

BOARDSPORT
Source.
EUROPEAN SURF/SKATE/SNOW BUSINESS

#108 SEPTEMBER/OCTOBER
2021 €5



BIG WIG: JON PYZEL
INDUSTRY REACTION TO OLYMPICS

RETAIL BUYER'S GUIDES
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WAKEBOARD HARDGOODS, WATER HELMETS, KITESURFING,
SURFBOARDS, UNDERWEAR



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An evolved species.

—
GRIFFIN COLAPINTO - SURF





OYSTERPRENE[©]

A Soörüz innovation.

First high-performance neoprene incorporating oyster shell powder.



Rider: JORGANN COUZINET

OYSTERPRENE[©]

GURU +



Aware of the impact of neoprene on the environment, Soörüz has been seeking to reduce its environmental footprint by developing new materials based on renewable and/or recyclable materials.

Our OYSTERPRENE[©], is used in our most flexible and efficient neoprene which are our expert and pro range (Guru+, Guru & GuruWind). The process consists in replacing the limestone by a natural, recycled and renewable product made from the grinding of oyster shells. This solution allows us not to lose any of the wetsuits technical efficiency while helping to improve our environmental footprint and without additional cost.

In 2021, we are going even further in our environmental approach by democratising our neoprene made from oyster shell powder. After our GURU+ and GURU ranges, our best-sellers, the FIGHTER and DIVINE ranges, will now be in OYSTERPRENE[©].

FIGHTER & DIVINE



The aim of this label is to identify our most environmentally friendly products and reduce our ecological footprint.

PADDLE COLLECTION 2022

							
CLASSIC 9'10"	LET'S PADDLE SERIES	SUPVENTURE SERIES	SUNSET 10'6"	SUNRISE 12'0"	SUPRANA 10'8"	SUPKAYAK SK10	SUPKAYAK SK12
ALLROUND FUN	ALLROUND FUN	PREMIUM ALLROUND	PREMIUM ALLROUND	PREMIUM ALLROUND	WOMAN ALLROUND & YOGA	MULTIPURPOSE	MULTIPURPOSE

					
LIGHT 9'10" ULT	LIGHT 10'6" ULT	LIGHT 11'2" ULT	LIGHT 11'8" ULT	SUPTOUR 12'0"	SUPTOUR 13'0"
TRAVEL	TRAVEL	TRAVEL	TRAVEL	PRO TOURING	PRO TOURING

MORE INFORMATION:

www.spinera.com [spinera_watersports](https://www.instagram.com/spinera_watersports) [SPINERA.com](https://www.facebook.com/SPINERA.com)

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RAPTOR WING BOARD - 5'0" x 25.0" | 80L (SL)



RAPTOR SLASH 1300 FOIL RAPTOR FLITE 1500 FOIL RAPTOR FLITE 2000 FOIL



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On the cover Frode Goa Photographer, Atle Dahl

Learn to Surf The Soft Way



Ralph Gillett Dane Gillett Japan



7'0"x22 1/2" 8'4"x23 1/2" 10'0"x24 1/8"

The perfect board for teaching and learning.

- Accentuated front- and rear rockers
- Ridges on the tail for easy learning foot positions
- Teaching guides for easy hand placement
- Comfortable handle for easy carrying

HELLO SOURCE#108

As a summer of poor weather and waves draws to a close across Europe, I find it funny our one pre-Covid hope for the summer was for good waves and weather! Tourist spots across Europe boomed once again with the herds evacuating cities in search of fresh air and large bodies of water. 2020 was a bumper year for retailers in surf and skate and 2021 has been an improvement still for most and with consumers still tentative over travel, we can't see the staycation buzz wearing off any time soon.

We'd be amiss for not commenting on surf and skate's inclusion in the Olympics, which I think we can safely say was a success. Does the Olympics portray surf and skate in their truest form? No. Will all those who saw the sports on TV instantly head for their local board store? Maybe not. But I think it's a case of those already teetering on the edge of the funnel, may now have been sucked in. Extra office "cool" to validate their water cooler conversations: "Hey, you surf

John... it's an Olympic sport now, right?" "Heck yeah I do. Wanna see some of my GoPro footage from the weekend?" And thus, John's office street cred is instantaneously through the roof. Thanks IOC! But, don't take it from me; we spoke with the surf and skate industry's top dogs to get their take on the Big O's impact and you can find Dave Mailman's assessment of the surf industry on page 23 and our skate editor Dave Morgan's piece on the skate industry on page 17.

We first reported on the killer foil craze over a year ago and this trend has continued to skyrocket, aided by inflatable wings and even an electric mutation that allows Joe Public easier access to this somewhat tricky boardsport. We dig into next summer's product categories, which provides useful insight from brands on the work they've done to overcome supply chain problems. As mentioned in previous issues, Covid's overarching impact has been the improved healthiness of business practices with retailers and distributors now forced to better plan with pre-orders. Although the rise in costs on raw materials

and delivery methods is now rearing its ugly head and we ask brands who, how and where we can expect to see these costs implemented. Will the consumer even notice the increase, many of whom with extra cash in their pocket thanks to a cheaper staycation? Retailers are telling us customers now have stronger buying power and are no longer seeking out the second-hand board isle as much, nor are they quibbling on price as much as before. A seismic shift? We hope so.

So, another positive summer for the surf and skate businesses in our tribe. The optimists of our snow fraternity are particularly buoyant for this winter, citing pent up frustration as the key driver for a good winter. Hopefully shipping bottlenecks don't delay winter orders too much and for anyone battling the ever-changing goalposts of Brexit, I wish you luck and patience.

We'll see you at the new paddle trade show in Lyon, Hossegor for the Surf Summit and then we'll shift to winter.

Always Sideways
Harry Mitchell Thompson
Ed-in-chief

NEWS

#108

Florence Marine X Arrives in Europe Through Hectic

Florence Marine X have partnered with Hectic Europe to handle the EMEA business. In line with the US approach, the brand will initially launch with a DTC ecommerce platform with VVAST in August 2021 and products / categories will continue to be added throughout the remainder of 2021.

Two Seasons purchase iconic Tiki brand

Two Seasons group has bought the Cornish based brand, TIKI. Two Seasons were attracted to the brand's unique heritage and brand awareness in SW England. Two Seasons are to overhaul the technology and stock control process including new B2B website and Tiki Store website with click and collect and ship from store functionality. Tiki founder Tim Heyland remains on the Tiki Team as product creator and ambassador.

Nicolas Foulet appointed Boardriders president EMEA

With 20 years experience working in various key positions at Boardriders, Nicolas Foulet has been promoted to President EMEA. In this position, Foulet will oversee the brand's operations within the EMEA region and will head up the development of the whole brand portfolio in EMEA.

Surf Pistols to Distribute C-Skins Wetsuits In France

Starting this winter, C-Skins have appointed Surf Pistols S.A.R.L to distribute their product throughout France. This partnership will enable C-Skins to further their presence in the French market and increase their

consumer base, by use of Surf Pistols' extensive network and knowledge.

ADELIO Wetsuits to be exclusively distributed in Europe by Germany-based Good Question Supplies

The Australian wetsuit brand journeys off the beaten track, producing distinctive product for the individual free surfer. With the likes of Chippa Wilson and Ford Archbold, ADELIO supports strong characters that contribute developing the brand and product equally.

SAXX Receives Strategic Investment From New Partners TZP Group

With the goal of furthering brand expansion, digital transformation and omnichannel growth, SAXX has announced receipt of a strategic investment from new partners, TZP Group. Previous investors in the underwear brand, Brentwood Associates are exiting their investment. With over 5,800 retailer partner doors across North America, UK, Europe, Japan, and Australia, SAXX is actively extending its brand reach globally. Since its inception, SAXX has experienced rapid sales growth of 26% compounded annually over the last five years.

Boardroom Surfboard Show 2021 To Be Livestreamed Via Boardshaper On Surfline

This year's Boardroom International Surfboard Show presented by US Blanks is to be streamed live on Surfline.com on September 25 & 26. The broadcast will also be looped for playback.

Good Question Supplies To Distribute The Critical Slide Society Throughout Europe
Good Question Supplies have been named the new European distributors of Aussie brand, The Critical Slide Society. The new

partnership will allow TCSS to further their presence in existing markets and enter new ones. Where TCSS is already present in the market, Good Question Supplies will continue to work with Wasted Talent.

S'No Control's Max Alber Dies, RIP

It's with a heavy heart we report that 32-year-old Max Alber, owner of St Anton snowboard shop S'No Control has died in a car accident. Max had a larger than life personality and we're lucky to have shared many chairlifts, turns and laughs with Max over the years. A true gentleman, always smiling and a man with time for everyone. Our condolences go to all of Max's family and friends, of whom we know he had many. Always Sideways, Max.

Brooke Farris Appointed CEO of Rip Curl

Current General Manager of Rip Curl Women's, Brooke Farris has been promoted to the position of Chief Executive Officer, following previous CEO Michael Daly's promotion to Group CEO & Managing Director of Kathmandu Holdings. Brooke has contributed greatly to Rip Curl's success and growth over the 11 years she has been with the company.

Tunisian Board (& Ski) Manufacturer Meditec Acquired By La Soie Group

Tunisian-based sporting goods manufacturer, Meditec, has joined La Soie Group, in an acquisition that will allow Meditec to increase their production capacity, and further current and support existing R&D and technologies. MEDITEC is a composite-based sporting goods manufacturer located in Tunisia that produces snowboards, skis, kiteboards and wakeboards. The company has more than 100 employees. During the last decade MEDITEC has evolved from a one client, one product manufacturing site into a 4 main

core-products production platform that serves more than 20 key clients worldwide.

Surfcloud Distribution to distribute Surf paints across Europe

Surfcloud Distribution are now distributors of the Australia-based Surfpaints throughout Europe. Through offering 16 different water-based acrylic paint colours, Surfpaints encourage creativity and free expression in surfers, young and old.

Salty crew women's collection launched

Salty Crew are expanding their product offering to include a women's range. The new collections acknowledge the women currently in Salty's customer base and the interest from social media. Women who follow the 'Salty' lifestyle can now get product that have been designed for them.

Lost Apparel Continues to grow its European Network with New Distributors in Germany, Austria and Benelux Regions.

Lost Apparel has announced a new distribution partnership with Made in Corporation GMBH for Germany and Austria and their partners in the Benelux, Colab48 Ralph Schafer of Made in Corp and his team are not only established Distributors in their regions but also have a wealth of experience to contribute and helping develop the next exciting chapter of Lost apparel story in Europe.

Richard Harrington Maui and Sons, RIP

Richard Harrington, was born in the UK and moved to the USA when he was 16. He became the first international licensee of surf lifestyle apparel company Maui and Sons. He eventually purchased the business and became the CEO/Chairman at the age of 35. Richard EXPANDED Maui and Sons around the world with distribution in over 100 countries and made the brand the household name it is today.



