camera for the most captivating and unique angles. Rayne introduce a “new quick mount system that will allow you to adjust the angle of your camera with just the press of a button.” Drift release the “Pivot Mount with it’s universal clip you can attach to any of our other mounts in seconds” and GoPro created a whole backpack, the Seeker, with multiple options to mount your camera.

“With smartphone cameras constantly improving, they become more interesting for action sports filming as well,” suggests Helena from Hoff. SP are launching a whole line of accessories that turn phones into action cameras in their SP Connect series, like the Phone Case with a MicroRail mount on the back, or the SP Connect Suction Mount offering a stable, “vibration-free, 360° positioning thanks to the 3D ball and fast, secure locking via our Dual Function MicroRail system. The components of both, phone case and mounts, are a perfect match for each other, but also give you the freedom of using them with many other SP Gadgets or other GoPro compatible products,” says Rob Mathera from SP Gadgets.

To make sure your phone gets the full frame, you can further enhance it’s action-footage-capturing by clipping a fisheye lens on top of it. Clipeyz is an easy-t-use clip-on lens with 180° fish eye that is available in a range of colours and can easily be clipped on to the front or back lens of your phone. Black Eye uses a similar clip-on system but features a range of different lenses, from full-frame fisheye to wide angle, macro and even tele. “More and more images and videos are shared each day though various digital channels. Buying extra lenses to be more creative is a simple solution to anyone whether you come from boardsports or any other segment,” says Marketing Manager Joni Granath. 

HIGHLIGHTS

- High res – 4K
- 360° videos
- Virtual Reality
- Image stabilisation





BIG WIG DARREN BROADBRIDGE, EUROGLASS

The Euroglass surfboard factory in Hossegor is Stephen ‘Belly’ Bell’s brainchild – the Ferrari of surfboard factories, and anyone lucky enough to have seen it in action will know she’s an absolute beaut. I’ve had the pleasure of a couple of tours now and seeing shapers Christiaan Bradley and Phil Grace practising their craft is a thing to behold. Darren Broadbridge is an Australian who’s been camped up in Hossegor for the best part of a couple of decades and after a seven-year stint at Quiksilver, Darren has now been heading up the office at Euroglass for just shy of a decade. For this issue’s Big Wig Interview, Darren gives us some primo surfboard manufacturing and industry insight. **Interview by SOURCE Editor, Harry Mitchell Thompson.**

Darren, please can you give us a brief history of your career in the surf industry?

I accidently ended up in the surf industry by marrying into France and Hossegor. I needed work and Daniel the manager at Quiksilver Capbreton (he still is!), told me to go to the stock building in St Jean de Luz and see if they needed work. Greg Taylor who was the boss of the stock building at the time took me under his wing and it snowballed from there. After a year of unloading trucks in winter with my ski jacket, I got the call to go up the street to the commercial building, or The Campus, as it was called. That’s where I got to know Belly (Stephen Bell, Euroglass Owner) and the rest of the Australian expats, shapers included. After seven years at Quiksilver I was getting the itch to do something different and

coincidentally my old boss Greg had left to manage Euroglass two years earlier when Belly left the factory to travel the globe. I was telling him I was going to open a pie shop and he told me to knock that on the head as he was about to take over the family pine tree business and with Belly they were interested in getting me in the office. Belly was actually more keen to get a French person in, but he needed someone who knew Quiksilver backwards and spoke English and knew what the front end of a surfboard looked like. We had the Channel Islands licence at the time and they wanted it back as it was kicking off. They wanted Belly to jump ship from Quiksilver, but he’d never do that. Instead we dug our feet in and pushed forward. It was a real game changer for us. Five years later we moved into the cleanest custom-built surf factory in the world. Belly is quite single

minded when he gets an idea in his head and this one was to be the Ferrari factory for surfboards and it certainly turned out that way. We just want people to appreciate where the cost comes from when they spend €650 on a new board. After a tour around the factory it makes a lot more sense to them.

Who are the key players in management, shapers etc at the HQ?
Belly is the final voice in everything. It’s his business and his sweat and tears are ingrained into the floor and walls. We have transformed over the last five years though as we no longer just make surfboards. We run the surf technical accessories and skateboard division for Quiksilver and Matteo Fioravanti (Global Business Development Manager) made it possible for us to get that up and running. In a small business like ours everyone is a key player and often the last buck ends with Paul Hyde, our sander, as he is the last link in the manufacturing process. Brandon Sanchez runs our ever-growing order book and Manu runs our AKU machine while simultaneously juggling duties with the international Quiksilver computer programs setting up all our articles for export. The Shaping team consists of Phil Grace and Mark Phipps who have been here since the Stone Age and Christiaan Bradley who came onto the scene 15 years ago as a sander-cum-CI shaper. We also have the shaping license for Simon Anderson, Mark Richards and Brett Warner.

Surfboard manufacturing has health implications on its employees - what can the industry as a whole do to improve standards across the board?

We just want people to appreciate where the cost comes from when they spend €650 on a new board. After a tour around the factory it makes a lot more sense to them.

Belly has been trying to find out what he can do to make our factory achieve an authorized standard but there isn’t one! We have had so many proposals on what we could do for the fumes or the dust but even if we follow these proposals through they haven’t guaranteed him that it would actually achieve the purpose. One thing is for sure though and that is to wear a mask while working. Wear the mask and make sure it’s changed and keep the factory clean. The cleaner the environment the less chance you have of bad habits growing. Surfboards will never be 100% green - that doesn’t exist. Neither will our cars and even more importantly at the moment neither will our food. But the industry could really help by not trying to get us to cut prices for higher margins all the time. We would much rather higher prices so that would valorise quality work in an environmentally challenging industry.

Surfers going through 150-odd PU surfboards each year can’t be good for the environment. Discuss...
Oi la la - 150 boards that really is a lot! I’m not sure who would get that many! BUT you know what, it’s not as bad as it seems really, as most of those boards end up in the hands of the average punter who wants to have a crack at surfing a Formula 1 craft. I do however think surfing an ultra-light board in overhead waves is slightly irresponsible for sure. Saying that I’m a passionate traveller and so is my family. I’m morally obliged to take my boys back to Australia every two years to see their grandparents and that’s not good for the environment either. Guys like Fergal Smith are so gnarly - I really admire that but I so couldn’t do it. I get all my fruit and veggies on my bike though! I love

surfing a new board nearly more than anything! As long as it keeps getting surfed and then finds another home, that’s not bad. We all want to see the top pro’s progressing (that seems to be a key phrase these days; progression) and it’s not going to happen on five boards a year.

The retail industry has changed massively due to the internet; hardgoods such as surfboards haven’t been affected as much as apparel, but what are you doing to embrace technology in distribution while still working with core retailers?
That’s an even harder one! The internet is changing hardgoods too, don’t be fooled on that one. I’ve seen more of those carbon railed boys on the beach than ever before. It’s McDonalds out there - you can get the same board anywhere in the world and the big internet boys can offer free shipping. That’s heavy for a small retailer, so he or she has to offer better service and friendship. When I was a kid I was so in awe of Brian Weir who ran the local surf shop - I just wanted to get my board from him. He sponsored my friends and I wanted to be there in that scene. You can’t get that off the Internet; we try and get all our key retailers to have the best possible knowledge of our boards so they know them better than we do. The local surf shops is where the guys that love surfing will always end up so we really want to protect their interests.

What are the benefits of manufacturing in Europe?
Employing Europeans is the best benefit, don’t you reckon? Belly’s dream has always been to take on apprentices and give them a trade and give ourselves a tradesman. Obviously we can react to market

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WATCHES 2017 TREND REPORT

Fun fashion accessories, elegant status symbols, and functional ride enhancements: Watches are a lot of things to different consumers these days. And with boardsports companies entering the smartwatch arena, it's high time to look at the latest watch trends hitting retail next season. **By Dirk Vogel.**

Let's start with some good news: the Apple Watch is not the "category killer" many feared. During the second quarter of 2016, the IDC reported a decline in Apple Watch shipments of 55%. And while Apple still controls almost half of the smartwatch market, there's room for new players and creative ideas. What's more, new research from Mintel found that 24% of UK watch owners "rarely use it to tell the time." A solid 27% of respondents – and 47% of 20-to-24-year-olds – admitted to only wearing watches as a fashion accessory.

These trends create the perfect storm for watchmakers in the boardsports segment. The category is currently seeing an evolution in the signature boardsports blend of function, style, and performance (always performance, watches have to be able to take a beating in our sports). The evolution includes smartwatches tailor-made for board riders with functions you actually use instead of a gazillion random apps.

In these interesting times, watch companies with a boardsports background have a key advantage: They know what athletes and team riders demand from a watch. "The building blocks for Nixon product are team-designed and custom built. What this means is the product we build is designed to live up to the demands of our global team of athletes who travel the world and need products that live up to and compliment their lifestyles," said Joe Babcock, Director of Product at Nixon, who just released their first smartwatch.

PRICE POINTS: FUN ON A BUDGET, PERFORMANCE AT A PRICE

Much like the sunglasses segment, watches attract two consumer types: Casual, impulse-driven customers looking for fun fashion accessories to align themselves with boardsports culture. And also performance-seeking, active riders looking for a timepiece that functions well, with premium finishes and technological capabilities thrown into the mix. Naturally, these approaches are reflected in price points. "The main price points are €99-€139 for selling watches. But it depends on the function and benefits a watch gives you. Smartwatches are coming up, and customers are willing to spend up to €500 if it gives them the needed benefit," said Christian Dittrich, Junior Key Account Manager for G-Shock watches at Casio.

While companies such as G-SHOCK, Quiksilver, Roxy, Rip Curl,

and Nixon cover the entire pricing bandwidth, some brands have successfully specialized in either end of the spectrum. "Neff is positioned as an opening price point brand. Our watches are built around being a fun and fashionable accessory that tells time. Key price points for us fall into the \$20-\$45 range, but our offering also includes some more elevated styles with metal cases at up to \$65," said Kevin Dell, Neff's Director of Merchandising. Also playing this segment is Cheapo, a new watch company from Scandinavia with original designs and collabs with pro athletes. "We believe that good looking watches shouldn't cost you a fortune. That's why we offer great looks, great quality and great social values at prices anyone can afford. Our price range is between €55 - €70," said Founder, Viktor Telégén. Companies also do well by targeting the premium segment, including UK-based brand Elliot Brown Watches: "We're right at the top end of the market on price going up to £600, although it's fair to say that the bulk of sales are in the £300-£400 bracket," said co-founder Ian Elliot. Meanwhile, pricing is a bit different in women's watches, said Xavier Faucher, Global head of Roxy Watches: "For girl watches, the sweet spot is below €100 and even below €80 for a basic time function."

STYLE: SOMETHING FOR ALL TASTES

Next season's watch styles range from traditional to wild and futuristic. Most companies offer their take on the classic diver's watch with a rotating bezel in a rugged package. Prime examples include the Quiksilver "Kombat" model with Japanese quartz movement and chronograph function as well as date in a 43mm wide stainless steel case. In the premium segment, the trend is toward understated, slimmer variations on timeless classics with minimal branding. "There is no denying an overarching trend of 'minimalism' in men's accessories and apparel. Logos have become more subdued to the point where they're almost invisible on a majority of the product in store. We introduced a new model called 'the Porter' to address this trend," said Joe at Nixon. This impression is seconded by Dutch label Komono: "We notice that sports driven designs are losing impact and that lifestyle and design are gaining influence in the boardsports market. I get the impression that nowadays the boardsports market is more looking into fashion for inspiration," said Anton Janssens, CEO at Komono.

the product we build is designed to live up to the demands of our global team of athletes who travel the world and need products that live up to and compliment their lifestyles,”
said Joe Babcock, Director of Product at Nixon

The other major trends are 1970s style digital watches with wild colour and pattern variations – including options from Neff and Nixon – as well as analogue watches with graphics on the watch face and wristband. Again, Neff kills it with a three-eyed cat graphic and the 1980s flashback “Miami” model with a woven wristband. Roxy is connecting pattern flair all the way into apparel lines: “The black Roxy Fun Heart watch boasts a de-bossed tonal logo on the dial and dot or stripe pattern on the strap, which is seen throughout the Roxy Swimwear collections,” said Xavier Faucher. Cheapo joined up with Swedish snowboarder Caroline Degardh in a coffee-themed watch celebrating the 3 o’clock ritual of Fika (coffee and pastry). In the ruggedized performance segment, the Casio G-Shock is a design classic in its own right, while the Rip Curl line of smartwatches also cultivates a unique look by integrating their watches into oversized wristbands. Nixon’s first smartwatch, the “Mission,” creates a break from the norm by embedding a circular touchscreen (instead of square) in a protective bezel.

MATERIALS AND COLOURS: CLASSY AND FLASHY

Choices of materials follow the division between “fashion” and premium watches. Although stainless steel casings and leather straps have trickled down into the upper low-end price segment, customers still get what they pay for. Entry level watches start with woven straps and plastic watch bodies – preferably adorned with bold graphics and patterns – while mid-segment pieces incorporate Italian tanned leather straps and scratch-resistant mineral crystal glass. Material innovations are happening in the premium segment, where Elliot Brown Watches are pushing “technical rubber strapping and new canvas strapping,” next to “case-hardened stainless steel that literally won’t scratch or mark in normal use.” At surf watches brand Carve, Product Development Manager, Colin Foy is banking on, “casings with a combination of aluminium, stainless steel and high density durable plastics, mineral lenses, resilient silicone bands and coordinate trim details.” Joe at Nixon is stoked on a new process to add interesting colour options: “This year some of our most popular models come with a new material treatment called ‘cerakote.’ It’s a ceramic coating we adopted from the military that allows us to colour-coat stainless steel in a variety of colour and finishes.” And speaking of colours, this season continues the trend towards dark, understated watches – either brushed metal or black coating – joined by a wave of royal blue and dark brown watch faces paired with gold digits. All this maturity is offset by playful neons and splashes of colour on wristbands and bodies in the entry level and mid-price segment. And for an extra flash of flavour, here’s Komono: “This fall we will present the new Mirror Series that integrates a reflective face into the watches as a reminder to shine bright.”

FUNCTIONALITY: ENHANCING THE EXPERIENCE

This season, Carve introduces the Elements model, “a multi-mode digital chrono with excellent functionality. A dominant appearance with a Japanese quartz movement.” Nixon’s new “Mission” model is, “the first smartwatch that is made specifically for action sports and lifestyles that require a watch rugged enough to withstand the elements,” said Joe Babcock, adding: “Built on the latest technology from Google’s android wear smartwatch platform and the Qualcomm Snapdragon wear 2100 system-on-chip, the Mission features a suite of custom applications tailored to action sports, including Nixon custom apps powered by Surfline and Snocounty. These industry leaders give real-time surf

and snow conditions to your wrist.” Rip Curl have also had great success with their smart surf watches, said Borja Torres, Wetsuit & Watches Product Manager: “Even though you can find some style watches in our range we are focused in surf and tide watches. Main styles for us are the Search GPS watch; the only watch that can track your surf and give you the exact time, tide and GPS location with only one touch.” This season, Quiksilver introduces the “Addictive 2.0” tide watch, “featuring Quiksilver’s award winning Deep Tide System Technology, with 15 years of pre-programmed tide data for 200 spots around the world. Plus our European Tide edition includes tide info for 100 European beaches,” said Xavier Faucher. So there you have it: Only watches that can talk the style language of boardsports, but also walk the walk and take a beating will cut the mustard. As Joe from Nixon said: “At the end of the day, if the product is built to last, the customer will buy it.” 📌



Photo : Komono

HIGHLIGHTS

- €50 (fun lifestyle) to €500 (premium)
- 1970s style digital watches
- Premium leathers and stainless steel
- Subtle colourways vs. loud accents
- Temperature, tide, GPS functionality
- Women’s watches coordinated with apparel



FEELING BLUE?

