

BOARDSPORT

ISSUE #077. JUNE/JULY 2015. €5

# source.

EUROPEAN SURF/SKATE/SNOW BUSINESS

**OLLIE BERNEY** EURO GM ABSOLUTE BOARD CO.

**RENAISSANCE** SKATE BRANDS.

**INDUSTRY OF THE** NEW PARADIGM.

**BRAND PROFILES, BUYER SCIENCE & MUCH MORE.**



**TREND REPORTS:** BOARDSHORTS, SWIMWEAR, STREETWEAR, SKATE HARDWEAR & PROTECTION

VANS®



BUILT [ROWLEY] STRONG

66/99

ROWLEY [SOLOS]  
FEATURING DURACAP DURABILITY




GEOFF ROWLEY  
VANS.COM/ROWLEY Vans Inc. ©2015

DAKINE

# THIS IS *DAKINE*

Boardshorts & Apparel—February 2015

**DAKINE**

the Stacked Boardshort    [dakine.com/surf](http://dakine.com/surf)

BRUCE IRONS  
**LEDGE**  
BOARD SHORT

*Bruce Irons*

[www.foxhead.com](http://www.foxhead.com)





BERNUNLIMITED.COM #BERNSKATE



JEFF GROSSO  
PHOTO: RAY ZIMMERMAN

@grossosucks

NORA VASCONCELLOS  
PHOTO: RAY ZIMMERMAN

@noravexplora



FOR MORE INFORMATION ABOUT BERN IN YOUR COUNTRY:

SWITZERLAND  
Casuar SA  
+41(0)21 925 20 80  
info@casuar.com  
www.casuar.com

FRANCE  
Green Door Distribution  
+33(0)6 14 63 20 13  
laver@greendoor.fr  
www.greendoor.fr

GERMANY  
Element Sports  
+49(0)8031 941369 - 0  
distribution@element-sports.de  
www.element-sports.de

AUSTRIA  
Fun Factory Trading GmbH  
+43 7751 7390 0  
info@fun-factory.at  
www.fun-factory.at

**Editor** Harry Mitchell Thompson  
harry@boardsportsource.com

**Surf & French Editor** Iker Aguirre  
iker@boardsportsource.com

**Snowboard Editor** Rémi Forsans  
remi@boardsportsource.com

**Skate Editor** Dirk Vogel  
dirk@boardsportsource.com

**German Editor** Anna Langer  
Anna@boardsportsource.com

**SUP Editor** Robert Etienne  
sup@boardsportsource.com

**Design & Art Direction** Owen Tozer  
owen@boardsportsource.com

**Design Assistant** Roddy Bow

**Web Media Manager** Denis Houillé  
denis@boardsportsource.com

**Proofreaders**  
Insa Muth, Marie-Laure Ducos, Sam Grant

**Contributors**  
Stefan Dongus, Jokin Arroyo, Benoît Brecq, Gordon Way, Fabien Grisel, Franz Holler, William Maddinson, Tom Wilson-North, Robert Etienne, Anna Langer, Emma Humphreys, Sam Grant, David Bianic, Robbie Morgan.

**Advertising & Marketing**  
clive@boardsportsource.com

**Accounts Manager**  
accounts@boardsportsource.com

**To Subscribe**  
www.boardsportsource.com  
subs@boardsportsource.com

**Publisher**  
clive@boardsportsource.com

**Published by**  
ESB  
22 Friars Street, Sudbury  
Suffolk, CO10 2AA. UK

**Boardsport SOURCE** is published bi-monthly  
© ESB. All Rights Reserved

www.boardsportsource.com

A cold and windy May has spelt a slow start for Europe's summer surf season, but now as we move into June, promises of an impending heat wave has retailers across Europe wetting their lips, with rails full of this summer's latest offerings.

In this, our SS16 edition we have all the trend information you'll need to cut through the sales pitches and tradeshow white noise. We take an in depth look at the boardshort and swimwear markets, where multi-functionality is key for next season. With the 90s taking hold of SS16 streetwear you can expect to see a plethora of new denim cuts, while prints and patterns remain strong for next summer.

For the issue's Big Wig Interview we speak with Ollie Berney, European GM of Absolute Board Co., the company responsible for Penny Skateboards in Europe; who have created a new demographic of skateboarders, as we've seen cruisers become a gateway drug into skateboarding.

Skate Editor Dirk Vogel looks at "the next wave of independent skateboard brands on the scene, driven by seasoned professionals using their own names as brand equity."

Dirk also examines the hardgoods market, and confirms the 'Skate Everything' mantra

employed by Vans in their hit movie Propeller – skaters are going wider on all aspects of their setups to allow them to attack and destroy all kinds of terrain. Dirk also looked at the protection market, noticing that low profile designs are allowing for discrete use, while it would seem that helmets are no longer a taboo when skating street.

Surf Editor Iker Aguirre proposes that the boardsports market has experienced a paradigm shift, with two possible outcomes: one of decline and one of prosperity. A return to our core values, and Iker is sure we will benefit from the latter.

Skateboarding will once again be on show at Europe's fashion weeks for all to see. Love or hate the high street's infatuation with skateboarding, the combination of our thriving hardgoods market and the growing number of skate parks with the ever-increasing number of European skate tours shows skateboarding's stalwarts will always insure it's in safe hands.

If we haven't already caught up at one of the skate tour stops, see you at a summer trade show soon.

Heavily Optimistic & Always Sideways  
**Harry Mitchell Thompson**  
Editor

CONTENT

P.09 CONTENTS

P.10 NEWS

P.12 TRADESHOW PREVIEWS

P.15 SKATE HARDGOODS TREND REPORT

P.18 INDUSTRY OF THE NEW PARADIGM

P.21 BOARDSHORTS SS16 TREND REPORT

P.26 RENAISSANCE SKATE BRANDS

P.29 SKATE PROTECTION TREND REPORT

P.32 BIG WIG INTERVIEW: OLLIE BERNEY

P.35 MEN'S STREETWEAR SS16 TREND REPORT

P.40 RIDE O'METER

P.42 WOMEN'S STREETWEAR SS16

P.44 RETAILER PROFILE: BLACK SHEEP, UK

P.47 WOMEN'S SWIMWEAR SS16 TREND REPORT

P.51 BUYER SCIENCE: MATTHEW LEE, DOODAH

P.53 GREENROOMVOICE

P.54 BRAND PROFILE: MCNAIR SHIRTS

P.56 BRAND PROFILE: FREEWATERS

P.58 NEW PRODUCTS

P.61 MARKET INTELLIGENCE

P.70 EVENTS

P.72 ONE EYED MONSTER

**On the cover:** Victor Borie, Web Content Coordinator, Nixon Europe. Photo: Yoris Couegnoux

No part of this publication may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission, except for permitted fair dealing under the Copyright Designs and Patents Act 1988. Application for permission for use of copyright material including permission to reproduce extracts in other public works shall be made to the publishers. Full acknowledgement of author, publisher and source must be given. The views expressed in this publication are not those necessarily held by the Publisher. ISSN # 1478-4777

## AS ADVENTURE GROUP ACQUIRES SNOW & ROCK CHAIN

The AS Adventure Group has acquired UK-based outdoor retailer, Snow & Rock from LGV Capital. AS Adventure Group already owns Cotswold Outdoor. With 46 stores operating across the UK and Ireland, Snow & Rock Group also has Cycle Surgery and Runners Need in their family of brands. With the acquisition of the Snow & Rock Group, AS Adventure Group now moves into snow, cycling and running categories and will be the largest outdoor retailer in the UK with a turnover of £210m. The AS Adventure Group was sold by parent company Lion Capital earlier this year to French company PAI Partners.

## SURFTECH AND NSP ANNOUNCE NEW DISTRIBUTION PARTNERSHIP

Surftech and NSP have announced a new distribution agreement that sees NSP move away from their current distribution partner, in a move that will see both parties share core admin functions for added efficiency. Surftech was acquired by Triple D, a Thailand-based investment company earlier this year

## LMNADE: GIRL SPECIFIC SKATE BRAND LAUNCHES IN EUROPE THROUGH VENTURA INC.

LMNADE is a Californian brand based in San Diego and specifically aimed at females. LMNADE USA and Ventura Inc. have set up a joint venture company, LMNADE Europe Ltd., who will manage the business through Europe. Local distributors will be set up in all European countries. The product range comprises cruiser boards, longboards, classic style skates, back-packs, footwear and apparel.

## O'NEILL APPOINTS PIA KAIPAINEN AS SOCIAL MEDIA MANAGER

O'Neill has appointed Pia Kaipainen as the company's new Social Media Manager. She will be responsible for all things Social Media, and will also work closely on PR as well. Pia has previously held different marketing positions at RVCA Europe, The Program\* brands (Forum Snowboards, Special Blend, Foursquare) and Nikita.

## WATTO'S SKATEBOARD DISTRIBUTION COMPANY LAUNCHES IN ITALY

Watto's Supply is a new European skateboard distribution based in Milan that offers some of the best brands from the Pacific North West of the United States: Lifeblood skateboards, Bacon skateboards, Dieta skateboards, The Portland Wheel Co, Jivaro wheels, Eleven Bearing and Freedumb Airlines.

## ELECTRIC APPOINTS ALEXIS MAILLET AS NEW EMEA MARKETING

Electric have appointed Alexis Maillet as their new EMEA Marketing Manager. Maillet was previously EMEA Marketing Manager at Fox, and before that spent eight years at DC Europe.

## GOPRO ANNOUNCE LAUNCH OF DRONE & VIRTUAL REALITY

GoPro Chief Executive Officer Nick Woodman announced that the company will be entering the virtual reality market and rumours of them entering the drone market have finally been confirmed as Woodman touts their release for 2016. News of their virtual reality Six-Camera Spherical Array has the tech world in a frenzy. The device is a ball-shaped accessory mount, which can accommodate up to six GoPro Hero4 cameras, all in different positions to capture high res images and video. The company's virtual reality offering will go to market later this year. GoPro has also partnered with Google to make a device for 16 video cameras, the raw material from which can be manipulated into a 360-degree view that can be viewed using VR goggles.

## RIP CURL EXPANDS EUROPEAN RETAIL PRESENCE

Rip Curl have opened their first women-specific store in Biarritz and have renovated their men's store in the town. The brand currently has a number of stores throughout the region, and with the addition of this new female space on Mazagran Street it consolidates Rip Curl's presence in the area. The 50 m2 space has a mezzanine level, with a warm and visual interior thanks to stained wood and a colour scheme paying tribute to its home in the Basque Country.

## COLOUR WEAR APPOINTS PETER HULANDER AS CEO

With the rapidly increasing growth of Colour Wear and with the newly established brand Void Cycling the brands' founders have decided to appoint Peter Hulander as new CEO. Peter most recently worked at WSBC with the brands Reef, The North Face, Kask, SOS, Cross and was formerly CEO of Kask. He has also worked as Marketing / Sales Manager at Amer Group.

## BURTON EUROPE APPOINTS CHRIS PATSCH AS NEW MARKETING MANAGER

Burton Europe have announced Chris Patsch is their new European Marketing Manager for Burton and anon. In his new role, Chris will oversee all European Marketing aspects for Burton and anon, will lead the Marketing Crew in the Innsbruck office and will report to Europe's General Manager Hermann Kapferer. Chris has been with Burton Sportartikel GmbH in Innsbruck since 2010, starting as Team Marketing Coordinator for The Program, followed by the position of Brand Marketing Manager for Burton and anon.

## FREESTYLE.CH ZURICH 2015 TO TAKE ONE YEAR HIATUS DUE TO LACK OF SPONSORSHIP

Action sports event freestyle.ch has announced that it will not take place this summer after the management team wasn't able to raise enough sponsorship funds. Last year was the event's 20th anniversary and boasted record attendance figures, but this year will not go ahead. The Euro-Swiss Franc currency issue is believed to be a major issue, and event organisers promise to be back for 2016.

## SURFSTITCH BUYS MAGIC SEAWEED AND STAB

SurfStitch, the online clothing retailer has acquired both Stab magazine and UK surf forecasters Magicseaweed. SurfStitch will pay \$13.8 million cash and 4.8 million shares in SurfStitch for the two online businesses, which, combined, attract more than 2.75 million individual visitors to their websites monthly. The SurfStitch group bought out Billabong's 51% stake in both SurtStitch.com and its American operation, Swell.com for \$35 million last August. The group also bought SurfDome.com from Quiksilver for \$45 million in November.

## WORLD SURF LEAGUE ENTERS PARTNERSHIPS WITH JEEP AND TAG HEUER

The WSL has announced that Jeep will become its official and exclusive global automotive partner, while watch company TAG Heuer will be the official watch of the tour, supporting the Biggest Wave and Biggest Wipeout sections of the WSL Big Wave Tour. Jeep now have the naming rights to the WSL Jeep Leaders Tour Rankings for men and women.

## PATAGONIA MAKES KEY EUROPEAN PERSONNEL CHANGES

Patagonia has made a number of key personnel changes including: appointing Alex Weller as European Marketing Director and Gianluca Pandolfo joins the company as European Sales Director. Mihela Hladin joins as its Environmental and Social Initiatives Manager, and Long-time Patagonia employee and former Italy Country Manager Andrea Tomasin will assume responsibility for European retail.

## 5 STORY SKATEPARK PLANNED FOR FOLKSTONE, ENGLAND

UK-based Guy Halloway architects have designed a multi-story space for skateboarding and BMX in Folkstone, England due to open in 2017. It is part of a regeneration project the town is currently undergoing, and the space will span five floors, offering a huge space for skaters, BMX and will have a large rock climbing wall as well as the potential for a boxing club.

## K-SWISS ACQUIRES KR3W AND SUPRA

K-Swiss Global Brands (KSGB) has acquired ONE-Distribution, parent company of KR3W Denim Co and SUPRA Footwear for an undisclosed fee. ONE-Distribution Co-Founders Scott Bailey and Angel Cabada will be exiting the company after completing transitional advisory roles. KSGB has appointed industry vet Robert 'Cape' Capener as the Brand President of both Supra and KR3W, reporting to President & CEO Larry Remington. Capener has held senior positions at Adidas, Reebok and No Fear.

## MAKIA CLOTHING PARTNERS WITH MOSAIC SALES IN GERMANY

MAKIA have announced a partnership with MOSAIC Sales who will be responsible for the brand in Germany. The Giessen based sales agency led by Philipp Schmidt and his 20 plus years of experience will now be responsible for the nurturing of MAKIA within the German market. MAKIA have also announced a return to this summer's edition of Bright.

## KERING APPOINTS CEO OF ACTION SPORTS BRANDS

Kering, parent company of Electric and Volcom has appointed Todd Hymel to the newly created position of CEO of Action Sports Brands. He will be based in Costa Mesa, CA, and will continue to report directly to Jean-François Palus, Group Managing Director. Hymel will establish a stronger Group presence in the U.S., notably on the West Coast, while taking on a more active role in the development, expansion and performance of the Volcom and Electric brands worldwide.

## STREET LEAGUE SKATEBOARDING APPOINTS FIRST EVER CEO

Street League Skateboarding has appointed Greg Jacobs as the league's first ever CEO, and has promoted the current President, Brian Atlas to COO. The league was created by pro skater Rob Dyrdek in 2010, and the last 12 months has seen the league strike a number of partnerships and strategic moves, elevating the SLS's status to the most competitive street skateboarding operation in history.

## AMER SPORTS TO DIVEST NIKITA & BONFIRE TO CRN PTE LTD.

Amer Sports is to divest brands Nikita and Bonfire to CRN Pte Ltd. CRN Pte Ltd is an investment group based in Singapore. The combined net sales of Nikita and Bonfire in 2014 was EUR 9.8 million. Amer Sports says the divestment will have no material impact on Amer Sports' financial results. CRN Pte Ltd are using a US umbrella company named Pretty Great, to deal with the two brands. Amer Sports purchased Nikita in 2011, and Bonfire in 2005.

## FOX HEAD APPOINTS SCOTT LEWIS AS DIRECTOR OF SALES & BUSINESS DEVELOPMENT, EMEA

Fox Head have appointed Scott Lewis as Director of Sales & Business Development for the EMEA region. Lewis brings with him plenty of industry experience, having previously worked in executive roles for Oakley Inc, Oakley Europe and as International President for Globe.

## BRIGHT APPOINTS JULIAN DYKMANS TO RUN SKATE RELATED BUSINESS

Bright has appointed skate industry veteran Julian Dykmans to take care of all things skate at the tradeshow. Dykmans has an impressive history, having founded ANTIZ Skateboards, worked for brands including Red Bull, Carhartt, Converse, Eastpak, RVCA and most recently having founded ad agency BLAM STUDIO. This is all after a professional skate career that spanned 11 years.

## SHINER TAKING OVER EUROPEAN DISTRIBUTION FOR PRO-TEC SKATE AND BIKE

UK-based skate distribution company Shiner have taken over the European distribution for Pro-Tec skate and bike. Pro-Tec was acquired by DYE back in late 2012, and this move comes as DYE's European facility in Germany aims to take Pro-Tec to the next level.



## TRADE SHOW PREVIEWS

### BRIGHT, BERLIN, GERMANY, JULY 8-10

For their 21st edition Bright have moved location from the old department store, Warenhaus Jandorf to its new home next to the River Spree and across the road from the SEEK tradeshow. With Bright catering for the original skate/urban streetwear scene and SEEK catering for the more fashion-oriented, high-end streetwear crowd, this single location is one of the biggest draws of Berlin Fashion week. The two shows will benefit from their proximity to each other, as retailers will no longer have to travel across the city to visit each show individually. Also Premium tradeshow will now be only 15 minutes from the new location, making it easier than ever for retailers to get from one key show to another.

The space is a de-constructed industrial environment, similar to the previous space at Warenhaus Jandorf, with the added advantage of all exhibitors being on one floor, allowing for better visitor circulation. Brands will as before be able to customize their stands however they please while the space in between Bright and SEEK will be turned into a dining court and will be used for a joint party on the second evening.

Even though the new location added a 30% increase in exhibition space, the show has been oversubscribed, with new exhibitors including Levis Skateboarding, Templeton, Maui and Son, Champions, '47 Brand, Doc Martens, All about Eve and many more.

The evenings kick off on the Wednesday with the DC Skate BBQ Party as the official Bright opener with a DC U.S. Team Session, followed by a Lodown party into the early hours. The next evening SEEK and Bright will combine for a party in the space between the shows and the closing event with Obey on Friday will have a skate bowl challenge, just a few minutes walk from the show.

Bright remains the most important European platform for the European streetwear and sneaker business with the contingent of foreign visitors over 50% at the last show. The 300 exhibitors represent a well-balanced mix of sneaker and streetwear brands. Bright continues to offer more of a core/roots event in contrast to the bigger more corporate shows, with the deconstructed interior of the building in which it is housed creating a perfect backdrop for the brands in this market.

With Bright/SEEK now a single destination both shows should see a sizeable increase in traffic as the combination will now be the key destination at Berlin fashion week for street and youth fashion. Ticketing will once again be shared between Bright, SEEK and Premium. Opening times are Wednesday and Thursday, 10:00 – 19:00 and Friday 10:00 – 18:00.

[www.brighttradeshow.com](http://www.brighttradeshow.com)

### SEEK, BERLIN GERMANY, 8-10 JULY

SEEK this summer is at the same venue as the winter show. The winter event was extremely busy as the show picked up traffic and brands that had traditionally been at BBB. This summer should see a continuation of its popularity as both visitors and brands were pleased by what the show had to offer. The hall is all on one floor and all the stands are of a standard size and build and minimalist design with just the brand name and products on display. All other brand marketing is kept to a minimum inside the hall. This gives all brands an equal opportunity to

attract people walking the hall. As the catering stands have now moved outside, additional space has been freed up enabling more brands to exhibit at the show. Amongst the 280 brands are Carhartt, Brixton, Converse, Element, Deus ex Machina, Dickies, Iron and Resin, Lightning Bolt, O'Neill, RVCA and Stance. Opening hours are the same as Bright: Wednesday and Thursday 10:00 – 19:00 and Friday 10:00 – 18:00.

[www.seekexhibitions.com](http://www.seekexhibitions.com)

### JACKET REQUIRED, LONDON, UK, JULY 29-30

The London-based premium menswear show at The Old Truman Brewery returns for its ninth edition. For the forthcoming show, buyers will be welcomed through a new glass-fronted entrance via Hanbury Street, which has added additional space enabling the number of exhibiting brands to grow to over 300. The shows has come a long way since its launch in August 2011 with just 30 brands; four years on and it now offers a comprehensive selection of international premium brands from all aspects of menswear that reflects the strength and creativity of the UK market.

Co-founder Craig Ford, best describes the shows philosophy: "Jacket Required's approach since day one has been to strip out any large branding paraphernalia and marketing propaganda – a straight forward rail and table set up against white washed walls, an honest aesthetic so the product can speak for itself and rise above the add-ons."

Included amongst the brands on display are Addict, Brixton, Deus ex Machina, Dickies, Element, Globe, Herschel Supply Co, Lightning Bolt, MAKEMAKE, Mi-Pac, Navitas, Nixon, O'Neill, RAEN Optics, Santa Cruz, Stance, The Hundreds, Uppercut Deluxe, Volcom and WeSC. If you're a brand looking to expand in the UK streetwear market then this is where you need to be.

The show is easily reachable by tube, rail, bus or foot. Shoreditch High Street Station, Liverpool Street Station, Aldgate East Station and Old Street Station are all within walking distance. Jacket Required is a strictly invitation-only trade event so register in advance to guarantee your entry. Opening times are 10.00 - 19.00pm on Wednesday and 10.00 - 18.00 on Thursday.

[www.jacket-required.com](http://www.jacket-required.com)





photo : Dwindle

## SKATE EVERYTHING! THE 6 BIGGEST TRENDS IN SKATEBOARD HARDWARE RETAIL

Forget cruisers and longboards for a minute. This report dives into the kind of skateboarding happening in the streets, parks, and DIY-spots. The kind requiring people to invest time – plus a healthy dose of blood, sweat, and tears – to learn tricks and master this board on wheels. **By Dirk Vogel.**

For the current state of the art, look no further than the latest Vans Skateboarding video, Propeller, which indicates two major trends: The first sees skateboarders attacking a broad range of terrains, with “Skate Everything” as their mantra. Secondly, this approach calls for rugged hardware, so boards are morphing into all-terrain attack vehicles, with deck widths approaching the 9-inch benchmark (see 2.), supported by wider trucks (see 4.), and wide-surface wheels (see 5.).

### PRICE POINTS: UNDER PRESSURE

From a manufacturing angle, the average skateboard has evolved into a globalized product, says Chris Allen: “Five years ago, 70% of what we sold was made in the USA, now 70 to 80% of what we sell is made in China.” Accordingly, skateboard products traverse several time and currency zones on their way into retail.

As the Propeller video powerfully illustrates, today’s skateboarding is high-energy, all-terrain, and super fun. And apparently, more newcomers want a part of this kind of action – meaning action that cruisers and longboards just can’t deliver. “Street completes are seeing a slight increase after their growth seemed to be absorbed by longboarding over the past few years,” said Nils David Gebbers at 24/7 Distribution in Germany. This is confirmed by Chris Allen, director at Shiner Distribution in the UK: “Best selling completes are 7.75 – 8 inch and there is also a good market for mid and mini-sized completes due to new younger kids starting to skate.”