SWISS

AUSTRIA
PORTUGAL
FRANCE
UK
GERMANY
ITALY

And so a cold, rainy summer that we haven't seen the likes of for ages comes to an end in Switzerland. The weather has been really gloomy and as always will have played a big role in the success of the boardsports business.

Overall, attendance in shops wasn't all that bad, it even seems as though the bad weather brought more people in to our dear retailers for a fun activity while going outside wasn't so appealing. This meant that the results were often better than anticipated.

Tourism as a whole did suffer however, of course there was national tourism but to a lesser extent than last year and foreign tourism remained clearly down on pre-Covid figures. Unfortunately we saw a decline in overnight stays in our summer resorts and with this came a drop in turnover for dependant businesses.

When it comes to the watersports business, Thierry and Steve Wasmer from Technosurf in Grand-Saconnex (Geneva) are reporting the following: The months of March and April kicked all sectors off really, really strongly, doubling on 2020. However, this did not last throughout the season and SUP slowed up significantly (this represents the shop's biggest turnover), while kitesurfing was stable and wingsurfing exploded. Going into more detail we can note a decline by half in SUP compared to 2020. Kites remain stable thanks to the windy spring, a large reservoir of participants and great innovations like the SLS from Duotone for example. The return of travel and good collaboration with their main supplier Sideshore also played an important role. Wings are really taking off and turnover quintupled on that of 2020. This sport brings together windsurfers (with the advantage of less equipment), kitesurfers (with the advantage of getting into the water easier) as well as others who are curious. This wasn't straightforward though as you had to have the stock, the best

MARKET INSIGHT

brands and good product knowledge. To sum up, Technosurf is heading for a good 2021 season, ending up with results that are probably close to that of 2020, which were exceptional. The dull weather will have had a big impact on SUP with the 50% reduction but it was made up for with the good figures in kiting and wings, which are not as weather dependant because their participants are very different and less sensitive.

Talking of watersports, it's time to hear the news from Alaïa Bay, the wave pool that opened in Sion this spring. Their Communications Manager Vincent Riba tells us of this infrastructure's raison d'être and the results from the first months of operation. This is what he said: Switzerland has a community of around 40,000 surfers. Up to now, most were going abroad (Europe or beyond) to quench their thirst for surfing, even though it is possible to surf on the rivers (Thun, Bremgarten), in the lakes (Geneva and Neuchâtel for confirmed surfers) or on the static waves (Zurich and Luzern). There is a real surf culture here in Switzerland, especially with the fact that snowsports like ski/snowboard are so strongly anchored in the Swiss cultural landscape. For many years there have been shaping workshops (Atelier Baume and Galta) as well as surfing clubs and associations. Since Alaïa Bay opened in May, it feels as though this community has found its gathering place and are no longer hiding.

With Alaïa Bay, we hope to provide over 100,000 surf sessions over the course of 11 months. Obviously, we are targeting Swiss surfers but we estimate that people will easily undertake a 3-hour drive for it, which represents a potential 3 million further participants. Between May and the end of July, we have already recorded 25,000 sessions, which is around 10% more than we forecasted. In terms of customer provenance, we can see that 75% of customers come from Switzerland (70% Francophone, 30% Germanophone) and the rest from continental Europe (mainly Italy, France and Germany).

FABIEN GRISEL

BREEZE FULL HP RIGID HIGH PERFORMANCE FULLY EQUIPPED



High-pressure inflatables for high-pleasure paddling

With their super-strong Dropstitch panelled construction and profiled rigid hull, TAHE's Breeze Full HP range of rigid inflatables give top performance and are perfect for long-distance paddling in total safety. Available as 1, 2 or 3-seaters, fully-equipped, the new generation Breeze Full HPs are perfect for all your paddling adventures.

BREEZE FULL HP 1 3.50 x 0.85m | ±13.0kg | Max load 150kg
 BREEZE FULL HP 2 4.10 x 0.85m | ±15.5kg | Max load 210kg
 BREEZE FULL HP 3 4.80 x 0.78m | ±19.0kg | Max load 250kg

Photo: Andrea Mochlen

TRADE SHOWS PREVIEWS

THE PADDLE SPORTS SHOW

LYON, FRANCE
 SEPT 29-OCT 1ST, 2021

The launch of the Paddle Sports Show in Lyon provides the European paddle industry with a new show following Paddleexpo closing its doors. The Paddle Sports Show, is the logical successor to PaddleExpo, a show that ran for 15 years, in Nuremberg Germany and was the world's biggest paddle sports trade fair.

The organizer of the new show Philippe Doux, Founder of KS Publishing, an international paddle sports media house and publisher of Kayak Session magazine, was a longtime partner of the Paddleexpo and ran the awards ceremony, so he knows and understands what the paddle industry is looking for from a trade show. Also many of the paddle brands were already clients of KS Publishing magazines and websites.

Lyon is a completely new location and will provide a great backdrop to kick start the paddle industry trade event calendar. The exhibition Hall Tony Garnier is in the centre of the city and right by the river, bringing great new opportunities to the event

As before, exhibitors and retailers from around the globe will gather to do business, catch up with each other and drink a few beers as has been the case in the past. So, as they say, why change a recipe that works well, so organisers have kept much of the concept the same but added a few new elements. But the ambition is to first and foremost to remain the place to be when it comes to the paddle sports business.

The industry is for sure really excited at the idea of catching up with each other after a break of two years. They're excited to do business but they're also eager to have 3 days of fun! The fact that the show is in downtown Lyon, on the river banks, with many bars & restaurants nearby, will all add to the ambiance

The 7000 m2 hall is nearly fully booked with all the brands one would expect as well as many new companies, so loads of new products to see and check out. At the time of going to press and despite the global situation, over a 100 brands have signed up, from all over the world.

Visitors are mostly coming from Europe's retail base, although still a fair amount of accounts are coming all the way from the Far East, North and South America. The organisers have even got requests from Iran, Nigeria and Nepal.

They will also continue the famous paddle sports industry party, with the Products of the Year Awards and the annual Hall of Fame ceremony, along with nice local delicacies to throw down your throat. The 11 categories in the Paddlesport Product of the Year Awards, presented by Kayak Session Publishing, are chosen by a panel of independent judges. The awards highlight products that are making a difference through innovation, performance, design, and utility and the lucky winners are announced during the industry dinner. Later in the evening the 2020 International Whitewater Hall of Fame honourees will also receive their awards.

A novelty this year at the Paddle Sport Show and new for the paddle sports business, is a series of webinars & conferences around all sorts of themes, like the future of the industry, Brexit's consequence on the markets, the keys to produce in a more sustainable & responsible way. The exact program will be announced soon.

Last but not least they are adding the concept of on water demos to the show. Shops and buyers will be able to test the products they're looking at as the exhibition centre is located only 250m from the riverbank, So any time during the show, an exhibitor can walk to the riverbank and demo products! A new

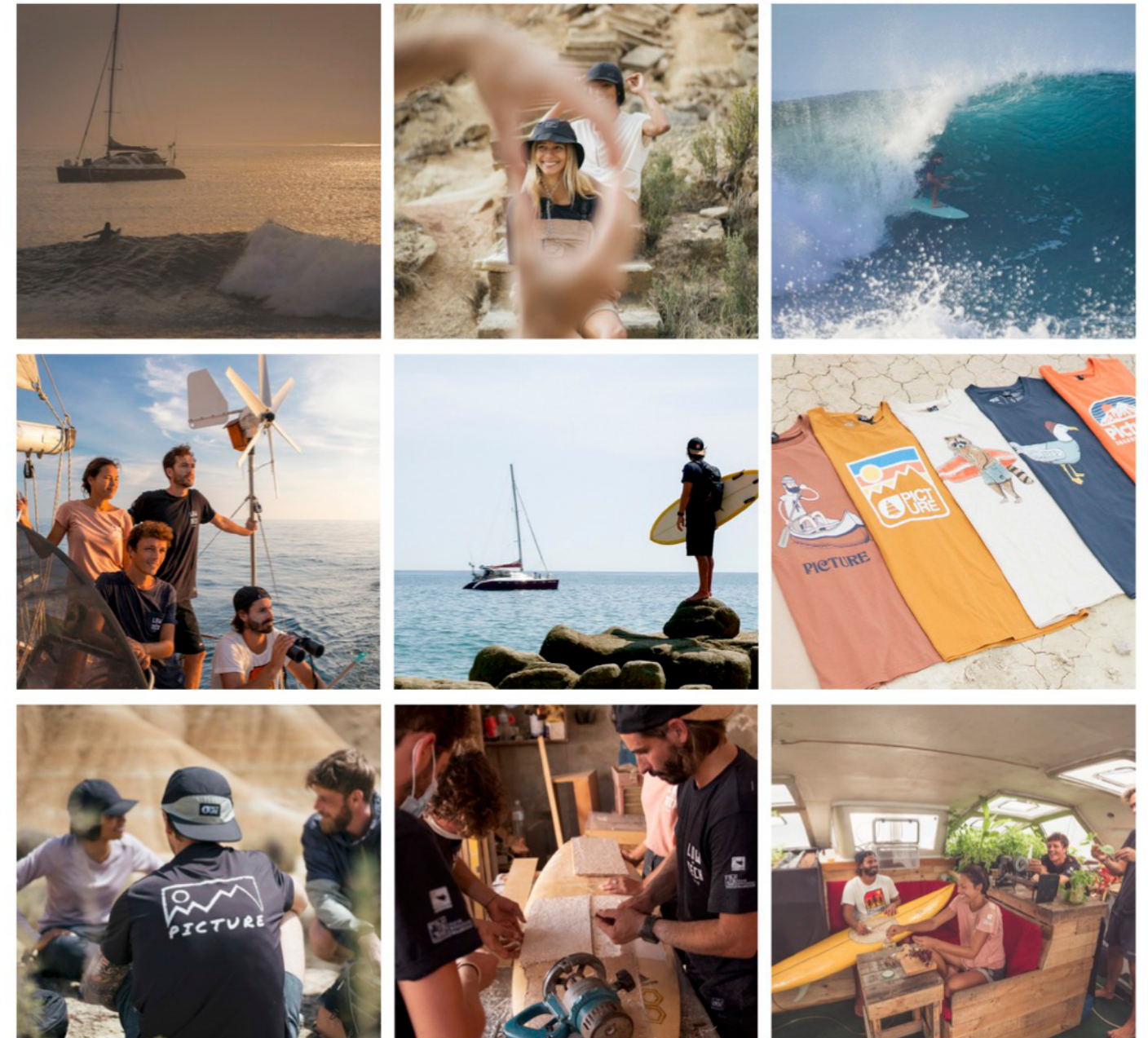
ingredient to the show everyone is looking forward to.

