BOARDSPORT

source.

EUROPEAN SURF/SKATE/SNOW **BUSINESS**

RVCA'S ETIENNE PINON & ALEXIS MAILLET

EXPERIENTIAL FUTURE OF COMPS

REGIONAL EURO MARKET INSIGHT

#98 AUGUST/SEPTEMBER 2019 €5

RETAIL BUYER'S GUIDES SURF APPAREL, WETSUITS, WATCHES, SUNGLASSES, LONGBOARDS, SUP, WAKEBOARD HARDGOODS, KITESURFING,

DAKINE

TRUSTED.
SINCE 1979

OAKLEY

SEE POSSIBILITIES. SEE IT IN PRIZM.™

#oneobsession

RYAN SHECKLER IN MERCENARY

NIC VON RUPP

HELLO
SOURCE#98

I've tried to steer clear of talking about Brexit in any editorial of mine over the past three years; to say it's an embarrassment to be British at the moment is an understatement. The bare naked truth is that no one in power in the UK seems to have any better idea now than they did three years ago about just what Brexit will look like. To be frank, it's an uncertainty that we could all do without. At the time of writing this, even the brightest minds have no idea how it will unfold. Retailers are doing their best to plan for every eventuality, but airing on the side of caution seems to be common practice.

Speaking from a purely British point of view, we have huge numbers of snowboarders and surfers who travel to European mountains and beaches for their annual shred fix. But despite the uncertainty in the air - with everything from documentation needed to travel right the way through to just what the pound will do against the euro should we stay or remain - I've had reports in from a good early start to winter, even in mid-September. Imagery did the rounds on social media showing dumps of snow in the Alps and this combined with a slightly cooler than average September has seen a solid early bout of winter sales, according to Nick Warne from SnowTrax on the English South coast.

Moving South, our friends in the SW of France make their money in the summer months, although another political affair presented an obstacle for the Biarritz community with the G7 Summit transcending on the coastal haven for three days in the height of summer where locals predicted close to no footfall with the streets on lockdown. But we've heard that despite a mixed bag overall in France, there were pockets of success, all centring round those who dare to change up their marketing mix with events and activations and of course with a sprinkling of good luck from Mother Nature.

While the weather will always be key to successful seasons, it's something completely out of our hands. Something felt full force by event organisers at BoardMasters Festival in England, who had to cancel and refund all tickets due to high winds. Our Skateboard Editor Dirk Vogel digs into the growing experiential endeavours action sports events are tapping into, combining music, art, culture and our favourite boardsports.

A brand synonymous with combining the above is RVCA, who through their Artist Network Program have created one of the surf industry's best loved brands. Now under the Boardriders umbrella, we present a double Big Wig with industry heavyweights Etienne Pinon and Alexis Maillet to find out more about the workings of RVCA in Europe.

As allways's our retail buyers guides cover a raft of product categories but with this issue we extend our coverage to Kite Surf for the first time, as the popularity of the sport is increasingly visible along the coasts of Europe. Away from the desk, Source is still on the move as there's a few more events still to be attended so hopefully see you in SW France, Lisbon or Nurnberg.

Always Sideways
Clive Ripley + Harry MT
Publisher + Editor

CONTENT

P10 - News

P11 - Trade Show Reviews & Previews

P14 – Festival Experiences At Boardsports Events The Future?

P17 - Retail Buyer's Guide: Wetsuits SS20

P23 – Retailer Profile: Madhatter, Jersey

P24 – Retail Buyer's Guide: Sunglasses SS20

P31 - Retail Buyer's Guide: Kitesurfing SS20

P36 - Big Wig: RVCA's Etienne Pinon & Alexis Maillet

P40 - Retail Buyer's Guide: Men's Surf Apparel SS20

P42 - Retail Buyer's Guide: Watches SS20

P44 - Retail Buyer's Guide: Wakeboard Hardgoods SS20

P47 - Retail Buyer's Guide: SUP SS20

P53 –Buyers Science Fabian Uhlig Warehouse One Germany

P55 - Retail Buyer's Guide: Longboards SS20

P58 - Brand Profile: ...Lost

P59 - Brand Update: Jetpilot

P60 - Brand Profile: Sisstrevolution

P62 - New Products

P64 - Market Intelligence

P72 - Events

P74 - One Eyed Monster

TEAM

Editor Harry Mitchell Thompson
harry@boardsportsource.com

Skate Editor Dirk Vogel
dirk@boardsportsource.com

Senior Snowboard Contributor
Tom Wilson-North
tom@boardsportsource.com

Senior Surf Contributor
David Bianic
david@boardsportsource.com

German Editor Natalia Maruniak
tala@boardsportsource.com

French Editor Marie-Laure Ducos
ducos@boardsportsource.com

Graphic Design Adrien Ballanger
ballanger@boardsportsource.com

Proofreaders Natalia Maruniak, Marie-Laure Ducos, Sam Grant

Contributors Jokin Arroyo, Benoît Brecq, Gordon Way, Fabien Grisel, Franz Holler, David Bianic, Ruth Cutts, Oliver Connelly, Andres Delgado, Emily Adderson, Sissy Herant, Dana Miskulnig

Advertising & Marketing
Clive Ripley
clive@boardsportsource.com

Accounts Manager
accounts@boardsportsource.com

To Subscribe
boardsportsource.com
subs@boardsportsource.com

Publisher
publisher@boardsportsource.com

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

Boardsport SOURCE
is published bi-monthly

© ESB. All Rights Reserved

boardsportsource.com

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

On the cover Euroglass' Darren Broadridge. Photo David Berthet.

NEWS
#98

-

PROTECT OUR WINTERS EUROPEAN OPERATION BENEFITS FROM $50K DONATIONS FROM BURTON, JONES & NIDECKER
With POW expanding their reach in Europe they have gained generous donations from Burton, Nidecker and Jones Snowboards each donating $50,000 USD to the non profit organisation. "The donations will support POW in their efforts to build a comprehensive strategy for the diverse European market, grow their regional POW chapters and cover upfront costs."

-

VF CORP APPOINTS DENNY BRUCE AS DICKIES® GLOBAL BRAND PRESIDENT
VF Corporation announced that Denny Bruce will be taking the position of Global Brand President at Dickies with former CEO Philip Williamson moving into a brand ambassador role with the two working together on strategic growth plans.

-

AFENDS APPOINT OUT OF STEP AS UK MARKETING, SALES & PR AGENCY
Out Of Step Ltd announced that the Australian based brand, Afends will be joining their already impressive brand portfolio, assisting with the managing of sales, marketing and PR across the UK.

-

VANS TO SPONSOR ISA WORLD SURFING GAMES 2019
Vans have been announced as the presenting sponsors of the ISA World Surfing Games 2019 in Miyazaki, Japan. This is the first time the event and Vans have come together, and this year's event will provide a potential qualification route into the Tokyo 2020 Olympic Games for competitors.

-

ULTRA SPORT EUROPE PARTNER WITH CBDMD
U.K. based sports Ultra Sport Europe has announced a partnership with CBD products brand cbdMD. cbdMD has focused its marketing strategy on partnerships with sports companies and athletes, and this newly formed link with Ultra Sport Europe is the latest example.

-

SURF CLOUD TAKES ON DISTRIBUTION OF NSP SURFBOARDS FOR GERMANY & AUSTRIA
Surf Cloud, who handle distribution across Spain & Italy, will now handle the German speaking markets for the distribution of NSP surfboards. Trent Peterson, NSP CEO, and Nuno Amado, Managing Director of Surf Cloud, are pleased with the partnership.

-

NAISH DESIGNER DAMIEN GIRARDIN LEAVES COMPANY AFTER 15 YEARS SERVICE
Damien Girardin – the inventor of the Wingsurfer, has decided to leave his position as Brand Manager and Kite Designer at Naish after 15 years. The creator of the Sigma series and the Quad Tex material now hopes to pursue his passions through his new venture – 'DGD'.

-

DR JEANETTE LOOS APPOINTED NEW GLOBAL HEAD OF ISPO GROUP
ISPO has appointed Dr. Jeanette Loos as their new Global Head of ISPO Group; a new position that is reported to by all ISPO exhibition directors.

-

WORLD SURF LEAGUE PARTNERS WITH ROLLING STONE
Rolling Stone, 15x National Magazine Award Winner, has partnered with the Word Surf League (WSL) to showcase the surfers on the WSL Championship Tour, as well as sponsoring CT Stop, The Freshwater Pro and creating a line of apparel, co-branded with Outerknown. The partnership kicks off with a content series starring Coco Ho in the debut.

-

BOARDMASTERS TO REFUND TICKETS FOR CANCELLED FESTIVAL
Boardmasters have announced that they will be refunding tickets for the August 2019 festival that they were forced to cancel due to high winds. Initially event organisers were unsure whether they'd be refunding tickets to consumers, and the move to refund all customers who purchased through official sellers saves face for the Newquay-based festival.

-

GLASSING PORTUGAL ANNOUNCES PARTNERSHIP WITH SIMON ANDERSON SURFBOARDS
Glassing Portugal announced their latest partnership with Simon Anderson Surfboards. The Portugal based surfboard manufacturer and supplier will now represent Simon Boards as his agent. Nuno from Glassing Portugal talks to SOURCE about what the deal means to him.

-

TOM COPSEY APPOINTED MARKETING & COMMS MANAGER AT 138 ALTERNATIVES AGENCY
138 Alternatives have appointed Thomas Copsey as their new Marketing and Communications Manager. Having started in a snowboard retail shop, Copsey's knowledge and love of the sport's industry culture has seen him progress through his career, coming from his most recent position as Editor in Chief at Onboard Magazine. He has gained a strong knowledge within print and digital media strategies making him a great fit at 138.

-

MILLIKEN & COMPANY ANNOUNCE ACQUISITION OF POLARTEC
Polartec, a company producing technical performance textiles for the outdoor sports industry, have recently been bought by Milliken and Company. Having announced that they have signed a definitive agreement to acquire Polartec the contract will be finalised by the end of June.

-

RIP CURL ANNOUNCES GLOBAL EYEWEAR PARTNERSHIP WITH ADCL
Having worked with Rip Curl, in the European eyewear market, since 2008, ADCL has now signed a 5 year global eyewear licence partnership due to come into place mid 2019. "ADCL has done an outstanding job of growing the Rip Curl optical eyewear business in Europe over the past 10 years." says Steve Kay, General Manager of Rip Curl International

-

EUROSIMA ELECT JEAN-LOUIS RODRIGUES AS NEW PRESIDENT
At the EUROSIMA 20th General Assembly at the Hotel Le Grand Large in Biarritz, Jean-Louis Rodrigues (GM EMEA at Boardriders) has been elected President of EuroSIMA.

-

THE WAVE BRISTOL AND RIP CURL ANNOUNCE PARTNERSHIP AHEAD OF AUTUMN 2019 OPENING
Rip Curl announced on its 50th anniversary that they will be partnering up The Wave as the sole supplier of wetsuits for The Wave's, Bristol, UK which is due to open fall this year.

-

PRIMALOFT ANNOUNCE JIM FRAZIER SENIOR VICE PRESIDENT FOR GLOBAL MARKETING
PrimaLoft, Inc. announced today that Jim Frazier has been appointed as Senior Vice President, Global Marketing for the company. ' "We are thrilled to welcome Jim to the PrimaLoft team," said PrimaLoft president and CEO, Mike Joyce.'

-

PALLY'HI ANNOUNCES UDO HEYDER AS NEW GLOBAL SALES MANAGER
Pally'Hi Merino announced that they will be taking on industry veteran, Udo Heyder as their new Global Sales Manager. Having worked as European Head of Wholesales for Icebreaker he bring a wealth of knowledge to the team. "I am very happy to welcome Udo to our team," say Pally'Hi founder Peter Bauer.

-

GOGGLESOC TAKES ON 138 ALTERNATIVES AS EUROPEAN COMMS & MARKETING PARTNER
138 Alternatives announced that they have taken on gogglesoc as their latest marketing and communications client. Assisting the smooth transition into the European market for winter 19/20.

-

BN3TH ANNOUNCE DARREN HAWRISH AS CEO
BN3TH announced that Darren Hawrish will be taking the position of CEO within the company. With a wide range of experience within the fashion industry including previously owned the underwear brand Saxx Hawrish has the knowledge to help grow BN3TH's reach.

-

CHOPPY WATER GMBH TO DISTRIBUTE SOÖRUZ IN GERMANY
Distribution of neoprene and surf brand Soöruz had been handed over to The Choppy Water GmbH. Soöruz joins fellow Choppy Water summer brands BIC Sport, SIC Maui, Oxbow SUP, Surf Logic, and California Board Company, as well as winter sport brands Never Summer Industries, Flux Bindings, Academy Sowboards, SIMS Snowboards, and XION PG.

TRADE SHOWS
REVIEWS

OUTDOOR BY ISPO,
MUNICH, GERMANY,
JUNE 30-JULY 3, 2019

The new OutDoor by ISPO show was eagerly anticipated by the outdoor industry and they were not disappointed. Since 2016 The European Outdoor Group (EOG) had been evaluating the future of the outdoor shows using intensive market research and interviews with all stakeholders. In the end Messe München/ISPO won the pitch against four other international trade fair organizers. The result is a new modern interpretation of a trade show with wide open spaces for a more relaxed working ambiance, where real efforts had been made by both brands and the event organiser to make the show as environmentally friendly as possible.

This first edition attracted over a thousand exhibitors from across the globe, spread over nine halls in the eastern part of the trade fair grounds. Under the motto, "there's a perfect outdoor for everyone", the show reflected a more modern interpretation of outdoor as it is already lived by consumers, where classic outdoor activities have been modernized and transformed and additional related sports added to the traditional interpretation. As Klaus Dittrich, Chairman and CEO of Messe München explained: "Together with the industry, we have launched a new era in which the term 'outdoor' is no longer forced to conform to a definition written by the industry. Instead, it has become the collective term for the attitude of each individual." The range of sports and themes created a highly diversified environment where retailers could cross easily over from one sport to another as all the halls followed a new layout of wider central aisles that facilitated orientation and traffic flow. The 18 separate focus areas in and outside the halls combined classic outdoor activities such as climbing and hiking with related activities such as mountain biking, trail running and water sports. The show was a great opportunity for boardsports shops to see under one roof a whole myriad of other sports that their consumers are probably already participants of. Highlights amongst the themed focus areas included The Borderlands, a curated exhibition space for urban outdoor fashion in hall B4 that was encased in scaffolding and contained brands such as Billabong, Element and Griffin, the River Lake Camp in hall C6, organized in conjunction with Paddleexpo, where water sports enthusiasts tested the latest products in the large indoor pool and the The CSR Hub & Sustainability Kiosk located in hall B6 which was a central reference point showcasing biodegradable and bio-based materials.

ISPO and EOG developed and launched a code of conduct that calls for environmentally conscious and socially responsible activities at the fair. The code provided organizers, exhibitors and visitors to the trade fair with specific ways they could act in a climate-neutral and sustainable manner, managing emissions, water and waste. The impact of the code on the event was seen across the show, with hardly any carpeting and many booths entirely constructed of wood. Thus mirroring the growing consumer awareness that all brands are feeling.

A new awards scheme "The Outstanding Outdoor Awards" was launched to celebrate the most innovative products with the winners featuring in Hall B5 and the Basecamp of Inspiration in hall B4 showcased upcoming talent and innovations. Not to be forgotten is the support that ISPO now offers all the stakeholders in the outdoor market via its online network for exchange, knowledge transfer and information for 365 days a year. In the evening many visitors stayed in the camping area next to the halls and took part in the OutDoor by ISPO party on Tuesday evening. In total 22,000 trade visitors from 90 countries came to this launch edition with two thirds of the visitors from countries outside Germany. Countries with the largest number of visitors were Italy, Austria, Switzerland, UK, France and the Netherlands. Following this launch edition, no doubt next year will see further improvements to what is already a successful show. And the addition of more sports and their exhibitors will raise the show to another level and establish Outdoor by ISPO as a key summer date for years to come.

ispo.com

JACKET REQUIRED SHOW
UK, LONDON,
JULY 24-25, 2019

London's haute couture menswear trade show, Jacket Required provides action sports brands with a platform to showcase their offering to larger, more mainstream retailers a little off the beaten track usually travelled by their sales agents. With buyers from the likes of ASOS, Amazon Fashion, John Lewis, Topman, Harvey Nicks and Goodhood London walking the halls, a special capsule from one of our boardsports brethren could quite easily be snapped up by the big boys and deliver a healthy payday.

Luke Williams, Buying Assistant at John Lewis said: "It's a really exciting time at the moment and it's great to come to events like Jacket Required where you can meet lots of brands that you might not have heard of."
New to the show for 2019 from our little world included Afends (UK distribution newly acquired by Out Of Step), Chrome, O'Neill, Passenger, Body Glove, Independent, Powell Peralta, Straye and Arbor who joined show vets Doughnut, Santa Cruz and Fjallraven.

Action sports brands exhibiting at Jacket Required are now well aware of the clientele on offer and no longer expect the show to serve up pre-existing retailers. The show is their chance to take a punt at the high street and with the high street often looking to our world for inspiration, a collection marketed with our action sports heritage is likely to tick certain boxes for the retail buyer with boardsports on the brain.

Adam Gough, Event Director at Jacket Required says; "This season has been a transitional season, the new team and I have an exciting strategy for the show's future. We will be back at the Truman Brewery next season where we will better utilise the amazing space. The brand edit will be tighter, and the content will be unrivalled. Look out for information on a few new projects we will be incorporating into the show next season, Jacket Required 20."

jacket-required.com

TRADE SHOWS

PREVIEWS

PADDLEEXPO, NURNBERG, GERMANY, OCTOBER 4-6, 2019

Paddleexpo 2019 is the 17th edition of the show. This year 160 exhibitors will show 290 paddlesports brands at the Nuremberg Exhibition Centre, where over 1500 trade visitors are expected from 50 plus nations. The show has moved back to the 8400 sq metre hall 3A, where it was held from 2014 to 2016. This year the exhibition space is completely sold out, as has been the case for many years. The show will take place at the same time as last year in the first week of October and it remains in its traditional Friday-Sunday slot. Opening hours are Friday and Saturday 9am to 7pm and on the final day from 9am to 4pm.

The three-day event brings together retailers from all over Europe to Nurnberg who gather to see the latest product and technologies on offer. The brand roster includes all the key SUP players such as Starboard, BIC, Red Paddle, Naish, RRD, Mistral, Fanatic, JP-Australia, Airboard, AquaMarina, NSP, Focus, Light, Indiana, Aquaglide, Infiniti, Aquadesign and many more. Additionally many specialist SUP accessories, clothing and wetsuit brands can also be found. New to the show this year are Duo boards, Glory SUP Boards, Jbay Zone SUP, Moai Boards, Sharkee Dry Bag, Mint Lama and NSP. On the opening night after hours parties will take place on the stands of Rotomod, BV Kanu, Dewerstone, Exo Kayak, Gatz Kanus, Gumotex, NRS and Palm Equiment. The Paddleexpo industry dinner on the second evening will be held at the NCC Mitte and is the annual invitation from all exhibitors at the show to all of their customers. Last year over 2,000 people sat down, for the biggest get-together of the SUP community you will ever see under one roof in Europe. The dinner is a great opportunity for retailers and industry to celebrate together and watch the Paddlesport Product of the Year Awards show presented by KayakSession Publishing. The winning products are chosen by a panel of independent judges, consisting of product development, retailers, outfitters, and former manufacturers, as well as paddlers. There are 11 categories: Paddles, Accessories, Recreational Paddling, Sea Kayaking, Canoeing, Inflatable, Kayak Fishing, Stand Up Paddling, Whitewater Kayaking, Apparel/Equipment and the special jury prize. The awards highlight products that are making a difference through innovation, performance, design, and utility and the lucky winners are announced during the industry dinner. Later in the evening the 2019 International Whitewater Hall of Fame honourees will receive their awards. This year's recipients are Hermann & Christa Kerckhoff who run Canada's longest-running whitewater instruction school and Joe Pulliam from the manufacturers of the Perception, Dagger, Jackson Kayak brands and Chris Hawkesworth a major contributor to the development of standards for helmets and other safety equipment.

Consumer demand has remained strong for SUP this year, so action sports retailers should take the time to visit the show and look at this market whether it be for hardboards for the ocean or inflatables for lakes and rivers, Paddleexpo is a one-stop-shop window for all there is to buy in the paddle business and it's all under one roof in a single hall, simplifying the selection and buying process for retailers and this is a significant advantage for all visiting shops. Industry professionals and retailers can attend the fair at no cost, you just need to register in advance on the website.

paddleexpo.com

EUROSIMA SURF SUMMIT, SEIGNOSSE, FRANCE, OCTOBER 3-4, 2019

The Action sports industry from across Europe will gather at Belambra Club Les Estagnots de Seignosse for the 18th edition of the Surf Summit, under the theme of "Inventing the Industry of Tomorrow." Launched in 2002, this annual event aims to inspire and to look at all things action sports, with speakers over the two days sharing their knowledge and experiences. The summit will be opened at 9.30am by new Eurosima president, Jean-Louis Rodrigues.

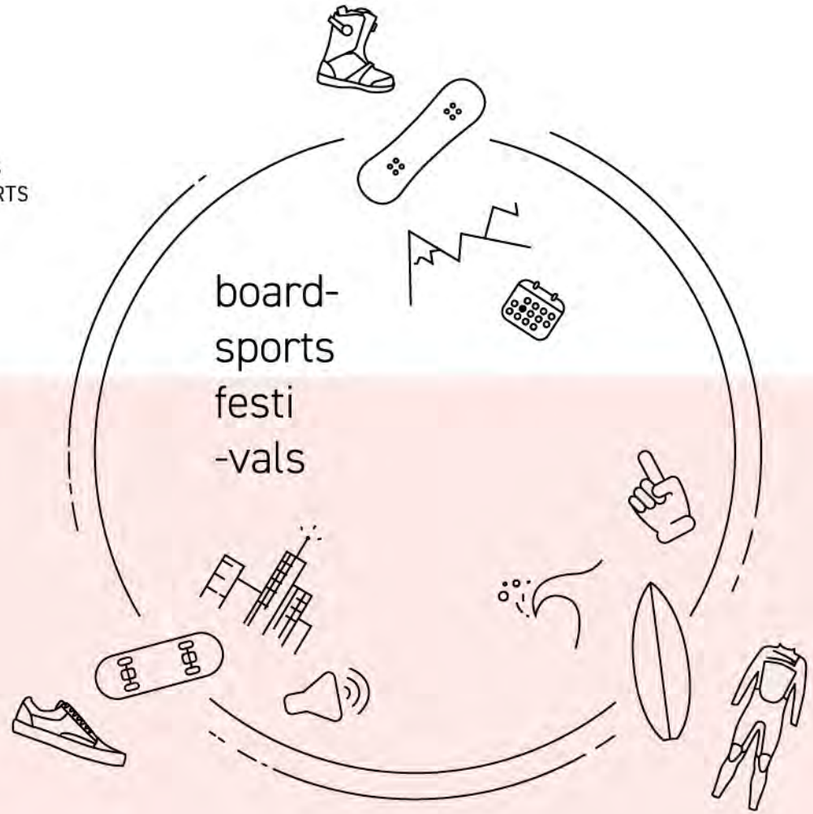
The first presentation will be by photographer and adventurer Maurice Rebeix on the value of unity. He will examine unity as a factor of cohesion that overrides the diversity of individuals and if lost, could endanger the very future of our species. Next up is a women's surf panel with four times World Champion, Lisa Andresen, professional longboarder, Zoe Grospiron, Roxy Global Brand Manager, Emilie Souvras, and WSL Deputy Commissioner and Director of Athlete Development, Jessi Miley-Dyer. A number of different women's topics will be discussed as well as the audience having the opportunity to question the panel. After lunch Pascal Monfort, Fashion Expert and founder of REC trends marketing will look at the early adopters in the outdoor and action sports markets and how to seduce, inspire and impact "early adopter" consumers in the key global cities (London, Paris, New York, Tokyo, Shanghai). To round the day off Frédéric Tain, Speaker & Director of sport-guide.com and Adam Hall, Head of Sustainability at Internet Fusion and Surfdome will look at brand and shop values and services that add meaning to the act of consumption.
The second day starts with Charles Pages, former pro athlete and current FMX consultant speaking about his experience after a serious accident in 2010, which ended his career and how with long-term physical therapy and true perseverance he managed to come back and once again reach elite level. Next up is sommelier and speaker Christophe Boisselier on how our senses influence our daily lives and how to detect what manipulates your senses in your personal and professional life. After lunch on Friday, Vincent Colliard a French polar explorer and great adventurer will talk about the vulnerability of the ice caps in a presentation entitled 'White Bear and Polar Explorer, Two Endangered Species.' The final presentation of the summit will see David Richard Sport France Director at the NPD Group offer us a sneak peak at the latest figures of the study on a scope of activities for boardsports brands. In the conference hall during the Surf Summit, EuroSIMA will present the 6th edition of the Surfing Lounge exhibition, a selection of the most innovative products and services in the action sports sector, highlighting the know-how, creativity and dynamism of its members.

