

BOARDSPORT

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EUROPEAN SURF/SKATE/SNOW BUSINESS

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2021 €5

INTERVIEW LYNDSEY MCLAREN ON DIVERSITY & INCLUSION IN THE INDUSTRY
BIG WIG SKATE INDUSTRY LEGEND JOHNNY SCHILLEREFF

RETAIL BUYER'S GUIDES

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On the cover Lyndsay McLaren - Photo by Rafal Wojnowski

HELLO

SOURCE#107

I'll be honest with you - writing these editorials used to be really tough before covid - I used to dread writing them. My editorial's mission is to sum up the flavour of the magazine while also taking the pulse of the industry. But despite our radical outward persona, the boardsports industry is a very conservative space, with very few radical technological advances and highly newsworthy stories always involved a lot of digging.

But since the coronavirus shook our industry to its core, there's been plenty to report on. In order, the flow of communication was shattered, production soon became a real concern, then the supply chain and now the prospect of price rises being the latest massive issue to deal with. Brands are seeing huge ancillary cost rises, with shipping container costs up 500%, shipping bottlenecks, logistics companies hugely delayed, and a price rise in

most raw materials. Things are shifting online at an accelerated pace and how the core board store survives in the future is becoming increasingly complex, but early adopters and good communicators who chase good margins will prosper.

But staring in the face of these issues, and indeed at the root of many of them, is an overwhelming demand for surf and skate product. Heck, the skate market has even had to shift to a pre-order model, something which would have sounded completely foreign to the industry just 18 months ago. In-season ordering is for now, just not possible. And the ride's about to kick into overdrive when these two sports debut at the Olympics. The world stage. Hearing from skate parks on the front lines, beginner lessons of all ages are massively up and with the trend taking hold on the girl's category in particular, this demand is only going one way.

And someone right at the

forefront of this movement is Lyndsay McLaren from Out Of Step Ltd. Who when she's not busy running UK marketing for HUF, The Hundreds, Poler, Brixton and Afends, or getting snapped for our front cover, Lyndsay's now running a programme empowering female skaters through voice, movement and skateboarding in East London. Hit p.45 for a great read with SOURCE's first female front cover shredder.

Elsewhere in the mag, we have a fantastically refreshing Big Wig interview with Element Founder Johnny Schillereff who talks about his new family-run venture, The Heart Supply Co and today's business environment in general. We have brand updates from iconic brands Nixon and Lightning Bolt and feature a swathe of Retail Buyer's Guides for the upcoming seasons. We also do the rounds with our regional Market Insight, which are a more important read now than ever before.

Always Sideways

Harry Mitchell Thompson
Ed-in-chief



...Lost

NEWS

#106

RD Distribution Welcomes Armstrong Foils To Portfolio

RD Distribution is a French Watersports distribution company founded in 1996. The company is run by a small team that hand picks and tests the brands they represent. They started with working on import and distribution of materials for shapers in France and the rest of Europe, and are now widening their portfolio to bring the best brands in watersports to the European market.

VF Corp Sells Majority Of Workwear Brands But Hangs Onto Dickies

As part of VF Corporation's shift towards a more consumer and retail focussed business model, VF has signed a definitive agreement with Redwood Capital Investments, LLC for the sale of the majority of their workwear brands. The sale doesn't include Dickies and Timberland PRO.

Messe München GmbH Undergoes Company-Wide Restructure

To allow greater flexibility and efficiency across the company, Messe München GmbH has halved its Board of Management as part of a company-wide restructure. The restructure also sees Messe München shift towards a more digital, customer-focussed business model.

New French B2B On-Snow Demo For 2022

Winter Pro 2022, a new French on-snow snowboard b2b event run by Act Snowboard magazine is to be held from the 9-11th January in la Rosiere. This event replaces Rock On Snow Pro La Clusaz.

Rip Curl CEO Michael Daly Appointed New CEO Of Kathmandu Group

Kathmandu have appointed Rip Curl CEO Michael Daly to fill the position of Group CEO & Managing Director, effective immediately. Daly has been CEO at Rip Curl since 2013 and Kathmandu are to begin looking at potential candidates to fill the position of CEO at Rip Curl.

K2 Sports' John Colonna Promoted To President & CEO Of K2-MDV Holdings

Taking over from Christoph Bronder, John Colonna has been appointed as President & CEO of K2-MDV Holdings. Colonna assumes the position following 3 successful years as President of K2 Sports.

Dates Confirmed For 6th Edition Of Paris Surf & Skateboard Film Festival

The Paris Surf & Skateboard Film Festival is back for its 6th instalment! The festival will take place in September where surf and skateboard films will be screened and judged for the chance of winning a prize. At this year's PSSFF, in partnership with Wonderland, films from previous editions of the festival will be shown again for free.

Jones Snowboards Announce Martijn Linden As VP Of Soft Goods

In an already exciting year for Jones Snowboards (they're launching their first technical outerwear line in autumn), the brand have announced industry veteran

Martijn Linden as VP Of Soft Goods. Martijn has many years of experience working in apparel design and development, most recently at a similar role at Burton Snowboards.

Ali Kenney Named Burton's First Chief Strategy Officer

Burton veteran Ali Kenney has been appointed as the company's first Chief Strategy Officer. In the role, Kenney will lead Burton towards being climate positive by 2025, further their consumer centric approach, and further their commitment to fair labour, diversity and equality.

Dates Confirmed For SHOPS 1st TRY 2022

For 2022, SHOPS 1st TRY is set to take place the week after ISPO, between January 30 and February 1.

Surf Supplier Appointed To Distribute C-Skins In Uruguay

Following the recent announcement that C-Skins have partnered with Peak Distribution in Germany, the wetsuit brand is now expanding into South America. To do this, C-Skins has appointed Surf Supplier to distribute C-Skins within the Uruguayan market.

Iconix, Owners Of Ocean Pacific & Zoo York, Is Being Acquired By Lancer Capital LLC

Iconix Brand Group Inc. announced it has entered into a definitive agreement and plan of merger to be acquired by Iconix Acquisition Corp., an affiliate of Lancer Capital, LLC, in an all-cash transaction that values Iconix at approximately \$585 million, including net debt.

Johannes Ritter & Greg Common Take On

New & Additional Management Roles At Pally'Hi

Gregor Common will take over the position of Global Sales Manager at Pally'Hi, alongside his current position of Global Sales Manager at Amplid Snowboards. Pally'Hi has also announced that design, production and supply chain management will be taken over by Unit Manager, Johannes Ritter.

Wavy Ocean Earplugs Available In Europe Via Surfcloud Distribution

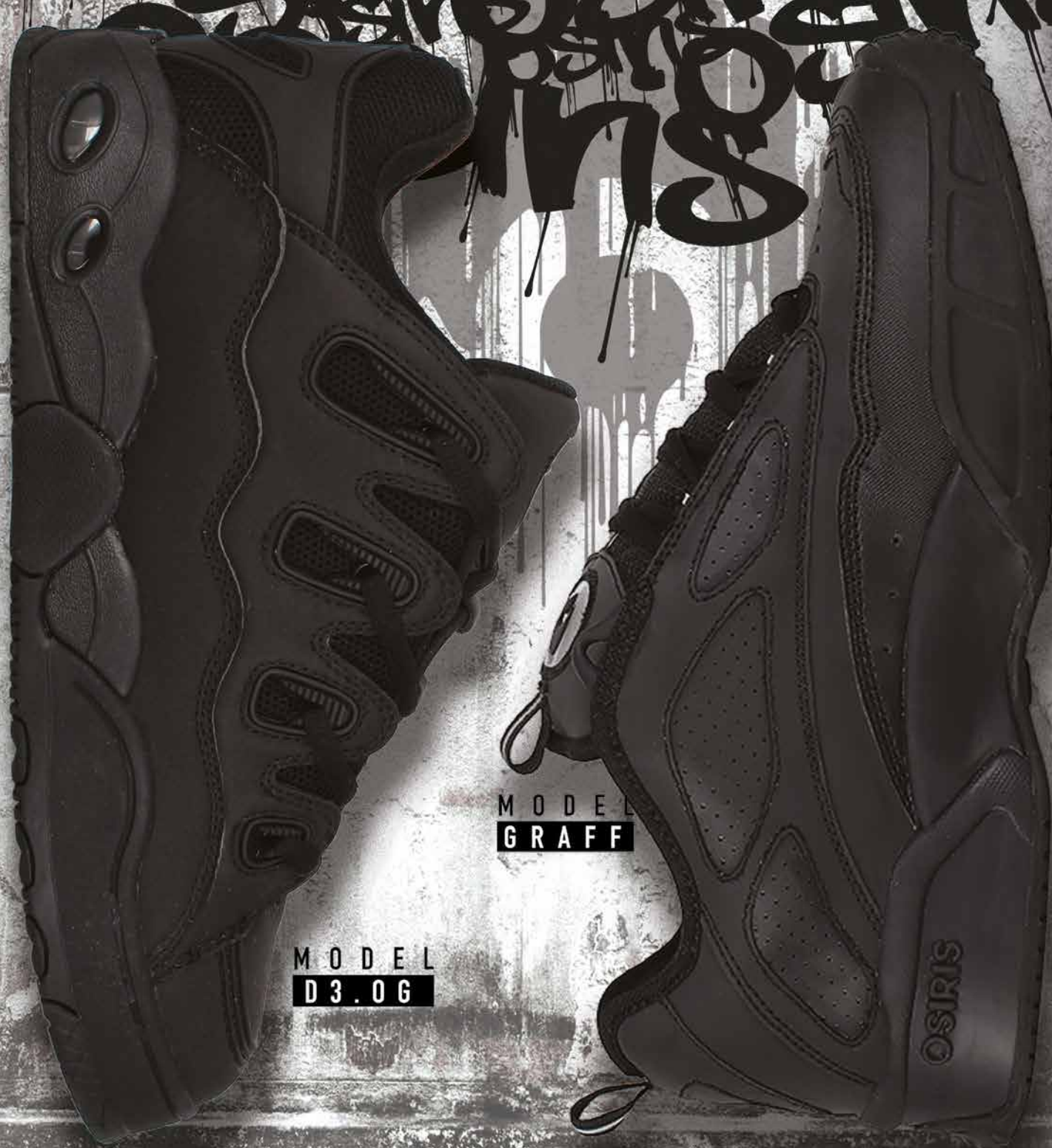
Wavy are bringing their surf earplugs to Europe in partnership with Surfcloud distribution. Wavy Ocean earplugs are available for pre-bookings; interested retailers and businesses should contact Surfcloud directly.

Sportair Launches New Autumn b2b Show in Albertville

Sportair have launched a new autumn b2b show called Next Summer 2021 to replace the autumn edition of Sport Achat. The event will be from 13 & 14th of September at the Halle Olympique Albertville. More information on www.next-summer.com

Electric & Volcom Reunited Under Liberated Brands Europe

Eyewear brand Electric is being licensed out to Liberated Brands Europe. Liberated which is run by Volcom Europe's management team, is also the European licensee for Volcom, so it's great to see the brands reunite again. Liberated brands Europe have also taken on the licensee for Spyder a leading active lifestyle brand who is the official apparel partner of the U.S. Ski Team.



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RETAIL BUYER'S GUIDE

SKATE SHOES SS22

With the skateboarding boom showing no signs of slowing down and the world gradually returning to normal, or at least adapting to life through the pandemic, we take a look into SS22's skate shoe buyer's guide with SOURCE Skateboard Editor Dave Morgan to see what brands will be offering in the coming season.



Compared with last year's unpredictable market, it seems that normality is somewhat more tangible now, and skate shoe brands are fortunately keeping up with the ever-growing demand.

Supply chain issues are still a problem, more so for hardware than shoes, but brands are still struggling with shipping delays. Osiris General Manager Brian Barber explained: "Supply chain issues from Asia and other regions continue to be a problem, we foresee this to continue to be an issue through 2022." It seems a universal struggle, with SoleTech also discussing the ongoing corona impact: "So in March last year it obviously effected the sales negatively, retailers and buyers were scared for the unknown. But when summer came it completely turned around and we noticed more and more kids, guys, girls, older people jumping on a skateboard. This was first noticed with our hardware colleagues but now we also noticed it for 2021, it's looking good! All we wish for now is speedier shipping from the Far East

and less Brexit issues at the border, those are the 2 factors that are slowing down the growth a bit." - Bas Jannsen, Senior Sales & Marketing Manager of Etnies and Emerica.

"All we wish for now is speedier shipping from the Far East and less Brexit issues at the border, those are the 2 factors that are slowing down the growth a bit." Bas Jannsen, Etnies & Emerica.

MARKET & PP

With the continued surge in E-commerce and skate shops being able to finally reopen their doors, the skate shoe market is doing great, and it's good to see people supporting core stores as much as they can. As usual, high end fashion brands are experimenting with skateboarding, as DC's Regional Footwear Product Manager- Halsey Keiler noticed: "This uptick in participation of the



skate category is very encouraging. Luxury brands like Louis Vuitton and Prada have come out with skate-specific footwear which may mean we are only at the beginning of the trend."

Price points are of course going to grow in retaliation to the shipping cost increases, but there are still affordable options. Shoe prices range from €50-€120, depending on brand and tech. It looks like Circa will provide the best footwear for those on a budget, with price points from €39.90. Globe's VP of Sales Europe - Philippe Clarisse made a very realistic observation: "Our goal is to manufacture and deliver high quality skate shoes, pricing is of course important but not the key point for Globe; I just want to be in phase with the market. Based on what is happening with the raw materials in worldwide markets, I imagine prices will increase for all actors in this business, except if you want to

"Supply chain issues from Asia and other regions continue to be a problem, we foresee this to continue to be an issue through 2022." Brian Barber, Osiris

lose huge margin points.."

Brands such as Vans now make a core skate range, and a more-expensive progressive tech range for

the upper market. Lakai offered an interesting viewpoint saying "more skateboard specific shoe brands are being worn by skaters", perhaps separating away from the major sports brands now involved within skateboarding and focusing more on core brands.

DC made it clear that their shoes will remain affordable, as Halsey says: "For SS22 we aren't trying to reinvent the wheel with our pricing. We respect that skaters don't want to spend a lot on their equipment. Our objectives are to build footwear that holds up to the rigours of skating, looks sick on foot, and won't force you to eat beans out of a can because you spent all your dough buying them."

DIGITAL

With the majority of sales over the past year coming through the online market, brands are having to adapt to digital marketing schemes using social media. Tim Cisilino, Marketing Manager at Emerica explained how they were adapting to the digital shift in marketing: "With social media channels such as Instagram, Twitter, and Facebook, it has become even easier to let our consumers know what products our retailers are selling and which retailers those are."

STYLES & SILHOUETTES



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INTRODUCING DALTON DERN

PHOTO PAPKE

"With social media channels such as Instagram, Twitter, and Facebook, it has become even easier to let our consumers know what products our retailers are selling and which retailers those are." Tim Cisilino, Emerica

Things to look out for in the coming year include:

Big Shoes! It seems skateboard trends are again going full circle, with 90's styles continuing to grow with a vengeance. Baggy pants, tiny wheels and puffy shoes are all the rage again. Emerica's Marketing Manager Tim Cisilino said: "The biggest story for this season is remastering the KSL while adding our signature pour-in G6 Foam midsole. There has been a big demand from our customers requesting a reissue this model as well as more models having the pour-in G6 midsole. With the KSL and our other stories, one of our main focus points is durability. Every skateboarder wants a shoe that is going to last and we want to give that to them."

Osiris agrees, noting the trend of 90's flare being prominent and spoke of their plans to bring back some of their OG silhouettes with "the Osiris Forever Collection" - with this we will start by bringing back 2 of our Originals from the 90's, the OG D3 and The Graff! Classic 90's skate from one of the originals." Brian Barber -Osiris General Manager.

FEMALE DESIGNED PRO SHOES!

Alongside their recent collections by femme rippers Breanna Geering and Cher Strawberry, Vans is stoked to be introducing 'The Lizzie' designed fully by Vans pro Lizzie Armanto. David Atkinson, Senior Merchandise Manager for Vans explained: "It was important to us that the product story this season was supported by an incredible skateboarder, but also a role model on and off the board. For the Lizzie shoe she worked with our design team and our Innovation Centre to build a new performance fit, combined with our established skate tech which is amazing. Additionally the shoe is built with new sustainable materials throughout to make it the least environmentally impactful skate shoe we have ever made."

CONSCIOUS FOOTWEAR

Environmentally friendly shoes are always pleasant to see, with more brands taking into account their impact on the planet. Brands such as Globe, Fallen and Etnies apply focus into producing vegan friendly shoes, which is great to see. Fallen's Ronnie Mazzie spoke of 'The T-Gun' - Tommy Sandoval's Pro shoe: "This shoe also ticks all of the major boxes for the Vegan community, which we respect and admire very much." Etnies has always had an eco-conscious side when it comes to their shoes, and next year is no different. Brian Cook,

Global Brand Director at Etnies said: "For materials in our skate shoes, we are continuing to offer vegan materials made of synthetic suede and canvas. For Summer 2022 we have a collection for Earth Day in the Windrow, Windrow Vulc and the Windrow Vulc Mid. All of these shoes are made with a cork footbed and tongue label, recycled microfiber, organic cotton, lyocell lining and a 20% reground rubber outsole."

TECHNOLOGY

Etnies is also continuing to push tech boundaries by continuing to collaborate with Michelin on the Marana. Celebrating a decade of durability, Etnies is launching the 'Marana Fiberlite' with Michelin Fiberlite technology: "This shoe builds on the original that was developed to meet and withstand the high-impact resistance demands of Ryan Sheckler's skating. We took a less is more approach to reengineer the Marana to be even better" as Brian explained. Etnies design director Rick Marmolijo has worked closely with Michelin to use proven tread patterns taken from their high-performance tire archive to provide an outsole tread design that provides better flexibility, extreme grip in dusty conditions and rigidity in areas of the sole to protect against harsh landings.

Vans is continuing to push their reimagined 'Skate Classics' - formerly the Vans Pro series, with improved durability and their new 'Popcush' insoles, alongside tongue straps to keep the shoe in place. Lakai are introducing 'PARA-MOUNT' sole construction in models such as the 'Cambridge' and 'Ricley 3', featuring a dual durometre rubber and their signature 'Hex Tred' for maximum grip and flex. The 'Buckler 99' and 'AL 50 Pro' are Circa's technology-driven silhouettes, providing triple stitch toecaps and sturdy vulcanised soles to allow for more durability and comfort. It's reassuring to know that when buying a 'Pro' shoe, it has been designed from the ground up by the skater themselves to withstand the torment skaters put their shoes through, so you are buying what the skaters ride themselves.

So that's an insight into what shoe brands are working towards in the coming year. With the Olympics going ahead, skate shoe sales will only increase as more begin to partake in skateboarding. Onwards & upwards! ☺

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

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HIGHLIGHTS

- 1 Boom in skate shoes
- 2 Supply Chain Struggling
- 3 Eco focus by many
- 4 Female pro models



ETNIES

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FIBERLITE

ADDITION BY SUBTRACTION

After 10 years of success, we have made the Marana even more technical without sacrificing durability. With the addition of the Michelin Fiberlite and the Flo2 system technology, we've subtracted weight and padding making the Marana Fiberlite even more lightweight, flexible and breathable.

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The Flo2 System features a perforated foam in the tongue and medial side that provides air flow around your feet to keep them cool and dry.



Fiberlite Michelin technology is a fused textile in the forefoot area that creates a thin rubber base for less weight and instant flexibility.



The Marana Fiberlite is built on a slim last with minimal padding that results in a lightweight, close to the foot flick, and board feel.

RETAILER PROFILE

TITUS SKATE SHOP, GERMANY



This family-owned company runs many of the finest skate shops in the world, we caught up with Julius Dittmann from Titus to take a read on their business ops over the past 18 months.

Give us a brief overview of Titus...

Since 1978 our mission is to inspire others through Skateboarding. Utilize it as a tool, to spread the sacred skate-message. All these amazing, shocking and charming facets – Skateboarding is so much - and it's a philosophy for sure. It fascinates me – again and again. It is a constant movement – a constant progress. It's the same with the people that work in our crew – many of them spent a lot of time on their board, but what's way more important is that we all share the same mindset.

Over time we adapt and change, just like Skateboarding itself. Going with the flow. Reinvention. Development. Evolution.

In 2018 we released the first “female only” issue of a skateboard magazine (the first ever, worldwide?) – even all the ads from Vans, Independent Trucks, Bones Bearings etc were with female skateboarders. A clear statement.

A few years ago this was a revolution – now it's a huge movement – turning into the new standard. I am thankful to be part of these steps forward. This also pushes us as the Titus crew, to reinvent the way we do things. It has always been about way more than turnover and packing parcels. Skateboarding has always been diverse – and will continue supporting diversity.

Please summarise covid's impact on your business.

A crazy situation like this pandemic shakes everything up. It felt strange for the whole crew to close our 25 skate shops. First there is an insane pile of shit right in front of you, and all of a sudden all those chances pop up. There is so much to learn.

Already in 2019 we felt an increased demand for the special things that we stand up for, as Titus and Skateboarding. Now is the time to move and prepare for the future. Right now (2021) we are redoing a big part of the Skaters Palace – the concert and skate hall we run in Muenster, Germany. It had to close anyway... so we are ripping out the old shitty concrete floor and many of the ramps - and making them new. So fresh and so clean.

Which regions have performed best for you over the past year?

Nowadays it feels like things are changing faster than ever. It's super exciting! 2020 was so volatile; from region to region, country to country, from continent to continent - on a very fast basis. Depending on the pandemic strategies of the citizens and politicians... up down, left right, a step forward – oh no wait – a step back.

However, because of our motivated crew here at Titus we were able to stick to our strategy – in May 2020 we expanded our delivery options from Europe to Japan, Singapore and Thailand.

We regularly ask ourselves: How can we be active at so many different locations and authentically interact and integrate with the local scene.

Noticed anything interesting with consumer buying trends?

Those beautiful values in Skateboarding - that's what many people need right now: Flexibility, independence, community, the strive to learn new stuff. This leads to increased cart values, challenges us and supports the beings around us. It's so fascinating to witness this global movement.



TITUS

How have you been promoting and nurturing the local scene with the restrictions in place?

By feeding the soul. And what is the soul? What is the soul of a skate brand? What is the soul of Skateboarding? Every skateboarder has the same struggle... while it's so fucking hard to describe and put into words, it's powerful.

Skateboarding and running a skate brand have a lot in common. It needs a lot of commitment, you have your ups and downs. It's important to learn from those fails - one more try! And to stay positive. It's about your mindset. That's why #keeppushingandsmile is my favourite hashtag on Instagram.

For example in our video series "lockdown diaries" we portrayed the Titus Skateboards riders. How does the pandemic affect their daily life? What does it do to their community and Skateboarding?

They share how they cope with this situation. How they make the best out of it - you know... Skateboarders always find a way.... we keep pushing.

Skateboarding is stronger than any restrictions – and it will watch your back. It's made to stay.

Please list some of the positives and negative terms/things brands did for you over the past year?

We feel blessed to work with partners that share our vision. One of the priorities is supporting the DIY movement. Building new spots, setting the spark - or help expanding existing projects.

Inspire others to move forward. WOW man, just realized that I fell in love with building concrete DIY spots about 10 years ago (Thank you Pontus, Kliwer & Co !). Crazy how much we have learned during that time.

We are so glad that our partners support us even during crazy times like in 2020.

What opportunities do you see on the horizon?

Who the fuck knows? One thing is for sure: **KEEP PUSHING & SMILE** ☺

TITUS-SHOP.COM

RETAIL BUYER'S GUIDE

BOARDSHORTS SS22

More surfers, more surfboards but less overseas travel... Will the pandemic affect the boardshorts market? The answer along with the latest trends for spring-summer 2022 by **David Bianic**.



HURLEY

SO, MORE BOARDSHORTS?

With the COVID saga still not over - soon we hope - and with the effects of the pandemic on the leisure market hugely benefitting surfing equipment, will the same go for boardshorts? As Nick Crook from Boardies Apparel reminds us "COVID-19 has impacted sales as people couldn't travel on vacation, but certain countries with beaches were okay." So less purchases related to exotic destinations but more time to spend at the beaches in your own country, it's unclear whether brands will manage to balance it all out...

From Oxbow Marketing, Laura Grenon reminds us that for the French market this was compounded by the non-essential shops being closed during the various lockdowns, which did nothing to help sales from physical retailers. Furthermore, Hurley and Soörüz are reporting that boardshorts have not enjoyed the same spectacular growth as wetsuits

"All-day comfort is undoubtedly a feature of our next-generation boardshorts" **Briana Mori, Lightning Bolt**

have, showing that boardshorts cannot necessarily be put in the same bracket as technical clothing: in other words, just because there are more surfers doesn't necessarily mean additional boardshorts by the same amount.