They are also organizing a public day. The concept is to bring the show outside for one extra day, and meet the public with races, events of all sorts (sup, kids, kayak fishing etc...). This will give brands the opportunity to display and have their product line tested by the consumers who will end up buying in the next months.

On the first day the show is open from 9:00-19:00 and Stand Parties will be welcoming you between 19:00 – 22:00. Day two the hours are the same followed by the Industry Party and awards ceremony from 9pm till midnight. The last day is shorter from 9:00 – 13:00 as the industry On Water Demo is from 14:00 – 18:00. The next day is the public day of On Water Demos & Tests, Races, Events and a film festival opened to paddlers from clubs, racers, associations etc. This is not part of the trade show but exhibitors are welcome!

Consumer demand has remained strong for SUP this year, so action sports retailers should take the time to visit the show and look at this market whether it be for hardboards or inflatables. The Paddle Sports Show is a one-stop-shop window for all there is to buy in the paddle business and it's all under one roof in a single hall, simplifying the selection and buying process for retailers and this is a significant advantage for all visiting shops. See you in Lyon!

thepaddlesportshow.com



RIDE, PROTECT & SHARE

« Ride, Protect & Share, these three words represent the essence of who we are: a snowboard, ski, surf, and outdoor clothing brand who, while not taking ourselves too seriously, still want to effect change. Fighting climate change through our passion for boardsports and great outdoors, this is our mission.»

TRADE SHOWS PREVIEWS

OUTDOOR BY ISPO MUNICH, GERMANY OCTOBER 5-7, 2021

For this year only OutDoor by ISPO has been moved from its original date in July to October 5-7. Europe's largest business platform for the outdoors industry will take place online and on-site as a Global Summit Edition. The goal is an on-site industry meeting at the Munich exhibition centre with digital extension that offers everyone involved enough space for exchange, inspiration and information with over 50 hours of keynote talks and panels, 35 workshops and over a 100 speakers. There will also be curated areas for brand presentation.

A central component of the program will be the European Outdoor Summit, which is being integrated into the event for the first time. As an attendee of OutDoor by ISPO you can join in either online or on-site and you'll get exclusive access to 28 hours of talks, workshops, masterclasses and top panels on the most important topics in the outdoor industry.

The Main topics to be covered are The Responsible Revolution, the Post-Covid-Consumer, Future of Retail. The Responsible Revolution will examine how we do business (sustainably and responsibly) in the future. This will include Keynotes on Retail Outdoor Climate Pledge by Matthias Gebhard of Bergfreunde. Panels on Ecocide and the Impact on Business and the Single Use Plastics Project next steps and a Fairwear Foundation workshop.

The Post-Covid Consumer topic will look at how we live and consume in the future with Keynotes: such as, how will the way we live and make purchases

change in the future? by Dr Felix Mutter of Deloitte's and Workshops such as Health tracking and wearables: How new e-textile technology makes it possible by Serge Weydert of Nanoleq.

The Future of Retail topic has been developed specifically for retailers to address the issues that outdoor retailers are really concerned about. Included in this schedule are keynote talks such as the Retail Outdoor Climate Pledge presented by Matthias Gebhard of Mountain Friends, panel discussions on The Value of Aligned Sustainability Communication and Successful physical retail during pandemic and Workshops on topics such as, Using physical retail to create localised marketing and community campaigns presented by Gregory Gauswitz of REI and Guiding the Consumer presented by Suston Magazine.

Tickets prices are 539 euros for conference with access to both on-site & online and 99 euros for just the conference online which includes digital exhibition platform and 20 hours of talks and workshops

So, wherever you are sign up and get involved and if you can make it to Munich you can also enjoy the onsite event and meet all your friends from the outdoor industry face to face as well as visiting exhibiting brands.

ispo.com/en/outdoor

EUROSIMA SURF SUMMIT HOSSEGOR, FRANCE OCTOBER 14-15, 2021

The 20th edition of the annual Action Sports business conference will be back this year on October 14th & 15th. This year EUROSIMA will welcome the action sports industry for its traditional 2-day conference at the Hossegor Sporting Casino, following last year's online only format due to the global health crisis.

The Surf Summit will take place alongside the Quiksilver Junior Pro 40 (October 13-15) and kick off the Quiksilver & Roxy Pro France (October 16-24), legs of the Challenger Series Tour, qualifying events for the upcoming World Surf League CT.

The program at time of going to press was as follows: the summit starts at 10am with opening address by Jean-Louis Rodrigues EUROSIMA President, this will be followed by Emmanuelle Duez – Founder of The Boson Project presenting on New Types of Work Interactions and team Motivation. After lunch Dave Mailman will hold a conversation with surf legend and shaper Maurice Cole. This will be followed by a round table conversation with Pascale Gozzi, CEO of Gozzi Sports at Sport2000 and UNION Sport & Cycle President, Jean-Louis Rodrigues EUROSIMA President and Virgile Caillet (UNION Sport & Cycle General Delegate) on how their associations will support the action sports sector. At the close of the day there will be a presentation of the winners of the 2021 Eurosima sponsorship program and then the showing of the film Rame pour ta Planète, and early in the evening the Summit Dinner will be held. The next day starts with a surf session at the Hossegor Surf Club. Then from 10am Tiago Pires, former pro surfer, will share his experience about his transition into a second career after over 20 years in the competitive circuit. From 11.30 am Francisco Spinola - WSL EUROPE Manager and Surf contest organizer, Tiago Pires - Former Portuguese Pro Surfer and Pro events organizer, Paulo Martins - Despomar - Leading

Surf Distributor in Portugal and Jean-Louis Rodrigues - EUROSIMA President will share a round table to debate Is Portugal the Next European Surf Hot Spot in Europe? Then before lunch there will be a Presentation of "The International Surf Archive" project by Emile Mahler. Following lunch the CSR Commitment of the action Sports industry will be debated by Aymeric de Rorthays – Au Vieux Campeur General Manager, Julien Martel – CEO and co-founder of Akewatu, Thibaut Haegdorens – Neo Workshop - RepareTaCombi.com, Arthur Seydoux – Head of Customer Experience at Angell and Aristide Schöndienst – Founder of Polyola.

The 2-day conference will also include a number of activities for guests to relax and opportunities for networking at lunches and during the activities and surfing competition.

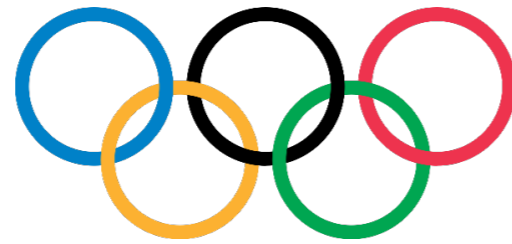
During the Surf Summit, EUROSIMA will be presenting the 7th edition of the Surfing Lounge exhibit, which showcases the most innovative products and services in action sports.

The Waterman's Ball will take place on Friday at 7pm, the evening of the last day of the Surf Summit conference and includes the Surf Industry Awards for the European male and female surfers of the year and rookie of the year and the Action Sports product of the year.

So if you need to visit SW France for business or pleasure add the Surf Summit and Waterman's ball to your calendar and participate in Europe's number one networking event for the surf industry as well as getting to see some of the best surfers on the planet in action.

eurosima.com

SKATE INDUSTRY REFLECTS ON THE OLYMPICS



Whilst skateboarding's debut at this year's Olympics was primarily met with mixed emotions, like it or not, it happened. And the initial reaction is all but negative - tabloids all instantly jumped on the skateboarding bandwagon with front page features after Sky Brown won Britain's first skateboarding medal. Some may disagree with skateboarding being in the Olympics, however times they are a 'changing and it's going to be interesting to see how it shapes skateboarding for the future. Insight from SOURCE Skateboarding Editor, **Dave Morgan**.

The initial photo/ video coverage of the event was rather questionable, with Olympics 'sport' media capturing 'action shots' instead of professional skate photographers, but this was quickly changed with guys such as Atiba Jefferson on hand. With this being skateboarding's debut on such a platform, there was bound to be some questionable interpretation, however the majority of the commentary was applauded for explaining things in layman's terms, as most countries used professional skateboarders to commentate.

A common conversation in regards to skateboarding's Olympic debut and competitive skateboarding in general is of course, the scoring of something which is considered an art form and a lifestyle, as oppose to a sport. Obviously a more structured competition format than your local skatepark jam, but how does this effect the actual skateboarding taking place? The judging format pioneered by Street League (and Park Series) that the Olympics adopted for its debut has definitely helped make things a bit more tangible for those who didn't understand skateboarding before.

It's been noted how amazing it was to see skateboarders compete in the Olympics in sharp con-

trast to other Olympic sports, as a true sense of camaraderie and support for fellow skaters was so strong. High fives, hugs and smiles all round were seen between the various teams and countries. An activity that breaks down the usual sporting boundaries and unites all on a level mind-set is greatly refreshing.

Hopefully the worldwide exposure brought on by the Olympics will change the opinion of the general public towards skateboarding, with more councils willing to see the positive sides of such an activity, and more funding being put into skatepark development and educational projects. It's interesting to see what will happen in the future regarding funding for skateboarding, as in the UK for example, skateboarding received the least amount of funding out of any sport, and still managed to win a medal. Looking at the UK for examples, Skateboard GB received just £197,725 from UK Sport but Sky Brown's bronze medal at the age of 13 means more Olympic success could be on the agenda at future Games.

From a business point of view, it seems mostly positive - more exposure means more participation, more participation - better business for the indus-



try. Sarkis Miló Hernández from Centrano noted: "Sadly, sales have not been what we expected during July and August. On the other hand, we do not think the flat sales line is a result of a potential negative effect on the Olympic games, but the results of more flexible Covid-19 regulations in many countries."

Whilst it's too soon to call if the Olympics gave the industry a boost, the build-up to the Olympics in 2019 (pre-pandemic) was huge. 24/7's General Manager, Nils Gebbers spoke specifically of the Benelux union seeing a decent impact in sales due to the high number of qualified riders, especially their female riders.

Steve Douglas of Dwindle explained: "As everyone overbought during the first year of the pandemic when supply was non-existent, we now have a global inventory issue." The effects of the pandemic on material costs and supply chain issues are still very prominent, and the knock-on effect is something the industry is going to deal with for some time.

My hope is that city councils will realise that a wooden miniramp rotting in a soggy field is just

not good enough, and finally start to invest more in public skateparks for development of the activity. With better facilities, greater participation is of course expected. Seeing skateboarding on the television at the Olympics no less, will inspire kids to take it up. Speaking with premium British facility, Graystone Action Sports, Co-Founder Kevin Gray says "we've seen a huge uptick in beginner skateboard sessions, +50% year on year for August 2021. Skating's been booming due to lockdowns, but the Olympics has really sent total newbie participation through the roof."

As previously said, this was skateboarding's debut in the Olympics, so of course there are still some technical things to be ironed out, but the overall view is that it has done good for giving skateboarding exposure and giving those who didn't understand it a better grasp of what we do.