The Waterman's Ball will take place on Friday in the evening of the last day of the Surf Summit conference. Starting at 7pm at the Hossegor Casino, this year's theme of "Coquillages et crustacés" (shellfish and crustaceans) will mean we can all get costume creative. The Waterman's Ball will also host the Surf Industry Awards that with the European male and female surfers of the year and rookie of the year and the Action Sports product of the year. The Surf Summit will be held at the same time as the opening of the Quiksilver & Roxy Pro France, so a great opportunity for the industry to watch the best surfers on the planet as well as hook up with friends and enjoy the Waterman's Ball.

eurosima.com

BOARD-SPORTS **FESTIVALS**

ARE FESTIVAL EXPERIENCES THE FUTURE OF BOARDSPORTS COMPETITIONS?



A growing number of surf, skate, and snow competitions are rebranding as 'festivals' to boost the stoke with a mix of boardsports, music and subculture. How can brands and retailers benefit? Report by Boardsport SOURCE Skateboarding Editor **Dirk Vogel.**

Let's face it: The average boardsports competition – even on a national championship level – will draw a modest crowd, composed mostly of core practitioners. Several hundred spectators, perhaps slightly over one thousand. Certainly no stadium crowd. For contrast, consider the Summer X Games, the world's premier action sports event started in 1995 and now broadcast into 500 million households across the globe in 192 countries and territories. Last summer, X Games Minneapolis attracted over 119,000 spectators to U.S. Bank Stadium in downtown Minneapolis. Now that is a stadium-level crowd.

A major ingredient in the secret sauce is that the X Games distil a full package of the world's best athletes across skate, BMX, and motocross disciplines into a single, four-day spectacle. More importantly, spectators are treated to a fully immersive experience, including the X Fest village featuring concessions, brand activations, product samplings, skate circuits, and athlete meet-and-greets. Rounding out the action, every night at X Games concludes in musical performances from headliners such as Diplo, Ice Cube, and Wu-Tang Clan. It's the same heady mixture of boardsports, music and subculture originally concocted by the Vans Warped Tour, currently on a final run across America for its 25th anniversary celebration. In the words of tour founder Kevin Lyman: "The enduring spirit of the Vans Warped Tour remains as bright as ever, continuing to inspire creativity and ambition in new and exciting ways." The spirit is indeed as bright as ever. In 2019, several major boardsports competition events are rebranding as 'festivals' to bring the stoke not only to core audiences, but also those with ambition. In late September, the WSL Freshwater Pro is going down at Kelly Slater's Wave Pool facility in Lemoore, California, featuring the world elite of wave riders but also DJs, food trucks, cocktails, and famous rock band The Raconteurs. The event is also co-presented by Slater's clothing label Outerknown because festivals, they're all about synergies, bro. Over in Europe, the UK Ski & Snowboard Show rebranded in 2018 as the Telegraph Ski & Snow Festival for its 45th anniversary, offering family entertainment, product clinics, après events, and the latest gear. Every summer, the world's best BMXers, skateboarders, streets artists, hip-hop and dancehall acts throw down in front of 30,000 spectators at the raging NASS festival near Bristol, part of a growing number of culture festivals across Europe.

> In 2019, several major boardsports competition events are rebranding as 'festivals' to bring the stoke not only to core audiences, but also those with ambition.

RISE OF THE EXPERIENCE ECONOMY

In the bigger picture, the festivals trend is driven by a shift in consumer behaviour: Today's consumers rather spend money on experiences than possessions. Over the past few years, personal-consumption expenditures (PCE) on experience-related services such as concerts, festivals, travel, and dining out have grown 1.5 times faster than overall PCE, and a whopping 4.0 times faster than spending on goods (McKinsey & Company). Young consumers are major drivers in the rise of the experience economy, as 72 percent of millennials – now the biggest spending cohort (in terms of combined disposable income) – would rather spend money on experiences than material items (Harris Group).

A surprising reason for this experiential shift was revealed by a current Cornell University study: Consumers' evaluations of their material goods tend to decline after initial purchase, but evaluations of their experiences increase over time. The study concluded that experiences, "are more open to positive reinterpretation, they tend to become more meaningful parts of one's identity, and they do more to foster social relationships." Aside from using events to seek out social connections in real life, social media and the continuous quest for 'likes' are major motivators. Experiences translate into shareable stories – hashtag #weouthere – and imagery reinforcing personal identities cultivated via social media. And what's more, attending buzz-worthy or hard-to-access events is the antidote to the increasing fear of missing out, or FOMO, experienced by 7 out of 10 millennials (Eventbrite).

CREATING THE FORMULA

In light of this research, boardsports festivals have nailed the formula for providing experiences that translate into shareable stories and – depending on their star-studded athlete and entertainment rosters – also FOMO-worthy experiences. But while their lineups are exclusive, these culture-driven events are highly inclusive by nature, welcoming not only die-hard boardsports practitioners but all those who can relate to the overall vibe. Vans understands this better than most and connects to a vast array of youth cultures with the slogan 'Off the Wall'. As Doug Palladini, Vans Global Brand President explained in an interview with Adweek: "We're open to anybody, but we're not for everybody." After its audience grew beyond just skateboarders and surfers, Vans evolved into a brand that now stands for enabling creative expression, whether it's through music, art or boardsports. These learnings stem from the fact that Vans has sponsored the Warped Tour music festival series that single-handedly created the blueprint for boardsports-meet-culture festivals since its beginnings in the mid-1990s. Music has also played a major role in the rise of the X Games, which released the popular Music From the X Games series of CDs in the 1990s and has since showcased artists such as Metallica, Lil Wayne and Kanye West. Travis Pastrana's traveling spectacle, the Nitro Circus created in 2003, has also been filling stadiums across the globe by mixing core action sports disciplines like FMX, BMX, and skateboarding. Speaking of filling stadiums, Red Bull Air & Style with roots in Innsbruck, Austria, has been stoking out major crowds with big air stunts and headline musical performances since 1994.

Fast-forward to today and the formula is alive and well in surf festival events like Stab High, Boardmasters (unfortunarely cancelled in 2019 due to high winds), and the Quiksilver Pro France. Skateboarding mingles with DJs, rock and hip-hop performances at outings such as Woo Hah festival in The Netherlands, Roskilde in Denmark, and Red Bull's new Rollercoaster skate happening, now in its second year, in Munich. But the festival trend is most visible in the astonishing influx of Alpine festivals mixing snowsports and entertainment: Leading the charge, the time-honored BRITS in Laax have been bringing the British Freestyle Ski and Snowboard Championships – and heavy-hitting rock bands/DJs – to high altitudes for 25 years. Not to forget Live in Tignes, Snowbombing in Mayrhofen, Rise Festival in Les Deux Alpes, and Top of the Mountain in Ischgl; all really just the tip of the iceberg.

SYNERGISTIC POTENTIAL

The festival trend has officially gone viral, but what are the benefits for boardsports brands and retailers? It's simple: Most of all, boardsports festivals create massive synergies – just ask Kelly Slater – far greater than the sum of their individual parts. They achieve this in three ways: First, by providing a shared platform with massive (media) exposure for all participating enterprises – large or small – to tap into. NASS, Boardmasters and Wheels & Fins festivals are textbook examples by blending boardsports championships across several disciplines with live music and retailer stalls under a single banner. Participants can leverage the festival hashtag, directly reach a massive on-site audience and rally for social causes such as Surfers Against Sewage and SkatePal.

Second, festivals bring outside sponsors with deep pockets to the table, including beverage brands, hotel groups, travel companies and resorts. Aside from direct investments into events, these players are often open to collaborating with endemic brands from within the boardsports scene. The San Diego area is a prime example with its vast craft brewing industry and close ties into skateboarding that recently spawned the Chris Cole Gnarlytown fest featuring musical acts such as Rancid and NoFX.

> Consumers' evaluations of their material goods tend to decline after initial purchase, but evaluations of their experiences increase over time.

Third, core shops and brands benefit from direct touchpoints with non-boardsports audiences. They can use this access to obtain marketing opt-in from aspirational consumers or provide beginner classes to make sure the first experience on board is a positive one. It's a major reason why OutDoor by ISPO is targeting end consumers through the OutDays festival to carry the outdoor mindset to the city of Munich via public performances, autograph sessions, and plenty of product showcases. Plus, in the era of ad blockers and GDPR, face-to-face consumer interactions go a long way.

OUTLOOK

In closing, the most important takeaway from this article is that the tried-and-true boardsports festival formula still works in 2019. Perhaps better than ever. Most importantly, size doesn't matter. No need to throw a major shebang headlined by Wu-Tang and Metallica. Retailers stand to reap tremendous benefits by either hosting their own local festivals, bringing regional breweries, restaurateurs and musical talent into the mix while asking brands to help by setting up pro demos, autograph sessions, and product tryouts. Or they can take the fast route by joining forces with concert organizers to bring a dose of boardsports flavor into existing festival events. If they ask what's in it for them, just throw them one door-opening word: Synergies! It's all about synergies, bro.

3 SUCCESS FACTORS FOR BOARDSPORTS FESTIVALS

1. Don't alienate core riders with exorbitant ticket prices. Sure, major acts like Lil Wayne have their price, but consider offering discounted entry to boardsports competition participants and special deals through skate shop ticket sales.

2. Make sure it's a good fit. Both in terms of musical performances and from a generational perspective. Or the next article in Jenkem ridiculing overage audiences at Gnarlytown fest will be about you.

3. Offer a quality riding set-up. Don't include boardsports as an afterthought, like on a crummy miniramp next to the mosh pit while Slayer tears up the stage. Social media wrath can be crushing.

#coldwaterspecialists GUL.COM sales@gul.com

RETAIL BUYER'S GUIDE

WETSUITS SS/20

With summer barely even over, SOURCE brings you its own endless summer with a leap into the future. Destination: spring-summer wetsuits 2020. Next season will be warm but also cleaner and more comfortable. Buyer's Guide **by David Bianic.**

photo **O'Neill**

2018: the fourth hottest year on record. 2019? July was the hottest one ever recorded on Earth... The symptoms of global warming have had an effect on the boardsports market and the wetsuits market along with it. Will the spring/summer models be used as much as 4/3s throughout the course of the year? High demand has allowed new players to flourish, shaking up historical brands. The two weapons used by these new brands are either new, direct-2-consumer distribution channels or more eco-friendly ranges that industry big guns haven't necessarily adopted yet. To attain the same standards of flex, durability and warmth with the new, cleaner materials, a whole R&D cycle has been triggered in the sector once again and "not only in terms of raw materials and production processes," says Pedro Towers, Product Manager at Onda Wetsuits as he alludes to choosing more pragmatic collections staggered over several seasons. This is the case at Typhoon as well who have taken "a conscious decision for SS20 to minimise change", affirms Irene Duncan, Product Manager, to "assist the retailer in stock consistency and management due to the challenging market." "It's funny", states William Doornekamp, B2B marketer at Jobe Sports, "when I sit down with friends, everyone reckons wetsuits are a simple product for a simple market but the wetsuit market is constantly evolving throughout the years."

TRENDS SS20

As Lance Varon, Design Director are Xcel Wetsuits wonderfully sums up, a wetsuit can be broken down into three development areas: design, materials and construction. As such, he reckons that the major progress made in recent years undoubtedly resides in materials. "For instance, the use of Warmer Smart Infrared fibre technologies that enhance warmth while optimizing the body's performance levels," he explains in view to their Celliant Black, Thermo Dry Celliant and Radiant Rebound technologies. Weight has also become a big field of research: neoprene, just like jersey liners, is nowadays "lighter, more flexible and absorbs less water" assures Jan Michaelis, Marketing Director at O'Neill Wetsuits. These properties also allow their constructions to be reimagined, especially how to put them on, as Brett Vergou, Director of Adelio points out as he mentions the efforts made on zipperless models: "It's a breeze getting in and out and not having a zipper takes away that extra bulk across the chest." Unsurprisingly, the use of clean materials is cited by everyone as the #1 progress area, even though Phil Bridges at Tiki Wetsuits warns "there's a minefield of misinformation over this."

> "The use of Warmer Smart Infrared fibre technologies that enhance warmth while optimizing the bodies performance levels."
> Lance Varon, **Xcel Wetsuits**

CLEANER MATERIALS

The impact of Patagonia on the rest of the supply chain is now clear to see. Even though sales of their Yulex wetsuits (natural latex based on hevea sap) are still marginal, their efforts are being felt in classic models. The sourcing and manufacturing processes going in to them have been reviewed by almost all brands. Let's start with Carbon Black. This is a neoprene component

photo Soorui

"which can now be pyrolized from scrap rubber tyres", explains John Westlake, Manufacturing Director at Alder. Often brandished like an eco-friendly dagger, its manufacturing process is far from exemplary, reminds Benoît Brecq from MDNS: "Limestone needs a huge amount of energy to transform the rock into rubber and Ecoprene also requires a lot of energy to recycle the plastic". Limestone models are nonetheless on offer from Hurley, Volte, Saint Jacques, O'Neill, Typhoon, C-Skins, Jobe Sports, Xcel, Wildsuits, Picture, Roxy (Pop Surf), Adelio, Onda and Alder, often alongside more traditional models. Neoprene is not the only ingredient to get the green treatment; jerseys (inner or outer) are often now made of recycled plastic (Adelio, Xcel, Picture, C-Skins) and water is a resource that's treated with a bit more respect as well these days, thanks to dyes such as dope dye, which considerably reduces the amount of water required (Billabong Xcel, Alder, Hurley, O'Neill, C-Skins). Furthermore in glues, solvents are being abandoned in favour of aqueous bases (Billabong, Xcel, Alder, Onda, Picture, Roxy Pop Surf, O'Neill, C-Skins, Wildsuits) or replaced by water-based inks (Hurley). Finally, packaging is also subject to the same measures and brands are swapping out classic plastic films for biodegradable substances (Adelio, Billabong, Alder).

But the must-have is still Yulex, as mentioned above. 2020 marks a significant push towards this 'clean' neoprene, which is also used by Gul, Onda and MDNS (Madness successfully rebranded).

Do pay attention to the commercial realities though... Julien Durant, Co-Founder of Picture Organic Clothing admits to a lack of expected success in this niche even though their first models were made of Naturalprene (a Yulex equivalent): "We failed in this market because it is a niche market clearly led by Patagonia and where wetsuits are very expensive." Picture has now realigned itself on more accessible price points with their ecological heritage still intact (limestone, carbon black, aquaglue, recycled polyamide). For your wetsuits at the end of their lives, some brands like newcomers Wildsuits are offering a new lease of life, as donations to the Surfers Solidaires association or - if they are too destroyed - to Néocombine, "who make upcycled neoprene products such as Wildsuits bracelets or Wildsuits key chains," explains Olivier Boileau, Co-Founder of the brand.

> "A unique design inspired by the '60s casual trend of tennis dress. Or how to be fancy and sexy at the same time."
> Stan Bresson, **Saint Jacques**

LINERS: "INTEL INSIDE"

Graphine, the super fabric made from graphite (carbon) that earned a Nobel Prize in 2010 has made an appearance in Billabong's range. "It is the best heat conducting material in the world", rejoices Technical Division Manager François Liets before adding that this material is also "hyper flexible and it is also the best material at retaining heat". Just as high-tech, the Radiant Rebound inner liner mentioned above from Xcel uses an electro-galvanised metal, combined with fabric with hollow fibres. It all works like a NASA space suit, assures Lance Varon, by trapping in the heat and sending it rebounding back to your body. These liners are also very much prized for their comfort and at ION, their Plasma Plush 2.0 inner is equipped with an all-new Silk Stuff fabric that's silky to the touch. At MDNS comfort is added by integrating two mini cushions into the Pure models to avoid chafing on the ribs. "We also added paddle zones on the forearms that assist propulsion when you paddle," adds Benoît Brecq.

SEAMS AND PANELS

The best neoprene, the best liner, the best fit, all this can be undone by bad seams, which can limit stretch or take in water. At Jobe, they employ their Minimal Seam Technology to reduce them to a minimum. Quiksilver are pushing the envelope further still with their new 2020 Highline Pro model, an ergonomic 1mm wetsuit without seams: "It only features 9 panels when some wetsuits have about 20," explains Fares Hamida, Global Wetsuits Lead Designer for Quiksilver and Roxy. The model is aimed at short, explosive sessions and will be available in goofy and regular, delivered in a luxurious box. Although it is a winter model, we should mention the new integral Psycho Tech from O'Neill, also absolutely seamless and free from any stitch through which water can enter. The panels are subjected to triple gluing and the joints are sealed on the outside with their Fluid Seam Weld and an interior TB3X taped seal. As for Gul, they have abandoned this type of liquid seam in favour of Lava Tape, which is "as fluid as Lava, it stretches with your body to ensure no leakage as it becomes one with the lining of the suit," explains Sales Director Mike Pickering. Adelio are testing out an inverted stitch procedure on a capsule collection and we can't wait to see the results of that.

WIPE OUT
FOSSIL FUELS

TODAY, THE FIGHT AGAINST CLIMATE CHANGE REQUIRES WIPING OUT OUR DEPENDENCE

PICTURE
ORGANIC CLOTHING

photo Billabong

FEMININE SILHOUETTES

You just have to scan the line up in summer to realise that girls are much less shy when it comes to different cuts and silhouettes. Although classic models remain the best sellers, affirms Jan from O'Neill, the brand has noticed a rise in demand for long-johns (sleeveless suits) and are offering spring suits of different leg lengths and even really retro front zips. At Gul, the long-john has been feminised to Long Jane (and the short-john to Short Jane), all zipless. Other examples of sleeveless spring suits come from Roxy, Adelio with long and short-sleeved spring suits with cheeky bikini cut, MDNS (Short Booty Cut) and Onda (Hot Chilli). Although not strictly wetsuits, surf leggings have also become popular. Hurley and Roxy are offering them as well as C-Skins who are accompanying this piece with their Bra Top. Why not make a whole technical wardrobe to surf in? With their penchant for haute couture, the French brand Saint Jacques are offering a long-sleeved shorty with a stylish little skirt, the Jeanne: "A unique design inspired by the '60s casual trend of tennis dress. Or how to be fancy and sexy at the same time," assures Founder Stan Bresson.

AND THEN THERE WAS COLOUR

For a certain number of brands, playing with colour is not the order of the day, as if this aesthetic added-value is to the detriment of the technical properties of their wetsuits. This is the case at Xcel, whose philosophy remains "function over fashion," explains Lance Varon, as you sometimes need to add more seams to add prints. Picture also admitted to their U-turn from offering flashy colours in the past, which customers weren't really into, coming back to more sober prints in black and dark blue.

Billabong approaches it with little touches, panels of colour on the flanks of the body, and you have to look towards their (wetsuit) jackets to find prints, notably in camo or relief patterns on feminine models. Once again it's the ladies who inherit the coolest looks, like the tie-dye and palm tree patterns at Gul. At O'Neill, Jan Michaelis is also promising new things in terms of prints for ladies models, "the first is called Baylen, a dynamic twist on a traditional floral design and will feature in wetsuits, rashies, wake vests, swimwear, sunnies and so on..." With the 2020 Tokyo Olympics in mind, C-Skins are making a Japanese influenced choice through discreet logos and prints over their Core range while other collections offer more colours and prints using thermal sublimation. Each year Jobe introduce a flagship colour and for 2020 this will be vintage teal blue, "to give the wetsuits more ocean like colours", explains William Doornekamp.

> "We made a conscious decision to minimise change for SS 2020 to assist the retailer in stock consistency and management due to the challenging market".
> Irene Duncan, **Typhoon**

Another aesthetic choice from Hurley is a quasi pro-model line, inspired by the different styles of their male and female WSL Championship Tour surfers: "These feature bright colours and patterns representing each surfer's unique personality", asserts Wetsuit Developer Emily Bridgford. To end on a celebratory note: Quiksilver's 50th birthday will be toasted with a black collection featuring golden logos on the Highline models. Less bling-bling and more tangy: little sister Roxy will continue the Pop Surf collection whose prints and colours reflect their swimwear collection.

This overview of the 2020 spring/summer shows that environmental issues constitute a formidable opportunity for wetsuit brands to forge ahead with, as cleaner wetsuits are sure to represent a big growth lever in the coming years. Please don't miss the boat dear retailers! Ⓢ

Visit our website to see in depth brand previews of this category.
BOARDSPORTSOURCE.COM

HIGHLIGHTS

1 Attention to weight
2 High-tech Liners
3 Recycled fabrics (tyres, polyester)
4 Clean processes (solvent-free glue, dope dyes...)
5 Diversification of feminine silhouettes

Thomas Debierre

GREEN LINE

LA PREMIERE COMBINAISON PERFORMANTE ISSUE DE MATERIAUX RENOUVELABLES CERTIFIES

Depuis plus de 2 ans avec son action Ocean Protect, Soöruz travaille en R&D sur un nouveau matériau plus performant et plus environnementalement acceptable en s'affranchissant majoritairement des matières pétrolères et minérales.

GREEN LINE BIO ULTRAFLEX BIOPRENE

Le nouveau matériau Biöprene Ultraflex Soöruz est composé de :

- Caoutchouc naturel
- Ethylène à base de canne à sucre
- Huile végétale non alimentaire
- Poudre de coquilles d'huîtres

USDA CERTIFIED BIOBASED PRODUCT

Le Biöprene Ultraflex Soöruz est certifié USDA Biobased product.

100% des déchets de production sont recyclés

Disponible en Janvier 2020
Existe aussi en Shorty Chest-zip

2/2 mm
4/3 mm

RECYCLED NYLON

Le nylon est 100% d'origine recyclé : une vraie alternative au nylon vierge issu du pétrole réduisant ainsi notre dépendance à cette ressource tout en garantissant un sandwich Ultraflex et confortable.

Matériaux naturels limitant les risques hypoallergénique

Comme pour le reste de notre gamme, les prints sont à base d'eau .

Plus d'infos sur : https://sooruz.com/greenline-wetsuit

TORREY MEISTER
HYPERFREAK ZIPLESS COMP
TECHNOBUTTER 3X — O'NEILL EXCLUSIVE
ONEILL.COM

MADHATTER
JERSEY, UNITED KINGDOM

VANS "OFF THE WALL"

Jersey-based Madhatter Surf Shop opened its doors in 2013, but owner Steve Wilkinson has worked in the surf industry since 1985. We catch up with Steve to see how they approach island life and to find out why this core store decided to stop selling through their online store and focus purely on bricks and mortar.

Please give a brief history of your store including when it was started, who started it, who the owners and key players are.
We opened our first Madhatter surf shop in March 2013. The shop is owed by me (Steve Wilkinson). I've been in the surf industry since 1985 when he was a partner in the original Freedom surf shop in Jersey. The business was sold in 2000 and Steve went on to be Managing Director of Dive & Ski sports that at its height operated seven surf shops and two surf schools. Steve decided to move on from that business in 2012 and asked two of his team, Brad Jones and Daisy Dellar-Crone to join him in the new business. The aim then, as it is now, is to be less corporate in nature and go back to being a community surf shop. We really wanted a surf shop with the products we really liked and for it to be a great environment for customers and staff. Fortunately the store seemed to hit the right note with customers and was instantly successful, something that was greatly helped by a strong social media campaign. A second much larger shop was opened in 2016 and we also split the two shops into different categories so our original central town shop concentrates on skate and streetwear and our larger shop close to the surfing beaches is core surf and water sports.