ELLIOT BROWN

*For a full list of stocked models shown/Brands visit please see www.elliottbrownwatches.com 029 003 801 or ST9 RD3, Upper strand, E800



Griffiths 8.8" Royal 7.75"

Mark Frölich

FRÖLICH POP-OUT PUMP SKATEBOARD



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BUYER SCIENCE

UK-based Boardshop.co.uk are a surf hardware specialist priding themselves in product knowledge and after-sales service. Co-Founder, Ian Madden fills this issue's Buyer Science hot seat to give us his opinion on a range of issues spanning surf industry challenges, BREXIT and the importance of keeping distribution in the hands of experienced retailers.

Ian, please give us a brief history of your surf industry career.

Student (started surfing), London Metals Brokerage, trainee solicitor, surf shop, online retailer, pretty standard path into the surf industry really! I started the first online action sports operation extremepie.com back in 2002-ish with business partner Rodger Moon and with the Extreme Sports Channel. A minor disagreement ended that relationship and Roger and I started Hardcloud.com, and then acquired Boardshop.co.uk shortly afterwards. We let Hardcloud.com go at the start of this year to fully focus on Boardshop.co.uk, a surf hardware site which is where our passion really lies.

What's the most challenging aspect of the surf industry at present?

Lack of margin in surf hardware, too many links in the chain from production to consumer. This has to change and become more vertically integrated or there will be no retail network as we currently know it within a couple of years. In the USA 90% of boards in stores are there on a consignment basis, the lack of margin for all concerned forces this situation.

What changes have you noticed and do you expect to see in your business as a result of BREXIT?

Lots more export sales, higher purchasing costs. I am feeling pretty confident about the economic future of the UK.

What have you learned from specific surf product categories in the last two years (hardgoods Vs soft goods)?

Softgoods? That market barely exists anymore, and if it does it has to be at a discounted price, we've opted out of that one. Hardgoods will always be there but the margin as it is now means unless you're doing volume you're going to struggle. It's as much about customer service and retail innovation as it is product categories. There are lots of good functional products out there but it's how you present it to the customer and follow up with after sales service that's the key to customer retention.

If you could ask brands for support - what would it be for?

Most hardware brands have very little budget for stuff, but in a perfect world we'd ask for faster deliveries, greater stock back up and better margins please! A lot of the time now it's the retailers who do the real marketing for the brands. Marketing effectively is very difficult with so many channels to focus on across social media that the effect of any campaign is hugely diluted.

Have you changed your brand line-up and main brands much over the past few years?

We've not made a lot of changes. We've added some of our own brand



items to try to push the overall margin up. Any brand innovating in the surf world is attractive to us whether it be manufacturing or tech. We like what Firewire are doing, Trace is good tech too. Matt Biolos seems to be pushing more than most with Lost surfboards tech and design. We're open to anything surf related as long as it adds up financially.

What's your process for finding new brands?

Social media, industry contacts around the world and customer feedback.

American action sports retail has been through a tough few months – do you see this dripping into the European market? What can you do to safeguard against it?

This situation in the states has largely come about through discounting and over distribution in the face of declining demand and although it has affected hardgoods, it's more about soft goods.

Stopping the discounting culture on soft goods creeping into hard goods is the primary aim for us. A few UK/Euro retailers have conditioned customers to never pay full price, whether it be through discount codes or special deals when you sign up, or whatever. Once you go down that road there is NO way back.

Keeping distribution in the hands of retailers who understand the market is the key to long term prosperity; these people generally know what they're doing and don't over-order or order products not suited to their customer base so you don't get problems with stock being dumped at silly prices. 🤝

photo: Duster



“There was huge growth in all areas – shops, manufacturers and customers and more and more companies came out with cheaper and cheaper products, which seemed like a good catch for the customers and shops. But in the long run they are missing the quality. That’s why the specialty retailer that knows how to cater to their customers seems to still be doing well.”

Shiner Distribution’s Chris Allen echoes this and looks ahead with optimism: “The European market has been flooded by less popular U.S. brands who have dumped product at cheap prices here, which they can no longer sell in the U.S. as it is now dominated by only the strong, popular brands. Once all this excess discounted inventory has worked through the pipeline, the strong brands in Europe will get stronger and the weak brands will fade away as they have in the U.S.”



photo: Arbor

TURNING THE TIDE

Asked how they plan to work through the current market environment, brands offered some interesting strategies. Putting the customer first, Moonshine MFG is helping protect their investment: “We offer a 30-day performance guarantee that gives customers the opportunity to exchange one deck for another, free of charge, if they feel they didn’t choose the right board,” said Deb Fuller at Moonshine. Almost all brands agreed that product know-how in retail is fundamental. Dusters California is educating the reseller with, “online and in-person sales meetings and through clinics that we provide to our major retailers, we are constantly lecturing our buyers and store managers,” said

Nano Nobrega, Creative Director at Dusters, adding: “We also provide extensive sales tools through a variety of material like catalogues, videos and photos.

HOT TRENDS FOR SS17

Let’s shift perspective from market view to what’s happening out on the streets. Major trends for Spring/Summer 2017 include:

- 1. Skateboarding! Longboarding is looking at “short” board skills for inspiration.** “The trend goes toward mixing up styles of going fast and doing tricks. Hence the hybrid boards are hotter than ever! With the Shakedown, Backlash and Hybrid [models] Arbor is well positioned for these purposes,” said Burak at Arbor. Upstart brand Hydroponic Skateboards is on the same page: “Riders are getting more technical, so shorter boards that can pop should see more action.”
- 2. Dancing busts a move.** “Dancers are really taking off in a big way at the moment. Our Hamu has been really well received and our Asian market absolutely love our full size, mid-size and mini versions of this board,” said Andy King, Marketing and Design at Mindless. This is confirmed by Pablo Castro at Loaded: “Dancing is hotter than ever! It’s really morphed into a re-imagination of ‘freestyle’ and Europe and Asia are leading the charge!”
- 3. Surfing the streets.** Riders want the soft glide and turn of surfing on concrete, and Spanish mainstays HLC deliver with the YOW system. Short for “Your Own Wave,” the YOW system consists of an upgrade kit replete with kingpins and suspension plates mounted under the truck for spring-loaded surf style. More info at www.yowstreetsurfing.com. Also making a splash in the streets is SUP, with “landpaddles” such as Pogo’s Sk8pole Landpaddles providing that extra boost to longboarders.
- 4. Second wind for cruisers.** While the cruisers segment imploded long before longboards, it’s back for more. This time, short, stubby, and wide wood boards in the style of 1980s skateboards are all the rage. For Miller Division it’s all about, “wider cruiser decks, meticulous truck measures and new technologies in grip graphics that let the decks seem like new for a longer time.” Dusters California has dropped a gorgeous line of cruisers in collaboration with OG SoCal artist collective, California Locos. For Martin at Pogo, the cruiser revival is part of a bigger trend: “It seems like some people who purchased a first-time user board want to upgrade. Beside the plastic cruisers we see a trend to more high end brands like Pogo, Olson Hekmati or Goat.”

“Things have slowed for us but there’s still a lot of life in the market. While the ‘industry’ has slowed, there’s still a ton of events and stoked people riding skateboards all over Europe.”
Pablo Castro, Loaded Longboards.

The Future
Drive Through
A New World

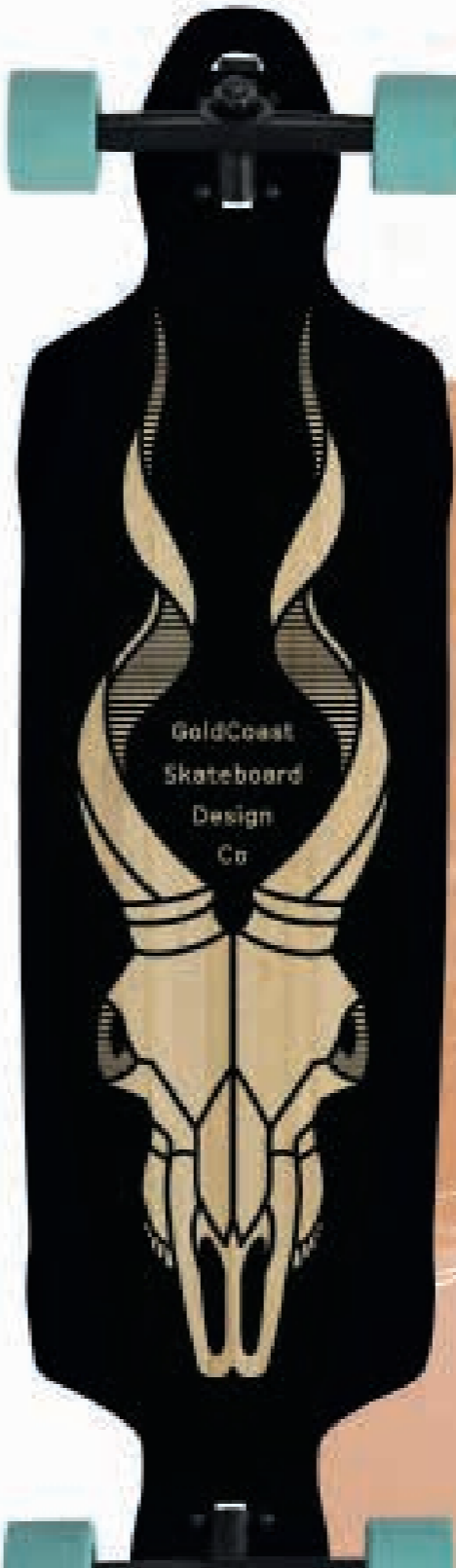


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Roll Your Own



photo: Jucker

1. CONSTRUCTIONS

Technical advancements are separating the real from the fake, to a point where today's longboards are an altogether different beast. New constructions aim to make boards lighter, stiffer, or more flexible. "Probably one of the disciplines that has the biggest change is freestyle, the boards used three years ago are totally different compared with the boards used at this moment. Flexible boards are used most of the time for carving or dancing," said Pablo Ribera, Communication/Events at HLC (Long Island, YOW, Aloiki, etc.). For more flex, Origin Distribution (DB Longboards) is seeing "huge success" with the DB CoreFlex Compound, said Nathan Pauli: "Designed for freestyle riding and fluid carving, the Compound utilizes a cambered bamboo core sandwiched between fibreglass and high density material to provide the perfect flex pattern." Deb at Moonshine MFG is proud of innovations such as, "vertically laminated wood cores, full urethane side walls and truck mounts, precision machined truck mounts and a full glass wrap that makes our boards waterproof and sealed from the elements. For added speed, Dusters is introducing, "the new Keen Downhill in a shape with W concave and V-Ply core for a stiff, fast and stable ride. With attention to the design and details, this board features Metallic Gold Swirl wheels, Metallic Gold graphics and amazing looking wheel wells showing through the vertical ply core."

2. MATERIALS

Beyond Canadian maple and bamboo, brands are exploring new materials for added performance. Shane Maloney at Madrid said: "Our downhill team is currently riding our formica/maple combo lamination,

designed to maximize torsional strength and decrease road vibrations at high-speed. We are continuing to use combinations of maple, birch, and bamboo to create boards with the perfect amount of flex for carving and cruising." Pogo in Germany are drawing on snowboard tech for that extra edge: "For the Pogo Caracal trick-ready freeride board we developed an ultralight construction. It's a featherlight wood core with all around urethane protection sandwiched by two layers of carbon. A titanium stringer and a special rubber frame from snowboard technology provide an ultrafast pop and eliminate any vibration." New technologies also increase the board's style factor, explained Chris Brunstetter at Gold Coast: "We are using a new photosensitive ink in a new drop-through called The Pluton. The board's graphic changes in sunlight, which is super cool and not something we've seen in the category before." D-Street's Brand Manager, Karl Martinez sings from the same hymn sheet: "We will continue to use alternatives to Maple for our face veneers; our current line of Cherry, Rosewood and Walnut skins not only look fantastic but give the retailer a new story."

"Our German company is now also working with local manufacturers and we will be releasing smaller series of decks from local factories. Soon we will release a dancer 100% made in Germany,"

**Mike Jucker Co-Founder /
Brand Manager at Jucker Hawaii**



RIDER: STEPHEN VAUGHN
PHOTOS: JACOB LAMBERT
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THE DOGGER



“Once all this excess discounted inventory has worked through the pipeline, the strong brands in Europe will get stronger and the weak brands will fade away as they have in the U.S.”

Chris Allen, Shiner Distribution

3. SHAPES

Most brands agree that hybrid street and downhill boards are the next big thing – especially elongated popsicle shapes inspired by street skating. Dusters California is pushing “The Perch, a perfect hybrid longboard for high speed hills and tricks. Looking more like a stretched out popsicle deck, a 9.5” x 36” functional shape with kick on nose/tail and the new limited Orange Kryptonics; you can go from a hill straight to a bowl with this board.” Mindless serves the category with the Nyoka mini, “a scaled back version of our extremely popular Nyoka still with fibre laminates displaying gorgeous, new sublimated graphics on both sides of the deck.” Putting the trend in perspective, Enrique Becerril at Miller Division said: “Some countries still do well with drop-throughs but people want small and versatile decks that permit them to move around the city and to include them in their day-to-day life.” Frank at Brunotti wants to “focus on the shorter boards, and make them stand out from the competitors.” At Arbor, designers have blended the two most popular shapes – drop-through and mini cruiser – into one convincing package: “Our Drop Cruiser in new colourways is an advanced drop-through shape for technical freestyle, around-town cruiser tricks, and mellow downhill,” said Burak Duran. Hydroponic is keeping little rippers in mind with the DT Kids, a complete drop-through longboard for kids.



photo: Long Island Longboards

characteristics.” Wheels are also getting a makeover, as most brands are reworking their urethane and constructions: “Among core downhill skaters, wheels with wider, more supportive cores like the Venom Cobra Core Cannibals are a must-have,” said Shane Maloney at Madrid Skateboards, adding: “The Venom Mach 1 wheels are being hailed as the ‘fastest wheels in the world’ after Venom rider Erik Lundberg broke the world speed record reaching 130.63kph on the wheels.” Arbor is keeping the environment in mind with sucrose wheels: “The mission is to introduce alternative, environmentally friendly components into our urethane formulas that improve performance, while reducing the petroleum footprint of our urethane, and the environmental impact of slides and long term wear.” Benoit at Hoff is stoked on, “wheels improvement in Flying Wheels with their Fast Forward range with AA SHR for all the range and Spine Hub on bumpers and Gyro models.”