Jörg Ludewig of Urban Supplies said: "We expect the Olympics to not cause another craze, but at least to support the current performance of the market. As far as we are concerned, the Olympics for sure did not hurt." ☺

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RETAIL BUYER'S GUIDE **SURFBOARDS SS22**

A relatively recent phenomenon, at least in the history of surfboards, the category of “summer boards” has now made it into all the shops. A preview-premiere of what’s to come for summer 2022. **By David Bianic.**



TOWN AND COUNTRY

Surfboards also have the right to their own Spring/Summer collection, just like fashion does. While this season traditionally shows a spike in production/sales, the idea of summer specific designs is still new. “I would say 80% of our boards could be classified as summer boards...” reckons Peter Saari, co-founder of Lib Technologies. At Hurricane Surf, the ratio is at least 50% reckons Craig Butcher, Managing Director. Summer boards have to be “fun” boards (not to be confused with funboards) As Diogo Cecelio from Flowt enjoys reminding us, “The best surfer out there is the one having the most fun”, while highlighting their range of premium soft boards.

“I would say 80% of our boards could be classified as summer boards...” Peter Saari, Lib Technologies

But what ultimately characterises a summer board? “These are paddle-friendly boards that will get you up and going in the most subpar conditions while still working really well in up to a little overhead waves”, summarises Susana Santos, Marketing Director of the Portuguese workshop Xhapeland (Chilli, Rusty, Simon Anderson...), hence the success of their BV2 from Chilli, Voodoo Redux and Jason Todd models as well as the Miso from Rusty.

While these little summer boards are still more the preserve of confirmed surfers, the tsunami of new participants is not left out, spoiled rotted by new generations of boards for beginners that have undergone a complete relook. "They copy colourways and stuff that looks cool because even if you're a beginner you don't want to be seen on an ugly beginner looking board", confirms Nick Uricchio, Co-Manager and Shaper at Semente Surfboards. But this evolution does not stop at an aesthetic level, adds Wilco Prins, Co-Manager of Town and Country Surf Designs Europe: "Material has evolved and more than just looking good there are a lot of new models that allow surfers to progress quicker as a lot of shapers have given it a bit more thought."

SHAPES SS22: TWIN 2 WIN & MID MADNESS

We can expect to see many surfers demanding twin-fins and mid-lengths again in Spring 2022. The proof is in the figures provided by Aristide Shöndienst, Co-founder of Polyola, a new manufacturer of ecological blanks: "2021 has been our first season on the market and our 6'4 F Fish model and our 7'4 M Mid – length model have accounted for around 60% of our sales." Not surprising then that at Euroglass we can expect to see the One Bad Egg and Demibu models gracing the sales podium once again in 2022 ahead of the Chocolatine, a high-perf shortboard. Same analysis at Olatu (Channel Islands, Pukas, ...Lost, Christenson Surfboards, Mc Tavish, Indio Surfboards) as their Sales Manager Jaime Azpiroz points out the CI Mid as the #1 surfboard retailers should definitely order, followed closely by the Lady Twin model (a mid-length twin with channels: very very hot since last year).

Moreover, even the high-performance orientated shapers are in on the action, like Pyzel and their Mid Length Crisis model (an excellent play on words by the way) with "a semi-traditional, wide-point forward outline that is sleek and racy for fast, down-the-line drive, but full bodied enough to provide added stability and glide in weaker, slower waves." Other sure things for SS22, the Mid Length Glider and the Twin Fin version of the Hypto

Krypto from Hayden Shapes. Even...Lost are following suit by introducing a new version of their Mid Size Crowd Killer next spring, a "hyperfunboard" as their shaper Matt Biolos describes it. The Firewire lineup ticks all the boxes when it comes to that trend, since their

"In the past we were building EPS/Epoxy construction with carbon & bamboo but at the end we came back to what our customers were looking for. Beautiful & quality surfboards in PU construction"

Benoît Brecq, Venon

release of Rob Machado's Seaside in 2018, and now his Sunday modal, a mid-length which has been incredibly popular since its release in May of this year, reports Chris Grow, Director of Global Content & Community. Not to mention the mid version of the Seaside, the Seaside & Beyond, Harley Ingleby's Moe or the single-fin speed hull designed by CJ Nelson and offered in Thunderbolt construction (EPS), sold-out in 2021. Heavy stuff!

When it comes to twins, what's on offer is broken down into retro fishes and performance twins. Two examples: the Killer Fish from Country Surfboards, "a super versatile model designed by shaper Lipe Dylong and pro surfer Miguel Blanco", explains Vinicius Fonseca (Marketing Director) and there's the Uber Twin from Cabianca, a mix between a classic twin and modern performance shortboard that you can add "the rear stabiliser fin for extra drive and control", explains shaper Johnny Cabianca. In the same vein, the Sinr by Glenn Pang offered by Town and Country keeps the promise of a performance twin, available in a Venturi channel version to great effect. Among the hit releases of SS22, Surftech makes its mark thanks to a collab with Duke Aipa, son of legend Ben Aipa. The lineup sure is in the spirit of the times, with a fine mix of heritage and performance, between the winged Dark Twinn (Dual Core), le Wrecking Ball (4-fin), le Big Boy Sting (4-fin with stingers) et le Big Brother Sting (longboard with stingers & swallow tail), the three of them in the Fusion HD construction.

And for a sure-fire hit, combine twins and mid-lengths! "Twin fin fishes will stay in vogue going into 2022 with emphasis on bigger sizes allowing novices to really join in on the fun," ensures Craig at Hurricane Surf. This is what Venon have done with their Beaver, a round mid-length twin that joins their range of "mids", which is already well attended to by the brand with their Compass (comfort mid-length) as well as the EVO, Egg, Gopher and Zeppelin.

As already mentioned in our previous Surfboards Buyer's Guides, the niche of 80s inspired shapes will be strengthened in 2022. We're thinking about historical models from T&C (The Saint by Glenn Pang, Martin Potter colours), as well as newcomers like the Mini-Ghost from Pyzel, a spin-off of the

"2021 has been our first season on the market and our 6'4 F Fish model and our 7'4 M Mid – length model have accounted for around 60 % of our sales." Aristide Schöndienst, Polyola

Ghost, designed with Koa Smith: "The best way to describe it is a sort of throwback 80s looking board with all the added performance features of a modern design", sums up Rémi Chaussemiche. A final example from Semente with the Vintage, the fruit of an afternoon of brainstorming between shaper Nick Uricchio and his esteemed team rider Nic von Rupp, "We sat down and designed a little 5'6" with an old school outline, pretty wide all around only tightening more in the tail with the help of an old school fluked wing." Rather flat, with its four channels to surf in quad or tri-in and retro logo, the board is a refined mix between old and new school.

It's hard to call it a new phenomenon but the success of fairly classic longboards is undeniable. At NSP it's the centre of attention with their mini Malibus, and Commercial

Director Sander Blauw can also confirm the popularity of the Sleepwalker models from Australian shaper Tully St John, whether in PU or Elements (epoxy) construction. Let's not forget the really fine longboards at Sun Surfboards, new addition in the portfolio of The Board Factory Co. in Thailand, a factory founded by former members of Firewire and Cobra. Their 9'2" Polaris is a mean noserider with its 60/40 rails and a defined concave in the nose for additional lift. Not to mention the so steezy pastel colorways, mimicking PU/tinted resin boards, while they offer a sandwich construction!

CONSTRUCTIONS SS22: PATIENCE IS PRESSING

Despite all the pro-environment chat, the materials favoured by customers remain scarcely eco-friendly, to the great regret of the industry's players. "In the past we were building EPS/Epoxy construction with carbon & bamboo but in the end we came back to what our customers were looking for. Beautiful & quality surfboards in PU construction", says Benoît Brecq at Venon. It's not for a lack of ideas, like in the upcycled FutureFlex tissue from Hayden Shapes, a fibre produced by shredding carbon fibre and fibreglass off cuts whose bi-chromatic B&W visual effect is an absolute work of art.

A role-model in this field, the Lib-Tech factory in the United States is exemplary in their use of non-toxic plant resin, foams with no nitrogen emanation, reduction of foam dust and in recycling the off-cuts of blanks... Just as 'eco-legit', Firewire remains the only global manufacturer of surfboards to build its entire line for retail within Sustainable Surf's ECOBOARD standard; "ensuring that the carbon footprint of every board we make is approximately 30% lower than the carbon footprint of a surfboard made with traditional PU/ PE materials", states Chris Grow.

At Xhapeland in Portugal the use of cork,



FIREWIRE

bamboo and Japanese cedar (Cryptomeria) is being pushed. At NSP, Sander Blauw reminds us that the brand has been using Cocomat construction (Coconut fibres) for over ten years now, not to mention their bio resins.

Amongst the most promising initiatives, recycled and recyclable PU blanks from Polyola mean that you can retain the polyurethane so treasured by surfers but in a more sustainable way. The blank is made from recycled PU foam, wooden components and polyols. The excellent reception from shapers and surfers would suggest it's a serious alternative to traditional blanks.

DISTRIBUTION: THE AFTER-EFFECTS OF COVID

On one side, Covid has favoured participation and therefore sales of leisure equipment like surfboards but, on another, it has boosted e-commerce to the point where it is a threat, even for surf shops. But what strategy to adopt? "We think the creation of an omnichannel is essential for surf shops", assures Diogo