What percentage of your sales are from online business compared to your brick-and-mortar sales?
Although we have a web site, madhatter.je we don't sell directly online at all and only use it for local marketing campaigns. We did make a push into this area a few years ago, but it became apparent that this really is a specialist field. It started to eat up not only a lot of resources and cash flow but was also diverting our attention away from what we are good at, bricks and mortar retail. At the end of the day our business is strong enough in areas we enjoy.

Did your store's sales increase or decrease over last year?
We have fortunately had an incredible year in both stores. We have been greatly helped by other local shops falling away but we spend a lot of time and effort analysing and adjusting our stock. Best sellers and best selling types of product are reordered and pushed, slow sellers are price adjusted quickly. If you hang around to the end of the season to see what has sold you are going to miss a lot of opportunity. The rapid growth is also starting to put strain on our infrastructure so we will be looking to reorganise and recruit over the next six months.

What makes your store different and in what ways does your store excel beyond your competition?
It has always been our philosophy that the business is built one customer at a time and all our customers are like-minded people and treated and greeted as friends. Success is also in the detail; the shop has to be perfectly presented at all times (and you should never think it's perfect), get the music right, get the smell right! These are all things the internet can't do. Stock-wise keep all the small things in stock at all times, socks, key rings, wallets, all the fins and screws etc. Customers will learn that they can rely on you to have what they need. The big categories will hopefully cover all your overheads, the small ones are your profit

What's sold well this summer?
We have had particularly strong sales in wetsuits, surf hardwear and SUPs. We've especially had a lot of growth in women's wetsuits this year. Also menswear has been very good at 20% up on last year at this point.

What kind of advice can you give other independent retailers who are trying to compete against the big box megastores?
Small is beautiful! You can be nimble and offer personal services that the big megastores can't. Clearly define you target customer and understand them. You can then use social media and local campaigns to find them and tell them about all the great things you are selling. Get organised with a good stock control system and then analyse, analyse and analyse again to highlight best and slow sellers and work out what works for you.

What are the benefits to the store and to the boardsports community of sponsoring local athletes and hosting events?
Yes we are intertwined with the local surf community, we have tiered discount policy to the key players and athletes in the community. It's very important that we remain a core hardwear and athlete driven business. We also organise surf contests with the local club and host film nights.

If you could go back five years what would you do differently?
Not wasted so much time and money chasing internet sales when we had no idea what we where doing!

MADHATTER.JE

RETAIL BUYER'S GUIDE

SUNGALSSES SS/20

Sunglasses offer far more than mere sun protection these days. They actively enhance our visual experience – in (board) sports, everyday life, and leisure time – and have become essential style accessories. Get the full scoop in our SS20 Retail Buyer's Guide **by Natalia Maruniak.**

photo Oakley

"The sunglasses market continues to grow," says Will Conk, Global Product Director Sport at Oakley. Some numbers to confirm this: In 2019, the European sunglasses market will achieve €6.135 billion in sales and is poised to grow to €6.22 billion (Statista). So things are literally looking up! "Sunglasses are hot at the moment! Now they are key pieces in fashion, regardless whether street, high or sport fashion," said Neil Slinger, Head of International Sales at Melon Optics, adding: "Now with sports trends crossing over into fashion the lines are more blurred than ever before." More than just fashionable, sunglasses also present a lucrative business proposition for brands, said Mark McCann, Global Category Manager Eyewear at Smith Optics: "We see massive growth opportunities for our brand here, as long as the sun is shining – it will be important for people to wear sunglasses to provide UV protection for their eyes and as a style accessory." Brands in the boardsport segment are catering to this demand with an immense selection in SS20 blending on-trend styling with high performance.

KEY SS20 TRENDS

Speaking on season priorities, Shay Williams, Product Development Specialist at Dragon said: "We're creating purpose-built styles that enhance a consumer's experience in a specific environment." Shay pointed to the re-launch of Dragon's XP collection featuring eyewear for adventures and expeditions into the unknown. "The XP Collection provides optimal functionality with features that adjust to demanding outdoor conditions, creating a customized experience on water, land, or snow." Versatility is another key theme for SS20: A growing number of customers are looking for sunglasses for all walks of life. "Whether skating, biking, or hanging out at the beach, customers want sunglasses that pair durable, lightweight frames with lenses of exceptional quality. To see better in all terrain and conditions, they also want lenses that enhance contrast," said Matthieu Perez, Marketing Manager at SHRED. And here's another hot insight: "Quiver-killing sunglasses are definitely trending," confirmed Mike Lewis, Director of Marketing, at Zeal Optics. The brand is meeting the trend with the Auto Sun Collection featuring polarized and self-adjusting lenses in an exceptionally lightweight Z Lite frame at less than 28 grams. With that said, purchasing trends tend to differ between male and female audiences. According to JP Bonnemason, Global Eyewear Product Manager at Roxy and Quiksilver, women are changing their sunglasses more often and place more emphasis on modern models, for which they are willing to pay a higher price, on average. Men, on the other hand, tend to look for longevity in their sunglasses and opt for classical shapes and technical features – also priced accordingly.

> "Sunglasses are hot at the moment! Now they are key pieces in fashion, regardless whether street, high or sport fashion." Neil Slinger, Head of International Sales, **Melon Optics.**

FRAME SHAPES

While the fashion industry has rediscovered petite silhouettes in a major way, boardsports brands are embracing frame shapes of all sizes. "With the 90s sports trend hitting fashion, we see the comeback of extreme wraparounds and large single lens sunglasses," said Neil Slinger at Melon Optics, citing the return of the classic Oakley Eye Jacket with Palace Skateboards as an example. Bold shield frames, mostly implemented in the sports performance sector, are in play for SS20 at brand such as Oakley, Bliz and VonZipper, which have a stunner on their hands with The Defender model. Keep an eye on it next summer!

Lucy Martino, Head of Product at Otis, sees a return of XL shapes. "Frames are becoming larger as we move away from smaller styles. There's inspiration drawn from late 1990s and early 2000s including large temple bars and wrap styles." At Smith, Mark McCann also sees a resurgence of larger frames offering full coverage in retro designs, for instance in models such as the Lowdown2, Shoutout, and Cavalier. Trending shapes for SS20 also include aviators and wayfarer frames, as well as retro cat eyes for women (Roxy's - Thalicia, VonZipper's - Ya Ya!). Plus, unisex frames have been gaining momentum for some time now. Another trend story revolves around smaller, rounded frames which pretty much every brand is serving this season, including Dragon (Opus), Quiksilver (Ferris) and Otis (Omar). The latest evolution of this style consists of adding angular corners. "The wayfarer, aviator and round frames are still popular. But we see more Hexagon shapes and different mixes of round and square frames," said Boukje Bontenbal, Product Manager at Sinner. At Dirty Dog, Sales Operations Manager Tom Lazarus confirms the rise of, "angular acetates and metals that can imitate the key high-fashion trends whilst staying within the boardsports realm." Speaking of metal: For all fashion-conscious sunglasses customers, delicate metal frames are a must-have in SS20. Whether it's rounded, oval, squared or unconventional – the selection has never been larger. At VonZipper, Josh Hartley sees, "the rise of metal frames, angular shapes and creative frame and lens colorations." Delicate metal frames with a nineties twist and off-the-wall shapes could be a real eye catcher this year. Favourites include the Oakley Deadbolt with lightning bolt-shaped titanium temples or the Sinner Rincon model featuring gradient polarized lenses with rounded bottoms and hexagonal tops.

FRAME COLOURS

Diversity in frame colours also extends into colourways this season. While black will always be the number one choice for some brands, other brands are expanding their colour palettes. "Black stands the test of time - and thus, it serves as the foundation of our collection," said Matthieu Perez at SHRED, which combines black frames with delicate colour accents on the frames as well as grey or colour-tinted lenses. Next to black, tortoiseshell is also emerging as a fail-proof colour option. For SS20, tortoise is having a resurgence, right next to last season's crystal-clear acetate frames.

photo Vonzipper

> "We see massive growth opportunities for our brand here, as long as the sun is shining – it will be important for people to wear sunglasses to provide UV protection for their eyes and as a style accessory." Mark McCann, Global Category Manager Eyewear, **Smith.**

"Overall the colours are less bright and more tonal," said Boukje at Sinner. Otis is banking on brown shades, dark green, blue grey and berry tones blended with a matted, transparent finish. CHPO goes into the season with soft pastels as well as honey yellow and purple combined with black lenses. Inspired by, "the beauty of our natural surroundings," Dragon is capturing etheral frosted glass colours in the Seaglass Collection: "Your eyewear is an extension of your personality and these fun and flirty shades are sure to make you stand out from the crowd." Lenses for SS20 are big on ice blue and forest green (Dirty Dog) as well as gradient lenses in pink, blue and green (Sinner). Otis implements mineral glass lenses in smoky blue, while Melon Optics is pushing reflective lenses in pink. Vertical Unit chooses lens tints in grey, brown and yellow. Bliz has what fans of blue and purple lenses want, while VonZipper is working with grey, bronze and pink.

> "Quiver-killing sunglasses are definitely trending." Mike Lewis, Director of Marketing, **Zeal Optics.**

MATERIALS

In terms of frame materials, SS20 is putting a premium on comfort and functionality. For a large number of brands, the material of choice is Grilamid TR90, VonZipper, Dirty Dog, Vertical Unit, Bliz, Quiksilver and Melon Optics. Grilamid TR90 frames are, "lightweight, flexible and retain their shape in extreme temperatures," said Neil at Melon. Oakley continues to rely on "patented O Matter frame material for longevity and all-day comfort as well as premium metals such as titanium, which is ultra-light, ultra-strong and corrosion-resistant." The Quiksilver Floatable collection implements a special material called TPX, which allows frames to float on the water. Floatable frames also feature in pioneers in the category Dragon's H20 line and and Sinner also feature. Acetate, metal elements as well as stainless steel and a growing number of titanium frames are pushing the trends in frame materials.

SUSTAINABILITY

Brands are putting more and more emphasis on environment-friendly materials. "We're moving to a more socially conscious, eco-friendly material. For all of our injection styles that are not a part of our H2O Floatable collection, we've moved to an injection material based on the Castor plant," said Shay Williams at Dragon. Roxy is also relying on a plant-based polymer based on castor plants in the Pop Surf collection, while Zeal is bringing sustainability not just in its frames, but also Ellume Polarized Lenzes. And Johanna Åkerström, Marketing Coordinator at CHPO is proud to announce: "In the SS20 collection, all of our sunglasses are made from recycled plastic." While Smith is crafting lifestyle eyewear from a sustainable material named Evolve, Otis is celebrating the launch of its first Eco Acetate collection endorsed by ambassador Greg Long: "Derived from cotton seeds and plant matter, our Eco Acetate frames are 100% recyclable and biodegradable. In 2020 we are offering more styles and colours in this area." Sustainability is also changing the lens segment, which is why Otis sources frames from mineral glass, which is, "the best option for a sustainable future," said Lucy Martino, Head of Product.

LENS TECHNOLOGIES

When it comes to manufacturing lenses, brands are banking on time-proven technologies in SS20: VonZipper relies on its Wildlife Polarized lenses, "to provide unsurpassed clarity, definition and glare reduction while maintaining optimum colour balance." Smith Optics continues to implement ChromaPop technology for more vivid colours and better contrast details, in lenses with or without polarization. Melon Optics has discontinued all non-polarized models a while ago and solely offers polarized polycarbonate lenses made in Japan: "Polarised is a must – it is the first thing customers ask in our stores when they come in." The SHRED brand also manufactures its forged and polarised urethane lenses in Japan while trusting in Contrast Boosting Lens (CBL) technology as, "a single lens tint that could handle all terrain and conditions." Starting next year, the brand will also sell photochromatic lenses (Belushki model). The trend towards self-tinting lenses is alive at Zeal with the Auto Sun Lenses (Manitou model). Bliz is headed into the season with a brand-new lens concept up its sleeve: Bliz Nordic Light is a unique lens, developed and designed to suit the flat light weather conditions of the North."

While polymer lenses are the standard across collections, some brands are offering lenses from mineral glass, including Roxy and Quiksilver, both in cooperation with German traditional eyewear brand ZEISS Optics. Otis has also just released its first line of scratch-proof, reflective lenses crafted from mineral glass which are double-hardened and lipid-repellent for a clear view.

Visit our website to see in depth brand previews of this category.
BOARDSPORTSOURCE.COM

HIGHLIGHTS

1 Fashionable must-haves
2 Quiver-killing styles
3 Metal frames
4 Small, rounded & angular shapes
5 Tonal colours and tortoise
6 Sustainable materials
7 Self-tinting lenses

SUNGLASSES
2 0 2 0
P I C T O R I A L

AZR - Beverly

AZR - Jack

AZR - Clark

Bliz - Fusion Nordic Light

Bliz - Matrix Nordic Light

Bliz - Vision

Cheapo - Liam

Cheapo - Vanessa

Cheapo - Bodhi

Dirty Dog - Blade

Dirty Dog - Magnitude

Dirty Dog - Volcano

Dragon - Baile

Dragon - ExcursionX

Dragon - Opus

Epokhe - Austyn

Epokhe - Darko

Epokhe - Eno

Horsefeather - Chloe

Horsefeather - Keaton

Horsefeather - Zenith

Melon - Echo

Melon - Halfway

Melon - Layback

Oakley - Clifden

Oakley - Cogswell

Oakley - Deadbold

OTIS - After Dark

OTIS - Omar Eco

OTIS - Suki

POC - AIM

POC - Aspire

POC - Define

Quiksilver - Charger

Quiksilver - Jericho

Quiksilver - The Ferris

RAEN - Dodson

RAEN - Dodson

RAEN - Wiley Alchemy

Roxy - Moanna

Roxy - Nagara

Roxy - Thalicia

Shred - Belushki

Shred - Provocator

Shred - Stomp

Sinner - Rincon

Sinner - Springhill

Spect - Triple

Smith - Caper

Smith - Lowdown

Smith - Shoutout

Spect - Shine

Spect - Sonic

Spect - Soul

Spektrum - Anjan

Spektrum - Blank

Spektrum - Kall

Vertical Unit - DEX

VonZipper - Dolls

VonZipper - Gaba

VonZipper - Juvie

Zeal - Camp

Zeal - Cleo

Zeal - Manitou

CORE Kiteboarding
+49 (0) 4371/889 34-0
info@corekites.com
Fehmarn, Germany

CORE KITES, BARS & BOARDS

KITEBOARDING ESSENTIALS

SENSOR 2S/2S+
Unibody 4-Line Bar
plus S-System

SENSOR 2S PRO
Full Tectanium
4-Line Carbon Bar
plus S-System

Nexus
Wave+ | Freestyle | Freeride

GTS 5
Freestyle + | Wave | Freeride

XR 6
High Performance Freeride + | Freestyle | Wave

RIPPER 3
Altround Wave

720
Freestyle Wave

CHOICE 3
Freestyle + | Freeride | Wakestyle

FUSION 4
Freeride + | Freestyle

THE CORE OF KITEBOARDING

Kiteboarding is who we are and what we do. And after thirteen years in the business, we haven't strayed from our original business model: making only kiteboarding gear. It's easy to get distracted, but we prefer to focus on engineering the best kites, bars, and boards on the planet.

With that said, there are a lot of choices in the kite market. Make your next kite purchase easier than your morning coffee order with CORE's Universal+ Series of kites: a three kite family of high-performance allrounders. Although we build each kite in the Universal+ Series for all riders and all conditions, they each have one "superpower." The plus(+) in the kite's description tells you what it's super at!

Or, are you an experienced kiter who likes to do one thing really well? Then consider checking out our Specialized Series where you'll find our dedicated surf, foil, and wakestyle line of kites. Learn more at corekit.es/specialized

#GOKITING

FOLLOW US ON
corekites.com | facebook.com/corekites | instagram.com/corekites | twitter.com/corekites

AIRUSH KITEBOARDING

LEGENDARY PERFORMANCE REIMAGINED

BY INNOVATORS FOR INNOVATORS

THE ALL NEW LITHIUM v11

Premium all-around freeride performance.
Precise steering with reduced bar pressure.
Powerful delta hybrid with a huge wind range.

5 6 7 8 9 10 12 14 17m

AIRUSH.COM

RETAIL BUYER'S GUIDE

KITEBOARDING SS/20

Born in the late 90s as an amalgamation of many sports, progression has been in the DNA of Kiteboarding all the way. The latest market analyses talk about significant growth to be expected in the coming years, fuelled by a growing fan base and a product development rhythm that doesn't seem to sleep. **By Rocio Enriquez.**

photo Core

Kiteboarding developed in different disciplines from very early on. You can use a powered kite to get big air, surf waves or skim at speed over the water. It is no surprise that a sport that combines the thrills of windsurfing, wakeboarding and even paragliding would become popular. The first kiteboarders might have been immigrants from other sports but, by the time millennial thrill-seekers were hitting the beach, they went straight into kiteboarding. Natives have claimed the rightful spot of kiteboarding in the Olympus of sports (we'll see it debut in its hydrofoil discipline in Paris 2024 games) and welcome the ongoing updates in product technology.

TRENDS

The arrival of foiling in water sports has been a game changer, altering the mindset of kiters once limited by conditions. The possibility of riding in lighter winds and smaller waves has been so well-received that the industry is working to innovate the materials and shapes needed to get more hours in the water. Summer 2019 saw the number of foil riders significantly increase, gave birth to the Wing Surfer and set the trend for future innovations: lightweight kites and boards, smaller and easier to handle. Summer 2020 will bring about the evolution of foil, expanding the range of spots and conditions for every riding discipline.

> "Our XR kite range of user-friendliness is simply amazing. It is the first choice of kite for many people who are new into the sport, whilst at the same time it is the current world record holder for the highest jump. An absolute weapon that can be used by everyone"
> Lutz Englert, **Core** Marketing.

Other categories well looked after by product development teams are Entry Level and Big Air. This is due to the increasing numbers of practitioners, especially younger ones, coming straight into kiteboarding and the race for the 40m jump that seems to be going on in Big Air. There are many ways to have fun with a kite and a board and kiteboarders want to enjoy them all. Making it easy for them has been key in the product design processes of many brands. Multisport foils, one kite for all and convertible directional boards have been in demand this summer. "Our XR kite range of user-friendliness is simply amazing. It is the first choice of kite for many people who are new into the sport, whilst at the same time it is the current world record holder for the highest jump. An absolute weapon that can be used by everyone" – assures Lutz Englert, at Core Marketing.

photo Nobile

But, while many brands talk about versatility, Slingshot says that riders still want specialized kit for every riding style. “Now more than ever riders are looking for specific equipment tailored to the style of riding they love.” – says Alex Fox, Slingshot Brand Manager. “To really progress in each discipline, riders can benefit from specialized gear”.

KITES

R&D departments are fully invested in new materials. The result is that kites are getting much lighter. Core’s Lutz Englert explains – “Our Exo Tex Light on the XLITE kite was a significant technological upgrade this year. It provides the same stability and rigidity but with 20% less weight". For 2020, they are incorporating a lower profile, adjusted bridle points and an optimized geometry of the five struts, making it faster and with better upwind abilities. Airush has focused on minimizing the use of Dacron on the frame and replacing it by high-modulus polyethylene web fibres to reduce the weight. “We make our kites lighter, without compromising the durability, by incorporating the Airush Load Frame system” – states Brand Coordinator Chereé Thomson. Rik Haenen, Marketing Manager at Peter Lynn Kiteboarding, says: “we focus on minimalizing the materials we use in our kites. We reduced every kite by at least 15 parts, increasing its durability and reducing its weight". Robert Bratz, Global Marketing Director at Eleveight, announces: “We are introducing the new High Tenacity Fabric, XT, for Summer 2020, along with a different bladder material that makes the kites lighter”.

However, the race for lighter kites has not distracted brands from the essential goal of durability. “All our 2020 kites will come with our 4x4 Canopy tech which is the stiffest and strongest canopy material on the market, increasing not only performance but also the kite’s resale value” – claims Slingshot’s Fox. “Trinity TX, the canopy material unique and exclusive to Duotone, offers the best mix of dynamic and durability” – assures Philipp Becker, Marketing Manager at Duotone. Crazy Fly is keeping the Triplex fabric, a triple rip stop material they introduced this summer with a good market response.

With a growing entry level of participants, safety and ease of use are features that brands bear very much in mind. Airush has had a proper look at the control systems. “We have upgraded the lines and probably one of the most exciting new releases is our IQR, a completely redesigned single hand activation and reset Quick Release safety mechanism” – reveals Chereé. North’s Ollie Murphy says: “All our kites use fixed-cascade bridals with no pulleys. Removing plastic pulleys from within the load bearing part of the kite improves the safety and your connection feel to the kite”. Naish has developed a new one-point pump system with valve lock that makes inflation and deflation much easier. Gaastra’s lines will stretch less and offer great performance and durability.

BOARDS

Most brands agree that a foil board will be a must have in any kiter’s quiver. “More riders will pick up on foiling and purchase their own board” – states Alex Fox – “while the ones that already have one will be looking to upgrade to smaller shapes”. Early adopters of Wing Surfing will be seeking out these smaller and lighter boards to make the most out of this new riding style. F-One has developed a new range of specific wing boards. Chloe Scamps explains: “It makes it possible for most riders to stand-up easily as well as making sure that riding back to the shore is possible, even when the wind drops”.

Some versatile designs are thought to help riders keep a manageable quiver size. Gaastra Marketing Director, Konstantin Weier, says: “directional boards that can be used in waves and with a foil should do well as it’s always attractive to kiters to be able to do as much with as little gear as possible”. Slingshot’s foil board hybrids will take either fins or foil mount, making travelling much easier. Nobile brings this up a notch. “We offer multifunctional boards like Infinity Split Foil which can be used as wave board or hydrofoil board plus it splits into two pieces which fits into a standard check in bag together with hydrofoil, kites, and other kiteboarding necessities”, says Gosia Rosiak. As much as foiling’s popularity is growing, most brands see it as an addition to the increasingly rich variety of styles in kiteboarding. Twin tips and surfboards are still being tweaked to offer the lightest possible

"All our 2020 kites will come with our 4x4 Canopy tech which is the stiffest and strongest canopy material on the market, increasing not only performance but also the kite's resale value" – Alex Fox, **Slingshot** Brand Manager.

photo North

high-performance boards. The increasing numbers of newcomers and the popularity of Big Air are driving innovations in twin tips. Goodboards had a great response to their youth and women's dedicated board "Phaphito" and will introduce the new "Snake" board with anti-chop technology in 2020. Slingshot's Misfit is a board that progresses along with the rider's skills that has incorporated a Koroyd tip and tail. "It reduces swing weight and increases the board's dampening, creating a smoother ride". Nobile's combination of travel-friendliness and performance of their NHP Split has been rewarded by customers. "Rectangular channels on the tips guarantee super upwind performance and stability when riding and jumping and a perfectly designed Hydrodynamic rocker line improves the comfort, manoeuvrability and pop" – explains Rosiak.

This "ride in any conditions" mindset does not only apply to lighter winds but also to any wave size. Duotone is adding a "Pro Fish" to their surfboard range. "It just makes riding even the smallest and crappiest waves fun" – promises Philipp Becker. F-One's SHADOW is designed to surf any kind of waves. "This board is able to carve short turns as well as long and fast curves effortlessly" – affirms Scamps.

The challenge to make boards lighter, durable and high performing has been met by many brands with the incorporation of new materials, especially wood. In twin tips, wood cores are replacing foam ones, improving the feel and response of the board. "Our composite construction combines our Paulownia wood core with engineered E-glass laminate layups on the top and bottom which drives riding performance" - describes North's Ollie Murray. Some brands are using Bamboo for their surfboards. "The Hybrid Bamboo EPS construction makes it feel like a traditional surfboard that is built to withstand the forces that kiteboarding requires" – says Slingshot's Fox. Airush 2020 Surf Comp and Diamond boards will be available in their Reflex Bamboo Construction. Carbon is also present in many models, such as Core's own Cartan® Carbon, North's Carbon Series or Nobile's high performance NHP Carbon Split. "We are using a brand-new carbon weave for the new big air board for 2020" – announces CrazyFly's Juraj Buckovac.