5. ACCESSORIES

Retailers can drive successful cross-sales with the right selection of accessories, but Pablo Ribera at HLC urges caution: “In longboarding, all the accessories are important, fortunately people wear helmets, gloves, protective pads... A lot of people have various kinds of bushings to have a setup for each situation and equipment to try new things and feelings. Most of the time, trendy things are simply fashionable, so it has an expiration date.” But as Pablo mentioned, protective gear is always a welcome addition and many brands supplement their hardgoods with the right kind of safety equipment. “The phrase for us is ‘it has to protect, but it has to fit.’ We provide coloured helmets that fit really good, gloves and protection kits with the best quality to price ratio,” said Enrique Becerril at Miller Division. For the discerning rider with a big board quiver, Hydroponic Longboarding is making road trips easier with “a couple of skate and longboard travel bags, able to carry up to four or five decks when you are traveling, which is something we all do and not many options are available right now.” Beyond hardgoods, Arbor is branching out: “We got really nice feedback from our customers for our flasks, bottle openers, and whiskey glasses that all have the unique Arbor look.” On that note, cheers to the future of longboarding! 🍷

4. TRUCKS AND WHEELS

Look forward to a new breed of longboard hardware. French scene kingpins Hoff are “currently working on new trucks called Dozer Trucks. These are new high-tech forged trucks made with Cobra Press technology,” said Hoff’s Benoit Brecq who also looks after Flying Wheels. Gold Coast is about to drop “newly designed Century Trucks [which] we believe are setting a new standard for precision cast longboard trucks.” Nathan at Origin Distribution announced: “The forged Atlas 8mm Ultralights are some of the most versatile, affordable RKP trucks on the market. With patented technology, an affordable price point and a full range of colour options this truck is a perfect go-to offering for any retailer.” UK-based Mindless is cooking up the new, “Talisman V2 truck, which has been refined and we believe improved upon whilst keeping its much loved riding

HIGHLIGHTS

- Market consolidation continues
- Upgrade to “serious” boards
- Education for core resellers
- Manufacturing in Europe
- Skateboard style, tricks, and shapes
- Snowboard technology constructions
- Short hybrid boards (drop cruisers)
- Cruisers renaissance
- New truck and wheel tech
- Land paddles for concrete SUP



Talisman V2

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PIVOT CUP: Skull Ball pivot & PU pivot cup



Precise 50° geometry





photo: Protest

ACTIVEWEAR SS17 TREND REPORT

If you don't understand what's going on with women's wear these days, you are excused. While we all grew up with the idea that females need the right garment and attire for various events, they now want the same clothes to work for everything from work to workout and coffee in between. Luckily we have a girl on the team that can help us figure things out, so enjoy **Anna Langer's** Trend Report on Women's Activewear for Spring/Summer 2017.

Since the "rise of the yoga pants", which we outlined in our inaugural trend report on women's activewear last year, a number of brands have jumped on the fitness wagon and offer clothing that is tailored to span an active girl's whole life, from her yoga routine in the morning to her commute to work and going out afterwards. "Products you can wear to go for a stand up paddle session, a run, a yoga session or a coffee. One outfit for different moments of your day, versatile products that can do it all," as Marie Lauga, Roxy Global Head of Design outlines.

Active-focused companies such as Kari Traa and Eivy or Ion build their whole range around sports performance, while others like Volcom and Colour Wear incorporate active pieces into their general range.

Roxy, Protest, Patagonia, Mons Royal and Bench even feature dedicated, stand-alone capsule collections that are clearly differentiated from the apparel collection.

THEMES

Everyone, no matter what their sports, hobbies or life situation, is dreaming of the beach as soon as Spring is near, so it's natural to take inspiration from there. Volcom go for a "simple coastal living vibe" on sports performance pieces approved by their surfers, Roxy go

from "Sand to Sea" capturing the "nomadic spirit of explorer" and Ion sport "Surfing Elements" and "Surfing Trails", which is "surf-inspired bike wear that offers full bike-specific functionality in a unique design", states Andi Lipp, Int. Marketing Manager, Ion Bike. Eivy have "women who ride and live their life to the fullest" in mind, true to their slogan "Unbored Onboard", with a lean to 90s Hip-Hop, Bench take "inspiration from retro sportswear and elements of kitsch," and Protest tie their active looks to their SUP collection, yet ensure "crossover appeal to street" with "fashionable fitness wear".

Mons Royal opt for a "very contemporary look" with a "lifestyle oriented capsule featuring prints that make the garment as wearable as streetwear as it is out in the mountains or anywhere" Creative Director Hannah Acland explains. Colour Wear also find it important "that training gear can be used as streetwear pieces and not only when training", says co-founder Fredrik Abrahamson, which they account for with their "Before-During-After" theme. "We are a lifestyle brand and SS17 is focusing on training and the collection offers everything you need before, during and after training."

For eco-pioneers Patagonia, their environmental and Fair Trade stories are "the key feature that sets us apart from the crowd," says Product Line Director for Women's Sportswear, Laura Kinman.

Mons Royal opt for a "very contemporary look" with a "lifestyle oriented capsule featuring prints that make the garment as wearable as streetwear as it is out in the mountains or anywhere."

Creative Director, Hannah Acland

MATERIAL

According to the requirements, tech fabrics are of course most sought after in activewear, yet cotton is used as well. "We integrate organic cotton blends in some of our street to studio styles," says Laura from Patagonia. Protest use natural cottons, Volcom have jersey fabrics and Ion mix cotton-synthetic-blends for their tops "to combine functionality with a casual look". This includes DriRelease Cotton, "offering the advantages of cotton (look & feel) without its disadvantages as it dries four times faster than a cotton fabric," as Andi explains, that can also be found in Kari Traa's collection, next to Lenzing Modal.

For even quicker drying properties and enhanced breathability, Ion and Roxy introduce so-called "Channel Flow" fabrics, "a special knitwear structure that offers outstanding breathability and moisture-wicking capabilities resulting in great climate comfort," according to Andi. Eivy use FABdryTM, "a four-way moisture wicking polyester / elastane stretch fabric with insulating capabilities thanks to its brushed inside," states Annamaria Eschwey, Eivy Marketing / Communication & Team Management, while Colour Wear feature Swiftdry "to get quick drying fabrics". The new Merino Air-Con fabric that Mons Royal specifically developed for SS17 has similar qualities: "It's a 140gsm merino blend that uses a core-spun yarn with a nylon/elastane core which makes it 60% stronger than 100% merino yarns. As a result, it's highly breathable, dries quickly and great to wear in warm weather," says Hannah.

They also use merino mesh to "increase breathability in strategic spots - like underarms, the back panels of certain garments designed for high energy activity". Volcom have "sports-inspired mesh", Patagonia use "engineered mesh" and Bench "geometrical mesh". Roxy add mesh inserts to their leggings, for breathability as much as for style, supporting to their prints. They further enhance their fabrics with UV proof, anti-odour and compression characteristics, "the fabrics used for that collection are totally different than the ones we are using for our apparel collection," says Marie.

Patagonia select recycled fabric whenever premium options are available, states Laura, and Volcom feature "Italian tricot that is made from a combination of recycled fish nets and other nylon wastes," explains Tori Cruz, Global Swim Designer for Volcom.

PRINTS

Patterns and prints reflect the overall yearning for the beach as well, with "water and the tropics" inspiration from Patagonia, a merged beach-to-city-lifestyle with "bold retro surf stripes, hand-drawn ethnic geos, exotic Hawaiian prints and jungle leaves" from Volcom and "three spectacular flowers patterns worked in a more feminine way than before" from Roxy. Colour Wear take inspiration from nature, "the forest, lakes and all the colours of the spring flowers," states Fredrik. Protest take "a darker turn" with "deep floral designs" in deep purple and blue.

In line with their Mix N Match philosophy, making all their gear "compatible to unlimit your styling," Eivy match floral and animal patterns with comic prints and simple black/white designs. "Every piece of base layer or training wear can be mixed and matched with another top or bottom, even from season to season, this allows customers to create their own unique look," says Annamaria.

Patagonia have crossovers into the main line, while Roxy features

specific prints with a specific colour palette, including their iconic dots and stripes. Mons Royal features stripes too, as do Bench, alongside bold statement prints, and Ion, who have "wavy stripes in different variations". Kari Traa is sticking to simple design with small colour-blocking effects.

COLOURS

Just like summer itself, the main colour palettes are bright and sunny. "Corals and scream magentas balanced out by rich jewel tones of teal and coastal blues with touches of flash yellow" from Volcom, "seashell pinks, island greens and citrus yellows" from Roxy, "aqua and tangelo contrasted with grey marl" from Mons Royale, grey combined with ebony, orange and white from Kari Traa and a "soft, laundered, sophisticated palette with coral, paprika and light blue" from Bench.

As mentioned before, Protest also feature a deep purple and Kari Traa combine navy and pink, while Ion stick to "reduced designs and muted colours."

FIT

When it comes to silhouettes and fits, the upcoming activewear has something to offer for every gal. Patagonia offer three different fits, "formfitting, slim fit and regular fit" and Kari Traa also have "everything from slim to baggy" on offer, confirms Nathalie Meinfelder, Sales & Marketing Manager, Germany & Austria for Kari Traa. Ion feature "tight and slim fit styles for those who are performance oriented" next to "wider, regular or even loose fit styles," Andi explains.

Eivy also feature a "great mixture of sporty fits and cuts", with "cozy sweatpants and low cut Harlem pants besides the classic shapey tights." Bench play with "super slim and oversized" as well, mixing "long and cropped leggings and trousers, that feature a slightly higher, flattering waistline," states Bench Head of Design, Kestin Groeber.

Mons Royal on the other hand go for a "slim, quite athletic fit" while Protest opt for both loose-fitting and tight shirts and tops. "We want for comfort, style, and functionality to be accessible to all those who are pursuing a healthy and active lifestyle," says Anjet Wesselink, Head of Marketing for Protest Sportswear.

All collections include different kinds of (tank) tops and t-shirts, pants in varying lengths, as well as of course sports bras. Volcom also play with "different takes of our triangle and crop tops", Roxy have a "full length surf legging that you can also use for any other fitness activity" and Eivy even show training body suits.

OUTLOOK

Our last and first-ever trend report of this category closed on the note, that it's not clear if more active-focused clothing will actually result in more active-seeking customers, and while we're still waiting on those numbers we can definitely say that activity in this sector has indeed increased. 6

HIGHLIGHTS

- Quick drying materials
- Multi-functional: office to gym
- Nature-inspired prints



MIKE LAY JUST PASSING THROUGH



REEF ROVER HI BOOT



photo: Brunotti

MEN'S SURF APPAREL SS17 TREND REPORT

The importance of sport in our daily lives is continually on the rise, from giving rhythm to our days to choosing apps on our smartphones and even determining a clothing look for us. So yeah, the 'activewear' trend extends way beyond its use for sport, it's in the process of settling into people's wardrobes everywhere and the whole surf industry is benefitting from it. With understated, tailored looks that are comfortable and functional to suit working weekdays as much as weekends of leisure, surf clothing meets all needs and seems capable of appealing to a huge audience - whether they surf or not. **A report by Denis Houillé.**

In pursuit of the great outdoors, new environments and new ways of life, the expectations of modern man do not neglect consideration for the conditions endured on a surf trip. Covering long distances in comfort, kitting yourself out with clothes that are technical enough to keep you warm at night and light enough to not weigh you down in the day, blending into any surrounding environment... Fashion is relentlessly feeding off surfing.

Technical, design-orientated and functional features are the defining criteria of the SS17 surf clothing range. Before analysing them in detail, we can already home in on two strong categories in which the specialists of the surf industry stand out: jackets and beach shorts. It's thanks to a measured dosage of style and technical properties that the surf industry has managed to set itself apart from the competition (sports generalists, big chains, fashion brands) who lack either fun, function, authenticity or all three...

Surf clothing takes pride of place at the heart of a strong trend on the streetwear and activewear scene, which "funnily enough use boardsports as a springboard for their collections," says Ronnie Reyes from Design at Quiksilver. At the core of this fashion for function and minimalism, customers seem to be searching for authenticity more than ever. Storytelling, as well as the legitimacy of specialised brands and retailers, mean a lot here and make a big difference when it comes to making a sale. Blindfolded, we'd happily put our trust in products from an outdoor specialist, a watersports expert or any other specialised brand whose origins lie in the motherlands of California,

Landes, the Gold Coast or Hawaii. "It's the journey, not the destination that really matters," as Robert Louis Stevenson said.

TRENDS AND LOOKS

On the menu for next season, we find understated, highly tailored silhouettes that are suitable for many different occasions. Minimalism and comfort come as standard with discreet looks - one or two colours - and sometimes not even a logo like in Vissla's Covert collection which is purified to the max and highly technical. Prints are steadily disappearing from tops and sliding a bit further down onto 'beachshorts' and 'cropped pants', which are set to become strong features again for next summer.

However, our industry continues to stand out from the rest of the clothing world by accentuating individual initiatives in a unique way that only it knows how to do.

"Overall it's going to be a blend of activewear, vintage surf and rock and roll that will keep things interesting in the market," indicates Quiksilver's Ronnie Reyes. Each brand has its own mantra: roots in the punk and grunge movement of the 90s at Afends, the vintage coastal aesthetics of Lightning Bolt, the urge for exploration pure and simple at Patagonia, choice and expression of passion at Protest. Finally, if you scan the SS17 lookbooks you will see that "every piece has a tale to tell and you can become a part of the narrative yourself," declares Maria João Nogueira, Communication Officer at Lightning Bolt Europe.

Crossovers between the different product categories continue to work well, as is the case for Quiksilver who are transposing the vibes (colours and prints) of their SS17 boardshorts onto their clothing range. Leaning on their expertise in fabrics, Rip Curl are exporting the comfort and technical nature of their Mirage boardshorts onto fleeces and tees, which assume properties of stretch, breathability and lightness. This weaves a strong link between post-surf and clothing.

THEMES AND COLOURS

Varied and unconventional, the palette of designers’ colourways oscillate between very bright to very dark. Vissla range from “very colourful motifs that you’d find in Asia’s Sundaland archipelago to understated minimalism and mainly black in the capsule collections.” We can see one major theme that features warm, explosive and exotic tones. This is the case at Lightning Bolt where lush, organic colours take you on a journey back to the 60s and 70s with fluid transitions of burnt yellows and bordeauxs mixed with fresh maritime notes of oil blues, greens and greys. Protest are drawing inspiration from ocean spirit and Cuban culture in their lively mix of intense, sunny tones that highlights aquatic life, its plants, and shapes, providing nostalgia and authenticity as Marketing Manager at Protest Anjet Wesselink explains. Another raw and authentic theme harks the arrival of a balanced trend between pastel and powdery tones and strong, lively colours. As we find at Reef, Iron & Resin and Superbrand, there’s a contrasting mix merging retro and modernism. Reef’s Eric Gigler says the brand has leant heavily on indigo for SS17 for their Americana colour story and even that they “aren’t afraid of color, but we do try to use it in categories that brights or even washed back brights make sense, such as boardies and tees.” Finally, black comprises a theme in its own right, dominating with an aesthetic, clean, contemporary approach that’s finding its way into all manufacturers’ collections. With a light treatment, fade/wash techniques allow black to be used in a variety of interesting shades: carbon, eclipse, ink, ebony or anything else your eye recognises and can name. In finishes, treatments and washes have become stand out features that are the envy of our high street competitors. They give more depth to basic pieces as is the case on Deus Ex Machina’s pockets-tees or Rhythm’s boardshorts, which have a retro look with a slight

“Overall it’s going to be a blend of activewear, vintage surf and rock and roll that will keep things interesting in the market,”
Ronnie Reyes, Head of Design at Quiksilver

contemporary twist. Afends made acid washes their speciality and they quickly “saw that big commercial names adopted it to make a trend out of it”, as Benjamin Boyd - CEO of Wasted Talent (European distributor of Afends) tells us. For next year, their “oil” wash already looks set to be a trend to watch out for. Lastly at Protest, beachshorts and their faded cotton looks continue to prove so popular that they already have a permanent restock programme in place. This season, a whole host of new colours will be added to an already well-stocked selection of this strongly surf-orientated piece of clothing.