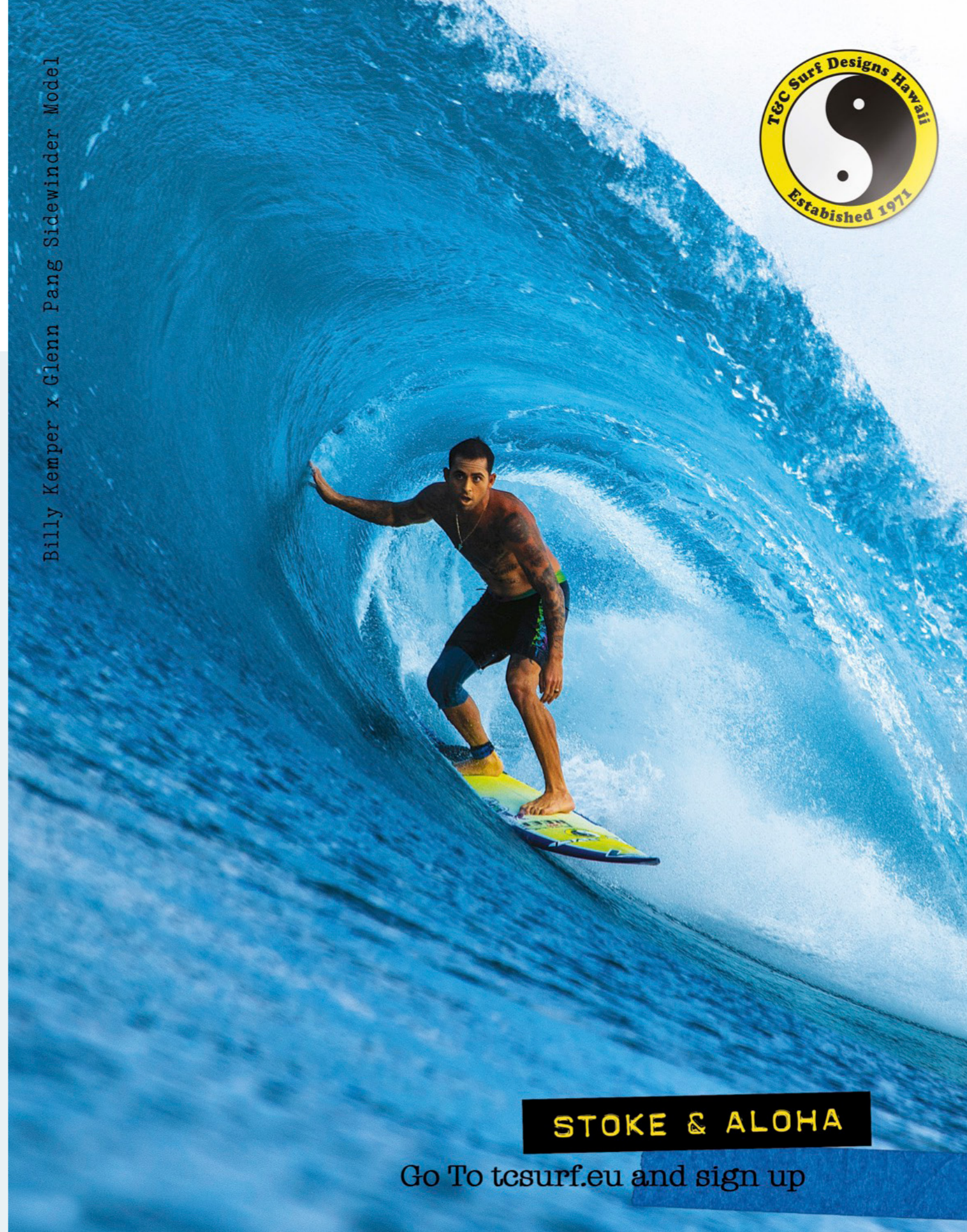
from Flowt because "having online stuff that redirects to their physical store is a bonus". Wilco Prins from T&C reminds us that "Most of the boards that are sold online are sold to people who do not have access to a good surf shop in their area". All the more so given that online resources mean that you can reach the majority of the best shapers in the world and that through interactive board building tools, "there's very little room for online orders to go wrong", says Susana from Xhapeland. It's up to retailers to follow the trend says Sander from NSP, sharing their expertise online will keep their business propped up. ©

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HIGHLIGHTS

- 1 Twin-fins (retro fish & twin perf)
- 2 Mid-lengths (egg, minimal, funboards)
- 3 Premium fibre softboards
- 4 Hot: boards with an 80s influence

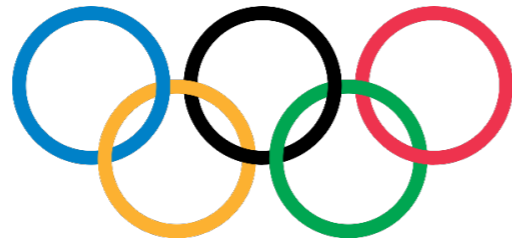
Billy Kemper x Glenn Pang Sidewinder Model



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SURF INDUSTRY REFLECTS ON THE OLYMPICS



After winning Olympic swimming gold in Sweden in 1912, the father of modern surfing, Duke Kahanamoku, dreamt of seeing surfing become an Olympic sport. The creator of the iconic Reef Brazil brand Fernando Aguerre finally made the Duke's dream come true in 2021 in Japan. BoardSport SOURCE reached out to an international selection of 20 surf industry veterans for their feelings on Olympic surfing after the Tokyo Games. The following is a summary of their opinions put together by Dave Mailman, you can read in depth responses on boardsportsource.com.

Pro surfers and industry professionals generally agree the event was a success. But traditional surf nations like Australia, the United States, and Brazil felt the Olympic effect the most. Especially the latter two, whose reigning world champs, Carissa Moore and Italo Ferreira, exited the water at Shidashita with Olympic gold around their necks and sponsorship bonuses in their bank accounts. The medals were a key factor. But prior acceptance of the sport and an established base of surf fans in those countries increased the impact of those medals even more; the time difference with Tokyo made TV viewing easy to access, and audience engagement in the sport guaranteed high-quality coverage and commentary.

In Europe, only France, Portugal, Italy, and Germany qualified surfers, and TV coverage was poor. Therefore, the media impact of the Games was felt unevenly from country to country. The most impactful coverage of Olympic surfing was in the event run-up rather than during or after the contest. The exception was Germany, where Leon Glatzer's participation was such a novelty that it garnered a certain level of mainstream media coverage and product endorsement deals.

No matter the country, all athletes involved gained in numbers of social media followers and engagement. Japan's silver medalist Kanoa Igarashi was

the king of surfing social media engagement with a total of 42M interactions. In overall follower and engagement numbers surfing outperformed more traditional sports like golf, road cycling, volleyball, and swimming but lost out to skateboarding in the battle of the boardsports. 13-year old female skateboarders, Brazil's Rayssa Leal and Britain's Sky Brown bested Igarashi with 109M and 68M engagements. 1976 World Champion Peter Townend, now President of The ActivEmpire, summed up the significance: "The social media engagement alone of fans and followers was 1.6 billion. So the global exposure to surfing and its culture has been monumental."

Apart from the medalists and a handful of other athletes, the biggest beneficiary of the Olympic effect seems to be national surfing federations and the International Surfing Association (ISA). Governmental bodies view a sport's Olympic status as a stamp of approval, and surfing's inclusion in the next three Summer Games opens up funding that wasn't there before for national surf programs, even in countries with no surfers in the inaugural event. ASP Co-founder Ian Cairns sees the number of ISA member countries growing to a point where there'll be "Olympic qualifications without WSL rankings," calling it "a pivotal time in surfing."



As for any immediate benefits for the surf industry, EuroSIMA President Jean-Louis Rodrigues stated: "The Games give Olympic sports significance, and an especially positive image on a global level, including for people who know little or nothing about our sport. It's undeniable." He also admitted that where sales are concerned, "we'll see the impact over time." Co-owner of Town & Country Europe, Wilco Prins, said, "going forward maybe, but this year the Olympics had zero impact on our business. No one has come in and said: 'We've seen the Olympics, and we want to start surfing.'" Most everyone questioned involved in retail said Covid had a much more positive impact on sales than the Olympics, especially technical products like wetsuits and surfboards. After being cooped up inside, everyone wants to get out in the water.

All agreed that the choice of spot and the weather did nothing to win over mainstream viewers, even if the challenging surf conditions made "many people aware of the level of professionalism and athleticism involved," as Wavegarden Marketing Manager Andy Higgins stated diplo-

matically. The question of whether to hold future Olympic events in wave pools divided opinions. Level the playing field and have greater control over when to hold the event? Or is the ocean too essential to be forsaken even if it makes it much harder to present the sport to a mainstream audience? This question brings us to Tahiti, and more specifically Teahupo'o, one of the world's most dangerous waves and the site for the surfing competition at Paris 2024. Hossegor Surf Center Director and Surf Coach Didier Piter thinks "Tahiti could be the catalyst that attracts more mainstream interest and curiosity about surfing." Although if the swell is huge but not too big to paddle, there's a decent chance a competitor could be severely injured or die. That scenario is the worst nightmare of EuroSIMA President Jean-Louis Rodrigues, who, aside from the obvious human tragedy, feels: "The media coverage would be catastrophic for our sport."

For a more in-depth discussion on the Olympic surfing experience, subscribe to the BoardSport SOURCE newsletter, and check out our follow-up article coming soon to boardsportsource.com. ©

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The vaccination in Portugal has been a success. The country reached in August 70% of the population vaccinated with two doses against Covid-19. This achievement placed Portugal as the highest vaccination rate country per 100 inhabitants in the EU and

the 2nd best in the world. It allowed us to enter a new stage two weeks earlier than expected and the government eased restrictions. Restaurants, cafes and patisseries can now have more people inside and on terraces and work in the usual schedule. Events including weddings, baptisms and cultural shows are now limited to 75% of public instead of 50%. As for commercial spaces, the capacity goes from five to eight people per 100m2 which is important for surf shops of this size.

The beginning of August was important for the Portuguese economy which received 2.2 billion euros from the European Union regarding 13% of the Recovery and Resilience Facility.

Surf and skate shops are returning to “normal” life despite safety rules with a limited number of customers allowed inside, social distancing of 2m, customers and staff wearing masks and alcohol-gel for hand hygiene. Boardsport lovers are enjoying the summer freely and tourism is stronger. There is a high demand for hardgoods with some retailers out of stock and looking for reorders.

Magic Quiver is a surf shop in Ericeira that has been around since 2012 known for a careful selection of surfboards and brands. “Summer sales started a bit slower than last year but were decent and the demand for surfboards is still high”, said the store’s CEO, Mario Wehle. “The maximum number of clients in the store was restricted to 6. It was difficult to manage on busy days but also gave us the chance to really focus on the clients in the store.” Magic Quiver noticed a higher demand in surfboards and a price increase due to reasons that impact almost all shops across Europe. “On softgoods we’re doing similar as the years before. We definitely feel an increased demand in surfboards and the long production times make it difficult to build good stock for the shop rack. Most new boards that

MARKET INSIGHT

come in are booked or reserved before they hit the rack. Prices on surfboards are definitely going up. That has to do with increased raw material cost but even more with extremely high shipping costs.” The store is hoping for a good Fall season because travel should increase due to higher vaccination. They’re expecting to see plenty of people in Ericeira in the next few months.

Rocha Surf Shop is located in the south of Portugal in Praia da Rocha, Portimão, Algarve. They established the store in 2016 and focused their business on surf, bodyboard, skateboard and SUP supply special care in hardgoods mixed with apparel. Stand Up Paddle is a key part of their business with the sale of rigid, customized and inflatable boards especially. They make tours along the beautiful Portimão coast to make the best of four months of flat spells. The year 2021 has seen a higher demand of this service from tourists and Portuguese clientele. Their client profile is a mix of local community along with domestic and foreign tourists. Despite the local support, the Algarve is a tourism dependent highly sensitive area. Covid flight restrictions had a big impact in the store’s regular business. “This year has been a roller coaster”, said the owner, Carlos Barão. “We’ve been having sales and breakage peaks due to the opening/closing of circulation between cities and tourism safe corridors. Constant new restrictive measures didn’t help.”