SUSTAINABILITY

Most brands are carrying an awareness for environmental protection in their production materials and processes. Durability plays a big part in sustainability, as it reduces waste and increases resale value, promoting a second life of the product. Nobile's APS construction system (Added Pre-Stress) reduces 10% the material used in boards. They avoid the use of chemicals by eliminating lacquer on their boards. Similarly, Goodboards only uses water-based paints on theirs.

The use of Paulownia wood for cores contributes greatly to sustainability. "Paulownia trees can be cut down after three years and grow extremely fast. For every tree our supplier cuts down for us, they plant two" – says Buckovac. Some efforts are found in the manufacturing processes too. "The heating of all factory processes, including pressing ones, is based on scobs which come from wood core production from our local vendors" – explains Rosiak. CrazyFly uses clean electricity from a nearby waterpower plant. Duotone's twin tips come from an eco-friendly board production facility in Austria. Airush's Chereé says: "We have teamed up with Sustainable Surf to develop a full line of directional surf and foil kiteboards that comply and exceed the Ecoboard fundamentals of reduced carbon footprint, recycled and/or upcycled material input and reduction of toxicity during manufacturing".

Sustainability in kite materials is proving to be more challenging. It is very difficult to replace polyester based fabrics with greener alternatives that offer the same durability. "We experimented with recycled plastic canopy materials, unfortunately the material was more expensive and the durability less" – says Duotone's Becker. Making kites durable and sourcing their materials locally seems to be the way to do their part.

"Paulownia trees can be cut down after three years and grow extremely fast. For every tree our supplier cuts down for us, they plant two" – Juraj Bukovcak, **Crazy Fly.**

Dropping plastic packaging is a common goal. FlexiHex is the packaging material of choice for Duotone, Slingshot and Eleveight. Core and CrazyFly have chosen recycled paper and cardboard. Airush is using recycled PET for its kite bags. Core has managed to reduce its plastic packaging in 60% over the last six years, replacing it for recycled cardboard or compostable materials. Bags that don't suit these greener materials are designed to be reusable. "We print a suggestion on the plastic kite bag to use it for beach clean-ups" – says Lutz Englert - "and use reusable bags to package our accessories. They keep your gear neat and tidy in the car and also make great travel bags".
Retailer Support.

Such a rich catalogue of riding possibilities requires strong retailer support from the brands, mainly in the form of education. Only fully understanding the product can a retailer guide a purchase decision that truly meets the riding preferences of the rider. Makers understand this and provide many options for retailers to test and learn about their products first-hand. Goodboards, Nobile, Slingshot and North organize demo tours. Eleveight offers product training at stores. Technical videos are great educational tools. North produces in-depth animations that demonstrate the use of products. Slingshot creates full time technical videos for support and provides early technical briefings on marquee products. There are other interesting retailer support initiatives. Duotone offers entry level packages and has set up a spare parts web shop. "Customers have the spare part sent to the shop so the shop can offer an incredible service, helping to assemble the spare part and hopefully creating new sales" – says Philipp Becker. New for Slingshot is the setup of a full in store Wing Rack for their foil retailers. "This displays our full Hover Glide wing suite and showcases the modularity and versatility of our foil system and how it applies to each of the 5 foiling sports: Kite/Wake/Wind/Surf/SUP" – describes Alex Fox.

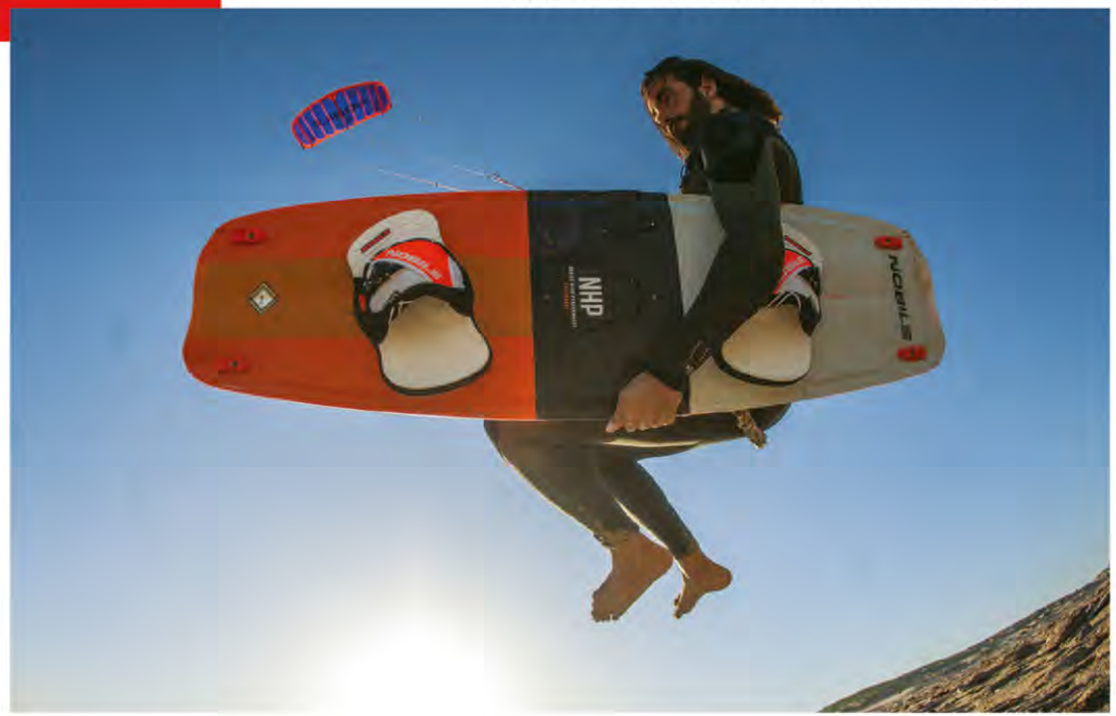
Days of waiting and praying for wind seem to be something of the past. With a toy available for every condition of wind or waves and growing numbers of riders, retailers should reap the benefits of learning about all the new options and offering proper guidance for purchase.

Visit our website to see in depth brand previews of this category.
BOARDSPORTSOURCE.COM

HIGHLIGHTS

1 Lighter kites
2 Durable kites
3 Versatile gear
4 Travel friendly boards
5 Sustainable wood core boards

NOBILE KITEBOARDING 2020



NHP SPLIT | NHP CARBON SPLIT | NHP SPLIT FOIL | INFINITY SPLIT FOIL | INFINITY SPLIT | INFINITY CARBON SPLIT | FLYING CARPET SPLIT

NOBILE SPLIT CONNECTION
BEST FOR TRAVEL. AIR TRANSPORT FREE OF CHARGE
TOOL-FREE SYSTEM
UNBREAKABLE
UNCOMPROMISED PERFORMANCE

APS | NOBILE SPLIT CONNECTION | TOOL FREE SYSTEM

2020

SPLITBOARDS

NOBILE

BIG WIG INTERVIEW

RVCA'S ALEXIS MAILLET + ETIENNE PINON

Tasked with ushering in RVCA's mantra, "Balance of Opposites" under the new leadership of the Boardriders group are European boardsports industry heavyweights Etienne Pinon and Alexis Maillet. Etienne (European Brand Manager) has 20+ years of experience in international sales in the action sports industry, formerly heading up sales for Electric, Neff and Podium all stemming from his love for skateboarding, which he acquired at a young age. Alexis (European Marketing Manager) brings 15+ years of experience to his role having headed up the DC Snow & Action Sports division in Europe, serving as Marketing Director for FOX and most recently Electric where he and Etienne first crossed paths. RVCA is a different beast in Europe than it is in America, with hyped American pastime MMA (Mixed Martial Arts) playing a big part of their DNA across the pond, so Alexis and Etienne have set about cultivating local artists, chefs, models and ambassadors as part of their inspirational "Artist Network Program" to tell RVCA's stories through a European lens. Interview by SOURCE Editor **Harry Mitchell Thompson.**

Please could you give us a brand history timeline from birth to today.
Etienne: First and foremost, RVCA is the brainchild of company founder, PM Tenore. It transcends the boundaries of traditional action sports apparel. RVCA was founded in 2001 with the very first intention to create a platform which combines art, music, fashion and a modern lifestyle in an original way. In 2010 it was acquired by Billabong International Ltd to complete the group's outstanding portfolio (Billabong, Element, VonZipper, Xcel). And if you're reading this, you probably know that last year, the group was acquired by Boardriders (Quiksilver, Roxy, DC Shoes) creating the biggest action sports company in the world. Today, RVCA sits in the group with a very unique position, benefiting from Boardriders' expertise while nurturing the "Balance Of Opposites", the brand's mantra.

The brand had seen big success in the US in recent years - to what do you attribute the success?
Etienne: I think it started from day one with the creation of the ANP (Artist Network Program), which brought a new approach to how a brand can interact with artists. Going against the mainstream idea of what a business should be, ANP is a platform that showcases the talent of known as well as unknown artists who inspire various generations and push the boundaries of creativity while giving back to the community. It just gives sense to what we do and I think that consumers can feel this point of difference. Of course, the product is also at the centre of the success. RVCA is known for its creative approach and for its great quality products. It's also interesting to see that the brand keeps on growing within each of the five pillars of the brand: Lifestyle/Art, Surf, Skate, Women, Sport with a very controlled and qualitative distribution.

How has the brand's product lineup and marketing direction changed in recent years?
Alexis: In terms of products we are following the development of our RVCA collection for men and women. The women's collection, especially the Spring collection is going really well in Europe. It represents more than 30% of our seasonal turnover. The last photo-shoot that we did in Italy was really well received by our customers and the top models we used, such as Clara Berry were part of this success. We are continuing the development with our regional ANP artists. Another win was the last Roberto Rodriguez Redondo's capsule collection. The sell-through showed a real interest for this kind of artwork. We're sticking with this direction and the product department are already looking for new European talents for the following collection. Regarding our marketing, the main change is that we want to consolidate our position at the beach and at the same time move and develop the brand in key European cities. Thanks to our ANP program we have the opportunity to tell our brand DNA and connect with local communities. As of today, we have a lot to do in terms of brand awareness around RVCA. If someone isn't connected to surf, skate or MMA, they may not be exposed to the brand or even how to pronounce the brand name, "RùKA". But the good news is that as soon as they are in contact with us through social media, events or advocates, they fall in love and become so curious and interested in our unique label.

> "The women's collection, especially the Spring collection is going really well in Europe. It represents more than 30% of our seasonal turnover." Alexis Maillet, European Marketing Manager

How is the brand perceived differently in Europe to the States and what are you doing to change that?
Etienne: In Europe, somehow the brand suffered from in-house competition within the group and didn't follow the same growth as in the US or APAC. A few years ago, it was decided to rebuild a full growth strategy with new recruitments and a proper long range plan. We aligned Product, Distribution and Marketing and as a result doubled the business in two years. We are now entering a new phase of investment with Boardriders. On both global and regional levels, we built a growth plan for all the channels (wholesale, retail, Ecom). The idea is to consolidate our current position in the coastal areas where we have a great success (Portugal, South West of France, Spain, Italy) mainly with Spring/Summer products (t-shirts, shirts, walkshorts, boardshorts). And to start a whole new plan for key European cities centred on a lifestyle/art/street approach. RVCA is deeply rooted in sub cultures (street art, music, skate) and it's now time for Europe to connect with all these communities. Right now, we're working on projects for the next three years that include the opening of flagship stores in key capitals of Europe. Women will also be a big part of the plan as today it represents more than one third of our business and will keep growing as the brand reaches a new audience.

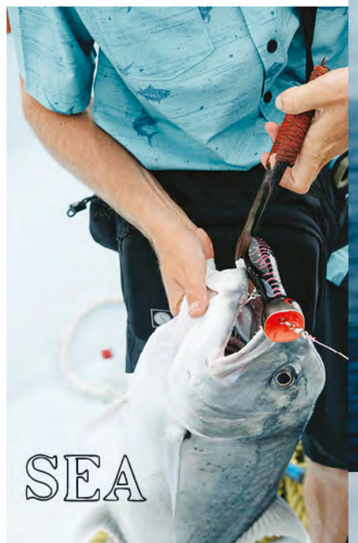
Please explain the new European setup.
Etienne: The team is fairly small. I recently took over the position of Brand Manager, Alex is leading the European Marketing and Camille Jeanjean is the Head of Product with the support of Julien Dauverchain. Occasionally, we also have the need for the support of some interns. As for our office, we just moved out from Hossegor to the European Headquarters of Boardriders based in Saint Jean de Luz, France where we benefit from the group's back office (Customer Service, Finance, IT, HR, D&L, Ecom, Retail). We're very excited to join the campus that is filled with a great energy and amazing talent. We were able to find a great spot within the building where we brought our own universe filled with art, tattoo studio, music and a great space to meet and share with our communities. We can't wait to write this new chapter.

What makes RVCA different from other brands in the space?
Alexis: Everything comes from Founder Pat Tenore and all his networking. He is still today really involved in the development of the brand. He created an original brand focus on an artistic platform for an authentic community. He gave birth to the ANP (Artist Network Program) and today this is the single most important differentiator for RVCA. The goal is to showcase known and unknown talents, raising and providing a support platform for creative growth. RVCA is a unique global lifestyle brand inspiring and speaking to diverse subcultures, who don't limit themselves to one sport or passion. We're not talking about a classic team but a family, a group of selected advocates. Each person within the Program symbolizes something unique, adding flavour to the brand's colourful culture of artists and advocates. From a chef, to a surfer/shaper, through a tattoo artist to famous models. Today RVCA is uniting cultures from art to surf, to skate to street fashion, and MMA to music. The Balance of Opposites concept symbolized by the V an A in the RVCA name, runs through everything that the brand does. To summarize, I think our advocate Aaron Rose and creator of the ANP QUATERLY (Special ART magazine) says it best: "This is the only brand supporting some of the most experimental artists in the world while simultaneously sponsoring the most gnarly MMA fighters. These two should be like oil and water, but somehow with this brand it not only works but makes total sense!"

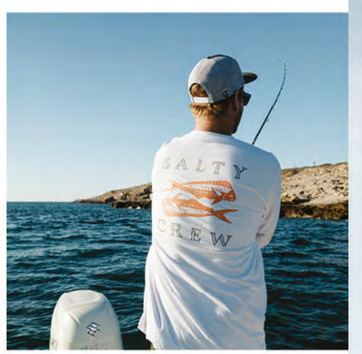
> "In Europe, somehow the brand suffered from in-house competition within the group and didn't follow the same growth as in the US or APAC. A few years ago, it was decided to rebuild a full growth strategy with new recruitments and a proper long range plan. We aligned Product, Distribution and Marketing and as a result doubled the business in two years." Etienne Pinon, European Brand Manager

Talk us through the Basement Gallery in Biarritz.
Alexis: This project comes from different inspirations. First of all you may know that in our HQ in Costa Mesa there is an art residency; a huge studio/dedicated hub for artists to perform and showcase work. This inspired RVCA Australia who set up a RVCA gallery and RVCA Japan too who installed a gallery above the RVCA store in Shibuya/Tokyo. Following on from this, in Europe we created a dedicated and original art platform. Our angle was to find a place with one of our advocates, artists or friends doing what they're good at. Our goal was to promote our Artist Network Program and for this we had the support of one of our key global ANP artists, Benjamin JeanJean. He agreed to be the curator of the first group exhibition. We also gave birth to a new concept which married food and art, where a new concept was born; art and food! We made a partnership with chef Anthony Orjollet who opened 'Elements', the "Best French Restaurant" in 2018 according to acclaimed French foodie magazine, Le Fooding. The collaboration was with his new restaurant called EPOQ, which mixes culinary arts, music, and paintings in the same space. The gallery is now located in Biarritz in the basement of this long awaited new restaurant. July 16, 2019 was the official opening of the RVCA Basement Gallery and it was a real success - the gallery was packed even on a Tuesday evening, where more than 500 people gathered to discover the exhibition. We presented more than 40 pieces of art, made by 19 artists from all over the world. This group exhibition is called Phénomena. We showcase everything from local to global, from masterpieces to limited edition prints.

Please talk us through the RVCA World Tour and how you are rolling this out.
Alex: We just had the RVCA World Tour in Japan at the end of July over one week and it was a huge success. The concept is based on PM Tenore's vision of bringing together RVCA advocates from all categories. The "Tour" has travelled from Hawaii's North Shore to the beaches of Australia and to New York City. The success of these past events, both domestic and international, have inspired what we are now deeming as the RVCA World Tour. Each stop on the tour includes special events highlighting the breadth and depth of the RVCA community. These range from cultural education workshops to public concerts, art exhibitions, athletes and artist signings and much more.The next RVCA World Tour stop will be in December in Miami during ART BASEL. Then it will be our turn to host all the global advocates in Paris for spring 2020. Stay tuned - this will be an outstanding and unique brand moment.



FIND REFUGE IN THE SEA



RETAIL BUYER'S GUIDE

MEN'S SURF APPAREL SS/20

Firmly rooted in its values, surf apparel refuses to follow fast-fashion with its head down and is retaining only good ideas. The outcome is a solid range that tends towards neo-classics, i.e. a mix of 'heritage' styles using the best materials of today. By **David Bianic.**

photo **Lightening**

On one side, surf apparel is marked by large-scale mergers with last year's convergence of Quiksilver and Billabong into the Boardriders camp. On the other, new labels that have emerged in the last five years are playing more that just an outside role. In the middle, retailers have some difficult choices to make in varying their ranges (or not) and in asserting their identity through their partners. Fortunately, the response from customers seems to be pretty good if we are to trust the murmurs from brands about the past year. For a heavyweight like Quiksilver, the results were positive, assures Emmanuel Petrini from Global Merchant Lifestyle and "Surf Apparel got some traction again", even though he does warn that the sector is "still on the edge, and weather plays such an important role in the sell through". From Rip Curl's perspective, the figure of +6% is put forward for retail as well as a "huge increase on e-comm", reveals Pierre-Alexandre "P-A-M" Merlet, Head of Menswear Product - a category that represents around one third of their turnover, he divulges. Also really optimistic is Valentine Grandamme, the Brand Specialist at Hurley calls 2019 a "big year" for surf apparel and anticipates double-figure growth for summer 2020. To benefit from this demand, it falls on brands to find the right positioning, given that "the boundaries of the surf area are becoming more and more blurred each season", remarks Rosemary Heath, Senior Performance Designer at O'Neill. For Rosemary, this development can be seen as a benefit, presenting significant new opportunities for growth in swimwear. Another undeniable output is 'clean' fabrics: a trend that is increasingly prevalent amongst 'indy' brands, as is the case for Passenger Clothing who are appreciating the demand for more ethical, sustainable alternatives: "I see 2020 as being an extension of this (...) with manufacturing transparency taking centre stage", suggests Marketing Manager, Samuel Westley.

> "Surf Apparel got some traction again" Emmanuel Petrini, **Quiksilver**

CRISIS OF IDENTITY

As Rosemary Heath from O'Neill points out, surf clothing is not a style that's set in stone; it evolves, especially after contact with its rivals like fast-fashion, streetwear and outdoor clothing. At Quiksilver, Emmanuel Petrini does "try not to get caught up in the panic of fast fashion by staying focused on what we do best". But he also confirms that the brand is calling on its expertise and authenticity in surfing to "mix it with our inspiration from fashion and streetwear to create products that make sense for our consumer". The disruptive solution from RVCA is to be present on the surf apparel market "but we don't navigate only in Surf Apparel", explains Alexis Maillet from Marketing. Their pillars are more art and skate lifestyle and the brand leans mostly on the ANP, their Artist Network Program, continually developing their narrative. Samuel at Passenger Clothing equally admits to feeling the effects of mass appeal fast-fashion and the way in which it influences buying habits, i.e., faster and cheaper. For him, it's even more important to stay true to the unfaltering values of Surf Apparel, which are "adventure, travel and lifestyle that goes beyond the latest tech or trends." For Maria João Nogueira, Head of Communication at Lightning Bolt, the real fusion between surf-skate-street constitutes "a new fashion" and at the same time she is striving to reiterate the value of authentic labels like Lightning Bolt, born in 1971 in Hawaii. For her, the idea is to offer timeless signature models and update them with the latest standards of comfort and technical properties.

TRENDS SS20

With these wise words from Maria João, it's easy to guess what will drive inspiration of SS20 spring/summer collections: "Heritage" styles and tech materials that are light, stretchy and eco-friendly. Let's go! The influence of the 90s has been clear for two or three years now and 2020 will be no exception at Quiksilver who combine the surf and skate culture of this period with "the early to mid 90s rave and music festival scene," for the debauchery of creativity and colours that characterised this decade. The result is a Rave Wave capsule collection that is "vibrant and nostalgic but that also feels contemporary with new fabrications and fits," explains Emmanuel Petrini. The 90s also represents the golden age of surf clothing and the Head of Design at Rusty, Ben Noble, has explored this source through hand drawn artworks since "Rusty has always been original and the idea of getting away from computer generated design was important." This is translated by inks, paint sprays and intentional imperfections. For a more eye-catching style, we go back another decade at Body Glove with a collection that smacks of the 80s through "oversize graphics, all-over print patterns and block colour clashes" to give "a retro explosion straight from the Body Glove vaults," promises Andrew Maclean, Head of Apparel Design. At O'Neill, the eras are clashed together in spring-summer 2020 by employing a Modern Retro narrative that intertwines 70s nostalgia and Californian surf hipsters. It's the same mash up concept at Lightning Bolt who are taking up the challenge of combining Californian 'cool' with the insular ambiance of North Shore Hawaii. For sure, stripy graphics will co-exist alongside aloha prints in the collection; pieces that can be worn as a total look or separately, explains Maria João Nogueira. For the younger brands, it's another point about heritage: collections are to be constructed around other values. A model example comes from Passenger Clothing who offer "a range for those who seek escapism, chasing the sun while leaving the smallest of footprints", explains Samuel Westley. Protest are also taking you on a trip, from African deserts to tropical Hawaiian islands with the Menswear Design Manager Ingrid Kalma claiming to "have been inspired by the diverse habitats of this earth and the people who live in them."

> "Manufacturing transparency is taking centre stage" Samuel Westley, **Passenger Clothing**

> "The boundaries of the surf area are becoming more and more blurred each season" Rosemary Heath, **O'Neill**

photo **Protest**

COLOURS-GRAPHICS-COLLABS PE20

So what do the various sources of inspiration mentioned above amount to? "Fresh and colourful" is a common theme, a strong trend that goes from very tangy for Body Glove ("dark pink, lemon yellow, Neptune blue and mint green") and Quiksilver (Wave Rave) to softer tones like mandarin (O'Neill), as well as out-dated blues at quite a few brands we asked. These softer colours are most of the time brought out by bright flashes like pink, the "colour of the season". Daring! As for graphics and prints, don't expect the slightest surprise, designers are holding on tightly to classic tropical graphics, flowers and other Californian sunsets complemented by striped pieces. Thankfully the designers are able to reinvent them by adding landscapes (Quiksilver), leaves inspired by the equatorial forests of South America (Protest) or palm trees in abstract and modernist forms (Dakine). Hurley set themselves apart through various Made in Hawaii collaborations with the painter Sig Zane, photographer Clark Little and Matsumoto Shave Ice, the famous North Shore ice merchant. "It's light, colourful and fun, just like shave ice should be," sums up Valentine Grandamme. The brand are also pursuing their collab with Pendleton whose profits go towards financing America's national parks. As mentioned above, RVCA are flourishing through collaborations from their Artist Network Program and for SS20 they are showcasing a duo from Tokyo called Hot Fudge (Kazuyoshi Koizumi and Yasuko Hashimoto) and their screen prints inspired by Californian surf/skate culture as well as the French tattoo artist Johanna Olk. Known for her melancholic female characters, she invites herself onto a collection featuring pastel pinks, black and white shades in addition to combinations of embroideries and prints.