This is illustrated by Eric Sentianin, R&D Hardgood Developer at Dwindle Distribution (Almost, enjoi, Blind, Tensor, etc.): “We own our own factory in China. For our premium constructions, we continue to import North American maple to the factory and handle every step of deck manufacturing from veneering the logs to the final finished board. Being able to control every step of the board manufacturing process allows us to back up the highest quality constructions with guarantees.”

But this global context has put hardgoods price points – having remained steady over the past decade – under pressure. “Unfortunately, with the strengthening of the US dollar against both

*Today’s skateboarding is high-energy, all-terrain, and super fun. And apparently, more newcomers want a part of this kind of action – meaning action that cruisers and longboards just can’t deliver.*



In conjunction with the celebration of the Grateful Dead’s 50th anniversary, Dusters California, teamed up with the legendary rock band to offer their world renowned images across three different shapes. With each board offering its own unique tribute to the band, our team couldn’t be more thrilled how they all turned out!

### DEALER INQUIRIES:

UK – Dwindle Distribution – matt.white@dwindle.com – www.dwindle.com  
Spain – Dwindle Distribution – luigi.s@dwindle.com – www.dwindle.com  
France – V7 – v7@v7distribution.com – www.v7distribution.com  
Germany – Urban Supplies – info@urbansupplies.com – www.urbansupplies.com

DUSTERSCALIFORNIA.COM @dusterscalifornia

TM & © 2015 GRATEFUL DEAD PRODUCTIONS – ALL RIGHTS RESERVED – WWW.DEAD.NET

*“Unfortunately, with the strengthening of the US dollar against both Euro and British Pound, there have already been some price increases in the market and over the next three months I am sure there will be more.”* **Chris Allen, Shiner Distribution.**

Euro and British Pound, there have already been some price increases in the market and over the next three months I am sure there will be more,” says Chris at Shiner.

Nils at 24/7 places average retail prices at €50 for decks and €120 for completes. Chris Allen points out that, “most European brand decks sell for €50–55, U.S. brands sell for €65–70. The demand for US brands is still strong but often the consumer is drawn towards Euro brands because the price is more affordable.” This is where European brands such as Jart, Nomad, Magenta, Polar, Palace, and such are making a difference. As a hot trend, Dwindle Vice President Steve Douglas named, “price competitive decks at £30/€39.95.”

Speaking of hot trends, here are the **6 Skateboard Hardgoods Trends** that retailers need to keep on their radar:

#### **1. DECKS: THE FULL PACKAGE**

At worst, skateboard decks are nondescript blanks with no art or meaning. At best, they are emotionally charged vehicles of self-expression. As skateboarding grows more diverse, consumers can choose between a plethora of brands and images to suit their personality, from technical skateboarding (Almost, Girl, Chocolate, DGK), “skate everything” (Element, Plan B, Real), get gnarly (Zero, Toy Machine, Antiz), artsy and creative (Magenta, Polar, enjoi, Skate Mental), small-batch/Hypebeast-approved (Palace, Fucking Awesome, 3D), weird shapes (Welcome, Blood Wizard, Anti Hero), and classic re-releases (Street Plant, JK Industries, Powell).

Leading brands support sales efforts by delivering quality content. “We are also still seeing good growth of the brands that are putting out major video projects, like enjoi with Oververt, or Cliché with Gypsy Life, and even consistent online clips whether that be by the brand (Almost, Blind, Zero) or riders posting Instagram clips, like Daewon and Lucas,” said Dwindle’s Steve Douglas.

#### **2. BOARD SHAPES: NINE INCH IS THE NEW EIGHT**

Ten years ago, an 8-inch board was considered a ‘wider’ ride. But times are changing, said Chris at Shiner: “The demand for regular decks is still increasing and the best selling sizes are now 8” to 8.25” with many decks up to 8.5” being sold also. The days of 7.5” decks have now long gone.” Steve Douglas at Dwindle agrees: “We are seeing the demand for people wanting wider boards bigger than 8.25, 8.38, and 8.5 inches, also directional shapes starting at 8.5, 8.63, and 8.75 inches. We also still sell a good amount of 7.75 inches and below – it’s about variety and that is healthy for the industry!”

The ‘crazy shapes’ trend, propagated by the likes of Welcome Skateboards, is alive and well, although Chris at Shiner said: “Popsicle shape decks are still the biggest sellers but there are now many crazier shape decks at 8.5–9.5 inches that are selling well also. We sell huge numbers of Anti Hero Grosso 9.2” decks with square noses now!” European mainstays Jart are upping the ante with the “Super Size Me” series delivering up to 9-inch decks, as well as creative shapes in the ‘Pool before Death’ series.

#### **3. DECK TECHNOLOGIES: TRICKLE DOWN EFFECT**

No question, advanced deck constructions such as technical resins and carbon fibre inlays offer a longer-lasting ride. But so far, this added longevity came at higher price points, not necessarily an easy sell for retailers – more like selling life insurance to a teenager! But as Dwindle’s Steve Douglas confirmed, resin decks now sell for €59.95–

64.95, and highly technical decks from €69.95–74.95. Chris at Shiner noticed that, “deck constructions like P2 are also increasing in demand.”

What retailers need to communicate to customers is that it’s all about function – not fancy gimmicks. “Technology that works is very important to us. We have a new impact construction called Impact Light to go with Impact and Impact Plus. Over 60% of our riders ride our Impact family of boards – because they work!” said Steve Douglas at Dwindle Distribution.

#### **4. TRUCKS: CAUTION, WIDE LOAD**

Basic skateboard truck designs have remained virtually unchanged since the mid-to-late 1970s, when Tracker and Independent nailed the blueprint for skate-specific trucks. So it’s no surprise that the trucks category remains bent on classics when it comes to the hottest sellers: “Indy, Indy, Indy – size 149,” said Nils at 24/7.

Most of today’s technical advancements happen “under the hood”, with materials and weight-reducing measures, says Chris at Shiner: “Sales of trucks made with hollow axles and kingpins and also titanium trucks are now becoming very popular.” And while board sizes are trending into wider sizes, trucks are following suit: “The most popular size in trucks is now 8” (Indy 139, Venture 5.25, Thunder 147) followed by 8.25” (Indy 149, Thunder 149),” said Chris Allen. “With the consumer wanting wider decks it also means people want wider trucks,” said Steve Douglas, whose Tensor Trucks support the entire range of board widths.

#### **5. WHEELS: TECH MEETS CLASSICS**

Compared to truck designs, wheels have come a long way since the first urethane wheels dropped in 1973. Today’s ‘Skate Everything’ approach calls for wider riding surfaces, and while ‘anti flatspot’ guarantees used to be cutting edge, they’ve now become the status quo. Chris Allen lists the hits: “The best selling brands are Bones and Spitfire and much of this is down to high quality and the best performance. Bones STF formula and Spitfire Formula 4 are killing it right now.”

Meanwhile, retro-minded companies are making a comeback, including Kryptonics: “A truly iconic brand from the 70s, which is now for the first time are bringing out white wheels, 91a red core, 94a blue core and 97a Green core – the response has been amazing,” said Steve at Dwindle. Jart offers amazing price points and margins on their U.S.-made Bondi wheel series.

#### **6. STICKERS AND GRAPHICS: TONS OF FLAIR**

The mantra of 1980s skate grommets was: “Can I have a sticker?” Probably the oldest medium for adding flair to your ride, and proudly repping hardgoods brands, stickers are having a renaissance. “Last year we gave away around 10,000 stickers but we also sold over 120,000 stickers,” said Chris at Shiner. Board companies are adding flair to boards with top-notch graphics, incorporating nice wood veneers together with silk screen prints, and photographic heat transfer images such as the Almost Seu Trinh photo print series.

The top of the board receives added flair with printed graphic griptape, including MOB Griptape’s Tupac, Biggie, and Ninja Turtles styles, while clear griptape emphasizes elaborate top graphics from the likes of Street Plant and Hook-Ups (see Report in this issue). Finally, we’re wrapping up this report with some trend insights straight from the underground, here’s what all the über-cool kids are rocking for next-level flair: all-white griptape! Remember where you read it first...



*Always under your feet*





## GREEN TINTED GLASSES

2008 was to be a fateful year, especially for the boardsports industry. After 30 years of overflowing profitability, exponential growth and global takeover projects, the party that we thought would never end has come to an abrupt close.

The most terrible hangover looms on the horizon...overview of systemic change by Iker Aguirre.

### CRISIS OR...?

Three decades of growth preceded a global financial crisis. We had to accept that growth would not be a given. Integrating notions of optimisation, visions for new short, medium and long-term strategies, coping with change and getting familiar with the politics of change were all very much out of favour in an environment where it sufficed to just "do like the rest of them" for success...

Seven years on from 2008 and observations of the economy and business, no matter what the market, have left strategists and economists perplexed. The old ways no longer apply. The term "agility" punctuates the most tuned-in conversations within entrepreneurial circles. But behind all the virtue, there's one simplified reality: steer by sight and try not to sink. This is more about short-term opportunism than a long-term strategic vision.

While many corners of the economy are at a standstill, others are posting results that are raising the ceiling. Crisis? Not for everyone. The most visionary of us will tell you that there's only one common matrix at work: that of a paradigm shift.

A crisis is the transitory phase of a cycle that is reforming; a paradigm shift is a divergence from model A to model B, a deep change that's irreversible and general. Looking at the world from this new angle you can see a recurring thread: success is for those outside the box who reinvent the rules while the others suffer from reverberation syndrome, so well described by strategist Maximilien Brabec during the EuroSIMA Surf Summit 2014.

Within this flux of uncertainty, awkward change and traumatic backtracking, many have dared to see the world differently and to play a new hand. Favi (automobile industry), Harley Davidson (under the directorship of Rich Teerlink), Poult (foods), Gore Tex (clothing) and HCL Technologies (I.T.) are some of the best-known examples.

### THE SHIFT

Well before 2008, a handful of historians, economists, philosophers, mathematicians, physicians and other scholars were working tooth and nail to combine their knowledge, draw up models and anticipate the coming of a new paradigm of humanity.

*Success is for those outside the box who reinvent the rules while the others suffer from reverberation syndrome. Maximilien Brabec, EuroSIMA Surf Summit 2014.*

*Two options: see the world through red-tinted glasses, where you are justifiably pessimistic because the only way out is death, or see the world through green-tinted glasses, and be optimistic that we are living in the dawn of a new 550 year cycle!*

Marc Halevy (Maran Group – [www.noetique.eu](http://www.noetique.eu)), French physician, historian, philosopher and prospector is an individual not of this world. He has over 30 works to his name including *Prospective 2015-2025, l'après modernité*, published in 2014. As a member of this group of visionary scientists, he models the paradigm shift by crossing historical and economic theories with theories of the physics of cycles. For him the known history of humanity is marked by cycles 550 years long. At the end of each big cycle, a major rupture upsets the order of things and forces a deep change to the modus operandi. He cites the invasion of Greek cities (150 BC), the fall of the Roman Empire (380), the feudal system (980), the Renaissance (1450)...and the Four Major Ruptures (2000).

For the first time in history, man doesn't just have to face one major rupture (as in the other big cycle changes) but four at the same time: economic rupture, with the financial crisis, ecological rupture - running out of global resources, technological rupture with the arrival of the Internet and digital and a philosophical rupture with a loss of reference, direction and values.

A cycle change doesn't happen from one day to the next, it happens gradually. At the beginning, indications are too subtle to see but do start to have an influence. For Halevy, World War One was just the first event in a symphony of upheaval that would mark the end of an era. He compares the encounter of two currents (or long cycles)-one emerging, the other declining- between 1983 and 2017 like two rivers at full flow meeting head on. There is only chaos and uncertainty before the waters run clear once again. At this point there's only one thing to do: hold on tight, manage the turbulence...and be agile.

Marc Halevy then highlights that we have two options: see the world through red-tinted glasses, as in the old paradigm where you are justifiably pessimistic because the only way out is death, or see the world through green-tinted glasses, as in the new paradigm, and be optimistic that we are living in the dawn of a new 550 year cycle! What would you choose? Are you an optimist or a pessimist? It seems as though success is no longer a question of strategy or management but of point of view...

### A FULL TANK OF GAS

But this is merely a clue as to the real gem within our reach as boardsports fanatics. Halevy dons his prospector's hat and describes a replacement model that corrects the faults of the old one. What he calls the "red curve" (old paradigm) logic relates to a dying economy of the masses (for the greatest number), volume (of huge quantity), capital (power to money), standard (over-repetition), productivity (manufacture more and more), size (grow and become huge), pillage (programmed obsolescence and pillaging of global resources) and price (cheaper and cheaper).

In opposition (and hold on tight dear friends), the "Green Curve" Logic (new paradigm) relates to an emerging economy of niches and margins through intelligence, virtuosity, creativity, agility, frugality and value. Read that sentence again. Analyse each word. What is he talking about if not about the very DNA of our industry?!

We've been a niche market for 30 years. We've managed to create value by attributing profound meaning to our passions. Success was

just a collateral effect...and good margins too. In terms of creativity few industries have attained such a level of excellence. Frugality? We know all about that. The market really grew quickly and we all learned to make a lot out of little resources. We are tightrope walkers and what's more, we're nature-conscious. 30 years of growth without fail also goes to show that we are agile. So much change, synergy and convergence! Did that traumatise us? No. We are the virtuosos of agility, of constant improvisation. Did we already mention virtuosity? Is that not what we worship the most whether in sport, art or in business? We are fans of superlatives and the superlative pertains to the realm of virtuosity.

The notion of crisis takes on a very different meaning in my eyes. What if the success of our industry is only down to our "new paradigm" DNA? Are we naturally blessed with an essence that's bound for success? And what if rather than just sports and the "ultra cool" world, we were much more than that? And what if our mistake was to go from a "Green Curve" logic to a "Red Curve" logic?

### THE SWING

The end of the '90s and the start of the 2000s were the years of the big entries into the stock market. After the avant-garde forerunner Quiksilver entered onto the NASDAQ in the middle of the '80s, the other big players followed suit in the '90s and 2000s: Billabong, Oakley, Vans, Volcom...With them, the whole industry, listed or not, adopted this ultraliberal financial model striving to join the big boys at the top. We were all blinded by the prospect of immediate gain and exponential growth, leaving our values, codes, roots and DNA by the wayside. Returning to the crank was tough. Being listed on the stock market has shown its limitations and risks and some have paid the price.

### OUR REAL CHALLENGE

When recovering from this epic hangover, isn't the real challenge for our industry to find a way to its innermost values, towards its vision of the avant-garde world and the depths of its soul rather than towards growth; closer to our impassioned hearts and away from speculative dehumanisation? Rip Curl have dared to return to a "Green Curve" logic and the financial results are showing the same colour.

Will we dare to backtrack in order to review our fundamentals? Thankfully the waves and mountains still remind us that they are more than just a marketing stunt and that money wasn't always our primary motivation.

Join us in the next edition and don't forget your green-tinted glasses!

*Rip Curl have dared to return to a "Green Curve" logic and the financial results are showing the same colour.*

Iker Aguirre has written in the pages of over 50 issues of Source. Entrepreneur and boardsports consultant for over 20 years, he has dedicated a large part of his time to studying the new paradigm and its application in business. Find out more about his work and research on [www.ikeraguirre.com](http://www.ikeraguirre.com).



photo: Reef

## BOARDSHORTS SS16 TREND REPORT

From vintage designs to new functionality, the boardshorts of the Spring/Summer season 2016 have a few surprises in store for us. Don't be fooled by their retro fades and old school cuts, these pool shorts are light, high-performance and durable as well as being really versatile. Designed for both surfing and training as well as for dressing up (in combination with shirt and shoes), expect to see them appear in all ranges and contexts. **A study by Denis Houillé.**

### VINTAGE 2.0

Fool proof over the last three seasons, the retro style of boardshort is taking up more and more place in brands' collections. Side pockets, mid-thigh length, elastic waist with drawstring, these garments could be mistaken for a good old beach volleyball short that was all the rage in the '80s. But take a closer look at the technical aspects they are integrating and you soon realise they are masterpieces in the water.

O'Neill is one of the brands to have struck the balance between the old and the new perfectly with really retro short cuts and excellently quick-drying, elastic properties. Reef, in their Surfaris collection of 2016, have introduced two new vintage materials doted with modern technology: "Light, technical fabrics with a treatment that's really soft to the touch harking back to a time when everything was more simple," reminisces their designer Troy Kingman.

Sticking with the retro, we can see many different fade effects on these garments; from stonewash to over wash, these elements carry a history that meets surfing's need for authenticity, and we can see this amongst more and more consumers: over to you to use them in store. What's more, these pieces have a hint of the pre-used, as if they've been in your wardrobe forever, and are becoming easier to wear every day, as opposed to those brand new flashy products from the big chains.

### THEMES AND COLOURS

Designed to make your shop layout easier, each colour palette reveals its own history and references. At Billabong, "the ocean is always an inspiration" as the design department remind us; we can see water reflection effects delivering striking colours. At O'Neill, the deep waters of Sri Lanka are on the menu with a variety of indigos and sophisticated denims as well as coral and burgundy tones that evoke the flowers of the country, explains Senior Surfing Product Manager

x

THE FLING COLLECTION  
Sharing the same graphic  
across the board.

**SUPER**

SURFBOARDS & APPAREL. THE WORLD IS SUPER.

SPRING/SUMMER 2016  
APPAREL OUT NOW!

superbranded.com  
@super\_brand  
facebook.com/SUPERbrand

*"Stripes and florals are a staple for boardshorts, but anyone can do these. Expect the unexpected from Volcom."* **Beau Campi, Volcom Boardshort Designer.**

*“The overall colour palette is much darker and sophisticated than we traditionally see for the spring season.”*  
**Reef Head Designer Troy Kingman**



photo: Rip Curl

Jan Lindeboom. The same goes for SUPERbrand, beach culture is addressed in a modern, on-trend vibe that's characteristic of the beaches of Southern California.

Fox are putting forward asymmetric graphic themes as well as textural variations and interesting fades, entrusts Laura Chu, European Brand Product Manager..

At Reef, “The overall colour palette is much darker and sophisticated than we traditionally see for the spring season,” all accentuated by details with saturated colours. This is a theme we also notice in the SS16 line from Bench whose “Holiday Noir” theme transmits a “feeling of night time festivities where luminescent energy resounds around the pool,” details their designer Kimberly Bevan; look out for dark, rich colours accentuated by touches of more energetic tones. Protest are calling on the streets of Los Angeles with strong influences from skateboarding and racer cafés; watch out for effective rock and roll looks.

True to their roots, Lightning Bolt are maintaining a palette of subdued colours, complemented by yellow and black touches for a bit of depth but also with a theme of strong colours (navy blue, red, orange) and a military green planned to last through this season.

In Quiksilver’s designs, we discover that the collection was inspired by Brazil, referencing recent trips from Dane Reynolds and Craig Anderson. The result is a palette that swings between strong colours and more organic tones to give a more fashion and street direction as their Boardshort Designer Tom Purbick confirms. To choose the their collection’s colours, the designers at Iron & Resin haven’t had to go too far. The major inspiration came from weekend trips to Southern California and the richness of this environment.

Tone on tone, ‘Black on Black’ has just been celebrated in the most recent collaboration between Globe and Misfit Surfboards with more complicated materials and design.

At Osprey, it’s the cycle of the sun that dictates their line’s feel “from its rise in Palm Beach until its golden sunset on the beaches of Rio” - a spectrum of strong colours on the menu.

SUPERbrand are evoking basic neutral tones like taupe and navy blue combined with strong rust, blue and yellow touches.

The dominant theme at The Critical Slide Society is that of ‘Apocalyptic Paradise’, which translates into the juxtaposition of tropical tones with more sombre army colours. Rusty, also plays on contradictions with their theme ‘Metal Aloha’ that hits with heavy rock and Hawaiian spirit to give an unexpected artistic touch.

Departing from the floral print, dear to their Australian identity, Rhythm presents more basic, easy to wear silhouettes in unified colours “for more introverted personalities,” explains Jacob Byrne, Design Manager.

Black and white wetsuits continue to work well for Protest in parallel with green/yellow jungle themes and oceanic blue/orange. Well-balanced, the palette presented by Wilton Bradley and Osprey this season oscillates between “on one side the cool, chilled side of Palm Island and the power and strong colours of Copacabana.”

Finally, Volcom puts the focus on the abstract and creative, putting forward three major themes through the whole of their clothing collections. Cross-merchandising is given pride of place as well as easy to compose silhouettes. Maximum in-store impact.



*Rhythm brings together a unique group of individuals with a shared dream of creating a livelihood doing what they love.  
Drawing on influences from art, music and surf - past, present and future.  
Rhythm speaks to creative self-expressionists who yearn for new frontiers off the well-worn path.*

*This is Rhythm. "The Sound of Change".*

WWW.RHYTHMLIVIN.COM



photo: Reef

*“Having a team in Portugal gives a good advantage for fabric developments. Some of the most complex jersey comes from Portugal.” Kirk Heifner, Lightning Bolt, Head Designer in California.*

**MOTIFS AND PRINTS**

Inevitably the tropical theme retains popularity in prints of plants, fruits and animals. What could be more fun than smuggling palm trees, hibiscus, pineapples, coconuts, bananas and parrots onto the European coast? Yes but with a little European twist please! Expect to see the quintessential ‘vintage floral’ print revisited in darker, modernised or even totally distorted by some brands.

Alongside its unchangeable chessboard pattern, the Vans graphic DNA is also positioned at the heart of nature with strong inspiration from floral elements, oceanic prints and all-over parrots as Luca Canali, Vans Clothing and Accessories Product Manager points out.

On design at Rip Curl, Mael Armlini insists on motifs and textures that will be showcased by their team riders; Fanning and Wilko will wear stripes while Medina and Wright will be adorned with blocks of colour. “Stripes and florals are a staple for boardshorts, but anyone can do these. Expect the unexpected from Volcom,” announces Beau Campi, Volcom Boardshort Designer. Panels and asymmetric prints will break the mould to create a unique, iconic style with that Volcom touch.

Without saying too much, Kirk Heifner, design manager at Lightning Bolt in California says that ‘Rugg’ stripes work well and they are preparing to release a new, wider jersey with a vintage feel. “Having a team in Portugal gives a good advantage for fabric developments. Some of the most complex jersey comes from Portugal,” adds Kirk Heifner, Lightning Bolt, head designer in California.

**MATERIALS AND PROPERTIES**

Finally, four-directional stretching, water repellency and fast drying have become basic criteria when it comes to the materials manufacturers are using. These shorts, worn daily, should be able to be used in all circumstances, from the beach to the town centre with the same look. The multi-look should go even further still and allow for “training or surfing by being elastic and quick drying” highlighted by Brunotti.

Vans maintain their Tri-blend that, as well as being efficient in the water, retains a vintage look that’s soft to the touch and faded. Globe are also keeping their poly cotton/spandex canvasses as well as their nylon/cotton mixes that, combined with an enzyme fade, targets lifestyle above all else. The same goes for Billabong who continue to work on “poly-cotton stretch that provides both comfort and vintage

look to the product”. Brunotti have developed a new mix with satin base: “‘Shiny’ yes, but also very sophisticated” Lonneke Mulder from Marketing points out.