As well as other complications due to the health crisis, brands have had to use their imaginations to plan their 2022 spring-summer collections' manufacturing amid much uncertainty: production delays, surging transportation costs, etc. "Although we had to struggle like most of the companies with delays and raw material scarcities, by producing locally - a sustainable option (it allows us to reduce the logistic operations and transport waste) - it gave us more control over the production



settings”, explains Briana Mori, Brand Manager at Lightning Bolt. Others have partly relocated their manufacturing like Oxbow have in France and Portugal.

As for the 2021 summer, one of the backup options is to rerun leading models, just like Dewerstone did: “We’ve carried several of our SS21 colours into SS22, because of their popularity in the US”, explains Founder Rory Atton. This meant that their manufacturing calendar could be tweaked to provide restocks of these colours in the United States and the UK for summer 2021.

“From the fit to the fabric details, with the ideal length and silhouette, and pockets, they are designed to work seamlessly with the rest of a summer wardrobe.” Ingrid Kalma, Protest

BOARDSHORTS TRENDS 2022: BEACH, WALK, BOARD?

With their hybrid designs, the boundaries between the boardshort, beachshort and walkshort are becoming even blurrier and there is one simple reason for this: “All-day comfort is undoubtedly a feature of our next-generation boardshorts”, assures Briana at Lightning Bolt before adding, “From the fit to the fabric details, with the ideal length and silhouette, and pockets, they are designed to work

seamlessly with the rest of a summer wardrobe.” It’s no accident that Dewerstone prefer the name Life Shorts over boardshorts, sounding undoubtedly more open to non-surfers. Another example of this trend is the Fergus model from Protest whose style is reminiscent of a classic boardshort but surfable with quick-drying multidirectional stretch and interior rubber waistband so they stay in place during action.

But watch out, the pure technical boardshort is not dead and when it comes to brands with surf hardware heritage like Dakine it’s even an obligation. Their Roots and Mission models are made for surfing: light, multidirectional stretch with a waterproof treatment, internal Dobby band to keep it in place, gusset fly that doesn’t get in the way when lying on a board, welded pockets with watertight zipper, water drainage, without forgetting the fixed loop for keys. It’s the same story at Lost with their Deathwish, Session and Hydra models, at Oakley with the B1B RC19” Tropics as well as Soörüz (Classic & Vision) and O’Neill through the Jordy Hyperfreak Hydro, Jordy Smith’s signature boardshort. Endorsement from the pros is a plus as Brand Manager, Dilan from Rusty confirms: “We work with the idea that the surfer knows best so we will test, retest and retest again our fabrications and silhouettes with our sponsored surfers. Feedback from these guys is invaluable.”

When it comes to length, brands are now offering several different crotch lengths but there's a stronger demand for short models. Although 18 inchers are still the best-sellers at Hurley, 16" shorts are making a strong comeback in Europe assures Marca Turc. Even Lost, who for a long time retained a really 90s length with models reaching below the knee, are offering 17, 18 and 19 inch technical models in SS22 and will continue to market E-Waiste (elastic waist) and Hybrid models. Some are even offering extra short models for the surf category, like Protest's PRt Yessine at 14", a multi stretch short with elastic waist. "The guys these days now dare to go shorter" says Dave O'Keefe, Purchasing and Design Manager at O'Neill, "Of course we'll mainly see the standard length for shorts of 16", but the focus is going also to the 15" length and even some shorts are at 14".

BOARDSHORTS TRENDS 2022: INFLUENCES

For a few years we've seen three main axes when it comes to brands building their collections: a retro theme (60s to 90s), another more natural one (that can be combined with the former) and a third that's seasonal and more original. Here Oxbow are rolling out two main motifs, retro checks (referencing their historical models) and Tahiti inspired floral prints. "Palms and floral prints are still on trend", confirms Marta from Hurley who also highlights the signature style of SS22, tie-dye. This major classic will often be employed in the ice-dyed style, also called ice-washed at Lost for example. Poppy colours and effects are aimed at helping us forget the last two dreary years.

Alongside this, motifs/colours inspired by Nature retain pride of place in collections at O'Neill for example who are using colours that are a bit passé like "Deep Lichen Green, Crockery and Toasted Coconut" as well as more vibrant tones like "Coral, Sea Pine green and Old Gold". At Lightning Bolt, colours are even used to inspire poetry: Sunflower, Lapis Blue, Veiled Rose, Fog, Biscay Green... "In this line, colours are not that strong... faded colours and simple graphics", explains Briana Mori.

Prints also serve to reconnect you with the elements, especially at Dewerstone who are employing Jungle and Coral motifs that aren't just decorative: to start with, they plant 50 trees for every product made and, secondly, the brand are working with Gili Eco Trust in Indonesia who are restoring deteriorated reefs, in particular by creating bio-rock. Protest are even offering a double dose of nature on certain

models, as explained by Ingrid Kalma, Men's Design Manager: "This summer we've combined simple cut out forms of tropical leaves and super imposed botanical drawings on top."

"Upcycled coconut fibres, blended with Repreve Recycled Polyester and Spandex, for a 4 way stretch natural-touch fabric, saving tons of virgin fibres and petrol," Laura Grenon, Oxbow

BOARDSHORTS TRENDS 2022: SYNTHETIC VS NATURAL FABRICS

In the space of a few years, recycled polyester has become the fabric of choice as it is both technical (quick-drying, lightweight, UV proof, supple...) and meets a more eco-friendly demand, being made of plastic waste, bottles mostly. Although this trend is not about to spread, the trend for hybrid shorts, so called because they are just as suitable for town as they are for the water, contain a hybridisation in their materials as well, with mixtures of polyester and natural fabrics (cotton, hemp...). For example, Oxbow are introducing a new fibre using "Upcycled coconut fibres, blended with Repreve Recycled Polyester and Spandex, for a 4 way stretch natural-touch fabric, saving tons of virgin fibres and petrol," adds Laura Grenon. At Protest, cotton now comes from the BCO (Better Cotton Initiative), whose cotton production insists on saving water, enriching soils and ethical working conditions. This fabric is available on their new range of Stock walkshorts (as well as on T-shirts). Even Soörüz, who are still very much into 100% polyester for 2022, are announcing the arrival of bio cotton next year.

Let's finish up by giving an estimated average price of between €50-60 for a technical boardshort, while a high-performance model like the Jordy Hyperfreak Hydro from O'Neill comes in at €129.99- this big jump means that you really need to be using that super stretch! ☺

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

HIGHLIGHTS

- 1 Reruns PE21 > PE22
- 2 Hybrid shorts
- 3 Shorter crotch
- 4 Tie-dye and nature prints
- 5 Mix of synth/natural on hybrids



100 % OF OUR BOARDSHORTS ARE
100 % PLASTIC RECYCLED



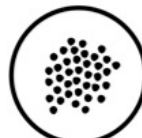
**OXBOW NEW RANGE
OF BOARDSHORTS**



**RECYCLED
BOTTLES**
Post-consumer
bottles are collected



FLAKE
Bottles are washed
and chopped into
flake



REPREVE® RESIN
Bottle flake is
melted and formed
into resin



**REPREVE®
RECYCLED FIBER**
Chip is melted and
made into yarn



GERMANY

ITALY
SWISS
AUSTRIA
SPAIN
FRANCE
UK

Pandemic year continued. It is 28 June and a quick glance at the dashboard reveals: 29,403,338 people, corresponding to 35.4% of the population in this country, are fully vaccinated. Approximately half of the population has already received the first

shot. The 7-day incidence lies at 5.6 new infections per 100,000 inhabitants with a downward trend. Good omens. After a cooler than average and rainy May, summer is finally here and people are getting active outdoors. In line with this, the Covid restrictions on public life are much less severe than in the months before, thanks to the low incidence. Until well into May, the high number of new infections had resulted in drastic limitations. In a similar vein, the Federal Statistical Office reports a sluggish overall economic development at the beginning of 2021. After a brief recovery in Q3 and Q4 2020, the pandemic dynamics pretty much strangled the engine that had just started up again. GDP in Q1 2021 thus registered a drop of 1.8% compared to the previous quarter. After inflation adjustments, even the comparison with the same month of the previous year is negative (-3.4%). Germany's economic performance is limping along. One reason for this is the significant decline in private consumption influenced by the Covid restrictions. A 9.1% drop compared to Q1 2020 is hard to swallow and the retail sector is once again bearing the brunt of it. The sector's gross value added, combined with that of transport and hospitality, is one of the clear losers in the jungle of key figures, but almost all sectors of the economy are performing worse than in the previous year. But there is at least one silver lining: international trade has been picking up since the beginning of the year, with imports growing much more strongly than exports. And that's all for now, as far as the bare figures are concerned (source: Destatis).

The ifo Business Climate Index (as of 25 May) with its forward-looking assessment conveys a more optimistic picture overall. The indicators for all the sectors covered are positive, including that for trade, whose index showed a marked increase. In

general, the economy is in "recovery mode", i.e. in a situation that is below average, but expected to improve. Nevertheless, the ifo business uncertainty index remains at a high level. Virus variants, looming bankruptcies, unemployment, global economic trends, etc. are simply too many question marks that work against any unconcerned sense of optimism.

Local infection containment measures have a direct impact on the sales potential of the retail trade. In addition, procurement is emerging as a key issue. Various Covid outbreaks in the Far East severely disrupt the supply chain as far as both production and transport are concerned. At the end of June, for example, some 160,000 containers were stuck in Yantian, the world's fourth-largest container port. With increased demand, this bottleneck problem makes transport costs skyrocket. Costs that then have to be reflected in the final price of the product. To put it bluntly, what this means for the trade in this country is: first the shop is closed, then the goods don't arrive and now things become increasingly expensive. Well, thanks a lot for that!

Nils Gebbers, GM at 24/7 Distribution in Münster, describes the situation from a wholesale perspective: "The dropship situation with Asia is not easy! Thanks to our broad portfolio, we have so far been lucky enough to always be able to offer customers alternative products in case of delayed delivery. Our ancillary costs have risen by around 30-50% in the last 18 months. This goes from the container in the import to the shipping to our customers. On top of that, production prices have risen sharply. Due to the massive workload, we have had to rent additional external warehouses. It now takes DHL 3-4 days to deliver a package instead of 1-2 days in the past." Nevertheless, he remains optimistic, with currently very good sales figures for skateboard hardware (Indy, Santa Cruz, Toy Machine, ACE, Bones Wheels & Bearings) as well as TSG helmets and protection gear. The question of how much a brand grows in this category is currently more a question of how much it can deliver. What makes Nils very hopeful are the good sales figures for complete boards, as among the customers who buy these products are also the consumers of tomorrow and the day after.

Largely unaffected by the Covid restrictions, skateboarding continues to boom. At the same time, online retail sales rose by a respectable 15% in 2020 as a direct consequence of the pandemic (source: Destatis). Good for those who can combine both, like online shop Skatedeluxe from Jena. Their Chief Business Officer Johannes Beck reports very strong growth for the first half of the year compared to the previous year. While skateboard hardware is clearly in the lead in the stationary trade, even the apparel category has become a driver of growth at Skatedeluxe. In this area, the online retailer was able to significantly expand its traffic and reach throughout Europe.

In addition to skateboarding, watersports are another area where the boardsports industry is doing very well. "SUP demand is strong again, as it was in the summer of 2020. The focus is on medium to high-priced ISUP touring sets as well as inexpensive all-round sets. Kiteboarding is running at the same level as in the last few years. Wing foil is on the rise and will grow rapidly over the next few years. The advantage here is that both kites and windsurfers as well as SUP paddlers are targeted," reports Michael Großer from the Element Sports online shop. The procurement situation remains difficult for him as well. "The general supply situation is the dominant issue this year. We were able to cope somewhat by placing early and correspondingly high advance orders, but reorders are practically impossible." His colleague Stephan Güttinger shares similar feedback from the wholesale division of Element Sports: "For us, the sales figures in water sports are very constant. There was a small slump due to the late start of the water skiing season in the Covid year 2020, but since then we have seen a solid growth again. The demand for sports equipment and for the corresponding protection gear is on an upward trend." From his own sales portfolio, Stephan highlights Bern's watersports helmets, which are doing very well. "A clear increase can also be seen in sunscreen with a high sun protection factor and zinc (Swix & Himaya). It is noticeable that after the lockdown, consumers want to spend more time outside their own four walls and possibly also discover new sports. At the same time, more attention is being paid to ecological and high-quality products.

In general, the watersports industry saw solid sales in the hardware category during the 2021 lockdown online as well as via click & collect and shopping with appointment. It seems that the clientele has learnt from last year's supply shortages and is starting to stock up even before the private consumer demand arises. Similar to the time when Covid restrictions were eased for the first time last year, there was a correspondingly large rush this time. Daniel Schöllhorn from Surf & Kite Hamburg recalls: "We were able to open the wakeboard facility two weeks late, while the shop remained in click & collect mode for the time being. In the beginning, only 15 customers were allowed to use the cable, later 25 and now 35 plus annual pass holders. Even the bad weather didn't stop people from booking out the slots at our water ski lift. We had to make changes to the way the booking system works several times in order to be able to offer sessions to as wide a group of customers as possible, and not just to our regular customers, who are very keen to book." Regarding the situation in the shop, Daniel also notes that the hardware is doing particularly well. "Soft goods and accessories are selling a bit worse at the moment, as the number of visitors to our shop is still very limited."

In general, the boardsports industry is performing well at the moment. The product portfolio matches the demand for outdoor activities with lifestyle factor, which increased significantly during the lockdown. We can even see positive effects of the supply shortages at the moment in that they are leading to a quick product rotation and stable prices. However, one cloud remains hanging over our heads: the long lockdown has left deep scars as far as sales in some categories are concerned, especially in the stationary retail trade. In particular, retailers left with old winter sports stock will have to live with this for quite a while.

ERIC BRUWELEIT



One of the surf industry's most iconic brands, Lightning Bolt is celebrating 50 years since its inception by founder and legendary surfer Gerry Lopez and Jack Shipley. We speak with the brand to find out how they leverage their heritage to maintain relevance in a noisy market.



Tell us how Lightning Bolt started.

Lightning Bolt Unlimited Surf Company Incorporated was founded by Gerry Lopez and Jack Shipley in 1971, in Hawaii. As Gerry Lopez shared in the interview for our 50th anniversary: "In the beginning nobody knew what a Lightning Bolt had to do with surfboards. I used to draw it while I was on the telephone! Then I put it on the surfboards and it looked pretty good! So, that was the beginning! And then it became more and more popular, and our shop became very well known". There was no strict plan, besides shaping the best boards for the best surfers, and welcoming everyone that wished to be part of it.

What is the brand's USP?

A lifestyle with an unparalleled historical heritage. Since the beginning, the brand is

far beyond surfing as just a sport. The core message is that surfing is a lifestyle with adventurous spirit and tolerance, stimulating physical and mental development whilst allowing a deep connection with Nature.

How has Lightning Bolt prospered over the years whilst so many of its competitors have disappeared?

Lightning Bolt is a pure, authentic source of inspiration and a lifestyle that everyone can relate to. Our attitude is something we are admired for and we strive to keep it that way. We proudly embrace everyone that feels a historical connection to the brand or simply just identifies with it, with Bolt everyone is welcome. Over the years we have had the most legendary shapers working with us and have added some amazing new artists from different cultural backgrounds to our team. Most

of all, we paid attention to what was happening around us and adapted to the changing industry

while staying true to our roots.

It's your 50th Anniversary, what have been the highlights?

There's so much to share! But if we'd to go through these five decades in a glance, we must obviously highlight the foundation of the brand, as well as the role it played in the Shortboard Revolution and surfing's professionalization. If we look at the '80s, we have those pioneering and adventurous road trips with Rory Russell that truly are the iconic memories of the surf lifestyle.

We would also have to underline the educational role that Lightning Bolt always had, especially in the 90s. We managed to organise some of the first surf championships in



several spots worldwide, that now are the most famous surf destinations. It boosted the future of a so-called Generation Lightning Bolt that grew up with the brand values, including those of environmental protection. Then, in the '00s, Lightning Bolt powered surf trips around the world, providing unique experiences for young surfers.

And we cannot forget the Pipeliners series, launched in 2013. An exclusive collection signed by five legendary shapers: Gerry Lopez, Barry Kanaiaupuni, Tom Parrish, Rory Russell and Reno Abellira.

Finally, in 2019 Lightning Bolt went on tour with the surf legends Rory Russell and Craig Hollingsworth around the UK, Italy, France, and Portugal. A unique opportunity to share the brand's legacy, keeping

it real and present just right before the pandemic crises.

How is the brand distributed around Europe?

Lightning Bolt has a unique presence and that is why we care so much about our partners and distribution. In the last 15 years, we have been present in more than 30 countries all over the world, in premium and experienced multi-label, high-end and core retailers. We can highlight Portugal, France, Spain, Germany, United Kingdom, USA, Austria, Holland, and Italy.

Why should retailers stock the brand?

Our inspiration is our history, reinterpreted each season through comfortable, versatile, and contemporary collections for men and women. The aesthetic is cool and differentiating. The production is European, which means high quality fabrics and

manufacturing. Finally, we are proud to have a rich and unique quiver, as well as skilled shapers on our side. Lightning Bolt surfboards have a unique hologram number and certificate of authenticity.

How do you see the surf industry developing in the next 3 years?

Undoubtedly more responsible, sustainable, and inclusive. From our side, we completely feel the responsibility of being a global brand and do everything we can to help develop the industry. Our purpose is to keep building a community, inspiring people to enjoy Lightning Bolt's lifestyle and nourishing fulfilling lives through an adventurous spirit, outdoor culture, and surfing. After all, we must be guardians of the Nature and the Ocean as a pure canvas of self-expression.©

RETAIL BUYER'S GUIDE

CAMPING AND OUTDOOR SS22

In the wake of the pandemic, more and more people are taking up outdoor sports as they become increasingly aware of the health benefits that spending time in nature can bring. At the same time, consumers are willing to invest more of their time and money in the 'outdoor' lifestyle. The shift to the outside and the resulting growth of the outdoor sector creates exciting opportunities for new and existing brands. The Outdoor Retail Buyer's Guide for SS22 by **Natalia Maruniak**.



HELI NOX

INDIVIDUAL OUTDOOR SPORTS ARE BOOMING

As soon as the days get longer, many people feel the urge to get out into nature. Even a pandemic has not been able to stop this craving for the outdoors. On the contrary, Covid-19 has intensified this phenomenon. Whether hiking, cycling, mountaineering, climbing or trail running – many outdoor activities are booming at the moment. “The outdoor industry is probably one of the few industries that can speak of positive developments in relation to Covid-19. Due to the various restrictions, people have gone a little ‘back to the roots’ again, into nature. Alternative outdoor activities, long walks, local vacations, etc. are awakening a growing number of buyers to the need for the appropriate equipment and clothing

suitable for outdoors,” explains Madeleine Koziolk, Head of Marketing at Brandit. While all outdoor brands have suffered to a greater or lesser extent from the shops being closed during the lockdowns, they nevertheless share the view that the trend is very positive. Jeckybeng Founder Moritz Lorentz even declares Covid-19 “a blessing for the outdoor industry”.

VERSATILITY FOR MORE ADVENTURE

The modern outdoor athlete no longer focuses on just one specific activity; instead, a combination of disciplines is becoming increasingly popular. While in the past you were either a mountaineer or a mountain biker, the new generation goes freeriding

"The outdoor industry is probably one of the few industries that can speak of positive developments in relation to Covid-19. Due to the various restrictions, people have gone a little 'back to the roots' again, into nature. Alternative outdoor activities, long walks, local vacations, etc. are awakening a growing number of buyers to the need for the appropriate equipment and clothing suitable for outdoors." Madeleine Koziolk, Brandit

and ski touring, biking and trail running or climbing in equal measure. This is also reflected in consumer demand, which is for versatile products suited for a variety of uses. Peter Räuber, CEO and co-founder of Maloja, reports: "Multi-sports apparel will play an even bigger role as well: functional clothing that's so versatile you can wear it outdoors for completely different activities without having to compromise on function. That started some time ago with Bike & Hike, and new combinations are continuously being added. Apart from that, a lot of people have discovered camping, which is also reflected in the looks in the upcoming season."

Another buzzword relating to versatility is 'performance apparel' – technical products with a lifestyle look. After all, not only does outdoor clothing have to be suitable for different sports, but it also has to look good in an urban environment. "We want our styles to fit in nature and in the city: therefore, we developed the cool 'EmeritaM.' jacket for hiking and for the city. It has a light, elastic softshell fabric and a very fresh colourblock design," says Peter Räuber from Maloja. Streetwear looks are thus combined with high performance characteristics – with a focus on protection from the weather and climate control. Middle and outer layers feature visible functionality, while often superfluous pockets and belt details add an extra touch of style in SS22.

DURABILITY FOR MORE SUSTAINABILITY

By purchasing versatile products, people reduce their consumption and do something good for the environment. "People are making ever more conscious consumption choices – buying less and demanding more from those things they do invest in... definitely an upward trend in customer behaviour," says Clement Mesange of Patagonia. In addition to versatility, the durability of the products also plays an important role in this context. Daniela Giannini of Rab observes that "pieces are coming in with a much longer intended lifespan that we may have seen previously. Brands are building items to

last again with a swift departure from fast fashion across the outdoor market as a whole. This is a really positive trend and one that Rab has always embraced with our business being certified as a Climate Neutral Company." Similarly, for Rory Atton, founder of Dewestone, "sustainability is the most important buzzword for SS22." And he goes even further: "Any brand that has built their brand on the outdoors should have sustainability embedded so deep into the core of their business that we shouldn't even be considering the word 'sustainable' as a trend, or something new for SS22."



JECKYBENG

"People are making ever more conscious consumption choices – buying less and demanding more from those things they do invest in... definitely an upward trend in customer behaviour." Clement Mesange, Patagonia

TECHNICAL INNOVATIONS IN THE FIELD OF SUSTAINABILITY

Technical innovations are also very much in keeping with the spirit of sustainability, and many brands are further developing their products in ways that

contribute to reducing their environmental footprint. Peter Bauer, founder and owner of Pally'Hi, confirms that the demand for sustainable organic materials is on the rise. "People start to realize that the petrol-based fabric of so-called 'functional apparel' is a road with no exit. Having synthetic fibres with solvent and softeners on the skin, and rinsing microplastic into the ocean with every single washing cycle is a no-go nowadays." With their "super cosy (as in 'unscratchy') merino fleece fabric, Pally'Hi have created an alternative to synthetic fleece fabrics that is made of 95% sustainable merino wool and only 5% elastane.

"Pieces are coming in with a much longer intended lifespan that we may have seen previously. Brands are building items to last again with a swift departure from fast fashion across the outdoor market as a whole. This is a really positive trend."
Daniela Giannini, Rab

Mons Royale have also been working on a merino wool combination: "Merino Shift is a fabric specially developed by Mons to offer fast wicking performance for high-output activities. The unique mix of merino wool and durable polyester makes it the perfect fabric for bike apparel and all mountain adventures," explains Jana. In addition, the brand uses the super-lightweight Merino Air-Con fabric for year-round use and next-to-skin comfort, breathability, and odour control.

ORGANIC COTTON, HEMP & CO.

Many brands, including Dewerstone, Kavu, Picture Organic Clothing and Roark Revival, are increasing the proportion of organic cotton and natural fibres and the use of recycled materials with each new collection. Roark Revival are introducing Hampworx in SS22 for the manufacturing of their jeans – "better for the planet and tougher than hell", says Paul Palacio from the brand's marketing department. He explains the benefits for the planet as follows: "Hemp requires little to no irrigation and less fertilizer than most plants, so it's easier on the Earth and creates jeans that last longer." In addition, hemp has natural properties that are ideal, because the material regulates moisture and temperature, is breathable and odour-resistant, and is also very robust. No wonder that more and more brands – from Patagonia to Maloja – have rediscovered this traditional crop in recent years and are gradually increasing the proportion of hemp they use in their products.

But sustainability does not just limit itself to the materials. The brands are aware that efforts must

also be reflected in other areas of production. "We've been working with our suppliers to migrate to more eco-friendly packaging. Now 92% of our items come with recycled or degradable packaging and recycled hang tags using vegetable dyes," reports Jeremy Goodman, International Sales Director at Kavu.

Another issue that is becoming increasingly important for consumers concerns the conditions under which the clothing they wear is produced. Patagonia is leading by example in this matter: more than three quarters of its clothing is Fair Trade Certified. In addition, the brand promotes repair, reuse and upcycling so that things stay in circulation even longer (Worn Wear Initiative).