FABRICS: TECHNO AND ECO

Proof that sustainable development is a real growth enhancer, many innovations have been made in the name of environmental conservation, bringing a really technical side to surf apparel collections. Recycled polyester is everywhere and every brand has it in their range. At Lightning Bolt, this comes from 'upcycled' marine plastics, just like for Patagonia and their Logowear range that employs NetPlus plastics (fishing nets taken out of circulation in Chile and Argentina), which "keeps almost 50 tons of harmful waste out of the ocean this year alone", underlines Louise Brierley-Ingham, PR Manager Europe, while offering an additional revenue for fishermen too. Win-win. At Quiksilver, bio fabrics and recycled polyester is starting to be used in their sportswear range while swimwear performance is already 100% produced from recycled plastic bottles. For Emmanuel Petrini, the real challenge remains in post-manufacturing treatments and the brand is putting a lot of effort into consuming less water, electricity and harmful chemical products. For Hurley, the exclusive technologies of the Nike mothership such as Dri-FIT and Therma-FIT are put to good use. And while the plastic is fantastic, natural fabrics such as bio cotton (Rip Curls, Brakeburn, Lightning Bolt, Passenger Clothing, RVCA) and hemp (Rip Curl) haven't given up the ghost and bring soul supplements like being soft to the touch. So spring-summer 2020 is not shaping up to be a huge stylistic turning point, more like a logical progression of how to vehicle traditional values. Let's not change a recipe that is working on the whole.
But until when?

Visit our website to see in depth brand previews of this category.
BOARDSPORTSOURCE.COM

HIGHLIGHTS

1 Affirm a surf identity
2 Classic pieces in a modern way
3 90s-80s-70s inspiration
4 Hot: Pink!
5 Recycled and bio fabrics a gogo

RETAIL BUYER'S GUIDE

BOARDSPORTS WATCHES SS/20

Time for some action ! Get all the latest styles, brands, and technologies in our 2020 Boardsports Watches Retail Buyer's Guide **By Dirk Vogel.**

photo Rip Curl

If recent news can be trusted, everyone in the boardsports watch business is now competing with the Apple Watch. The tech giant sold 10. 4 million units in the fourth quarter of 2018 and leads the smartwatches market (IDC). Overall smartwatch sales are currently at 90.6 million units in 2019 and are poised to reach 131.3 million in 2023. A clear trend, but then again, not everyone wants to go ride their boards with a smartwatch. At premium brand Elliot Brown, Co-Founder Ian Elliot sees a backlash among consumers: "We're noticing a greater awareness of appliance type watches and their shorter lifespan versus the longer-term analogue durability and it's becoming a real 'thing'." At Rip Curl, Product Manager for Watches, Dylan Andre points out: "Building the ultimate boardsport watch demands quality control measures that far exceed industry standards." At the same time, the way watches are marketed is changing: "The young generation is looking for hyped and/or luxury products more than ever. The part of storytelling today to create a hype product is more important than ever," said Christian Dittrich, Key Account Manager Urban/Lifestyle at G-Shock by Casio. Speaking of hype, must-have products don't have to break the bank. G-Shock is expanding the entry-level category with models such as The Origin starting at €89.90 retail. Quiksilver and Roxy watches start at €59.90, their tide watches under €99.90. Rip Curl's Rifles Tide watch boasts 500 tide locations for €129.99. Freestyle's iconic SHARK watch or models by CHPO sell around €55.00. Then again, consumers can also drop €499.90 on a tech-laden bezel like G-Shock's GMW-B5000D, up to £600 on an unbreakable Elliot Brown watch, or $2,500 on Nixon's Diplomatic model in a limited Star Wars edition. It's all a matter of 'watch' you want...

SEASON TREND: THE BOSS WATCH

Understatement is so last season. "A watch is now more than ever about making a statement and showing others what you're about," said Shaun Ryan, Product Manager Men's Analog at Nixon. Look out for oversized, feature-laden watches for the modern-day boss in sleek colourways. Like gunmetal – coolest colourway ever – in models such as Nixon's Ripley or CHPO's Harold Betong. Elliot Brown makes a strong statement with the RNLI Special Edition Canford and Kimmeridge models, featuring deep ocean blue dials and sapphire crystal glass. Quiksilver boasts the Stringertide, Komono the Winton Nato Light Grey, Freestyle the Shark Classic Tide XL, and G-Shock the MR-G, MTG. G-Steel and Master of G series for discerning customers.

Heading into SS20, also watch out for the following five trends

1. Digital? Analogue? Both!
Offering the best of both worlds, a new breed of watches that blend analogue hands with digital displays, like Nixon's Ripley model and G-Shock's GA-2100-1AER. For ladies, the Messenger Activ combines smartwatch features like fitness and surf tracking with a gold bezel and hands. Sleek! The all-digital Rip Curl Next Tide features scratch resistant mineral crystal lens housed in a solid stainless steel bezel.

2. Colours: Translucent to Bold
Speaking on colour trends, JP Bonnemason, Global Watches Product Manager at Roxy and Quiksilver opts for: "Translucent plastic case and strap." Examples include the Nixon Regulus and G-Shock GA-700SK in clear versions. But there's also room for bold colours in SS20: Elliot Brown sells the military-approved Holton black with neon-green accents, Komono is inspired by Lords of Dogtown with the Mono Sky model. At Freestyle, Director of Sales Wilson Troche is stoked on the Palm Springs print series and, "Pretty Mint Pastels in a strong series featuring solids and floral prints."

3. Unbreakable
Boardsports watches need to take a beating, and for G-Shock it's all part of the DNA. Elliot Brown swears by their "unique internal shock protection system, triple-sealed crowns and case-hardened bezels that will leave dents in pavements." At CHPO, Marketing Coordinator Johanna Åkerström heads into the season with, "four watches made out of 316L Brushed stainless steel, hardened mineral glass and waterproof up to 10 ATM." Freestyle pairs fun colours with performance under the hood in best-sellers like the FS101028 Shark Classic Clip Aloha Paradise Green.

4. Updated Tech
Apple is not the only brand putting tech on your wrist. Nixon's Ripley model seamlessly shifts into Adventure Mode to display temperature, elevation as well as a chronograph timer. G-Shock's GMW B5000 boasts Bluetooth connectivity to smartphones, plus sport and health functions like sleep tracking. Quiksilver and Roxy pack more tech into even smaller packages in the "slimmest tide watches on the market", including the Quiksilver Addictiv Pro Tide and Roxy Slim Tide designed to be worn under wetsuits. The Rip Curl SearchGPS2 watch pairs with a desktop and phone App to track wave count, top speeds, length of ride and session time.

5. Back to Classics
Futuristic tech finds its counterpart in classic watch designs, forever on-trend like Wayfarer sunglasses. Take, for instance, Roxy's Shibu Rose Gold in pure vintage style and CHPO's Khorshid Rose Gold featuring a white dial, rose gold case and vegan leather strap. "We are now PETA-approved and think that vegan leather is the way forward!" said Johanna Åkerström.
There you have it: Style, tech, sustainability – it's all in play for SS20. Ⓢ

Visit our website to see in depth brand previews of this category.
BOARDSPORTSOURCE.COM

HIGHLIGHTS

1 Oversized designs
2 Translucent Plastics
3 Shock-proofing
4 Updated tech features
5 Vegan leather straps

RETAIL BUYER'S GUIDE

WAKEBOARD HARDGOODS SS/20

For many brands, the biggest growth in the 2020 wakeboard hardware market continues to be in the cable wake sector thanks to the consistent influx of new cable parks being built across Europe inevitably resulting in higher numbers participating in this side of the sport. The features are also getting bigger and more advanced as the sport grows, and therefore board constructions need to be more stable, whilst also maintaining an affordable mid-range price point for those newly entering the sport. **By Ruth Cutts.**

photo **Slingshot**

Other sectors that have been the subject of increased focus include womens and kids specific boards as the sport expands its reach. The wake surf market also continues to grow thanks to the more forgiving nature of the sport.

DESIGN

With wakeboarding technology advancing so quickly in recent years many brands have introduced innovative marketing campaigns and re-designed aesthetics to push their most popular products. For 2020, O'Brien are going to release limited edition versions of the Valhalla for two of their pro athletes. One version will have the same construction as the original but with a signature graphic for David O'Caoimh. The other version is a higher performance version of the Valhalla that incorporates vector net carbon technology for greater strength and responsiveness.

In their 2020 range, several of Hyperlite's team riders will make the move from having limited graphic designs on the boards they ride into full signature wakeboards designed from the ground up as entirely new shapes. Team rider Alex Aulbach has moved from a limited graphic on the Union model to his very own board known as the Pleasure, featuring one of the softest flex patterns in their range with a unique graphic designed by Aulbach himself.

Goodboards are offering a pro model for female team rider Vanessa Weinhauser called the 'Fly' which will be available in sizes ranging from 134 up to 149. Pro-Tec are dropping a pro helmet with team rider Wesley Mark Jacobsen in SS20. The signature helmet will be one of Pro-Tec's iconic Full Cut models featuring Jacobsen's own artwork. Bern are looking to the past for their inspiration and have created a "retro" offering within their range that uses a gradient pattern and colour to create a unique capsule in their line. They are also seeing a big focus on regionally specific graphic and colour collaborations.

> "Customers want longer boards, more flex, a robust construction and a skinnier stance option in 2020" - **Goodboards** Founder Josef Holub

BOARDS

Customers want longer boards, more flex, a robust construction and a skinnier stance option in 2020, claims Goodboards Founder Josef Holub whose Onefiftyone model at length 151cm is one of their top sellers featuring a soft flex and narrow outline – ideal jibber/cruiser board.

Hyerlite have focused a lot of R&D on their 2020, claims Goodboards Founder Josef Holub whose range and are offering cable board that is available well over the 150cm mark and has more stance options than ever before. Despite the bigger size options, they have managed to keep the weight down to prevent an increased swing weight by thinning out the tip and tail of their boards - this has resulted in increased flex and reduced overall weight.

"We expect mid-range boards and packages to continue to grow. We are also anticipating continued growth with the larger sized park boards since everyone seems to be following the mantra 'Bigger is Better'", explains O'Brien's Director of Marketing Sean O'Brien, and the brand have developed new shapes in 2020 to match customer demand.

Nobile Wakeboards have introduced an innovative pre-stress technology (APS) to their range which allows for the precise design of the board's flex, increases its reactivity and durability while also reducing its weight. They have designed boards so that they are less heavy on the knees during impact and more resistant to damage to ensure the safe and smooth landing of riders (whilst also being reactive enough to achieve the coveted 'pop').

For Jobe, the boating side of the industry is where they've experienced the most growth. This has been their focus for a number of years and will continue to be their focus going forward as they are expecting even more interest in this sector.

HELMETS

The focus for Bern has been on weight reduction and improved fit. 2020 will be a new break out year for the brand in which they launch a completely reinvented Macon model. The Macon 2.0 is a fully updated reintroduction to their 'Classic' model. By adding new adjustable lay flat strap dividers, removing all metal hardware and adding their EZ-Fit system for a secure and comfortable fit, they were able to reduce the weight, improve impact management and add more ventilation to an already popular model.

Sandbox are focused on the cable parks with the Legend model continuing to be their most prominent product in the range thanks to the low profile design and comfortable interchangeable fit pads, although the technology remains the same, they've shifted their focus to the design to drive the product forward. For 2020, they've introduced an iridescent paint to their designs which reflects in the light for a unique aesthetic. They've also included some updated design processes such as the splatter and acid wash prints in the Classic helmets, while carrying over some of the successful winter prints for summer.

Moving forward, Triple 8 are expecting to see a lot of the current trends being maintained within their collection with the inclusion of pop colours and fun graphics from hardware to accessories adding a point of difference for the brand. Continuing into 2020, they will be bringing their Sweatsaver model with Halo Liner. The liner is plush and comfortable, while also offering top class protection. The model is based off previous models, but with an improved liner and a few new colourways.

> "We expect mid-range boards and packages to continue to grow. We are also anticipating continued growth with the larger sized park boards since everyone seems to be following the mantra 'Bigger is Better'" – O'Brien Director of Marketing **Sean O'Brien**

TSG offer innovative Wakeboard Earpads that can be fixed to their existing hardshell helmet models proving convenient for riders that already own a TSG helmet for other sports such as biking or skateboarding. The Evolution Wake Ear Pads can easily turn a TSG helmet into a wakeboard helmet by protecting your ears against water flush. Pro-Tec have also highlighted that crossover helmets are proving popular in the wake parks with Global Brand Director R.P. Bess highlighting that although the "Ace and Full Cut helmets seem to be the winners in Wake...We're seeing more Classic Skate helmets being worn out [in the water]". As the sport continues to grow, it is inevitable that those coming from other action sports will seek versatile products that would be as useful in the cable park as the skate park.

BOOTS & BINDINGS

"Wakeboarding is a sport which requires some cash (whether it's gas for the boat or a season ticket at the cable), people tend to save money on their gear" highlights Jobe's B2B Marketer William Doornekamp. New for 2020, Jobe are introducing their Charge binding; a high-end binding with a unique denim design available at a retail price of €299.99. Featuring an innovative 3D-moulded tongue, which provides a more secure fit and easy entry in the binding, the inclusion of the Charge binding in their range will lead to a price drop of their Nitro model, without affecting the margin for their dealers.

> "Wakeboarding is a sport which requires some cash (whether it's gas for the boat or a season ticket at the cable) - **Jobe's** B2B Marketer William Doornekamp

photo **O'Brien**

"This is all in line with our philosophy of making wakeboarding accessible" explains B2B Marketer William Doornekamp.

For 2020, O'Brien are adding a new binding to their range called the Border (a step up from the existing Access binding). It features a similar construction but utilises their high-end binding chassis without being too costly. "This is designed to hit that mid-range buyer who is currently buying our boards" explains Director of Marketing, Sean O'Brien. Nitro are also seeking that mid-range binding that performs well without breaking the bank. Their closed toe Nitro binding continues to be a big win for them coming in at price point of €289.99.

Summer 2019 has been a big summer for the Hyperlite Defacto boots which have been outselling nearly every other boot in their range. The Defacto boots are comfortable, traditional looking boots which feature handy removable walk liners for those days at your local cable as well as always keeping your feet warm throughout the winter. Improvements for the 2020 model have brought about a complete re-enforcement throughout the entire boot to make them super durable. They have been slightly softened off to allow a greater flex and range of movement directly out of the box along with stylish, subtle graphics for the upcoming season.

OVERVIEW

Wakeboarding's growing appeal to the masses is merely a reflection of the growth of action sports in general. Although unsuccessful, there was a lot of talk and campaigning for wakeboarding to join its boardsports brethren; surfing and skateboarding, on the official roster of Tokyo 2020 sports symbolising how far the sport has come from its previous position as a niche sport for those that had accessibility to a boat or a local cable park. Wakeboarding brands are consequently meeting this need for innovative equipment, as the number of beginners transitioning to seasoned recreational watersports enthusiasts is rising, through extensive R&D and the inclusion of key team riders during the design process.

Visit our website to see in depth brand previews of this category.
BOARDSPORTSOURCE.COM

HIGHLIGHTS

1 Cable market continues to grow
2 Longer boards are on trend
3 Mid-range packages hot
4 Crossover sports helmets popular
5 Women's participation on the up

RETAIL BUYER'S GUIDE

SUP SS/20

The SUP world will gather in Nuremberg from 4-6 October this year for the 17th edition of PADDLEexpo. 300 exhibitors spread over 5000m2 and visitors from 50 countries: check out a preview-premier of what's new for SUP 2020 in this buyer's guide **by David Bianic.**

photo **Indiana**

Before launching into the season to come, let's see what the brands think about the current SUP market: growth, saturation, consolidation? The latest figures to date concern the 2017-18 season, as Anthony Scaturro, Global Brand Manager at SIC Maui cites purchasing intentions were almost identical to 2017: to the order of 3.5% (SUPIA 2018 Market Research).

As always, it makes sense to separate sales of inflatable boards from hard boards to get a better idea of the entire situation. At NSP, Marketing Director Carne Forbes confirms that there are less players in the hard board market now, which allows the remaining brands to keep a piece of the pie. Regarding iSUPs, "you could say the bubble has burst", before she adds, "or is about to burst...just like the low-priced boards on a hot sunny day!" For George Shillito at Red Paddle Co., the race to the lowest price on the iSUP market is more of a benefit than a danger as it attracts new participants who, according to him, will end up looking for better quality gear. This is an opinion shared by Alex Tobutt, Distributor for Naish in Europe (Kubos Sports) who reckons that even if they manage to persuade just 10% of the people who bought a cheap inflatable model - for the family or for serious use - to invest in a second board then that will be enough for the sector to envisage a decent future.

> "You could say the bubble has burst...or is about to burst, just like the low-priced boards on a hot sunny day!" Caren Forbes, **NSP**

WHAT FUTURE FOR HARD BOARDS?

The gateway into the SUP world opens straight onto all-round inflatable models, boards around 10 feet with an outline that's as round as it is reassuring. This absolute bestseller in the sector has in some ways "killed" the hard board, which used to be the order of the day for endemic SUP brands, to the point where we had to ask brands if there was still an outlet for hard boards aimed at beginners and occasional participants. For Renwen Lu, Marketing Director at Aqua Marina (only iSUP), progress in technology and materials have made inflatables so rigid and responsive that they easily meet the requirements of occasional participants. But Craig Gertenbach, Brand Manager at Fanatic can't help but highlight the irony of seeing "many inflatables on car roofs or being inflated all summer long as people use their SUPs more and more". What's the point of having an inflatable one then?

photo Red Paddle Co.

> "The feeling between hard board and inflatable is so different, even a pure beginner can appreciate a good hard board!" Olivier Madar, **Laird Standup**

Alex from Naish also thinks that too many people are geared towards inflatables "when they have no need for one, i.e. they have storage and transport". The practical side of iSUPs can also be questioned, adds Craig from Fanatic, the fact that it's "a lot easier to take (a hardboard) off the roof on a hot day than inflating an iSUP!" One point to him. Limiting the hard SUP to core participants would be an aberration, says Olivier Madar from Laird Standup because, "the difference in feeling between hard board and inflatable is so big, even a pure beginner can appreciate a good hard board!" For Maurus Strobel, Co-Founder & CEO at Indiana, the biggest potential lies in nice and light touring hardboards: "The direct and fast glide feeling on these boards is just amazing, the difference is obvious for all riders." This feeling can even be measured, and at BIC SUP hard boards "are continuing to outsell inflatable boards worldwide at a ratio of 3:1", points out Benoît Tréguilly, Head of Communication. A big part of these sales comes from beginner boards, rentals and boards for schools, with their TOUGH_TEC and ACE_TECH technologies. If we don't want the iSUPs to outcomplete the hardboards, new disciplines are to be invented says Joachim Larsson from Kona: "We would like to introduce boards made for exercise, aiming to create a new category within paddle boarding." Those new race/training models are aimed at a fresh audience of riders from cross country skiing, bicycling and triathlon. This ethos is embodied by models, Numinous and Ocean, the former designed for sprinting and long distance, whereas the latter is dedicated to downwind, with added stability The opposite is also true, says George Shillito from Red Paddle Co. and "core riders now look to have and inflatable board in their quivers for travel, training and holidays". Providing iSUPs for riders and hards for beginners? This market is decidedly hard to pin down...

ISUP TRENDS SS20

In terms of use, the hegemony of the all-round models on the inflatable market is obvious ("90% of sales", says Gatis Valdbergs from Gladiator) but gradually brands are perceiving growth in touring boards as a logical next step: boards capable of taking you further, faster and whose shapes are beneficial to your ego. One example comes from SIC who are releasing their touring model in both a hard version and an inflatable, the latter featuring a wood clad print on the top for a "real thing" look.

As for technology, multi-chamber iSUPS made an appearance as a major trend in our last Buyer's Guide 2019), which doesn't seem to be reflected by what brands are saying. However, four chamber models have been kept by Mistral, the Bi-drop from Aquadesign as well as the Bullet from SIC with Fusion Skin, a downwind/open water board: "If you are going to paddle off shore and want the security and fail-safe of a secondary bladder system," explains Anthiny Scaturro. On the subject of inflation safety, JP Australia are proudly announcing that all their iSUPs (with the exception of the Superlight Series) will come with hot-welded rails: "After a few years of heavy use, some inflatable boards (throughout all brands) start to leak and lose air along the glued seams", states Philip Mackenbrock from Marketing "as all glues tend to lose their flex and adhesive force". For their part, JP claim to have fixed this glue problem "forever" with this Welded Seam Technology. To reduce the amounts of glue used and therefore weight, many are adopting a technology called "Fusion", in the same way as MOAI, that is to say, a second layer of PVC "fused" to the first: "This makes the product stronger, longer lasting due to reduced use of glue between the double layers of PVC and also lighter to carry".

So after reinforcing and stiffening boards in recent years, it's now onto weight loss after putting on a bit of bulk. One of the solutions is the woven dropstitch, a cross mesh, not tight threads, that ensure that "boards are 1.5kg lighter with a much stiffer feeling under your feet," affirms Ollie O'Reilly, Product Manager at Starboard. Mistral are also adopting this woven

photo Aqua Marina

dropstitch and are posting some revealing figures: the 12'6" Trekker model is going from 16.9kg to 11.3kg thanks to this construction, in other words, a weight loss of around 20%. Jobe Sports are continuing to lean on their X-stitching technology launched in 2019: heat bonding with an X stitch in the thread "combined with a layer over the centre of the board which acts as a stringer for the board, for even more stiffness." We are very excited to test the fiberglass foot "pedals" found on some Indiana iSUPS, which "offer a hardboard-feeling", assures Maurus Strobel. Worth noting as well, their crafty split fin box et and a newanti seagrass hyperflow fin. With their 9'6" Compact model launched in 2018, Red Paddle Co. made a big impact by offering an iSUP taking up minimal space, perfect for travelling and transportation. In 2020 the brand will extend this concept to an 11' Compact Sport model, a board employing the same MSL Pact technology but with a more racy shape and more volume. "The High Density thread Matrix at its core and the special outer coating allows for a more malleable deflated board which means it can be easily folded and rolled to produce a super small pack size", clarifies George Shillito. Others will be exploring this avenue henceforth, like Fanatic (Pocket range) or O'Neill Boards with their new-for-2020 Smart model, available in two sizes: "I've seen a paddler of 110kg more stable on our new Smart M than he was on a standard all-round shape!" asserts Sylvain Aurenche from One-Kin (Lokahi), who produce O'Neill's iSUPs before adding, "you'll be surprised how small the Smart becomes when deflated, half the size of a standard board." We'd also like to mention the Ultralight Edition models from Airboard, which won the 2019 Gold Award for SUP at ISPO.

In addition to weight and volume being reduced by half, they can also be inflated with the PumpBag, a 53-litre waterproof bag that also acts as a pump and you can even use a paddle-pump! More small sizes at I Love SUP but this time for a different reason with a model, I Love Rock Kids (8' x 28'' x 4'', 160l) aimed at young SUPers or a new model from MOAI aimed at lighter people; children or adults. Let's not forget about the Yoga/Fitness iSUP niche that NSP have joined with their NSPiration Mat. Another niche but at the other end of the spectrum are multi-person XXL models, from simple two-person ones from MOAI to the Megacraft (15'1" & 17'1") and the Speedcraft (6m70!) from Aquadesign. Let's not forget the scarce manufacturers which dare offer iSUP foil solutions, as Indiana does, with two models to be implemented in 2020. Finally we should applaud the investment of Siren SUPsurfing into adaptive sports, offering a really stable iSUP capable of taking wheelchair users on board.