Meanwhile, Volcom keep themselves busy with mixes of cotton and slubs, crosshatch and chambray to change up their ideas a bit after taking home the SIMA Image Awards for their untouchable Mod-Tech.

**DETAILS**

Recently in Australia, Rip Curl have developed an adjustable waist ‘Shifter’ system that quickly proved really popular; the European launch shouldn’t be far off.

Durability and the timeless aspect of garments is becoming more and more obvious. Comfort remains a major criteria in the conception of a boardshort and Reef have examined the most minute details: slick, perforated elastane to reduce friction, smooth seams for a perfect finish and brushed interior waistband to improve comfort between the fabric and the skin, explains Troy. Irritation really is a thing of the past.

At Rip Curl, we can also see the constant evolution of their elastomax (ES5) and notably its shape-memory properties for uncompromising elasticity and durability.

O’Neill, teaming up with non-governmental organisation Parley, have managed to touch on the dilemma that relates to our world perfectly: “cleaning the ocean of its plastic waste to transform it into fibres that can be woven into boardshorts and T-Shirts.” The icing on the cake: these models are built to last so make the most of them.

**HIGHLIGHTS**

- Mid-thigh Vintage poolshorts/beachshorts
- Soft to the touch and faded prints
- Vintage floral, tropical and oceanic themes revisited
- Cross-merchandising between boardshorts and clothing
- Timelessness, multi-functional products



pic: Astrid Fonseca



photo: Street Plant

## SKATEBOARDING'S SMALL BRAND RENAISSANCE

### A NEW BATCH OF INDEPENDENT SKATEBOARD BRANDS, HEADED BY SEASONED PROFESSIONALS

Move over, Palace, Magenta, and Polar. The next wave of independent skateboard brands is already here, and it's driven by seasoned professionals using their own names as brand equity. With the Internet supplying the infrastructure for selling directly to shops and customers, and social media offering free-of-charge marketing, these pros are bottling their vision of skateboarding into new brands, bringing back some classic shapes and treasured graphics in the process. **By Dirk Vogel.**

The timing could hardly be more perfect. An entire generation of skateboarders, raised on VHS tapes and new school street skating, is old enough to appreciate – and afford – remakes of childhood classics. And street skating pioneers like Mike Vallely, who runs the Street Plant brand with his daughter Emily, have reached the right point in their careers to handle their own business: "I think skaters have always supported skaters. I've always realized this potential but I was previously always too busy actually skating to take it on."

#### PIECES OF HISTORY

Boosting sales is the fact that certain classic board designs have aged like fine wine. Originals of Jeremy Klein's anime-inspired 'Dream Girl' or Vallely's 'Barnyard' model are considered holy grails in the collectors scene – right up there with the ominous Natas Kaupas 'Satan' model – auctioning for prices in the mid-four digits on eBay.

Reissued decks are just as hot. When Vallely brought back the Barnyard model, supplies sold out instantly at a \$100 price tag per limited edition, hand-numbered, and personally signed board. A few days later, the boards were already selling for \$200 on eBay.

Customers are also gladly paying \$70 for classics like the Ron

Chatman 'Experience' model on Jeremy Klein's label, JK Industries, or \$100 for his Tony Hawk limited edition 'Titanic' board. It's a greatest hits medley, and fans are ready to put money in the jukebox. "This trend is mostly catering to the collectors' scene, which is big in the U.S. but still comparatively small in Europe," said Jörg Ludewig, co-owner at Urban Supplies distribution in Germany.

#### MORE THAN NOSTALGIA

This new batch of brands also covers two current trends: The first is consumer demand for limited edition, hard-to-find items; ideally with a conscientious manufacturing back story. Instead of outsourcing board production to Asia, Vallely produces decks at PS Stix, the factory headed by influential hardware innovator "Professor" Paul Schmitt. Jeremy Klein's decks are individually silk-screened at So Cal workshop Screaming Squeegees, while clothing for Chris Lipomi's renaissance brand, dear Skateboarding, is hand-printed in Los Angeles.

The second consumer trend is towards decks with creative, unconventional shapes – a home game for these retro brands. Vallely's Barnyard model is back in all its 'double tail' glory, while re-issues of Klein's 'Dream Girl' are available in classic 80s-style as well as popsicle shapes. And when dear Skateboarding re-released the Stick-

O-Rama deck, it featured the Winnie The Pimp bottom graphic and the original 8.75 shape from 1989.

These factors combined ensure that many of the boards will actually end up being gripped and shredded. "Out the gate we have started with limited edition boards and that's been good for us to build the brand up. But my philosophy behind the brand is to make boards for skaters who skate and not just cater to collectors. I'm all about the participant," said Mike Vallely.

#### BEATING THEIR OWN DRUM

Adding fuel to the flames, the entire slew of social media channels offers a chance to rally up support and engage with customers – entirely free of charge.

For professional-skateboarder-turned-designer Alphonzo Rawls, the encouragement to launch his own apparel and accessories brand actually originated from his followers: "EVERYBODYSKATES started off as just my fun creative expression shared on Instagram. I created images that struck a cord with its audience and began generating a demand for the images on T-shirts and other items."

With demand running high, Boardsport SOURCE pays a visit to these next-gen brands for a quick look behind the scenes.

#### FAMILY BUSINESS: STREET PLANT

**Instagram:** @streetplantbrnd

**Inquiries:** Mike@streetplantbrand.com

At Mike Vallely's house in Long Beach, California, boxes of new Street Plant boards are stacked from floor-to-ceiling. The previous night, overwhelming demand from fans for the reissued 'Barnyard' model crashed the web shop's host server – but the entire run still sold out in a matter of hours. Now Valley and his daughter and partner, Emily Vallely, are busy shipping the boards to customers.

It's a special moment. Throughout his successful pro skateboarding career, Mike Vallely suffered several setbacks from failed business partnerships. With Street Plant, the man behind the iconic elephant graphic assumes full control: "I finally reached an age where it makes more sense and I have more time to manage my own business. And also my kids are of an age to participate in that as well. We are truly a family business."

Running his own label not only allows Mike V. to bring back classics like the 1991 'Mammoth' model. He can also collaborate freely with other brands without catching flak from business partners. "Now that I'm truly my own boss, I'm going to do a board with Dog Town and Suicidal Tendencies and I don't see it as a conflict of interest or a competitor. I see it as a friend, a family I want to help feed," says Vallely, adding: "There's a new way of doing business that's about everybody participating and showing respect for each other."

#### BOARDS ON FIRE: JK INDUSTRIES

**Instagram:** @hookupsofficial

**Inquiries:** jeremyklein666@hotmail.com

Over at Cham Sut Gol, a Korean BBQ restaurant in Garden Grove, Jeremy Klein is celebrating the release of a new JK Industries release: A Mark Gonzales rendition of the classic 'Dream Girl' graphic. As marinated meat sizzles on the table-top grills, Klein holds court like true skateboard royalty; pouring 80-proof rum into the flames, taking shots of Soju with fans and, yes, selling tons of product. It's experience marketing at its finest, and everybody goes home with a head full of memories and shirts smelling of Korean short rib.

Since 1994, Klein has been running his own board and clothing brand, Hook-Ups. But since he shared ownership with a partner, the idea of going solo with JK Industries as a spin-off was born. After an original 400-unit remake of Klein's 1991 "Candy Bar" board sold out in a flash, he ramped up production to one new board per month and freed up storage space in his South Bay garage.

#### EXCLUSIVE AND LIMITED: EVERYBODYSKATES

**Instagram:** @everybodyskates

**Inquiries:** sales@everybodyalf.com

What do pop culture icons like Rick Ross, Michael Jackson, and Madonna have in common? They all skate – at least in the creative universe of Alphonzo Rawls and his EVERYBODYSKATES label. The influential pro skateboarder creates mash-up photo montages, literally putting celebrities on wheels: Rapper Rick Ross hoisting his plus-sized frame through a nosedive, Madonna poised over the pool coping performing her eponymous skateboard trick, Muhammad Ali tre-flipping over a defeated opponent.

"It's a really cool and new approach with fun designs. It's very humorous, like the Smith Grind shirt with Morrissey. Plus, you don't see the actual act of skateboarding depicted on T-shirts that much anywhere else, where everything is more logo-driven," said Jörg Ludewig at Urban Supplies, who distributes EVERYBODYSKATES in Germany.

What started with playful posts on Instagram has turned into a fully fledged brand for Rawls and business partner Harvey Hardwick. "Together, we've managed to figure out a lot, from design process to delivery fulfilment and continue to learn," says Rawls, adding: "The comments I hear the most from #EVERYBODYSKATES fans is that everywhere they wear the shirts they get compliments on them. The fact that people get a kick out of the images and it provokes conversations that inspire me to keep doing what I do."

#### BACK TO THE VIDEO DAYS: DEAR SKATEBOARDING

**Instagram:** @dearskating

**Inquiries:** dearskating@gmail.com

Videos and magazine photos from the late '80s and early '90s are forever engrained in skateboarding's collective memory. Plucking select pieces of clothing and equipment out of the ether, L.A.-based brand dear Skateboarding is bringing back a slew of classic products with sentimental value: the Mark Gonzales 'Israel' T-shirt, the yellow 'RB Control' hat worn by Ray Barbee, the RAD Magazine tee, that SuperCush Suspension shirt, and Lee Ralph's cut-off 'VIS' shorts are returning to store shelves.

"dear will produce – and in some cases, reproduce – apparel worn by legends and lesser known skaters alike. Clothing that appeared in magazines, videos or just rumours will be made in limited runs seasonally," says dear mastermind Chris Lipomi, a fine artist by training who took inspiration for the brand's name from pro skateboarder Brian Anderson.

All dear Skateboarding shirts are hand-screened and put through a washing process for a lived-in, 20-years-old feel to support the classic designs. Shirts have already popped up at Slam City Skates and other select retailers in the UK. Asked about future prospects in Europe, Lipomi is optimistic: "There seems to be more reflection and consideration in the European market. It's a more thoughtful market. My project is about memory and reflection, it requires an audience that does the same."



*"I think skaters have always supported skaters. I've always realized this potential but I was previously always too busy actually skating to take it on." Mike Vallely, owner of Street Plant*

*The fact that people get a kick out of the images and it provokes conversations that inspire me to keep doing what I do." Alphonzo Rawls, EVERYBODYSKATES*

# REKD

## PERFORMANCE PROTECTION

RIDER: TOBIAS DRAY



[WWW.REKDPROTECTION.COM](http://WWW.REKDPROTECTION.COM)  
FOR MORE INFO: [SALES@REKDPROTECTION.COM](mailto:SALES@REKDPROTECTION.COM)



photo: Pro-Tec

## STREET SMART PROTECTION

For retailers looking to offer their customers an extra level of safety with skate-specific helmets and protectors, our Trend Report compiles the latest brands, models, and technologies in this vital segment. **By Dirk Vogel.**

### OVERVIEW

Over the past decades, skateboarders have widely considered wearing helmets only for riding half pipes and skate parks. But the times are changing. In 2015, street skateboarding pioneer Mike Valley announced that going forward, he would be wearing a helmet to skateboard at all times. "As a street skater I have always challenged myself, always questioned everything, set out to destroy barriers. Wearing a helmet now is an evolution of those ideas," Valley explained on [mikevalley.com](http://mikevalley.com).

This sends a powerful message to practitioners of street skating, a segment that (fortunately) has not yet experienced the shock of seeing one of its top riders suffer a traumatic brain injury. Snowboarding had its wake-up call when Olympics hopeful Kevin Pearce nearly lost his life from a brain injury in 2009. Three years later, Canadian freestyle skier Sarah Burke passed away after a training accident that changed the public's outlook on safety, and the shock of Formula 1 champion Michael Schumacher's near-fatal crash means at any winter resort these days, more than half of the riders are wearing helmets. A recent U.S. study conducted in Utah Valley concluded that out of all skateboard-related injuries between 2006 and 2011, over 57% involved longboards, which also had a much higher prevalence of serious head injuries. The kicker: "Of those [skateboarders] suffering brain injuries, only 4% were wearing helmets." According to the 2011 Skateboard Fatality Report, 30 skateboarders lost their lives on skateboards that year, the majority out in the streets and, again, without helmets.

In that light, Mike Valley and his blue Triple 8 Brainsaver helmet may signal a positive paradigm shift out on these mean streets.

### RETAIL: PRICE POINTS

Sales in the holy trinity of protectors – knee, elbow, and wrist – are trending towards complete sets covering all three areas, retailing around €50–60. Premium kneepads and technically advanced soft protectors can stretch as far as €100. Alex Sardella, Brand & Sponsorship Coordinator at G-Form informs: "The G-Form Pro-X knee, elbow, and shin pads retail for \$79.99. Our Pro-X Crash short retails for \$110.00."

Most of the action for helmets is in the mid segment around €50, while models like TSG's "Superlight" perform well at €80. Meanwhile, the longboard segment – particularly downhill riding – considerably lifts the price point ceiling. Nadja Herger-Bondarenko, Communications Manager at TSG International reported positive reception of the full-face 'Pass' model: "Priced €250 for fibreglass and €395 in carbon, this helmet is a premium product in the downhill scene with a new design approach and new features." However, nudging customers towards premium choices can prove a tough sale, reported Charly Heusschen at EGG: "Unfortunately, people are still mainly focused on the price of a helmet. In my opinion, it is more important what you can do with a helmet and the most important is what a helmet can do for you." When it comes to quality helmets at attractive price points, REKD has carved out a niche: "Our Elite and Elite Icon helmets retail for £30/€35, which is an extremely impressive price point for a fully certified helmet with unique moulds, textured finish and premium build quality," said REKD's Toby Dray.

### HELMETS: QUALITY AND MAINTENANCE

While safety certification along CE and similar standards is becoming commonplace even among budget helmets, Mike Girard at S1 pointed out:

*“However, the majority of riders still don’t grasp the difference between certified and non-certified lids. Many riders wear soft foam and assume they’re well protected, when in fact they’re at great risk of traumatic brain injury.” Mike Girard, S1*

“However, the majority of riders still don’t grasp the difference between certified and non-certified lids. Many riders wear soft foam and assume they’re well protected, when in fact they’re at great risk of traumatic brain injury.” Helmet maintenance is easy these days, as the majority of pads and liners are fully washable for prolonged use. But as a rule of thumb, any helmet involved in a major crash needs to be exchanged. And Nadja at TSG points out: “We recommend exchanging a helmet that hasn’t been involved in an accident every 3-4 years. The EPS foam loses density, resulting in reduced impact absorbing performance.”

Meanwhile, kids’ helmets specialists EGG have solved this problem through R&D, confirms Charly Heusschen: “EGG helmets are developed with an EPP safety core that makes it a multi-impact product. The EPP safety core (short for Expanded Polypropylene), has excellent shock absorbing capabilities, and has a high rebounding speed after impact.” Retailers can also consult the S1 helmet guide How Do I Know If My Helmet is Damaged? on [s1helmets.com](http://s1helmets.com).

#### HELMETS: DESIGNS AND CUTS

The majority of helmets sold continue the tradition of half-cut, hard shell helmets started in the late 1970s by the likes of Pro-Tec: “Without a doubt our Classic helmet is our staple product and has been for over 40 years now. It is the standard for almost all core skaters. It’s also the most copied helmet in the sport.” Beneath the surface, a number of technologies makes the current generation significantly lighter, slimmer, and more comfortable to wear. “We are successful with our slim and non-bulky design featured in most of our helmet models,” said Nadja at TSG, pointing out the ‘Superlight’ and ‘Evolution’ models.

Bern is proud to offer cross-over models into other sports: “The hardcore snow shredder usually skates and we want to create a helmet that is a true cross over. We are proud to be the only brand that has a true cross over helmet in the Macon model. The Macon is the only helmet that has podiumed in the top snow and skate events in the world,” says Bern’s Josh Walker, while announcing a new cross-over model under development.

Also trending are downhill longboard helmets with full-face coverage like the aforementioned TSG ‘Pass’ full-face helmet, and the Triple8 ‘T8 Racer’ model. And for that retro look and feel – paired with contemporary safety – TSG announced: “The ‘Dawn Flex’ helmet features a classic full-cut design inspired by old school helmets from skateboarding’s halcyon days. It brings true soft-fit comfort combined with a CE certified construction.”

#### HELMETS FOR KIDS

Teaching young beginners about safety will raise helmet adoption in the long run. Brands support the kids category with specific designs, including EGG, who worked with a trauma surgeon on their fun and customizable helmets: “A child’s head is relatively heavy and the neck muscles still weak. Therefore it is more likely that a child falls sideways or backward. Our retro look model focused on that as it is designed with ear and neck protection,” Charly Heusschen confirms.

TSG offers the kid-specific Nipper Maxi helmet, “a 250 grams light lid with our snug fit design. It copies the anatomic shape of a human head with rounder side than most other helmets resulting in a superior wobble-free fit.” Bern also has kids covered: “The Nino Helmet is designed to protect your child’s head throughout the seasons. The smallest helmet in the Bern line, the Nino, is certified for bike, skate, and snow.”

Specially for kids, Pro-Tec offers a complete pads package, the JR

3-Pack for €39.99 (RSP): “Parents are considerably more aware of injuries to kids in action sports these days and our JR 3-Pack allows them to protect their little rippers from the wrist to their elbows and down to the knees in one simple pack.”

#### ELBOW AND KNEE PADS: EVOLUTION AND DIVERSITY

Protectors for knees and elbows are in high demand, thanks to a new wave of beginners, while trending into two directions: First, the classic pads with a hard plastic cap – used by vert skaters for knee-sliding to safety – are upgraded with tech like D30 impact foam, used in TSG’s premium vert skate pad, the Force III: “The D30 impact pad is soft in use but stiffens on impact, surpassing the shock-absorbing performance of EVA.” Pro-Tec implements compression formed/ moulded EVA foam knee cupping, and durable ballistic nylons.

The second trend is towards soft pads – because nobody skating street really knee-slides out of tricks – that are flexible, but spring into action upon impact. G-Form uses Reactive Protection Technology (RPT), “one of the greatest technologies out there in terms of Impact Protection. All of our pads are flexible, lightweight, and comfortable,” said Alex Sardella at G-Form.

#### PROTECTORS: CONCEALED SAFETY

Longboarding is also a growth driver for protectors otherwise prevalent in snow sports and moto FX, such as shorts and back protectors. Alex Sardella notes: “With the growing popularity in downhill longboarding, we have seen an upward trend in the need for protection.” Technically advanced, soft protectors also open a more discrete approach: “G-Form pads go best as a base layer, wearing them under jeans, leathers, or long sleeve shirts. They are so low-profile and comfortable skaters easily forget they are even wearing them!”

Bern uses, “PORON foam in our hip and back protectors, it is really insane in all temperatures and is not that heavy.” Looking ahead, G-Form’s Sardella expects specialization in the segment: “The Women’s scene is also growing fast, companies move away from ‘unisex’ and now provide women’s specific lines. In 2015, we have released our women’s compression lines, as well as youth sizes tailored to these growing markets.” Protection.” Next up on the horizon, protector companies are looking at a category previously known merely for nice prints and flair: “We will launch a new sock for skateboarding with integrated ankle and bottom shin protection,” said Nadja at TSG. In that light, tomorrow’s street skaters will literally be protected from head... to toe.



#### HIGHLIGHTS

- Helmets worn for street skating, not just parks and ramps
- Surge in beginner’s helmets
- Helmets for people with big heads
- Longboarding elevates price levels in helmet segment
- Knee, elbow, and wrist protectors as beginner-friendly sets
- Soft knee and elbow pads gaining ground
- Protectors worn invisibly under clothes
- Specific women’s and kids’ designs in protectors





## OLLIE BERNEY. EUROPEAN GENERAL MANAGER ABSOLUTE BOARD CO.

One of the undeniable success stories of the past few years, the name Penny Skateboards has become synonymous with an entire product category: plastic cruiser skateboards. The Australian company's fun and colourful completes have proven a windfall to skateboard retailers, bringing an entirely new target group of casual riders on board. Penny Boards were a catalyst of a boom in cruiser skateboards, which have proven a strong – if not the strongest – growth category in European skate retail with CAGRs around 30% and higher in many shops. **SOURCE's skateboard editor Dirk Vogel** talks to European General Manager Ollie Berney about spearheading the cruiser board category, maintaining an edge amidst waves of imitators, Penny's forays into new product categories – surprise: longboards! – and the future potential of European core boardsports retail. Little boards, Big Wig, real talk – enjoy the ride.

### **PERSONALS**

**Please start by telling us about your background and the steps that led to your position at Absolute Board Co.**

I started my career as an Officer in the Army. People don't seem to believe me when I tell them, but it is true. I then spent 15 years in the drinks industry working with brands such as Jack Daniels and Bacardi. My last role was as Sales Director for Bacardi Brown Forman Brands.

**That's not necessarily a classic gateway into boardsports. What were some of the factors that attracted you to Absolute and its brands?**

The big attraction was the opportunity to take a start-up in Europe and grow it. Absolute Board Co owns brands with incredible potential and was founded on a very clear set of values. This gives it a solid foundation on which to build.

Matt Logan, our CEO, and I shared a very similar view on how to go from there. We were then given the freedom to create a business we wanted to work in. What has been achieved by the team since is something we are rightly very proud of.

### **PENNY SKATEBOARDS**

**How did Penny Skateboards create the plastic cruiser category which now has countless imitators?**

It is so straight forward, but that's how the best innovations are. Penny hits one of the main drivers for people and that is the need to have fun. Ben Mackay, the creator of Penny, loves the skateboard lifestyle but felt it should be more fun than it was. What he then developed really delivered against what it promised.

*"I believe the most important thing about building a brand is understanding the emotional connection customers have with it. Without the emotion it's just a product."*

**How does such a brand go from leading a booming trend to maintaining sustainable growth and a competitive edge?**

In order to maintain our growth we have spent a lot of time understanding why people are buying into the brand. These insights will ensure that we can continue to deliver relevant innovation and activity. One strategy will be to diversifying the range where appropriate, for example the Penny Backpack we launched earlier in the year answered a clear consumer need and its success was bigger than even our ambitious expectations.

**What are some other new developments on the horizon?**

This summer we will be launching the Penny Longboard. It has been developed because that is what people were telling us they wanted. It has taken a little while to get the technology right but we now have a terrific piece of kit. It is a great example of Absolute Board Co bringing insight led innovation to the market.

**Speaking of what people really want, you have been doing a lot of market research in Europe. Who is the typical Penny customer? And how do these customers benefit the boardsports business?**

A lot of time has been spent getting to know our potential customers. The first stage was to understand why people buy skate goods in the first place. We identified seven 'drivers' and these are: Freedom to Create, Fun, Lifestyle, Hanging Out, Credibility, Performance and Gifting. Once we had identified which were the largest areas we then aligned the brands and activity to those drivers in which we could play with credibility.

The typical Penny customer hasn't bought a skateboard before. They are interested in the skate lifestyle, in hanging out and having fun. However, to date they have been a little intimidated by it. One of the greatest things about Penny is its ability to break down these barriers and give permission for people to get involved. As a result, Penny is one of those brands that is growing skate and bringing new customers into stores.