PERFORMANCE MATERIALS

Protection from the weather and climate regulation are among the crucial issues when it comes to outdoor apparel. For example, the main focus at Brandit lies on the use of the water-repellent, particularly lightweight, robust ripstop material for the spring/summer season 2022. "Our conviction in this material has led us to design a complete limited edition on the celebration of our 10th anniversary," reveals Madeleine Koziolk, Head of Marketing, who adds: "The materials Ripstop & Teddyfleece are for us indispensable guarantors from the past and future year." Rab are proud of their waterproof Proflex™ membrane, which "has revolutionised the way we view hardshell fabric". The Proflex™ membrane boasts stretch and exceptional breathability and, when combined with recycled knitted or woven fabrics, offers the protection of a hardshell with the feel of a softshell. "Gone are the days of noisy, crinkly hardshell jackets and pants. Proflex™ waterproofs feel soft and subtle to the touch and have excellent breathability making them comfortable enough to wear all day long," Daniela recounts. At Burton, the key technical materials are membranes like GORE and 2L, 2.5L Dryride (Multipath GORE, AK GORE, New Rainwear 2.5/2L Jackets). And Roark Revival rely on Primaloft for insulation in their jackets like the brand new Chopper, a classic chore jacket that keeps you warm and can be stored in its own pocket. "Quick drying fabric, odour control, soft natural handfeel and stretch materials are key when developing Activewear products," says Marion Betrand of Picture Organic Clothing, summing up the buzzwords for their SS22 collection, and citing as an example their Astral 2.5L Jacket, which has 10K water resistance and 10K breathability thanks to its exclusive Dryplay membrane.

Responsibility might be a journey,
but that's no excuse not to act now.



dewerstone
OUTDOOR LIFESTYLE



**CLIMATE
NEUTRAL**
CERTIFIED

SILHOUETTES, LOOKS & STYLES

The looks & styles in the outdoor apparel segment are, by and large, utilitarian pieces of equipment with styling details. Consumers should be well equipped not only for adventures in the wild outdoors, but also in the urban jungle. Picture Organic Clothing's goal is to offer "the most stylish outfit with the right technical features." Pally'Hi focus on "Merino without the expedition look! Our customer doesn't want to look like he just stepped down from Mt. Everest descent." The oversize look seen in the fashion world is also in vogue for outdoor gear. "The current trend to oversize plays us very much into our hands and we are now looking forward to discovering more women with our currently still on men's cuts oriented products," is the word from Brandit. A broad selection of different styles are also available from Mons Royale, who cover everything from tomboy energy to minimalistic looks and have something for everyone with their three silhouettes on offer (slim, standard and relaxed).

While many collections have been designed with durability in mind and therefore focus on more neutral colour themes, there is also considerable interest in bright colours. Kavú's SS22 collection, for example, features plenty of bright colours, trend call-outs like tie-dye and utilitarian accents, as well as many Kavú elements. "Design has been having a blast while digging through the Kavú archives and reworking heritage styles from nearly 30 years ago,"

"Sustainability, particularly recycled fabrics, continues to be at the forefront of decision-making, which is excellent news, and I would also say that the melting pot of fashion, lifestyle and outdoor aesthetics continues to open the category to new and diverse audiences." **Joe White, Helinox**

says Jeremy Goodman. Mons Royale, for its part, features "edgy, feminine colours with prints and tie-dye and unisex, earthy colourways with camo print to complement the tomboy look in the womens category." Jeckybeng, on the other hand, stays true to its timeless, subdued colours and Burton's carry-over range of products, which offers limited risk in terms of planning and buying, adapts colour and print concepts so that they work across seasons and help bridge collections.

GLAMOROUS CAMPING: GLAMPING

The boom in the outdoor market is also having a positive effect on the sales of camping equipment. The hype about holidays with a camper/caravan or simply

in a tent continues to rise. Travel restrictions resulting from the pandemic have further amplified the trend: "Demand for local getaways has risen dramatically, so customers are turning to a camping holiday due to a lack of standard holiday accommodation availability," explains Rose Bain, Marketing Communications Coordinator at Nikwax. "With the outdoors being one of the safest places to spend your time over the past year, we have seen an increase in demand for our waterproofing products across the board".

For Stefan Clauss, CEO of Heimplanet, outdoor has become a true lifestyle, encompassing all aspects of life, from the daily routine to the experience of travelling, and one that consumers are willing to spend money on. "Outdoors is now seen as an almost luxurious experience". This trend is confirmed by Rose at Nikwax, who has seen a rise in demand for Nikwax Cotton Proof for cotton canvas bell tents: "Customers want to have the luxury getaway experience, and so demand for glamping-style tents has risen. Large, family-sized tents are also becoming very popular – an inexpensive way to take the whole family away at once." Treating tents with Tent & Gear SolarWash and SolarProof before heading out on the next camping adventure not only extends their life by protecting them from UV damage, but also increases the tent's breathability and durable water repellency (DWR).

MUST-HAVES FOR CAMPING ADVENTURES

SS22 trends for camping gear are consistent with those reported by the outdoor apparel sector. People are looking for high quality and durable products. "Sustainability, particularly recycled fabrics, continues to be at the forefront of decision-making, which is excellent news, and I would also say that the melting pot of fashion, lifestyle and outdoor aesthetics continues to open the category to new and diverse audiences," reports Joe White, Marketing Lead Europe at Helinox. The brand is launching its latest product in SS22: 'The Field Office' is perfect for those who want to move their home office to the great outdoors. "Work and play on the go. The Field Office is an aluminium-framed cargo and small detachable table in one compact unit. Perfect for camera set ups, fishing and any other hobby you want to transport delicate gear into the field and set up a work station."

Another must-have for outdoor adventures is Voited's Travel Blanket: a lightweight, packable, insulated and water-resistant blanket ideal for travel and on-the-go. Made from 100% recycled ripstop REPVEVE® outer fabric, Teflon-treated for enhanced water resistance and finished with ultra-soft fleece for extra warmth,



YOUR CHAIR ANYWHERE

At just 510g, Chair Zero's award-winning design delivers outstanding comfort for backcountry adventures, beach outings and discovering new places to take your seat. This chair packs into a super compact, easy-to-carry stuff sack. Learn more at [Helinox.eu](https://www.helinox.eu)



CAPACITY
120 kg



WEIGHT
510 g

 **Helinox**



PICTURE

the Travel Blanket is “a super versatile blanket, cape and sleeping bag in one, a definite go-to outdoor accessory,” guarantees Lindsay from Voited.

Of course, a good cooler is a must on an outdoor adventure, and Igloo Coolers is the place to find one. Buying a cooler from this brand also does something good for the environment: “This ECOCOOL Little Playmate cooler is the first of its kind to be made with post-consumer recycled resin! Now, everyone can expand their sustainability efforts while keeping their drinks and snacks chilled in the iconic Playmate,” recounts Lifan Shiu from marketing. Cooking equipment for camping is available from Petromax, Anevey Stoves and Primus/Brunton, among others. The latter drew inspiration for their new Alika cooker from cosy gatherings around a campfire.

For Primus/Brunton, a trend in SS22 is “social outdoor cooking on two-flame burner stoves. For that we designed a new, innovative, powerful two-flame burners – the ALIKA stove, which takes social cooking outdoors to the next level,” explains Heidi Kreuse, PR Manager. Anevey offer Frontier Stove, which is easy to carry, quick to set up and eight times more efficient than an

open fire. It can be installed in tents and yurts and used for adventurous outdoor cooking. Its long flue carries smoke and fumes away from the cooking area.

Perfect for the beach, the mountains or weekend camping trips in the wild: those who love to cook outdoors should definitely take a look at Petromax’s innovative tripod lashing. “Once the fireplace stands, every nature lover should have the possibility to hang something over the crackling fireplace in order to gain new strength: whether it is a percolator full of coffee or a Dutch oven filled with stew.” To this end, the tripod set (consisting of a stainless steel disc, hook and chain) with a total weight of 450 g is the perfect basic frame for a self-built branch-tripod. ©

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

- 1 a single product for many different outdoor activities
- 2 durable products, a departure from fast fashion
- 3 consumers make more conscious decisions about what to buy
- 4 hemp as a popular, environmentally friendly material
- 5 functional clothing for outdoor adventures with an urban look
- 6 Glamping is trendy

FRONT
RUNNER



VOITED

THE MOST VERSATILE AND ECO-CONSCIOUS
CHANGWEAR DESIGNED TO
GET ACTIVE OUTDOORS

BLANKETS | CHANGWEAR | FOOTWEAR | JACKETS

MADE WITH REPREVE
from 100% Recycled Bottles

AUSTRIA

SPAIN
FRANCE
UK
GERMANY
ITALY
SWISS

The pandemic continues to dominate our daily lives. But the current summer temperatures, a large-scale test campaign and a high vaccination rate – over 60% of the Austrian population has received at least one shot of a Covid-19 vaccine – have led to

a drop in the number of infections and is allowing at least a part of the “new normal” to take shape. After the first stage of easing restrictions in May, when travel bans were reduced and hotels and restaurants reopened, the situation has become noticeably more lively. Further opening steps in June and July will make our daily lives easier again. In shops, the occupancy restrictions and the obligation to wear an FFP2 mask will be dropped at the beginning of July, thus further alleviating the situation in the trade sector. Events, cultural activities and the opening of restaurants and bars at night will be allowed again. At present, the so-called Delta variant is a cause for concern among experts and leaves room for speculation as to what will happen in the autumn/winter season.

In parallel to the opening steps, the general business situation in Austria is showing a more positive trend compared to the previous year. However, it remains well below the pre-crisis levels of 2019. But the economic forecasts of Austrian companies have improved across all sectors. Only in those sectors that were economically impacted in a negative way, either directly or indirectly, by the COVID-19 measures imposed by the authorities, did the sentiment for the most part remain gloomy. Basically, however, there are signs of a trend reversal in the direction of an economic upturn. Private consumption has risen significantly. This is also being perceived by businesses, as the “lack of demand” has decreased again and rather a “lack of materials, capacity and manpower” is now the perceived hurdle. As for the important tourism sector, a significant improvement is expected in comparison to last year, but the winter season, which was almost completely cancelled due to the lockdown, ended up with a drop of 90%, which cannot really be made up for. Nevertheless, the summer season is expected to be almost at the pre-crisis level in 2019, especially in the final months of August to October. The tourism development in the

rural regions in particular, with their traditionally high share of domestic guests, topographical attributes such as lakes or alpine landscapes and the wide range of recreational and active sports offers, is expected to thrive. In contrast, city tourism continues to have a very pessimistic outlook.

Parallels can also be drawn to the retail of boardsports equipment and I was able to obtain an assessment from Andreas Portenschlager of Pure Surf Shop in Rankweil and Christian Rainer, who runs the sports shop of the same name, Sport Rainer, in Zillertal. Andreas describes the situation as basically good, with only the supply problems across all product categories in the water sports sector hindering growth. In this regard, he mentions surfskates in particular, which are selling very well but are very hard to get hold of. The summer season has started off well. The early availability of goods made it possible to get very good results from online sales and even to attract international customers, as he reports. The domestic customers are probably also inclined to spend their holidays at home and have invested their budgets in SUP, windsurf, kite and the like in order to conquer the local lakes. At Pure Surf Shop, he reports good business in all areas and expects a strong summer season until August. This is additionally supported by the three SUP rental facilities he operates, which function as test centres. He sees a trend in the wingfoil sector. He hopes for a certain price stability there, as this sector is very demanding in terms of service and support that have to be provided.

Christian from Sport Rainer Shop in Uderns reports on a positive summer so far. A weak start caused by the weather has been compensated for by a high number of repeat customers and by the lifting of travel restrictions. Streetwear and outdoor clothing have sold very well so far, and here he mentions kids' streetwear in particular. All in all, he expects a good summer season. However, a question mark remains over the coming winter season, so let's wait and see! See you soon in the mountains!

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BIG WIG INTERVIEW

JOHNNY SCHILLEREFF - HEART SUPPLY CO

In one of the most refreshing Big Wig interviews to date, Element Founder Johnny Schillereff speaks to us about his new family-run venture, The Heart Supply Co. Read on for insight from one of the most influential businessmen to have ever worked in action sports. Interview by SOURCE Editor, **Harry Mitchell Thompson**.

Please give us a brief history of your career in the skate industry.

I grew up on the East Coast and New York, and got my first skateboard in my early youth, and found my calling. Escaping the disfunction of a turbulent childhood, I began to submerge myself in New York's skateboarding culture, politically charged music and street art. In my early teens I got sponsored by Thunder, Spitfire, Vans and eventually wound up on New Deal where I rode out my skateboarding career.

Inspired by this positive conscious movement and my East-Coast roots, I merged this unlikely marriage of the urban culture and the natural world - and thanks to my lifelong sponsors, colleagues and friends Paul Schmitt and Steve Douglas, I started Element in the early 90's - which also led to us co-owning and co-founding 411 Video Productions, Destructo Trucks and Giant Skateboard Distribution.

So, after nearly 30 years since the inception of Element, I harnessed that unparalleled experience and created The Heart Supply with my wife and children, with the aim to take great care of our team riders and provide positive guidance both personally and professionally - and lead by example. And get as many skateboards under kids feet, as humanly possible.

In early 2001, I sold Element and became part of 'GSM' a publicly traded holding company and remained a key shareholder, the President and public figure for nearly two decades with great autonomy. Element went on to be sold in more than 100 countries with retail stores around the world. During this time we upstarted and built skate camps across the globe.

Additionally, we have broken free from the traditional industry business model by eliminating layers of excessive management, inefficiencies and waste that ultimately take away from the skateboarding community and lead to inauthenticity, and unnecessary markups. Better shouldn't have to cost more. This provides us the opportunity to invest back into skateboarding, our staff, team-riders, customers, loyalists, and most importantly the skateboard community.

The irony of all the above is, I looked at myself as a bad skateboarder and artist, so I embraced creating platforms for better skaters and artists than myself. That became my formula, to stay relevant and connected to generations of creatives and skateboarders.

Looking back, I'm proud of what we accomplished... it was a great run.

Fast-forward to 2018 and GSM (our holding company) was bought by BoardRiders, becoming the world's largest action sports conglomerate (Billabong, RVCA, VonZipper, Quiksilver, Roxy, DC and Element). The brands got put under one roof, and soon after I stepped down as President. My responsibilities were distributed to other senior executives, and my daily contributions reduced, and 2020 was the year I said goodbye. It was time for change and to recalibrate.

So, after nearly 30 years since the inception of Element, I harnessed that unparalleled experience and created The Heart Supply with my wife and children, with the aim to take great care of our team riders and provide positive guidance both personally and professionally - and lead by example. And get as many skateboards under kids feet, as humanly possible.

We do not see any brands as competitors, but rather potential collaborators, and invite the entire industry to join us and participate in this positive movement, that will ultimately grow skateboarding for future generations.

What separates The Heart Supply from other brands in the market?

We are a 100% family owned and operated skateboard company. Our aim is to give kids the gift of riding their own skateboard and welcome them to the skateboarding community. We believe that the freedom, cultural diversity, and friendships developed from skateboarding are invaluable. Riding a skateboard is a creative, physical activity that sees no colour, inspires equality, and builds self-esteem and awareness.

Additionally, we have broken free from the traditional industry business model by eliminating layers of excessive management, inefficiencies and waste that ultimately take away from the skateboarding community and lead to inauthenticity, and unnecessary markups.

Better shouldn't have to cost more. This provides us the opportunity to invest back into skateboarding, our staff, team-riders, customers, loyalists, and most importantly the skateboard community.

But I believe our greatest consumer facing differentiator is we are committed to empowering young skateboarders and artists to materialize their own dreams. The Heart Supply is able to sit at the intersection of skateboarders and retailers, and actively listen from an authentic place and real life experience. This allows us to match what both sides want – an emotional and positive connection to skateboarding. We do not see any brands as competitors, but rather potential collaborators, and invite the entire industry to join us and participate in this positive movement, that will ultimately grow skateboarding for future generations.

Tell us about Heart Supply's 'Give Skateboarding' program.

Inspired by Element's original intent, we have incorporated the same ethos and love for skateboarding Element had, but with a narrower focus to give free complete skateboards to kids, and plant trees on behalf of the skateboards we produce and provide.

Our 'Give Skateboarding' initiative is growing significantly. By working with our distributors and retail partners, in addition to Non-Profit-Organizations and instructors worldwide, we have given away more than a thousand new, quality, complete skateboards to kids around the world - with the trajectory to grow that number.

We are close to completion of our first philanthropic skate-park (Xala with Heart), on the central coast of Mexico. We are also closing the loop on our 'Give Skateboarding' initiative by planting trees on behalf of skateboards we manufacture. We will stay focused on the next generation of skateboarders, who are positive roll-models, and The Heart Supply will continue to be a brand that leads by example. And lastly, we will continue to expand our distribution, with the aim to grow participation, provide prosperity to our team-riders, and increase the amount of free skateboards we provide to the youth.

How do you see the state of skate today?

From a business standpoint it is long overdue to make skateboarding more inclusive, affordable and accessible to kids. Skateboarding prices continue to go up, which



limits the accessibility to consumers. It's key we offer a 'cool' lower priced, high quality skateboard that provides a positive experience.

I believe 'cool' and inclusiveness can coexist in a single brand. Exclusivity doesn't define 'cool'... in-fact being 'cool' is sharing and giving to others. Not sharing skateboarding's beautiful culture or preventing it from reaching its full potential, would be very 'uncool'.

As skateboarding popularity increases, I do not think many 'cool' skateboard companies are thinking about the dilemma I described, which I believe brings us to a serious crossroads.

If not corrected the current state creates more distance for skateboarding's authentic industry leaders and team riders to gain from its inevitable growth.

Skateboarding is going to be an Olympic sport for the first time this year. What do you think about this?

The Olympics is going to have an immeasurable positive impact on skateboarding, and the world, and I love that skateboarding will be in it. Skateboarding is built on self expression, innovation and diversity. Beyond competing - no event speaks to unity more than the Olympics. Skateboarders alike should be honoured and grateful that skateboarding culture will participate in the world's most innovative and diversified event. In these unprecedented and turbulent times, there is no better group to show the world the greatest example of 'one love' and 'unity' than skateboarders. The world needs skateboarding now, more than ever.

How is this boom different from previous ones?

It is very different - because it's not a boom, fad or trend. It's established, accepted - and here to stay and grow.

Looking at Europe, what makes the market specific in terms of trends and product preferences?

I believe weather and environment define most authentic product trends and preferences. I lived in Europe for five years as a kid, then moved to the East Coast and New York for the remainder of my youth. That experience gave me a unique perspective on how climate and your natural environment impacts style. The conditions are far from perfect in these regions, which requires adaption and natural creation both on and off a skateboard. Skateboarders like Sean Sheffy, Ricky Oyola and Donny Barley to name a few, pioneered skateboarding based on their instinct and surroundings - and today I believe skateboarders like Jaakko Ojanen and Versace Plug's (Hyun Kummer) styles, both on and off a skateboard - are born the same way. That makes the European market special because the trends evolve very authentically and organically.

Global supply chains for skate hardgoods are under pressure right now. What is your take on the situation and how will it move forward?

The supply chains for hardgoods does not concern me nearly as much as our need to progress, adapt and problem solve as an industry. Skateboarding business has been in a perpetual rut for decades, and business evolution is long-overdue. This is the most exciting, revolutionary and educational time in my career.

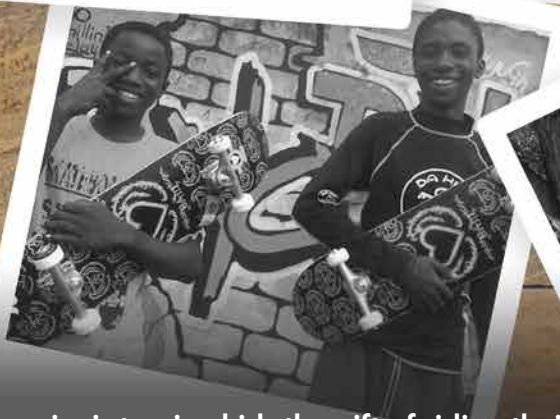
What do you think will be the key drivers of skateboarding business going forward?

Business innovation, inclusivity, affordability and greater accessibility. And most importantly, bringing skateboard companies back to being led by the youth and the needs of future and present skateboarders.

Where do you feel skateboarding is going?

The only place I can predict skateboarding is going is, not backwards.

Skateboarding always moves forward unpredictably, which is what makes it so exciting. It is impromptu, progressive, dangerous and fun - as is life. Whether it is in the act of skateboarding, or skateboarding business - it is built on leading not following, embracing change, and overcoming obstacles as they come your way. Those ideals are at skateboarding's deepest roots and what inspires me, and allowed me to re-fall in love with it everyday of my life. ☺



Our aim is to give kids the gift of riding their own skateboard and welcome them to the skateboarding community.

We believe that the freedom, cultural diversity, and friendships developed from skateboarding are invaluable.

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The coronavirus epidemic in France is continuing to subside this June with a steady decline in the number of daily cases for weeks now and a slight drop in pressure on hospital wards. The spread

of the virus seems to be slowing down with less than 2000 people on life support with covid in mid-June. Will restrictions be lifted sooner than expected? Emmanuel Macron is weighing up whether to end the curfew earlier than the original date, "around June 23", rather than June 30. Mandatory outdoor mask wearing may well be lifted on June 1. Well, this is what the department of health's second in command, Director General of Health Jérôme Salomon stated anyway. The department of health is also giving more flexibility for the timing of the second dose of the vaccine which can now be "scheduled for between 21-49 days after the first injection". The vaccination campaign in France continues but the number of appointments made to get the jab is now getting lower. The objective of 30 million first doses in France by mid-June will surely be met but less easily than predicted. The reticence of French people to take the vaccine seems to be strengthening and the upcoming summer holidays don't seem to be turning this around despite a vaccine passport for travelling in Europe looking likely... On an economic level, France's restart looks promising, just like it did at the end of the previous lockdowns with growth predictions even being marked up. On a national scale and throughout all sectors there is widespread euphoria and the main issue for business bosses these days is to manage their human resource problems! Some sectors such as hospitality have found it hard to recruit for the season and often have unfilled job vacancies. The

restart is already upon us. Thankfully it's not another curve either: the resumption has been immediate and highly dynamic. Businesses are now being confronted with supply problems and increasing purchase prices. Business owners might have bags under their eyes but they are happy. Confirmation of this comes from Banque de France: productivity picked up a bit in May after the easing and the bounce-back is looking better than expected. Gross Domestic Product (GDP) should regain a half point in the second quarter of 2021 after receding by 0.1 point in the first quarter. These prospects have allowed the financial institution to revise its forecasts for the better. Growth of the French economy could therefore reach 5.75% by the end of the year instead of 5.5% forecast at the start of the year. This figures is substantially higher than the average within the eurozone, which is at 4.6%. GDP growth is set for 4% in 2022, then 2% in 2023. That will then put it back in line with the Banque de France's estimates for this time frame before the health crisis started.

What does this mean specifically for our boardsports industry? How has this first phase of lockdown easing gone for retailers? Are customers and participants also in on the party? At La Clinique De La Planche in Caen, Manager Louis Adrien tells us "The restart has gone really well, customers are thirsty for outdoor activities so they are definitely on hand" before adding: "We are in the same situation as last year when the beaches reopened. This means a sharp increase in visitation numbers compared to a normal year." It's the same story at Terres de Surf in Sant Quay Perros where Shop Manager Jean Philippe Cozler confirms that: "Business is good, customers are loyal and plentiful so the figures are really good." More

precisely: We are seeing quite a significant rise in turnover compared to last year, which was already a good year for us. Visitations were up but above all the average basket per customer is increasing.” At Evasion Pro Shop in Lorient it’s much the same feeling. Shop manager Florian Picarda tells us that: “Business has started up again strong after the third easing and this is in spite of stock shortages on quite a lot of products”, before adding: “Turnover is up like last year after the 1st lockdown. Depending on the product family, the increases are between +35 and +50% in spite of the lack of stock.”

Broadly speaking, supply difficulties, lack of merchandise and delivery delays seem to be the major concerns of this 2021 season, just as Louis from La Clinique de la Planche tells us: “That’s the big problem this year, the demand was high even during the third lockdown period and no supplier was delivering correctly, some (even the big ones) aren’t delivering pre-orders at all, we are sometimes asked to make pre-orders on deliveries for next spring when we haven’t even received our orders for this spring.” Evasion Pro Shop tells a similar story with Florian adding: “Deliveries are difficult this year, especially for neoprene, foam boards, skateboarding and accessories.” For Jean-Philippe at Terres de Surf: “It’s a real headache this season especially in neoprene and surfing! Lots of stock shortages even before the start of the season. Some brands are delivering a bit randomly, it’s tough to manage all that but we’re used to it.” By mid-June, not all of the pre-season stuff has been delivered and restocking will be really hard, if not impossible this summer.