As with many other stores they’re facing stock problems. “Now we’re starting to feel the pandemic effects. The fact that raw materials extraction has stopped, factory production has slowed down along with higher demand has caused a shortage of supply. Since the beginning of August we’ve had no stock of apparel and wetsuits. This lack of stock has a negative effect in the demand and will be followed by price inflation. This is already being noticed in some products and will have more impact next year.”

With the Fall 21 season around the corner, let’s hope “normal” life can be a reality for everyone.

NUNO PRINCIPE

RETAIL BUYER'S GUIDE

WETSUITS SS22

Dark matter is not just expanding through the universe but also through surf shops. Neoprene is exploding, right at a time when it has never been so difficult for brands to provide for their clientele. So what can we do about it? Answers to this question in the Spring/Summer 2022 Wetsuits, Retail Buyer's Guide. **By David Bianic.**



Who would have thought that the main fear for boardsports brands would be an inability to stock retailers' shelves and racks with enough items? However, this is exactly what's been happening on the equipment market - at force 10 - since the Covid crisis. And the neoprene sector is no exception: "2021 has been such a hard year to keep everyone happy", says Brett Verge, Creator of Adelio Wetsuits. 2020 was already their best year and the new rise in demand in 2021 has swamped the manufacturer, unable to fully provide. It's the same noise from all the brands, a first

for Marty Kirby from C-Skins, shocked to see an empty warehouse so early in the season despite expecting the increase in sales. Before complaining, Benoît Brecq from MDNS Surfing reminds us that "it is always easier to manage shortages than large stocks at the end of the season."

For the really big players in neoprene such as O'Neill, Head of Product Tom Copey reveals that the brand has had to make an earlier start on product development in order to give suppliers and factories a better chance

to plan and therefore to counteract the longer manufacturing times and shortages in raw materials. One of the solutions to partly remedy this problem is once again to go for product reissues. This is the case at Patagonia and the decision also conveniently adheres to the sustainability values advocated by the brand: "we can drop the same suits into the stores, even if they come in later than we had planned due to shipping or supply delays", explains Gabe Davies, Ocean Marketing Manager.

WETSUITS SS22: AN AIR OF DÉJÀ-VU

In this unstable context, the brands are relying on their successful models and opting for innovations that do not cause disruption to the production chain, as summed up by Phil Bridges, Technical Designer at Dakine Wetsuits: "SS22 surf wetsuits are a development of our SS21 range with wider offering within the model lines in styles and colours. We're refining not reinventing to build on the success of SS21." At Xcel Wetsuits as well, life has been simplified by offering the same range as Autumn 2021, "with a few added new colours for SS22", adds Lance Varon. Like many others, Hurley reiterate that innovations are made to the autumn collection and as a result "SS22 has colour updates to the Fall line adapting it to the season with spring suit and short sleeve full suits".

"It is always easier to manage shortages than large stocks at the end of the season.."

Benoît Brecq, MDNS Surfing

With brands refraining from new developments, this is above all to make up for the inevitable price increases, to the order of 10% as revealed by GUL Watersports. It's also because innovations are not always visible. At Söörüz, their Bioprene neoprene foam on their Green Line range benefits from a new formula, certified by the USDA through its 75% bio-based make up: "We increase the percentage of hevea, sugar cane, and non-edible vegetal oil, making the foam even more respectable

for the environment", explains Marin Mauriac, Product Engineer.

Pioneer of compositions made of oyster shells (for cleaner Limestone neoprene), Söörüz have now been joined by a number of bigger and bigger brands. Adelio for example will launch an "oyster neoprene" in 2022 as well as C-Skins (top-of-the-range: Wired, ReWired, Session/ Solace), Xcel, Volcom as well as Picture, who are extending their Eicoprene to allow their whole range to benefit from it. Picture are also launching an evolution of their Eicoprene, the ultraflexible Flexskin, for the feeling of a second skin. Still on the subject of neoprene, Yulex has gained a few new adopters like Oxbow who are using it to their advantage on the top-end Wacanau in a collection redesigned for 2022.

As per internal linings, a few exceptions to the recycled nylon show up, such as the Bamboo Charcoal jerseys by Zion Wetsuits, as well as their even more surprising linings on the Yeti models (made for cold water surfing, as in the southern hemisphere, our summer is someone's else winter), made of wild wool: "Producing quite simply the warmest, most durable, water impermeable ocean sheath ever", boasts their boss, Maddog.

One of the tricks brands use to "innovate without innovating" is the art of the trickle down, in other words, how to use the proven technical characteristics found on premium models and apply them to the lower-end products. For this at Circle One, they have added Superstretch panels from their upper range Icon onto the Faze range (flat lock), "specifically to the lower leg", says Director James Trevelyan. This idea does make it easier to try on in the shop and therefore to secure a sale. Dakine are also supplying their mid-range models (Mission) with glued seams, "making this a crazily high-spec suit for the price" assures Phil Bridges. The final example from C-Skins basically takes the 2021 summer range and transposes the chest panel from their Dark Matter Liquid Skin onto the cheaper ReWired range.



O'NEILL

One last solution to minimise risk: simplifying what's on offer as much as possible. Most brands are opting for a collection divided into three ranges (entry, mid, top), while others are taking up the gamble of reducing their supply further. At MDNS for example, Benoît Brecq explains to us that they have "eliminated the mid-range range, which in the end corresponds to very few people". Their reasoning is that now customers start with an entry-level suit before quickly moving on to a top-end model, skipping the middle step. It's the same idea at Onda who are offering either a Pro series with "with the state of the art materials" specifies Pedro Towers (Brand Manager) or the School Series which is self-explanatory.

Volcom are choosing simplicity as well by rolling out their unique Modulator range in Spring/Summer with different options of cut and thicknesses (3/2mm and 2mm fulls, short-sleeved 2mm fulls and long-sleeved 2mm spring suits), all for a really contained price, explains Brad Dougherty, Global VP for surfing.

In the same vein, the new brand Florence Marine X are setting themselves apart by offering one single range, Japanese neoprene assembled by hand one at a time "that eliminates the need for stiff interior tape", explains Edd Seater from the Marketing at European Distributor, Hectic before adding that the made in Japan patronage is the most sophisticated in the world, for an unparalleled fit. Fit is also centre of attention at Manera who are using their 3D design technology even though "it's not something you can easily notice in the shop" adds Lucie Denjean from Communication Services, "but we're all about how you feel in the water instead of using expensive marketing gimmicks to impress the customers in shop". A word to the wise! Even more bluntly, Maddog at Zion Wetuits points out their Ergonomic Cut, "a 100% mental fit guarantee. No weird stuff going on under the arms. No packages getting yanked up. No Atlantic entry point penetration. No back knee sag".

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Here, O'Neill are an exception, preserving a number of impressive ranges (no less than nine if we count women's and children's), asserting their 70 years of expertise in neoprene. A different choice comes from Quiksilver who are rolling out three main lines (Highline: top-end, Everyday Sessions: mid-range, Marathon: cold water), in addition to offering limited edition series like the retro collection with smooth skin or the Mikey Wright signature model with flame decor.

STYLES & COLOURS: LOW-PROFILE

A few years ago, the world of neoprene was hit by a wave of madness, bringing out flashy colours, neons and wild prints that shook up this technical category with codes from clothing. In 2022, all that has been put back in the cupboard so don't get your hopes up for getting all fluorescent in the water! As Brett Vergou from Adelio sums up, "If you want to

"The best thing we can do from a responsibility standpoint is create a quality wetsuit that lasts as long as possible without sacrificing performance"
Edd Seater, Florence Marine X

be seen, you'll stand out for your surfing, for the right reasons, and not your suit for the wrong". At Dakine, Phil Bridges explains that it also relates to the supply from manufacturers whose colour palette is limited, but from a sustainability point of view, "less is more". This is why styles are expressed more in textures. For example, Alder are employing embossed mat anchors, "these small details make a big eye catching impression when hanging on the retailer's rail", assures John Westlake, aka 'Rubber Man John'. In the same way as Surf Apparel, wetsuits for SS22 will often harbour "tonal and earthy colours, such as vintage green, deep red and navy blue", says the Marketing Manager at Brunotti. The style brands often express themselves through



INNOVATION

SUSTAINABILITY

© teddy miller - surfer: asse tyler

' A GOOD FIT MEANS EVERYTHING '

From inception, to R&D, to testing and eventually a lifetime in the water, each of our products come directly from our development team. With lifetimes of experience in our work and in our sport, the MANERA logo means something special, something real, something SALTY.

stay salty



work on their technical pieces like at Volcom who have “contrast stitching, subtle hidden Volcom stone logos, high-density printed logos, Volcom stone embossed knee pads and inner neck and zipper lining tonal prints”, assures Brad Dougherty. This trend for playing with texture and finish makes distinguishing between the brands difficult, regret Hurley, who prefer to rely on technology like in their premium models Advantage Max and Advantage Plus.

There's one exception though, with an effect in clothing that's been really popular for the last two years: tie dye has made an appearance on wetsuits at C-Skins and Brunotti in particular. Likewise, Quiksilver have taken a punt on highly visible graphics and coloured panels influenced by the 80s on certain models.

“We're all about how you feel in the water instead of using expensive marketing gimmicks to impress the customers in shop.” Lucie Denjean, Manera

WETSUITS SS22: EVEN MORE DURABLE

More than any other category in boardsports perhaps, the neoprene sector really has to show that its hands are clean when it comes to environmental efforts made by brands. Mentioned before, Limestone neoprene from oyster shells has gained market share and is less controversial than Limestone obtained from mines. And while some are still attached to this traditional Limestone, “the best thing we can do from a responsibility standpoint is create a quality wetsuit that lasts as long as possible without sacrificing performance”, says Edd from Florence Marine X, a point well worth listening to.

For several years and in a widespread manner, everyone has been orientated towards carbon black (foam produced from old tyres), solvent-free glues, recycled nylon linings, recycling off cuts and reuse through

upcycling, dope-dye procedures that save a considerable amount of water as well as repairing used wetsuits. These efforts do not just concern the finished product though, we should mention Manera and their “pizza boxes” used for packaging, a recycled cardboard box that takes up less space in containers along with biodegradable, compostable bioplastic film that wraps the wetsuits. Even Rip Curl eventually adopts the durable ethos, after having released last summer their first “Made With Sustainability in Mind” springsuits: “We'll expand this range this winter releasing brand new Dawn Patrol Performance featuring recycled jersey materials while the unique foam is neoprene free and 50% plant based”, teases Léa, Wetsuits Product Manager Assistant.