COMFORT AND FUNCTIONALITY

Light textures and relaxed cuts are the key points in the mission statement for SS17 collections. Sweatshorts, sweatpants and jogging pants are definitely in and seem to have a spot reserved for them in future collections. The accent is now put on the choice of fabrics. Along with 100% cotton tees, there is the noticeable appearance of tri-blend models (mixing cotton/polyester/viscose). Chiné colours are ever-present this

season and induce a mix of cotton and polyester in their composition that is sure to please customers. As we highlighted in the last edition of Source, comfort is also a priority for boardshorts and cotton/nylon/polyester/elastane blends provide optimal comfort whether used in uni models, all-over prints or those with blocky colours, inserts or sublimations. Back in favour, cotton pique brings comfort and an interesting texture. Often used all over a polo, shirt, short or t-shirt, the effect is magnified when accompanied by an embroidery such as from the Scandinavian surfers at Oh Dawn. Reef understands that their customer wants all the benefits of functionality without having to compromise on aesthetics: “We love functional fabrics that may not look overtly technical like our vintage cotton boardshort fabric which is a poly, cotton and spandex blend or our CREEK surfable walk short which uses a stretch micro ripstop.” Directly imported from feminine prêt-à-porter, viscose - which boasts all the advantages of silk but is much easier to maintain - makes its entrance onto the men’s range. Afends have chosen to include it on a short-sleeved shirt, breathing a bit of youth into an already well-established segment. Increasing the level of detail means you widen the gap from the competition, as confirmed by Superbrand who are offering “sophisticated t-shirts (jerseys) that contain more details like tie-dyes, Tunisian collars, sewn badges and pockets,” explains Remi Chaussemiche, European Sales and Marketing Manager.

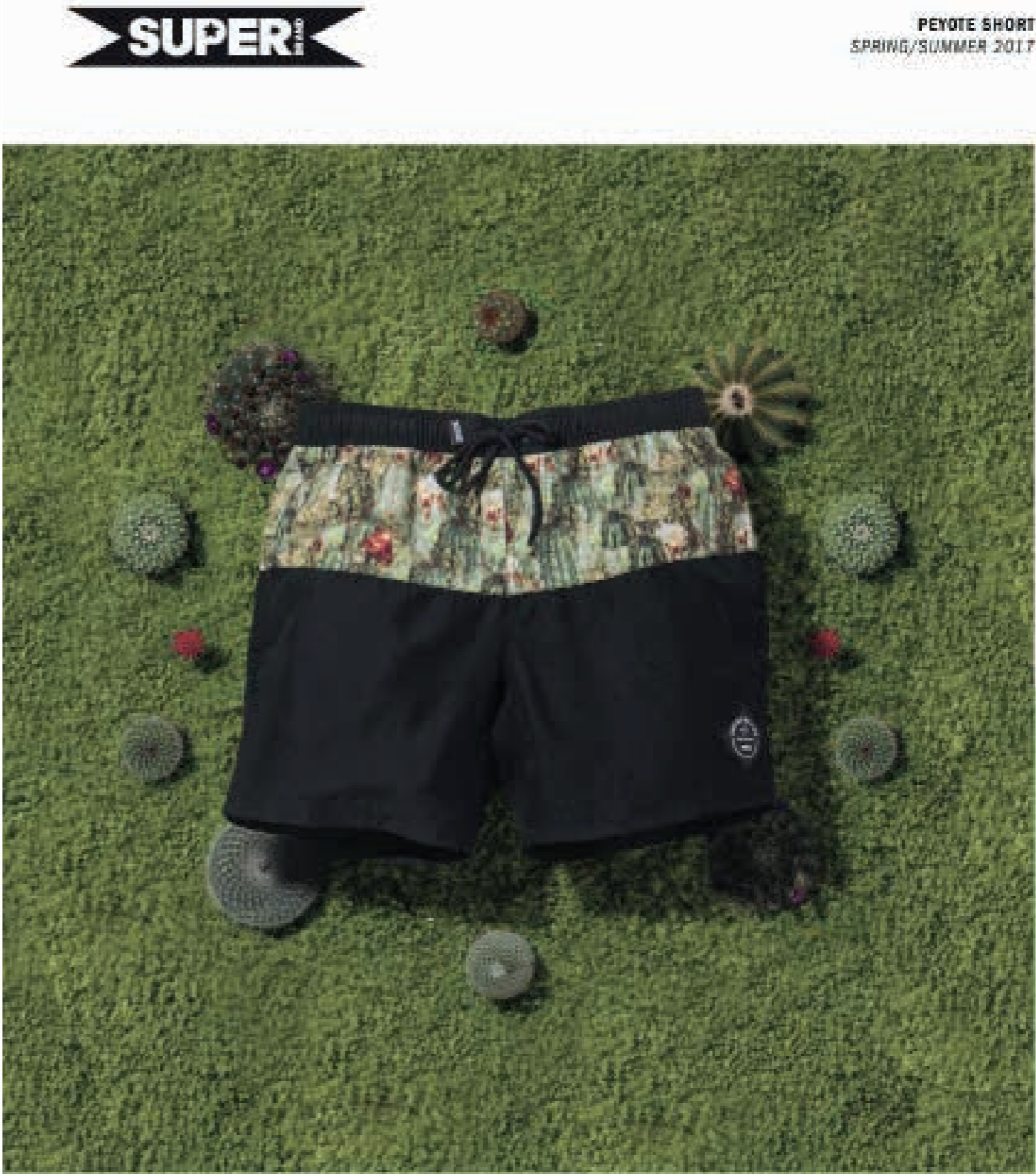
TARGET AUDIENCE AND PRICE

The range of products has to meet the demands of an expert audience seeking a specialist who can provide “the” difference in terms of fabrics, cuts or colours. “Consumers are now so well informed of where, how and of what the products are made these days that it would be commercial suicide to ignore this trend,” admits Wasted Talent’s Ben. Firmly anchored in freshness and innovation, Vissla declare they are targeting young surfers between 12-25 years old: “We feel it’s time that kids find a brand they can identify themselves to and our goal is to grow with them,” asserts Derek O’Neill, GM of Vissla Europe.

Superbrand relays the Southern Californian lifestyle and targets young, hip and urban surfers “who surf before or after work (...) travelling miles to find quiet surf spots but who are also in the city centre going out at night.” In shops, entry-level ranges (volley shorts and basic graphic t-shirts) are still hot. On the other side, the high-end stuff doesn’t seem to be scaring people off either, testament to its great choice of fabrics, detailed cuts and original colours, graphics and typography used. As Chief of Men’s Products at Rip Curl, Brice Maumet confirms: “Our customers are prepared to pay the price when they know they are buying a high-quality product that will last.” By offering exclusive, peerless products our industry stands out in every aspect. The style, quality and performance of specialists’ products justify the attraction from competitors from the wider fashion world, just as much as they warrant the appeal of their own customers. We can see that the brands that have opted for selective distribution, avoiding working with the big sports chains and prohibiting stock liquidation, are on the right track. We are already seeing the benefits of this policy for retailers who are thanking the brands for preserving their business, their image and their margins. 📌

HIGHLIGHTS

- Popularity of boardsports in ‘activewear’ and ‘streetwear’ trends
- Comfort and Functionality: light textures and relaxed cuts
- Understated and technical ranges to suit all situations
- Authenticity and legitimacy of specialist brands



#ONLYTHECOMMITTED

**C-SKINS**

COLD WATER WETSUITS

Since 1999



Photo: Rip Curl

WETSUITS SS17 TREND REPORT

Small waves, pleasant water; in Europe summer is the season when surfing is accessible to all audiences. To kit them all out, each manufacturer is extending its range of spring/summer products to offer a variety of cuts, colourways and prices. This even stretches beyond surfing itself with SUP, wakeboarding, swimming and all the other water sports that require a layer of neoprene. From spring onwards, the whole family will be wanting to get themselves ready for the water. The good news is that the first port of call will be specialist shops close to beaches and town centres. The ball is in your court!

A study by Denis Houillé.

THE WIDEST RANGE

As the water slowly warms up at the end of each winter, a stock rotation gradually takes place in shops. The heavy 5/4/3s, gloves and booties start to make way for 3/2s and 2/2s and even before the summer holidays, shorties and neoprene tops are already on the shelves. Even though neoprene slims down for summer it still maintains a lot of floor space with such a high level of demand and large range of choice.

Over the years, the division between summer and winter ranges has hardened amongst neoprene manufacturers. For some like Wilton Bradley, over the course of the year the spring-summer line has even become "the widest range due to the amount of colour options, different sizes and variety of cuts," highlights Alice Bedford from Marketing. In SKUs, SS17 ranges are exploding because they have more children's and women's models and for certain brands like Alder Sports, "the number of items is 20% higher," as John Westlake confirms.

Equipping everyone who wants to get in the water at the same time can prove testing. But the potential is obvious, from kids to parents, April to September; the demand will be plentiful as well as varied. If a customer does latch on - to the order of four wetsuits per year (one thickness per season)- they quickly become an important customer. If the service and advice is up to standard, there's no doubt that during their next holiday or any weekend that promises sun and waves these people will come back and see you for different models.

This phenomenon is not reserved to surfing and the call of the ocean is felt even without waves. As Mark Brown from C-Skins states: "Our summer line is evolving to take care of multi-sport individuals who not only surf, but perhaps jump on an SUP when it's flat or they spend time at the beach with their family."

Furthermore, liners and wetsuits designed specifically for SUP are taking up more and more space on the shelves with a high demand for products aimed at the sport. Onda wetsuits are embracing this market, offering a patented Ventiprene foam that lets four times more air circulate than surfing neoprene to allow heat and humidity from the body to escape quicker.

SUMMER SPECIALS

During the three hottest months of summer, the cold water specialists are not just waiting in the wings, they are using their creativity to meet their customers' needs in this key period.

Zip-free models, made flavour of the month by Rip Curl, continue to prove popular in summer as they are so easy to get on and off. At Tiki wetsuits, Phil notices that clients are more inclined to test innovations of this kind in summer than in winter. The same goes for Soorüz who complete 70% of their wetsuit sales in summer and whose zipless closing systems provide great flexibility and waterproofing.

Xcel, for whom this season is still 10% more important, are continually developing their summer products in their Haleiwa-based design department (Hawaii). They are stating that for 2017, U.V. protection will be a priority for all models.

In the top-of-the-range, Madness have developed a DONUTS closing system at the wrists; a special construction that greatly limits water entry and provides more comfort when paddling and duck diving.

In summer there is a good chance that the same wetsuit will be used (and rinsed!) several times in one day. Surf schools particularly push their models to up to five uses per day, so five rinses and five dries... There's no better crash test than that!



Photo : C-Skins

Inside as well as out, neoprene needs an extra layer to protect it from all the abrasion it has to endure. Billabong are still the only ones to weave carbon into their liners’ fibres, making their 3/2s and 4/3s even warmer and easier to dry while their 2/2 models don’t contain it. For Ion Wetsuits, the feel of the liner is also very important to selling a wetsuit and Neoprene Product Development Manager, Carlo Rauen, explains that all their models are “treated to prevent bacterial growth and stop bad smells”- crucial in high summer.

Most often composed of recycled polyester, liners also provide reinforcement for the thin layer of neoprene. Because “the thinner the neoprene, the less resistant and the less able to handle stretching and compressing it is,” Mark Brown at C-Skins tells us. Here, the liner literally protects the neoprene from over-extension. With a maximum elastic limit of 450%, neoprene on its own is at risk of tearing, but “in combination with the liner, the stretch is limited to 130% which is the most suitable amount,” clarifies Jorge Imbert, Global Wetsuits/ Rashguards Manager at Quiksilver.

Likewise Brunotti’s Frans van der Vegt observes that when a wetsuit is very thin it can become too stretchy and lose its original shape. That’s why they tailor their liners with panels intentionally less stretchy to ensure that the fit is preserved even after multiple uses.

PERFORMANCE & COMFORT

No matter what the season, the objective of a wetsuit is to provide comfort and warmth to the user in the water in all conditions and all countries of the old continent.

Ergonomics and comfort go hand in hand and in the construction of each wetsuit, the choice of where to put each panel of neoprene counts for a lot. By focussing on the size and shape of individuals, designers are able to reproduce the shape of the human body to maximise comfort; the wetsuit stretches and bends according to the action of each muscle.

More precisely, O’Neill Wetsuits have focussed on the positioning and aspect of their seams. On the sleeve they are in a ‘S’ shape so that the stretch pulls on the neoprene rather than the seam. Rip Curl, thanks to their E-stitching, ensure that the seams expand with the neoprene. Brunotti models are targeting a variety of watersports and guarantee that their “templates/patterns are perfect to avoid weak spots and seams in the wrong place,” pledges Frans van der Vegt.

New for 2017, the eco warriors at Picture Organic Clothing are launching their wetsuit category with the introduction of NaturalPrene

– made of 85% natural rubber from a Malaysian plantation, and 15% synthetic chlorine-free rubber. Co-Founder and Head of Marketing, Julien Durant comments: “To guarantee the wetsuits’ elasticity, we have set up a crafty and revolutionary production process that consists of integrating micro particles of air, enabling NaturalPrene to expand up to almost four times its original size.”

Flexibility is pushed as far as it will go on O’Neill’s models where only one panel of neoprene is needed to go from one ankle to the other. By reducing the number of panels and therefore the number of seams to link them, not only is comfort improved but the risk of tearing and stitches breaking at the joins is also reduced- a technological prowess that only neoprene manufacturing specialists can allow themselves. “It’s expensive to make big panels this big, but it’s totally worth it – I don’t know of another single wetsuit in the market that has this,” says Joe Turnbull, European Product Manager, O’Neill Wetsuits. And if you happen to be paddling in Santa Cruz, you’ll see a bunch of locals trying out their new designs.

CUTS AND COLOURWAYS

In peak season, whatever the surf conditions, just about everyday everyone wants to get in the water. So to kit out this new surf population, a variety of cuts and colours are required. Zippered neoprene jackets seem to still please the public, male as well as female. But while men opt for a boardshort as a given, women have a choice between neoprene leggings, a variety of bikini bottoms and short technical shorts. You just have to offer them all and at Rip Curl, “you will find some jackets matching our mirage team boardshorts, bombshells matching our swimwear and accessories, etc,” explains European Wetsuit Product Manager, Borja Torres.

Still in the women’s department, one-piece neoprene suits seem to apply to a wide range of water sports as they are warmer, more resistant and more protective than a simple bikini. At Onda, female surfing wetsuits are gradually drawing more inspiration from swimwear lines.