As for the on trend products for this season, Louis from La Clinique de la Planche says that: “There’s a frenzy for Wingsurfing and Foiling, their expansion is incredible at the moment,

as much for the schools as for shops”, adding that: “We are also selling loads of neoprene because there are a lot of new participants in all activities: surfing, windsurfing, kitesurfing along with swimming and ‘longe côte’ (sea wading), especially since access to swimming pools is proving difficult at the moment.” At Terres de Surf, Jean Philippe says that: “Overall skateboarding is growing sharply: complete set-ups and decks are what we are selling the most of right now.” Florian from Evasion Pro Shop seems to agree: “We’re really selling a lot of everything right now, particularly neoprene as well as surfboards and skateboard stuff in general, especially surf skates but also bodyboards...”

General buying behaviour seems to have changed with this pandemic: “Just like in the last lockdown we’re noticing our customers’ built-up hunger for buying stuff, with a particularly heightened interest in surfing and skating,” relates Florian. For Louis: “Our customers are going much more quickly from the thinking phase to purchasing, even for the big ticket items. They used to take much longer before the pandemic.” Jean Philippe reports the same thing: “customers are clearly letting loose, the average basket has really increased this year so we’ll see if it continues this summer with the reopening of bars, restaurants and the many leisure activities that have been closed up to now.” He adds: “the skateboard world is really exploding right now and surfing is also taking on a new dimension.”

The season is just getting started and the reports seem to be really encouraging despite the difficulties relating to supply. Here’s hoping that the weather this summer lives up to it because customers seem to be ready. Watch this space...

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RETAIL BUYER'S GUIDE

SKATE HELMETS & PROTECTION SS22

With the gradual easing of the pandemic across Europe, the protection market is still going strong, but what new styles and technology are brands pushing to keep up with the demand? Industry insights in our Skate Helmets & Protection Retail Buyers Guide 2022 by SOURCE Skateboard **Editor Dave Morgan.**



With the ever-growing number of beginners within skateboarding, especially throughout the pandemic, the need for protective safety equipment has never been more sought after. Alongside those starting out, protective gear is still a solid staple in professional skateboarding, particularly when it comes to vert skating - which is seeing a solid revival in recent years.

The stigma behind wearing protection when street skating is still present, however with the upcoming Olympics (fingers crossed), a lot of the qualifying events and competitions require those participating to don a helmet at the very least. This is normalising the idea of wearing safety equipment whilst skateboarding. It continues though nevertheless that it is not only kids taking up the sport. REKD sales rep Jamie Smith noticed that: "We are seeing

"Sales of Certified Helmets are finally starting to surpass the older, non-certified models that consumers have long been used to. People are starting to realise that yes, one helmet might be safer than another – and once they understand that, it's an easy decision." Triple 8

a lot of teaching programmes starting up where kids and adults can learn or improve their skills in a safe and controlled environment which is key to progression." The boom in skate teaching is definitely helping with the protection industry, as all classes require full safety equipment to participate.

The universal response from most protection brands was that the impact of the pandemic had boosted the use of safety gear and fortunately most foresaw the increased demand for protection and

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buffered inventories to withstand the demand. Pro-tec said: "The demand has been better than ever. Skateboarding was trending up as Corona hit, but I think it fuelled the interest. More people are looking for activities they can do rather than the traditional team sports. It's great to see people getting on skateboards at the numbers they are."

MARKET & PRICE POINTS

With the majority of brands still producing helmets between €40-€60, the cost of protecting your head is still very affordable. Considering that one gets on average 3-5 years of use out of a helmet, it seems incredibly just to spend this amount on one. It's reassuring to be able to fully equip oneself with a full set of pads & a helmet for around €100. For example, REKD's 'Ultralite In-Mold Helmet' retails around €50 and their 'Heavy Duty Triple Pad Sets' at roughly €30.

Pro-tec's introduction of their first 'Pro' pad within 5 years has raised their price point slightly on pads, however their basic range still comes in at a very affordable price. Noah from Triple 8 said:

"We offer a wide variety of helmets and pads, all depending on the level of protection you're looking for – usually more heavy-duty gear will cost a bit more, but you won't have to break the bank for anything you see in the Triple Eight or 187 Killer Pads line."

TSG's price points remain roughly the same, with the majority of sales coming from beginner pad sets. They spoke of the importance of knowing you're getting the professional standard. Nadja Herger-

Bondarenko - TSG marketing said: "For us it is also important to state that the very same products our pro riders used are sold in the shops. So everybody gets the same TSG quality."

"The demand has been better than ever.

Skateboarding was trending up as Corona hit, but I think it fuelled the interest. More people are looking for activities they can do rather than the traditional team sports. It's great to see people getting on skateboards at the numbers they are." Pro-tec

CERTIFIED PROTECTION

Of course, one of the main things to consider when buying head protection is the standard it is tested to. Bern Helmets pride themselves on "continuing their emphasis and partnership with MIPS (Multi-

"We are seeing a lot of teaching programmes starting up where kids and adults can learn or improve their skills in a safe and controlled environment which is key to progression."

Jamie Smith, REKD



Directional Impact Protection System) to give riders the best protection on the market". Technologies such as this are a big part in making helmets safe to stand up to the abuse they get put through, so it's reassuring to know that brands are taking this into account when producing gear. Pro-tec explained "We're working with a technical foam partner, D3O on our new Pro Line pads. We've found a way to thin out the pad yet still offer the same amount of protection. We're also working more and more with MIPS to figure out ways of including them in our skate helmets." REKD's all around winners are their 'Ultralite In-Mold' Helmet and REKD 'Heavy Duty Triple Pad Sets' which cater for the beginner to intermediate user.

The official recognition of Certified helmets is being pushed more and more, with brands like Triple 8 actually removing their non-certified helmets from

their ranges: “Sales of Certified Helmets are finally starting to surpass the older, non-certified models that consumers have long been used to. People are starting to realise that yes, one helmet might be safer than another – and once they understand that, it’s an easy decision.”

ALK13 are using ‘INMOLD’ technology in which the outer shell is bonded with the foam inner, providing a slightly lighter single-piece helmet whilst maintaining the durability and protection needed. TSG has introduced ACF smart-foam to their top level models, furthering the certified safety of their helmets. Their rigorous testing goes beyond simply impact protection as Nadia Herger-Bondarenko said: “Certifications are and remain a must-have for us. No product leaves our production that is not certified. This applies to the protective properties, but also to the chemical composition of the materials that are worn directly on the skin.” A prime example of TSG’s use of technology is ‘FlexTech’ - featured in their ‘Kraken’ helmet. “Our FlexTech Instant Fit adapts immediately to any head shape. FlexTech uses a series of connected interior EPS foam segments allowing the helmet to flex and conform to your head. It fits like a comfortable cap but still meets bike and skate helmet safety standards.”

HELMET DESIGNS ‘LIGHT IS RIGHT!’

Design-wise, helmet brands are mostly sticking to their guns with classic profiles, however experimenting more with lightweight versions and also introducing additional ‘Pro series’ helmets. TSG’s ‘Superlight’ comes in at just 300g, “combining good fit and light weight, thus standing out from the mass of hard-shell helmets (with somewhat more weight).” Pro-tec said “our Classic helmet has been the standard for so many years that it’s kind of the benchmark look for skateboarding. We’ve redesigned our Classic Lite to look even more like the Traditional Classic, yet 30% lighter.” The trend for ‘full-cut’ over the ear helmets is still gaining momentum as mentioned last season, with skaters such as Madness Skateboard’s Sam Beckett always rocking the Pro-tec model. Triple 8 continues to add to its best-selling ‘Certified Sweat Saver’ range with a Lizzie Armanto signature edition in “carbon grey with her signature characters and font in fun colours”. Bern Helmets holds high its ‘Watts 2.0 and ‘Nino 2.0’ - the latter a revamped version of their greatly successful ‘Niño’ & ‘Naña’ youth models.

HELMET STYLING ‘MATTE IS BACK’

We’re seeing a resurgence in matte colours throughout the helmet market, allowing skaters a sleeker, rather than statement piece of headwear. Bern Helmets are working with natural tones and joyful electric colours, whilst both Pro-tec and Triple 8 are seeing softer tones & reflective styles coming into play, such as Triple 8’s “Black Lightening Hologram’ colour way of The Certified Sweatsaver’.

PADS

Similar to the helmet market, pad manufacturers are striving to make thinner & lighter pads that allow more manoeuvrability, whilst not compromising on protection. ‘Pro Line Knee’ pads are the most progressive venture yet, as Pro-tec’s brand director RP Bess explained: “The performance-focused design utilises D30 foam for class-leading impact absorption in a thinner and more flexible pad. This means more protection, comfort and manoeuvrability.” Vincent from ALK13 mentioned their incorporation of kevlar into knee pads, providing maximum protection and minimal restriction. Nadia Herger-Bondarenko from TSG spoke about how demand for multidisciplinary pads was growing: “New trends are emerging all the time and we are happy to develop specific products if necessary. For example, we have a knee pad specially designed for surf skate in our range or knee pads that were developed together with a downhill skateboarder.” TSG’s tech features also include ACF (Arti-Lage Foam) in their high end vert pads - “engineered to mimic the physical structure of human cartilage with molecular freeflow technology. Flexible and soft in the normal state but when met with impact the molecules in ACF form a hard, protective shell. The remaining impact energy is converted into barely noticeable heat before it can reach the body.”

REKD are focusing mainly on “ramp style pads, with skatepark attendance at an all-time high” and experimenting with ‘Energy Foam pads’. Jamie Smith from REKD said: “These pads offer superior protection for the more experienced riders out there who really test products to their limits. We are looking to introduce this technology to more of the range for 2022!” ©

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HIGHLIGHTS

- 1 Advances in technology used in manufacturing
- 2 Constantly high demand for protection
- 3 More & more beginners in skateboarding
- 4 Matte colour ways & subtle tones
- 5 More lightweight protection

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The situation in Switzerland this spring has started to loosen a bit, the shops have been open for several weeks and other public spaces and leisure activities are also reopening bit by bit.

Switzerland was not locked down, at least not in the strictest sense, no curfew either but remote working was mandatory wherever possible. The situation at the end of this winter and beginning of spring was still tense and uncertain but a kind of normality did slowly establish itself. Today the restrictions on the number of people per shop (depending on its size) aren't as limiting as before but wearing a mask inside is still mandatory. Apart from large gatherings, wearing a face covering is no longer obligatory outdoors and groups of up to 300 people can meet up. Life is starting up again and fears and uncertainties seem to have given way to a desire to get on with it.

With the summer approaching, the question of tourism is obviously on everybody's lips: who will want to or be able to leave, who can come visit us? The situation is still pretty vague. Some regions of Europe and the wider world seem to be pretty closed still so it's hard to say whether Swiss citizens will spend their money in their own country or take it abroad. In any case, summer businesses in our mountains and around our lakes are prepared for a high local turnout, as was the case last year, so have kitted themselves out accordingly (where possible).

Switzerland's relatively open policy this spring has helped put smiles back on faces in shops and even though the weather has been pretty gloomy sales have gone quite well and attendance has been high. This has certainly been missed and with so many activities still forbidden but shops open, shopping has gone beyond what was before, becoming an activity in

itself. On a boardsports level, retailers were also rather pleased with being able to reopen, the snowed stayed on our mountain tops for a long time, allowing our touring enthusiasts to enjoy themselves into early June while, on a more urban note, skateboarding restarted on the front foot, continuing on its great charge of the last two years. Completes were the first to go before seeing spare parts (decks, trucks, wheels) getting cleared out. As has been the case for some time now, it hasn't always been easy to get stock and lots of items have become scarce and unable to be delivered. This was the case for skateboard completes along with trucks. At the start of May, Raul Quitério from Doodah in Lausanne was relieved when he finally received trucks that had been sold out for many weeks.

The watersports industry also seems to be in good shape, the current circumstances are forcing everyone to rethink their activities, free time and holidays. Many people are trying to make the most of what they have on their doorstep and, after the mountains, it's the lakes that attract the most Swiss people for sporting activities. These water-based activities have seen strong development in recent years and 2021 seems to be continuing on this path. Obviously there was the explosion of SUP, more recently the appearance of all the different foil set-ups, especially Wing-Foil, and that's not to mention wake boards, wake surfing and of course the opening of Alaïa Bay, Wavegarden's first Swiss wave (more on this next issue!) So demand for these products has been quite high for several months and all have one common denominator, neoprene. Sales of all types and thicknesses of neoprene have drastically increased in recent months, to such an extent that there has been a significant lack of stock. Here's hoping the shortfall is not too great to overcome.

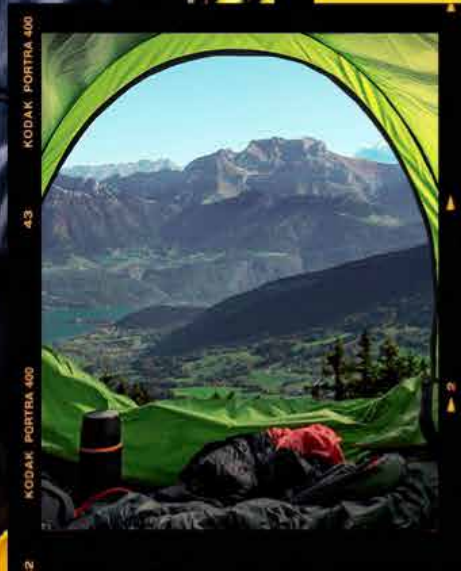
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GLOBE

RETAIL BUYER'S GUIDE

MEN'S STREETWEAR SS22

Although we're definitely not out of the woods yet with COVID-19's grip on reality, retailers are beginning to reopen their doors and the market is unsurprisingly booming. How is the streetwear market faring and just what is coming up in the next season? A closer look with the SS22 Streetwear Buyer's Guide **by Dave Morgan.**



ALPHA INDUSTRIES

Alongside skateboarding's continuous surge in popularity, streetwear is equally thriving, if not surpassing it. It's now much easier for those who don't skate, but want to have the look without the road rash. Skate brands such as DC, Santa Cruz and Globe span far beyond the realm of skateboarding, whereas brands like Brixton began as a California-born lifestyle brand only to become involved in it with a fine team of casual styled skaters. With skateboarding's acceptance into society becoming evermore present, streetwear brands will continue to channel their similar influences into the market, and their influence will pass on from hardgoods into soft.

COVID IMPACT

Across every market, the pandemic has been felt tenfold, yet brands are still striving to provide the

"Customers are becoming bolder and more comfortable with wide-leg pants. As a result, baggy pants are THE must-have piece this season." Julian Wolf, Homeboy

best service and quality garments for customers. Supply chain issues and most specifically delivery problems have affected brands significantly, however due to the hard work of these brands, they have managed to negotiate their way through the worst of the storm. "Obviously the effects were felt by our bricks and mortar retailers during the various lockdowns, so we've tried to help wherever possible with their intake. The main thing now is the knock-on effect to the shipping cost increases and delays." - Joe Bourne, Brand Manager at Santa Cruz.

IRIEdaily- the Berlin-based streetwear stronghold noticed the shift in trade during the pandemic, but responded in a very positive way, as Patrick Kressner - Head of Design & Product said: The pandemic was a catalyst for the shift from stationary to online trade. We saw tragic moments on the one side and record sales on the other. Our response for the retail was and still is to adjust the collection range in a way that gives our customers the possibility to keep on selling parts of their 2021 products again in 2022 for full price and not to be forced to clear out all stocks because we took those products out of our range for the coming seasons."

It seems in terms of price points, most brands will be trying to match their previous goals, as many are aware that people are still not out of the pandemic, so can't justify great expenditure on clothing (or at least, for some..) Brands such as Alpha Industries for example, will be maintaining the rough average of €180 for their popular bomber jackets.

THEMES FOR THE COMING YEAR: FULL CIRCLE TRENDS

Sometimes fashion styles going full circle are



"After the strong and cool formality of the workwear inspired look of the past seasons, I guess it is the fun, joy and ease of the flower power generation that fascinates us in these mad times" Patrick Kressner - IRIEdaily

met with a grimace, however it seems the resurgence of 90's styling and loose-fit clothing is solid & greatly appreciated by all. Especially in skateboarding, the 'baggy pant' has once again become a staple in many skaters' wardrobe, adding a certain nostalgic tinge to their skating. Think Girl Skateboard's 'Mouse' video... Homeboy - the German originators of the baggy pants have been seeing a solid boost in sales as Julian Wolf-Head of marketing at Homeboy said: "Customers are becoming bolder and more comfortable with wide-leg pants. As a result, baggy pants are THE must-have piece this season."

WESC have also jumped on the trend, with Marco Vasconez - Digital & E-commerce Manager stating: "We are starting to see a trend in more baggy and wide fit bottoms which is why we have introduced a new fit called the Jay Wide Leg Denim, which is our more baggy wide leg fit denim." Santa Cruz has also seen a solid response to the introduction of their super loose fit 'Beach Pants'. It seems the slim fit is out & and baggy is back!

It's not only big pants that are making a comeback however - as of course to accompany such trousers, one must attribute the same styling to the upper body. A lot of brands such as Protest Sportswear and Alpha Industries are providing the goods for larger, sometimes oversized fits on T-shirts which work well together with baggy bottoms. Julian Wulf of Homeboy noted: "T-shirts with embroidery are worn, which are oversized, but must not be super huge. "Boxie" is the key word here."

WORKWEAR & UTILITY.

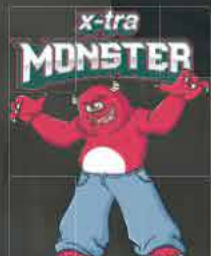
Workwear continues to be a very strong trend within streetwear, with people wanting versatile yet classic looking garments, but with the added functionality. More pockets and stronger materials are vital, especially for those wanting to be outside all day. Brixton's theme for SS22 is "The New Explorer" and will take from vintage military silhouettes adding new modern fabrics to aid comfort and function. Utility is a must in today's world as we're going out more to explore. "Taking style to the outdoors with all your favourite

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BOY**
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functions. We're going to match it up with fun modern prints and patterns. "Coming off the trails straight back into the city without ever changing. We definitely want to change the way people view active wear." Jenna Woodhull -VP Design & Merchandising at Brixton. Dc is also backing utility gear and combining it with military styling in their 'Modern militia' capsule - A mix of workwear, with Dc multi-cam prints featuring canvas, twills and ripstops with unique military inspired prints and textures.

BOLD COLOURS

There are the two opposite ends of the spectrum here - minimalism, with brands such as Brixton giving their ranges a much more subtle branding to draw more attention to the fabric/patterns of the materials and opting for more earthly colours, and on the other hand - Boldness. In particular, boldness in colour. Bright colours are here for those wanting to make a louder statement, and brands like Protest, IRIEdaily, Santa Cruz and WESC are here to cater to the need. There even seems to be a comeback for 60's/70's colours and tie-dye patterns. "After the strong and cool formality of the workwear inspired look of the past seasons, I guess it is the fun, joy and ease of the flower power generation that fascinates us in these mad times," said Patrick Kressner- Head of Design & Product at IRIEdaily.

SUSTAINABILITY

An ever-more commonly appearing term within streetwear and fashion in general is 'sustainability' and this is only a good thing. Brands are finally becoming aware of the impact production has on the environment, and so making drastic changes to the way their clothes are being manufactured.

Globe in particular are making moves, by basically redirecting their whole program, as Matt Wong - President of product for streetwear explains: "With our new 'Low Velocity' clothing program, we've thrown out the old fast fashion model that we found ourselves trapped in, to adopt a more sustainable model. So what this means is that we aren't trying to reinvent the wheel with new ranges every season, but we are building up a core range of premium evergreen essentials which have been rigorously tested for fit, durability, and function. At the same time, we're also using sustainable fibres in all our garments – for example organic cottons and recycled polyesters – to have less impact on the environment."

Santa Cruz are also making an effort with their 'Organics' theme – as Joe Bourne- Brand Manager said: "Embracing more sustainable practices in our continuing effort to limit our ecological impact. Produced with 100% organic cotton, every piece in this collection was made using less water, chemicals and energy in both its production and printing compared to traditional methods."

One thing to note on the production of sustainable clothing is the demand on such materials, as Patrick Kressner - Head of Design & Product at IRIEdaily noted: "We see some shortages for organic and recycled cotton that is available on the market. This has multiple reasons one for sure is the pandemic impact, but also there is a bigger demand for sustainable fabrics. And this demand is growing and growing. Those brands that are not already on their way will face a tough situation shifting from conventional to sustainable sources."

Wrapping up this season's guide, it's worth mentioning some go-to styles and products to keep yourself up-to-date in what is looking to be one of the most active seasons since before the pandemic!

- IRIEdaily's 'Work and Roll Cargo Shorts' - pockets galore and practical in every sense.
- Homeboy's X-tra Beach Baggy- 'So comfy that you will never take it off ever again. The fabric is still pretty rough and ready for the next skate session.'
- DC's 'Doing Better Denim' made using 80% less water and eliminating harmful chemicals such as bleach & potassium in the manufacturing process.
- Alpha Industries' Classic bomber jacket - A timeless over-sized bulky piece.
- Globe's 'Low Velocity' program - providing simple & subtle pieces, all created from organic & recycled sustainable fibres. ©

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HIGHLIGHTS

- 1 Hardgoods boom trickles into streetwear
- 2 Sustainability key push
- 3 90s hotter than ever
- 4 Workwear still popping



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UK-based Karma Skateboards have been making good vibrations in the scene for the best part of two decades and now with European expansion plans in mind we profile the brand for our readers.



How did Karma start and what was the idea behind the brand?

Karma was formed in 2002, it was started to fulfil the need to supply a high-end professional product at an affordable price, a skater owned brand produced and distributed by skaters for skaters. The idea behind it was to make a positive impact on skateboarding and make it accessible to more people.

Karma is all about the passion of skateboarding – lifestyle, creativity and having fun.

Our boards are designed and printed here in the UK with no compromise on quality. Karma decks are pro quality, made with 100% Canadian hard rock maple cold pressed.

Karma Says, “Do good to all living things because what goes around comes around.”

Who are your key players in the management?

Karma is proud to have a partnership with FAR Skateboard Company. They help to guide and support the grass roots of skateboarding, Karma culture, vision for the future and for the brand to remain skater owned.

Can you walk us through your skate decks line and what are the best sellers?

Our OG lines are currently the best sellers, the Karma Kizla that has just been reissued with new colourways and the Zoltar. These have become a massive part of the UK

skateboarding culture. We have so many skaters who

rode those decks for twenty years and are now buying them to ride with their sons and daughters.

The Planet series was also very popular. Skate for the Bees, Skate for the Seas and Save the Whale were produced to raise awareness of environmental and social issues. The most popular of this series was the Bees deck, a black and white graphic produced on a yellow veneer.

We are currently working on artwork to release some new lines later this year.

How do you work with



retailers to increase your shop sales?

Because Karma is such an established well-known brand within the UK, skate shops come to us to stock our products. There is constant interest in selling our product and we also make our products affordable so that they are accessible to all skaters.

What are the reasons behind your success in the UK?

Being a grassroots skater owned company, people like and respect our principals and can trust our products. We have a pro skate team who are constantly sharing edits and clips promoting Karma and keeping the flow. People like the ethos of Karma and want to support a UK brand.

How are you looking to expand into Europe?

We are expecting to raise awareness of the brand in Europe with a tour next year. Hopefully the lockdowns will have lifted enough by then so we will be able to take our team to some well-known skateparks in Europe and make some good connections with the skate shops and parks en route.

How do you think becoming an Olympic sport will affect skateboard culture?

There are many different views about skateboarding becoming an Olympic sport. Some people do not agree with the structure of scoring what they see as a creative individual art form, but whatever your opinion, there is no denying the fact that it has

raised a positive awareness of the sport. There is a definite buzz in a new generation of skaters. The impact this has brought is a huge plus for the sport and has improved investments in skateparks and skateable cities.

How do you see skate scene developing in the next few years?

From what we have seen over the past couple of years and over lockdown especially, is that there has been a definite explosion of interest from younger skaters, the girl skate scene and older skaters returning to the sport. It is absolutely fantastic to see that and it can only get bigger, better and more exciting over the next few years. ☺

RETAIL BUYER'S GUIDE

WOMEN'S STREETWEAR SS22

With streetwear being somewhat of the “problem child” in the Boardsports Industry for quite some seasons, who would have imagined that a pandemic would bring a sudden boost as we've seen in skateboarding over the past year? With females right in the middle of it! Report **by Anna Langer**.



HOMEBOY

One year after the start of the pandemic, despite the losses in all areas of life, the vibe is a positive one. Julian Wolf, Head of Marketing at Homeboy can't recall the “European, or global, market ever being better in this sector than it is now. The 90s are celebrated as the great boardsports decade, but then came Covid.... people used these difficult times to reorient themselves towards individual sports.” IRIEdaily suggest that “skateboarding had the biggest growth for a long time” and Alpha Industries attribute that to the fact that

“due to lockdowns and restrictions people appreciate more and more to go outside and being active”.