Despite everything, at Patagonia they believe that the rest of the sector has not done enough, hammering home the argument for natural neoprene like Yulex: “Each Yulex suit sold saves 80% CO2, imagine that positive impact on an industry wide level,” suggests Gabe Davies, Ocean Marketing Manager. Patagonia are applauding the decision by Billabong to adopt Yulex and hope that the rest of the Boardriders group will use their buying power to make a significant change. For more transparency, making recognisable labels is one solution, in the mould of the Ocean Protect label at Söoruz which covers the whole of the chain, from design to material sourcing, manufacturing, logistics and recycling. We are on the right track my friends, be patient. ©

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

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HIGHLIGHTS

- 1 Reissues of FW21 for SS22
- 2 More 'clean' neoprene
- 3 Oyster-based Limestone
- 4 Work on fit
- 5 Surf apparel colours tones

LOCATION SCOTLAND



RIDER MARK BOYD / PHOTOGRAPH - THOMAS HORIG

HEAD OFFICE EUROPE UK & EIRE Alder Sportswear Ltd Lewdown, Okehampton, Devon. Tel 01566 783444 WWW.ALDERSPORTSWEAR.COM



RETAILER PROFILE

THE FARM, HOSSEGOR, FRANCE

THEFARMSURFSHOP.COM



The surf retail business has boomed for the past 18 months and for this issue's retailer profile we catch up with the infamous Buffalo, surf industry vet and proprietor of The Farm surf shop in Europe's surfing Meccah of Hossegor France. Read on for an insightful chat as Buffalo talks numbers and bottlenecks and gives great analysis on category performance.



How has business been this summer Vs last year?

Our hardgoods business has been pumping more than ever, which is great news as we only do hardgoods!! With 2020 being exceptional, 2021 is up 30% on last year!

How's the distro biz vs the retail biz?

Distribution is shrinking for multiple reasons vs. retail, which is booming in Hossegor as it's a very competitive territory.

Where are you seeing the biggest bottlenecks in supply?

We are seeing it everywhere. Disregard the pre-orders or the surfboards blanks forecast ... Textiles have been a mess, accessories a fiasco and surfboards a struggle ...

What have been the best performing product categories/brands of summer 2021?

The Farm Surfboards (and vertical product...). Catch Surf and Chili surfboards have been strong performers. Catch Surf's been very consistent over the years in terms of sell through.

Have you started working with any new brands in the shop to make up for supply shortages with others?

The Farm surfboards; we have increased our range with some EPS boards made out of Cobra/Tsa that were a best seller all season. As we were struggling to get supply from our Portuguese partner we had to disregard our forecast and early orders. Apart from this, we made our buying decisions early. Some companies delivered on time and some didn't, but we've never been short on product during peak season.

How do you foresee the upcoming winter panning out?

Let's see how mother earth treats us. We just came out of a long, long flat period, so we think now the waves are back and the tourists gone, that there will some demand for boards. We are ready with stock, but price rises and long production lead times will be tricky to manage. Replenishment is out of the vocabulary these days.

How are price increases looking?

We're hoping price rises will not become the new

benchmark and that suppliers will adapt their pricing according to what the market can swallow. Things will need to fluctuate with the unstable current costs of transport and blanks forecasting has also looked a little dicey, however I believe things will be getting back towards normal in early 2022. The current level of price increases is 10-24%, this can't continue for ever and I believe if we play it smart, the industry will profit from a good and healthy harvest for a long time.

How do you feel surf's inclusion in the Olympics has and will affect your business?

It will for sure provide some extra mainstream exposure and will maybe generate demand from other demographics. But, with it not being during the best timezone for consumption in Europe, and with what was on offer not being the best advert for surfing, it wasn't quite our best sales pitch. However, let's see what happens in the real waves of Tahiti in Paris 2024.

With supply tight, how has the secondhand sales category been performing?

Funnily enough, not so great. I guess with the Corona crisis and lockdown people have made some savings (at least in France) and we have seen a big increase in the new category. Now, since Germans, Belgians, Austrian, Swiss customers have been able to return in September we're seeing a slight increase in the second-hand market, but things are tight there too.

What marketing tools are you using to keep your shop name out there?

Customer service! Customer experience! And we are lucky enough to have world class surfer friends (M.Fanning , M, Lacomare , J. Duru , C. Martin etc...)

How have your consumers purchasing habits changed since the end of lockdown?

They have better buying power and they no longer discuss the price. They understand that coming to us, they will be able to purchase the best boards suited to their skills and budget and they know we will guide them with that mantra in mind. We organise test/rental in order to ensure the board is what they are looking for and that they feel secure with their decision. ☺

RETAIL BUYER'S GUIDE

SUNGLASSES SS22

Locked-down or not, luckily the sun continues to shine and wherever people are going, they need protection for their eyes. The last year has sure been a tough one, but things are looking up in the eyewear sector. **Report by Anna Langer**



Overall, sunglasses brands have a positive outlook on the current situation, feeling that "Covid-19 has changed the way many consumers think & more than ever, they are focused on what brings them happiness in their leisure time. This has brought about a significant increase in sport/outdoor activities & appreciation of what's around them & we have seen a further increase in sales, particularly since Covid-19 restrictions have been eased/lifted," says Bollé Global Marketing and Communication Manager Alexandre Israel. Dragon's EMEA Brand Manager Sam Nelson agrees that "the explosion in 'outdoor', especially after the lockdowns across the globe has seen more people outside than ever, and this has been reflected in an upward trend in suns

purchases globally." Oakley concur with this view as they are seeing a high popularity of Sport sunglasses as a result of the continued trend of consumers having a higher awareness of wellness and seeking a re-connection to outdoor activity.

Dirty Dog even find that "on the back of a difficult period we have rebounded with record sales, particularly through our watersports outlet" and also gloryfy have felt a positive effect: "After the initial shock, the turnaround for us came already in the summer of 2020 as the 'Made in Austria' theme boomed. We were able to score with our unbreakable eyewear - which is sustainably produced in Austria - and thus increase sales by 20 percent in 2020."

"Covid lockdowns and supply chain issues continue to prove challenging, but we have been fortunate to work with great partners on the supply side and have crafted creative ways to meet customers where they are" says Zeal Optics Director of Marketing, Mike Lewis. Roxy and Quiksilver hope "that 2022 will be more positive for the sunglasses market. The pandemic situation should be better in

"SS22, less and less distinction will be made between sport and lifestyle shapes. The mix and match predominates, especially among young people who no longer hesitate to wear sunglasses with sporty lines in their everyday life"

Awena Jouannic, Cébé

Europe and we believe that people will be allowed to travel and to fully enjoy outdoor activities everywhere. This could improve the sunnies business which was too slow this winter with most of the winter resorts closed and still many regions under lockdown," says JP Bonnemason, Global Eyewear Product Manager. Spektrum also found the past year challenging, reports co-founder Robert Olsson, "more so in some markets than others. Resorts have been closed in a

big part of the world and retailers there are fighting for survival. They are the backbone of our business, and we hope to support them the best we can through our partners in the different markets. Individual outdoor sports have been booming and some parts of the business is doing OK but there is still an imbalance that hopefully will level out sooner than later."

KEY TRENDS

"SS22, less and less distinction will be made between sport and lifestyle shapes. The mix and match predominates, especially among young people who no longer hesitate to wear sunglasses with sporty lines in their everyday life," finds Cébé Marketing & Communication Manager Awena Jouannic. Melon agree that the "active direction will still prevail quite strongly into 2022. This does not mean everyone will want to rock a full shield sunglass, but we will be looking at traditional shapes taking on some performance features so they can go from hanging with the gang to jumping on a bike and riding in the Alps." Spy add that "other than shape and colour, quality and innovation are more important than ever – people understand that eye health is an important part of their overall wellness so premium eyewear with high quality materials and distortion-free vision is something that they want to invest in."

Oakley are seeing "styles taking on new and even futuristic, organic forms and featuring a wide range of colours, while in other instances we're seeing reboots of well-known styles from the past, either rendered in new present day designs or re-released."

"Ecological awareness, whether for the materials used for the products or for the packaging" also increases in importance report Cébé and Smith agree that "more than ever now, it is super important to align yourself with brands who are actively contributing to the environmental/sustainability cause



through their products, awareness, and solutions” Dewerstone says a ‘sustainable’ product doesn’t necessarily mean it’s made by a responsible business. Accreditation has never been more important, giving the consumer confidence in the brands they are buying from. Zeal also see a huge growth in their new eco-focused materials “such as Z-Resin, See Grass and our new Metals Collection as the pandemic and other macro forces are driving people to think more and more about the impacts of their purchases.”

SHAPES

Classic shapes are always in style, “but for SS22 we’re exaggerating the classics, rounder and more square styles and bigger frames overall” says CHPO Brand Marketing Coordinator Johanna Åkerström. Rounded profiles remain important for their cross-market appeal find Roxy and Quiksilver. Sinner offer new and tweaked variations of “classic timeless shapes along with bigger square styled frames” and Dragon find that “retro inspired shapes with

a nod to the classic silhouettes we saw in the late 90’s and early Naughtyies are big, back and better than ever before with enhanced lens tech now added to traditional and classical shapes.” Mundaka sport large square glasses for both men and women while Spy find that “people are experimenting from oversized and audacious, to sleek and fashionable,” which Electric cater for with their Crasher: a “chunky, rectangular frame available in two sizes to fit various face shapes. With an edgy and bold silhouette, it’s a confident design statement.” Bollé agree that “squares and rectangles are the bread and butter,” especially for Men, while Women will find a large choice of cat eye shapes from Bollé, Mundaka and Roxy.

Next to “modernized retro classics” Smith focus on “futuristic performance styles” and are in good company with this. “Wrap-arounds and ‘fast shades’ are making a comeback as people seek performance from their suns and not just ‘good looks,’” says Dragon. Spektrum report that their shield models Blank and Blankster have been successful and represent a big chunk

of the business and gloryfy also report that “large cylindrical or spherical shield glasses like our G20 are the unbroken trend!” says Claudio Blassnig, Head of Marketing. Dirty Dog notice increase in their functional wrap sunglasses, Male and Female, “with more and more of our customers gaining interest in watersports” says Tom Lazarus, Operations Manager at Dirty Dog. Roxy also name their Blizzard glacier shape as one of their key models for SS22 and Quiksilver release a new performance shield called Slash that is linked to all four of their segments, with specialized technologies for each of them.

MATERIALS

Linked to the steadily increasing eco awareness on both customer and supplier side, we can report a growing list of sustainable approaches when it comes to materials. Dragon feature “Plant-Based Resin across the whole range and extend their UpCycled range to 5 frames, with each frame using at least 5 repurposed plastic bottles.” Electric use “M49 by Mazzucchelli that is composed of cellulose acetate and a plasticizer of vegetable origin” and “Rilsan: Eco-friendly injected frames made from bio-based materials from renewable raw materials that have excellent structural properties and allow a proven contribution towards reduction of environmental impact.” Zeal Optics add See Grass frames which combine 70% recycled plastics and 30% grass fibres in a closed-loop system to their existing line of plant-based castor resin materials Ellume Polarized lenses and Z-Resin. Mundaka work with cellulose acetate that is composed of 90% cotton and 10% plastic. Next to their castor-oil-based “Evolve” resin in the main line Smith are growing the CORE segment which features frames made out of recycled plastic bottles (rPET). Spy also released a collection of frames made of bio-plastic and Spektrum only use bio-based materials derived from sustainably grown castor beans. Sinner combine Eco-friendly with traditional materials and are “testing a new material with view to switching all the styles over to a completely new to the

market sustainable material approach.” CHPO use recycled plastic and recycled stainless steel. Whilst from day one Dewerstone has used wooden frames and wood and plant-based acetate frames as materials need to fit the purpose and look great and be good for the planet.