“Our summer line is evolving to take care of multi sport individuals who not only surf, but perhaps jump on an SUP when its flat or they spend time at the beach with their family. “
Mark Brown, C-Skins Wetsuits

A large advertisement for Xcel Wetsuits. In the foreground, a man in a black t-shirt holds up a wetsuit with a vibrant orange and yellow pattern. In the background, a surfer is riding a wave. The text "ALBEE LAYER" is visible on the background image. At the bottom, the slogan "DYNAMIC STRETCH PERFORMANCE" is displayed. Below this, there are three icons: a flame for "NATURALLY HYDROPHOBIC", a flame for "INCREASED WARMTH", and a leaf for "FAST DRYING & LIGHTWEIGHT". The Xcel logo and website "XCELWETSUITS.COM" are in the bottom right corner.

“It’s expensive to make big panels this big, but it’s totally worth it – I don’t know of another single wetsuit in the market that has this.” **Joe Turnbull,**
European Product Manager, O’Neill Wetsuits

As for colours, plain black remains a sure thing for all retailers as it’s a timeless colour suited to all morphologies. And as Jamie Brimacombe, Xcel’s European Sales Manager reminds us: “Black always seems to be the safe option the majority of customers go for.”

Combining black with touches of colour would be an ideal combo as you have to cater for all tastes. “Europe is a really big continent and we have to satisfy several markets so we are trying to offer neutral colours for northern countries and brighter ones for the south,” explains Borja at Rip Curl.

Within the female range, pastel tones make an appearance on women’s wetsuits, replacing fluoro. At Madness, dark blues and orange make delightful combinations. Patagonia bring a bit of freshness to this season with blocks of green colour evoking the natural origins of their rubber.

For their men’s models, Madness favour darker colours but have decided to make “a combo of dark grey and yellow to bring a touch of modernity,” declares Benoit Brecq from Marketing. At GlideSoul, next season draws inspiration from fashion and integrates monochromes, classic stripes and asymmetric lines.

Texture differences are another feature of the trends for 2017. British brand GlideSoul offer “grainy, mesh or shiny neoprene to provide a unique selling point,” specifies Nadia. Likewise at Gul, subtle textural nuances on the surface of the nylon seem to really please customers.

You’ve probably noticed by now that we haven’t mentioned prints. This shouldn’t come as a surprise as we know that printing on laminated neoprene greatly reduces its flexibility as Joe Turnbull from O’Neill Wetsuits reminds us. So for this season, they have simply decided to exclude it from their range with the exception of one or two little Mayan prints on the women’s lines.

Sublimation techniques used by Quiksilver allow them to achieve higher levels of quality and a real precision in textures and graphic details. However, Jorge indicates that, “the only downside to this technique is that it does not penetrate deep into the foam so at full extension you can see the white background of the material.”

Finally, even though it may seem a bit bland, most brands prefer to stick to black because, as Carlo from Ion points out: “Lighter colours tend to delaminate quicker, especially in the sun.”

PRICE

In summer, weather conditions and favourable water temperatures mean that we are less reliant on the warmth and waterproofing of a wetsuit. But at the same time, the elasticity and durability of a product should never be neglected. Price becomes a very important sales factor and as Pedro Towers from Onda Wetsuits’ specifies: “At all price levels, the consumer must notice the quality of the product.”

Without the same impact of the cold, lower quality materials could be used but this just would not fly for specialist brands who have to keep up the same high standards throughout all of their ranges. As neoprene specialists, industry manufacturers have a duty to meet the public’s demands at all price levels. “We pride ourselves on catering for the whole family and the styles and prices reflect this,” enthuses John Westlake at Alder Sports.

Lastly, the main difference in cost also depends on the product’s durability. You don’t save much by buying an entry-level wetsuit that will only last one season, worse still, the cost of reprocessing them in the long-term appears to be devastating.

“The choice should not be made according to margins but rather what is healthy for the environment,” affirms Gabe Davies at Patagonia. By opting for a wetsuit with no neoprene, we indirectly make serious savings on CO2 emissions and on the lamination time of this natural rubber. By favouring renewable resources to petrochemical products, we are also saving on the very costly and complicated reprocessing of this waste. “Our industry’s dependence on petro-chemicals is over and is no longer necessary,” points out Gabe Davies at Patagonia. ➊



Photo : Ion

HIGHLIGHTS

- Expanded ranges: men’s, women’s, children’s
- Improved liner to increase durability and limit neoprene’s stretch
- Texture nuances: mesh, grainy, lacquered
- Multi-sport appeal: SUP, wake, kite, swimming, etc..

DAILY WORK WEAR

ANDY CRIERL'S
DAILY WORK WEAR

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SURFING ELEMENTS
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RETAILER BRAND IDENTITY

Working in collaboration with brand consultancy PennyBlackCo, SOURCE has created a guide to branding small businesses. Start-up stage is all about your brand, it's vital you get it right.

Welcome to The Surf Kiosk. We've put plenty of thought into the branding of our imaginary start-up. From type to colour, stationary to logo, we've got you covered. Get this right from the start and you'll be good for life.

Imagine for a minute that you're a hot-shot surfer tired of working for the man. Heading out with a business partner, you've made the break and are putting your name above the door. Before you're welcoming the public to your new store, there's the branding to consider. A brand isn't a brand until someone shares your core idea. Your brand is what you stand for, the idea in people's minds.

It's not just designing a new logo. This process should aim for the heart of who you are and identify what you stand for. You need to realise what makes you special and how you can show it off. Look at your organisation objectively and 'start with why' as author Simon Sinek famously quoted. Find a clear purpose at the beginning and the rest will be infinitely easier to build. It will be more enjoyable and part and parcel of setting up shop, or kiosk in our case.

Surf companies are especially clichéd. It's never been more important to have the sensibility of heritage and current trends to design a brand that is unique.

STEP 1. Be unique. The value of difference.
To propel your brand through the barrel you have to identify what makes you different from others. Your brand should be the all-encompassing answer to the question 'why should I give you my attention?' You need to show people something they've never seen, instantly.

It pays to know your competition. Research their flaws, fill those gaps and turn them into strengths. Acknowledge strengths and build them further. What do you value, how can you share insights you've gained through adventures. Who are your influences, how do they think, feel and act?

STEP 2. What do people see?
The first thing people see is your logo, it needs to encapsulate everything you stand for, what you aim to do and how you got there. The

Surf Kiosk was born out of the passion to surf and to share that passion with others, spreading those good vibes throughout the community we're part of. Hiring professionals at this stage is essential; a hand drawn logo won't cut it unless you're the most laid back surf hangout ever created. If, like us, you want to collaborate with like-minded people to develop old skills and define new ones, find someone in the local community to work with. Sharing ideas is all part of the process and will make bigger waves.

Consider where it will be seen, the shop door could have a guest logo each month, contributed by a local surfer, the web versions could echo this.

STEP 3. Toolbox? Keep the visuals consistent.
Collaborating with local surfers on logos could get wild, so set guidelines early on. You have to keep certain aspects similar and let the collaborators play with the rest. This will help you learn new skills and let you cross paths with others for the opportunities you least expected.

Do you need a colour palette, typeface, symbol or tone of voice? These things make up your brand's world, and while they can be shuffled around, they'll always find a place to belong. It could be on your website or on Instagram, either way, people need to be able to recognise you instantly. Create these guidelines early on and stick to them.

STEP 4. Work together. Share the wave.
If you've done it right, your new brand will be far more than a logo and a hint of colour. It will be rooted in everything you do and everyone who's involved will be proud to be a part of it. Make sure everyone understands and knows the drill and is aligned. It could be the way you greet people or how you help pick out a new board for a groom.

STEP 5. Let them know.
It's time to stop waxing and waiting for the perfect wave, this is the one. Everything has to come together in harmony. This is where you show people you see a different line in the water, one that champions sustainability and collaboration to grow the local surf community you've long been part of.



SET UP YOUR COMPANY IN THE SURF CITY

Why develop your business project in San Sebastian?

- For the economic subsidies.
- For the free business advisory services.
- Because we are a coastal city with a privileged surfing environment.
- Because we are close to France.
- Because we promote the local sector through the Donostia Surf City cluster.
- Because we lead the international network of surf cities.
- Because it is a city that you can get around by bicycle.

donostia
surfcity

surf city cluster
donostia de angulo euzkoan



Donostia Sustapena
Agintaritzaren Zerbitzuak

donostiasustapena
fomentosansebastian

Donostia Sustapena Fomentoa
Donostia de Angulo Euzkoan
Donostia, Historia y Turismo



MILLER DIVISION

Spanish-based skate brand, Miller Division have seen great success since starting in 2012 thanks to their determination, good business strategy and enthusiasm. The company looks to bring skateboarding to the masses in a credible and authentic way thanks to their surf-, skate- and snowboarding roots.

Please tell us about the history of Miller Division.

Miller division was born in the North East Atlantic ocean, among many waves, skateparks, snowy mountains, and is based in the most important area for the surf, skate and snowboard industry in Europe.

On the human side the brand comes from the combination of two lifelong friends, who both love surfing, skateboarding and snowboarding. But life is strange and beautiful and these two friends come from differing business backgrounds: Ivan Garcia was a great skater and was at one time sponsored by the likes of Burton, Acid Drop and Santa Cruz before finishing his pro career to open a surf shop. While Ricardo Garrudo became a very successful businessman away from the surf industry, meaning he brings with him great experience and business strategy. These guys joined forces in 2012 to create Miller Division. The company took its first three years to concentrate solely on the Spanish market, building a sound business strategy. Now and after our international presentation at ISPO 2015, we are market leaders in many territories in Europe and we now have presence in around 30 countries worldwide and are still expanding.

Who is on the management team, and what are their backgrounds?

Ricardo Garrudo as CEO
Ivan Garcia as Product Manager
Kote Olaskoaga as Export Manager
Laura Bengochea as Purchases Manager
Enrique Becerril as Quality Manager/Back Office Manager
Derek Blanquer as Team Manager

It's been a short rise to success for Miller Division, what do you accredit with this?

We arrived on the market at the precise moment of explosion with a tried and tested product. Each product also has a background story and this combined with our decent price to quality ratio and our unique aesthetics are what have accumulated in our success. And at a marketing level we have also attacked the market from all angles; we want to bring skateboarding in all shapes and forms to everyone, no matter the budget. We provide high end products with great spec and at a tight price.

We also have good friends in other market sectors who have sung our praises in the general media and this support has been super important.

What do you find important about the European market?

The consumer has changed a lot in a very short space of time, and while this has been a threat for some, it has become an opportunity for others. The market is undergoing massive change and we need to proceed with our eyes wide open in order to succeed. With regards to the longboard market, it doesn't work the same in every region. Each region must adapt their approach to suit their particular characteristics.

How do you support athletes and boardsports?

We have an international downhill team comprises of three members who compete all over Europe and five members who compete and freeride locally. Last year we were at the International Downhill Federation in Kozakov and other championships around Europe, while one of our riders went to Maryhill in the States last year too. This year we were one of the

Kozakov sponsors and in May we organized the first big downhill/freeride race in Cantabria, called the Miller Division El Soplo. This saw really great traction with longboarders and also the wider audience thanks to national TV coverage.

We sponsor the most important skate schools locally - especially in Andalucia, Galicia and Cantabria, as well as surf camps and lots of local contests.

We also have a presence in France with Slides Association, sponsoring the French Bordercross Championship, donating funds to build the structure that will move all over France. We also support ambassadors across surf and snowboard across Spain with skateboards for their own personal training.

Which product categories are you currently supplying?

Since its inception, Miller Division started out with skateboards, plastic skateboards, cruisers, and longboards, because this was what the market wanted at the time. Moving forward, we are going to continue with the same categories whilst adding surfskates, clothing and backpacks.

Where do you hope for the biggest growth in 2017?

Surfskate is going to be the big hype for the next year, while cruisers are on the increase and will continue to do so. The market wants a deck they can always have to hand, meaning we envisage short decks being the best sellers



AIRBLASTER

Airblaster started out in the early 00s to bring colour and fun to a snowboard scene they thought too drab and which took itself too seriously. Airblaster are one of the most respected and authentic outerwear brands on the market thanks to their carefully created collaborations and athlete endorsements. SOURCE has profiled the brand with Marketing Manager, Jack Hewitt.

Please give an overview on how and why the company began?

Airblaster was created to remind people what snowboarding is all about: FUN. In the early 2000s snowboarding was in a strange place. The community between snowboarders seemed to be at an all time low and the majority of snowboard outerwear was excessively baggy and monochromatic. We wanted to change that, introduce tailored cuts and street inspired style, add a blast of colour and energy, and remind snowboarders not to take themselves too seriously: have fun, stay wild! Our first product (still available today) was the Leg Bag: an oversized spool of a snowboard leash complete with pass and cargo pocket. It was impossible to miss, bright, bulky, and strapped around your lower. It was more than just a product, wearing a Leg Bag was flying a flag that you don't take yourself too seriously, you were here to have a good time and ride your snowboard. That's where we started and that same mindset has been the driving force behind the brand ever since.

Who is on the management team, and what are their backgrounds?

Jesse Grandkoski, Co-founder & Brand Manager, seasoned vet of High Cascade Snowboard Camp, self-taught apparel designer and colour wizard. Jack Hewitt, Marketing Manager, formerly Snow Peak USA, ride or die board junkie. Kyle Irvin, Sales, Marketing & Social Media - skate, sleep, repeat.

What sets you apart from your competitors?

Airblaster is owned and operated by dedicated snowboarders and that is more important than ever before. Our brand message is authentic

and continues to drive our brand forward year after year.

Airblaster's style, fit, and pricepoint is what set us apart from our competitors. By developing our own proprietary fabrics we're able to skip over expensive fabric licensing agreements, ultimately lowering the retail cost to our customers. Providing quality product at the best price we can offer is important to us. Whatever we can do to help lower the barrier of entry and cost of snowboarding, the better.

What do you find important about the European market?

Europe is so culturally diverse. We're a little isolated in North America. We love the diversity of the European snowboard scene, segmented by countries but united under the same feeling we get when we strap in. And we're working to bring support and exposure to European riders. The Airblaster brand message to have fun and not take yourself too seriously is really welcomed in Europe and we're on a mission to spread that message and mindset as far as possible.

How do you support athletes and boardsports?

The biggest way we support our athletes is helping to grow our team's personal brands. Our team is the living manifestation of our brand. We're big on promoting the human element and want to showcase our rider's personalities. We want our customers to know who our riders really are. We compensate our riders for their efforts and travels and do our best to tell their story. And by promoting the best personalities in snowboarding, we improve the sport and industry as a whole.

Any new collabs to talk of for the coming winter?

This coming winter we are excited to release our collaboration with French artist, Lucas Beaufort. We have collaborated with Lucas to create a camouflage fabric pattern, in three different colorways, made from a custom collage of Lucas's monster art. And the finished product is amazing! Check him out on Instagram @lucas_beaufort

We'll also release a Ninja Suit collaboration with Portland's own See See Motor Coffee Company: a local motorcycle coffee shop and hub of modern motorcycle culture. We're excited to blur the line between traditional snowboard collaborations and introduce the Ninja Suit to the world of motorcycles. A local high-five between two Portland-based companies.

Additional collaborations include an Airblaster Air Goggle with our powder surfing friends at Warp Wave and another Air Goggle collaboration with Pabst Blue Ribbon beer. (@warpwave @pabstblueribbon)

What do you see for the future of the industry?