To help the retailers roll with this positive outlook, IRIEdaily have increased their number of carryovers and adjusted the collection range to give their customers the possibility to keep on selling parts of their 2021 products again in 2022 for full price and not to be forced to clear out all stocks.

TRENDS

"The summer often feels like an awakening. The senses come alive, as the days get warmer and longer. How something feels will affect the way we feel," explains Protest Head of Womenswear Ine Wouters about their "most textural collection yet." IRIEdaily also see SS22 as a new start: "After all this time in home office or home schooling the collections will be more colourful, fresh and playful." Brixton infuse retro inspired colour, print and pattern into classic utility silhouettes: "This unexpected clash brightens up the world of surplus and evokes a feeling of happiness and casual days" says Ashley Holthaus, Brand Marketing Manager. They focus on pieces that can take you from out and about to the comfort of your home, mixing military and workwear/ utility with the joyful retro times of the 70's.

The boom in skateboarding entails a "tougher Unisex look with a bit of grunge inspiration" says Ines from IRIEdaily who feature a sporty 70s approach in the varsity college direction. Alpha Industries agree that "baggy and oversized, casual streetwear is no longer just for men," offering many new styles and silhouettes, including "matching tops and bottoms in the same colour or with the same pattern" says Julia Böhmer, Marketing. Protest also mentions shapes, in dresses, skirts and playsuits, as major theme for SS22, while Homeboy's theme for the collection is "progressive with heritage", borrowing from the style they created at the end of the 80s.

COLOURS & PATTERNS

"Colour is key!" says Ine from Protest, who feature sunburnt tones like terracotta, dusty pinks and sage greens. Alpha Industries use pastels besides all-time classics military green, black, and dark blue, while IRIEdaily also offer "fresh pastels like soft orange, sun yellow, soft lilac and warm earthy tones like toffee, honey and masala." Brixton work with retro inspired shades like washed back primaries and fun colour pops.

Homeboy predict that "coloured embroidery or subtle patches in bright colours will definitely be a hit", Brixton introduce "new hickory stripes, classic gingham, and, of course, plaids, plaids, and some more plaids." Alpha Industries offer "rainbow reflective and shiny prints" next to creative takes on their logo and heritage motives. DC showcase patterns like "Leopard, In bloom, street market" and IRIEdaily take inspiration from the 70s trend with flowers and vintage inspired animal patterns.

FABRICS

Speaking of fabrics it's obvious that a sustainable approach to sourcing and production is no longer a niche market. For IRIEdaily their main claim for SS22 "Equality is Quality" also includes treating the environment with respect, focusing on sustainable materials and behaviour, especially their cooperation with the Fair Wear Foundation. DC list sustainability as a major trend in all categories as well: "Our Resolve project will be evolving from style and material specific storytelling to an elevated campaign that celebrates the entire program," including organic cotton and recycled polyester for a brushed fleece and a water-resistant windbreaker with recycled nylon fabric.

Following their texture theme, Protest also features plisse, crinkle and crepe fabrics, terry towelling, lurex striped sweat fabrics as well as new burn-outs. Brixton expand their spring flannels into new plaids and a lightweight corduroy, textured sweater knits, rayon crepe, rib knits, slub jersey, vegan leather, and high sheen nylons. Alpha Industries experimented with new materials such as slub French terry or velvet jersey, Homeboy introduce summer fabrics like linen and IRIEdaily feature lenzing Viscose in dresses, pants and shorts. ©

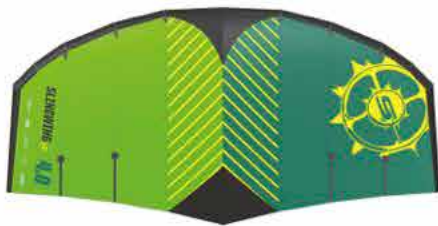
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HIGHLIGHTS

- 1 Skateboarding / unisex / baggy
- 2 Retro vibes - 70s & 80s
- 3 Pastels
- 4 Sustainability



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RETAIL BUYER'S GUIDE

HYDRO FOILS SS22

The virus spreads at an alarming rate, infecting people from all walks of life and producing new variants faster than you can read them... Remind you of anything? We can afford to joke about COVID here because foiling has certain things in common with the pandemic, and it might even be the antidote. A flyover of the 2022 foil range **by David Bianic.**



The super-fast development of the foil scene and the emergence of new sub-disciplines has forced us to take a different approach and deal with the hydrofoil systems alone to start with. Rest assured, we've got you covered in the next edition with more about foilboards themselves. In the meantime, it's safe to say that the arrival of wingfoiling about two years ago gave a second wind to a sport that already had plenty in its sails. "Lots of people from different disciplines are trying the sport from old windsurfers who have not sailed in 20 years, kites looking for something new and even the likes of John John Florence looking for fun on the windy days", explains Mark Selvey, Manager for GB, Eire and Nordic Countries at Lift Foils. The key to wingfoiling's success is in its reduced cost, ease of transport and accessibility, reiterates Jimmy Mazzanti, Brand Manager at SAB Foil. Olly Brunton and Andrew McGregor from Armstrong Foils reckon that instead of

"In reality though, all disciplines are helping drive the awareness and growth of sales in Hydrofoils"

Olly Brunton & Andrew Macgregor, Armstrong Foils

cannibalising the global foil market, wingfoiling only seems to boost it: "In reality though, all disciplines are helping drive the awareness and growth of sales in Hydrofoils with many existing watersport athletes extending their quiver to allow exploring other foil genres too."

HYDROFOIL TRENDS 2022: ALL IN ONE

Foilboards and hydrofoils are following two opposing trends, on one side the number of different uses is increasing, requiring an equal number of suitable solutions (although all-in-one foilboards are expanding fast) while on the other, hydrofoil manufacturers are concentrating more on adjustability to meet the demands of wind, wing, SUP, kite, surf enthusiasts in one shot...and



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this could be just one person. “We have a modular design” explains the Armstrong Foils team, “to minimise gear required for the most amount of foil disciplines.” Another example comes from Crazy Foil and their Jet Slide, a hydrofoil with a rail-mounted fuselage so you can position the mast as you see fit, to be screwed into foilboards as well as wakeboards. It’s the same idea at Ketos Foil whose masts and fins are compatible with all of the disciplines. Slingshot are among the pioneers of this trend with their Hoverglide model, which if required “you can just switch front wings depending on wind conditions and sport type and keep all the other components the same”, explains Wind/Wing Brand Manager Wyatt Miller. Brands such as Taaroa Hydrofoil have this philosophy in common: “80% of our range is interchangeable and we are working on making that 100%!”, assures Commercial Director Antoine Ravel. When it comes to innovations in this field, Taaroa has really pushed the envelope with their iUP, advertised as the first intelligent hydrofoil. The foil changes the geometry of its front wing in realtime through electronically activated flaps! Put more simply, the wing can fold to change its surface area from 2400 cm² to 1100cm², numbers which allow it to take off really early, then offer high-performance once the wing is retracted.

But not all brands are following this movement towards greater versatility, instead opting for ultra-specialisation. Such is the case at SAB Foil who have no less than 19 kits and 16 different front wings! Another choice comes from Lokefoil who are going all out on wingfoiling, with the discipline making up 95% of their production, reveals William Huppert, R&D Manager.

Even Slingshot are reviewing things with their new Phantasm range that will be out in August 2021, a range that’s definitely “modular”-focussed whose particularity is being sold without the mast because their depth depends too much on the eventual use and the size of the swell to be sold in a complete kit. The Phantasm line is comprised of 12 Lowers (fuselage and stabilisers) with a choice of four thin mast lengths and three thicker ones, in carbon or aluminium.

“80% of our range is interchangeable and we are working on making that 100%!”

Antoine Ravel, Taaroa Hydrofoil

“People wanting to Wing in light winds will want a larger foil than the guy pumping around a lake or prone surfing their local spot.” Mark Selvey, Lift Foils



HYDROFOIL TRENDS 2022: WING DESIGN

Up to now, the main criteria for wings was their length and their surface area. In 2022, brands are highlighting the importance of the shape of the wings and some are going towards “high aspect ratio” shapes, elongated, less wide shapes: “These High aspect wings in layman’s terms offer an experience like that of a Glider”, explains Mark from Lift Foils, “They provide super efficient lift and glide but can also handle speed.” But it all depends on use, reminds Mark because, “people wanting to Wing in light winds will want a larger foil than the guy pumping around a lake or prone surfing their local spot.” In these cases, size matters when it comes to hydrofoils because high surface area wings provide great access to the sport through their improved lift and stability. “A few years ago we looked at our Infinity 76 (cm wide) wing at around 1500cm² as a HUGE wing”, recalls Wyatt from Slingshot. “Now our even larger Infinity 99 wing is our top seller.”

Other design criteria must also be taken into consideration if you think about the more original hydrofoils such as the Kujira from Takuma with their front fins that have a shape inspired by humpback whales. The aim is to provide an even easier take off and to be able to use a wing with less surface area (750 cm² in the smallest model), which is more responsive. The front wing is seemingly the focus of all the attention but Peter



ARMSTRONG

Mehrhof, Foil Designer at Liquid Force, predicts an imminent change: “The tail wings are such an important part of this puzzle” and innovation in this area “is going to unlock a lot of new ideas and designs as well as material alternatives”.

HYDROFOIL TRENDS 2022: MATERIALS

Carbon output does not seem to be one of the foil world’s greatest concerns. Joking aside, full-carbon seems to be the preferred choice for the majority of brands, even though alternatives do exist. For example, Armstrong have gone for double premium with their carbon-titanium construction and many are offering cheaper options such as aluminium, mainly for the masts. There’s no shortage of innovation at Takuma who are offering their Kujira foil in a Helium version with a front wing in helium foam and the rest of the components in carbon composite or aluminium. The result is price containment, “the most cost-effective/user-friendly performance foil currently available”, proclaims Marketing Manager Lucy Allnutt. At Taaroa, they reckon that “new materials such as injected plastic will shake up the industry and will participate in making hydrofoiling even more accessible”, predicts Antoine Ravel.

HYDROFOIL TRENDS 2022: eFOIL

For purists of the boardsports world, the idea of motorised foils - even electrically - isn’t to everyone’s liking. But even elite athletes like Kai

Lenny or Keahi de Aboitiz say that the eFoil is an absolute buzz, an infinite ride we all dream about. “Efoil is an activity in itself” explains Lucy from Takuma but it’s also “an amazing pedagogical tool to learn how to foil” and to go onto classic hydrofoiling afterwards. An example comes in the form of the Lift3 from Lift Foils, which allows people to ride a 5’4” Cruiser board (or 4’2” for the Pro model) with up to 120 minutes’ autonomy and maximum speed of nearly 50km/h!

Faced with this debauchery of innovations, brands are doubling their efforts to support retailers and to educate them. Beyond the digital platforms now adopted by all of us, brands are lending themselves to on-site clinics (SAB Foil), online assistance (Armstrong, Slingshot, Taaroa, Takuma), phone helplines (Crazy Foil) and email: “They can contact me directly! Peterm@liquidforce.com. Everyone knows now. I might regret that someday”, admits Peter from Liquid Force laughing. ☺

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

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HIGHLIGHTS

- 1 Wingfoil: sector locomotive
- 2 Modular designs
- 3 “High aspect” wing profiles
- 4 Cheaper option for materials
- 5 eFoil: into ON mode

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FRONT COVER PROFILE

LYNDSAY MCLAREN

It's taken us 107 issues of Source Magazine to finally put a female on the front cover. Taking the hot seat is Lyndsay McLaren, a Scottish skater and marketing expert. Having honed her skating skills in the US, Lyndsay has worked successfully for a number of brands here in the UK and now heads up marketing for UK-based Out Of Step LTD, working on brands including HUF, The Hundreds, Poler, Brixton and Afends. We speak with Lyndsay about her career, her inspirational local skate coaching programme and what we need to do to encourage diversity in our industry.

Interview by Source Editor Harry MT.



Lyndsay, tell us what led you to boardsports and then a career working in the industry.

I grew up in Scotland and became interested in snowboarding when I was a teenager, but my first taste of skating was when I moved to the USA when I was 20. I'd just finished my BA in Marketing from Aberdeen and was setting out on my second degree at Art School in Miami.

Skating was just a mode of transport for me in Miami but quickly became more when I graduated and moved to NYC four years later. I learned how to bomb hills in Central Park and started travelling around the USA on skate trips chasing big hills. I was fortunate to have a few brands supporting my downhill skate dream, which prompted my first industry job with Bern in Cape Cod, Massachusetts, as a Marketing Intern. When I moved back to the UK a short time later I began working with their UK distro who also managed Arbor, Nitro and Smith, amongst others.

After a few years I moved on to work at Rab,

which was my first taste of working for a brand centred around climbing and the outdoors. Living and working in the Peak District was incredible.

When I finally moved to London, I worked at a PR agency managing a mix of fashion, lifestyle and action sports brands including Puma, Burton Snowboards and Patagonia.

For the past 2 years I've worked as Marketing Director at Out Of Step LTD looking after HUF, The Hundreds, Poler, Brixton and Afends.

Outside of work, Arbor continue to support me when it comes to getting me new planks of wood to ride. Big love to the Arbor family.

What have been the biggest lessons learnt so far, working in the action sports industry?
Representation matters.

It's taken us 106 issues to finally feature a woman on our cover. Please can you talk about

your views on the challenges facing a female employee in the action sports industry?

Male dominated industries are particularly vulnerable to reinforcing masculine stereotypes that make it even more difficult for women to excel. Early in my career I felt a lot of pressure to accept masculine culture norms and act like 'one of the boys' in order to feel like I could get through the day. The action sports industry has come a long way since then, but within every company, each individual must see and understand their role in company culture. This means identifying differences in employee experiences and values so that lasting change can occur.

How can we make our industry a more welcoming space not just to women, but to anyone not a white male?

Be better allies.

The Black Lives Matter and #MeToo movements have forced people to realise they must personally step up to make our industry more fair and inclusive.

Everyone must take responsibility for their own behaviours, educate themselves about racism and privilege, while seeking and accepting feedback from people in underrepresented groups. We can all become better confidants to women and BIPOC and insist on more diverse hiring pools and practices. We can vigilantly watch out for bias at work, intervening decisively if we discover it. Lastly, we can work better together to build a community of other allies against racism and sexism.

Let's talk about the skateboard lessons you're giving...

I want to help make skateboarding more accessible to everyone by creating an inclusive, safe and welcoming space for people to learn to skate that's full of encouragement and fun. My mission is to support beginner-intermediate level skaters, while liberating people, especially women and kids, to conquer their fears and insecurities by trying something new. I teach after work and over the weekend and hope to start a skate mentorship for

underprivileged kids in the coming months.

What opportunities do you see for brands this summer and moving forward?

The future of brands is about building community. A community is built with grassroots efforts and hard work. It's a conversation between the brand and the consumer, where the brand really listens and stays true to any promises made. The pandemic taught us that community and connection are the things that matter most. ©





ocean pacific
spring/summer 2021



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OP Global Skate Distributors:

Europe / Middle East / Africa

- UK - Rolling Thunder
- France - V7
- Holland - Hardcore

- Italy - Blast
- Portugal - Marteleira
- Switzerland - Kaybee Sports
- Greece - Kousparis

- Cyprus - Kousparis
- Russia - Capital Distribution
- All other EU - Centrano
- South Africa - Sporting Elements

North America

- USA - Southshore
- USA - Ocean Ave
- USA - Eastern Skate Supply
- Canada - Ultimate

Dealer Enquiries: rollingthundersupply.com | info@rollingthundersupply.com | [@rollingthundersupply](https://www.instagram.com/rollingthundersupply)

RETAIL BUYER'S GUIDE

SURFSKATE SS22

The surfskate trend is continuing to gather pace, with many land-locked surfers opting for asphalt as opposed to reef breaks, but how are brands keeping up with the demand and what's coming up in the surfskate market? A closer look with our Surfskate Retail Buyer's Guide 2022 by SOURCE Skateboard Editor **Dave Morgan**.



The surfskate trend is continuing to gather pace, with many land-locked surfers opting for asphalt as opposed to reef breaks, but how are brands keeping up with the demand and what's coming up in the surfskate market? A closer look with our Surfskate Retail Buyer's Guide 2022 by SOURCE Skateboard Editor Dave Morgan.

Text: The pandemic and numerous lockdowns/travel bans has had a major impact on the uptake of boardsports all round, and surfskate in particular is thriving. Be it surfers itching to carve, or longboarders wanting to adapt their boards to be more fun on flat ground, the surfskate boom is a very present one and it's not showing any signs of slowing down.

South East Asia in particular is showing an incredible surge in traction, as Landyatchz Marketing Manager Nate Schumacher said: "We've seen Surf Skating explode in

"We've seen Surf Skating explode in popularity in South East Asia, where mainstream social influencers have led a movement that has popularised Surf Skating." Nate Schumacher. Landyatchz

popularity in South East Asia, where mainstream social influencers have led a movement that has popularised Surf Skating."

MARKET & PRICE POINTS

With the niche technology used in surfskates it seems that the majority of the demand is focused on completes. Brands such as YOW, Loaded, Slide, OP and Flow attribute most of their sales to completes. In agreement, Miller Division's Product Manager Ivan Garcia Arozamena said: "In contrast to skateboarding where the rider chooses each component of one brand

or another, in surfskate the opposite happens, generally the complete surfskate is 90% of the choice when choosing one.” Mike Jucker- Co-founder at Jucker Hawaii went one step further saying “In my opinion surfskates is a complete only market”.

Mindless Longboards’ Sales Rep Jamie Smith argued “However, the running gear is also highly sought after as people are looking to get that surf skate ride on their existing longboards and decks by swapping components over.” This is opening up a larger bracket for surf skaters wanting to maintain the feel of the cruiser board they’re used to without having the ‘surf board’ feel, but simply the carve response the surfskate trucks offer. There are only a few brands, such as Carver - the pioneers of the surfskate, that offer independent trucks alongside their completes.

In regards to price points, the surfskate industry- much like every industry right now is suffering from ridiculous hikes in material & shipping costs. This has a knock-on effect, making brands have to raise their price points to meet material costs. It seems that generally a complete is priced around €180-200, with higher prices coming from the top-of-the-range Carver completes which retail between €280-300. The most affordable comes from Flying Wheels, with their classic range starting at

“However, the running gear is also highly sought after as people are looking to get that surf skate ride on their existing longboards and decks by swapping components over.” Jamie Smith, Mindless Longboards

€130, followed closely by Mindless Longboards with completes starting at €150. Clayton Pearson of ‘The Rad Board Co’ explained their price point intent: “We keep it to the same spec that is developed to hit all the ‘Everyday Value & Quality’ criteria. Classic shapes, quality functional components, great value and price accessibility.” Nick Sacks - International Sales Manager for Sector 9 Skateboards said: “It’s hard to say with the crazy fluctuations in the recent cost of wood, urethane, aluminium and shipping.”

SHAPES

It seems universally that shorter boards are becoming the must-have for surfskates, as these replicate the response of a surfboard more. Sector 9 have noticed a specific demand for ‘Surf Simulators’- small, short wheelbase completes that let you mimic the feeling of surfing. Iciar Sánchez- Product Developer at Slide explained “At this moment people are turning to shorter models. Our ‘star’ of this year is our 31” CMC Performance model, developed in collaboration with one of our team riders.”

Landyachtz goes one step further, as Nate Schumacher- Marketing Manager explained “Our Decks have two wheelbase options. A long wheelbase that is more stable and carves wider. This setup is great if your commuting or cruising around and still want a surf like feel. The shorter wheelbase provides a snappy, tight turning, hard leaning ride that simulates a surf feel. If you want to pump hard and carve in circles, the short wheelbase option is your go to setup.”

Bamboo is becoming a popular material for higher-end surfskate decks, be it single construction, or combined with maple by as brands like Jucker Hawaii and Flow.

IT’S ALL ABOUT THE TRUCKS!

The undercarriage of a surf skate is obviously the crucial distinction when compared to a cruiser board, and so this is where brands are putting most of their focus. Carver lead the market in surf skate trucks, with brands such as Loaded, amongst others using Carver trucks on their completes. The three truck options from Carver differ slightly, as Eben Woodall-VP of Sales at Carver said: “The ‘C7’-smooth and flowy with more adjustability, the ‘CX’ for snappy and responsive performance, and ‘C5’ with a lower profile street surf application.”



MILLER DIVISION

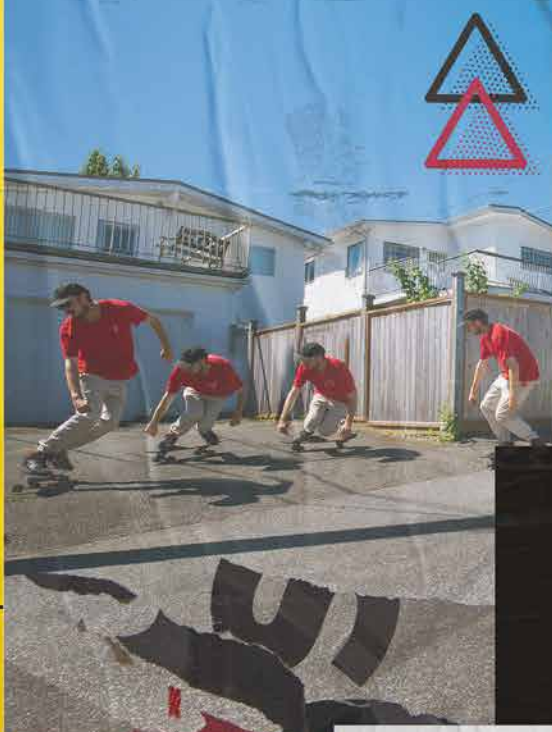
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/TURNING**



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**SURF
CARVING
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CRUISER
STABILITY**



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**SURE
SKATE**



**LANDYACHTZ
SURF-SKATE**



**LAND
YACHTZ**

Slide are offering up their new 3rd generation front & rear surfskate trucks on all completes, their best sellers being the 'CMC Performance 31", developed with team rider Carlos Martin Cazorla, and the 'Diamond Kaena' 32".

Landyachtz markets their surfskates slightly differently as Nate Schumacher- Marketing Manager explained: "We have positioned our Surf Skates as Surf Cruisers, boards that handle and carve like a Surf Skate but are stable and skateable, so you don't need a ton of experience on a surf board to get the hang of our surf skates." Landyachtz's unique approach has involved designing a completely new front truck, the 'Bear Banger', which is "a high angled RKP truck with wild geometry and an extra tall bushing which provides and unbelievable amount of turn".

Flying Wheels also have their own style of truck approach with the 'Lombard Base Plate'- their most advanced technology on offer, as Brecq Benoit- Marketing & Brand Manager for Flying Wheels explained: "Thanks to this base plate you can surf the road & start the surf with no speed. This base plate is also sold separately to transform all your traditional Cruiser in a real surfskate.

Nick Sacks - Internation Sales Manager at Sector 9 spoke of their take on the surfskate truck and how it differed from other brands: "Our patented Sidewinder Trucks differs from the typical surfskate in that both trucks feature the double kingpin design unique to sidewinder's, allowing you to crank full rail turns and turning circles on sidewalks, driveways and alleys."

Miller Division keep things simple as Product Manager Ivan Garcia Arozamena said "We prefer to have conventional trucks (hanger, bushings and base) but with a special geometry (extreme reverse kingpin) for maximum oscillation and thus achieving very tight turns, without complicated mechanisms, since systems with springs, internal bearings or many parts in addition to weighing more, it also gives more problems in maintenance." Both 'The Rad Skate Co' and OP use the Australian made 'OGRE' surfskate trucks, which are both brands' high fliers and come fitted on every complete such as OP's 'Sunset' surfskate - available in both 29" and 32" models.

Flow surfskate are hoping to have a new version of their truck in production by mid-2022, improving the design top fit an even lower profile. It seems a lot of brands are aiming for this low profile-style truck, to achieve a less imposing & more functional board.

SWAPPING WAVES FOR WHEELS

All surfskates use soft, cruiser-style wheels, usually around a 70-80A durometer and around 60-70mm in size, which gives both good grip on all surfaces, but still allows a slide

when aggressive carving comes into the equation. As Ivan Garcia Arozamena, product manager as Miller Division explained: "Smaller wheels, more acceleration and more speed and better absorption to the difficult terrain."

YOW has started adding their 'Ura' wheels - 66x51mm 76A to all new completes such as the best selling 32"



'Pipe' and 33" 'Arica'. These are one of YOW's proudest accolades, as they are the first wheel they are producing 100% in their own factory, cutting down on shipping impact. Loaded's wheel brand 'Orangatang' is also seeing a strong interest in surf skate applications. Carver's wheel brand "Roundhouse" offers wheels in 65-75mm range with their patented "concave" wheels for added grip and pump performance. Carver are also introducing for 2021/2022 their 'ECOthane' wheel -made from a unique formula that incorporates soybean oil to offset the reliance on petroleum-based urethane.