**When it comes to stores, the biggest pain point right now seems to be excess rebates and special sales. Please explain your company's approach to promotions and sales. What are you doing to safeguard the value perception of your products?**

Our emphasis is not on how much a store buys from us, our emphasis is on how much they sell out. As a result we don't do pre-books, volume related discounts and that kind of thing. Instead we invest behind stores that want to give us distribution and visibility, to advocate our brands and run value added promotions. The stores' cash is then freed up and no one is left sat on a pile of stock they can't sell. In doing so, the integrity of our brand positioning is maintained.

**What is the overall vision for the Absolute Board Co. brand portfolio? To get more people skateboarding.**

### **THE EUROPEAN MARKET**

**There seem to be plenty of people that have yet to step on a skateboard. Which regions in Europe are your biggest market and where do you see the strongest future potential?**

I don't think it's typical for the skate industry. Of course the UK and France are strong and our partners in Norway have done an incredible job of growing the brands in a relatively small market. However, despite what is happening with the economy, growth in Russia continues at a pace we could not have predicted.

**Would you say that with your specific target group and philosophy, you have more room to grow than 'traditional' skateboard brands?**

The reality is that our penetration of all markets is still very low. Because we recruit people into skate, all our markets have a huge number of potential customers, which other skate brands can't reach as easily. As a result, the opportunity for us is huge and we have a lot still to do in both existing and new markets throughout Europe.

**That also means potential in the retail segment. With that in mind, what is your message to retailers in Europe who are looking to work with Penny and your other brands?**

Our aim is to be the brand owner who is the easiest to work with. I really want retailers to make a lot of money out of our brands and we think the best way to do this is by sharing our passion for building premium brands.

**Based on your experience in other segments, what are companies in boardsports doing particularly well? And what could be done better?**

I believe the most important thing about building a brand is understanding the emotional connection customers have with it. Without the emotion it's just a product. This is fundamentally a human characteristic. You therefore need passionate people who share that emotion to drive the brands. One of the things that attracted me to the industry was working with so many passionate people. You often hear companies claim the people are their most important asset. I disagree slightly, I think passion is the asset.

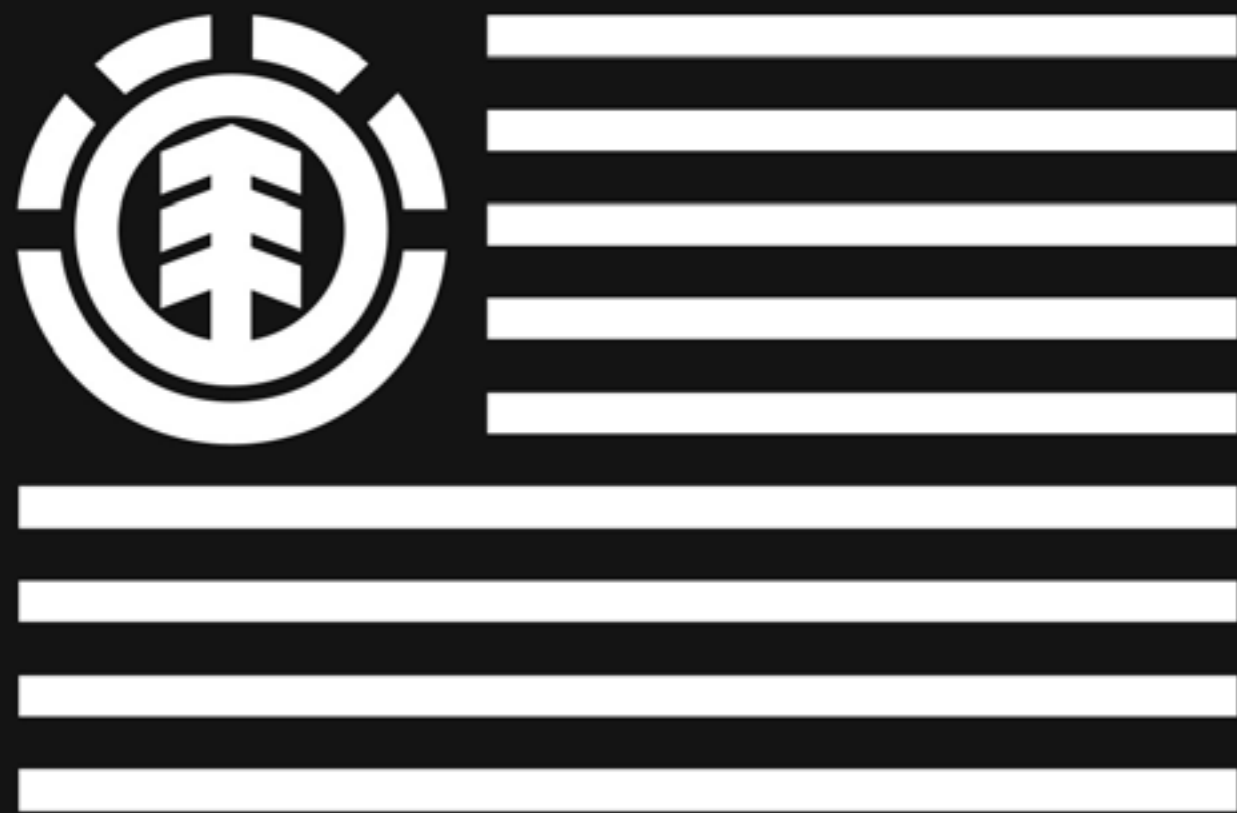
I don't think it's for me to say what the boardsports industry could do better. What I can tell you is what we at Absolute are trying to do better. These areas are; understanding the consumers and their relationship with our brands, a closer more direct relationship with retailers in order to meet their needs and deliver on our commitments and looking outside action sports for the best practice that we can adopt. But coming from the drinks industry I would say that, wouldn't I.

**How do you see the boardsports retail landscape in Europe evolving, with the Internet and bigger chains in the mix?**

The trend towards internet shopping is not straight forward. Increasing freight charges are cutting margins in a channel where the main differentiator is price. As a result it's a lot tougher than expected. Conversely we are not seeing such a rapid shrink in 'Bricks and Mortar.' Because our mission is to get more people skateboarding we have to go to where our potential customers are. We have had real success in bigger retail groups that wouldn't have been interested in skate before. They give us access to a much wider audience, which is great for getting more people involved in skate.

**Thank you very much for the interview, Ollie.**





# COME AND PREVIEW THE ELEMENT 92 COLLECTION AT BRIGHT TRADE SHOW

JULY 8-9-10 - ARENA BERLIN - BOOTH 107

#ELEMENT92

ELEMENTBRAND.COM



## WE RUN THE STREETS

With fashion trends proliferating at lightning speeds across social media, boardsports apparel companies are under constant pressure when it comes to designing winning pieces for consumers who've already seen it all. Or have they? Never forget who owns these mean streets! **Trend Report by Dirk Vogel.**

Like rappers Wu-Tang Clan once asked: Can it be that it was all so simple? Back in the 1990s, the definition of streetwear was easy. Throw on some baggy cargo pants, an Eightball tee, and a beanie – boom! That's a streetwear outfit! Nowadays, with streetwear spilling out into the realms of mainstream and high fashion – thanks, Kanye West – the lines are starting to blur. Today's streetwear repertoire embraces former staples of formal wear such as button-up shirts, tailored pants, and trench coats, leaving the true definition of what constitutes 'streetwear' anyone's guess.

The good news is that boardsports, especially skateboarding, have always had deep hooks into what's trending on the streets. Before cargo pants and skinny jeans found their way into the closets of everyman worldwide, skateboarders adopted them as uniforms of choice for hitting rails and busting switch flips.

But the influence permeates both ways: Now that men are spending more money on clothing than ever before – menswear sales are up 70% since 1998, and expected to reach \$110.3 billion by 2017 (Euromonitor) – the average boardsports consumer is increasingly trend-savvy and fashion-conscious beyond brands in our industry. Fuelling the flames, the craze of "posting fits" – short for "outfits" – on Instagram proliferates fashion trends across the globe at 4G-network-speeds. Change moves quickly. What's here today is gone tomorrow – bye-bye, vintage clothing – leaving designers struggling to hit a moving target when it comes to nailing the trends for next season.

Then again, boardsports are still running the streets – not the other way around – and our collective fashion choices ultimately have the most legitimate claim of being called streetwear. That said, here's how endemic brands are bringing the ruckus in Spring/Summer 2016 men's collections.

### PRICE POINTS UNDER PRESSURE

Similar to other product categories, the current weakness of the Euro against the U.S. Dollar is putting price points in apparel under pressure. Nevertheless, companies are doing their best to maintain attractive price levels. "Since we are importing Arbor Apparel from the U.S., the Euro/Dollar situation is affecting our price points big time. Still we managed to offer our product for a fair and affordable price," said Bernd Pösl, European brand manager at Arbor.

Some brands are re-structuring their supply chains to break the cycle, including Colour Wear: "We are keeping prices stable this Spring. Moving production of soft goods away from China definitely helps here – also giving shorter lead times, and we also see improvements in quality and working relationships," said Colour Wear's Neil Slinger.

Competitive pricing is more crucial than ever, as customers have a clear pain threshold. "The skate market wants T-shirts at €29.90 retail. Up to €35.90 is accepted for better brands or premium quality. €39.90 is the top, but sell through at that level is low," said Jörg Ludewig, co-owner at Urban Supplies distribution in Germany, adding: "I heard from a



photo: Vans

top retailer that hoodies at €59.00 are good sellers, but that's hard to meet at the current pricing and Dollar-exchange. We are more between €69-89 and feel that the majority of the market is happening below."

#### **OUTFITS: JOGGERS VS. DENIM**

Trending SS16 outfits are built around two major trends in the pants segment. The first is a resurgence of denim in all shapes and washes, as explained by Luca Canali, Vans Product Manager Apparel & Accessories: "Outfits in general will be pretty clean, meant to emphasize the character of denim, which will be the most exposed trend in the next season." All major apparel brands are bullish on denim, either expanding existing lines or going all-in with new entries (see below). For an of-the-moment, jeans-centred outfit, Luca at Vans offered: "Tapered jeans with slight worn look, a pair of SK8 Hl's and a nice long-sleeve Oxford shirt."

The second BIG thing happening in pants has been building momentum in boardsports circles for a while: Jogger pants are officially booming this season, spilling out deep into the mainstream on the heels of the public's love affair with sneakers. It's a natural connection, as the tight cuffs on joggers allow men to showcase some bare skin around the ankles, and of course, "hella fly" sneakers.

When it comes to building streetwear outfits around joggers, "you can go one of two ways with it. It can be technical/functional, or vintage influenced. We're taking the road less-travelled and going the vintage route, it's still got KR3W feeling," says Jack Toledo, Design Director at KR3W. He identifies the "1990's grunge/slacker aesthetic" as a major look, defined

*"Layering pieces that have a well-worn feel to them. Think: Kurt Cobain takes a trip down to Venice Beach panhandling with his acoustic guitar." Jack Toledo, Design Director at KR3W*

by "layering pieces that have a well-worn feel to them. Think: Kurt Cobain takes a trip down to Venice Beach panhandling with his acoustic guitar."

Taking joggers down the literal, fitness-inspired route, customers can stack their outfits with a variety of athletic-inspired pieces, including crewneck sweats from retro to technical, sleeveless hoodies(!), track jackets, and hooded windbreakers tough enough to handle a fierce workout – or skate session. "The health and wellness market is booming, there is a new era for activewear and brands all-over have been offering pieces that can be worn as transitional pieces used between gym and street, like nano weight running jackets and pullover anoraks," said Brent Sandor, Director of Marketing at MATIX.

The hat of the season is still either a snapback, bucket hat, or sock beanie. Next season's sleeper headwear hit would make skateboard icon Tony Alva proud: the fedora is back! Colour-coordinated and with low-profile accents, the dapper staple is showcased by the likes of Brixton: "The Spring headwear collection features several new hats including the 'Manhattan' fedora and 'Leo' fedora, as well as updates to popular existing styles including the 'Mayfield', 'Messer' and 'Wesley,'" said Brian Reichel at BRIXTON.

#### **COLOURS & PALETTES**

Colours have been trending towards understated hues, layered in monochromatic, tone-on-tone outfits matching similar colours from head to toe. This "low profile" look – around a three to four out of 10 on the loudness scale – is the biggest colour trend for next season. "We think that the trend of monochromatic patterns and outfits does continue, said Marianne Schoch, Senior Designer at Zimtstern. Bernd at Arbor agrees: "Most of our T-shirts, button-ups and sweats are monochromatic. We work mainly with natural earth and pastel colours."

In terms of colour preferences, customers are pretty much set in their ways, said Jörg Ludewig at Urban Supplies. "There is the retailer-driven demand for many different colours, but even when you have these, the orders keep being limited to black, grey, navy." For Luca at Vans, most of the action revolves around, "classic Vans colours such as Navy, Red and White." And take note: Pink is barging into men's collections, including Arbor's chambray button-ups and several T-Shirt lines.

#### **FABRICS & MATERIALS**

Materials for Spring/Summer 2016 continue trending towards elaborate textures communicating value by weight and feel, often mixed within the same garment. As Luca at Vans sums it up: "Materials variety is key across every category, especially on Woven Shirts, where it's easier to play with different fabrics such as Oxford, Chambray, Denim, Poplin or Voile, and they can be found throughout our range."

Heritage surf brands such as Jimmy'Z are blending eco-friendly textiles with laid-back California style. Blake Harrington at Jimmy'Z sums it up: "We are implementing organic cotton canvas and prioritizing sustainable materials in our products." Zimtstern is on the same page: "70% of our T-shirts are made out of organic cotton, and the content of all our Basic line sweaters is 50% recycled PES and 50% cotton."

#### **PATTERNS, PRINTS & GRAPHICS**

The low-profile trend also extends into patterns, where colour-on-colour textures are applied with minimum contrast. It's all about keeping those outfits at a certain low volume.

Staying under the radar also applies to visible branding, partly because status emblems and logos are problematic in economically strained



# #EVERYDAYOUTDOOR

*Over time passions evolve...*

*CLWR leads the way for a new generation of outdoor enthusiasts.*

**CLWR**  
COLOUR WEAR

*“We feel floral and conversation prints along with subtle tie-dye effects will be key items in men’s wardrobes.”* **Brent Sandor, Director of Marketing at MATIX**

times like these, Blake at Jimmy’Z notices: “We’re noticing a lot less branding and logos and it’s important for us to be creative in identifying who our customer is and keeping true to the heritage of the brand.”

But make no mistake, the hiatus on logos doesn’t imply throwing prints of all kinds out the window, just the opposite. “All-over prints are still big, we see strong floral influences in surf and we are experimenting with panel prints and all-over prints in combination with colour blocks,” said Martijn Jegerings, Head of Marketing at Protest. Speaking of colour blocks, the trend of the season sees colour gradients transitioning from lighter to darker shades across garments, mostly tops and knits.

Native American patterns trended hard in women’s lines last summer, and are now chief in men’s lines, together with monogram prints and the blossoming florals trend. “We feel floral and conversation prints along with subtle tie-dye effects will be key items in men’s wardrobes,” said Brent at MATIX. “Florals, indigo’s and 90s-inspired prints will dominate in summer fashion,” said David “Dino” No, Director of Merchandising & Design at NEFF.

#### **FITS & SILHOUETTES**

Streetwear has come a long way since the days of ultra-baggy pants – think Justin Pierce (RIP) with a 40 oz. bottle up his pant leg in 1995’s movie Kids – into form-fitting territory. Propelled by the rise of denim, trouser fits are finding their equilibrium in tight, not too skinny silhouettes. Luca at Vans sums it up: “The V76 skinny is our staple, low waist with a slim fit and a narrow tapered leg. It is offered in seven washes, two of which feature Wicked Dry technology. Our most on-trend style is the V46 Taper, which features a slightly lower crotch and tapered legs, providing an incredible fit.”

Jack Toledo at KR3W is on the same page: “Our most important fit is the KSLIM. It’s fitted without looking like you’re wearing your girlfriend’s skinny jeans and it’s something our customers rely on us for. We’ll also continue to push our KSTANDARD, which has a looser upper and cropped leg, and our KLASSIC fit, which is a nice and clean straight fit.” Meanwhile, boot cut is still a no-go in streetwear – don’t even think about it!

Skinnier fits in jeans and joggers are contrasted by slouchier, longer tops, including, “long fitted T-shirts worn under slightly shorter sweatshirts” by Zimtstern. Their designer Marianne Schoch elaborates: “Layering in general is the major trend for the entire male target group for the next Spring/Summer season. A very simple ‘T-Shirt-Sweatshirt-Blouson-Look’ becomes special by selective layering.”

Shorts are getting longer, reaching just below the knee, also with tighter fits. Quiksilver even created a new species of shorts for next season, explains Global Design Director Josh Rush: “Street Trunks will be the ‘new’ walk short in 2016. Our focus is firmly on boardshorts and our authority and authenticity in the category with models such as The Vee, The Scallop, The Arch, New Wave, taking them to the city with Street Trunks and the introduction of youthful attitude with confident art direction.”

#### **SPECIAL FOCUS: DENIM**

Remember when street skating pioneer Ray Barbee barged onto the scene with fast-footed flat ground trickery, wearing jeans? Nobody

was skateboarding in jeans at the time! And while jeans never really went away, the spotlight belonged to other categories for the past years. But not anymore. “Trends are cyclical by nature, and the massive presence of chinos over the last few years has been so heavy that consumers and fashion-forward people were ready for a change. Denim was simply the right answer, and Vans was prepared,” said Luca at Vans, adding: “We’ve relocated our manufacturing for denim back to Europe, and are currently producing and delivering to market.”

German eco-friendly clothiers Bleed are also bringing part of their production to their front door. “One of our best new inventions are the new Bleed German Denims. We have developed a dark denim fabric together with a small weaving place in our home-town in upper Franconia. This project took around two years, and the new fabric is completely sustainable and also certified by the GOTS (Global Organic Textile Standard),” reported Bleed’s Michael Spitzbarth.

For next season, most major brands have raised their stakes in denim – both on the front and back end – sending the number of available washes, bleaches, and fits through the roof. Jack Toledo at KR3W highlights the point: “Our denim range not only satisfies with fit options but also with a nice range of basic to novelty washes. My favourite is the ‘bleached bum’ KSTANDARD wash. It’s a 14 oz. 100% Cotton rope-dyed indigo yarn that’s bleached out and stone washed to create the perfect well worn look and feel.”

With an emphasis on free movement and rugged performance out in the streets, companies are pre-loading their jeans with functional features. The SS16 Vans range includes, “Wicked Dry and Sturdy Stretch Technology. The combination of these features brings high performance to our denim. Sturdy Stretch adds durability, flexibility and provides shape retention, while Wicked Dry allows high breathability and moisture wicking.” Almost every brand offers at least stretch as a feature.

Now that denim is officially back on the scene, it’s not going away anytime soon. “Denim is the longest lived classic. Any age, any sex, any style has a need and want for denim. Denim is one of the only constants in fashion and can last forever,” said Brent at MATIX, whose denim comes backed by a lifetime guarantee, rugged enough for those mean streets. The same streets where boardsports continue to lay down the styles that the rest of the (fashion) world is bound to follow.



#### **HIGHLIGHTS**

- Joggers, joggers, joggers!
- Brands bullish on denim with expanded ranges.
- Functional denim with wick dry and stretch.
- Mixing materials within garments.
- Form-fitted pants paired with slouchy tops.
- “Low profile” look: Subtle colours combined tone-on-tone outfits and patterns.
- Monogram prints and Native American prints.
- Sustainable fabrics in fashion-forward finish.
- Reversible jackets, popping liners become outside flair.
- Tank tops, short-sleeved sweaters and raglans.
- Buzzing headwear trend: fedoras!

# BURTON

## Durable Goods





## SKATE MEDIA ANALYTICS RIDE O'METER

Tracking action sports media content globally, through print, web, online videos and social networks, RIDE O'METER is showcasing a selection of the 2014 skate season highlights.

Presented by **RIDE O'METER.COM**

### WEB / EVENT RANKING

TOP 5

RANKING	EVENT	EXPOSURE VALUE	CLIPPINGS
1	Street League Skateboarding 2014	100 815 €	620
2	King Of The Road 2013	89 173 €	319
3	Tampa Pro 2014	63 929 €	237
4	Vans Shop Riot 2014	57 526 €	182
5	Van Doren Invitational 2014	46 447 €	125

This table shows the exposure value of skate events generated through articles on core websites. Two types of events compete with each other: The Street League and Tampa Pro on a traditional show format gather respectively 100K€ and 64K€ exposure, reaching 1st and 3rd in the ranking. On the other side, showing more classic underground style, the KOTR with 89K€, and the Vans Shop Riot with 57K€ exposure belong to those legendary team clashes between brands or shops.

### VIDEOS / BRAND RELATED

TOP 5

RANKING	VIDEO NAME	VIEWS	NB OF WEEKS ONLINE	MAIN BRANDS FEATURED
1	DC Shoes: Nyjah Vulc	4 788 376	49	DC FOOTWEAR
2	King Of Strike and Destroy - Luan Oliviera	1 600 601	66	NIKE
3	Nike SB Chronicle vol 2 - Shane O'Neill	1 226 179	73	NIKE
4	Tony Hawk Jumps Moving Mini Hardtop	899 705	53	MINI
5	DGK's - Blood Money - Video	871 657	45	DGK

This ranking shows the skateboard videos most seen on online video channels in 2014. We are currently tracking 8 platforms where videos are distributed, but it appears that Youtube and Vimeo are stealing the show with 80% of the views. No surprise to find some of the finest champs of The Street League In this top 5: Nyjah Huston 1st, Luan Oliveira (2nd) and Shane O'neill (4th). Hats off to Tony Hawk, who's continuing to reach the box office every time he releases an edit.

### SOCIAL / NETWORK RIDERS

MATCHUP



#### BASTIEN SALABANZI

265 197

267

142 997

1 562

31

14

VS



#### SEWA KROETKOV

188 292

203

98 251

1 385

37

30

Total Followers  
Nb. of Posts  
Monthly Interactions  
Average Likes per Post  
Average Comments per Post  
Average Shares per Post

We put the spotlight on two of the most active European riders on social networks : French rider Bastien Salabanzi is entering skate legend status, thanks to his FLIP video series "SORRY", in the year 2000. He now has a pro model under Primitive skateboards with Paul Rodriguez. Russian Sewa Kroetkov on the other hand, showed his technicality several times through contests like Battle of the Berrics, but turned pro only this

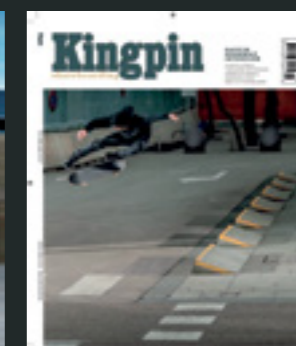
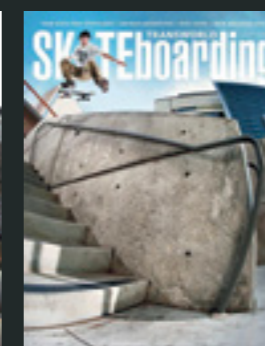
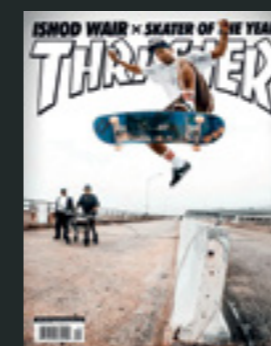
year, quitting his job as an accountant and signing with Blind. Bastien earns the top spot with most followers overall on social media. While Bastien has 10K followers more than Sewa on Instagram, both pros are close in terms of engagement with an impressive average of 2,636 likes/post for Bastien, and 2,521 likes/post for Sewa.