HARD BOARD TRENDS SS20

Andrea Di Sante, Administrator for JLID Distribution (Infinity, I Love SUP), tells it better than we can: "Hardboards selling numbers are probably not the most interesting in the market but they guide new riders to approach the sport in a serious way". It is indeed hardboards like the magnificent Blackfish Infinity that sell the dream, perhaps before people backtrack to a racing iSUP out of practicality. To distinguish themselves from the "plastic" side of iSUPs, composite board specialists are turning more and more towards simple, tried and tested constructions. This is the case at Norden whose surfing SUP uses Surf Glass Technology (SGT), "pretty similar to the modern EPS/EPOXY surfboard construction", insists Andy Wirtz, CEO and Product Designer. Along the same lines, JP Australia are using a reinforced structure along the length of the rails throughout most of their range (Foil, Foil Slate, Surf, Surf Wide, Fusion, Longboard & Hybrid), reminiscent of the latest high-tech short boards. IPR Technology (Innegra Parabolic Rail is placed within the rails and covered in Innegra (a high-performance polypropylene fibre): "The parabolic form of the rail combined with the mounded fibre creates a strong and solid U-beam structure that connects the deck, rail and bottom," explains Phillip Mackenbrock. Inspiration from surfing is just as clear at Jobe Sports with their bamboo cladding that "gives a stylish look to the board and adds response. Combined with the channel setup in the boards you get a board with stability and speed!" clarifies William Dorrnekamp. For race models, carbon appears as a must-have, and not always at prohibitive prices either as Siren are proposing super light models sold under the €1700 mark. Within the higher price bracket, Starboard are extending race/surf fireballs into many different carbon technologies: Blue Carbon, Carbon Sandwich, Wood carbon and Carbon "Wood Carbon replaces Hybrid Carbon race technology, featuring a full wood sandwich deck," reveals Ollie O'Reilly before adding that this technology provides a 500g weight reduction for more perky acceleration. By leaving the Cobra manufacturing plant for Kinetic in Vietnam, SIC Maui are able to unveil new constructions for 2020 such as the SuperFly (that replaces the SCC+), featuring an EPS core wrapped in a PVC skin then covered in carbon and glass fibre: technology that will be available on the RS, Bayonet and Bullet models, ensuring incredible rigidity as well as robust boards.

> "The High Density thread Matrix at its core and the special outer coating allows for a more malleable deflated board which means it can be easily folded and rolled to produce a super small pack size" George Shillito, **Red Paddle Co.**

FOIL: BONUS OR PARASITE?

As we wait for our next Foil Buyer's Guide 2020 (also checkout our kiteboarding retail buyer's guide P39), let's take the chance to ask the brands their thoughts about this new market, whose figures are still just anecdotal. Hydrofoil has grafted itself onto a SUP sector that's still in its infancy and the risk of cannibalisation is real. For Andy Wirtz (Norden), "Hydrofoiling should be seen as a independent sport and should be marketed like this". He takes the example of downwind SUP, "killed" by the emergence of the foil. Benoît Tréguilly at BIC doesn't think that foils represent such a threat on sales themselves but he's disappointed that the industry is so focussed on such an extremely niche activity that may put off potential newcomers to SUP who might say to themselves "it's too difficult for me"For the vast majority, the foil is an advantage and the team at NSP are putting forward an interesting analogy for the issue, comparing foils to the appearance of snowboarding 30 years ago: after being stigmatised and sometimes banned, it ended up becoming popular and led to the rejuvenation of the ski sector with new designs and innovations. For Slingshot, who are world leaders in foil sales, "maybe 5% of the market paddles in waves and actually surfs", so even if this small slice of the population do adopt the foil, it remains a niche market.

Visit our website to see in depth brand previews of this category.
BOARDSPORTSOURCE.COM

HIGHLIGHTS

1 Hard SUPs for beginners
2 Allround > Touring
3 New Generation Droptstitch
4 Multi-chamber iSUP
5 Compact iSUPs
6 Stiff tech from surfing

ONE FOIL DOES IT ALL

WWW.ROBERTORICCIDESIGNS.COM

The UNIVERSAL KSH ALU ensures the earliest take-off and stability in all transitions.
Now with the CONVERSION KIT KSH-WH ALU we provide an extra 100 cms fuselage, tuttle head insert and plastic adapter to make the KSH ALU (Sup/Surf/Kite hydrofoil) ready to be used for windfoiling.
This is a unique full convertibile set up that allows you to learn how to foil, jibe and ride any watersports from surfing, supping, kiting and wind foiling.

UNIVERSAL KSH ALU +
KSH-WH ALU
CONVERSION KIT

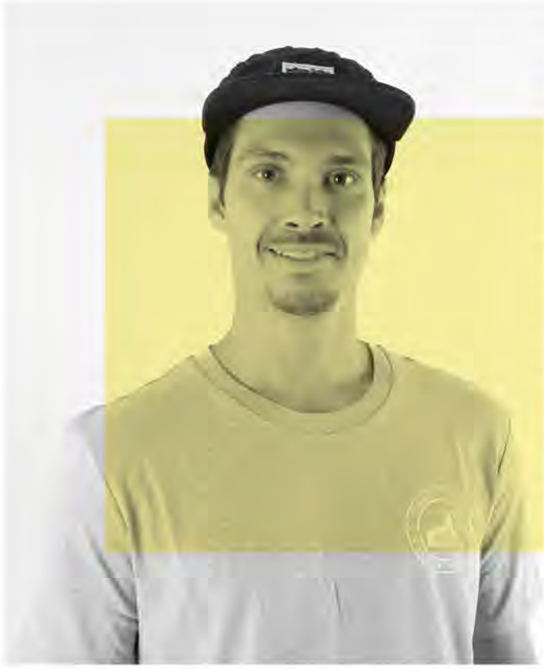
SUP / SURF / KITE / WIND

Rider: Mathieu Fouliard

BUYER SCIENCE

FABIAN UHLIG
WAREHOUSE ONE
GERMANY

Warehouse One are a large multi-boardsport retailer based in Düsseldorf, Germany but doing the lion's share of their business online. After sharing some waves and good times with their retail manager, Mike at Adventure Parc Snowdonia (formerly known as Surf Snowdonia) during a recent K2 Snowboarding trip, we saw these guys know their stuff when it comes to brand and product selection. Warehouse One is the biggest wakeboard dealer in Europe and their watersports buyer Fabian Uhlig fills this issue's Buyer Science slot.



Tell us about Warehouse One and the people behind it.
Warehouse One was founded in 1996. We've been in business for over 20 years now.
The founder worked as a windsurf teacher in Fuerteventura. I think this is the best background to start a surf shop business. Today he is addicted to every fun and trend sport - especially to watersports like kiteboarding and wakeboarding. Since our first steps, Warehouse One has been owner managed. About 10 years later the management team was expanded by the owner's brother. He is also a watersports lover, like most people working at Warehouse One.

How much of your business is done online?
Since we only have one showroom in Düsseldorf, I would say the online business is the most important part. Often people place their order online and use the option to pick up the order at our showroom in Düsseldorf. And of course, sometimes they change their mind after talking to our trained employees. So the first purchase impulse was online.

What's the breakdown in percentage between categories?
Surfing is always around but there are no big surf spots in Germany. It wasn't that big of a deal until all these wave pools and stationary waves were built. River surfing is becoming more popular and a lot of Germans are addicted to surfing. 'Van Life' lifestyle is a big deal in Germany right now and, of course, they all want to live the surf life too. All brands that we have sold for more than two years are performing well, otherwise we wouldn't offer these brands.

Looking back at past seasons, what have been your biggest lessons on writing orders and selling products?
When you offer this huge assortment like we do, you have to realise that every season has its own rules. Things that work for snowboarding do not automatically work for wakeboarding and vice versa. The Step-On bindings are a perfect example: Burton introduced the new Step-On binding system two years ago and it became a very big thing. Many people like to have the "new" kind of bindings. On the other hand, there was a new technology for wakeboard bindings introduced but this hype was not that big. Different sports mean different mindsets. Even if there is a person who rides snowboards and wakeboards, they think differently depending on the season they want to buy new stuff for. This is hard to calculate and you have to know your customers and all scenes and industries as best as you can.

What has sold well for you in summer 2019?
Over the last five years wakeboarding has been the favourite, but kiteboarding and stand up paddling are becoming more and more popular. And of course there are the classics like inline skates and longboards. A big surprise was the hype of Onewheels – an electronic board with one wheel that allows a surf feeling out of the water. It took some time but in 2019 the hype is real, and the community is growing.

We hear you do well in wakeboards...
This is absolutely correct. Wakeboarding is our main business during the summer season. In Germany you can find about 100 different wake parks and you can reach at least ten wake parks within an hour of our HQ. Germany is a pilgrimage for all wakeboarders. In our shop you will find all boards and bindings from the top wakeboard brands worldwide. It is the exact counterpart to snowboarding during the winter season.

How much of your business is domestically Vs internationally?
These days it's hard to differentiate between domestic and international business. Of course we sell our products on eBay and Amazon parallel to our own online shop, so the international business is daily business. It also depends on the seasons and the different type of sports. Maybe you could say that our target group is the German-speaking area, and our customer group is international.

warehouse-one.de

LONGBOARDS SS/20

The boards are long, but the time is short. Let's jump right into our 2020 Longboards Retail Buyer's Guide by SOURCE Skateboard Editor **Dirk Vogel.**

photo: Sector 9

Forget the rumours. Downhill speed racing and longboard dancing are definitely NOT part of skateboarding's debut at the 2020 Olympic Games in Tokyo. Then again, these two styles of riding attract vibrant communities of riders and present a solid baseline for retailers, now that the big longboard hype has come and gone. On that note, how's business? As Bob Carlson, Founder & CEO of Arbor said on the eve of his brand's 25th anniversary: "We've seen a sustained turn-around in the US for all types of lifestyle skateboards and have seen indications that the same upswing is happening in Europe."

Over at LA-based Loaded Boards, also home of Orangatang Wheels, Paris Trucks and the new Unlimited x Loaded e-skateboards, Pablo Castro said: "We've found the European market to be relatively steady for our brands in the past year with slight overall growth." Asked about major growth drivers, Andreas 'Maui' Maurmeir, Retail and Marketing Manager at Sector 9, makes an interesting observation: "Skateparks and pump tracks are in construction everywhere. That reflects a lot in the demand of boards that suit those terrains. That can be shorter and more park-like boards or longer, even the 36-inch barrier breaking boards that we always had a fable for. We will even launch a specially dedicated line for these skate playgrounds."

Keeping a finger on the pulse of what the market wants is key these days, Javier Cantera, International Brand Manager at Miller Division says: "Innovation, sustainability, and competitive prices are also a real must to keep a brand in this business." What exactly constitutes 'competitive' price points is debatable these days, but the formula that works in retail is offering top-notch quality – including bamboo deck constructions, premium trucks and wheels – around the magic benchmark of €249. Sure, endemic brands offer entry-level completes around €169 while others seek out premium offerings up to €499. Ultimately, retailers need to know their audience and its comfort zone.

> "We've seen a sustained turn-around in the US for all types of lifestyle skateboards and have seen indications that the same upswing is happening in Europe." Bob Carlson, **Arbor** Founder & CEO

THOSE LOOKING TO KNOW WHAT'S NEXT IN THE SEGMENT SHOULD KEEP AN EYE ON OUR 6 MOST IMPORTANT 2020 LONGBOARD TRENDS:

1. SHAPES: SKINNIER BOARDS
What's happening with current trend towards stubbier, shorter longboards? It's about to pull a full 180-degree turn on us, according to leading brands. "In Europe, shorter board styles were very popular and good sellers. As the US and Euro markets are not really synced 100 percent, we count on a stronger

demand for longer boards for 2020 again," said Maui at Sector 9. Loaded Boards have been riding this wave with the 97.5-centimetres long Icarus model as their flagship carving board and Mindless just dropped the Hamu II dancing board at a solid 48.5 inches in length.

One more surprising turn among deck shapes: "Downhill boards are getting both narrower and shorter as riders are progressing to more narrow truck setups for increased manoeuvrability," said Shane Maloney, Brand Manager at Madrid Skateboards while pointing out the The Dominant by Max Dubler model. Going into the 2020 season, drop-through boards are declining, while pintail models like the Miller Division Sliver or Sector 9 Beach Break Bonsai are trending.

> "Skateparks and pump tracks are in construction everywhere. That reflects a lot in the demand of boards that suit those terrains. Andreas 'Maui' Maurmeir, **Sector 9** Retail and Marketing Manager

photo: Slide

2. COMMUTING: GREENER TRANSPORTATION
As major European municipalities are taking serious steps towards banning automobiles from their city centres, longboards emerge as a vital choice for greener transportation (also see our report on E-Mobility in this issue p45). "The greenest thing is to leave your car at home and ride along the sidewalk with your board. Plus, it's much more fun!" said Maui at Sector 9. Loaded Boards make a strong proposition for mobility with the 85cm-long Omakase model: "Originally designed around the Unlimited e-skate system, the Omakase stands on its own as a highly user-friendly analogue board. Short, wide, stable, and nimble, the Omakase is a palate-pleasing performer for cruising, commuting, freeride, and freestyle longboarding alike," says Pablo Castro.

The sustainability focus also extends into materials, with all brands confirming bamboo as the way forward. Arbor is about to celebrate its 25th brand anniversary in 2020 and has been leading the charge since day one. "All of our wood and bamboo is sustainably sourced, our finishes and grip are environmentally friendly, our premium wheels are made with bio alternatives, and all boxes are constructed from recycled materials," says Founder Bob Carlson, who announced two Limited Edition skateboards made with sustainably sourced Hawaiian Koa wood to celebrate. Miller Division is following an action plan towards 'greening' their footprint, including initiatives like the Miller x Ocean collection benefitting environmental conservation efforts.

3. CATCH A WAVE: SIDEWALK SURFING
Commuting to work is all very well, but skateboarding has always been about enjoying the moment and sparking some excitement. This is where the rise of surf skating comes in. Brands like Slide Surfskate serve the trend with models like the Swallow Wahine board. "The Swallow model is focused on longboarders and riders that would rather have extra volume under their feet. Its shape will allow you to practice wide turns, move and dance the same way you do it surfing with your longboard," said Iciar Sánchez, Product Developer at Slide. Sector 9 sells the ticket to a world of sidewalk surfing with the Shacked Shoots complete, retailing at €270 with Gullwing Sidewinder Trucks and 69mm Sector 9 Top Shelf Wheels, while Origin Distribution has the Flow Surf Skate Wedge model in store.

Complete boards will always be a focus, but any board can transform into a surf skate with the right trucks (see below). As Mike Jucker at Jucker Hawaii said: "Retailers should keep the skatesurfer trucks on their radar in general. Surfing is hip and there is no better way to get in to surfing by starting off with a board that has this kind of set up."

4. MATERIALS: LIGHTWEIGHT & SUSTAINABLE
Two major trends are leading the segment into 2020: Product development is focused on achieving a low overall weight – also to keep boards manageable during commutes (see 2.) – by implementing thinner veneers and alternating Canadian maple with bamboo inserts while using less glue. On that note, the 'less is more' ethos also extends into graphics. "The best-selling boards are still predominantly exotic wood veneers with a simple graphic to compliment. Let the wood speak for itself!" said Andy King, Brand Manager at Mindless Skateboards.

The second big trend, as mentioned above, is sustainability across all components. Javier at Miller Division commented: "100 percent of Miller Skateboards exotic wood or Canadian Maple of our skates come from responsibly harvested wood that meets the standards of the Forest Stewardship Council according to FSC A000504." Loaded Boards have, "shifted the vast majority of our epoxy to Entropy bio-based resins and intend to continue to do so for 2020." Arbor have been revolutionizing their wheel formulas via the Sucrose Initiative Wheels, using a sugar-based curative reducing environmental impact.

5. TRUCKS: WELCOME THE NEXT GENERATION
Aside from narrower widths, the big news is that almost all brands head into 2020 with re-engineered truck constructions. Loaded launched the V3 Paris Trucks to an overwhelmingly positive response, Madrid introduced the Caliber X Venom Gangster Gold Trucks, and Slide has the 3.0 Surfskate trucks. Mike at Jucker Hawaii announced: "We are super stoked on our P1 Longboard Truck. We were able to get to the next level due to this truck."
Catering to the surf skate trend, Miller Division launches the The XRKP II Surf Skate Truck featuring an eight-hole baseplate and a new structural design for greater turning angle.

6. WHEELS: BIG FAT WHEELS
The wheel segment is as diverse as ever with a variety of formulas, cuts and durometers for riders to choose from. Putting his finger on the major 2020 season trend, Timothy Mackey, Product Design/Production Management at Origin Distribution (DB Longboards, Rayne, Flow Surf Skates) said: "Big ol' wheels!" Riders are looking to roll large with robust wheels that crush anything in their way, including Venom Magnums by Madrid, the huge 90mm wheels mounted on DB Longboards' Mini Cooper complete as well as 74mm Velocity by RAD Wheels (distributed by Sector 9).

"Big wheels continue to be a strong aftermarket purchase for both skateboards and e-skates. Longboard bushings are a great addition and lead to instant smiles," said Pablo at Loaded Boards, pointing out the Orangatang Caguama 85mm model. At Mindless, Brand Manager Andy King reported a big change for the season: "Our Mindless Viper Wheels are from a new supplier and the urethane quality is next level, for the price and simple design, we're really hyped on them." With that said, endemic longboard brands are stepping up their product development for next season, so customers and retailers have plenty of reasons to be stoked for 2020.

Visit our website to see in depth brand previews of this category.
BOARDSPORTSOURCE.COM

HIGHLIGHTS

1 Pump tracks and fun parks
2 Narrower decks & pintails
3 Commuter boards
4 Bamboo constructions
5 Fat wheels above 82mm
6 Re-designed trucks
7 Green manufacturing cycle

Come See What's Trending
New in 2019!
Your One-stop Sourcing Destination For Everything Sporty!

Asian SPORTING GOODS SHOW
20 - 23 • OCTOBER • 2019
Hong Kong Convention & Exhibition Centre

What's hot, what's not? Visit the all-new Asian Sporting Goods Show in Hong Kong this October to uncover the latest athletic trends in accessories, apparel, and footwear from Asia for next season!

From fitness equipment, balls & rackets, water sports supplies, diving gear, camping & hiking gear, backpacks, yoga mats and gear, active apparel, sneakers to other sporting goods, you can get them all under one roof!

Mark your diary and pre-register online to receive your FREE admission badge! You can also apply for the **International Buyer Sponsorship Program** to receive a cash payment up to HKD2,800 towards your accommodation expenses during 20-23 October 2019.

(Terms & Conditions Apply)

REGISTER NOW ONLINE AT
www.asiansporting.com

Organisers : IDEA TRADE LIMITED · COMASIA LIMITED
Trade Media Partner : AASource.com
Official Carrier : CATHAY PACIFIC
Supporting Organisation : mehk
See us on:
MEGA SHOW
TRADE BUYERS ONLY

LOST

Iconic surf brand ...Lost is re-launching its European apparel programme and we've spoken with European CEO Jonathan Gilbert to find out all the details. After successful apparel sales periods on both the east and west coasts of America combined with the continued growth of the surfboards side of the business, ...Lost are a brand on the up as they approach their 30th birthday.

Please explain the history of the brand?
Matt Biolos and a bunch of school friends were into snowboarding at Mt. Baldy, skateboarding at the Pipeline in Upland, and surfing in Dana Point. They weren't too worried about winning this football game or that contest. They were "Team Lost", thus the name. Lost got scribbled on books, t-shirts, benches, tables, and eventually, clothing. ...Lost has been a mainstay in surf culture since 1991, or 1993, depending on who remembers how it all started. Matt Biolos' iconic 'Mayhem' surfboards came first and then he began putting his art on t-shirts with a ...Lost logo, which grew to include boardshorts, shorts, pants, hats and jackets and so on, to a full apparel range. From its California (San Clemente) roots, ... Lost has spread slowly across the world but continues to run off the same subversive philosophy it started with.

How will Lost surf apparel operate in Europe?
From our European HQ ...Lost will distribute its apparel lines through a network of established regional distributors, partners and sales teams, starting in certain key countries for now. We will build from this base and expand into other markets in the coming seasons.

Who is on the management team, and what are their backgrounds?
Headed and guided by President Freddie Sipowicz at USA HQ and managed by Jonathan Gilbert in Europe, the team is made up of a mix of experienced committed individuals from the industry who all believe in the ...Lost ethos and vision.

Please take us through your launch season line.
Warm weather, palm trees, girls in bikinis, good waves, and our authentic surf counter-culture roots is the basis of our 2020 Line. We focused on washed back vintage treatments for our fabrics. Colour-wise, we centred around warm nude tones mixed with colourful cool tones. In addition, there's our Technical Performance four-way stretch products and washed back cotton poly blends. For our prints, we always try to keep it energetic and fun, expressing the core tenants of the brand's subversive attitude.

What marketing will you be running?
Today, ...Lost continues to support skate and surf athletes and events, as well as snowboarding and other sports. Also, ... Lost is fortunate to have a cult following who support our surfboards and apparel lines and are the reason of our continued success. So, reaching out to this group who have always supported us is a priority. Our marketing plan is a constantly evolving process to include, not only traditional marketing, but to communicate and interact through social media, grass roots marketing and localised events that involve and connect directly with these core ...Lost customers, as well as reaching out to a new emerging generation who can relate to ... Lost.

Why should retailers sell your brand?
...Lost has always stayed true to its roots and core principles. ...Lost is sticking with everything that made us great in the first place: subversive and irreverent attitudes mixed with fun and tropical vibes, showcased through modern apparel trends. The combination of hardgoods authenticity and softgoods fashion expression allows the brand to dictate surf trends rather than just follow them, and it remains one of the last truly authentic surf culture brands with a hardcore of loyal followers, whilst appealing to the youth at large as their symbol of authentic expression.

Why was now the right time to re-launch apparel in Europe?
2019 has been a great year for ...Lost. Our new apparel product offering was received with great success across the East and West Coast and, coupled with the strength and momentum of the surfboards, ...Lost is firing on all cylinders again. So it seems only natural we re-launch our apparel offering back to Europe, where ...Lost has such a core and loyal community.

JETPILOT

Jetpilot have been growing their wetsuit business in recent years and we spoke with the people behind the brand to see how their products span surf, wake and more water sports. The jet ski market is also a big part of their business and we see how they're working with retailers to promote the wholesale market.

It's been a year since we last caught up - what have been the highlights of that time period?
As you know, we've always worked very closely with our team riders and we recruited Felix Georgi to our European and international team. He's a great ambassador and we are really pushing the wake category forward with him. He has his own signature vest and more styles will follow.

Could you please explain your wetsuit game. Novelties, anything unique to talk of?
We continuing to work with our X one which is made out of the best materials available on the market. We use 360strech hyper light neoprene, and we offer this wetsuit in four different styles from 5/3 mm down to a long-sleeve shorty.

Are they to be used specifically for a certain watersport?
Not really. You can use them for all water sports – especially for surfing, wakeboarding and wake surfing, they are a great fit.

Any staffing changes to mention?
Actually, yes. Our headquarters in Australia recruited the head designer of Billabong wetsuits, and thanks to him, we have great contacts at new factories and access to better materials, which are reflected directly in our X1 Wetsuit program. And not to forget, pricing has improved as well.

On the team side we added Felix Georgi to our pro team. He's an absolute killer on the wake and we will have great footage of him the upcoming months.

And last but not least, we are working really close with our whole team to develop and push our products.

Over the past 12 months, which territories have performed the strongest for you? And which have seen the biggest growth?
Our strongest territories are Germany and France, where we have a good sales network with local people and especially representing team riders.

We recognize growth all over Europe, especially for jet ski products, where Jetpilot is one of the leading brands.

But there is a still a huge potential in other countries and we will do our best to strengthen the brand in those markets.

How are you working with retailers to grow the brand? What have been the biggest developments in the wake category for you this year?
Let's be real, you're not going to reinvent the wheel, but we're trying to push for the highest quality materials and the best fit on the market by listening to the feedback of our team riders.
In terms of distribution, we always want to help our retailers that believe in our product. There's always room for negotiation and business needs to be fruitful in both directions.

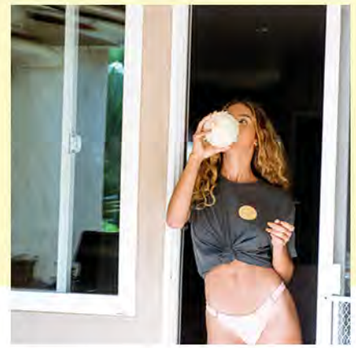
What are your key products going into Fall 2019?
We have to mention our X1 wake vest line. It's made from the finest material and we're using on 360 stretch neoprene on all our wetsuits. As well as this, we're using slick skin neoprene inside our vests to prevent

them from sliding up. You really have to try it this, it's amazing!