Good question. We are very optimistic for the future of snowboarding. Times are changing, and the industry as a whole is adjusting on many levels. Supporting snowboarder owned and operated brands is more important than ever before, and we're excited to communicate that message. We think the community and collaboration of snowboarder-owned brands has real potential to strengthen and evolve the industry. ☺



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NEW PRODUCT

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www.sp-gadgets.com

02- AEVOR: DAY PACK

With two simple moves the AEVOR daypack becomes a big city travel backpack. The V-form, the ergonomic shoulder straps and the adjustable chest strap guarantee a very compact fit on your back. This is the Moor Grey colourway.

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I am finding it hard to be positive. I am not in favour of Brexit and I think it will be some long time before I am ever convinced that this was a sensible and positive move. The UK economy was trundling along pretty well and now we've shot ourselves in both feet. Not to mention so many other reasons to stay in partnership with our EU brethren. It's really hard to stay positive.

But there we have it. We're on for Brexit. No Prime Minister (at the time of writing this [now Theresa May]) and no real leader of the opposition. We're a rudderless boat on stormy seas heading where? Nobody knows and nobody has a plan. Could you run a business like that? It's hard to be positive.

What impact for Boardsports? Well one issue is hopefully resolved for retailers heading into this winter in that the grey retail market should turn about-face and the large online retailers who have targeted the UK in recent years may get a taste of their own medicine. UK retailers take note and take advantage of this one ASAP. That said it will not last long as UK pricing will undoubtedly increase due to the hammering the pound is getting. Make hay.

You may recall two issues back I spoke to Mon from SS20. This store had been around since 1988 but now, sadly, has closed the doors for good. They were trying to reinvent his business as a cooperative but it was not to be. Another one bites the dust and follows hot on the heels of 'Edge & Wax', which collapsed with thumping debts. It's hard to be positive.

For my first call this month I headed to Piran Surf Shop and spoke to Mark. He's worked in the store for over 20 years – the last 11 as the owner. "It's a slow start", laments Mark, "we have our own particular issues in Perranporth but even so it is slow." The main hotel is being replaced by flats in due course but Mark is of the feeling that it is a significant loss for the area. More specifically he commented that the surf clothing brands were not fairing well: "The traditional brands are not working and the hipster brands we've tried are doing no better. Strangely, SuperDry, which we have in one of our stores, seems to be breaking the trend." What of hardware and wetsuits? "We're a little behind on wetsuits and hardware is so so." Ask Mark why and he will point to the fairly obvious: "The big online stores, not making any money and simply trying to buy turnover. It's not sustainable and brands need so realise this. I'm looking more than ever at my suppliers, checking out where their products are being sold. If they're supplying a big online who's not making margin then I'm not interested. Mark is still positive despite the slow start: "You have to take the rough with the smooth and I always look to the smooth. Take the Brexit – it's done – let's get on with. Stay calm, stop talking doom and gloom and move forward. The playing field is still level for us – we've just got to make the best of it."

Shifting away from the South-West and surf, I head towards London where 40 miles out, you find The Snowboard Shop/The Skateboard Shop in Fleet, Hampshire. Darren, the owner, was on holiday in the West Country but Adam, entering his fifth season at the store, offered up how it was: "It was a quiet June but has picked up a little since the Brexit." What?! "It's nothing to do with Brexit, it's just that the weather has picked up and so business followed." What about the winter season? How did that end up? "We achieved our numbers and were up on last

year but it was hard. Discounting was rife and I feel that the coming winter will be very much the same. That said it will be an interesting season with more shops having gone out of business. I hope that there may be more of the cake for those remaining – like us." Let's hope he's right.

I asked Adam what they are doing differently this year. "SUP – we decided we needed something more for the summer and have set up a club locally. It's slow but getting there and we feel it was the right move. Hopefully it will develop into a decent part of the business."

Adam had spotted one noticeable shift in buying habits. "People appear to want to have a shopping experience. More and more want to come in to the store and discuss their requirements – they want a personal service. They want to talk face to face. We've set up a coffee area (free) for customers and offer WiFi (free). Whilst we're not overloaded, it does make a difference and makes the whole experience nicer. Hopefully the word will spread."

What's your biggest area of concern? "Showrooming is still a real problem. We now charge £20 for boot fitting – refundable if you buy the boots. My other concern, brought on by Brexit and exchange rates, is price hikes – I am sure that these are in the pipeline and it's just another thing to make life harder for us."

So now a quick shift way up north to Freeze Pro Shop in Edinburgh. Ross runs the business but now focuses 100% on buying, leaving the shop management to Lewis. "Buying is the single most important thing. Sounds obvious but too many people don't figure it." He's got a point there! So how's the winter ended up? "Banging." (that's Scottish for more than good). "It's really been a banging winter. Incredible." But why so when other retailers are suffering? "There's a couple of points of difference. First we encompass the different sports – we've always been a ski and snowboard shop – that's important and is one of our key strengths. When one sport is up the other is down and vice versa. The other thing is that we work hard and smart and I think we're a lot better than many others. We're not afraid to invest in stock that others will not invest in. And I don't waste my time at all with these bloody trade shows – there's no need. I know good brands, I work with them, I can spot a good product and I put the money into it."

Ross is one of the most blunt but positive guys you can meet in the industry. He came from BP seven years ago where he was a Network Engineer. This did not exactly stand him in good stead to run a boardsports business – but he's excelled at this because he is prepared to take a risk. "Calculated risks – yeah – happy to do that. And happy to say that we're succeeding where others are failing due to our commitment, hard work and the fact that we don't dwell on all the problems. When something sh*t happens we find a strategy to deal with it." Ross's optimism is not dampened by Brexit: "It's going to be good in the short term with the currency – turnover, both in the UK and the rest of the world, is up. Long term? Whatever – we'll get through it and prosper."

There's a good positive note to end on.

Gordon Way



MARKET INTELLIGENCE

UK	FRANCE	GERMANY	ITALY	SPAIN	AUSTRIA	SWISS
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On July 14, while everyone was at our national day’s firework display, France once again fell victim to a terrorist attack leaving 80 people dead and over 200 injured. A new atrocity. The French population and economy still hadn’t recovered from the multiple terror attacks of 2015 before being targeted once again by terrorism.

The Euro 2016 championships held in France did show encouraging signs of an upturn, especially for French morale in general. This was a hint of positivity for household consumption in summer 2016.

Even though Euro 2016 finished on a sour note for the French team who succumbed to Cristiano Ronaldo’s Portugal, Antoine Griezmann and his crew did bring some joy to France throughout the whole month of competition. Indeed, 78% of French people thought that the Euros held in France were a success for the French team at a sporting level.

Euro 2016 was also a chance to project a positive image of France according to 75% of French people surveyed. What’s more is that 65% thought that the European Championships were a success for the French economy.

The next question may seem trivial because human loss greatly overshadows economic results but it remains a valid one: Would the tragic events of July 14th have an impact on a country’s economy? You have to remember that Insee (National Institute for Statistics and Economic Studies) had evaluated the impact of the November 13th attacks alone at 0.3 points on consumption in the fourth quarter or 0.1 point on GDP for the same period. In these desperate times when growth is set to be just 1.4% this year according to Banque de France, this is not insignificant.

Once again we should expect our economy to take a hit. This goes for Nice, the Côte d’Azur and probably all touristic areas of France at the start of the summer season. Of course, it will be tourism that suffers most in the immediacy of the situation. For French growth in general, the effects will be more widespread - even if they are still difficult to define.

Our industry, and more specifically the shops on the coast, is directly linked to the tourist trade and to the consumption of tourists. The summer season actually revolves around them. This does have a direct impact on our industry so we’ll see how it goes for retailers this summer.

The 2016 season really had trouble getting off the ground and the causes are diverse. Indeed, as Julien Vadrines from the shop Au Spot in Paris explains: “It’s difficult to find any more negative factors to explain the mediocre results of May this year. Between the catastrophic weather, strikes concerning labour laws, the absence of the traditional extended bank holiday weekends of May, the fuel strike and price increases... it’s impossible to tell how much each factor is responsible for what but it would be hard to do worse.” Florian at Okla in Toulouse adds “social climate and residual fear of going out as a family in the aftermath of the attacks,” to justify this particularly bad May 2016 for retailers. Some are even posting 35% drops in turnover figures compared to last year. At Nova Fun in La Tranche sur Mer, open since 1983, Pascal and Elodie declare “a drop in visitations of 10%-20% during this period.” The figures may be skewed though as Dan and Fab from the shop Rue Des Iles in Concarneau, also open since 1983, remind us that, “May 2015 was particularly good.”

The 2016 season seems to have kicked off properly in mid June though. “Finally, thank you Sun,” says Florian from Okla. Julien from Au Spot also remarks that “despite the small number of visitations in June, the last 15 days of the month were excellent with a turnover that was eventually up by 4% on that of 2015.”

One thing is for sure, the weather, and particularly the sun, is exerting an influence over an increasing number of people in choosing to go on holiday or not, especially to the coast. As Dan and Fab from Rue Des Iles in Concarneau explain: “More and more people are looking at the weather for the week and waiting until the last minute to make a decision.” It’s clear that the sunny days, little waves and pleasant temperatures at the end of June and start of July have finally attracted the holidaymakers into the shops, launching the summer season properly. “The little hitch” for Florian at Okla in Toulouse: “The sales are starting way too early this year! Especially given the tough May and start of June we had.” However, “midway through June the return of the sun and summery temperatures meant that boardshorts, vests and tanktops, which had trouble selling in May, were once again back in favour,” says Florian from Okla. The same goes for Dan and Fab from Rue Des Iles who add “flip flops and entry-level bodyboards are the best selling products early this summer.” As for trends, “we can see a growing interest in neoprene and girly swimwear,” say Dan and Fab. It’s the same story for Pascal and Elodie at Nova Fun: “Women’s neoprene seems to once again have the wind in its sails with brands such as O’Neill and Rip Curl”. Julien at Au Spot in Paris has also noticed that neoprene is trending: “Our female clients are increasingly searching for more fashionable wetsuits or even quite sexy mini-shorty type swimwear, they are looking for stylised neoprene...”

On the technical side of things, once more this summer it seems as though the trend for hybrid foam surfboards, which kicked off last year, is persisting. “What appeals to people is they’re easy, fun and safe,” according to Pascal and Elodie from Nova Fun. Brands such as Catch Surf, Softjoy and Softech are standing out and seem to offer a larger range to appeal to a wider audience. With a familiar story in SUP, Julien at Au Spot tells us: “Inflatable SUP is still the segment that’s seeing the biggest growth for us. It’s the most mass-appeal sport we stock, easy, solid, fun...” and brands such as Fanatic, Red Paddle and Ari’i nui lead the way. As for Surfboards, “hybrid boards aimed at the wider public and intermediates are quite sought after by our summer clientele,” say Dan and Fab with brands such as NSP, Torq and BIC.

On the street, carving type cruiser skateboards seem to be flavour of the month. While Dan and Fab from Rue Des Iles are finding that “the longboard skate market and plastic cruisers are reaching saturation point”, Hervé Amouyal from Massilia in Marseille has noticed that “carving skateboards and entry-level longboards are working pretty well this season.”

One thing is for sure, while it took some time to get off the ground, the 2016 season finally lifted off in mid-June. Let’s hope that the good weather and the nice waves stick around all summer to make up for the delayed start this spring and that this can limit the impact of mid-July’s tragic events, which have once again struck France.

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Times are tough. We've all heard it, we've all said it and experienced it too. There are still shops closing down all over the country (and the whole continent actually), but there are also those that are surviving, even thriving.

SHRN, short for "Soo Hot Right Now" is one of them. Launched in the city centre of the Bavarian capital (and self-declared boardsports metropolis of the country), they're holding up camp and are steadily growing. Not in huge numbers, but still enough: "When more people know you, they also come from outside of the city," explains Simon Esel, co-founder, co-owner and shop manager. Especially since they started their online shop a while ago – something they initially never planned or even wanted to. "I'm not an online-buyer myself at all, but everything has been going in this direction and that for a while now... I think it would be incredible hard, if not completely impossible altogether, for a small skate shop that is not buying into any of the mass trends but focuses solely on skateboarding to survive without an online business..." he muses. Yet everything has a positive and a negative side, he continues. "What I like about online is the fact that it offers people the opportunity to get a product they're dying to buy without having to travel 200km to the next big city but simply order it online – that is pretty cool." And what started as a nice little bonus on top now makes up to 30% of sales in total. "We're shipping worldwide and luckily stock a couple of brands that not many others have – if we'd be selling the same stuff as the big onlineers, we'd have no chance." Market veteran Jörg Ludewig from Urban Supplies distribution based in Wiesbaden agrees and suspects that online will continue to grow in the future. "In skateboarding where you tend to have a rather young customer group, the trend will definitely continue towards 'easy shopping'. More and more kids simply order through their smartphone or iPad from well-known sites. There is a considerable shift towards online business compared to stationary shops, like in almost all industrial sectors. This is further aided by the fact that stationary shops normally can't offer the complete variety of products that the 'spoilt' customer expects. In parts it's also due to bad strategic decisions, like a smaller offer of U.S. brands compared to decks from European companies. U.S. brands are still high in demand and if the customer can't find them in their stationary shop, they'll order online. The influence on buying decisions from shops is just smaller in the age of social media."

Another trend he's watching critically is the continued interest from large athletic brands in skateboarding, which makes skateboarding itself lose out, he thinks. "The identity of skateboarding is not as strong in its variety anymore as it was 10 years ago." Yet logo t-shirts from skateboard brands are picking up again: "Grizzly developed very strong in the textile sector, Thrasher is phenomenal and Diamond is back as well." Besides t-shirts, trends in Europe and the U.S. vary a lot though, which is ignored by many of them – not without consequences, of course. In general, revenues in the textile sector have risen again compared to 2015, he confirms. Unlike longboarding, which Jörg hasn't felt the negative impacts from, thanks to a misperception that turned out anything but beneficial now: "We had completely misjudged the longboard trend beginning, which meant that we didn't really play a big role in that sector. At least right now this is helping us, as we don't

have to complain about massive stocks paired with non-existent sales." Apart from that, hardware is staying strong for Urban Supplies, with the usual suspects benefitting the most. "Top brands have stayed more or less the same; trucks from Thunder, wheels from Spitfire, decks from Plan B, Real, Girl, Element, Enjoi, and Almost, to name but a few."

SHRN is not reporting anything new in bestsellers either. "In terms of products, there isn't something really new – skateboarding is not really evolving in terms of products." Asked about the latest ultra-light offerings, he chuckles a bit about the fact that something using less material actually costs more, but confirms that his customers are buying them as well – some of them. Same goes for trucks with titanium pins. "Mainly those buying their first skateboard, looking for the best and lightest component. Yet there's that theory that Brazilian skaters have such incredible pop because they learn to ride on super shitty decks that are incredibly heavy..." He continues: "Ultimately you can ride with any skateboard, all a skateboard really needs is seven layers of maple wood." Bearings have not changed too much either, "most of our clients ride SKF or Reds from Bones Wheels, or, if they want to spend some more money, Bone Swiss Ceramics – but that was already there 10 years ago..."

Durability is another trend he's looking at rather controversial. "Over the years, there have been different approaches to 'unbreakable' boards – either made from hemp or reinforced with carbon, which never prevailed and never will, at least not in street skateboarding. A deck is meant to break, you want to be able to buy a new every once in a while!" And while that's of course more than vital for the shops, it's also keeping skateboarding in itself alive. "As a girl, you wouldn't just want one pair of shoes that never break, would you? It's the same in skateboarding. Obviously you will always have those, who just want blank boards, as cheap and durable as possible. But most decks are more than just skateboards. There is art on them, you have pro models that support riders through royalties, and if you take all that away, the scene would partly be dying as well, when brands can't pay their team anymore and so on. There is quite a tail to it."