Supply chains and material costs seem to be ever-changing at the moment, and items are selling out faster than trucks can carve, but it seems like brands are aware of this & are trying to plan things rationally, whilst also making a conscious effort on environmental impact, which is great to see. ☺

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

HIGHLIGHTS

- 1 Shorter boards for sharper carves
- 2 Longboard/Cruiser conversions
- 3 Supply chain issues
- 4 Separate hardware needs
- 5 Quick sell out status
- 6 Completes



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Premium cold pressed Canadian Maple
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PRIME8

BOARD SUPPLY CO.

Prime8 is a premium line of skate tools launching in September. We spoke to skate industry vet Mark Heineken about the gap in the market and the need for an easy to use, long-last skate tool. With his dedication to skateboarding and years of experience, he has come up with what might just be the most innovative skate tool on the market.



What was the thinking behind launching Prime8?

I have been working on skateboard development for 30+ years and used (and lost) pretty much every tool in the market. Some of these tools have some great features, but most just aren't very functional. I wanted a tool that did what I needed to do, without unnecessary bolt-ons that would actually last ...

Over the years I've spent a lot of time in different skateboard factories, and realised that the people working there, never use skate tools. There was an obvious problem here waiting to be fixed, regular skate tools just do not last! From the start,

we always wanted to create the best skate tools in the industry. It didn't matter what the cost was or if they were "cool". They had to work for the industry professionals, and I'm not talking riders here, but people who actually put skateboards together. If we could make a tool that a skate shop employee will choose to use, we have a great tool for every skater. We are committed to help grow skateboarding globally.

Who are the key people behind the brand?

Just me, Mark Heineken. I worked for many years at Rodolfo's in Amsterdam and have been in the industry all my

life. With many different brands and distribution channels, I have learned everything NOT to do in this industry. We also have an amazing team of very talented people involved in creating and building our tools, without them none of this would have been possible.

What sets Prime8 tools aside from other skate tools on the market?

We only use premium materials and innovative designs which we hold patents on. We offer a lifetime warranty on our product and our global give-away program is what makes us stand out.



Can you walk us through the design process for the skate tools and materials you use?

We believe in the build-test-repeat mentality. Producing a high number of samples and testing them gives us an opportunity to tend to every little detail. We spend a lot of time on making those small changes so we can create the best end product possible. We rely heavily on the feedback, it is much more valuable to have the mistakes pointed out than being praised overall. There is a solution to every problem! Using high quality materials is more important to us than the low costs, and that's why we can offer a lifetime warranty on all our tools. We use high impact glass filled nylon blend that is cold resistant (I may live in Southern Cali, but being from the Netherlands, I know that freezing cold brakes skate tools). Our tools have all-steel ratchet system and a balance between strength and weight.

What are the key products in the line and why?

We have our patent #1 Skate tool that comes with a multi directional Mounting hardware socket. It is lightweight, well balanced and super easy to use. Another key product in the line is the #1 Ratchet tool made out of a heavy-duty stainless-steel frame. This all-steel tool is probably the most easy to use ratchet system out there. It has an ergonomically correctly shaped and is well balanced.

The patented Universal Bearing press and Universal Axle thread refresh fit on any skate tool. The Universal Bearing press will position the bearings correctly without damaging the shield and the Universal Axle will refresh the thread on truck axles, without having to take the trucks off.

How will the distribution work in Europe?

We already have a list of distributors we work with, for UK

nineteen76, in Italy Blast, Portugal Marteleria, Holland Hardcore, Hungary Gargae Store and the rest of Europe will be looked after by Centrano distribution. For outside Europe enquiries please contact
- rollingthundersupply.com

Why should retailers' stock Prime8?

We make the best tools, the tools that last and we are dedicated to always improving. I feel that this category has been neglected and somewhat gone to sleep, my plan is to shake it and wake it up. I am dedicated to helping grow skateboarding globally by giving away free tools. We are proud to partner with the Heart Supply's "just giving program". Starting Holiday 21, all Heart Supply completes will come with a Prime8 skate tool. Giving back to and growing skateboarding is as important as making the best tools. As someone who used to work in a skate shop, I want to make a tool that YOU want to use. ©

UK

GERMANY
ITALY
SWISS
AUSTRIA
SPAIN
FRANCE

Beware the price rise.

Today (21st June) is the day that we are supposed to end the covid lockdown and return to 'normality'.

It's not happening and

the UK looks like we will have another 4 weeks in our semi-lockdown state which, for summer business in the UK, is probably going to prove to be good... very good. I also do wonder if the extended ban on travel could have something to do with trying to keep as much of the furlough money in the UK... just saying!

Either way it does seem perverse that this extended lockdown is a positive for the UK boardsports business – but gift horses and all that.

It could also be good news for winter business. The longer we stay in this current state then, in theory at least, the less likely we are to be locked down during the crucial winter months. Having said that it is all really going to depend on the 'travel traffic light system' which will allow UK boarders to get to the mountains ... and for this to work we need all our 'go to' alpine countries to get their covid-\$hit together.

So how is it?

On skate, Paul from Black Sheep, Manchester was still pretty sanguine about the situation: "It's a funny feeling – it's not as good as it was about a year ago but if I make a comparison to two years back it's still up. Whereas a year ago we were all scrabbling around for stock we now have plenty – perhaps too much! Same for distributors and we can see some 'sale-ing' going on which is never a good thing if we want to maintain our margin. What's

nice is that it so much broader than it used to be – all ages and loads of girls. It's fantastic to see how many girls we've got on boards. And let's face it that doubles our market".

Is it all good news? "No – we are seeing price rises which is not a surprise and the business is very erratic – Saturday mad busy, Sunday half decent, Monday really slow which is unusual.

To me that's a sign that something is changing – but bottom line is good.

I'm really happy with the way things are panning out. Fantastic!"

In theory the UK is still in a mild lockdown but if you check out the travel statistics it appears that the roads are busier now than pre-covid times. People are desperate to get out there and get on board and they are flooding towards the water.

"The staycation is washing through and increased sales still continue apace." This is Tony from The SUP Co, "we all know what covid has done for watersports in the UK and SUP in particular but we're now finding the business is not slowing down and our deeper stock holding together with customer service is paying dividends with both new and repeat customers."

What about the supermarket offerings – is that not a problem? "Nothing to fear! The 'compromise' purchase from supermarkets has brought in lots of newbies to the sport and the next thing they want is a decent bit of kit to take their new passion further. In the same way that the IBD's (Independent Bike Dealer) have survived the 'Wiggle storm' by product differentiation so we will be able to do the same - as will any good independent watersports retailer".

"All this increased participation, whether it

be from a supermarket or a direct-to-market offering is going to play to our advantage. If we only retain 5% and these enthusiasts go on to develop their board skills it's going to be good and we'll be here to service them.

Tony quoted John Hibberd from Red Paddle: "John talks about SUP being the bridge to mass participation and he's right. SUP is so easy to do and easy for anyone to take up - it's going to lead on to better things for everyone."

Eighteen months back The SUP Co moved into the Surf market. How's that going for you? "Really happy with what we have done and are forecasting. We've simply followed the same ethos – expert advice, great customer service, good stock. We're not trying to be all things to all surfers but we are really serious about customer service. It's working well and we're super happy with the results."

I did quickly ask Tony about the fear of price rises. "It is what it is – there's nothing much we can do to avoid them. I'm not afraid of price rises – the market price is the market price and we'll have to live with it."

And so to winter. What is it going to bring, what are retailers feeling? "Optimistic, really optimistic." this was Angelo from S2AS in Poole – a watersports and winter sports store: "I don't think as many people will travel but those that do will really spend big on new kit. They've been starved for at least one season, maybe two, they'll be gagging... It will happen I am absolutely convinced of it."

So have you bought accordingly? "Absolutely – I've got all last season's kit and I've topped up with a load of clearance – I've put my money where my mouth is – hope I am right!"

I'll have a socially distanced beer to that thought!

What about your summer business? "Super strong. Wake up 400%, SUP up 150% on top of doubling last year – the problem is getting stock. Kite is weak but not if you add winging with it – but that's not an easy market."

And what of price rises? "I'm not worried about rising prices but brands should not think that they can cut the margin to minimise price rises. That's not on and I'm not going to take that. Good news though is that due to supply/demand issues, discounting has stopped."

Angelo is not alone in his positivity towards winter but he is in the minority and most retailers are still very nervous about what is to come. I guess we will only know when we get to the door of winter. In the meantime we can just hope that the UK and other countries can get it right.

One really positive piece of news from the UK is the uptake of the vaccines by young adults – there's plenty of doom mongers out there but the positive approach and huge uptake shows that the covid-concern applies to all ages. They want to get back to a new normal ASAP – and get to the pubs, clubs and, hopefully, slopes as quickly as they can.

In summary it's certainly not all bad - watersports doing well, optimism with caution for winter, no fear of the inevitable prices, vaccines appear to be working, lots of money about (for some not all) and consumers seem keen to spend.

All in all nobody saw covid coming, nobody could have predicted where we would be now and most would have thought it would be a lot worse ... so in summary – "better than expected".

Now, where's my beer?

GORDON WAY

RETAIL BUYER'S GUIDE

SOFTBOARDS 2021

Softboards are certainly no flop, if anything they are looking pretty solid by following their rigid equivalents closer and closer. 2021 trends by **David Bianic**.



PYZEL

In an international context where surfing - like other outdoor activities - has enjoyed a massive influx of new participants, the range of softboards on offer is perceived as a ready-made outlet for newbies to get their first thrills on the waves. However, the figures do not paint such a simple picture: "2021 did see a huge increase in demand for all types of surf products", relates Santi Zaldua from Mobyk Soft Surfboards (Industry Surf), so much so that "it's hard to say if the consumer favoured one over the other", especially since "the trend is to get a softboard for the summer months regardless of the level of surfer." It's the same story at MDNS where Marketing and Brand Manager Benoît Brecq tells of growth in both types of construction: "We're talking about volumes of beginner boards in general having increased". Brad Rochfort from Softech is daring

"the trend is to get a softboard for the summer months regardless of the level of surfer."

Santi Zaldua, Mobyk Soft Surfboards (Industry Surf)

enough to even reveal his figures to us: +30% sales, soft and hardboards, even though the biggest challenge remains the supply of raw materials that go into softboards.

SOFTBOARDS MARKET 2021: NO NAME VS CORE

Softboards are like big sugary sweets: behind their attractive wrappers and appealing, explosive colours, you never really know what their ingredients are and even less about whether they are good for you or good for the planet. This attribute has worked in favour of emerging

“no name” brands, just like in the golden era of bodyboarding and, incidentally, softboards have borrowed elements of their construction. So how do we separate the wheat from the chaff? “We recommend looking for proper fin boxes so you can ride a choice between softer fins like our Mobyk Safety fins or a good set of normal twin tab fins for better performance”, explains Santi Zaldua. He also recommends that you check for good rigidity over their entire length. At GO Softboards, a brand developed by the International Surf Alliance (Torq, ROAM...), General Manager Sebastian Wenzel wants you “to understand what you actually don’t see...the inside of the boards.” At GO, there are two different stratifications aimed at different kinds of use: an integral fibreglass layer for the surfing range and a wooden sandwich deck for surf schools and rentals. It’s a similar idea at MDNS who offer EPS, HD Core and Epoxy Soft constructions. For established classic rigid board brands, risking their reputation with “cheap” products is out of the question: “When you look at all the surf brands, products are tested in proper waves that show that the material used can resist to a normal utilisation”, explains Rémi Chaussemiche, European Marketing at Pyzel and JJF by Pyzel. MF Softboards (Mick Fanning) remind us of the retailers’ role in highlighting the quality of products: “Retailers are in the perfect position to explain that not only will an MF Softboard last longer - but due to the performance elements (such as being able to swap in for rigid FCS/Futures fins), customers will progress faster”, assures Tom Barltop.

“You have to differentiate between two types of softboard: boards that sell in high volumes and boards that generate hype. In hype-generating boards, replica high-performance softboards and nano shortboards are fun for small summer conditions but the sales volumes are quite low because they are aimed at good surfers and the percentage of them in the water is low. The majority of sales volumes comes from Mini-Mals and Funboards.” **Benoît Brecq, MDNS**

SHAPES 2021

Let’s allow Benoît Brecq from MDNS to speak because we couldn’t sum the market up any better: “You have to differentiate between two types of softboard: boards that sell in high volumes and boards that generate hype. In hype-generating boards, replica high-performance softboards and nano shortboards are fun for small summer conditions but the sales volumes are quite low because they are aimed at good surfers and the percentage of them in the

water is low. The majority of sales volumes comes from Mini-Mals and Funboards.” However, for a specialised retailer the first category must not be neglected because their core clientele are looking to set themselves apart from the masses, even when it comes to softboards.

Summer boards with soft constructions should undoubtedly be looked on favourably, like the Retro Quad Series and Fish Series from Ryder, “Both these series’ templates are comparable to hardboard models in dimensions and rail thickness to provide a high-performance template”, explains Shane Britten, Product Manager. For example, at Softech one of the best sellers in Europe is none other than the Eric Geiselman pro model, the Flash, a performance hybrid shortboard shape. Ultra short “Nano” boards with bodyboarding outlines have lost some ground as they are too extreme, only to the benefit of “Rounded shortboards and bigger volume shortboards in general”, confirms Matteo Fiorvanti, Business Development Manager at Euroglass (Quiksilver & Roxy Softboards). Fishes are also still very popular amongst the advanced surfer population, in the mould of the Astro Fish from JJF by Pyzel, “a classic retro fish outline with a modern twist to it”. Mick Fanning Softboards are also completing their range with two new fishes, the first called Kuma Fish (“winner of the WSL x MF Global Shaper Challenge”) and a second that follows the trend toward mid-length twins, the Twin Town, not to mention the Sugar Glider, a single-fin mid-length.

BACK TO SCHOOL

For surf shops housing surf schools and/or board rental services, the choice of board ranges is often a bit of a dilemma: rigid or soft? “the small, lower priced operators often go for foamies vs the established schools who often go for our soft top/soft bottomed durable glassed boards”, explains Sander Blauw, International Commercial Director at NSP, which entered into softboards last year. For Softech this is a juicy market that they are tapping into through a dedicated “Original Series” range whose Roller model tops the podium in terms of sales. With its reworked shape (more lift at the nose) and an exclusive flexible carry handle, it comes in six colours per length so that “schools can match colours to their company branding” and they can “purchase specific size/colour combinations so they can identify board sizes just by the colour.” Another trend is for ultra-wide shapes like the new Zeppelin from NSP or the Whopper versions of the

Take-Off range at Vision Softboards - four inches wider than "regular" models. At GO Softboards, the ultra-wide models in the Surf school range have inspired the roll out of "Wides" in the Surf range, oversize shapes that follow the more core look of this series.

CONSTRUCTIONS 2021

On the whole, softboards have gentrified by copying attributes of hardboards, as is the case for the epoxy-core models from Softech which will reach Europe in 2022: a light epoxy construction created in a vacuum with two layers of fabric on top and one underneath, a real birch stringer and FCSII plugs, this range makes a premium softboard. A newcomer to the soft market, JS Industries are also working on the top-of-the-range with stratified EPS core models and a construction that translates to better feel thanks to a higher weight that allows you "to keep momentum when you're surfing", explains Hervé Lacastaigneratte, distributor through Surf Lounge. This hybridisation between hard and softboard is also on the menu at Euroglass who are working on boards destined for wave pools - undoubtedly

"the small, lower priced operators often go for foamies vs the established schools who often go for our soft top/soft bottomed durable glassed boards"

Sander Blauw, NSP

a future niche. You can see similar constructions at GO Softboards, which is reflected in the price admits Sebastian Wenzel: "These are not the cheapest, but when you do not have to buy new boards every year, they will give you a much better return". We shouldn't forget about their enhanced durability, often a point of criticism in softboards. This is also why Softdogsurf are using a Lizard Soft Skin covering made of eco-friendly IXPE rather than EVA, for example. The brand's founder, Joeri Van de Vliet, is even promising upcoming Future Fins' fin boxes made of recycled plastic although he also admits that the biggest sustainability problems still lie in the transportation of products. Finally, another solution that's worth a mention comes from Ryder with Shane Britten highlighting Skintec technology, a multilayer polymer skin that absorbs impacts and compressions, laid under the outer skin.

LOOKS 2021

The debauchery of different colourways, prints and other fantasia seems dead and buried. The softboard

is entering adulthood and is acquiring legitimacy by going for a look that's as close as possible to the "real thing": the hardboard. Completely white is on offer at Go Softboards, Softdogsurf and JS Industries and it's



difficult to tell them apart from hardboards without touching them. At MDNS, the top-end EPS softs are off-white with quite a classy marbled effect on the deck. Just as classy, total black from Pyzel that "gives a real performance look to it and contrasts well with the logo", explains Rémi Chaussemiche. Hardboard family ties are also important for Ocean & Earth. The graphics on their Mark Richards model are similar to that of traditional boards or longboards with a white deck imitating a knee patch and coloured resin hull. The exception to the rule is Catch Surf, one of the leaders of the softboard craze over the last ten years, whose visual signature remains just as strong through punchy collabs with Santa Cruz Skateboards for example this year "featuring the Keith Meek Slasher and Jim Phillips hand art!", enthuses Sales VP Joel Manalastas. ©

HIGHLIGHTS

- 1 Sustainable practices extended to packaging
- 2 Post-pandemic optimism for most brands
- 3 Travel-inspired prints and colour ways
- 4 Use of natural materials to achieve a circular economy
- 5 Premium design for multi-occasion usage

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x



x



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SOFTDOGSURF.COM



Launched in 1997 as the original action sports watch brand, Nixon's quarter century has seen them collaborate with the biggest brands, working with the best athletes, artists and musicians and we caught up with Nixon co-founder Chad DiNenna to talk business.



Tell us how Nixon got started, and what was the idea behind the brand?

Nobody was paying attention to watches in action sports. It was an afterthought to a lot of other companies. In 1997 Andy Laats and I started Nixon with the goal to create custom-built, team-designed watches. A year later we sold our first watches to specialty boardsport shops in 7 different countries and we've tried to continue our mission ever since.

What sets Nixon aside from other watch brands in the boardsports space?

We are focused on watches and accessories, while many brands in the action sports space are mainly focused on apparel or hardgoods. Our

focus is on the little things that you might not notice first but when you see them, realize you want.

How are you planning to market the brand going forward?

Making great products is our number 1 marketing tool! We will continue to tap into our team of athletes, artists and insiders to develop our product. Our focus is expanding our tools for the brand digitally and continuing unique and meaningful retail activations.

What are your current best sellers?

I have to say watches and accessories in general have been seeing a growth this past year. From the current collection the 5130

gets a lot of social shares, collectors like to show off their favourites and that is pushing new customers into the shops.

In the digital watch-space we just launched the Heat, it is the thinnest 100M digital watch in the world. We developed this watch with 2x World Champion surfer John John Florence and it is used by many on the Tour as an everyday.

Just before lockdown, we launched a line of smaller alternative bags made with recycled ocean plastics. The collection featured a tri-strap piece developed with Zion Wright called the Bandit that has quickly become the new team favourite and has been crushing it for us.



Tell us more about your sustainable line and your “plastic partners”.

We believe in merging style and function, while using sustainable products and practices. Elevating our accountability is important to us and I’m proud of the fact that last year we upgraded all of our watch packaging to be 100% curbside recyclable. We launched a collection of watches, watchbands, bags, caps and accessories using recycled ocean plastics. Our partners include REPREEVE Our Ocean and #tide ocean material.

Our tide watch collection is made from recycled ocean-bound plastic waste that transformed into a premium raw material, which we are now transitioning into the main line. In addition

to updating packaging and product materials, we are looking for alternative power sources and are offering new solar powered movements to reduce batteries hitting landfills. It’s a massive undertaking for Nixon on every level.

You have worked on some exciting collaborations like Metallica, Star Wars etc. Any plans for more of the same in the future?

Absolutely, we have a consistent line up of different brands, people and musicians we enjoy working with and I can only see that increasing. In addition to some special colourways and makeups we have a collaboration collection of bags, watch bands and watches with the Grateful Dead coming out in core

shops. This collaboration was perfect for Nixon as we share the band’s values and can’t wait see the hardcore fans stoked. Adding all the little custom details to the products carries a lot of meaning from the dial and the hands to the caseback and band details.

What’s the key new product this season?

We’ve added a new model to the Regulus family, the “Regulus Expedition”. This is the adventurer’s timepiece with Altimeter, Compass, Barometer and Thermometer functions. In our bags line we have new additions to our premium bags with more alternative silhouettes like ‘the Hatch’ and ‘the Dua’. ☺

RETAIL BUYER'S GUIDE

WOMEN'S SWIMWEAR SS22

Water sports fandom has increased by the day since the pandemic started. Many are women who need reliable yet feminine swimwear to dress their adventures. If there ever was a time for surf swimwear brands to reach further, this is it. **By Rocio Enriquez.**



Yes, women are hitting the beaches in numbers, and not to sunbathe and splash around. They are surfing or paddle boarding, amongst other activities, and they want to do it with comfort and peace of mind. There is also increased empathy towards other women and the environment that pushes body inclusivity and sustainability. This mentality is driving the product development of women's swimwear brands. Most brands report shaping one-pieces and sporty styles as their most popular shapes last summer. Reversibility and the possibility to mix & match proved to be successful practices too. It is in these styles that brands expect the biggest growth next summer. SS22 will bring about performance focused collections with shapes to

"Customers want to feel good, supported and sexy at the same time" Caroline Lacroix, Roxy

suit all body types. We will see a lot of reversible and adjustable pieces mostly made of recycled materials. All served in looks that celebrate the ocean and the fun to be had in it.

SHAPES

The aim to suit every woman's body has resulted in a very ample offering in shapes. This applies to bottoms and tops, but also to one-pieces, offered in different fit

options. When it comes to bikinis, brands like Hurley, Oxbow, Picture and Protest combine this with a Mix & Match policy. "This allows our clients to choose the top and bottom shape they prefer and also the best size for both", explains Hurley's Marta Turc. Bralettes and square cleavage silhouettes are claiming their space besides triangle tops and more sporty tri tops. High waist bottoms sit on shelves with cheeky fits. Yet, there is an accent in femininity that is delivering more revealing bottoms and one-shoulder tops. Pukas has paid special attention to this, adding for SS22 a mix of retro thongs and Brazilian bottoms. Rip Curl is offering some skimpier bottoms too. Rusty features a one-shoulder bralette top with removable and adjustable straps. Pukas and Barts join the asymmetrical trend with offers of their own. The key is to remain supportive, whatever the shape. "Customers want to feel good, supported and sexy at the same time", says Roxy's Caroline Lacroix. One-piece styles get a lot of attention from designers. The trend is still going up, so brands keep freshening them up. Picture offers a long sleeve one for endless hours of fun in the water, while Rusty adds a low back version for a sexier look.

COLOURS AND PRINTS

The love of nature and the joy of being by the sea are dominant themes. Each brand offers its own rendition of coastal life inspired prints. Oxbow has developed the new Anemone print exclusively for their women's swimwear collection. Picture throws in two new prints, the sea-inspired Algae, and the Chamarel. "A water colour landscape inspired by Chamarel region in Mauritius", describes Picture's Marion Bertrand. O'Neill has developed a specific print for each of the three themes launched in their SS22 collection: Retro, Future Sport and Ocean. The latter features hand drawn artworks inspired by seaweed and corals. Pukas also uses hand drawn techniques to create its own prints in-house. Barts' tribute to nature is celebrated through palm leaves, ocean tides and animal skin. Protest offers similar motifs with florals and the big cat print that is becoming their signature. Rusty jumps on the trend with tropical flowers and leopard skin. Slamp69

"This allows our clients to choose the top and bottom shape they prefer and also the best size for both"

Marta Turc, Hurley

adds some psychedelic visuals to their nature inspired ones. Hurley adds some geometrics to the assortment of summer inspired florals and jungle inspired animal prints.

The easing of the pandemic restrictions has generated a joyful mood that translates into bright and fun colour

"This is a by-product of the fishing industry where abandoned oyster shells are ground into powder and mixed with recycled PET" Dan O'Keefe, O'Neill



palettes. Roxy's evokes endless beaches, lush green forests and infinity pools. Rusty offers a selection of earthy tones and pastel pinks for spring, ice cream pastel colours and vibrant reds for summer. Both brands run the same colour palettes across clothing and accessories too. Pukas adds a few contrast colours to emphasise the range of earthy tones dominant in their SS22 collection. Rip Curl features bright Caribbean blues and greens, as well as tropical red and pinks and some sand, orange and yellow. This palette aims to represent the ocean, the sun and the sand and their changing state throughout the day. Oxbow sets the mood with colours such as sunset, fiesta or vert tropical. Picture opts for terracotta tones with an addition of a feminine faded rose. Barts goes bright with sky blue, white, pink, sun touched gold and rust, while adding some summer darks such as bottle and old blue.