### PRINT / COVER RANKING

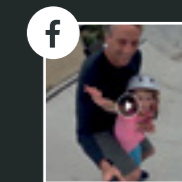
TOP 5

RANKING	BRAND	TOTAL EXPOSURE	NB OF COVERS
1	Vans	124 088 €	10
2	Volcom	73 011 €	6
3	Nike	55 923 €	6
4	LRG	54 779 €	2
5	Adidas	42 528 €	3

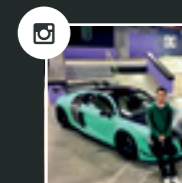
Vans, as an indisputable major skateboard footwear sponsor, scored 10 covers over more than 200 magazines analyzed this year and sits on top of the ranking. We've picked 5 covers representing the 5 most 'covered' brands. Vans rider Joseph Biais proudly takes the cover of Brief glance.



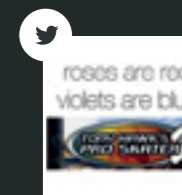
### TOP POSTS RIDERS



Tony HAWK  
299 815 interactions



Nyjah HUSTON  
79 402 interactions



Tony HAWK  
8 082 interactions



photos: Vans



## WOMEN'S SS16 STREETWEAR TREND REPORT

Women's streetwear has had a tough life the last couple of seasons. With every high street store catering for the current 'hipster look' that is as minimalistic as it is individual, and the ongoing hype of active lifestyles including yoga or fitness routines as part of the daily grind and collections crossing over between city, business and leisure time, it seemed like streetwear for women was bordering on the fringe of obsolete. If female customers don't discern between what they wear to work, the gym or meeting friends – why should shops? Because girls will be girls and while they appreciate their active wear being stylish enough to be taken to the street, they enjoy having a choice too. Very much even, as anyone will know who has ever had to carry a women's bag for a weekend trip...

And while the active sports influences are still very present in the Spring/Summer 2016 collections, there is also a strong resurgence of softer, more feminine styles, with curvy 70s silhouettes, sexy details and floaty fabrics. **Report by Anna Langer.**

### TRENDS

"The sports trend continues to be important to the Vans women and this season we are incorporating prints and details while giving it a feminine touch," says Vans Head of Women's Design Nadia Barienbrock. Roxy also work with "sporty styling in very feminine products" explains Marie Lauga, Global Head of Design at Roxy and Burton have a "Minimal Function Meets Fashion" theme with minimal silhouette and technical detail, "technical but pure" says Matt Ross, VP Creative Director of Apparel for Burton Snowboards. Bench have their emphasis "on modern practicality and effortless function."

As already mentioned, prints are an important feature in SS16, "especially floral patterns" according to Roxy and Protest. Bleed features "prints with handmade character" that are "all-over patterns but more in a subtle and tone-in-tone way," reports CEO, Founder and Designer Michael Spitzbarth. At Vans patterns are meant to clash "to create a unique look" and Zimtstern see "decorative all-over prints" coming back, "primarily on flowing dresses" says Senior Designer Marianne Schoch. Volcom focus "on our love for prints of the past while also retaining a cool, modern edge using fresh flattering silhouettes and eye catching patterns," explains Design Director Kristy Michael, putting

all-over prints on body skimming dresses, tops and flared pants.

A "subtle infusion of 1970's nostalgia" is present in all of Volcom's SS16 collection, and also in Roxy's embroidery theme that features "a pop of colour as well as a hand-crafted feel, nicely finished sporty clothes with embellishments that seem new although they were inspired by kaftans, and 70s beach culture textiles". Burton only travel as far back as the 90s and see a reissue of grunge-like styles with "an explosion of denim in every kind of silhouette, floor-length button down shirts and crop tops," finds Matt Ross. Vans agree that "tomboy styling is key. You will see sporty pieces paired back to graphic, hand-drawn prints, grunge plaids and baby tees," thinks Nadia Barienbrock.

Travelling itself was a major inspiration for Spring/Summer next year, from Burton's Modern Nomad theme with a relaxed look and feminine, soft hand feel; to Protest's boho/gypsy influences in their Caravansary theme and Roxy's "market textures" infused with road trips through Australia, from Bondi Beach to Byron Bay.

Nikita draw inspiration "from the bird and all it represents: Freedom. Beauty. Power. Independence", brushing by all of the above mentioned

*"Tomboy styling is key. You will see sporty pieces paired back to graphic, hand-drawn prints, grunge plaids and baby tees" Nadia Barienbrock, Vans*

trends with bit of everything from their signature sports girls silhouettes to wild batik patterns and soft, feminine styles.

### PATTERNS

With prints adorning all kinds of garments, the range of patterns is just as diverse. "Throwback tropical prints and easy to wear ditsy patterns become a nice contrast to our vintage Paisley" thinks Volcom's Kristy Michael, while Roxy update tropical prints with "Australian flowers", Protest inject "a vintage Hawaiian feel, full of stunning greens and photographic prints of exotic plants, leaves and flowers" and Zimtstern "simplify flower-prints". Vans add colour pops to their "Safari Floral in graphic black and white", Bench have a "hallucinatory interpretation of tropical prints" and Burton opt for "modern minimal black and white floral prints", evolving their "camo prints with a succulent floral pattern."

Volcom predict plaids to become "an everyday staple" and Vans agree that "flannels continue to be a mainstay", updated with "oversized check and tartan plaid options."

"Stripes have a very important place this season" too says Roxy's Marie Lauga, "whether textured, printed or from a more ethnic inspiration" and Zimtstern see the "classic polka dot pattern" making a comeback.

Next to these reissued classics, there are "futuristically primitive geos" from Volcom, "geometric and feathered kaleidoscope prints, as well as illustration graphics, themed ink drawings and watercolours reminiscent of the birds and the skies" from Nikita and "geometrical shapes arranged in many different ways" in the Zimtstern collection. Bleed stay all natural with a "new arty woodcut," Burton work with "modern interpretations of natural elements" and Bench feature "splattered watercolours and inky pools, painterly bleeding grids, sun-dried cracked earth and paint surfaces."

### COLOURS

To ensure all the bold and sometimes clashing prints don't look too wild, colour stories are played down a little and are thought out to "merchandise well together", says Burton's Matt Ross. Faded and washed shades can be seen everywhere from Volcom's "warm neutral moss green, vintage brown and soy" to Nikita's "dusty earth tones, soft pastels, eggshell vibes", Zimtstern's "warm off-white, vanilla yellow and washy rose", Bench's "salmon rose and powder blue paired with warm neutrals", Protest's mints and "light earthy colours and light pastel greens and orange-browns" from Bleed, to Roxy's "shades of washed mint green, dusty rose, vibrant peonies and a touch of lemon yellow" and a bunch of melange and heather numbers in almost all collections.

For "the ones who do not feel comfortable with the soft pastel colour theme" Zimtstern have a "still summery olive" and "a navy-shimmery anthracite" in stock. Volcom contrast with "the vibrant hues of fire red, tidal blue, and orange glow", Burton opt for "hot coral", Protest for orange, Nikita add "standout vibrant fuchsia contrasted with rich navy for a more sophisticated feel", Bench have a "weird and wonderful palette of electric teal and soft indigo with accents of bioluminescent yellow/lime glow and leap from the darker sub-aquatic palette of reflective greens and blues" and Roxy counterbalance with "splashes of orange and tomato." Vans stay with "bright primary colours such as red, Kelly green and navy paired back to a pale blue and pop yellow."

### FABRICS

This sea of pastel colours is best complimented with soft, floaty fabrics such as the "drapey woven fabrications and almost sheer knit tops, loosely woven viscose fabrications" from Volcom, "light cottons, poplins, fluid and

comfortable fabrics" from Roxy, "comfortable, soft slub yarn jersey" from Zimtstern, "viscose crepes and cotton viscose soft woven fabrics" from Bench and brushed cotton twill from Nikita, that "drapes beautifully" and "is a tactile complement to the visual story." Vans' Nadia Barienbrock agrees that "texture is important this season", using soft cotton jerseys, brushed flannel, lightweight terry, super soft fleece and drapey rayon.

Roxy also have some nice chambray and gauze pieces, that "bring a casual feel to a spring summer collection", explains Marie Lauga and Volcom elevate airy fabrications of cotton crinkled gauze in natural whites with beautifully hand selected lace trimmed accents." Protest is mixing in a bit of crotchet.

For the more active oriented pieces, Burton introduce a dryride ultrawick polyester/spandex diamond jacquard fabric and a cotton/nylon stretch fabric. Zimtstern picked a "light, papery polyester fabric with a DWR-finish called TECH POPLIN" for their jackets, that is bluesign certified; and Bleed add Modal® Edelweiss from Lenzing, "a new sustainable fibre that fits the sportive use" they need for their collection, explains Michael Spitzbarth. Bench have seersucker nylons and textural face knits for their outerwear and mid-layers, as well as peached lyocell for a "feminine take on workwear styling."

### DENIM

Counterbalancing the rise of the yoga pants, demand for denim is growing again, and not just any kind of denim. "Our organic denim line is the best selling group in our collection" says Bleed's Michael Spitzbarth and attributes this to the "bad press conventional denims have at the moment. Customers are searching here for sustainable alternatives!"

Another factor is the influence of high fashion and a "resurgence of new and interesting fits such as wide leg flares and high waisted" models that Volcom offer in a "range of vintage indigos." Burton adds that "the return of grunge", which is everywhere has brought "an explosion in denim silhouettes" and Nikita agree that "as with most fashion trends, there are cycles." Yet "androgyny is an ongoing trend" that is evident in many of their styles that are mainly relaxed and functional. Skinny slim cuts are still predominant in all women's collections, with a shorter "ankle length for Spring" at Vans.

Shorts are an important theme for summer too of course, with "slouchy rolled boyfriend shorts, micro fit short with 1 1/2" inseam" and "denim rompers as an update to overalls" from Volcom, or the High Rise Boyfriend Short from Vans.

For super casual looks, Nikita introduce a "new Blackbird boyfriend fit jean and the Departure jogger denim pant" that have the "details in the washes rather than the trims." Vans stay traditional here, offering "white, black, and three shades of indigo: dark, mid, light."

### HIGHLIGHTS

- Prints Prints Prints
- All-Over Patterns
- Floaty wovens & drapey jerseys
- Technical Details
- Slim Fit Denim



## BLACK SHEEP

Black Sheep is home to one of the most renowned skate shop teams in Europe. They have just won Vans Shop Riot (UK) for the fifth time, are two time European champions and are booming in success as their brand new store has just opened in the Northern Quarter of Manchester.

**Could you please give us a brief history of your store; including when it was started, who started it, who the owners and key players are.**

Black Sheep started inside Central Skatepark (RIP) seven years ago by myself (Paul Harrison) and Tez Robinson, and we are still the owners. None of that could have happened without the Black Sheep Family involved throughout those years. That includes Eddie Belvedere, Rob Smith, Reiss Johnson, Oliver Tyreman, Nick Stansfield, Stu Reynolds, Stu Sofield, Will Linford, Harry Lintell and many more. After Central Skatepark closed, we moved into a listed building which hadn't had much love over the last 50 years. It's taken eight months of complete renovation but we are so pleased with all the hard work and effort that has gone into the shop, it really has made it all worthwhile.

**What percentage of your sales are from online business compared to your brick-and-mortar sales?**

The online percentage is increasing and the appetite for online is not slowing down. I would say we are 65% online and 35% in store, so online is incredibly important. That said, we certainly take pride in our bricks and mortar; we've spent 25 years working in retail, so we understand the importance of the physical store and its relationship with our local customers, and those who want to put faces to the names.

**What are five products you couldn't live without right now?**

Black Sheep apparel and decks. Own brand is really important to us because we're always building on the name. After that, it's the usual suspects that make you a skate shop - like Bones Reds and raw Indy trucks.

**Did your store's sales increase or decrease over last year? To what do you attribute your gain or loss in sales?**

Sales have been pretty even on the previous year and that's with a major relocation! I am really happy we have managed this, given the disruption to our day-to-day operations. I have no doubt that now we can focus on some really positive moves forward such as some key web development and getting a push on our own brand product.

**What makes your store different and in what ways does your store excel beyond your competition?**

We are always looking years ahead with who and what we want to be. It can be frustrating at times with so much to achieve but working hard means we get there. We don't want to take over the world but we want to be the best we can be. I think the constant strive to better everything about our business is what separates us from others.

**How do you stay in touch with the wants and needs of your customers?**

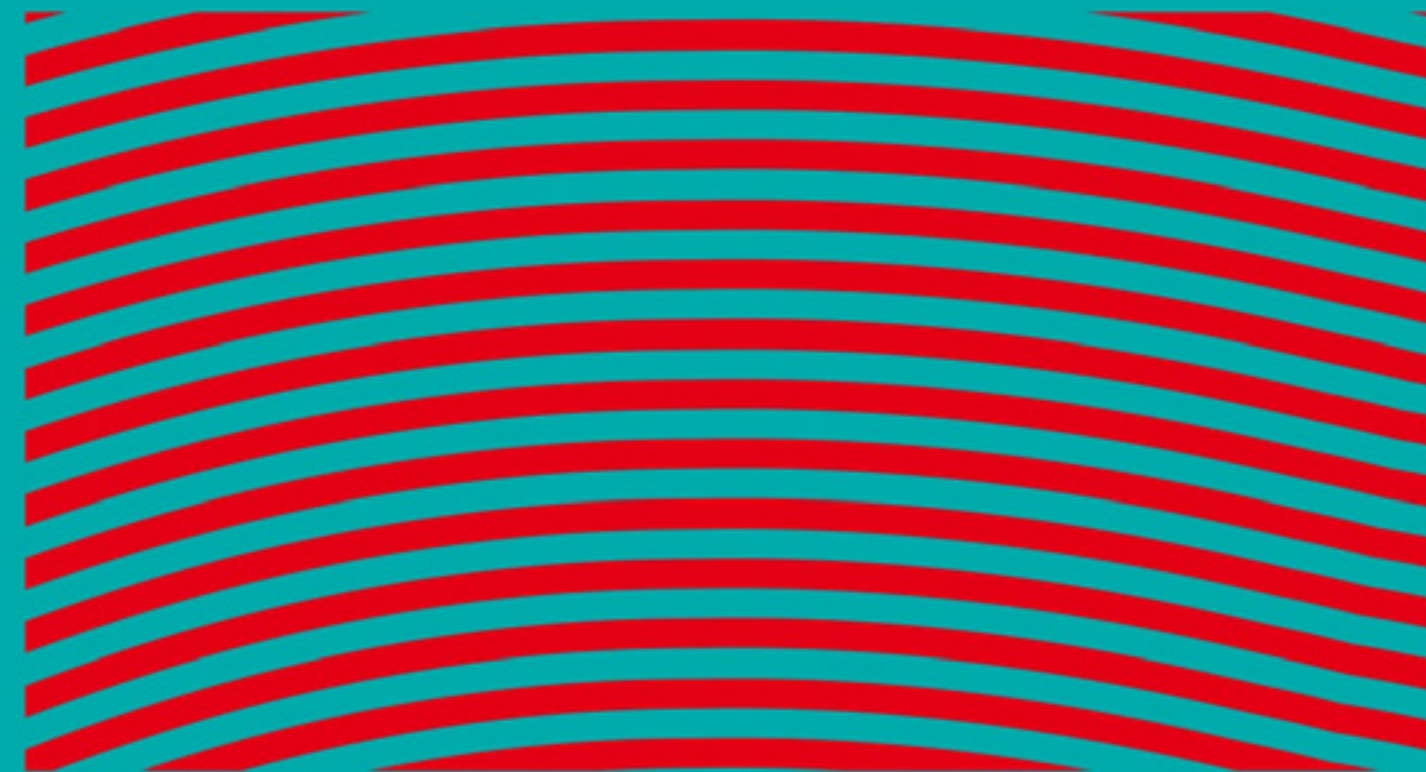
Me and Tez are getting on a bit now! But we used to be the kid who is our customer today. It's important to remember how we felt, what we understood and wanted, but not come across all knowing. By having a daily involvement with younger people, be it staff, sponsored riders or friends, we get constant feedback about what today's customers needs and wants are.

**What kind of advice can you give other independent retailers who are trying to compete against the big box megastores?**

My opinion is, if a business does not give back and support skateboarding proportionally to the money it makes from it, then it has no place within skateboarding. I think skateboarding is still niche. The perception of money in skateboarding comes from its Californian imagery and "OTHER STUFF". But talk to any hardware company and it's a different story. Hopefully big box mega-stores will realise there is no money in hardware and stop selling it; leaving it to the independents that actually cared about it in the first place. My advice is don't panic, just weather the storm, care about what you do, and support your locals.

**Does your store sponsor athletes, competitions, etc? If so, what are the benefits to the store and to the boardsports community?**

Yes and more yes! The skaters we support are what make the Black Sheep 100%. The team we sponsor give back tenfold, with local videos, social media, and even international press for winning competitions like the Vans Shop Riot. The fact that we also make some really good friends along the way is a huge bonus.



**THE EU TRIPPIN' SKATEBOARD TOUR FEATURING:**  
 MARK APPLEYARD DAVID GONZALEZ RODNEY MULLEN  
 LOUIE BARLETTA RYAN DECENZO CHRIS HASLAM  
 PAUL HART ANTON MYHRVOLD PHILIPP SCHUSTER  
 FRIES TAILLIEU CHARLES COLLET

**TOUR STOPS:**  
 London, July 4<sup>TH</sup>-5<sup>TH</sup> Berlin, July 7<sup>TH</sup>-8<sup>TH</sup> Brussels, July 9<sup>TH</sup>  
 Wevelgem, July 10<sup>TH</sup> Lyon, July 12<sup>TH</sup>-13<sup>TH</sup>  
 Barcelona, July 15<sup>TH</sup>-16<sup>TH</sup>

(COME MEET THE TEAM | GLOBE BOOTH 4<sup>PM</sup> | DEMO 6<sup>PM</sup> | BRIGHT TRADESHOW, BERLIN, JULY 8<sup>TH</sup>)





# MY BIKINI

*Alana's Closet*

ripcurl.com



photo: Rip Curl

## SWIMWEAR SS16 TREND REPORT

We already know that the days when women adorned the beach in bikini contests while the men were out surfing are long gone, and the new swimwear lines for 2016 are unmistakably showing it off. While you definitely still can dress to kill by the beach, female water lovers now also have a sea of choices when it comes to garments letting them look great and enjoy themselves in an active way at the same time. Surf's up in the new one-pieces, surf leggings and sports bra tops!

Report by Anna Langer

### SPORTS PERFORMANCE

"Women are looking for more in their swimsuit than just looking good," Kat Hogg, Owner and Founder of Hive Swimwear states. Lovesurf summarizes the major trend for swimwear in 2016: "multi-functional swimwear pieces" that cater for sports activity as much as for fashion. Many brands incorporate both with surf-ready "active bikinis" (O'Neill) and one-pieces, while others address them separately with surf dedicated capsule collections.

Like Billabong, who revisited their surf capsule line "with more efficient cuts", the new Fox Race Dry swim capsule, that "has technical fabric treated for increased drying time and the fits are made to function in and out of the water for whatever activity the consumer has in mind", Rhythm's Get Salty neoprene line, Brunotti's SUP yoga collection sporting tights, sport bras, neoprene suits, shorts and active bikinis, Rip Curl's neoprene bikini line The Bomb or the new "feminine, multifunctional, legging and top" from Jobe.

O'Neill continue their Active bikini line "made for active swim and surf", Protest feature "bikinis with improved support and for example, crossed straps", Finisterre offer a "wetsuit inspired swim-top with ergonomic seaming and 'sea inspired' patterned print swim leggings,"

Hive test all their cuts "to ensure maximum functionality and optimum fit and comfort" and The Seea have a whole sea of bikinis and one-pieces with "thicker straps that offer more support, adjustable straps and ones that cross in the back", while Volcom "transition from fashion to sport" with crop tops. "Always keeping the fashion details at the forefront of the market in mind" is also important says Roxy's Global Head of Design Roxy Marie Lauga, using "technical fabrics like xtralife lycra, neoprene, 4-way stretch, technical mesh, etc" to incorporate sports performance, as does Rip Curl's Mirage bikini line with its "circular knit fabric with extra elasticity but also perfect shape."

### FABRICS & MATERIALS

The main material here are new takes on neoprene like neoprene-nylon from Rhythm, lycra-neoprene from Brunotti or The Seea's C-skin, that "drapes like an ultra thin jersey-coated neoprene, but is three layers with monofilament yarns standing between upper and backing fabrics," explains founder Amanda Chinchelli.

Other fabric innovations enhancing sports performance are O'Neill's Tactel featuring Hyperdry, that "contains Extra Life lycra for better

*"Women are looking for more in their swimsuit than just looking good,"*

**Kat Hogg, Owner and Founder of Hive Swimwear**

*“Whether tailored for sports performance or more on the fashion side, customers will be able to mix and match their bikinis from almost all brands.”*

shape retention and is chlorine resistant, anti pilling, UV-protection,” states Senior Product Manager for O’Neill Europe Manon Pessel. Urban Beach even have sun protection as a standard feature for all their garments and The Seea also have UPF 30+ to 50+ in their swimwear, as do Finisterre, who pair their fabrics with 78% ECONYL®, “which is made from 100% post-consumer recycled polyamide, is two times more resistant to chlorine and sun products than traditional swimwear fabrics and provides excellent UV protection,” explains Production Director Debbie Luffman. Quick drying is another important trait of sports focused pieces that is addressed by Brunotti, O’Neill, Chiemsee, Lovesurf and Fox, who use “nanotechnology to reduce water absorption” which “dramatically improves drying time,” says European Product Manager Laura Chu.

The more fashion-oriented pieces innovate through feel and texture, such as the shiny lurex lycra that resembles “mermaid skin” from Rip Curl, their waffle lycra that is “a revival of the old bikini fabric from the 70’s mixed with flat microfibre”, the rib-textured lycra from Rusty, “jersey fabrications to make you feel like you’re going bare” from Volcom, “all-over printed piques and yarn dyed stripes” from O’Neill, butter and recycled fabrics from Roxy, textured knits from Protest and jacquard textured fabrics from The Seea, Roxy, and Fox or mesh from Lovesurf and Fox. Heather effects carry over from streetwear and crochet continues to be a big influence for O’Neill, Roxy, Billabong, and Protest, mixed and matched with other materials, dyed and printed.