Luckily in Germany, the scene is still alive and thriving. "There are a lot of active skateboarders," says Simon from SHRN, although he's a little tentative in telling his full story from Go Skateboarding Day. Let's just say that a herd of skaters took over the famous Gärtnerplatz roundabout in Munich's city centre and it was much to the disapproval of the local authorities.

Jörg has a positive outlook as well: "The Street League contest in Munich was sold out, there is definitely interest in such big events, even if not all of the spectators were skateboarders themselves. That's like a good Premiere League football game, which isn't just watched by people who actively play. And some may have even been inspired after watching such high grade skateboarding to go and try it themselves." In general, all events that are happening are good events, he says. We're hoping to be able to witness, report and talk about many more to come in the future! After all, times are always changing.

Anna Langer



FALL / WINTER 2016

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MARKET INTELLIGENCE

UK	FRANCE	GERMANY	ITALY	SPAIN	AUSTRIA	SWISS
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Our economic status hasn’t changed much; growth is still too low and the overall outlook isn’t so bright. After the Brexit vote in the UK the EU now faces an upcoming banking crisis in Italy. A major bank, Monte dei Paschi di Siena is in serious trouble together with others who are now in need of fresh money and assistance in covering the bad loans they have given out. Prime Minister Matteo Renzi would like to see these banks bailed out by the taxpayer from both at home and across Europe, but since the banking crash of 2008 many countries have now changed their policies and will no longer allow this. It would seem that Europe is experiencing a never-ending crisis at the moment, which is spreading from country to country with no respite. This needs to stop in order to give us a few stable months with which to stabilise the EU economy and get the mood back on track again. The general European economic situation was reflected in the Spring 2016 selling season, which was one to forget for nearly every Italian boardsport, sport and fashion dealer. Some have even called it a disaster with Easter coming early and May and June suffered heavily from bad weather, which resulted in slow sales in major categories. This mounted on top of the discounts already made in May made it a retail disaster for many retailers with turnover down due to low margins. Shoe sales suffered more then apparel this time, something we haven’t seen over the last few seasons, while hardgoods stayed stable, with a decrease in longboard and cruiser sales, which had already been predicted. The only success story in sneakers came through the big name sports brands, Adidas with their Stan Smith, Superstar and NMD models and Nike as well. After the poor start to summer, retailers were banking on a good sale period, which began in July and delivered reasonable results.

However, stores are now being very careful with their SS17 bookings, meaning FW16 is absolutely crucial for sell-through, or else 2017 could be a really tough year for brands, distributors and retailers. Customer service and special treatment for retailers is now paramount for every brand, as these stores need every bit of support possible to get back on track. A shining light for this Spring was the hype surrounding Thrasher Magazine’s apparel line and especially their flame logo tees and hoodies. One thing that was surprising was to see more Thrasher tees at fashion shows than at skate contests. The surf segment of our industry seems to have stayed out of trouble so far in Italy, with retailers experiencing an average season so far. And we need to keep our fingers crossed for a summer that delivers weather, waves and temperatures as good as last year. The accessories category has become very important for the surf industry, with sunglasses, watches, socks and hat sales doing good business for most stores. Alex Ricci, sales rep for Vissla in the Emilia Romagna and Tuscany regions, says their fresh range of products are gaining great momentum with younger surfers who have been looking for something different. Wetsuits sales are stable but stores no longer pre-book great quantities anymore as they order them from stock when the demand increases. With summer in full swing everyone’s now looking forward to surf and skateboarding events such as: Blast The Big One skate contest in Seregno, the Italian skate Championships one again take place in Bolzano in early September and at the time of writing a surf invitational, Boca Pier is taking place near Ravenna. Surf’s up!

Franz Josef Holler

UK	FRANCE	GERMANY	ITALY	SPAIN	AUSTRIA	SWISS
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Spanish GDP for April to June is estimated to have increased at an inter-quarter rate of 0.7%. The favourable labour market evolution and improvement in financial conditions seem to be working, with household consumption and employment still increasing at a similar rate to previous quarters. In figures, total labour growth has been around 0.7% in the second quarter, one tenth less than for the January-March period. I’ve spoken with two of the strongest shops in the country, Hawaii (San Sebastian) and La General Surfera, (Barcelona). Diego Moro of Hawaii, San Sebastian has three shops in Donostia: “We have noticed that people start surfing very young today. In the past children used to start with a bodyboard and then move onto surfing when they were older. Now children start surfing at six or seven years old. We’re also seeing surf being handed down from generation to generation among many families, where we’re reaching third generation surfers, and can see the grandfather, father and son all in the water together. What all this means, is that we’ve got an ever-growing demand for surfboards, likewise there is a greater surf culture and knowledge, not to mention more people in the water.” “We clearly differentiate between two types of client. On the one hand, the daily surfer who wants good quality boards and if possible, boards manufactured in Europe. We manufacture our Hawaii boards in Europe, and aim to offer the client a product of maximum quality and performance at a competitive price. This client is less concerned about price because he/she is looking for a good quality board that responds to his/her needs.” “On the other hand, we have the ‘new surfer’, and price is this type of client’s main concern. In my opinion, this is one of the biggest mistakes in the industry, where we’ve reached the point that we’re selling starter boards at ridiculous prices. The margins for this kind of

product are ridiculous, for both manufacturer and retailer. I think this is a product where manufacturers and we, the retailers, are suffering alike, since we’ve entered an extreme price war where nobody wins.” Now, travelling from the capital of the Basque Coast to the great Mediterranean surf capital of Barcelona. Here we spoke to Martin Piaggio, manager of one of the most important boardsport shops in the region, La General Surfera: “After several years of decline in sales in almost all sectors except footwear, we’ve noticed a slight growth in hardware, skateboard, surf and wakeboards. In the textile section, the weather has worked against us, which is reflected in sales. The only category unaffected is footwear, in trainers to be exact, the rest has dropped. In fact, today surfwear fashion is no longer as fashionable as it was in previous years, which has had a considerable impact in turnover for shops in the sector. Our biggest rival in terms of sales is the e-commerce of the brands themselves.” Summarising their changing demographic, Martin continues: “Our consumer is very varied, ranging from children of eight who buy their first skateboard, to their parents who buy swimsuits and tees. We are now seeing more girls getting into surf and skate and stand up paddle is on the increase.” Yet again both boardsports retailer and economy data are positive, and we continue to grow. Even so, we are below the desired sales and business levels. Under these circumstances the market is undergoing an important change, prioritising the enjoyment and practice of our favourite sports over fashion. Summer, if the weather plays in our favour, is always a good sales period, because people sacrifice many things during the year to make ends meet, so they want to enjoy their holidays with the best products and feel good and wearing the latest fashion. Jokin Arroyo, Surf City Donostia Cluster



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PHOTO BY ELEMENT ADVOCATE
BRIAN GARDMAN



MARKET INTELLIGENCE

UK	FRANCE	GERMANY	ITALY	SPAIN	AUSTRIA	SWISS
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Surfing in the middle of a city, something that has been common practice in Graz and Munich for quite some time, became possible this summer in Vienna for the first time. On June 10, the country’s first artificial wave opened in the city centre of the Austrian metropolis.

In front of the big fountain on Schwarzenbergplatz, just around the corner from the first district, 1,000 square metres of space were dedicated to Vienna’s new surf spot. Inspired by the Munich Eisbach wave, the Citywave® module offers a steady wave up to 1.4 metres deep with consistent water pressure. The wave can even be ridden with regular surfboards including fins (even though you have to be careful with that, as I will explain later on).

There has been a fair amount of fuss surroung the 3CityWave, yet it is disputed in what extent the wave will influence the Viennese surf scene. Contrary to the Murbreak in Graz or the Eisbach in Munich, surf-hungry guys and girls have to pay €39 for an hour spent on Vienna’s artificial wave. The price includes a surf instructor and equipment, so obviously the concept is designed for beginners and first-time surfers, who want to give the sport a try. Nevertheless, even advanced surfers are drawn to Schwarzenbergplatz regularly, because for us, living in a landlocked country, with a wave waiting at your doorstep it’s too hard to ignore it, even when the feeling is very different to the ocean.

Except for Blue Tomato, who opened a pop-up store in front of the wave, Viennese surf shops don’t expect too much profit from the 3CityWave. Peter Bischetsrieder of Surfinsel doesn’t think that the opening will really have a positive impact on his business. Yet, another Viennese surf shop indirectly benefits from the wave: “Regarding sales, it doesn’t make a difference for us, I think, but we

are doing many repairs these days, because people’s fins are ripped out of their boards while surfing in the artificial wave,” Evi Trummer from Hang Loose reports. Her tip, use soft fins for city surfing!

In contrast to surf equipment, stand-up paddling is selling really well. At Surfinsel, especially their own brand named SUP-Monsters is working great: The brand offers inflatable SUP boards drafted and designed in Austria and sold directly from the importer to the customer. Therefore, a better price is possible compared to similar quality boards by well-known brands. At Hang Loose, there is one brand standing out: “We are selling many SUPs, they are still in great demand, and especially Fanatic is going pretty well.” For that reason, Hang Loose is attending a couple of stand-up paddling events throughout summer, such as at Neusiedlersee or at the Danube.

In general, expectations for this summer are varying. Peter from Surfinsel tells us about a weather-related difficult start into the season: “Business picked up slowly and not very well because of the weather at the beginning of the season. At the moment, sales are good, but won’t make up to the rough start. Skate- and longboards are not selling as strong as the last few years, but SUP sales are the same as 2015 and still at a high level. Wake- and surfboards are also pretty similar to last summer.” Evi from Hang Loose is more optimistic: “We are selling most things across the board well, longboarding is declining a bit, the time for that seems to be over, but apart from that it’s going well.”

So let’s hope that summer will stay as hot as it is at the moment of writing, and that the surf-stoke in Vienna will increase further (in the long run), now that there’s an artificial wave.

Barbara Mayer

UK	FRANCE	GERMANY	ITALY	SPAIN	AUSTRIA	SWISS
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As we’ve mentioned in previous articles, retail commerce in Switzerland, like in other countries, is in a transitional phase that’s particularly tricky to negotiate. Consumer habits are changing, competition is rife and the market is so volatile that retailers’ business models, as well as that of distributors, agents and brands, are all in a state of upheaval.

More and more shops are going to their suppliers to air their concerns about the risks involved in pre-ordering. They are now often asking for help and that the risk be minimised. A common strategy cited is the suppliers’ promise that some stock can be recovered/returned if the retailer commits to ordering a similar volume the following year. Obviously the details vary according to the company and each agreement or understanding but the practice seems to be spreading. This way of working generates a certain stability and continuity for pre-order figures and therefore production but it does create a larger volume of unsold items.

This method has become a bit more commonplace in Switzerland over the last few seasons. Already more prevalent in neighbouring countries, it seems to have reached us now as well. However, it’s not that easy to set up because the suppliers who are offering it to one partner feel obliged to offer it to everyone else, which results in the need to reorganise their structure when it comes to logistics and stock management. For companies with stock in Switzerland, this is done without too much of a problem but for those with stock in Europe, with the regulated borders, it becomes a real headache. Indeed, it’s either extremely difficult or else too costly to recover the merchandise, cross the border again and to put it back into European stock. So agents have to organise themselves internally with buffer

stocks and then find a way of dispensing the recovered stock themselves, which is not always easily done.

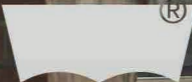
If we look at the skateboard market, we can see a clear breathlessness in longboard and other cruiser sales. There are so many brands and the demand is so diverse that shops never have what the customer is looking for in stock. Because of the difficulty in finding distributors, brands in this market often sell a lot directly on the Internet, which is of course to the detriment of retailers. The ‘traditional’ street skate market is generally finding it tougher than the previous two seasons, especially now that prices and margins are falling. In sales, the brand Magenta are posting good results and remain in high demand. As for the arrival of the city surfing ‘carvers’, this does not appear to be a business opportunity that can be counted on in the long-term.

As for the surf market, as attracted as the Swiss are by the ocean and the waves, we are still not huge consumers of surf equipment, at least, not within our own borders.

If we take stock of the general feedback from shops, this spring has been very difficult overall. The weather has again been disastrous with the wet and the cold slowing sales down considerably. As a result, the rate of sale of summer products like shorts, sandals and swimwear were really poor while jeans and rain jackets fared a bit better. Overall, a season that many would like to forget, as if last winter hadn’t done enough damage.

Fabien Grisel

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OPPORTUNITIES



Regional Manager Nord-Deutschland (m/w)

Hamburg, Bremen, Hannover & Berlin

Für die Position des Regional Managers würdest du in einer Trainingsphase 2-6 Monate als Shop Manager einen unserer Shops übernehmen, um die Blue Tomato Kultur und alle internen Prozesse kennenzulernen. Nach erfolgreichem Abschluss der Trainingsphase übernimmst du als Regional Manager 4 Shops in Nord-Deutschland (Hamburg, Bremen, Hannover & Berlin).

DEINE AUFGABEN

- Blue Tomato Werte vorleben und weitervermitteln
- Überwachung der Umsatzentwicklung der zu verantwortenden Shops und Initiieren von verkaufsfördernden Maßnahmen
- Enge Zusammenarbeit mit den Shop Managern und anderen Abteilungen
- Rekrutierung von Shop Managern und Sales Assistants
- Organisation und Durchführung von regelmäßigen Verkaufstrainings und Produktschulungen
- Laufende Kontrolle der Shop Budgets
- Prozessqualität der internen Shopabläufe durch regelmäßige Shopvisits sicherstellen bzw. optimieren
- Initiierung sowie Kontrolle von Marketingmaßnahmen und Merchandisingkonzepten im Shop
- Planung und Unterstützung der Shop Inventuren

UNSERE ANFORDERUNGEN


- Matura/Abitur oder abgeschlossene Ausbildung im Einzelhandel
- Verkaufskompetenz und Führungserfahrung im Einzelhandel erforderlich
- Ausbildung im Wirtschaft- oder Eventbereich von Vorteil
- Fundiertes Know How und Erfahrung im Boardsportbereich und in der Szene
- Erfahrung mit Warenwirtschaftssystemen
- Sehr gute Deutsch- und Englischkenntnisse
- Sicherer Umgang mit MS-Office
- Führungs- und Motivationsfähigkeit
- Organisation, analytisches und lösungsorientiertes Denken
- Selbständiges Arbeiten, Belastbarkeit und Eigeninitiative
- Flexibilität, hohe Reisebereitschaft und Führerschein Klasse B


WAS WIR DIR BIETEN

Blue Tomato bietet dir eine Stelle in einem sportlichen und aufstrebenden Team sowie einen aufregenden Job in einem dynamischen Unternehmen mit flachen Hierarchien, angenehmer Arbeitsatmosphäre und der Möglichkeit eigene Ideen einzubringen. Zusätzlich stehen dir die Türen für Weiterbildungsmöglichkeiten offen.