What are you main marketing activations for the coming nine months?
As always, we'll support local events and we're focusing on helping out local hero riders. Our main interest is to see the product out there.

Which product category is performing best for you and why?
We see constant growth in our wakeboarding vest category but our wetsuit program (especially the X1) has come on very well over the last two years. We offer this wetsuit from 2mm up to 5mm for springtime and winter. Overall, our jet ski program is working very well from year to year.

How are you working with retailers to grow the brand?
We offer them special discounts on pre-orders, support them with POS material, and we're trying to help them with local events and sponsoring young and upcoming riders. We're constantly communicating and exchanging with partners, dealers and suppliers which we hope guaranties steady improvement for all.



SISSTR

Vissla has become a powerhouse in the surf apparel and wetsuit market since starting out a few short years ago. And it was thanks to their customers' constant badgering for a female offering from the brand that Sisstrevolution was born. Derek O'Neill runs Vissla/Sisstrevolution/Amuse Society parent company Stokehouse Group in EMEA and we speak to him about the brand which set out to be the younger "Sisstr "of Vissla.

Tell us what's going on with Sisstrevolution?
When we started the Stokehouse Group, we initially began with only Vissla in the men's apparel and wetsuits space, which was very successful right out of the gate. Amuse Society was born soon after, but that was created for a beach fashion girl that's always on the move. Our clients continuously asked us for Vissla girls product, but that just didn't feel right at the time. Sisstrevolution came about because we called it our Sisstr to the Vissla project, and because it is part of our constant evolution as a group.

Who is on the management team and what are their backgrounds?
Primarily driven from California, the brand is using our internal Stokehouse teams, and most of us have been heavily involved in the female surf business in the past, but we are bringing new talent into our organisation and we are excited to see them develop. When we started our group we were able to source an incredibly talented team for Vissla and Amuse Society, and now we are spreading out further in girl surf.

Which have been your best performing regions since starting out?
In Europe, we have seen a very good reaction from all the regions. Most of the retailers are ready to welcome a new fresh brand that's targeting the young, modern surf girl. We are now present in more than 150 accounts in Europe, with some countries leading the charge (France, Spain, Portugal, UK, Poland, Portugal, Netherlands, Greece, Germany, Denmark). Most of the stores we are present in are also carrying our men's surf brand, Vissla. We want to keep it tight so that the brand demand drives girls into those stores.

How has your target demographic changed since your beginnings?
It hasn't changed since the beginning, we are targeting the young, modern surf girl who surfs or will learn to surf, and who's inspired by the beach lifestyle. Our target age range is 12 - 25. The Sisstr girl is going on surf trips with her crew, diving into the ocean, and going on hikes.

How do you feel the market for surf products has changed over the last few years?
We feel the women's market was in need of a female focused, standalone surf brand, and Sisstr is probably the first brand that has launched with this philosophy in mind for a long time. There are more and more girls in the water riding shortboards, longboards and having fun with their friends. Those girls are looking for fresh new brands that align with their lifestyle, and this is where Sisstr comes into play.

Where do your wetsuits sit in the market?
We've been really successful with our first

wetsuit range. Our 7 Seas Sisstr wetsuits are a female version of our already famous Vissla 7 Seas range, using the same materials and bringing the same quality to the market. We are offering a full wetsuit range from wetsuit jackets, perfect for the long summer days, to 5/4 hooded wetsuits, for the girls who want to stay warm and comfy during the coldest winter months.

What have been your most successful marketing or retailer initiatives over the last 12 months?
Our most successful event to launch the brand to the core surf girl audience has been the sponsoring of the female part of the Vissla ISA World Junior Surfing Championships. This is one of the most followed events for the global core surfing community and it's been the perfect way to introduce the brand. We feel that the next wave of 12 to 15 years olds are going to be absolutely scary – they surf incredibly well, and two or three years from now, that wave is going to redefine women's surfing. We will renew this partnership this year again at the ISA World Juniors.

NEW PRODUCTS

01/DAKINE CYCLONE: HYDRO SEAL 36L
Made with a waterproof welded construction, the Cyclone has a waterproof YKK Aquaseal® zipper on the main compartment, a YKK® moulded zipper on the front organization pockets, breathable ergonomic shoulder straps and integrated board-carry.
DAKINE.EU

02/INDOBOARD ORIGINAL SEA TURTLE
Protecting ocean environments around the planet could not be more important for all of us who look to the sea for our sport. With every Sea Turtle Indo Board sold Indoboard are donating 2% of the net sale to the Marine Conservation Society where the donation will be used for turtle protection and conservation work. So get fit and balanced while helping our marine creatures.
INDOBOARD.EU

03/ALL-IN-ONE SALTY BELT
All-in-One have introduced a game changing belt that allows users to store their keys, phone and bank card inside a belt while out in the ocean. No more worries of where to stash your key and keep on top of your emails while waiting on waves. You can put the belt over your wetsuit, or under it if you like - it rests on your hips. Inside of the belt, there is a pouch in which you can put a waterproof bag which is included in the pack. Made from YulexTM natural rubber in France, the Salty Belt is the solution.
ALL-IN-COMPANY.COM

04/VANS SURF BOOT HI
This boot incorporates everything the brand knows about skateboarding into a surf boot, with a focus on board-feel and grip. A liquid-rubber-dipped upper delivers more resilient seams, while neoprene provides additional warmth. The boots' gum-rubber outsole with waffle stripe, a pattern etched into ultra-thin rubber – gives an extra-sticky grip in key traction areas and allows for better board-feel. Thin, textured rubber along the lateral and medial sides of the boot increase durability in high-abrasion areas. The Surf Boot Hi is also engineered with a heel pull, and a neoprene checkerboard-print high ankle to keep water out.
VANS.COM

05/SURFLOGIC WETSUIT DRYER
If you hate putting your wet wetsuit on, don't worry anymore. Your suffering days have come to an end with our Wetsuit Pro Dryer which is able to dry your wetsuit in minutes. The Pro Dryer uses Intelligent heat control with powerful air to dry fast while protecting your wetsuit. It comes with an automatic switch-off safety system which engages after 60 minutes of use and offers multiple hanging options and is easy to transport and store.
SURFLOGIC.COM

06/SCOPREGA GE 20-2 PUMP
Scoprega new GE 20-2 is the fastest and most silent 12v electric pump for applications up to 22 psi.Built-in pressure gauge, automatic shut-off, thermal protection, filtration system, multiple electric supplies and integrated 9Ah Lead battery for full portability. GE 20-2 is able to perform 3 SUP board inflations per battery charge. Each inflation takes average 9 minutes up to 15 psi.
SCOPREGA.IT

01

02

03

04

05

06

See you on **PADDLEexpo** 4th - 6th October
// Stand E-57 //

Il Love Sup a project by **JLID srl Distribution**
orders@jlid-distribution.com - www.jlid-surfstore.com

ilove_sup **ILoSUP**

I ♥ SUP

GERMANY

PORTUGAL
FRANCE
AUSTRIA
SWISS
ITALY
UK

When you ask German consumers, things could hardly be better in Germany right now. But recent economic projections are negative and comparable to the 2011 Euro currency crisis, said analysts at ZEW Institute. Economic growth has stagnated and no longer remains at record levels. Then again, the German town of Lingen broke the summer heat record with 42.6-degree Celsius heat this summer. So at least watersports should be looking up, right?! The reality is a mixed bag, as Stand Up Paddle presents a major trend, but equipment is available across mass channels such as discount stores, sports chains and not only board shops. You can even rent SUPs for free at Decathlon retailers!

The influx of cheap product is pushing RRPs to new lows and €350 for a board already presents the limit for many consumers, said Willi Schiedermeier at Element Sports in Rosenheim. Nevertheless, his SUP business has been flourishing over the last year and he has been able to achieve 10% year-on-year growth. His biggest sellers were beginners' boards around €350 as well as package deals from Fanatic in a solid mix of touring and all-round riding. "With Aqua Marina, we added a 'budget supplier' to our line-up to prevent customers with less than €500 from heading to discount shops. And we were able to maintain lots of business by banking on knowledgeable sales staff and professional processing of returns. I'm confident we'll have a great year of SUP sales, while it's all rather weather-dependent, of course."

Andrea Kämmerer opened a small SUP store in May in St. Heinrich on the Ammersee lake. "Since I personally ride in SUP races, I bring lots of product knowledge to the store. People who know me are aware that quality, sustainability and a rich colour palette are important factors for me. Quality over quantity. I'm also a licensed SUP and fitness trainer and sell everything from race to beginners' equipment." Speaking on challenges, Andrea said: "The flood of cheap brands is no longer funny and confuses customers. This made for a difficult summer, as cheap set-ups hurt the business. But that has already happened in snowboarding before. For myself and LET´SUP, the focus lies with quality boards and high-end materials from brands like Starboards and SIC from Hawaii. SUP is an accessible year-round sport and I anticipate more sales of hardboards in the future."

Stefan Zeibig at Switch Boardershop remains critical of the SUP hype. May and June were rained out, but business blew up in July. Stefan said it's important to live the lifestyle as a model for customers. He offers SUP rentals, classes and tours. These initiatives have buoyed his business this summer. He also supports the Learn2Roll skateboarding clinics hosted by volunteers for kids in the town of Straubing. Stefan also recently joined Sport 2000 in order to secure better deals, financing options and savings on shipping cost for Switch Boardshop to optimize the bottom line.

Up North in Hamburg at Richie Löffler's Mantis store the mood is upbeat on the strength of a great 2019 season. "Lots of people are motivated to skate again or learn to ride. Including tons of girls. What we have been seeing in Argentina and Brazil is now becoming a reality in Germany. Skateboard hardware is going great, and genuine skate footwear brands are on the rise again. It's nice that all aspects and facets of skateboarding are accepted. I also think that all board shops that have weathered the recent difficulties will be here to stay. But sadly, we lost some core shops here in Germany."

On the distributor side, CEO Jörg Ludewig at Urban Supplies sees a surge in skateboard sales compared to last season. "Trucks, wheels, and surprisingly, complete boards are seeing the biggest growth." In July, Urban Supplies completely sold out of complete boards! "But the situation for skate retailers in Germany remains tough. They're selling a lot, but way too much at discount!" Overall, Ludewig expects slight growth in the 2019 season.

"Skateboarding has grown stronger compared to 2018," said Martin Propfe at Pivot Distribution. "Nevertheless, the number of skate shops is declining. But it seems like more girls and boys are beginning to skate. This leads to high demand for complete boards. Surf skates are also on the rise and demand for longboards has seen a slight uptick. The increase in longboard pre-orders for SS20 speaks for itself."

The core shop brett-à-porter in Tübingen has been running its 60 square-metre storefront for exactly ten years now – and they just moved into larger digs in the heart of downtown for their anniversary! "Previously we were in a sleepy alley and now we're in a more vibrant part of town," said Philipp Lange, one of three CEOs, who said that the move has positively impacted sales of their outdoor and boardsports store. "Although rent is 25% higher than before, it's a fair deal considering the location that brings in new footfall from tourists and students. It was the right move to make to strengthen our position and secure a sustainable future for the shop. We are currently looking more toward the outdoor lifestyle segment and offer Patagonia as a major draw together with Hippy Tree, for whom I'm a rep in Bavaria." Speaking on the big picture, Philipp said that his town is ruled by the Green party and customers for outdoor are plentiful, without larger outdoor shops around. His colleagues Marco and Oli take care of skate hardgoods and bank on niche brands like Polar and Welcome. "They're building a skate plaza in Tübingen which will move the scene forward."

In major national news headlines, Frankfurt-based skate shop Bonkers devised a clever counterattack against footwear resellers. When the latest Nike SB shoe drop brought down the server with 700,000 visitors per minute, the shop offered not actual shoes, but digital images of the shoe for sale – which the bots ended up buying in large numbers! A big win for skateboarding humans and a loss for AI. Big props to Frankfurt!

JOCHEN BAUER

FRANCE

PORTUGAL
GERMANY
AUSTRIA
SWISS
ITALY
UK

The months of June, July and August are a key period for our industry's trade. With a lack of foreign tourists, French holidaymakers seem to have saved the season. The drop in the number of foreign tourists, especially Brits, was compensated for by more and spend-happy local customers. Actually, the month of July wasn't amazing but visitor numbers were up 3% on July 2018, which was admittedly pretty dire. Those who were up for it were searching out the cooling breeze of the channel, the Atlantic coast and lakes in the more mountainous regions. However, the flagship destinations like Corsica, or the Cote d'Azur suffered a bit more. By August 1st, the Mediterranean had also suffered declines of 2-8% depending on location, while the Atlantic coast and mountains saw improvements of 3-6%.

Another pretty significant point this season, in particular for the Basque coast, the little California of Europe, Biarritz is hosting the International Heads of State Summit between the 24th-26th of August. In the middle of the summer season, holding this high-security event is worrying a great number of residents and retailers. At the time of writing this, people in the tourist trade hope to see a good August month but many concerns about footfall during the G7 week persist. For now, it's impossible to know what impact this event will have on business, especially for the local boardsports players. What we do know is that all aquatic activity will be totally banned in Biarritz centre for those 3 days…

What does this really mean for retailers? How is the start of this 2019 season going for the shops in terms of visitor numbers and sales?

Overall, the 2019 season seems pretty good in terms of visitor numbers in shops. Despite the slightly mixed reviews, depending on the region and individual shops asked, the general feeling is positive. At Surf Avenue in Vieux Boucau, Landes, Vincent tells us: "We had a good number of people coming in on all of June's weekends, but it was a bit quieter at the start of July. The weather is an undeniable factor in customer numbers on the coast, the best motivator is the sun and we've been pretty lucky this year!" The same goes for Vague et Vent in Palavas in the south where Romain confides: "The month of June was really good, we had great weather with sun and wind. Although there weren't great waves for the surf segment, the wind section worked really well." In Brittany at Swell Addiction, Mathieu sings a similar tune: "June was pretty good for us last year and it was also really consistent this year." However, July was our biggest month since opening the shop, 25% up on last year. The weather was one of the major reasons for this success, with really great conditions for windsurfing, which made up a quarter of our turnover." He also adds a more simple explanation: "We have launched a new version of the website, which also seems to have attracted quite a lot of people into the shop with people coming in saying they had seen the products on the website." At Avenue Nautique in Bordeaux the start of the season was a bit mixed, as Franck tells us: "The month of June and the whole start of July have been quiet. The lack of waves in this period did nothing to pull people into the shop. However, since the 10th of July, we have seen strong growth compared to the same time last year. That can, of course, be explained by really great weather and high temperatures." On the Basque coast, the new Unclezaz shop in Anglet has felt more or less the same effect. Cedric tells us that: "The start of July in Anglet was pretty tame, we opened the shop on July 5th and we saw a real increase in visitor numbers from July 14th onwards. The heat wave and the rescheduling of some of the exams seem to have played a role in when people went on holiday. The summer season is starting later and later each year but it also now extends well beyond August 15th." In Paris, of course, it's a different story, as Sylvain from Urban Suefer confirms: "July and August are normally quiet months in Paris but this year wasn't as good as last year. The heat wave, the holidays and the inertia due to the protests are some of the reasons for this." The reports from Hawaii Surf are somewhat different as Claude explains: "For us, visitation numbers and sales have been pretty decent considering our huge 'moving house sale.' We learnt more on the digital side of things, which now represents 65% of our business. So, the nice weather and good conditions combined with our offers on the website led to good sales across all segments."

So, overall there's a really good feeling about the 2019 summer with the favourable weather seeming to play a hugely positive part in proceedings.

In equipment, the good weather has provided good rates of sale throughout the majority of product categories according to location: At Vague et Vent and Swell Addiction, the windy conditions have brought really good sales to the segments dedicated to wind and kitesurfing. Both Mathieu and Romain agree that the craze for foil is catching on a bit more this season, especially in the wind/kitesurfing sector, even though its use in the SUP and surf world is limited. Mathieu from Swell had a special mention for the most recent addition to summer, foil wings, which seem to be the flavour of the month, selling really well at his place, especially from the brand Duotone.

As for Stand Up Paddle, the market now seems to have stabilised a bit. The SUP market has settled around inflatables, with people this summer looking for either entry-level prices with single layer technology, or really top-of-the-range gear (even though this market seems more limited). Rigid SUPs and especially the race market seems to have slowed down a lot, with the bulk of sales centred on leisure, bringing about a decline in the race market – it dropped by 70-80% at the big retailers. The brands most mentioned by shops were Fanatuc, Red Paddle, Ari'I Nui And Lokahi.

When it comes to surfing, and more specifically, surfboards, this season and its weather seems to be favouring foam boards, progressive boards and those with some volume for smaller waves. The most mentioned brands amongst the shops we asked were Torq, Perfect Stuff, Mahalo and Softech. Because of the high temperatures and particularly warm water, the classic neoprene family has been a bit slow in terms of in-shop sales this summer. Lycras, tops and shorties have therefore claimed the majority of purchases in shops with brands like Rip Curl, Billabong and O'Neill.

In clothing and accessories, it was obviously summer products that saw the best sales numbers. The good weather and high temperatures concentrated sales on holiday products like tee-shirts, swimmers, sunglasses, caps and sandals. Surf souvenirs like baseball caps and tee-shirts were once again some of the best sellers this season. The most popular brands were the big guns, of course, as well as Vans, Vissla and Rhythm. More and more, the ecological/ethical dimension is taking centre stage within consumer demand in shops, and brands like Patagonia and Picture are responding to this demand, as much in their products as in their brand philosophy, and are therefore enjoying increasing success in shops. At the more urban-based shops, the baggage category has been a triumph. The brands Eastpark and The North Face seem to be in demand the most.

So, as we've seen, the mid-season review seems to be pretty good for most shops. Obviously the particularly good weather conditions (along with the small waves) greatly contributed to this success. Here's hoping that the sun continues to shine and we have a great back-end to the season as well…

BENOIT BRECQ

THE GLOBAL
PADDLESPORTS
TRADE SHOW

Melting pot, showcase and driving force of the worldwide paddlesports industry

04.–06. October 2019
Nuremberg, Germany
Every year in autumn.

paddle expo.com

RETAILER SHOW.
EXHIBITOR DIRECTORY, VISITOR REGISTRATION
AND MORE DETAILS AT **PADDLEEXPO.COM**

MARKET **INSIGHT**

UK

PORTUGAL
GERMANY
AUSTRIA
FRANCE
SWISS
ITALY

We've got a new Prime Minister and, according to the mainstream press, we have a PM who does not always tell the truth. that may be putting it lightly.

"It's OK, it will all be fine. We are going to leave the EU and there's nothing to worry about."

You have to give him full marks for BS confidence - I wish I could share just a gram of his enthusiasm for Brexit but I do not. According to PM BJ, "We're leaving, come what may." Really? Honestly? (There's a word that he probably does not understand).

The disillusionment with the political establishment is at an all time high, and personally, I cannot wait for a General Election – it will be fascinating to see what transpires.

So, how are things in our sports pond? Well, honestly, not so good. Freestyle Xtreme (FSX) have bitten the dust leaving some pretty hefty debts in their wake. They had just moved their warehouse to Slovakia, and, with that move, we assume a bunch of stock also moved out of the country. Quite what this means for any creditors wishing to invoke their ROT clause is a mystery – time will tell.

I don't want to remind you, but it was only two issues ago that one of the owners of FSX told me "2018 was a pretty good year for us. So far, 2019 has been great…" It seems that 2019 did not turn out to be that great! The owners have been hard to track down, but they are apparently blaming it all on Brexit.

There are others sailing close to the wind at this time, and I doubt that FSX will be the last. It's not nice. It does not help but, being frank, other retailers will no doubt view it as good news as there is one less competitor – and FSX were very 'competitive' making life uncomfortable for some. One old school retailer had a smile on his face: "Happy to see the back of the parasitical retailer."

So, back to the land of the living, and the thriving. I called Rob from Forty Two in Nottingham – a great skate store. He asked me to call back. I did, he was busy on the shop floor and apologised. "Sorry Gordon, it's just mad. Yesterday was Sunday, wasn't it?" I confirmed that, yes, yesterday was indeed Sunday. "We close at 3 on Sundays and I did not get out of the shop until 4.30! It's mad."

I agreed to call Rob back. I was a bit hyped, wanting to find out what was good. It took me several more attempts, but I finally tracked him down. "Sorry. Been busy. Mad busy." Why so? "Not honestly sure, but this year is miles ahead of last year, and that was our best year yet. There's an explosion in skate hardware – across the board."

Rob opened his shop eight years ago but has been a skater for 31 years and has basically worked in skate since he was old enough to work. There's definitely something he's doing right. "We're skaters. We skate and offer clear, honest advice. We'll not sell something just to make the sale. If they don't need new bearings, we'll not sell them new bearings. Customers respond to that help and advice and return to us time and again. We're also picking up customers who've bought online. They thought it was a good deal but it turned out to be an inappropriate purchase. We help them through it and they appreciate that."

"The High Street is on 'PermaSale' but people are starting to see through it. It's a virus and consumers are becoming resistant"

In summary I would say that Rob's approach – real, honest, legitimate, caring – is paying off. It may be a 'slow burn' but it's bringing in results and it's a real pleasure to see it.

Next was Rick from RoHo in Leeds. One of the issues with calling all the 'old timers' (sorry Rick) is that you realise how old you are yourself – we've been dealing with Roho since the late 80s! Roho is a traditional shop (with an online presence) offering traditional advice and service. So, what's up? How is it? "Hmmm it's medium to OK." Rick is from the North and never one to overstate things: "It's OK, it's normal – there's nothing dead in the water."

So, what's going well? How is SUP? "It's OK, but what's really surprising is windsurfing." Did I really hear that right? "Yeah – windsurfing. It's a mature customer (understatement perhaps) but they're coming back. Foiling is helping for sure and it's given the windsurfers something to aspire to and something for them to relate to."

Windsurfing! Whatever next? What about SUP, wake, etc.? "SUP is OK – it's steady. Wake is not so good – we need regular sunny days to get that side going, and the weather's not been so good. On the other hand, that has helped surf, and the northerly swells have been serving the east coast well. Mild winds and good surf have helped us for sure."

And to end the conversation – more windsurfing: "Just look at the weather for this week – early August and Rhosneigr is going to get some great winds for the rest of the week, with a storm coming in on Friday – got to be good"

Next stop is down to the West Country and Zuma Jays – I love talking to Paul and, fingers crossed, it will be the usually positive conversation. It took quite a few attempts to get Paul because they were busy – it's August so any West Country shop should be busy. "Business is good. Very happy. Surf is pumping, weather is a bit hit and miss, but people are still booking-up and coming. Brexit and uncertainty probably help us – with more people taking holidays in the UK, and after last year's great summer, they all re-booked."

Anything in particular going well? "Wetsuits are strong and higher end boards good. The foam board evolution is helping. Fashion is sporadic, and you can see people buying the cheaper stuff."

So you're happy enough? "Yes – always am. It's getting harder each year, but I love the challenge. It's just a shame that there are 'price polluting' retailers. If only they could learn that quality counts."

In summary, I see some real hope here. Quality retailers are perhaps winning through, and maybe consumers are learning? Maybe? Ever the optimist… now to Brexit…

GORDON WAY

ITALY

PORTUGAL
GERMANY
AUSTRIA
FRANCE
SWISS
UK

Debt, debt, and more debt. Those are the magical words our new government uses a lot, as they want to increase the state debt further to bolster our national economy. Not something the EU wants to hear, as our overall debt is already way too high. But anyway, it's a lot of talk that most citizens are fed up with – they haven't seen much in the way of results from the government over the last year and the overall mood has not changed into positivity.

Spring 2019 season was a tough one – summer kicked in late in June and May was pretty slow with a lot of rain. This is something stores have got used to over the last 2 to 3 seasons, as Spring was quite slow in regards to shoe and clothing sales in boardsport stores. What changed overall is that the consumer nowadays shops everywhere from boardsport to sports stores, to fashion or department stores – every store now has a certain focus on the young or teenage customer. This means that business overall didn't decrease, it's just the slice of cake got smaller for the boardsport stores due to competition and distribution increases over the last few years.