#### THEMES

Whether tailored for sports performance or more on the fashion side, customers will be able to mix and match their bikinis from almost all brands. Finisterre offer “co-ordinating shapes and prints” as they know customers like “to mix things up a bit”, “representing the individual approach and spirited attitude of strong and independent women” Lightning Bolt’s Women’s Design Director Sandra Gonçalves agrees. Rip Curl “separates bikinis to play mix and match are the must have” in 2016 and have made lots of their bottoms reversible, says Valérie Wieser, Head of Design for Girls. Rusty and Chiemsee even let prints clash and Hive agree that the trend is “definitely no matching.” Volcom make sure that “colours blend effortlessly with one unified palette, making the options of mix n’ match endless,” explains Design Director Kristy Michael.

Flowers are still the most popular pattern, from tropical (O’Neill, Roxy, Protest, Jobe, Rusty, The Seea, Urban Beach, Hive, Rhythm), to paisley (O’Neill, Billabong, Roxy, Lovesurf), vintage and retro variations (Billabong, Lovesurf), abstract florals (Roxy) and combinations with animal prints (Chiemsee), to Brunotti’s mix with birds and deep-toned colours. And even further with prints of exotic plant leaves (Protest), a “feminine palm print with shiny gold highlights” in Billabong’s Designer’s Closet collection and “giant all-over photographic beach prints” from Urban Beach.

Hive and Rusty continue their “signature animal prints”, Rip Curl have an all-over snakeskin print and Urban Beach have “abstract animal prints.” Ethnic and geometric patterns are still strong as well, adorning pieces from Billabong, Urban Beach, RipCurl and Lovesurf, while The Seea, Hive and Volcom opt for stripes, “giving a fresh and modern aesthetic.”

There’s a strong influence from travelling visible in all themes, “vibrant, boho, hippy and gypsy flavours” (Protest) and “boho-chic with a subtle injection of unpretentious yet modern details” (Lightning Bolt) like “architectural strapping design” (Fox), “knotting detailing (O’Neill), “lace details and tassels” (Rip Curl), “macrame and zippers” (Volcom), mesh and crochet (Roxy) or lace (Protest) inserts, rendering

a “really modern look to sporty shapes” as Roxy explain. With their Metal Aloha theme, “encompassing heavy Metal music with the Hawaiian Aloha spirit” Rusty is opening up a “a fresh direction that is yet to be seen in the marketplace,” says Connie Dixon, Ladies Product Manager. Bench are heading into yet another direction over to the “dark side of summer,” taking inspiration from ““Holiday Noir”, a celebration of the nocturnal atmosphere of the city, reflecting on Bench’s acknowledgement of their consumers’ “24 hour lives”, leading to “colour palettes and ideas inspired by the night.”

#### COLOURS

“Bright colours to celebrate summer” (Billabong) are still “very important” (Protest) and it looks like in 2016, orange is the new black with shades ranging from tangerine (O’Neill, Roxy), to orange (Hive, Protest), tropico orange (Rip Curl) and even a fluo number that Fox pairs with “fuchsia, giving the colour theory a truly unique feminine attitude.” Protest combine pink with mints, The Seea mix it “with neutrals and darker hues” and Hive with “warm blues and light purples”, Rhythm go for indigo and sangria and Bench compliment their “indigo denim feel” with neon highlights.

“Deep sea blues, frond greens, and soothing stuccos” (Roxy, Bench) are a big theme for swimwear as well, taking inspiration from the “deep sea” (Jobe), as are pastels (Brunotti, Billabong, Rusty) and faded shades like “burnt sienna, soy, bleached aqua, complimented by highlights of pops of colour” (Volcom), “vintage pastels of pink, turquoise, violet, blue and yellow” (Urban Beach), “sun faded prints” (Finisterre), “sugary shaded prints” (Lightning Bolt) and “nude trendy colours light peach and washed denim blue” (Rip Curl).

#### OUTLOOK

As females are becoming “more daring with the shapes they wear in swim,” brands drawing more inspiration from garments and translate that into swim says Rusty’s Connie Dixon and Roxy’s Marie Lauga agrees that “swimwear is becoming the root inspiration for vibrant print assortments and bright bold colour palettes.” With that, the pieces are not only “more and more modern and relevant, sometimes even cheeky” but also more functional, allowing customers to transition from “the ocean or pool onto the next activity, whether it’s yoga or a jog” (Lovesurf), while at the same time fulfilling all the fashion needs a girl could have, no matter if she’s a sun-bathing fashionista or full on tomboy playing in the waves and in the sand. If anything, this trend will only expand over the next couple of years.

*As females are becoming “more daring with the shapes they wear in swim,” brands drawing more inspiration from garments and translate that into swim - Connie Dixon, Rusty*

#### HIGHLIGHTS

- Mix & Match
- Sports Performance
- Neoprene Blends
- Details – Straps, Materials, Fabrics
- Prints - Florals, Animals, Geos, Clashing



BURNER SWIM SKIN | FOXHEAD.COM

# The Future of your Business is at the Center of the World\*

[www.invest-basquecountry.com](http://www.invest-basquecountry.com)



\* Bienvenue au Centre du Monde



Publication : shopdoodah.com



## BUYER SCIENCE

Doodah originated in 1994 and the success of the company has led to the development of nine stores dotted around Switzerland and a booming online store. We spoke to their Creative Director, Matthew Lee for this issue's Buyer Science to find out about his buying methods, keeping his customers interested and which brands he thinks are doing things right today.

### How long have you been a buyer for Doodah? And how did you start out in this position?

I've been buying for Doodah since around 1994. I was working part-time back then while studying Economics at the University of Zurich. After a few years, I dropped out of university to work full time buying and selling my passion - skateboards and snowboards.

### During your time as a buyer, what have been some of the most important lessons you have learned in how to cater for your customers?

The most important lesson is to keep your customer in mind whilst buying, not just following your personal taste or style. You have to keep the customers stimulated and challenged, because if you play it safe you'll end up boring them... and eventually losing them.

### What is the process of choosing which brands to stock in your stores?

We have a pretty stable selection of key brands in our stores, so on top of those we have a tighter selection of smaller brands, and we try to have some new brands every other season in certain stores to see how our customers will react to them. For us to stock a new brand, it must be a perfect match in terms of style and authenticity. We do not settle for less than that.

### Do you find that you need different strategies for buying for online and buying for the retail stores?

We use our online store not only as a point of sale but also as a shop window for our brick and mortar stores, so we don't really buy differently for online and retail. But we do order more of our top sellers.

### Which brands are doing it right at the moment?

In terms of development, I'd have to say Nike SB are pretty much leading the skateboard shoe game, bringing new styles like the Free, and the Rest and Recover series to skateboarding. Vans are also a great partner to work with. The colour and style range for each Vans collection is always a pleasure, and they also do a great job in cross-media marketing (Shop windows - Web - Social Media), which is, after everyone chopped the marketing budget for Switzerland, one of the

few tools remaining at the moment.

### What is it that makes Doodah so popular in your opinion?

I would say it's the selection we offer on the sales floor, and our competent and board-enthusiastic sales force. Also, our unique shop design keeps us in favour with our customers. We support the local skateboard and snowboard scenes as much as we can and last but certainly not least, WE RIDE!

### How are you adjusting your buying strategy to adapt to recent currency issues?

We've reduced our pre-book budgets to be able to be more flexible on reorders and we're keeping an eye on the pricing, as not to be too expensive in comparison to neighbouring countries. On the mid to long term we'll stop working with brands which are not flexible enough to offer a fair pricing.

### Which tradeshow do you attend and how important are they for your decision-making?

We most frequently attend Bright, ISPO and Copenhagen CPH. Sadly ISPO is usually too late for affecting decisions as a lot of brands push for early deadlines, and Bright is more of a social event/event for the marketing department than for important decision-making on our part. So I get a lot of information from blogs, online research and social media as well as being in close contact with our distributors, who keep me up to date.

### What trends are you noticing with streetwear/outdoor crossover segments?

We're seeing a technological influence to streetwear, where high-tech materials are being used to make everyday clothing and urban styles. All the camp vibes are being taken to the streets!

### Do you have any advice to new brands on how to appeal to retail buyers?

Be unique, be yourself and only try to sell into stores that fit your style. Know who you are selling to. And good margins do help...



**sanuk** NEVER UNCOMFORTABLE



THE CASA BARCO | SANUK.COM



**GREENROOM VOICE**  
building trust & transparency

## HIGG INDEX SUSTAINABLE APPAREL COALITION (SAC)

By [Cira Riedel/greenroomvoice.com](http://Cira Riedel/greenroomvoice.com)

Established in 2012, the Higg Index provides a standard for manufacturers of clothing, home textiles, and footwear to measure the ecological and social impact of their activities. It provides a global framework to support organizations in making responsible decisions and realizing sustainable goals on several levels, from brand management, to supply chains, all the way into product design.

The Higg Index was developed by the Sustainable Apparel Coalition, a non-profit organization founded by a number of fashion companies, the United States government Environmental Protection Agency, and other non-profit entities.

Supporting the thesis that apparel manufacturers will soon have no other choice than following a global sustainability strategy, the CEO of H&M, Karl Johan Persson, said in an interview with ReputationInc: "We hope that in the future the consumer will have access to the total sustainability information of a product. We see sustainability as an integral part of quality. There's no other option. In the short-term it has cost implications, but in the long-term there is a good business case for it. There is no doubt that our sustainability efforts are improving our business in the long run."

One main focus of the Higg Index is a positive cooperation of all partners throughout the entire value chain. As Jason Kibbey, Executive Director of the Sustainable Apparel Coalition told The Guardian: "Building trust is one of the key reasons why the Sustainable Apparel Coalition brings together representatives from every segment of the value chain: raw materials providers, mills, dye-houses, logistics management companies, cut and sew facilities, brands, and retailers. What would each distinct segment need in order to make radical shifts in environmental impact?"

The underlying methodology behind the measuring tool is publicly available, but membership with the SAC allows companies to fully leverage the benefits of the user-friendly online tool. Participating partners can also compare the data on the success of their efforts to others, which allows for benchmarking within their organization.

Regular meetings between SAC partners also provide a framework for networking and developing collaborative projects. These opportunities include financially viable approaches to closed loop recycling management for example. Every year, projects initiated by the SAC

are audited for efficiency, allowing for informed decisions on their continuation or cancellation.

Two current updates were recently announced. Betsy Blaisdell, Vice President of product at the SAC explains: "We have started the pilot stages of our verification process. Verification will ensure that all submitted information is truthful and thereby credible. Upon completing this stage, the brand is free to communicate their results achieved through the Higg Index to the public, meaning the consumer, if so desired. And since the Higg Index also factors in data from manufacturing sites, verification also involves qualified individuals and organizations that monitor the accuracy of data supplied about factories right on the ground."

Blaisdell added: "As the second novelty, our Design Module will be launched this summer, aimed at designers and product managers. This tool will be crucial for making informed decisions right in the creative stages of a garment that will account for the majority of its impact. Additionally, 2017 will see the launch of the Footprinting Module, which allows for measuring the actual footprint of a product after the designing stages. This information will be of great interest to consumers and NGOs."

Burton Snowboards, a participant in the Higg Index since 2012, is among the earliest adopters in the boardsports business. Burton is also a test participant in the hardgoods pilot project (called "Equipment"). Asked about the project, Ali Kenney, sustainability manager at Burton Snowboards, said: "We are convinced that there is a need for a standardized measuring standard for our entire industry. Right now there is widespread confusion among customers about the different sustainability claims made by brands. This situation creates disbelief and rejection of these topics. But when there is an officially recognized measuring tool, it provides the foundation for customers to choose the most sustainable products."

Kenney added: "Next to development efforts surrounding the Higg Index, the 'Facilities' (Factories) module is currently our strongest focus. We are using it as a way to figure out the key areas that we should focus on to help educate and improve our factories. Eventually, we hope to incorporate Higg facilities ratings into our other assessment methods (e.g. Social Responsibility Audits) as a formal vendor score carding method to help move our entire supply chain to a more sustainable position."

[WWW.APPARELCOALITION.ORG/HIGGINDEX](http://WWW.APPARELCOALITION.ORG/HIGGINDEX)



## MCNAIR SHIRTS

McNair Shirts combine function with fashion, as their high quality merino wool delivers excellent water resistance while the simple design and complex properties make this a shirt, that is way more than just a shirt. Neil McNair, founder and über qualified mountain guide/snowboard instructor conceived the idea while working in his mountain home of Tignes, France. Neil's answered our questions to let you know just why his product deserves a place on your racks.

### Where did the need for McNair Shirts come from?

It came from wanting to work with the elements rather than against them. Wool is obviously a natural product, which has amazing natural water resistant properties and breathability. I like to feel relaxed and comfortable in the mountains and would always wear shirts, but there was nothing available that really worked effectively to keep me dry and warm whilst snowboarding.

### Who do you have working on McNair Shirts, what are their backgrounds and how did they come to work for you?

I come from a snowboard teaching and coaching background but there are a few key people involved in the McNair brand. Richard Hamshire is the Director of Joe Public advertising and we go way back. We met through snowboarding, I've actually coached him, his wife and kids for many years. Natalie Stapleton is core to the fabric development and the day-to-day running of the company. She has a strong background in textiles and bringing products to launch. Finally, Ian Hogg is our creative director.

### Please can you tell our readers about the process involved in making a McNair Shirts.

Everything is done within a 10-mile radius of our atelier in Slaithwaite, Yorkshire. Spinning, weaving, dying, milling, felting, raising, brushing, stitching, design and manufacture. There are an incredible amount of processes involved from getting the fleece off the

sheep's back to finally making a shirt fit to stamp our name on it.

### R&D is paramount at McNair Shirts...explain this to our readers.

We have spent the last two and a half years working on R+D. This has involved giving our shirts to a variety of testers who live and work in the harshest conditions and told them to do their worst. The feedback we have received from the testers has been incremental to the design of our shirt and many of the latest features have been a result of our testers' feedback.

### Tell us about your current distribution network, and how you plan on improving/increasing this in the future.

Currently all sales are direct through our e-commerce site, but we are looking into expanding into the bespoke retail sector and internationally.

### Where does your product fit into a retailer's product mix?

It can be difficult at first to imagine where the shirt fits in as it is genuinely a new, innovative product. Our heavyweight shirt, for instance, can easily replace the need for a jacket. On the coldest days it can be used as a mid layer with a thin shell over the top.

### McNair Shirts are on the high end of the price spectrum: please explain just why retailers should and will put faith in your product.

We have taken full control of the

manufacturing process. Britain and in particular Yorkshire, is world-renowned for its textile industry. It's time to take a stand against cheap, foreign manufacturing and focus on the skillset that our nation has a strong heritage in. Yes, it's more expensive to manufacture in the UK, but the quality surpasses anything else out there. If we don't support our homegrown talent and expertise, then eventually it will be lost.

### What do you see for the future of your company – any chance of spanning into different product categories?

We are focused on making the best mountain shirts in the world. We plan to keep developing garments in the future, expand our range through design and different shirt weights. For the moment we are concentrating on high-end shirts.

### What do you see for the future of the industry?

I believe there is a trend towards sustainable, natural products which consumers hold onto for a period of time. We all know that cheap disposable fashion is rife at the moment, but I genuinely feel the markets are changing as people are starting to choose quality over quantity. I, for one have massively scaled down my wardrobe over the past two years and hope that others will follow.

### Where can we check out your products/videos/stuff?

You can find us at [www.mcnairshirts.com](http://www.mcnairshirts.com) and on social media: [Mcnairshirts](#).

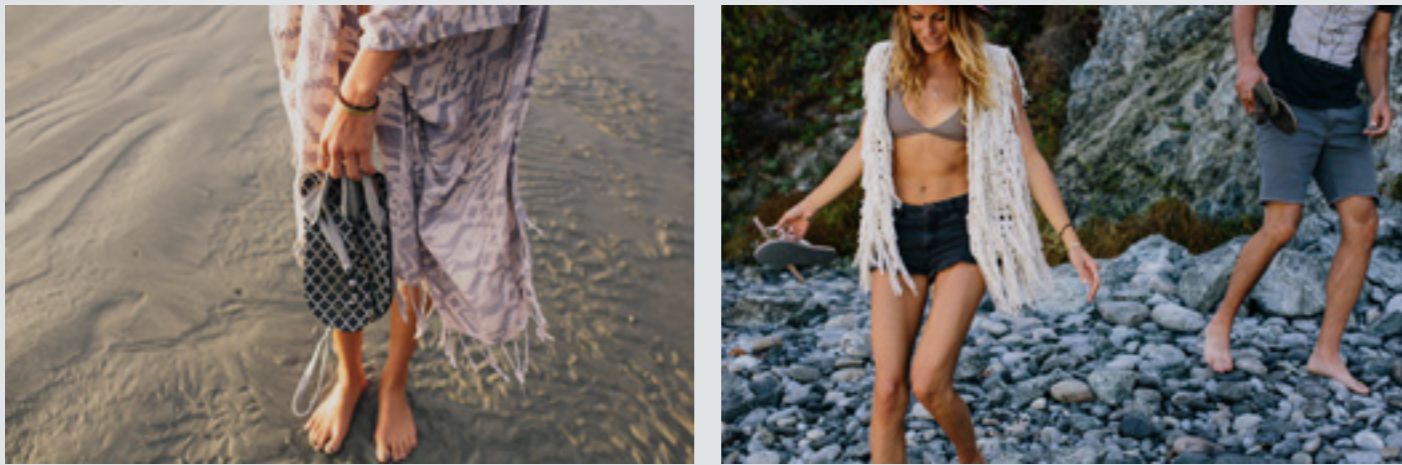


Melon 



## Introducing The Tripper

Inspired by the long arduous roads to far away shores, salty sunburnt faces and bloodshot eyes from long days at sea, the Tripper epitomises the notion that those who invest time in the journey, reap the rewards. Hand crafted from zyl acetate and featuring Zeiss lenses for enhanced optical clarity, our Premium Collection embodies hours of craftsmanship that can only truly be appreciated in the flesh. Visit [www.melonoptics.com](http://www.melonoptics.com) to find out more.



## FREEWATERS

Freewaters is a footwear company started by surfers who have a deep respect for the healing and meditative power of water.

This company believes a dip in the ocean will wash away all the negative vibes from a stressful day. Freewaters believes access to clean drinking water should be a human right, not a privilege so they donate 1% of gross sales to clean water projects. Co-Founder and VP of Marketing Eli Marmar gives us the history of the brand and explains how they're a company rich in industry experience.

### **Please give a brief overview of how and why Freewaters began?**

In 1997 Martin and I met at the Product Design program at Art Center College of Design (California). After graduating we went our separate ways. Martin spent a decade designing snowboard boots for DC and Burton and I designed wetsuits for O'Neill in Santa Cruz.

In 2009 we both relocated to the San Francisco area. Martin was living in the south bay and I was in the North Bay. Linking us was the raw beauty of the Golden Gate and its rich mix of ocean, bay and progressive urban culture. We saw a great opportunity to design casual footwear that combined amazing comfort with sophisticated styling. We also recognized that just creating innovative footwear was not enough to be a compelling new brand, nor to feel complete as human beings.

In 2010 we got busy building Freewaters. Martin and I started out with two desks in a tiny 500 square foot art studio. It was about 30 minutes south of San Francisco, it ran on solar power and it was a quiet and meditative place - perfect for design inspiration. We dubbed it the Shaolin Temple.

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

Eli Marmar, Co-founder/VP of Marketing (wetsuit designer O'Neill)  
Martin Kim, Co-founder/VP of Product (snowboard boot designer DC and Burton)  
John Vance, CEO (Sanuk, Quiksilver)

John Gothard, VP of Sales (Sanuk, Spy, Arnette)  
Bob Kelley, CFO (Sanuk)

### **What is the Freewaters ethos and why the name 'Freewaters'?**

All brands sell something. Good brands stand for something. Great brands take a stand for something.

As surfers, we have a deep respect for the healing and meditative power of water. A dip in the ocean will wash away all the negative vibes from a stressful day. We wanted to address a foundational, basic human need. We could not live without consistent soaks in the ocean. How could others live without access to clean water for drinking, let alone bathing?

Clean drinking water is the first and most important step to lifting communities out of cycles of illness and poverty. We wanted to be a small part of the solution, and hopefully inspire others to get involved as well. We believe firmly that access to clean drinking water should be a fundamental human right, not a privilege.

The bottom line is that WATER SETS US FREE. This is where the name and concept for Freewaters comes from.

### **What sets Freewaters apart from your competitors?**

We are the youngest footwear brand in our market segment and we offer a fresh approach. Our mantra is CHANGE

EVERYTHING. This drives our approach on product innovation, marketing and our water projects. We offer very unique products including our new Tall Boy, Channel Islands collab, and Therm-a-Rest collab.

### **Do you use any local or ecological resources in your products?**

Some styles feature the following eco materials: PVC-free, recycled EVA rubber, hemp, cork, All styles are assembled with water-based glues.

### **How do you support athletes and boardsports?**

Our ambassador team has a wide background but all of them have a deep connection to water. Includes surfers, fly fishermen, explorers, free divers, photographers and more.

### **Why should retailers sell your brand?**

Our product is unique, of high quality and provides real value to customers. Our water projects connect us to the global community and empower customers to create positive change.

### **What do you see for the future of the industry?**

Our industry needs to come back to its roots: innovation blended with a laid-back and active lifestyle. That's what people love about our industry and that is what will drive it.

### **Where can we check out your products/ videos/stuff?**

freewaters.com. instagram: @freewaters\_ footwear

# BOARDSPORT source.

## AT YOUR FINGER TIPS

How you want it,  
where you want it  
when you want it.



Source means  
www.boardsportsource.com

## 01. JIVO GO GEAR UNIVERSAL ACTION CAMERA ACCESSORY KIT

Jivo's Go Gear Universal Action Camera Accessory Kit is an essential purchase for anyone looking for top of the range accessories for their action camera (including GoPro). The stylish 11 piece kit includes Durable Case; Chest Strap Mount; Monopod; Suction Cup Mount; Bike Mount; Head Strap Mount; Wrist Strap Mount; Anti-Slip Float Bobber; Mini Tripod; Set of Screws and Adapters. The various modular accessories are interchangeable and a screw pack is included, enabling you to mix and match the various items. [Info@jivotechnology.com](mailto:Info@jivotechnology.com)



## 02. DRAGON - MOUNTAINEER X

The Dragon Mountaineer X combines classic wayfarer style with state of the art innovation for high altitude snow activities. Features include interchangeable C-Temple, leather side sun shields, Rope Lanyard system, and Dragon Predator lenses. For high altitude snow activities that require maximum protection from sun, reflected UV, high impact, and corosional elements such as saltwater, and sun block. Available from selected retailers across Europe now, and throughout Europe in fall. [www.europe.dragonalliance.com](http://www.europe.dragonalliance.com)



## 03. MIZU M8 SOFT TOUCH WATER BOTTLE

MIZU is the original action sports water bottle brand, dedicated to 'Protecting Where We Play', by providing reusable 18/8 stainless steel containers that help reduce waste created by single-use plastic bottles and cups. Mizu's partner brands include Nixon, Volcom, Electric, CAPiTA, Poler, Roark, Girl & Chocolate Skateboards and Burton. Each bottle comes with a loop cap, but you can buy any cap extra - all caps fit all bottles from the AW15 range. [www.mizulife.eu](http://www.mizulife.eu)



## 04. ELLIOT BROWN'S SIGNATURE CHRONOGRAPH WATCH

Shockproof and waterproof, Elliot Brown's signature chronograph was built from the ground up to excel on snow, on the water, and everywhere in between. RRP £600. Available from good outdoor retailers and at: [www.elliottbrownwatches.com](http://www.elliottbrownwatches.com)



## 05. SANUK WOMEN'S YOGA SLING 2

Are you a creature of comfort? Then yoga'na love what we've done! Sanuk's most popular sandal collection has reached new levels of enlightenment. These lightweight sandals are made outta real yoga mat, which means you'll be takin' the om wherever you roam! Let comfort shine through in the Yoga Sling 2. [www.sanuk.com](http://www.sanuk.com)



## 06. FOX WOMEN'S BURNER SWIM SKIN

A MM Glideskin Neoprene/Lycra wetsuit with anatomical stylelines and a pull zip back closure makes this piece great for those cold spring days. Available only in black with Fox head art on the left back body. [www.foxhead.com](http://www.foxhead.com)

## 07. GLOBE LYGON 16.5" POOL SHORT

A Pool short made from At-1 stretch fabric with a laser cut back pocket featuring a welded reverse zip construction and perforated pocket corner for water drainage. It is available in Black, Aquamarine & Charcoal Marle. [www.globebrand.com](http://www.globebrand.com)

## 08. DAKINE VENTURE BOARDSHORT

The DaKine Venture boardshort features lightweight 4-Way stretch, made of 88% Polyester and 12% Elastane with Comfort Close Fly® with no rash internal binding and minimal hook and loop. There's a side pocket with hook and loop closure, coming in sizes: 28, 29, 30, 31, 32, 33, 34, 36, 38, 40 with an outseam of 19".