BEGINN & ORT

Ab sofort, Vollzeit in Nord-Deutschland





DISTRIBUTORS & AGENTS WANTED


Airhole is looking for distributors and agents in:

**Norway
Lituania
Latvia
Ukraine
Slovakia
Hungary
Italy
Greece
Turkey**

If you are interested please contact:
sales@endeavordesigninc.com

Airhole is the quintessential accessory for the cold. Airhole allows breath to flow freely, preventing condensation, keeping your face warm.

www.airholefacemasks.com



Job Description:

A brand dedicated to fashionable women water wear called GlideSoul is looking for **Area Sales Manager** covering UK, Spain, Portugal and France based in the United Kingdom.

Who we are:

GlideSoul™ (est.2013) designs, manufactures and markets clothes and accessories for all kind of water sports and active life style. Glidesoul™ outfits are created for women only and by women, who have expertise in sports and fashion. Being addicted riders, GlideSoul™ founders are perfectly aware of the current requirements to women clothes for water sports, fitness and active life. Clothes by GlideSoul™ embody all advantages of the high quality neoprene, latest technologies for maximum comfort and actual fashion trends. GlideSoul™ Mix'n'March collection allows women to combine the elements of the collection and to create a unique image every day. GlideSoul™ headquarter is located in London. Representative offices are in Singapore and Orlando, USA. GlideSoul™ is partnering with leading clothes and accessories distributors and retailers in Europe, South-East Asia and Russia.

The role:

Area Sales Manager will be responsible for:

- Looking for new customers and treating existing on his/ her territories
- Sells products by implemented sales plans
- Managing sales including budgeting, forecasting and etc
- Managing his/ her accounts including instore marketing, customer support, re- assortments
- developing successful and profitable relationships with his/ her accounts
- Monitoring costs, competition, and supply and demand.
- Reporting to the head of sales

Whom we are looking for:

- An ambitious person with high level of self organization
- Ready to work in international team.
- With a past experience in sales, preferably in sport/ surf/ water brands
- High level of motivation
- Good market knowledge
- Own data base of customers is a compliment
- Aimed on goal's and targets achievements
- Skills of sales, sales planning, customer support, account's managing
- Good speech, high negotiable skills
- Financial accurate
- Ready for business trips and work at trade fairs



DRAUSSEN KIDS' OUTERWEAR

is looking for Distributors and Agents in Europe

FOND OF

International Sales Manager (m/w) BU Lifestyle

Hello,
We're FOND OF BAGS...

... wir sind vernarrt in unsere Produkte, in das, was wir tun und brauchen dringend Verstärkung für unser großes, lebendiges Team!

Unser Markendach „FOND OF BAGS“ beheimatet sieben einzigartige Brands, die auf verschiedene Zielgruppen ausgerichtet sind. Unsere Produkte zeichnen sich immer durch eigenständiges Design, relevante Funktionen und verantwortliche Herstellung aus.

Mit Begeisterung und Leidenschaft präsentierst Du unsere stylischen Rucksäcke und bringst so die aufstrebenden Brands **pingpong** und **AEOVR** weiter nach vorne. Deine zukünftigen Kunden schätzen Funktionalität, Identität und Nachhaltigkeit und stehen für einen lebendigen, freiheitsbetonten Lifestyle voller Visionen.

BIST DU FOND OF ...

- **SALES?** Du bist ein geborenes Verkaufstalent und liebst es, Handelspartner für unsere Produkte zu begeistern.
- **ACQUISITION?** Du bist für bereits bestehende Kunden zuständig und akquirierst neue Point of Sales rund um den Globus, um unser internationales Wachstum weiter voranzutreiben.
- **CUSTOMER HAPPINESS?** Du liebst den Kontakt zu deinen weltweiten Kunden, erkennst und weckst deren Bedürfnisse.
- **EVENTS?** Du nimmst an Messen und Events im Ausland teil und stellst dort gemeinsam mit deinem Team unsere Produkte vor.
- **STRATEGY?** Du unterstützt unsere Brand Unit bei der Entwicklung neuer internationaler Sales-Strategien und arbeitest eng mit unseren Marketingteams zusammen, um unsere Produkte richtig zu vermarkten.
- **CONTROLLING?** Du denkst umsatzverantwortlich und behältst Wettbewerb, Vertriebswege sowie das Budget und die Ressourcenplanung im Blick, um daraus sinnvolle Maßnahmen abzuleiten.

Wenn du dich darin wiederfindest, dann sind wir schon ein bisschen **FOND OF YOU!**

WENN DU NOCH DAZU ...

- erste Berufserfahrung im Vertrieb – idealerweise im Bereich Fashion oder Sportswear
- eine große Reisebereitschaft
- sehr gute Englisch-, gerne aber auch weitere Fremdsprachenkenntnisse
- Präsentationsstärke sowie ein ausgeprägtes Verhandlungsgeschick
- interkulturelle Kompetenz
- Kommunikationsstärke und souveränes Auftreten
- Humor & Teamfähigkeit

... mitbringst, dann sende uns deine vollständigen Bewerbungsunterlagen unter Angabe des frühestmöglichen Eintrittstermins und deiner Gehaltsvorstellung an: zukunfft@fondofbags.com

Wir freuen uns auf dich!



Merchandiser & Sales Support (m/w)

Zur Unterstützung unseres Sales Teams in Deutschland im Zeitraum Oktober 2016 bis März 2017 suchen wir

Die Burton Sportartikel GmbH in Innsbruck/Austria ist die europäische Vertriebsniederlassung der Burton Corporation, Vermont/ USA (www.burton.com). Burton ist Weltmarktführer für Snowboard-Equipment und entwickelt, produziert und vertreibt Burton Snowboards, Boots, Bindungen, Outerwear, Accessories, ein Ganzjahressortiment an Apparel und Bags sowie anon. Helme und Schne Brillen.

DEINE HAUPTAUFGABEN

- Durchführung von Produktpräsentationen und Produktschulungen bei den Händlern / in den Stores
- Organisation und Durchführung von Produkt-Tests und Demos, Unterstützung bei Händler Events
- Regelmäßiger Besuch der Stores, Kontaktpflege und Informationsaustausch, Erarbeiten von Problemlösungen
- In Zusammenarbeit mit der Retail Marketing Abteilung in Innsbruck Umsetzung der Merchandising-Guidelines
- Unterstützung der Händler beim Ordermanagement, Durchverkauf, Garantieabwicklungen etc.

UNSERE ANFORDERUNGEN

- Abgeschlossene Lehre im Verkauf/Detailhandel oder vergleichbare Ausbildung und mehrjährige Erfahrung im Verkauf und/oder Marketing im Bereich Sportartikelhandel/Lifestyle/ Mode
- Fachausbildung, Weiterbildung oder entsprechende Erfahrung im Merchandising
- Sehr gute MS-Office-Kenntnisse, B-Führerschein
- Überzeugendes und sympathisches Auftreten, Kommunikations- und Präsentationsstärke
- Reisebereitschaft, Belastbarkeit und selbständige Arbeitsweise
- Begeisterung für den Snowboard Sport und Lifestyle
- Deutsch und Englisch in Wort und Schrift

UNSER ANGEBOT

- Herausfordernde und abwechslungsreiche Aufgabenstellung in einem internationalen Unternehmensumfeld
- Angenehme Arbeitsatmosphäre in einem dynamischen Umfeld, flexible Zeiteinteilung
- Marktgerechte Vergütung mit Dienstwagen, Anstellung in Deutschland (home office), organisatorische Anbindung an Sales-Team in Deutschland und dem Europe Headquarter in Innsbruck.

Haben wir Dein Interesse geweckt? Dann freuen uns auf Deine Bewerbung mit Angabe der Gehaltsvorstellungen an jobs@burton.at



AGENTS WANTED

ENDEAVOR IS LOOKING FOR AGENTS IN:

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ITALY
BENELUX
SPAIN
NORWAY
LITHUANIA
LATVIA
UKRAINE
SLOVAKIA
HUNGARY
GREECE
TURKEY

IF YOU ARE INTERESTED PLEASE CONTACT:
SALES@ENDEAVORDSIGNINC.COM



ENDEAVOR SNOWBOARDS
WWW.ENDEAVORSNOWBOARDS.COM



UK AND EUROPE DISTRIBUTORS AND SALES AGENTS WANTED

Aluminati® Skateboards, maker of the world's most innovative cruiser boards – which include distinctive, high-resolution, full-wrap graphics – recently expanded its dynamic product offerings to the European continent.

Using aircraft-grade aluminum and a unique in house production process, we now create eye catching cruisers for your favorite football club.

For more info please contact info@aluminatiboards.com

<div>SEPTEMBER</div> <div>7</div> <div>SURF PARK SUMMIT 2</div> <div>ORLANDO, USA</div> <div>WWW.SURFPARKCENTRAL.COM</div>	<div></div> <div>7-18</div> <div>HURLEY PRO</div> <div>TRESTLES, CALIFORNIA, USA</div> <div>WWW.WORLDSURFLEAGUE.COM</div>	<div></div> <div>8-11</div> <div>SURF EXPO</div> <div>ORLANDO, FLORIDA, USA</div> <div>WWW.SURFEXPO.COM</div>	<div></div> <div>12-13</div> <div>SPORT-ACHAT</div> <div>LYON, FRANCE</div> <div>WWW.SPORTAIR.FR</div>
<div></div> <div>16-18</div> <div>VANS SHOP RIOT FINALS</div> <div>CASCAIS, PORTUGAL</div> <div>WWW.VANS.COM</div>	<div></div> <div>18-19</div> <div>SPORT-ACHAT</div> <div>NANTES, FRANCE</div> <div>WWW.SPORTAIR.FR</div>	<div></div> <div>23-26</div> <div>SILMO</div> <div>PARIS, FRANCE</div> <div>WWW.SILMOPARIS.COM</div>	<div></div> <div>29-2</div> <div>WOMEN IN BOARD & ACTION SPORTS CONFERENCE</div> <div>BARCELONA</div> <div>WOMENINBOARDSPORTS.COM</div>
<div></div> <div>30-3</div> <div>HOTZONE PARK OPENING</div> <div>HINTERTUX, AUSTRIA</div>	<div>OCTOBER</div> <div>1-2</div> <div>SPORTJAM</div> <div>SAN SEBASTIAN, SPAIN</div> <div>WWW.SPORTJAM.COM</div>	<div></div> <div>4-15</div> <div>QUIKSILVER PRO</div> <div>LANDES, FRANCE</div> <div>WWW.WORLDSURFLEAGUE.COM</div>	<div></div> <div>6-7</div> <div>EUROSIMA SURF SUMMIT</div> <div>HOSSEGOR, FRANCE</div> <div>WWW.EUROSIMA.COMJULY</div>
<div></div> <div>7-9</div> <div>PADDLE EXPO</div> <div>NUREMBERG, GERMANY</div> <div>WWW.PADDLEXPO.DE</div>	<div></div> <div>7-9</div> <div>KAUNERTAL OPENING</div> <div>AUSTRIA</div> <div>KAUNERTALER-GLETSCHER.AT</div>	<div></div> <div>13-15</div> <div>SNOWBOARD GARDEN FESTIVAL</div> <div>GRENOBLE, FRANCE</div> <div>SNOWBOARDGARDENFESTIVAL.FR</div>	<div></div> <div>18-29</div> <div>MOCHE RIPCURL PRO</div> <div>PENICHE, PORTUGAL</div> <div>WWW.WORLDSURFLEAGUE.COM</div>
<div></div> <div>22-23</div> <div>MOREBOARDS STUBAI PREMIERE</div> <div>STUBAI, AUSTRIA</div> <div>WWW.STUBAI-PREMIERE.COM</div>	<div></div> <div>27-30</div> <div>SKI AND SNOWBOARD SHOW SOUTH</div> <div>LONDON - UK</div> <div>WWW.SKIANDSNOWBOARD.CO.UK</div>	<div></div> <div>29-1</div> <div>SKIPASS</div> <div>MODENA , ITALY</div> <div>WWW.SKIPASS.IT</div>	<div>NOVEMBER</div> <div>4-6</div> <div>SKIEXPO</div> <div>HELSINKI - FINLAND</div> <div>WWW.SKIEXPO.FI</div>
<div></div> <div>22-6</div> <div>TARGET MAUI WOMEN'S PRO</div> <div>HAWAII, USA</div> <div>WWW.WORLDSURFLEAGUE.COM</div>	<div></div> <div>TBC</div> <div>O'NEILL PLEASURE JAM</div> <div>SCHLADMING DACHSHUN, AUSTRIA</div> <div>WWW.PLEASUREJAM.COM</div>	<div>DECEMBER</div> <div>TBC</div> <div>WORLD SNOWBOARD DAY</div> <div>WORLDWIDE</div> <div>WORLD-SNOWBOARD-DAY.COM</div>	<div></div> <div>8-20</div> <div>BILLABONG PIPE MASTERS</div> <div>OAHU - HAWAII</div> <div>WWW.WORLDSURFLEAGUE.COM</div>
<div></div> <div>18-19</div> <div>AIR & STYLE</div> <div>BEIJING, CHINA</div> <div>WWW.AIR-STYLE.COM</div>			

- SURF EVENT
- TRADESHOW EVENT
- SNOW EVENT
- SKATE EVENT





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MARKETING // LICENSING // EVENTS

BUILD YOUR LEGACY

In today's complex world, clarity, authenticity and integrity are the key to truly successful and engaging marketing.

By leading DeWALT, BLACK+DECKER and STANLEY into action sports through global sponsorship, EXTREME are providing each brand with a wealth of exclusive opportunities around key international sports.

Opening the brands up to an industry worth \$200 billion that has in excess of \$160 million participants, EXTREME is able to offer a pioneering sports and entertainment marketing service that connects the brands to fans through passion and experience.

What sets us apart is that we enable partner brands to tap into EXTREME's existing flow of ongoing marketing activities and brand presence that is driven by our growing array of marketing.



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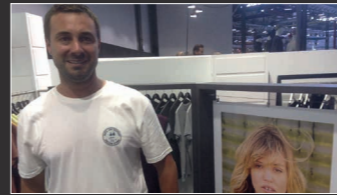
STRATOS LT



DVS SHOE COMPANY

#SO COMFORTABLE

BRIGHT



Volcom's surf marketing manager Guillaume Dartenuc and his new favourite girl



New Balance Brand Manager Sebastian Palmer



DC's Emmanuel Labadie and Filip Vermulen Sales Director Northern Europe



Aevor's Product manager Eliza, Robert trade marketing and Niklas Brand Management



Hoff's export sales manager Jan Skutnik and CEO xxx checking out the latest trends



Adidas's Bjoern Wiersma and Neil Chester



Bright opens for summer



The Hundreds Patrick Hill Creative director and Carlos Avalos international sales

SEEK



WASTED Talent's Darien Philips, Benjamin Boyd and Alexei Obolensky



Pendleton Wollen Mills European agent Michael Sloan



Epokhe Eyewear



RVCA's Jan Holzer and Greg Puget

JACKET REQUIRED



Globe's Matt Bryer



Iron & Resin's UK Key Account Manager Joe Bourne

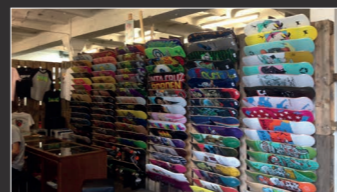


The Critical Slide Society's Colin Campbell



Reef's UK Agent Adam Zervas and Grace Martin from marketing

SHITFOOT MONGOLAND



SFML founder Alex



SFML ramp out the back