MATERIALS AND CONSTRUCTION

Brands are investing in technical materials that meet both the performance and sustainable standards that women demand. Fortunately for them, the textile industry is constantly researching new fibres

with innovative results. The well-proven combination of 80/20 polyamide/elastane used by many brands meets most criteria for quality swimwear. It offers UV protection, oils and creams resistance, and no piling or skin-digging. By choosing options with a recycled nylon component, they make their collections sustainable. Oxbow is adding a couple of new fabrics to their SS22 collection. One is a new jacquard pattern which is quick drying, has sculpting effect and offers excellent support, suitable for all morphologies. They are also launching a capsule collection with surfer Laure Mayer. "We came up with a bikini for surfing and a hybrid surfsuit made of Seaqual® fabric and Yulex® natural rubber", says Eléonore Courret from Oxbow. Picture opts for the Italian Vita fabric, made with the recycled yarn Econyl®. Rip Curl has quite some history using premium Italian materials. Their Mirage Ultimate collection features the latest fabric released by Eurojersey®, called Sensitive®. It provides high tech performance and extra comfort, while being sustainable. Linings are made with premium 115g Lycra to ensure stretch, comfort, abrasion resistance and quick drying. O'Neill is introducing the new Oyster Shell into the swim shorts. "This is a by-product of the fishing industry where abandoned oyster shells are ground into powder and mixed with recycled PET", says Dan O'Keefe from O'Neill. The result is a ground-breaking fabric that offers natural anti-bacterial properties that do not disappear in the wash.

To achieve the desired performance standards, construction is key. Roxy has reworked trims, linings and shells to offer the best shape for comfort and support. Rusty makes sure that all tops have the right amount of support, through bust cups, internal elastic or underwire construction. Bottoms now feature a top stitch that gives them support and makes sure they stay where they need to. Picture offers removable cups and makes all the seams anti-irritation, while ensuring the cut offers the perfect freedom of movement. Hurley uses compressive fabrics and stabilisers for all performance focused styles. For them it's all about locking down the piece comfortably while you practice your favourite water sport.

SUSTAINABILITY

The industry relies on nylon-based fabrics for well-performing products, so the development of regenerated polyester and polyamide has been quite revolutionary. It is becoming hard to justify not using them; the percentage of recycled materials used in swimwear collections grows by the season. "We use a lot of man-made fibres in our products, but we continuously look for sustainable replacements for them", explains Mariëtte Ide from Barts. As mentioned earlier, there's quite a range of innovative recycled materials to be found in SS22 collections. The high quality of most of these materials also provides the

product with longevity. This avoids consumerist over-buying and its resulting waste. Sustainability does not stop at materials, though. Brands are aware that efforts need to be perceived in other aspects of production too. Oxbow has reduced the use of polybags and is aiming to remove plastic on their hangers. They have also started to move some production locally, with a swimsuit made in Capbreton, France. Localism is pursued by other brands too. Pukas manufactures most of their collection in Portugal, in certified factories that use the most environmentally friendly techniques. They are also producing some styles in a self-contained factory in the Basque Country, near their headquarters, and all their raw materials are sourced in Europe. Picture selects Fair Trade factories in an effort to keep their environmental impact as low as possible. Protest chooses recycled paper and plastic for packaging and even hygiene stickers. Their headquarters in the Netherlands runs on solar energy from roof panels. Rusty is also working on their packaging and swing tags to offer more sustainable options.

RETAILER SUPPORT

Even with the rising popularity of water sports, the closure of brick & mortar stores had an impact on every retailer and, consequently, every brand. It has been a matter of working together in order to push the industry forward. Brands have offered flexible solutions for overstock situations. Some have offered stock swaps, order cancellations and returns. Many have opted to carry over part of their SS21 collection, to offer some products a longer shelf life. All brands have adjusted their mentality. Many are rethinking the traditional systems that have proved deficient in unexpected situations such as the pandemic. Marketing efforts are being intensified in the digital realm, serving two purposes. On one hand, they secure brand exposure to consumers that cannot visit stores but can be found online. On the other hand, they help push the sell-through of retailers via their online businesses and avoid overstock. Video and photo content for websites and social media are the most important marketing assets these days. Beautiful images of people having fun in inspirational places are more likely to drive sales than anything else these days. Obtaining them is well worth a big chunk of the budget. ©

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HIGHLIGHTS

- 1 Good compromise of performance and femininity
- 2 Sustainability and body positivity key in design
- 3 Coastal life inspired prints
- 4 Bright and fun colour palettes
- 5 Widespread use of recycled yarns




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RETAIL BUYER'S GUIDE

BACKPACKS SS22

Far from crying over the lost sales of travel bags and school packs, brands have shifted their focus to the emerging population of digital nomads that the pandemic has generated. And they have the backpacks that they need. **By Rocio Enriquez.**



Travel bans and school closures should have been catastrophic for the lifestyle backpack market. However, this category has experienced a true case of “when one door closes, another opens”. The pandemic safety measures have created new work/life patterns. A renewed appreciation for outdoors leisure time has been paired with new flexible work routines. This combination has given birth to a new population of digital nomads who need a backpack that carries both their tech and their hiking shoes. The shift in commuting styles to individual types of mobility makes the backpack even more essential. “People are looking for versatile products that they can use on many occasions”, says Domitile Parent, Product Director at Eastpak. Even when the overall sales pick up after schools reopen and travel resumes with normality, the multi-purpose backpack is the style that promises more growth.

All brands interviewed share a focus on functionality

“People are looking for versatile products that they can use on many occasions”

Domitile Parent, Eastpak

and sustainability for their SS22 collection. Organisation is key. Safety, whether from theft or from a rain down pour, is important when we are carrying valuable tech items around. Durability and environmentally friendly materials are now a steady demand from consumers. Dakine has fused the best of their technical, lifestyle and travel categories together to create The Verge collection. “These are pieces that can shift easily from a daily carry to a travel companion”, describes Luke Smith, lead Lifestyle & Travel designer at Dakine. Eastpak offers the CNNCT (Connect) capsule collection of highly functional pieces. Functionality is at the core of the new brand MUB. Nitro highlights the added laptop compartments and secondary smart entry pockets in their new collection. They have also developed

the Nikuro Traveller, specifically designed for work commuters potentially staying overnight. OID has focused on protection for laptops and gadgets. Picture has increased the capacity of their bags by implementing roll-tops. CEO Julien Durant explains: "We take the codes of the outdoor and apply them to the lifestyle universe". Magnetic roll-tops are the highlight in Roark's new line. Forvert and Roxy sum up their new range with one word: pockets, of all sorts. Fjällräven has combined timelessness with a durable and functional construction. Philipp Kloeters, Head of PR, says: "Durable products that are meant to last for generations also need to have a timeless design, so people want to keep using them". Sustainability is also key in the development of the summer collections of Lefrik, Quiksilver and Pacsafe. The latter wants to level sustainability and anti-theft technology, under the motto "Protect your Valuables, Protect our Planet". "Pacsafe allows that free sense of adventure with anti-theft security, seamless functionality and sustainable materials", says Marketing Coordinator Maria Schmieder.

BUILD

Multi-purpose backpacks demand ingenious functional features and reliable construction techniques and materials. Dakine focused on thoughtful, cross-functional features and organisation. These help consumers transition seamlessly between the different activities of their day. Nitro is very proud of their Grosse Klappe top opening. Easy and wide, it offers an increased overview of the contents. Eastpak is making sure that most backpacks come with bottle holders, a well sought-after detail. OID has added safety stitching, waterproof zips and grip tape resistant lining.

Materials are carefully curated to serve the purpose of every specific bag. The ample offering of technical materials available these days helps. Fjällräven uses the trusted and well-proven Vinylon F material. They also experiment with alternatives, such as the Pine Weave wood-based fabric. Dakine selects materials that strike a good balance between variety, performance and sustainability. These are mainly recycled polyesters and nylons, but also more specialised options like recycled Cordura. Nitro is introducing a Polyester Twill 320D with C-0 water repellent and COAL PU coating, all Bluesign approved. Lefrik segments the collection in two types of recycled fabrics. One is soft and used in foldable items and travel accessories, to

"We identified consumers longing for positivity, colours and prints that spark joy"

Bettina Rohde, Dakine



PICTURE

ensure comfort. The other one is tougher and targets everyday commuters that need weather resistant packs. MUB makes a point of only using reliable materials in both main body and trims. They highlight the PAUA fabric which is considerably more resistant to abrasion and cuts than traditional materials. Picture uses 600D Dobby to provide products that are light but fairly resistant. For their technical range they choose light ripstop fabrics, and their luggage sports a robust 600 or 900D nylon. Pacsafe uses a regenerated nylon made from ocean waste, and a recycled polyester made of recycled PET bottles. Quiksilver chooses Repreve® recycled polyester, the same as Roxy, who also adds straw and canvas to their range. Roark's choice is a 1050D nylon ripstop and a 50C PVC Tarpaulin.

LOOKS

The need to fit in as well in business meetings as in leisure spaces has promoted a trend of clean, sleek designs. This is the reason why MUB chooses toned down colours for their collection. Nitro introduces the new Night Sky colour, a dark and intense blue equally suitable for urban commuters and students. Dakine's new Verge Series uses time-enduring solid colours that will stay in step with people's changing environments. Fjällräven pairs the clean and simple look with matte finishes and a natural hand feel.



INDIVIDUALLY
TOGETHER



BUILT TO RESIST

They take their inspiration from nature and make sure their colours work well with past and future collections, to keep their products trans seasonal. Sandqvist opts for earthy colours. Their orange and army green pay tribute to the changing seasons in the Nordic landscapes. Eastpak gets inspiration from the joyful mood of consumers, offering strong colours and vibrant prints. Dakine has picked up on this too. “We identified consumers longing for positivity, colours and prints that spark joy”, says Bettina Rohde, category director of Lifestyle & Travel. They have worked on a balanced offering between Summer brights and mellow neutral tones. Their print options are fun and expressive, with the floral and island elements of their Hawaiian heritage ever present. Roxy also keeps their DNA print of nice and vibrant Hawaiian flowers as a tribute to their surf heritage, a theme we can also find in Quiksilver. Picture’s palette revolves around blue, grey and terra, simple and plain and always tying in with their textile range. Pacsafe adds some pink/blue colour blocking to their choice of classic solid colours. Others have been experimenting with different themes, though. Lefrik is bringing new prints inspired in the seventies. Forvert is playing with camos in their new collection. OID implements the MA1 jacket style to some packs, orange lining and all. Nitro also goes retro with the use of fake leather straps on some models. Eastpak continues the tradition of strong collaborations. We can expect the celebration of the 50th anniversary of the Smiley and a tribute to the iconic rock band Kiss, amongst other surprises yet to be announced.

SUSTAINABILITY

Most brands’ choice of material speaks of the importance that sustainability has gained. It is rare to find a polyester or nylon fabric that is not made of recycled waste. “For SS22, our lining, webbing and printed fabrics from the entire collection will use 100% recycled content”, announces Eastpak’s Domitille Parent. But the sustainable ethos spreads beyond the selection of materials. It has become a mentality that needs to filter through every aspect of the product design and production. Consumers demand it, and they are watching. Durability is key, as it avoids waste and maximises resources. This affects not only the materials used and construction techniques employed. It also has an impact on the colours and prints, which need to be timeless in order to stay relevant season after season. Fjällräven designs products to last a lifetime and be easy to repair. “Ensuring product longevity is and will always be our main focus simply because everything we do

has an impact, even recycling”, says Philip Kloeters. Picture picks up on this, offering a lifetime repair warranty on their full range. MUB steers clear from the fast fashion cycles, producing durable products in reasonable quantities. OID and Nitro pay extra attention to durability. There are other sustainable efforts in lifestyle packs production. Pacsafe aims to eliminate all virgin plastic in their supply chain by 2025. Lefrik is striving to become a member of the Fair Wear Foundation and is also implementing changes in logistics to become a carbon-neutral company.

RETAILER SUPPORT

The pandemic impacted all retailers at some level. The support received or lack thereof has shaped their relationship with the brand. Brands have been willing to meet their needs wherever possible, from payment terms to reduction of orders or discounts. But the most pressing problem has been the over stock situation. This affected pre-orders and has generated a shift from traditional production and sales strategies. Many brands have carried over big parts of their collections. This keeps the products relevant for sale at full price for more seasons. The trans seasonality we are observing in new collections does not only help sustainability. It is also a good solution for current and future over stock situations. As a new brand, MUB’s model is not based on pre-books and their products are not seasonal. The pandemic has shown that putting all the responsibility for the stock on retailers does not help the industry. Brands will ultimately be affected by cancellations or returns when things go south. Rejecting them is even worse, as it brings about the break-up of the relationship. Many brands find the solution in stocking sufficient product to supply on demand. To make this a sustainable business model, they are shifting to trans-seasonality. Retailers are less stressed. Brands keep the business going. The planet benefits from fewer backpacks being ditched and replaced for new ones every six months. For yours truly, this seems like a win-win situation. ☺

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HIGHLIGHTS

- 1 Multipurpose styles suitable for work and leisure
- 2 Equally technical and sustainable fabrics
- 3 Solid toned down colours suitable for work environment
- 4 Outdoors inspired prints
- 5 Product trans seasonality on the rise

ACTIVEWEAR LINE



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SPAIN

FRANCE
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GERMANY
ITALY
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AUSTRIA

Spaniards are out and about again. Spending has increased and boardsports stores are getting their share. Their main concern is sourcing the stock needed to meet the demand.

The pandemic sent Spain's economy back in time by a couple of years. Companies had their own digital and structural revolution that has prompted great acceleration. GDP growth could reach 9% in the coming quarters, higher than the most optimistic official forecasts. Two main factors are driving it. One is the recovery fund from the EU. The other is private spending. Empowered by vaccination and a longing for normality, Spaniards are back out eating and shopping.

Spain chose to mask people up even outdoors but keep shops open. Remaining open during a popularity boom of boardsports has resulted in good business all year round. Travel bans reduced the number of tourists, but locals proved enough to make a living. Stores on the coast added sales from homeworking foreigners. These nomads fled their homelands' lockdown to be close to their favourite break. However, international tourists will be welcome this summer. The new vaccination passport for EU residents allows them to enter Spain without taking a test. This promises a good influx in the coming months.

Outdoor sports are still the most popular choice of spare time activities. Water sports has added appeal, as they can be practised without a mask. Anyone with access to the beach took up surfing, kiteboarding, paddleboarding or wing foiling. An upcoming discipline last Summer, wing foiling has experienced incredible growth. Daniele Olivieri from KTS in Tarifa says: "In terms of growth, compared to last year, wing foiling surpasses kite". Surf has maintained its popularity. Many youngsters who tried surfing in the summer kept it up over the winter. It replaced cancelled training for team sports such as football. The young are also driving

the growth of skateboarding. Most kids aged 8-12 that took it up last year have kept it up. Whenever a sport explodes in popularity, just 20% of loyalty causes a giant leap in the industry's growth. "We've seen it happen before, with video games", says Miki Parets from Shine in Mallorca. "Now the Olympic Games will increase the visibility of skateboarding". Surf shops talk about increased accessories and wetsuits sales because of the larger fan base. "People with a functioning board invest in grips, fins or leashes to freshen up its look", reflects Tito Moro from Hawaii in San Sebastián. Wetsuits are used more often and all year round. Wear and tear, changes in body size and in water temperature drive new surf fans to the shops.

Lack of stock is casting a shadow over the industry. Brands have not met the increased demand from consumers. Deliveries are delayed and rarely make it over 60% of the original order. Pre-orders are the only way to secure stock. Some surf brands are already taking SS22 orders without samples or even locking down the pricing. There is talk about scarcity of raw materials. Other explanations point to brands not producing all that is ordered for fear of a bullwhip effect. Whatever the reason, the reality is that production has not met the market's growth. For stores, the only thing worse than no clients, is a lot of clients and no product to sell them. The increase in online sales during the pandemic might also have an influence. Brands could be securing stock for their D2C business, at the cost of serving their brick-and-mortar dealers. This strategy should be handled with care. Offline business remains important in an industry where professional advice secures sales. When a specialised shop recommends a brand, it legitimises it. Having the right product and being able to sell it at a proper margin is vital for stores. Tito offers a good analogy: "This business is like a motorcycle race. One is the pilot, the other the mechanic. Between them both the race is won".

RICIO ENRIQUEZ



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RETAIL BUYER'S GUIDE

BOTTLES & FLASKS SS22

A global cultural shift, the ease of refilling, and a booming market bursting with product choice has transformed the use of reusable bottles and flasks from something of a niche product for outdoor enthusiasts, to an essential piece of kit for the mainstream consumer. **By Ruth Cutts.**



After years of steady growth, the pandemic supercharged the outdoor recreation industry. Connecting with nature, and consequently paying closer attention to the environment that provided such solace during the pandemic, elevated consumers' awareness surrounding the need for sustainable products.

"More people will look for durable solutions. Not only in sport but also in their daily life,"

Henry Hoogenveen, Kleen Kanteen

When purchasing a reusable bottle or flask, the benefits are two-fold; not only will consumers take a step towards reducing their environmental footprint, they'll also keep their food and drink at the optimum temperature for longer.

MATERIALS AND INNOVATIONS:

"More people will look for durable solutions. Not only in sport but also in their daily life," explains Henry Hoogenveen, Brand Manager EMEA at Kleen Kanteen, which is why they're introducing a narrower version of their popular smaller Kanteens; to be optimised for easy grip, packing, carrying, and general everyday use (available across their Single Wall Classic, Vacuum Insulated Classic and Kid Kanteen lines).

Design simplicity, reliability and ease of use have always been key features for Hydro Flask to deliver long-lasting, stylish products that are simple to use and sustainable on-the-go. Continuing to diversify their product offering, they're adding 'Outdoor Kitchen' (a series

of durable stainless-steel dishes for outdoor adventure) to their European offering, alongside the new 'Carry Out Soft Coolers' and the 'Straw Lid' which fits all Hydro Flask Standard Mouth bottles.

Designed to blend seamlessly into what is an increasingly busy and fast-moving world, "we want to encourage our customers to integrate our mealtime and beverage solutions within their daily routines," explains Katie Hall, Marketing Executive at Grunweg & Manager of Pioneer and DrinkPod. Pioneer's SS22 ranges are segmented into 'Drinks Flasks' (encompassing sub-segments: Coffee, Sports, and carafes) and 'Food Containers' (which includes Food Pods, Food Flasks, Snack Boxes, and Pump Fresh). All of their products are constructed with a double wall to create a vacuum to ensure hot drinks stay hotter for longer and cold drinks keep icy cool all day.

With the growth of everyday carry use, and with refilling becoming easier to do on the go, the demand for smaller bottles has increased. These smaller volume bottles, such as the Mizu V6, are ideal for commuting and around the home / office for hydration. Following the trend of diversifying their offering, Mizu are introducing their expanded Cup and Tumbler line in SS22. Available with an easy-to-clean, premium ceramic lining, the naturally BPA free lining has a smooth surface which keeps carbonated drinks bubbly for longer.

As innovators in the SoftFlask category, HydraPak continue to evolve with light and nimble designs such as their recently released SkyFlask Series – a minimalist line of handheld flasks featuring their new Speedfill™ Cap that flips open for fast filling. For 2022, they've updated their bestselling UltraFlask series too to include the Speedfill™ Cap along with interchangeable drink options (meaning users can switch from bite valve to drink tube depending on their activity).

SUSTAINABILITY

Arguably, the *raison d'être* for the reusable bottles and flasks market is sustainability. Continually hoping to eliminate the need for single-use items, brands are seeking innovative ways to ensure their practices not only reduce adverse environmental impacts but also position

themselves as pioneers within an increasingly growing market.

"Research tells us that our target consumer has between three and four reusable bottles all from different brands. We want to make sure at least one of them is Hydro Flask," explains Leonie Spahis, Marketing and Event Consumer Co-ordinator. By starting to replace all packaging with fully recyclable cardboard boxes, and through campaigns such as their '#RefillForGood' campaign and their 'Parks For All' programme, their hope is to encourage people everywhere to make small, achievable steps which will have a huge impact on the planet.

HydraPak are continuing their sustainability efforts through items such as the RECON™ model made from 50% recycled content in both the cap and bottle. The brand is also committed to becoming Climate Neutral Certified by measuring and offsetting their 2021 Carbon footprint and working to reduce future emissions.

Kleen Kanteen have been using 'KleanCoat' (a non-toxic powder coating) since 2018, and from 2022 on will start to use 90% certified 18/8 recycled stainless steel. By 2023, 95% of their products will be made with recycled steel. Kleen Kanteen have also been Climate Neutral certified since 2020.

In 2020, Mizu joined Prana's Responsible Packaging Movement which aims to eliminate harmful, outdated materials that overflow the landfill, and replace them with earth-friendly options that work just as well, and Pioneer are bringing their sustainable practices in-house by encouraging their team to participate in cycling to work, utilising their electric car charging points, and providing reusable coffee mugs to all staff. They're also beginning the process of eliminating all plastic product packaging. ©

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

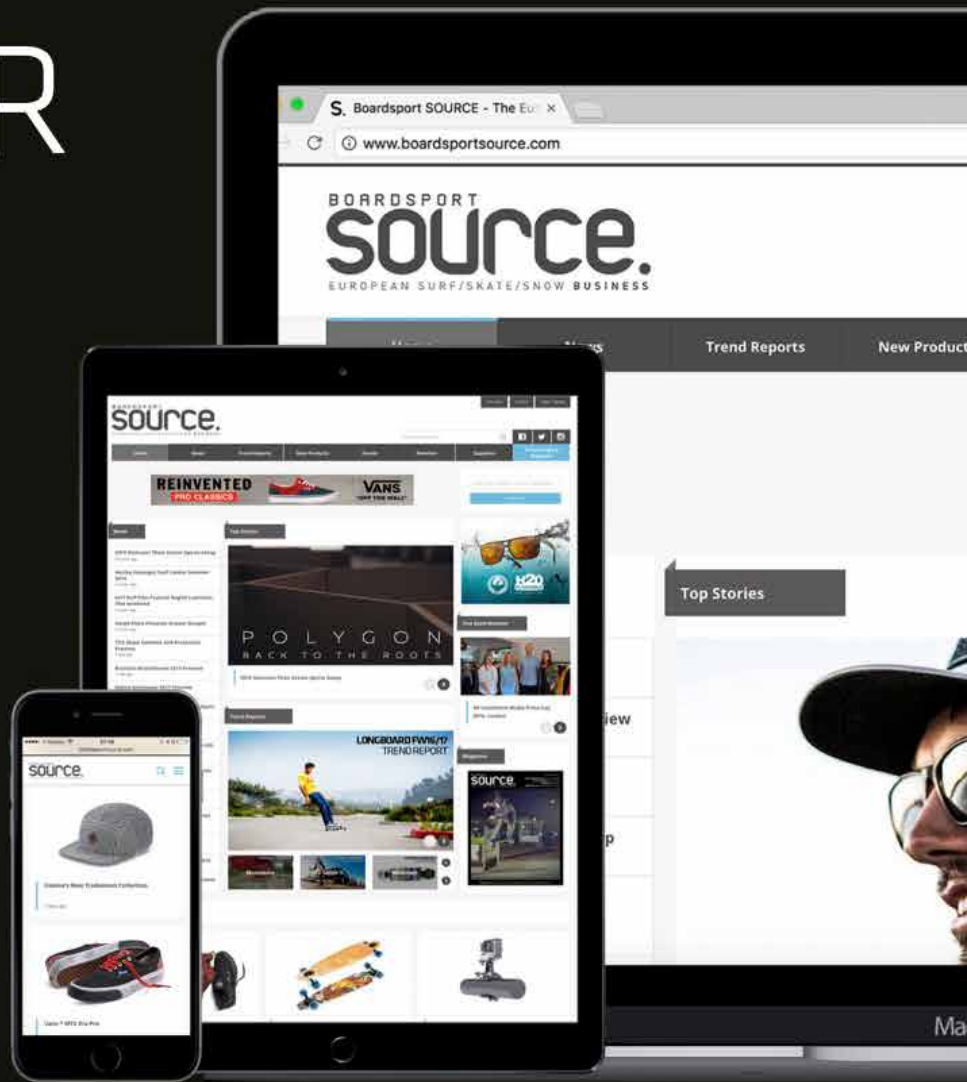
HIGHLIGHTS

- 1 Diversifying offering is essential
- 2 Increase in everyday use
- 3 Luxe materials such as ceramics
- 4 Sustainable product materials and packaging

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We Are Feel Good Inc. is branching out and bringing their top quality sunscreen to the European market. This Australian made product has been tested and praised by the surf community, so we found out what We Are Feel Good is about and what makes their sunscreen so damn good.