## 09. JUCKER HAWAII' I PONO

The Pono (Hawaiian for 'Justice') is a great fast-cruiser. The artwork on the board was created by Erik Abel a renowned surf artist. The art shows Honolulu Bay; the famous surf spot and the home of JUCKER HAWAII'. A portion of the sales goes to 'Save Honolulu Coalition' an environmental organisation for the protection of Honolulu Bay. [www.juckerhawaii.com](http://www.juckerhawaii.com)

## 10. FOX LEDGE BOARDSHORT

Made from 86% Polyester and 14% Spandex this boardshort has sublimated graphics, flat fly Closure, stretch-lock drawcord, ergo side seam with flat piping. There's V-Notch at the hem with a back welt zipper pocket and welded hem. Available in two colours. [www.foxhead.com](http://www.foxhead.com)

*This guy is  
priceless\**

*\* but his annual web exposure is worth 271 081 €*

*Print & Web Press, Online Videos, Social Networks*

## Know your assets

by facts and figures.



## MARKET INTELLIGENCE UK

By Gordon Way

An interesting fact is that vacancy rates for shops has fallen to its lowest level since 2010. (The Local Data Company). I know that this reduction in vacancy is not being taken up by board stores left, right and centre but judging from the new account applications being received at Ultra Sport there is a move in that direction.

If you are a retailer then this is probably not great news. Just when things are getting better, just when business is turning the corner – woosh - in steps some upstart who thinks that he can run a boardsport business. Bang goes your opportunity for extra market share.

It's true and it is a heart-wrenching wallet-screaming fact that new stores will take market share and will impact on other businesses. But it is also a fact that new blood, new ideas, new effort and energy will help get the business and the sports moving. I recall Custard Point in Newquay commenting that the demise of the stores around him was not good for business.

What can you do about it? Nothing to stop the newcomer, the start up, the market grabbing 'bastard' that is coming to play in your playground – except to get out there and mix it and view your own business as a start up and think what you can do to take on the challenge. The newcomer may not only breath new life into their business but they may also help the overall market and generate business for established retailers. Maybe?

As well as newcomers we also have some casualties – and many more than normal. Dave from Little Mountain is one and has decided to shut up shop. Unlike many others who simply disappear, and don't bother paying their debts, Dave has been a real gentleman in this sad process and spoken to his suppliers: "I'm gutted. But basically I had a five month business and was paying overheads for 12 months. I could have carried on subsidising the shop from my printing business but that would have been more vanity than sanity. It's a sad day for me but I have to face it and Little Mountain will be no more."

I am really sad to see Dave go. He has always been a great pleasure to do business with and whilst it's not always been a smooth ride he was always open and honest about his business. If any of you are looking for stickers, decals, die-cuts, banners or garment printing then please consider Dave – he's a massively enthusiastic snowboarder and would love to hear from you – search TheStickerJob and you'll find him more than a willing supplier.

Good luck to Dave and others who are leaving the industry for pastures greener and good luck to those people entering the business. One thing's for sure; the rose coloured spectacles will probably need a good clean very quickly.

Finance available. Roll up. Roll up. Money up for grabs. It's a fact that consumer finance is on the rise with 7% more consumer finance in the past 12 months – and it's gathering pace. Finance is not something that appears to be used massively in the boardsports market although H2O in Bournemouth are 'pioneering' this area and do offer finance. From a UK economy perspective this additional finance will help drive growth but let's hope that it does not get overcooked – we can all remember those heady days when every Tom, Dick and Harry borrowed up to the hilt and beyond. What it does clearly demonstrate is a consumer confidence and this has to have an impact in our playground... surely?

The winter is over, long live the winter. Summer has yet to arrive

(at time of writing this) long, long live the summer... please. Winter did not end up terribly well for every store and the forward buy was cautious. The spring retail business has not kicked in as early as anticipated and there's a real nervousness in the air.

Quite why business is slower than expected is not clear. Were people really putting off purchasing because of our General Election? I really doubt that boardsports customers we appeal to are thinking: "I'll just put off my next purchase until I see if UKIP get in". They didn't get in by the way and we are in for another five years of a Tory Government. Good or bad I guess we'll know by 2020 at the next election.

So how is it out there in the big wide worlds of boardsports. The fat lady sung her song and the winter is but a distant memory – for some not such a great memory in the end. So our thoughts turn primarily to concrete and water.

Rob Burnham, and his wife Tina, set up 'Shop On The Beach' at Watergate Bay in Cornwall a little over 10 years ago and have never looked back: "What can be better – we really are a shop on the beach and every day I basically spend on the beach". Rob's ready for the summer. "Business is OK...nothing amazing but it is steady and we're maintaining a decent margin. Whilst the biggest key to our business is the weather, we are lucky that, being attached to a hotel, we have a steady stream of customers all year round." The hotel, of course, are working ahead of the seasons to ensure that they sell their beds – indications are that their bookings are very strong. I really like Rob's approach: "We chose not to simply sell the run of the mill surf brands that you find in every 'Surf Boutique' and we try to be a bit different – we're pretty sure it's working. Of course we also have the 'bucket and spade' brigade but that's fine – after all we are a shop on the beach."

Moving over to the East but staying firmly on the South Coast I checked in with Adam from Shore Watersports, East Wittering where there was a distinct air of optimism: "It's been pretty good so far. March was up on previous years with both hard and soft goods going well." What's been the biggest area for growth? "Well on hardware it has to be SUP – we sold more last year than in all the previous years put together and we're really hoping on some good growth again this year. But wetsuits is another area that is doing well. People now understand that with the cheap Tesco wetsuit, you get what you pay for. It's great to see that people now realise that investing in a good wetsuit will pay you dividends." I asked Adam if he felt that Kayak may be suffering a bit due to the increase in SUP sales. "It maybe a little bit – whereas previously we may have had a family buy two Kayaks, they may well buy one Kayak and one SUP – but for us they are still spending the money so we're happy with that". Shore are also seeing an increase in fashion-lead wetsuits: "Fashion is fashion but we are now stocking six different brands in this category whereas before it was really just one – it's definitely a growing area for us."

The sun is shining, maybe summer has arrived after all. I've just finished my article for Boardsports Source and am off to the lake. Have a good one.



## MARKET INTELLIGENCE **FRANCE**

By Benoît Brecq

The French economy recorded 0.6% growth in the first quarter of 2015 against the 0.4% predicted, the strongest growth since spring 2013. At the same time INSEE (National institute of statistics and economic studies) have downwardly revised the increase in gross domestic product (GDP) in the fourth quarter of 2014 from +0.1% to 0%.

This bounce back can be explained by the drop in oil prices, a strong increase in household consumption (+0.8%) and company stocks.

The GDP increase in the first quarter reveals the turnaround already suggested by the figures of industrial production and household consumption published recently, which show the highest increases since four and six years respectively. These indications are accompanied by a predicted 7% increase in investments for 2015 according to the quarterly industrial review carried out by INSEE.

Something of a departure from the lethargy of 2014 then, and slightly more substantial evidence than anticipated of a rise out of crisis. Employment, however, is still a sore point.

Unemployment figures are not good with a rise of 0.7% in April 2015, that's 26,000 more French people out of work. The unemployment curve steepened in April.

The government announced the creation of 100,000 more subsidised contracts. Manuel Valls, who is holding talks with social partners to favour employment in SMEs, shut the door on making permanent contracts more flexible, a measure that employers wanted. The executive is convinced that his policy will reverse the trend and employment minister François Rebsamen explained that employment will return following growth. These explanations are somewhat unconvincing for the moment.

For retailers, while the months of February and March were calmer this year compared the last, the months of April and May seem to be slightly up. This rise relates essentially to technical equipment and everything to do with the surfing world.

Sales have definitely been reactivated but have also settled down pretty quickly. The start of the season that we are seeing is therefore a bit short winded. The mentality of customers is changing; it seems to be increasingly difficult to sell these days. The current economic climate, the war between websites and physical shops and the increase in prices are also factors in these faint-hearted beginnings. The rate of renewal seems to be also diminishing.

At the start of the season, many factors seem to be slowing things down: the late dates of the school holidays, the weather not being great, the number of bank holidays which isn't good for work, etc; numerous factors to consider when accounting for a slow start of the season, not to mention the overall increase in prices due to the historic \$\text{€}\$ exchange rate, which doesn't help.

That's why some businesses and brands are subject to a slight lack of activity at the start of this summer. Hervé at Massila in Marseille and Grégory Pastusiak at Point Break surf shop in Saint Gilles Croix de Vie, agree in mentioning Vans and Volcom on this subject, a temporary slowdown perhaps but one we should keep an eye on. For his part, Benjamin Costa from flysurf.com cites kitesurfing as a sport that's definitely attractive but not accessible enough, slowing people down in their purchases considerably.

Let's get back to the weather. The weather of course has a big say but it's still too early to judge. Sales of summer products really take place in July/August for the most part. However, because of the

lack of waves at the start of this season, the rates of sale for surfing equipment have declined compared to this time last year. This is a reality. What's more, some shops like Flysurf are leaning on their websites, which allows them to cover the '4 corners of France or the world' and thereby depend less on the weather in certain regions. Furthermore, a shop's range these days is often adapted to all types of season, which can cause problems for stocks and treasury but allows you to smooth over climactic uncertainties through the seasons. In this way the weather is a limitation that you can get circumvent.

The surfing world is not the worst affected. Indeed, men's equipment in this discipline has good rates of sale at the dawn of this season. The most standout product seems to be the Stand Up Paddle. This product is really coming up trumps. They are the object of a craze focussed mainly around inflatable SUPs, which are more accessible and less limited in terms of use and with an excellent quality/price ratio. Let's get on to the trends of the moment. Unanimously, the new entries and small, core brands are quite active at the moment such as Vissla for example. But the staples such as Hurley in surfwear and NSP in SUP remain at the top of sales. In textiles, Grégory states a migration towards the more general brands like Nike and Adidas, to the detriment of the more specialised brands.

According to Hervé "wooden sunglasses" like Ozed and Santa Cruz will be the flagship products this summer. The more accessible, mass-market surfboards like Bic and NSP will also be more visible this year. Benjamin from Flysurf is counting more on "high-tech" products that are beginning to have a good rate of sale in shops. As for Grégory Pastusiak, he insists on boardshorts, which are always a sure thing each summer. To summarize, the products that have a good start to the season should continue on their way to make for a good summer season.

In terms of activity, as we see above, SUP is really popular on the market, especially amongst the wider public. Wakeboarding is also coming back following the installation of numerous cable parks in France. Cheaper than a session being pulled by boat, the activity seems to be gaining in popularity and making new participants who will need equipment. Clients are looking for new fun things to do that are financially accessible. Trends aren't the only things that drive sales in the shops though. Indeed, the top-of-the-range does not seem to be directly affected by the crisis, that's why these products endure and are only slightly set back by current conjecture. The quality criteria remains anchored in consumer minds. Quality is directly linked to the longevity of the product in the minds of customers. They are looking for a product that they can keep a long time, whatever the category.

Elsewhere the economic situation means that the 'entry-level' and 'low-price' products are also good in the eyes of shoppers. So the quality/price ratio is generally affecting customers more and more. Then comes the aesthetic aspect of the product and the image of the brand as decisive criteria for buying a product.

Finally, clients expect more and more sales and promotions at the start of the season. Despite this, purchases from people who have their hearts set on something are still commonplace according to Grégory Pastusiak. Global economic conjecture seems to be on the right track and the start to the season seems promising. The sun and the small waves will do the rest to ensure the success of the 2015 season. Check back in in a few weeks to take stock of summer 2015.

# ELECTRIC



KELLY SLATER  
SWINGARM. EDO1-T WATCH



CALIFORNIA DESIGN - SUNGLASSES - WATCHES - ACCESSORIES - WWW.ELECTRICCALIFORNIA.COM



## MARKET INTELLIGENCE GERMANY

By Anna Langer

Even though sunshine at Christmas and powder for Easter are nothing exactly new anymore, the effects of such weather phenomena are hard to anticipate for shops, let alone predictable. But for the Adrenalin Shop in Regensburg, the late winter comeback was a blessing nonetheless. "The first quarterly period of 2015 was pretty good for us due to the nice snowfall. It even evoked some memories of the amazing winters in 2009 and 2010," owner Giso raves looking back to the beginning of the year. "Brand awareness on the other hand, which used to be very distinctive, is constantly dropping" he had to notice, confirming a development most retailers have reported during the last couple of years. He even thinks that "stationary retail is 90% responsible for what models or even which brands they sell in their shop," and sees the relationships between distribution and retailer as a, if not the crucial factor. He knows from his own experience how much commitment is paying off here. "In our shop the brands that have lost in sales the most are the ones we only see during order season," he continues. "And yet we're all in the same boat, we should work together and be there for each other."

At the moment the main issue is longboards though. "When it comes to hardware, longboards are obviously killer right now." And again it's not that much about the brand, "the designs are in focus here." He sees the retailer's main task in having "enough boards on stock." However he's also a bit "on guard" regarding the longboard segment. "It's just like the weather: if it comes really fast with a big impact, it's probably gone as quickly as it came."

This view is shared by SHRN, Soo Hot Right Now, further down South in Munich. "Side trends such as longboards and penny cruisers are hyped for three to four years and then they vanish again," says co-Owner and Founder Robinson, who's been actively skateboarding for over 25 years now and all this time wished for a shop dedicated solely to skateboards. And that seems to work even in a traditional town like the Bavarian capital. "If you're looking for something special in skateboarding, you have the best chances at our shop," says partner and sales expert Esel. And that is not just concerning hardware, even though that's definitely the major chunk of their sales and stocks, even in percentages. "We work like maniacs to bring small new brands from Canada and the USA over the pond, that don't even have proper distribution yet," and accept that means even worse margins than hardware is traditionally chastised with already. But that's how it is when you pour all your heart, blood and sweat into a shop, which they see more as a meeting point and link between the "business side" of things, the industry, and the local skaters – or not-so-local visitors from other cities asking for spots and people to ride with.

"Skateboarding has its tough times too, but it will always come back and is never going to die," Robinson agrees. He even thinks that "skateboarding has never been as big as it is today" – but if you're only in it for the money, it's not going to make you happy. "Skateboarding is so creative and there are so many amazing people doing great stuff, but a lot of shops don't sell that because either the buyers have no clue or they are under so much pressure to generate numbers, that they can't accept smaller margins", they explain. "Unfortunately there are only very few shops counter balancing that."

Yet as SHRN shows, their approach even works for apparel, one

of the problem children in boardsports retail during the last couple of years. Chinos continue with great demand and have become a real staple in many collections over the years Esel reports, similar to Huf's colourful Plant Life socks. But also more technical socks with enhanced heels and tighter insteps are good sells at SHRN. "You won't be able to skate any better just because you wear them," Robinson admits with a smile, "but if you're working a lot with your feet like doing flip tricks, you can eliminate one disruptive element if your socks stay in place and don't slip around in your shoes."

Thrasher-Logo-Hoodies still seem to work too, even with ancient Fruit-of-the-Loom fits that actually don't really fit anyone, just like Palace Logo Shirts, which is a striking counter development to the generally decreasing brand affinity. "They're such a sick skateboard brand from London and are also so hyped right now – whenever ASAP Rocky or Rhianna are seen wearing a Palace shirt, we have a crowd of kids flocking into the shop, asking for Palace," Esel reports. And is left stunned: "But they never want the really sick Palace stuff, the main issue is the huge logo over the chest and on the back. A really nice shirt with great cut etc. is staying on the shelves a lot longer. And I think this will continue for another two or three years as there are only six or seven shops in Germany selling Palace."

Adrenalin in Regensburg has the strongest apparel sales with "brands Maloja and Rip Curl" says Giso. The online-shop is more of a virtual shop window of his stationary store and "outlet for old products." Trust in this sector is difficult: "We've seen how vulnerable the online shipping system is and are still experiencing it. There is just too little money to make online, or rather too many people sharing the earnings. At the end of the day the question is not how much turnover I made, but how much money I earned with it."

And that is something the customers realize as well. "It's super important to be living the sports you sell," Giso offers, "our customers should see and experience that too. We want the excitement, the lifestyle of boardsports that still stands for freedom, to make an impact on their lives too." Something that's not "too easy these days," he admits, but is convinced that anyone can sweeten their life with it if they only want to.

Events play a big part in this too of course. "Without test events, courses, trips or contests there is no business to be made anymore", Giso says. And yet he has a good feeling for summer, especially water sports. "Commitment to the SUP segment will be rewarded in the long term," he thinks but is a bit sad that "this business is ruled by the same non-trades as windsurfing and kiteboarding." How much and whether he is right with that, will be shown in time, weather and the global financial development. The currently increasing prices due to the US dollar worry him quite a bit. "Or better said the strategy of the world leaders puzzles me. One day we will reach the point where consumers say NO and only buy stuff on sale. There is already a big part doing that right now and the rest will become less and less."



BAJA FESTIVAL TOUR SUMMER 2015 INCLUDE:  
BOARDMASTERS 5.-9.8. (CORNWALL, UK) | PANTIN CLASSIC GALICIA PRO 1.-7.9. (A CORUNA, SPAIN)

BAJACLOTHING | BAJA CLOTHING FINLAND



## ITALY

By Franz Josef Holler

The general economic situation has remained the same since the beginning of the year and numbers stay mostly flat in GDP. The growth us Italians need seems hard to reach, but overall the general outlook is decent and better than it was back in 2014. Our government is stable and Prime Minister Matteo Renzi has the trust of the people - something rare for Italy, where the government has changed so much over the last few years, and not often lasting for a whole period. Expo Milan (international sustainable food expo) started on May 1, and is on until the end of October in Milan. Italy will be in the global media's spotlight thanks to this, let's just hope all the attention is positive.

With regards to boardsport business, we've seen more good movement in skateboarding and longboarding (including cruiser boards) during this past spring season. Cruiser boards have fully made it into the mainstream as we now have kids pushing their cruiser boards to school who have never before been involved with skateboarding. Our overall skateboarding community is growing and that's a good sign as it helps stores to sell more clothing and shoes overall.

Moving on to clothing and shoes, we see a clear trend that has been developing over recent seasons where shoes are the main cash cow. Stores are happy with shoe sales but struggle with clothing sell through - something we've seen happening more and more since big box stores seem to sell similar stuff at a lower price level. Most store owners agree that competition on clothing is way bigger than on shoes and that a good shoe selection is a key factor to being successful nowadays.

Something I noticed when talking to sales reps who are out now repping for Holiday 15 season, is that they struggle a lot with these orders - shoes sell well for Holiday but in clothing, most stores are not willing to pre-book. Lukas from Sub skate shop and Sublime store from Bolzano puts it down to: "If brands and distributors want to make me pre-book Fall/Winter and Holiday then I have to order less from Fall/Winter to be able to save budget for Holiday." He would like to do that but most brands in Europe still have their focus on Fall/Winter.

Another problem is that Holiday shippings are often too late for the European market and arrive in mid or late November when the sales period starts right after Christmas. Stores don't want to risk to getting in trouble with their payments, by not leaving themselves enough time to sell the goods.

Bolzano seems to be the capital of the Italian skateboard scene this summer, with lots of events going down there. The Vans Skate Shop Riot, the Element Make It Count European Finals and the Italian Skateboarding Championship will all take place at the Bolzano PLATZA skate park. Other events this summer are the Vans Spring Classic in Riccione and some more local contests organized by skate shops all over Italy.

These events will help build a stronger scene and help skate shops to build a stronger customer base.

That said the overall mood is still that stores are trying to be cautious with their buying, as we've come from a difficult winter season where only a few product categories seemed to work well. Shoes, cruisers, longboards and accessories like socks, sunglasses and maybe underwear in the future (my secret inside tip) seem to be the new must haves. See you all at Bright to check out all that's new for SS16 has to offer!



## SPAIN

By Jokin Arroyo Uriarte

During the first quarter of 2015, the Spanish economy prolonged its wave of expansion from the previous year. It is estimated that the GDP will have increased at a quarter-on-quarter growth rate of 0.8%, with the number registered as unemployed significantly down (-6% in February).

To know what's happening on the streets, I spoke to Ivan Garcia Arozamena, Sport Product Manager of Miller Divison SL: "In Spanish shops for surf, skate and snow, it's possible to say something positive; they're no worse than last year (last year was really tough for them) but things are not amazing. The crisis hangover is considerable. Last year clothes didn't sell, while hardgoods and footwear helped salvage a bad year. It's not easy for customers in general to buy clothes like they used to, but no matter what, they need hardgoods. Boardsports business took longer to become a part of the crisis than other sectors, and it will also take longer to leave."

With regards to longboarding and skateboarding, Ivan says the number of enthusiasts has "increased, as the arrival of the longboard and all its variants (cruising, carving, slalom, freestyle, freeride, downhill) has democratised the sport and consequently there are an endless number of users. Whereas before there were shops who didn't stock any form of skateboard, today it is these guys profiting from the addition of longboarding and all it has brought with it. This in my opinion, has re-launched sales and skateboarding in general."

"The shops that do best are the ones that introduce new ideas and new brands. In general, clothing brands with quality designs, at a good price point are carving a niche at the present time in surf, skate and snow-shops. There are increasingly more and better products at a fairer price," Ivan concludes.

Pedro from Toxic World Madrid, one of the most prestigious surf and skate shops in Madrid, agrees with Ivan on various points. "At present, you can notice a small increase in sales. However, it is not enough to say there's an improvement in the situation. A long time will pass before sales get back to normality, and this in the best case scenario. A cycle has ended and now is the time to adapt to the new ways that customers are shopping. The normal situation is that a customer who has kept up his hobbies decides to change equipment. But he does so in a more roundabout way. He searches out more information and takes time before reaching a decision. This is normal and is partly due to the enormous amount of material on offer via the Internet. The customer starts out looks for a lot of second-hand material but in the end they opt for new equipment that's more economical."