Surf clothing is suffering a lot as do core surf shops, but hardgoods remain stable with SUP sales enjoying growing numbers for quite some time since the sport has become pretty mainstream – there are rental stations of SUP boards everywhere now. Even yoga is being offered on SUP boards, imagine that…

When talking to core online retailer Boardy.it the picture becomes clearer: "Your selection has to be huge, as the consumer knows exactly what he wants, but then that's difficult for many small online stores or shops to maitain – the weight of inventory is killing them. Service is still king when selling hardgoods and that keeps us alive, paired with the love for what we do."

Now summer and holidays are in full swing and the skateboarding scene alive and killing it. The first weekend of August, the Italian Championships of Skateboarding took place in Osimo, with youngster Nahuel Fernandez taking first place. More local events are taking place now during August and September all over Italy, organized by local Skate shops which really keeps the scene alive and going.

When visiting stores, the most discussed topic for sure is which direction are our consumers and the industry as a whole going? Many stores have no clear direction to follow as they struggle with their core skate business – skate shoes are seeing a historical low in sales, surf apparel is not that hot anymore, and numbers of active snowboarders are decreasing whilst outdoor is stealing a big chunk of sales. So, should transition into the outdoor world or follow the hype business a bit further? These are questions that many retailers have and where they find themselves a bit in the middle of nowhere. We saw some boardsport stores close their doors in skate, surf and snowboarding, which means the next couple of seasons will again be crucial for many store owners. A clear strategy and positioning within the industry is key to survive and to attract the right customers and stay in business.

FRANZ JOSEF HOLLER

SWISS

PORTUGAL
GERMANY
AUSTRIA
FRANCE
ITALY
UK

The gloomy weather in spring 2019 didn't necessarily spell bad business for Swiss retail commerce. As is often the case when we have unsettled seasons, it is products other than those considered to be "of the season" that sell best. Items of clothing on the heavy side actually provided decent turnover, because of their price, during a particularly rainy and cold May. It was the same story looking at products and technical accessories for watersports. Thick, top-of-the-range wetsuit sales were slightly up, as were expensive technical products like foils and such. In recent years we've seen some posturing from foils but this time they seem to have followed through with it. Kite-foil, Windsurf-foil, Wake-foil, SUP-foil; all nautical boardsports have a foil option and it's no longer rare to see aficionados pumping, gliding and 'flying' on our lakes.

Let's come back to the ground and onto skateboards. The 2019 market seems to be holding up pretty well. As we've already said, skateparks are popping up in all four corners of Switzerland and thanks in part to that, the skater population is also growing. New or rather renew: in recent years we've talked a lot about the sport's diversification (longboards, cruisers, surf-skate) but now we are noticing a real increase in skaters (street) and sales trends are clearly on the rise. Sales of complete set ups are particularly good as they seem to meet the needs of youngsters who want to start out: better quality than what they'd find at a big box store but at an affordable price. These products make retailers happy as they often make a better margin than selling decks on their own. In fact, selling decks separately is in a precarious situation here. Prices are dropping and the margins are eroding; a phenomenon probably down to the explosion of online sales abroad and our shops' attempts to stay competitive while running the risk of working with minimal margins. This issue seems to have had less effect on complete set ups and just as well. According to Matt Rouiller from Levitation in Martigny, complete set ups now represent a significant chunk of turnover. Matt works really well with Globe who provide high-quality equipment at a good price for novices wanting to get onto the sloping concrete or the street curb for the first time. This trend back to street skating was confirmed to me by my master spy on the ground, David Lambert from Dav-Agency, who confirms seeing more and more customers interested in this choice of weapon during his shop rounds - a phenomenon also reported to him by a good number of shop managers that he visits regularly.

When it comes to streetwear, the situation is more complicated and as usual we'd that say "basic" streetwear is in trouble. According to David once more, the product has to be technical or eco in order to sell so, while the bio cottons on one side and the ultra-light breathable products on the other still have a chance, the rest stay on the shelves… My spy David, Rip Curl rep for some of Switzerland, also says that a product needs a competitive edge more than ever, whether in its technical properties or its renowned quality. While 2019 is an average year in terms of boardshort sales, this is not the case for bikinis, and Rip Curl seems to be coming out smelling of roses with a much-loved product. Stagnant sales in boardshorts and streetwear classics are confirmed by Matt Rouiller who says he practically only sold "volleyball" shorts and relatively few t-shirts and classic shorts. He does go on to say, however, that he cleaned up in the accessory and footwear sections in which he had one of his best years.

FABIEN GRISEL

PORTUGAL

GERMANY
FRANCE
AUSTRIA
SWISS
ITALY
UK

Since Mother Nature plays such a vital role in surfing, in the last Portuguese Market Insight, we wrote that weather can be the beauty or the beast of this industry. Well, the beast came to show its ugly face, and the weather in the first half of Summer 2019, was not by any means something most retailers will fondly remember. Regardless if you are a firm believer of climate change, or you prefer Trump's humorous tone on the matter, fact is that whilst central and eastern Europe were being blasted with successive heat waves, here in the wild wild west, mercury was rarely passing the 30-degree mark.

However, summer is still summer and for a watersport like ours, it's always seen as the strong season. As usual, we spoke with several well-established industry players to understand their current state of mind during this time of year.

Gonçalo Lopes, Director of Sales and Marketing for Freedom (Hurley Surf and Stance Socks reps), told us that the unusual low temperatures and rainy days hurt sales and naturally decreased stock re-ups. However, Stance is still doing very well, especially their special edition socks with collaborations with Marvel, Mickey Mouse, famous artists and so on. For Hurley, unsurprisingly this time of year their boardshorts are selling in more significant numbers. But in terms of peak performance sell-out, their hood fleeces and caps are still on top.

Mario Wehle, Owner and Manager of Magic Quiver, the Ericeira-based premium surf shop, did not seem too worried about the shy summer since their clientele "is good and fits our concepts plus we've had a good run with online sales also". In fact, Mario explained that women's clothing did particularly well during the early part of the season and that the men's segment balanced out later on.
As for Nick Uricchio, historical Semente Surfboards' shaper, he explains that despite the unusual weather patterns, there have been a few waves so "we're pretty happy with how the summer is going so far. We have had a lot of Portuguese and foreign customers returning from last year to get new boards." Their top selling boards for the season include the Bondo and their new model Jig as both of them are great summer crafts.

We also chatted with Tom Ruiz, Global Sales Manager for Salty Crew, who confirmed a slower start to the season. However, everything picked up and "now we are in full summer swing and retail is on fire. August looks to be very promising." Hats, sun protection and boardshorts are the brand's best-selling products this season.

In the shoe segment, you may have noticed that there was recently a great revival as Josh Barrow, European Marketing Manager for Globe shoes, explains "for footwear we've seen a big come back in chunkier shoes over the last year and our heritage collection has been resonating with this." As for the brand's performance this summer "we've had less tourism and the weather hasn't helped us either to push certain products but we think sales will catch up as summer goes by."

To finish, just a brief mention of some of the main concerns that retailers are facing. Both Gonçalo Lopes and Tom Ruiz claim that aggressive discounts at an online level are hard to compete with, making life harder for the local surf shops.

PATRICK AND SALVADOR STILWELL

AUSTRIA

PORTUGAL
GERMANY
FRANCE
SWISS
ITALY
UK

It's suddenly late summer and time to look back at our 2019 summer season. The mood is upbeat in the Austrian economy, as unemployment reached a new low and projected economic growth around 1.7 percent creates a bright outlook. With private consumer purchases as the current growth engine behind the economy, things are looking up. So what's been happening in the boardsports biz? As we already mentioned in our last issue, May kicked off the warm weather season with a bit of a bumpy start, as cold weather and rain impacted sales of classic summer staples such as shorts, T-shirts and summer accessories. Nevertheless, skateboard hardware performed well. This momentum continued throughout the season, and skate hardware presents a stable and healthy sector in Austria right now.

On that note, observers such as Paul Gerhofer at Orange Corner shop in Enns are expecting further growth in this segment. The positive estimate is shared by Tobias Bechtold at Sajas store in Feldkirch: "Constantly on a great level" is their verdict on skate. Armin at Moreboards Shop in Innsbruck is also satisfied with the skateboard hardgoods segment. But asking around, one segment is falling behind: Skate longboard sales have stagnated and no longer represent a major business now that the hype has died down and the market has become saturated.

Once the unseasonably cold start to summer was over, June and July brought lots of hot days, to a point where summer 2019 made the history books as one of the hottest on record. This also led to great sales of hybrid shorts, as well as massive demand for slide sandals, among other hot summer categories. Looking into the footwear business, we're seeing another sector plagued by difficulty: Armin at Moreboards reports strong sales but appears to be an exception in what has become a tough market. Distribution policies from large shoe brands appear particularly questionable at times and have many retailers shaking their heads in disbelief.

In the streetwear and accessories business, retailers are ready to bet on small brands with a specialized offering. Sustainability is also emerging as an important issue among brands. "When you also back it up as a retailer in your store, it tends to work really well," said Paul at Orange Corner. Armin at Moreboards says: "We are finally seeing a notable change of mind in our industry and among customers regarding sustainability."

The watersports segment continues to perform at a great level, which became imminently apparent on our country's lakes during the hottest days of the year. All kinds of foiling have been garnering a strong level of attention, but still need to reflect in higher sales numbers. In the town of Salzburg, an active river surf community has been gathering around the natural wave on the Almkanal channel, which provides a reliable break in the water. Naturally, these practitioners also require quality product and Michi Seidl at Boardshop in Salzburg owes a good deal of business to the vibrant scene. Looking ahead, surfing could be a hot topic across Austria, as the growing number of river surf initiatives across the country attest.

One of the most promising developments for the local surf scene is the new The Wave project in the Salzkammergut region, where construction recently commenced on what will be the largest artificial surfing wave facility in all of Europe. Other parts of the country are also home to surf projects, including the Citywave in the SCS Multiplex in Vienna's Neudorf borough, which draws a constant flow of visitors. These initiatives all help to make surfing more accessible and create more new surfers, which in turn raises demand for quality surf hardware and equipment. It's up to business-minded shops to benefit from the situation. But only time will tell, whether or not we'll have a major surfing boom in Austria.

BJÖRN BETTERMANN

GRAYSTONE ACTION SPORTS

47 Brunel Avenue
Manchester
M5 4BE
UK

Graystone Action Sports

Graystone is the UK's leading action sports facility and one of Greater Manchester's hottest new businesses. We are more than a skate park with our exceptional bar/restaurant 'The View', SkateHut retail store, the UK's largest foam pit, yoga and fitness studio, super trampoline and cliff drop. As well as offering reduced-risk training for free ski and snowboard using our unique roller boards/skis and a huge big air. We will soon be opening a gymnastics/cheerleading/acro space, parkour terrain and bouldering wall. In 2019, we have hosted the UK National Skateboard Champs and Vans Shop Riot.

ROLE AVAILABLE: Assistant Manager in Manchester

The Assistant Manager will support the General Manager with the running and development of the business. An ideal candidate will also have the ability to coach at least one of the sports we offer and have experience in the hospitality industry.

The successful candidate will get free use of the skate park and all facilities, discounts on great food in The View and SkateHut store, excellent team environment and the potential to grow with the company to new locations in the UK and Europe.

KEY TASKS

- Duty manager shifts
- Oversee and support staff to enable them to carry out their tasks
- To manage the staffing and coaching rota
- To ensure customer service at the venue is outstanding and that staff understand what this means and looks like
- To monitor park users and ensure that riders are following the park rules
- Ensure the park is kept clean and tidy
- To carry out tasks in The View, such as taking orders, taking payment, making coffees, serving drinks and maintaining the cleanliness of the restaurant & bar
- To plan, schedule and run daily activities and ensure a positive experience for all children on Camp Graystone day camps during holidays

ADDITIONAL RESPONSIBILITIES

- Comply with the Health and Safety policies of the organisation
- Maintain the integrity of the brand in all internal and external communications
- Any other duties commensurate with the level of the post

REQUIRED EXPERIENCE AND QUALIFICATIONS

ESSENTIAL

- Hospitality experience
- Enthusiastic with a positive attitude
- Good verbal communication skills
- Ability to manage others and demonstrate leadership

DESIRABLE

- Experience working with children
- Good IT skills and experience of marketing
- Current First Aid Certificate
- An interest in action sports

ADDITIONAL INFORMATION

This is a full-time role and the post holder will be required to work evenings and weekends.

graystoneactionsports.co.uk
enquiries@graystoneactionsports.co.uk
Graystone Action Sports Academy (Manchester) Ltd is registered in England and Wales.
Company no: 10505782. Registered address: 21 Albert Street, Fleet, Hants. GU51 3RJ.

prydegroup

Wir sind ein renommiertes Großhandelsunternehmen für Sportartikel mit Sitz in Taufkirchen und vertreiben exklusiv führende Marken für den Windsurf-, Kitesurf- und Snowboardsport.

Wir suchen zum nächstmöglichen Zeitpunkt eine/n qualifizierte/n

Mitarbeiter für Marketing und Kommunikation (m/w/d)
für die Marken Cabrinha und Neilpryde Waterwear

Deine Aufgaben:

- Mediaplanung für Print- und Onlinemagazine
- Planung, Budgetierung und Erstellung von Händlerverkaufsunterlagen
- Korrespondenz mit Magazinen und Druckereien inklusive Preisverhandlungen
- Organisation und Durchführung von Events
- Umfangreiche Betreuung unserer Teamfahrer
- Erstellung der Marketingbudgets
- Kommunikation mit Händlern & Endverbrauchern

Dein Profil:

- Abgeschlossene kaufmännische Ausbildung oder Studium
- Gute bis sehr gute Kenntnisse des Kitesurfsports sind Voraussetzung
- Berufserfahrung im Bereich Marketing von Vorteil
- Umfangreiche EDV-Kenntnisse (MS-Office & Mac, InDesign, Photoshop, Acrobat)
- Gute Englischkenntnisse in Wort und Schrift
- Verhandlungsgeschick, Kostenbewusstsein und Zahlenaffinität
- Flexibilität und Reisebereitschaft

Wir bieten Dir:

- Eine interessante und abwechslungsreiche Tätigkeit
- Ein unbefristetes Arbeitsverhältnis
- Leistungsgerechte Entlohnung (inkl. 13. Monatsgehalt)
- Einen gut zu erreichenden Standort im Münchener Süden mit öffentlicher Anbindung

Hast Du Interesse an dieser spannenden und abwechslungsreichen Tätigkeit? Dann sende uns Deine kompletten, aussagekräftigen Bewerbungsunterlagen, vorzugsweise per E-Mail, mit Angabe Deiner Gehaltsvorstellung und Deines frühestmöglichen Eintrittstermins an:

Pryde Group GmbH
Lisa De Luca
Bergstraße 7
82024 Taufkirchen
lisa.deluca@pryde-group.de
Tel.: +49 (0)89 665049 – 70

ION sucht ab sofort für den Bereich Marketing am Standort München / Oberhaching eine/n

JUNIOR MARKETING MANAGER DIGITAL/DTC (m/w)

Folgende Aufgabenbereiche erwarten dich:

- Planung, Koordination und Umsetzung von digitalen Marketingkampagnen in Abstimmung mit Marketing Manager
- Ganzheitliche Betreuung der Social Media Kanäle
- kontinuierliche Weiterentwicklung der Online Marketing-Prozesse und -Tools
- Webadministration und Content Management (Typo3)
- Planung, Durchführung und Steuerung von E-Mail Kampagnen
- Kontinuierliches Monitoring, Kampagnenoptimierung und Analyse der unterschiedlichen Maßnahmen anhand gängiger KPI's
- Präsentationserstellung und Reporting der Ergebnisse
- Datenbankmanagement (Contentpflege und -erstellung, Bugfixing etc.)
- Unterstützung der Marketing Manger (Bike/Water) bei Planung und Durchführung von DTC Kampagnen

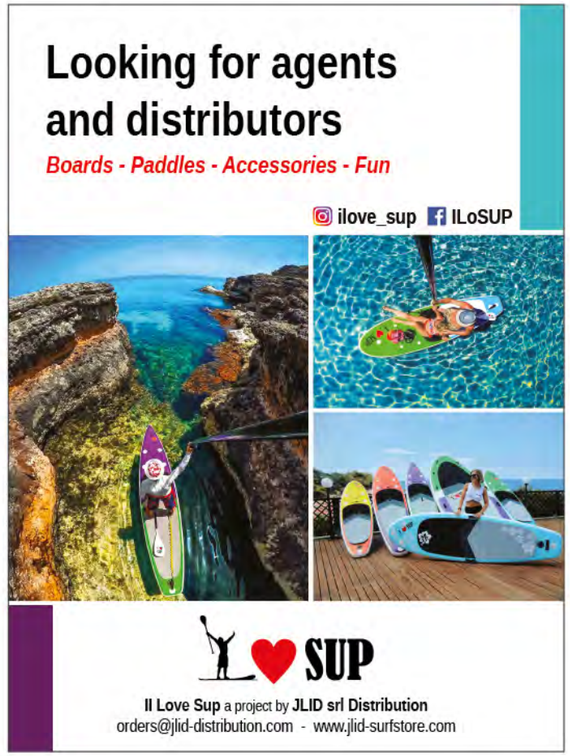
Anforderungsprofil:

- Abgeschlossenes Studium mit Schwerpunkt Marketing/Marketingkommunikation
- 1-2 Jahre Berufserfahrung im Bereich Online Marketing
- Sehr gute Office-Kenntnisse, Basis-Kenntnisse in Grafikprogrammen & CMS
- Erfahrung im Umgang mit gängigen Analyse-Tools
- Sehr gutes Deutsch und Englisch in Wort und Schrift
- Hohe Eigenverantwortung sowie selbstständige und strukturierte Arbeitsweise
- Teamfähigkeit und kommunikative Kompetenz
- Affinität zu einer (oder mehreren) unserer Kernsportarten

Wenn Du Dich in unserem Anforderungsprofil wiederfindest, freuen wir uns auf Deine aussagekräftige schriftliche Bewerbung inklusive Anschreiben, Lebenslauf und Zeugnissen, sowie der Angabe des frühest möglichen Starttermins und der Gehaltsvorstellung an:

Boards & More GmbH
Cordula Thiele (Office Mangement)
Keltenring 9
82041 Oberhaching

Email: cordula.thiele@boards-and-more.de



SURF SKATE SNOW TRADE

EVENTS#98

SEPTEMBRE

- 06–07 **VANS PARK SERIES** — SALT LAKE CITY, UTAH, USA — VANSPARKSERIES.COM
- 05–07 **SURF EXPO** — ORLANDO, FLORIDA, USA, SURFEXPO.COM
- 06–08 **SPORTJAM** — SAN SEBASTIAN, BASQUE COUNTRY, SPORTJAM.COM
- 09–10 **SPORT-ACHAT** — LYON, FRANCE, SPORTAIR.FR
- 19–21 **FRESHWATER PRO** — CALIFORNIA, USA, WORLDSURFLEAGUE.COM
- 27–30 **SILMO** — PARIS, FRANCE, SILMOPARIS.COM

OCTOBER

- 03–04 **EUROSIMA SURF** — HOSSEGOR, FRANCE — EUROSIMA.COM
- 04–06 **PADDLE EXPO** — NUREMBERG, GERMANY — PADDLEEXPO.DE
- 03–13 **QUICKSILVER PRO** — HOSSEGOR, FRANCE — WORLDSURFLEAGUE.COM
- 11–13 **KAUNERTAL OPENING** — TIROL, AUSTRIA — KAUNERTALER-GLETSCHER.AT
- 16–28 **RIP CURL MEO PRO** — PENICHE, PORTUGAL, WORLDSURFLEAGUE.COM
- 18–20 **MOREBOARDS STUBAI** — STUBAI, AUSTRIA — STUBAI-PREMIERE.COM
- 25–26 **VANS SHOP RIOT FINALS** — AMSTERDAM, NETHERLANDS — VANS.EU
- 24–27 **TELEGRAPH SKI & SNOWBOARD** — LONDON, UK — SKIANDSNOWBOARD.CO.UK

NOVEMBER

- 31–03 **SKI PASS** — MODENA, ITALY — SKIPASS.IT
- 15–17 **SKI EXPO** — HELSINKI, FINLAND — SKIEXPO.FI
- 25–06 **HAWAII WOMEN'S PRO** — HAWAII, USA — WORLDSURFLEAGUE.COM

DECEMBER

- 18–20 **BILLABONG PIPE MASTERS** — OAHU, HAWAII — WORLDSURFLEAGUE.COM

JANUARY

- 05–06 **FUTURE TRY** — LAAX, SWISS — SNOWBOARDBOX.CH
- 07–10 **PITTI UEMO** — MILAN ITALY — PITTIMMAGINE.COM
- 12–14 **ROCK ON SNOW PRO** — LA CLUSAZ, FRANCE — SPORTAIR.FR
- 13–18 **LAAX OPEN** — LAXX - SWISS — LAAX.COM
- 14–16 **SEEK BERLIN** — GERMANY, SEEKEXHIBITIONS.COM
- 19–21 **SHOPS 1ST TRY** — ALPBACHTAL, AUSTRIA — SHOPS-1ST-TRY.COM
- 21–23 **JACKET REQUIRED** — LONDON, UK — JACKET-REQUIRED.COM
- 21–23 **SLIDE** — TELFORD, UK — SIGB.ORG.UK
- 25–28 **ISPO** — MUNICH, GERMANY — ISPO.COM
- 29–31 **REVOLVER** — COPENHAGEN, DENMARK — REVOLVER.DK

FEBRURAY

- 03 **FUTURE TRY** — LES CROSETS, SWISS — SNOWBOARDBOX.CH
- TBC **AGENDA** — LAS VEGAS, USA — AGENDASHOW.COM

Messe München
Connecting Global Competence

ISPO Munich 2020
January 26–29

ISPO Beijing 2020
February 12–15

OutDoor by ISPO 2020
June 28–July 1

ISPO Shanghai 2020
July 2–4

ISPO trade shows. Save the dates.

Accelerate your business with the biggest multi-segment trade shows in the sports industry.

More information on: ispo.com

ISPO
Accelerating Sports

OUTDOOR BY ISPO

01 - Fjallraven's Philipp Kloeters

02 - Kavu's Stephanie Mason, Jeremy Goodman with Rob Brigham and Fred Royale

03 - Pacsafe's Brad Hockridge, Magnus McGlashan and Thomas RyllSnow

04 - The James Brand booth, Pacôme Allouis

PANORAMA

05 - Cleptomaniacs Joerg Bruns

06 - Forvert's Martin Hautzel Martin Hench and Remona Canu

07 - IrieDaily's Bindo Lüdicke, Alex Boma and Denise Graff Director Simon and his wife

08 - Zoo Yorks Alex Kuimmler and Ralf Schaefer

SEEK

01 - Eastpak's Sven Baessler, Kati Janz, Stefan Schmitz and Andreas Brunnengraber

02 - Etnies Bas Janssen and Hans Dijs

03 - Maui and Sons Richard Harrington and Nuno Fonseca

04 - Slowtide's Turgut Aydin and Hector Caldwell

JACKET REQUIRED

01 - O'Neill's Lawrence Morse and Sean Ashby

02 - Out Of Steps's Marketing Director Lyndsay McLaren showing Afends' girls Hemp Boiler Suit Sammet and Jogi MÑrz

03 - Passenger's Richard Sutcliffe with their Waxed Canvas bag and Margins cap

04 - Shiner crew - Joe Bourne, Weien Soh and Pete Royston

ERICEIRA

A traditional fishermen's village where people from around the world are inspired by surfing.

Come to Ericeira
ride your business here and
enjoy our waves.

Only 30 minutes from Lisbon

Ericeira

ERICEIRA WSR
WORLD SURFING RESERVE

WORLD SURF CITIES NETWORK

www.cm-mafra.pt

O'NEILL
BLUE
OUR OCEAN MISSION

O'Neill was born in the water. Jack created wetsuits to protect us from the ocean. All over the world, oceans are threatened by a wave of plastic waste. We have a mission to protect the ocean. The continued collaboration with BIONIC YARN®, REPREVE® and ECONYL® will be one of O'Neill's many sustainability efforts. As a result, 100% of the Spring Summer 2020 bikini collection is produced by recycled materials collected from land, marine and coastal environments.

ONEILL.COM