Please tell us how We Are Feel Good came about?

They say that the best ideas are born out of necessity and when a group of six adventure seeking outdoor lovers found themselves dreaming of a sunscreen that they could 'feel good' about – they decided to take matters into their own hands. It was around a campfire on a family surf trip to Australia's Coral Coast that three couples, including a doctor, a builder and a professional surfer, decided to stop dreaming, and start doing. After years of researching, developing, refining and testing, We Are Feel Good Inc. was finally launched.

Who are the people behind the brand?

Three couples from Australia's South West are the people behind the brand. This includes a skin cancer and cosmetic physician, Dr Scott McGregor, and ex-professional surfer, Jake Paterson.

What sets you aside from other sunscreen brands on the market?

Our sunscreens not only provide very high protection and water resistance, but they are also packed with emollients to nourish and hydrate your skin while protecting it.

Being Australian owned and made means we have stringent regulations to adhere to - we meet the standards of, and are licensed by the Australian Department of Health Therapeutic Goods Administration. All our products have also been tried and tested to withstand the harsh Australian environment!

Talk us through your product line: what are the best sellers?

Gentle Sunscreen Lotion SPF 50+ (otherwise known as Sensitive Sunscreen Lotion SPF 50+ here in Australia) is one of our top selling products. It has been dermatologically



tested so is suitable for sensitive skin, children and babies over 6 months old. It is fragrance free, non-greasy and very water resistant. Our Coconut Sunscreen Lotion SPF 50+ literally smells like you're on a tropical island holiday! It provides maximum coverage and is very water resistant whilst being non-greasy.

How are you looking to expand the brand to Europe?

We are looking at building on our existing Content



Contributor Program to start working with more athletes and influencers within Europe to increase brand awareness on social media. We have also enlisted the help of Euroglass to distribute our products across Europe specifically in the surfing market. They have a great reputation and a lot of industry knowledge.

How has social media helped you market your product?

For us, social media is a big part of our marketing strategy. We have some awesome ambassadors and influencers involved in our Content Contributor Program including pro surfers Jeremy Flores, Griffin Colapinto, Mark Richards and Tom Carroll. We mainly work with professional athletes, photographers, and influencers to help us build our social media presence and get our brand out there.

Please take us through your recycling project. In Australia, sunscreen is classified as a cosmetic or therapeutic good which means all of our packaging must be glass, aluminium or 'food-grade' virgin plastic. Currently, by law, we cannot use recycled plastics as these could hold contaminants. To date, we haven't found a suitable alternative to our food-grade plastic packaging, however, our bottles and tubes are 100% recyclable once used. We joined forces with Precious Plastic Margaret River, Precious Plastic Victoria and Precious Plastic Melbourne to start our own Recycling Program which allows us to recycle our We Are Feel Good Inc. bottles and lids. From our recycled bottles we make cool products like planter boxes and hair combs (pictured).

What kind of impact has the sports (surf) community had

on your product?

Being owned by an ex-professional surfer means we have a strong following in the surfing landscape. Not just with professional surfers but at the grassroots level too, which is very important to us. During the development phase of We Are Feel Good Inc., our products were tested on world class surfers, in and out of competition. This was to ensure our products performed in the water or during exercise, as well as looked and felt great in everyday life. We were able to recruit some of the best surf athletes in the world to test our products. We're heavily involved in local surf organisations and sponsor Surfing WA and Ocean Heroes which provides an opportunity for children on the autistic spectrum to take part in organised sport backed by a highly supported, safe and inclusive environment. ©

NEW PRODUCTS

01 / STANCE DRAKE BOXER BRIEF

A classic 6" fitted boxer brief with fly features Feather-Seam™ construction, proprietary Butter Blend™, and an exposed elastic Core-flex™ waistband to ensure maximum comfort. Just to make sure your happy the Boxer Brief comes with 100% money back guarantee for the first 30 days.

STANCE.COM

01



02 / VISSLA T&C TRIBUTE ORGANIC TEE

The power of the Yin Yang has awoken, with the Vissla made for T&C collection. Founded in Pearl City, Oahu in the early 70's, Town & Country has since held its ground as a core symbol of surf culture at its purest. Find the balance with a premium 30 singles tee made in their side-seamed modern fit with 100% GOTS Certified organic cotton. Vintage washed for a soft feel and worn-in appearance. Includes iconic flag label with a super soft screen print.

VISSLA.COM

02



03 / DAKINE PACKABLE ROLLTOP DRY BAG 30L

Whenever your adventure finds you on or near water, this is the pack to carry. Whether you aim to ensure valuables stay dry or house the soggy and sandy, this 30-liter cylindrical dry bag with rolltop closure features breathable and lightweight backpack straps in a stuff-sack style piece that can easily hold a full wetsuit, booties, gloves, leash and other accessories. It packs down small when not in use, and its extra-durable ripstop Cordura is watertight and tough as nails.

DAKINE.COM

03



04 / G-SHOCK GBX-100NS SURF WATCH

From the G-LIDE Series of G-SHOCK extreme sports watches comes a pair of new models that add night surfing designs to the GBX-100. This new model comes with the ability to display information required by surfers (high tide and low tide times) and to use a phone application for simple selection of one of approximately 3,300 locations around the globe. A high resolution MIP LCD enhances readability, and enables display of tide graph, moon data, high tide and low tide times, tide levels, and sunrise and sunset times.

GSHOCK.COM

04



05 / SPY MONOLITH SUNGLASSES

The Monolith features SPY+'s revolutionary therapeutic Happy™ lens tech. A tech that's scientifically tuned to boost mood and alertness while enhancing colour and contrast. The ARC® (Accurate Radius Curvature) polycarbonate lens is tapered to follow the natural curvature of the eye, providing crystal-clear distortion-free vision while reducing eyestrain. Constructed from Grilamid®, the strong and flexible frame make it ideal for everyday wear especially as they have a Scoop® ventilation system, comfortable rubber nose pads, third-eye SPY+ cross lens detail and snap pin hinges. The MONOLITH is available in a spectacular array of colours.

SPYOPTIC.COM

05



06 / VANS AUTHENTIC CHINO (RELAXED)

Built with a workwear fabrication, this relaxed chino pant features classic chino front hand pockets with a new coin pocket placement on the right, rear welt pockets with button closures, and embroidered "Drop V" bartacks for reinforcement. Plus, new details bring plenty of "Off The Wall" style to this skate essential, including the new "V" belt loop detail on the back waistband, the new checkerboard twill taping on the internal fly facing, and the new flag label sewn internally to the hem seam for added branding when legs are cuffed.

VANS.EU

06



ITALY

SWISS
AUSTRIA
SPAIN
FRANCE
UK
GERMANY

Italy is awake again, after some difficult months during the beginning of 2021 our social life and economy has finally come back to life.

After some more lockdowns during the first months of

2021 this May saw Italy re-opening nearly every business, only night life, bigger events and also cinemas are still on hold. Tough times especially for retail, gastronomy and hotels as they suffered the most due to the heavy restrictions. Now with a good percentage of vaccinated people and low infection rates most regions are fully operational again and tourists are again allowed to travel to Italy which is a really important step for our economy as tourism is a main economic source for our country. Everyone is happy now and enjoys staying with friends, doing sports and so on but one concern still remains as we are still not sure if the virus will hit us again in late autumn with different variants spreading bad news in the newspapers on a regular basis.

Shop owners are confident again but the long-term planning and pre-ordering is still their biggest fear, also the price increases are something store owners and consumers are really not happy about as salaries don't increase but prices from food to clothing are rapidly increasing.

The difference between rich and poor is increasing in Italy and many are unhappy about this happening as people lack money but prices for apartments and houses still rise which tells us that a few rich own too much.

Boardsport retailers are still doing very well with hardgoods, as do skateboard completes, boards and accessories all still doing really well with US brands performing particularly well. Baggy pants for skaters are the new must have and more and more girls are on board, hitting the streets. The skateboarding scene saw the first Supreme

store opening in Milan and over the weeks of May many Supreme pros were spotted skating the streets of Milan and especially the plaza of Milano Centrale.

Surf is also up again but mostly on hardgoods and neoprene wetsuits rather than clothing. Snowboarding by far took the biggest loss as resorts in Italy didn't open in the 20/21 season and so sales saw a historical low and so did the pre-orders for 21/22 season as most of the stock is still on shelves. A situation which puts under pressure on brands and distribution as they need to give support to the stores to make them survive. Let's hope for a regular season this year as that is much needed for ALL stores nationwide.

Happy news from Frisco store out of Brescia, a store founded by the two Tognoli brothers which has now seen the opening of 2 brand new skate shops in Milano and Torino and some more stores are in the making. A great job from the crew and a very positive sign for boardsports in Italy.

Another big push for skateboarding was the Skateboarding World Cup which took place at the end of May in Rome where we saw some of the biggest names in the game battling the course and saw Yuto Horigome from Japan taking 1st place, with Nyjah Huston in second. It was a very well organized event which hyped many kids around the country.

Temperatures are already starting to rise and people are spending as much time as possible outside which means good business for stationary retail and sports in general as people are inclined to spend more money than ever on their free-time and outside activities. Hopefully there will be no more lockdowns and everything will be fine. Peace & Out.

FRANZ JOSEF HOLLER

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Shop Manager (m/w/d)

Ab Mai 2021, Vollzeit, München

Deine Rolle im Team

Als Shop Manager*in bist du für die Leitung deines Shops und dessen wirtschaftlichen Erfolg zuständig. Du verantwortest die Gestaltung der Abläufe, den optimalen Einsatz des Personals und die Mitarbeiter*innenführung. In deiner Rolle als Coach entwickelst du dich und dein Team ständig weiter. Du erkennst Probleme und findest rasch die passende Lösung.

Deine Skills

- Erfahrung mit der Führung und Motivation des Teams, sowie die respektvolle Kommunikation an das Team
- Verkaufsprofi und Freude an der aktiven Kund*innenberatung
- Interesse an unseren Kernsportarten, aktuelle Szene-Trends und fundiertes Produktwissen
- Entwicklungspotentiale erkennen und fördern
- Offenheit und Bereitschaft Neues zu lernen sowie Wissen weiterzugeben
- Verantwortung über die Lehrausbildung – Ausbilderschein von Vorteil
- Umsetzung von Merchandising Konzepten unter Einbringung eigener Ideen sowie regionalen Marketingaktionen
- Sehr gute Englisch Kenntnisse in Wort und Schrift
- Hohe Eigenmotivation, Belastbarkeit, Flexibilität und Zuverlässigkeit zeichnen dich aus

Das bieten wir dir

Commitment, Respekt, persönliche **Weiterentwicklung** sowie **Empowerment** und **Recognition** werden bei uns groß geschrieben. Wir teilen die Leidenschaft für unser Business, schätzen die zugehörigen Lifestyles, entwickeln uns ständig weiter und feiern Erfolge gemeinsam.

INTERESSIERT? Dann bewirb dich jetzt unter: blue-tomato.com/jobs



Blue Tomato ist der führende Omnichannel Händler in den Bereichen Snowboard, Freeski, Surf, Skate & Streetstyle. Neben unserem Online Shop sind wir inzwischen mit über 50 lokalen Shops in Deutschland, Österreich, Schweiz, den Niederlanden und Finnland vertreten und beschäftigen mehr als 600 Kolleg*innen.

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BURTON



Starting August/ September 2021, we are currently looking for an:

Area Manager West Switzerland

(m/f/d)

THE PRIMARY RESPONSIBILITIES FOR THIS POSITION ARE:

- Establish, develop and maintain sustainable business and customer relationships across all distribution channels
- Primary day to day sales contact for dealers, responsible for driving successful sell-in, sell-thru and in-season service for all categories
- Plan & organize local consumer activations with e.g. On-snow demos/ community events, with the target to leverage Burton's direct business (stores & ecommerce) and grow with premium wholesale partners
- Identifying and capitalize on sales opportunities
- Result tracking, local market analysis, regular reporting and information flow
- Conduct product showings, order meetings, clinics and promotional activities with a focus on digital communication and support tools
- Engage with, educate and motivate dealer sales staff on all categories through product demos, showings, clinics, regular visits, and regional events
- Represent the company and brands in a professional manner and with positive attitude towards the accounts, to consumers, and to media where required
- Work with Burton internal marketing team to implement best in class standards for retail merchandising, digital marketing support and event execution

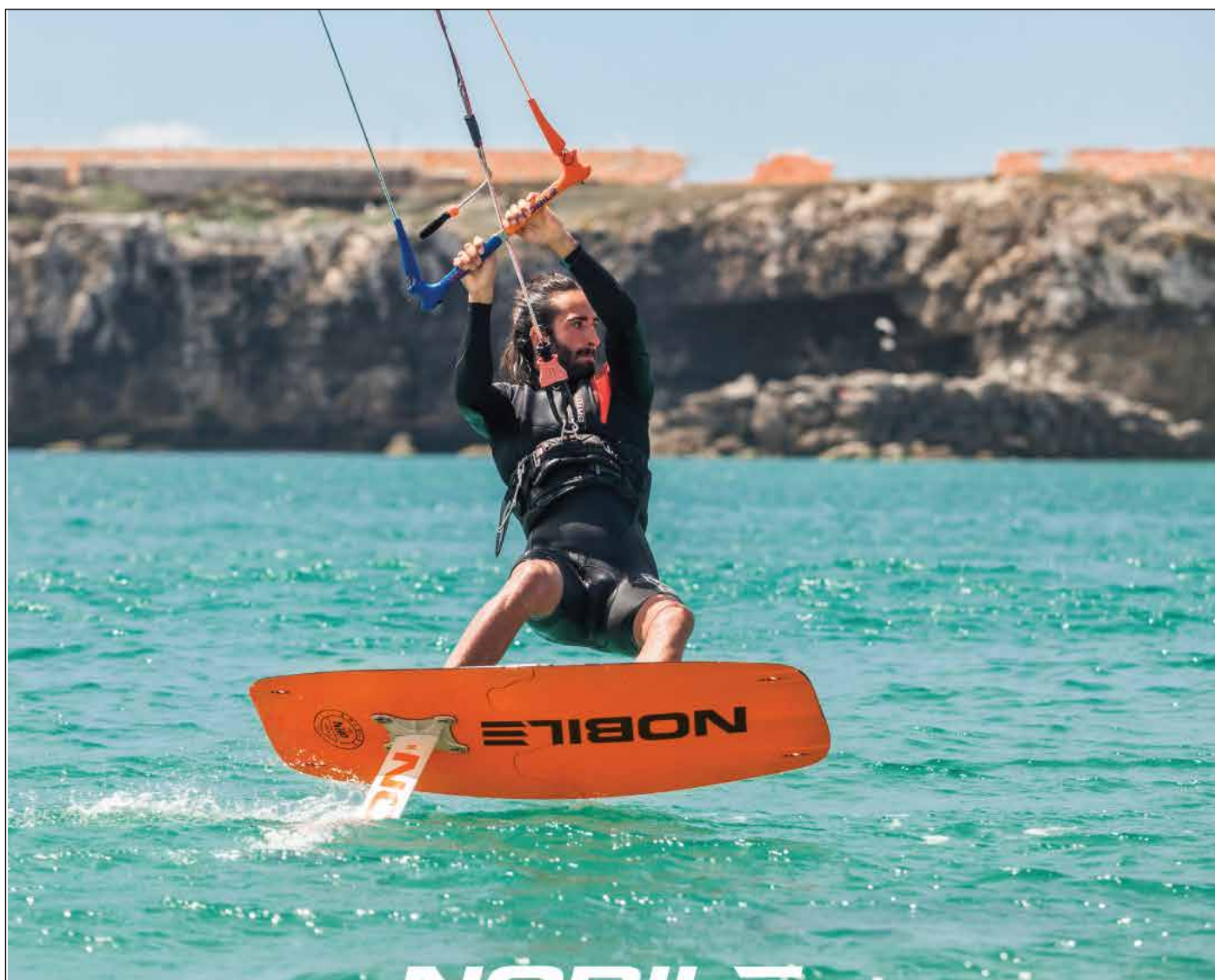
ESSENTIALS FOR THIS ROLE ARE:

- Min. 5 years of wholesale, brand and marketing experience
- "Digital first" mind- and skill set
- Strong understanding of changing market environment and business challenges
- Proven track of successful execution of sales strategies and programs with well-known brands
- Fluency in French, German and English
- Based and well connected in the French part of Switzerland

OUR OFFERING:

- A strategic position at the global market leader in the snowboard & snowboard lifestyle industry
- Very good team spirit, flat hierarchies, shared outdoor activities
- Working as part of a multinational team, located in the heart of the Alps
- Competitive, rewarding compensation package, depending on your qualifications and experience

**We are looking forward to receiving your CV and cover letter in English
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Job Opening Announcement Marketing, PR and Design Assistant

THIS ROLE IS FOR YOU IF:

- You have a passion for the environment and the outdoor adventure industry
- You're collaborative and comfortable working in a team, as well as independently
- You have a minimum of 1 year of experience
- You are fluent in English and German

RESPONSIBILITIES:

- Communications
 - Stay in tune with the European market, competition and industry design trends.
 - Serve as a communication conduit between the USA and European teams.
 - Support global social media efforts
 - Communication lead for all promotions, media, trade organizations and trade shows
- Design
 - Support design efforts of digital assets, Email layout, and copywriting that align with our brand and mission
 - Assist in the maintenance of Website, landing pages, banners, blog stories, etc.
- Other Hats – each employee has core responsibilities (yours described above). However, all employees are expected to wear “other hats” and chip in on activities outside their core responsibilities from time to time. These tasks may come from co-workers needing assistance or be assigned by your supervisor.

OTHER IMPORTANT DETAILS:

- This is a ground-floor entry-level position with strong potential for upward mobility
- The start date for this role is on or around Aug 1st, 2021 – Mizu will accommodate for the right person
- Salary for this role will be commensurate with experience
- The position is full time and includes all of Mizu's regular employee benefits, including healthcare and the right to participate in Mizu's bonus program and employee stock option program
- This role requires reporting to work from 9:00 AM to 6:00 PM M-F at Mizu's European headquarters located in Haarlem, The Netherlands
- Given the time difference and need for cross-Atlantic communication, this work schedule may be adjusted by your supervisor from time to time

If you are interested in applying for this exciting opportunity, please send your resume and design/copy portfolio to craig@mizulife.com.

AG

Aquaglide

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Rasolution is a sports marketing and communication agency with a focus on action sports and in particular on mountain bike. The company is specialized in developing public relations strategies, communication, creating content and consulting for brands, organizing and executing events as well as marketing of international athletes and events.

At the earliest date possible we are hiring a

Production Manager (full-time)

Your tasks:

- Developing and monitoring production schedules based on business demands
- Maximizing effectiveness of production team, equipment and materials to produce multi-line output within planned schedules while reducing costs
- Optimization of internal work processes
- Booking and supervision of production staff
- Control inventory and raw material handling
- Professional communication with clients, business partners and service providers
- Coordination of all involved project parties
- Location scouting
- Obtaining permits and dealing with public or private authorities
- Developing production related documents including schedules, call sheets, reports etc.
- Assisting with cost quotes and price quotations for new projects
- Budget planning and control and expense reports

Your profile/education:

- University degree or alternative education
- Minimum 3 years of professional experience in Production Management
- Fluent English language skills (written and spoken)
- German language skills desirable
- Bike / action sports affinity

Core competencies:

- Problem analysis and resolution
- Planning and organizing
- Communication skills
- Structured and motivated
- Judgment and decision-making
- Teamwork
- Adaptability
- Conflict-management
- Stress tolerance

We offer:

- A self-dependent role with diverse tasks in an exciting environment
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- Space to develop your own ideas
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THE EXTREME HANGOUT AT COP26 GLASGOW



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Driven by our passion to protect the planet and our belief that the young generation need a platform for their voice to be heard at COP26, EXTREME is creating a dynamic hub at COP26 where people can come together, hang out, share ideas, learn from each other, be inspired and ultimately leave with a renewed passion, understanding and urgency to help drive the green agenda.

Located on The Ferry, a unique and well-known entertainment venue with a capacity of 600 people that is permanently moored at Anderston Quay on the river Clyde.

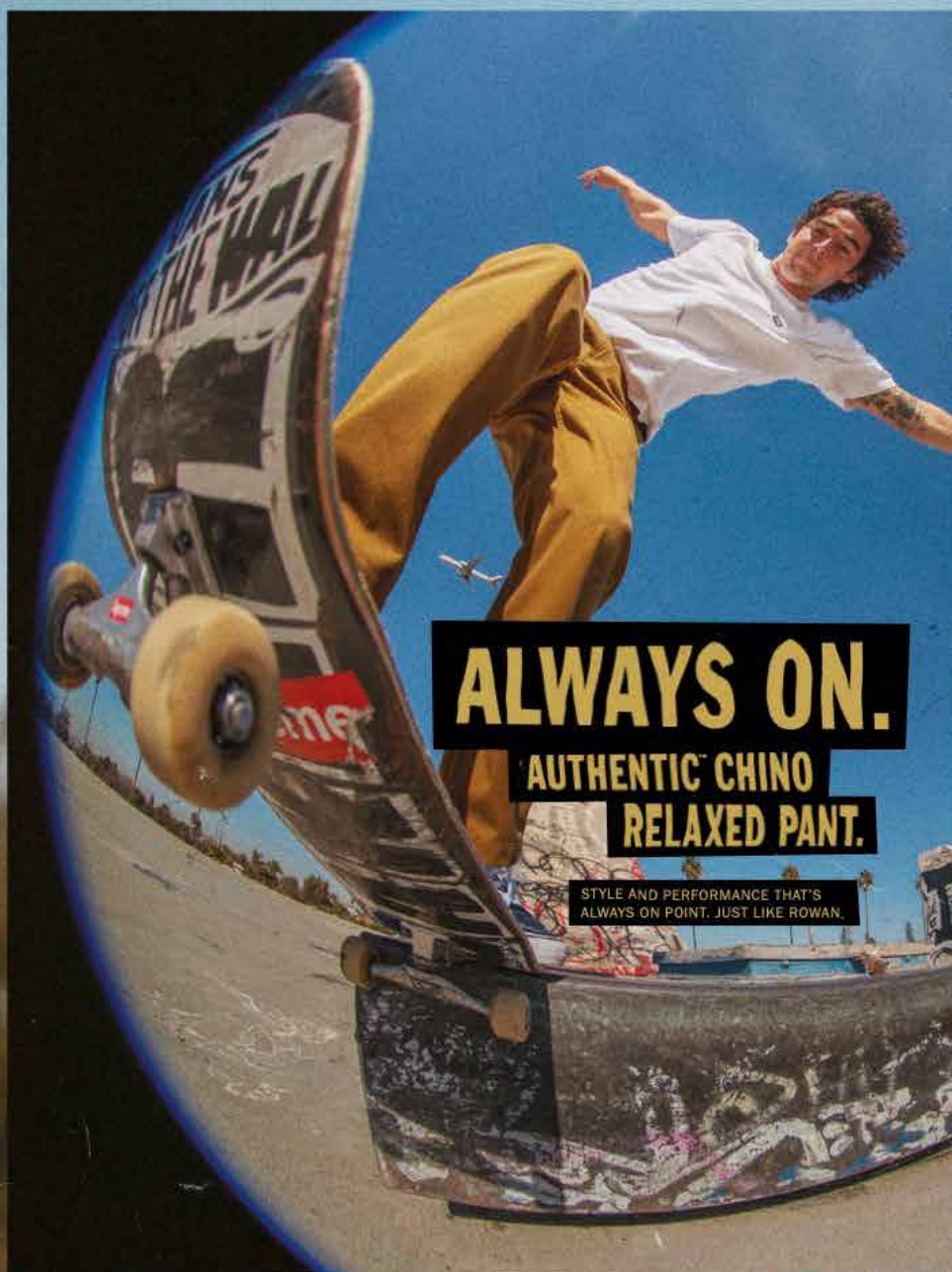
The overall offer will be enabled by EXTREME, our partner NGOs and aligned sponsors who share our purpose. It will be a 12-day showcase of live discussion, education and entertainment driven by:

- 48 panel discussions driven by world leading opinion formers and leaders in their fields.
- Space to hang out, share ideas, recharge yourself and your devices.
- Leading chefs delivering local food & beverages.
- Live adventure sports demonstrations
- Fan experiential zones
- Entertainment with live music and comedy

Via our live broadcast the conversation will begin at the Extreme Hub and reverberate around the world engaging young people from the Highlands of Scotland to the coral atolls of the Indian Ocean.

Visit our website for more information and to explore partnership opportunities

<https://www.extremeinternational.com/sustainability>



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