Pedro notes no major growth sector, but also concurs "there has been a slight upturn in the more pure form of skateboarding, more for reasons of fashion or popularity. Surf is something that attracts the attention of many people and perhaps this is where efforts should be strengthened."

Pedro notices the need to "adapt to new technology, online sales and all the other processes which for some years now have been establishing themselves as a new way of business." However, he is still wary and would like to "place particular emphasis on fighting for the physical shops, where people are the ones who give good advice, which gets people stoked on their hobbies. Remember that they are the spearhead that big brands use to make their products known when they are just starting out, and we need to look after them."



## AUSTRIA

By Anna Langer

Despite what can only be described as a very weird spring, with a full on deep powder day on Easter - which for many was the best of the season, Austrian shops are standing their grounds.

Jürgen Hausotter from Fame Boardshop in the capital Vienna was especially concerned about how late the winter weather reached the whole country last year. "All the bargain hunters got really lucky as there was still a really wide and good range of boards, boots and bindings available due to the variable weather. If the beginning of winter continues to come so late, and especially bigger cities don't see snow before January, it's going to get really tough to make good turnover with winter gear before the sales start. But apart from that, things are looking pretty good," he continues.

At the moment, they focus on skate hardware (decks, trucks, wheels, etc.) and longboards/cruiser, "of course," says Jürgen. "There is such a strong growth visible here. You've got everything from 10 year-olds to dads cruising with their kids." And a lot of girls, which he was surprised to notice, as well as "older skateboarders trying their luck with a longboard or individually set up cruiser." Hence it's no big surprise that in skateboard hardware, softer wheels are growing in demand as well, facilitating refitting of old skateboards with longboard wheels, "probably inspired by the longboard trend," Jürgen winks. Popular brands at Fame range from Sector 9 and Loaded to Penny's plastic cruisers in the longboard sector and Sk8mafia, Girl/Chocolate, Real or the Austrian brand Yama-Skateboards.

Andreas Wurmhöringer, Head of Buying at Austrian giant Blue Tomato reports similar trends online as well as in their stationary shops: "Skate, longboards, cruisers and respective brands such as Long Island, Globe, Penny, Elexir, and Madrid have worked really well in the first quarter of 2015. Especially Easter sales had a positive impact." To further support and sustain this trend they are running a Longboard Test Tour with 19 stops in Austria and Germany, from beginning of May to the end of June. "At the moment we also have a big cooperation with the skate park in Radstadt that will be expanded this year. On top of that we also sponsor various skate contests like the Blue Tomato Austrian Bowl Masters in Brixlegg or Bring da Truckaz in Chemnitz," explains Event Manager Lars Österle.

Andreas adds that shoes are showing some nice developments as well and mentions the Adidas Supercolor Superstar range, Nike's Janoskis, as well as the Vans Chima. Shoes are also a popular category in Vienna, where Jürgen names brands Lakai, Nike SB and SoleTech (Emerica, Etnies) as most popular picks. "Whether vulc or cup-sole, skate shoes are always needed," he confirms. Clothing on the other hand is (still) lagging behind. "This is probably due to the fact that there is no typical appearance for skateboarders anymore because all the brands are just copying the mainstream, instead of the other way around. Hence the skater doesn't need a skate shop anymore to get dressed. That said JSLV, Fourstar, Element and Matix are still our top brands."

Jürgen is also pretty sure that the longboard trend will continue, he even goes as far as pronouncing the longboard to be the new scooter. Andreas agrees with a positive prognosis for the rest of 2015 and Lars concludes, in line with the Blue Tomato motto 'Your Ride. Our Mission', that it's most important "to just get on board. No matter if it's a surf, skate, long or snowboard." Happy shredding then!



## SWITZERLAND

By Fabien Grisel / David Lambert

A complicated winter is behind us and with disappointing results due to obvious reasons, many are welcoming the transition to springtime. For some it's a chance to rest while others are turning towards their spring/summer business, which despite the importance of winter in our mountainous country, is not to be underestimated.

Some shops in resorts are closed for summer while others remain open all-year-round with their main income coming from bike sales, rental and repair, which is steadily becoming more like a real business for them rather than just an excuse to stay open in summer. Enduro downhill biking has really taken off in Switzerland in recent years and now lots of ski resorts are opening their lifts for at least a few weeks to provide easy access for mountain bikers.

In town it's different, there are three types of shop that sell snowboards in winter and they operate on a different level in summer. First up is the mountain specialist that sells mostly climbing and hiking gear, next is the generalist that by definition sells a bit of everything and finally the one that interests us most for this article is the pro shop or shops that are active in anything to do with boardsports. They concentrate on skateboarding, sometimes scooters and watersports (SUP, wakeboarding, kitesurfing, surfing). It's pleasing to point out that the increase in skateboard sales we've seen in the last two years has continued this spring and didn't fall off as much as usual during winter. This statement rings true for Julien Ayraud, manager of the Doodah shops in Lausanne and Geneva who is delighted with sales and even surprised by his skateboard sales last December proving that this product sells in the big towns no matter what the season and seems to even fit the profile of ideal Christmas present. Clearly the wide range of different boards and uses (longboard, cruiser and skateboard) is one of the main reasons for the good results coming from this category.

According to Yan Bosson at SB Sport in Gland, attendance in shops was good this spring, which was important after a rather calm end of winter. The few days of nice, warm weather at the end of April spelt the end of winter and turned thoughts to summer only to be followed by a series of rainy days, which were perfect for shopping - a contributing factor to these good figures. At SB Sport the main interest is for biking, hiking and walking as well as watersports, with really good sales figures in Stand Up Paddles despite the fact that our lakes are still cold at this time of year. The brand Hobie seems to be doing particularly well this year.

The development of skateboarding, kitesurfing and SUP bodes well for the future of our main boardsport market, which is snowboarding (although admittedly it's debatable how close SUP and snowboarding are) as it seems logical that the more people standing sideways there are, the more chance there is of seeing the snowboard population grow. This doesn't ring true in all cases however as Julien Ayraud rightly points out: "A true city skater is not necessarily into snowboarding, maybe even the opposite when talking about someone who is very urban with a tight budget rather than a big air star with lots of means." Stay tuned to see what the coming seasons have in store for us.



## LOOKING FOR DISTRIBUTORS & SALES AGENTS IN ALL REGIONS



ONDA WETSUITS IS AN EUROPEAN BRAND SPECIALIZED IN WETSUITS // SUP TECHNICAL WEAR

pgreen@ondawetsuits.com    /ondawetsuits  
 www.ondawetsuits.com    @ondawetsuits

# DISTRIBUTORS WANTED!

Germany, Austria, France, UK, Norway, Sweden, NZ, & Australia

Phunkshun Wear is expanding rapidly and looking for distributors in the above regions. Founded in 2011, Phunkshun Wear has quickly carved a name for itself in the facemask portion of the industry using 100% USA-Milled Fabrics, and all manufacturing taking place in Colorado, USA. We offer extremely competitive distributor pricing and are looking to build long-term relationships that are mutually beneficial and profitable.

www.PhunkshunWear.com    Sales@PhunkshunWear.com  
 6900 E 47th Avenue Dr. Suite 1200, Denver, CO, USA, 80216



PHUNKSHUN wear  
 FACE MASKS

## SHINER MARKETING MANAGER 2015

Shiner is a leading European distributor of action sports goods and lifestyle apparel.

We are growing fast and have a fantastic opportunity for a Marketing Manager to join the 'Shiner Family'.

A hands-on role, you will implement and maintain the marketing plan for our wide portfolio of brands. As well as planning and executing marketing campaigns, you will also be comfortable managing events, digital marketing PR and shoots and will maintain our excellent relationships with partners, agencies and stakeholders.

You'll lead the marketing team on a day to day basis, setting the pace and tone, with responsibility for their personal development and career progression. Your analytical skills will be critical for reporting, budgeting and forecasting, and you'll work closely with our UK and European teams.

As far as qualifications and experience go, your personal qualities count more than your experience, but you'll have a proven commercial background in a multi-brand environment with a focus on ROI. It is likely that you'll have a business or related degree and 3 years' + relevant experience, but we believe that mental agility, potential, drive and good humour are equally important.

We have a noisy, fast-paced and down-to-earth culture where everyone has fun and pulls together.

If this sounds like the job for you, please submit your CV along with a covering letter explaining why we should consider you for this role and your salary expectations.

To apply, please send your CV, covering letter and your salary expectations to marie.h@shiner.co.uk

## SHINER UK COUNTRY MANAGER 2015

Shiner is a leading European distributor of action sports goods and lifestyle apparel.

We are growing fast and have a fantastic opportunity for a UK Sales Manager to join the 'Shiner Family'.

Leading by example, you will set the pace and tone for the UK sales team – tasking, motivating and developing our UK Account Managers whilst driving and rewarding sales activity with exceptional leadership. Your analytical skills will be critical for gap analysis, reports, budgets and forecasts, working closely with our European Sales and Marketing teams.

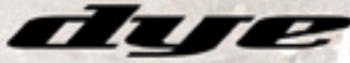
As far as qualifications and experience go, your personal qualities count more than your experience, but you'll have a comprehensive knowledge of the action sports industry, sales trends, be used to working with big brands and have a successful track record in sales management. It is likely that you'll have a business or related degree, but we believe that mental agility, potential, drive and good humour are equally important.

You'll be based in our Head Office in Bristol, but you will also travel around the UK to visit our customers.

We have a noisy, fast-paced and down-to-earth culture where everyone has fun and pulls together.

If this sounds like the job for you, please submit your CV along with a covering letter explaining why we should consider you for this role and your salary expectations.

To apply, please send your CV, covering letter and your salary expectations to marie.h@shiner.co.uk



## EUROPEAN DISTRIBUTOR WANTED SNOW CATEGORY

**YOUR COMPANY**

- >> is well connected to the scene
- >> is capable to distribute all over europe
- >> has a good dealer network



**CONTACT US**

>> sven@dyeprecision.com  
 +49 (0)781.120.302-0

## PRO-TEC IMPACT TECHNOLOGIES SINCE 1973

## EUROPEAN DISTRIBUTOR WANTED WATER CATEGORY

**YOUR COMPANY**

- >> is well connected to the scene
- >> is capable to distribute all over europe
- >> has a good dealer network



**CONTACT US**

>> sven@dyeprecision.com  
 +49 (0)781.120.302-0



## DISTRIBUTORS & AGENTS WANTED!

AUSTRIA, BENELUX, GERMANY, ITALY, NORWAY, SWITZERLAND  
 UK, MID EAST, SOUTH AFRICA, CHINA.



Elm Company™ was founded in 2004. Built on the love for the outdoors and the creativity that comes from experiencing it firsthand. Focused on the goal of creating something unique, the brand was built around the philosophy of "Rooted In Life".

Today Elm Company is a lifestyle inspired snowboard and outdoor headwear company. Elm Company is dedicated to designing products and graphics that embody the "Rooted In Life" lifestyle.

Marked by the "green leaf" logo, Elm Company is committed to its environmental impact by using eco-friendly materials and its much US manufacturing as possible. @ElmCompany #RootedInLife

FOR MORE INFO PLEASE EMAIL JOBS@ELMCOMPANY.COM



Horsefeathers Clothing is an established and growing outdoor and streetwear brand, deeply rooted in the snowboard and skateboard communities throughout its 25-year history. The brand is solely owned by the two original founders, who progressed their passion for snowboarding and skateboarding into a community of like-minded people. All these individuals now stand behind the constant evolution of products and collections that inseparably belong to the world of board sports.

We are looking for an:

### INTERNATIONAL SALES MANAGER

**Required skills and experience:**

- Min. 8 years experience in the role
- **Fluent spoken and written English**
- Spoken Czech a major asset. German, French, or Spanish are a plus
- In-depth understanding of various market structures
- Economical education, or strongly developed economical thinking
- Ability to create and achieve sales targets
- Experience with budgets
- Negotiation skills
- Excellent written communication skills
- Self-motivated, outgoing and positive approach
- Enthusiasm for the job
- Systematic and focused work ability
- Organized and independent
- Willingness to travel and time flexibility
- Understanding and appreciation for snowboarding and other board sports

**Job description:**

Horsefeathers outdoor and streetwear is sold across most EU and many non-EU markets, giving potential for strong growth in the existing areas and development in new regions. The ideal candidate will be fully motivated, dedicated and goal-driven individual, prepared to develop sales on all levels. Clear vision and the ability to execute planned targets and strategies are essential for this position. The candidate should also be a team player, ready to fit into a tight knit, non-corporate, yet focused team.

**Employment type: Full-time**

If you think Horsefeathers Clothing is a brand that you would love to work for and tangibly contribute to the next level of success, please send your CV in English to [jobs@horsefeathers.eu](mailto:jobs@horsefeathers.eu). A letter describing why you would be the right person for the position will be appreciated.

STOAS DISTRIBUTION s.r.o. Štefánikova 14, 550 01 Brno, Czech Republic

# EVENTS #77

SURF / SKATE / SNOW / TRADE

## JUNE

4-7	SUMMER X GAMES	AUSTIN	USA	SKATE	WWW.XGAMES.ESPN.COM
7-19	FIJI PRO	TAVARUA	FIJI	SURF	WWW.WORLDSURFLEAGUE.COM
13-14	LKXA EXTREME BARCELONA 2015	BARCELONA	SPAIN	SKATE	WWW.EXTREMEBARCELONA.COM
13	VANS SHOP RIOT		RUSSIA	SKATE	WWW.VANSSHOPRIOT.COM
14	VANS SHOP RIOT		ITALY	SKATE	WWW.VANSSHOPRIOT.COM
16-19	PITTI UOMO	FLORENCE	ITALY	TRADE	WWW.PITTIMMAGINE.COM
20	VANS SHOP RIOT		SWITZERLAND	SKATE	WWW.VANSSHOPRIOT.COM
21	GO SKATEBOARDING DAY		GLOBAL	SKATE	THEIASC.ORG/GO-SKATEBOARDING-DAY
21	VANS SHOP RIOT		NETHERLANDS	SKATE	WWW.VANSSHOPRIOT.COM
20-21	DEW TOUR	CHICAGO	USA	SKATE	WWW.DEWTOUR.COM
26-28	MYSTIC SK8 CUP	PRAGUE	CZECH REPUBLIC	SKATE	WWW.WCSK8.COM
26-28	CAPSULE PARIS	PARIS	FRANCE	TRADE	WWW.CAPSULESHOW.COM
28	VANS SHOP RIOT		FRANCE	SKATE	WWW.VANSSHOPRIOT.COM

## JULY

5	VANS SHOP RIOT		GREECE	SKATE	WWW.VANSSHOPRIOT.COM
7-9	SHOW AND ORDER	BERLIN	GERMANY	TRADE	WWW.SHOWANDORDER.DE
7-9	BREAD AND BUTTER	BERLIN	GERMANY	TRADE	WWW.BREADANDBUTTER.COM
8-9	AGENDA	CALIFORNIA	USA	TRADE	WWW.AGENDASHOW.COM
8-10	PREMIUM	BERLIN	GERMANY	TRADE	WWW.PREMIUMEXHIBITIONS.COM
8-10	BRIGHT TRADE SHOW	BERLIN	GERMANY	TRADE	WWW.BRIGHTTRADESHOW.COM
8-19	J-BAY OPEN	KOUGA	SOUTH AFRICA	SURF	WWW.WORLDSURFLEAGUE.COM
10-12	NASS	SOMERSET	UK	SKATE/SNOW	WWW.NASSFESTIVAL.COM
10-13	INTERNATIONAL SURF FILM FESTIVAL	ANGLT	FRANCE	SURF	WWW.SURF-FILM.COM
15-18	THE OUTDOOR SHOW	FRIEDRICHSHAFEN	GERMANY	TRADE	WWW.OUTDOOR-SHOW.COM
18	VANS SHOP RIOT		CZECH REPUBLIC	SKATE	WWW.VANSSHOPRIOT.COM
20-21	AGENDA	NEW YORK	USA	TRADE	WWW.AGENDASHOW.COM
24-26	ITALIAN SURF EXPO	ROME	ITALY	SURF	WWW.ITALIASURFEXPO.IT
25-2	VANS US OPEN OF SURFING	HUNTINGTON BEACH	USA	SURF	WWW.VANSUSOPENOFSURFING.COM
29-30	JACKET REQUIRED	LONDON	UK	TRADE	WWW.JACKET-REQUIRED.COM

## AUGUST

1	VANS SHOP RIOT		POLAND	SKATE	WWW.VANSSHOPRIOT.COM
5-8	OUTDOOR SUMMER RETAIL MARKET	SALT LAKE CITY	USA	TRADE	WWW.OUTDOORRETAILER.COM
5-9	BOARDMASTERS	CORNWALL	UK	SURF/SKATE	WWW.BOARDMASTERS.COM
15-17	MALMO ULTRA BOWL	MALMO	SWEDEN	SKATE	WWW.SKATEMALMO.SE
14-16	DEW TOUR	CALIFORNIA	USA	SKATE	WWW.DEWTOUR.COM
14-25	BILLABONG PRO TEAHUPOO	TAHITI	FRENCH POLYNESIA	SURF	WWW.WORLDSURFLEAGUE.COM
17-19	AGENDA	LAS VEGAS	USA	TRADE	WWW.AGENDASHOW.COM
22	VANS SHOP RIOT		BALTICS	SKATE	WWW.VANSSHOPRIOT.COM

## SEPTEMBER

9-20	HURLEY PRO AT TRESTLES	SAN CLEMENTE	USA	SURF	WWW.WORLDSURFLEAGUE.COM
10-12	SURF EXPO	ORLANDO	USA	SURF	WWW.SURFEXPO.COM
12	VANS SHOP RIOT		PORTUGAL	SKATE	WWW.VANSSHOPRIOT.COM
17-19	PADDLE EXPO	NUREMBERG	GERMANY	TRADE	WWW.PADDEXPO.DE
19-20	VANS SHOP RIOT FINALS		SPAIN	SKATE	WWW.VANSSHOPRIOT.COM
25-28	SILMO	PARIS	FRANCE	TRADE	WWW.SILMOPARIS.COM
22-28	CASCAIS WOMEN'S PRO	CASCAIS	PORTUGAL	SURF	WWW.WORLDSURFLEAGUE.COM

## OCTOBER

1-4	WOMEN IN BOARDSPORTS CONFERENCE	BIDART	FRANCE	SNOW	WWW.WOMENINBOARDSPORTS.COM
2-4	CAPSULE WOMEN'S	PARIS	FRANCE	TRADE	WWW.CAPSULESHOW.COM
6-17	QUIKSILVER PRO	LANDES	FRANCE	SURF	WWW.WORLDSURFLEAGUE.COM
8-9	SURF SUMMIT	HOSSEGOR	FRANCE	SURF	WWW.EUROSIMA.COM
20-31	MOCHE RIP CURL PRO	PENICHE	PORTUGAL	SURF	WWW.WORLDSURFLEAGUE.COM

# BRIGHT

XXI / July 8 — 10, 2015  
 New Location: Arena Berlin  
[www.Brighttradeshow.com](http://www.Brighttradeshow.com)  
 10 Years Anniversary Edition

WASTED TALENT SHOP OPENING, HOSSEGOR



Musician Clément Froissart and Desillusion Magazine's Pierre David



Sandra Korn and Jacques Korn - founder of Woll Beer & Gentlemen's Surf Hossegor & Biarritz



Some local Hossegor legends



Wasted Talent's Alexei Obolensky and Ben Snowden-Boyd

VANS SHOP RIOT



Germany & Austria- 1st Place Titus Mailorder



Israel - Gillies - winners - photo by Guy Pitchon



Spain - Pandaka - winners - Photo by Xabi Goitisol



UK Winners - Black Sheep - photo by James North

DRAGON RETAILER WEEK - DRAGON LODGE, TIGNES



Boardwise's Brian Stark



De SkiHut's Maxime



Sputnik's Charlotte Strachan



The Snowboard Shop's Adam  
TSA's Aimee

APPROACHING LINES FESTIVAL



Approaching Lines Team



Artist Ben Cook, Riz from Boardshorts and James from Otter



Down The Line crew



Lee Bartlett from Toy Factory and 4th Surfboards

NINE QUEENS, ITALY



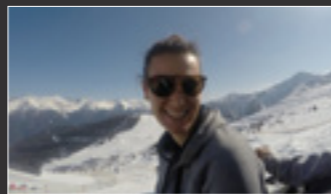
Michael Weinländer, Völkl Snowboards International Brand Management & Marketing



Nike Global Snowboard Team Manager Sani Alibabic

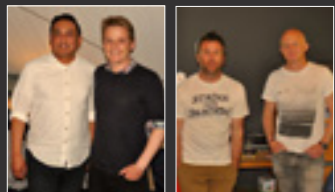


Nine Queens event creator, organizer & The Distillery head honcho Nico Zacek



O'Neill Marketing & PR Coordinator Carla Zacek

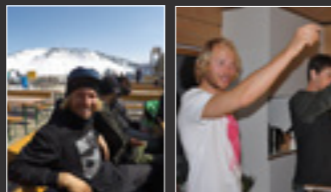
FINISTERRE WETSUIT TESTING



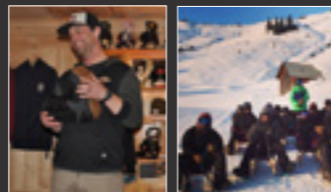
Finisterre Wetsuit Designer Mat D'Ascoli and Magic Seaweed's Ed Temperley



Finisterre's new Sales and Marketing Director Simon Charlesworth and Founder Tom Kay

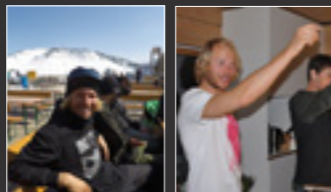


ACM's Matt Barr & Wavelength's Steve Bough

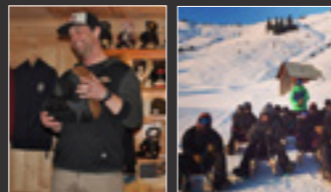


Wetsuit Designer Mat D'Ascoli showing off the new wetsuit

THE ROME LODGE



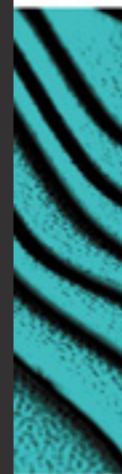
Philipp Kämmerer - Rome Sales & Marketing Manager Europe



Rome Co-Founder Josh Reid



Team Rodel



 **SWELLULAR TECHNOLOGY**

FEATURED IN THE REEF ROVER

THE SEA IN EVERY STEP



*"Drift Allstars is a fast growing live action motorsport and entertainment brand, that is feeding the interest in the new age motorsport of Drifting, mixed with music and video gaming."*  
- Alistair Gosling

# DRIFT ALLSTARS



/DRIFTALLSTARS



@DRIFTALLSTARS



@DRIFTALLSTARS

JOIN THE WORLDS FASTEST GROWING MOTORSPORT  
WWW.DRIFT-ALLSTARS.COM ENQUIRIES@DRIFT-ALLSTARS.COM 0207 2441000