Next to these new approaches, TR90 Grilamide is still state of the art for most sunglasses, next to metal frames made from stainless steel. Gloryfy continue to sport their own material NBFX, “which is unbreakable, lightweight and offers highest optical quality.”

LENS TECH

Since the crossover between action and lifestyle is so large in the boardsports segment of sunglasses, enhanced contrast, polarization and photochromatic properties continue to be staples, at least in high end models. Bollé increase the contrast across the whole spectrum, Cébé feature Sensor High Contrast lenses, Photochromic lenses, Peak lenses, and Blue Light lenses, Dragon continue their Lumalens, Smith work with ChromaPop and Sinner sport Sintrast High Contrast

“We see a strong demand for interesting takes on classics, like unique tortoisés and fades. Bright, poppy colours are leading the way on the demand side as well. Sunglasses make a statement and people want to be looking through bright, rose-coloured lenses these days – literally and figuratively.” Mike Lewis, Zeal

Lens Technology, Trans+ Photochromic Lens Technology and Sintec Polarised Lens Technology. Mundaka offer IC (Inner coating polyamide) technology for their POLARIZED CX sunglasses, Otis feature their Hybrid lens which is “twice as strong and light as standard crown lenses, offering a most stable colour contrast.” Spy equip all of their lenses with their ARC®



(Accurate Radius Curvature) lens technology that is tapered to “follow the natural curvature of the eye, providing crystal-clear distortion-free vision while reducing eyestrain.” They also announce that they will bring their Happy Sun Lens Tech to the indoors – Happy Screen™ and Happy Gaming™ in October 2021. Electric infuse their lenses with synthetic Melanin to protect against 100% of UV and up to 98% of harmful blue light. In 2021 Oakley launched the Kato which has a disruptive lens design, enabled by PhysioMorphic Geometry, to provide optimized coverage and frame retention. Their family of sunglass styles that use this innovative lens shape, including Encoder, will expand in 2022.

When it comes to lenses, Melon swear by “ZEISS all the way. Nobody knows lenses like they do” and use hydrophobic coatings to help keep the vision clear on those not so dry days. Dewerstone’s top tier sunglasses models (Sumbawa, Tambora) feature ZEISS LightPro

Technology®. The LightPro Technology® lets you perceive up to 80% higher contrast compared to a standard polarized lens. Spektrum use the Zeiss Impacto lenses that endure a lot more abuse than regular polycarbonate and introduce a brand new high-performance bio-based lens from Zeiss.

“More than ever now, it is super important to align yourself with brands who are actively contributing to the environmental/sustainability cause through their products, awareness, and solutions.” Allie Flake, Smith

COLOURS & TINTS

“Action Boardsports eyewear category has always been dominated by Black and Browns, we don’t see this changing anytime soon” states Dirty Dog’s Tom. Gloryfy agree that “sales numbers are still better for the classic colourways. Black, brown, grey or different



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types of Havana”, CHPO keep it clean with “brown, green and golden frames combined with brown and green lenses” and also Spektrum find that “for frames the main theme is natural and toned-down colours that refer back to nature.” Smith add gem tones, “especially in crystal clear form” and Spektrum introduce a “cool, slightly dirty pink” as a seasonal splash.

Sinner see some brighter frame colours coming through: “anything that’s not solid black, grey or browns, as well as crystal frames. The sports styles traditionally tend to be brighter frames.” Melon keep “a line of NOS staple colours which will stick for many seasons, complimented throughout the season with monthly limited drops for each model” and Bollé will launch two new trendy colours with acid yellow (neon) and creator green.

Zeal on the other hand see a strong demand for “interesting takes on classics, like unique tortoisés and fades. Bright, poppy colours are leading the way on the demand side as well. Sunglasses make a statement and people want to be looking through bright, rose-coloured lenses these days – literally and figuratively.” Cébé like to “combine neutral/natural coloured frames (black, tortoise, grey, brown, beige) with pop flashed lenses (blue, silver, red, green, pink, gold)”, Mundaka combine chipped colours, matte colours and mirrored lenses and Spy “continuing to experiment and offer a wide selection of colours for people to express themselves in any way they can imagine. This includes everything from stealthy matte blacks and natural tones, big bold neons, and of course a wide spectrum of amazing mirrored lens colours.”

In the lifestyle segment the bestseller is still the classic anthracite lens find gloryfy, “but our warm redbrown tint (ENERGIZER lens) is getting more popular year by year, as it gives you this warm tone even on cloudy days.”

Roxy and Quiksilver use only 3 perennial tints in their lifestyle models: grey, brown & green and add more gradient lenses to bring a vintage effect matching the crystal acetate for Women’s.

PRESCRIPTION GLASSES

Roxy and Quiksilver see two main trends here: vintage metal inspiration with rounded, octagonal, squared eye shapes next to really thin plastic frames with crystal colours and performance temples. For Spy “ophthalmic frames are a very important part of our product offering, and like sunglasses we’re seeing trends shift to more expressive silhouettes and colours” and gloryfy agree that “classic colours are a must. Shapes are of course always a question of taste, but same as with the sunglasses, we love a modern twist on a classic shape the most. Plus: all our lifestyle and optics models offer our latest technology: INCLINOX, which enables the easy adjustment of the temples to the wearer’s needs.”

Smith grab inspiration from the bestselling frames of the sun category and optimize them for the optical world, Bollé offer all frames and lenses in prescription, Sinner have a prescription range available in their own shops in Holland and do a Special-order service for Sports Prescription glasses outside of Holland and Melon offer a prescription insert and service for their Alleycat and Kingpin performance models from Winter 2021.©

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

- 1 Shields & Wraps
- 2 Square & Cat-Eye
- 3 Eco-Friendly Materials
- 4 Crystal Colours



...L. BEYOND CONTROL. BEYOND CONTROL. BEYOND CONTROL.



ZAK HALE

...ND CONTROL. BEYOND CONTROL. BEYOND CONTROL. BEYOND



SUNGLASSES® 2022 PICTORIAL



Bolle - Chimera



Bolle - Hero Shot



Oakley - Encoder



Oakley - Kato



Oakley - Parlay



Otis - 100 Club



Bolle - Source



Cebe - Altai



Cebe - Kult



Cebe - Outline



Otis - High Noon



Otis - Life On Mars



Quiksilver - Eliminator +



Quiksilver - Slash +



Cheapo - Toro



Cheapo - Hankzilla



Cheapo - Lisa



Dewestone - Bantham



Quiksilver - Slash



Red Bull Spectr - Blade



Red Bull Spectr - Lake



Red Bull Spectr - Leap



Dewestone - Sumbawa



Dewestone Tambora



Dirty Dog - Clank



Dirty Dog - Stoat



Roxy - Blizzard



Roxy - Junipers



Roxy - Moanna



Sinner - Montara



Dirty Dog - Volcano



Dragon - Finch



Dragon - Latitude



Dragon - Ventura



Sinner - Morro



Sinner - Triple



Smith - Leadout Pivlock



Smith - Lowdown 2 Core



Electric - Crasher



Electric - JJF12



Electric - Knoxville



Gloryfy - G20



Smith - Shift Mag



Spektrum - Null Mesa



Spektrum - Klinger



Spektrum - Raw



Gloryfy - Gi8



Gloryfy - Gi27



Melon - Alleycat



Melon - Echo



Spy - Bewilder



Spy - Helm



Spy - Monolith



Zeal - Divide



Melon - Layback2



Mundaka - Drakkar



Mundaka - Lua



Mundaka - Pozz



Zeal - Easterly



Zeal - Lolo



Sunnysoc - River Creeper



Sunnysoc - Tunnel Vision



Sunnysoc - Save The Waves

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GERMANY

The economic update for this issue is quite positive as every business besides night clubs were back working with tourism started from late June and had very good workload. July and August were even record-breaking months with lots of tourists from Germany, Austria, Switzerland and Benelux coming to Italy. Italians mostly travelled domestically as a positive side effect. The vaccination campaign is also doing well and so everyone hopes for a solid autumn / winter season as well. In Italy with the "green pass" you are allowed to eat inside restaurants and you can go to the cinema, theatre or to a concert. The green pass is available for people who are fully vaccinated, of course not everybody agrees this is the right choice in a democracy but the Italian government, under the guide of Mr. Mario Draghi is sure this is the only way we can avoid another lockdown. A lockdown which many boardsport retailers fear as we didn't have a single ski resort open last year. With the green pass this should be possible this year and it's something our ski & snowboard industry crucially needs, as otherwise many businesses reliant on winter tourism would go out of business.

Summer started off great, so skate and surf stores cannot complain about their summer business. Many tourists meant a lot of rental business for surf and a lot of good weather meant a lot of skateboarding hardgood sales. Skateboarding completes still do well even with a slight decrease when comparing to the 2020 season, also owed to the bigger offering from more retailers this year. Skate shoes are still decreasing in turnover for core skate shops as shoes from Vans and Nike are the leaders of this segment and many smaller stores don't really get the chance to stock their best-selling models or are getting them only in limited quantities, due to buying restrictions. Clothing-wise, big baggy pants are back and skateshops can't seem to keep enough in stock. Surf stores only complain about less stock availability from suppliers in terms of

MARKET INSIGHT

hardgoods and wetsuits, which will only grow as a problem as we move into 2022 as the Chinese supply chain is making it tough already for FW21 deliveries, as we are told by many distributors nationwide. The heavy increase in shipping costs per container makes it really hard for distributors to import as their margin is eaten into by these huge increases. Stores from all over Italy are already complaining about their FW21 goods arriving late for this upcoming season. A price increase is not only noticeable in the boardsport business but overall as nearly all raw materials have had a huge increase, something echoed by the construction industry in their latest report.

Retailers from the Milan area (who do not want to be named) say we have to now adapt and that customers often don't understand the price increases in such difficult times. We need to relay to them that we have no choice in such matters during global crisis, which seems to be hard to understand for a younger consumer.

Online sales are still growing for the boardsport industry but as Italy is not a lead state in terms of online business in the EU, many smaller Italian online stores face big competition from outside our country, which makes it hard for them to compete with the big lines and price competition with bigger online stores externally. But the importance of being present online is also something all retailers are aware of as the consumer wants to interact with their favourite stores digitally.

Sadly in 2021 not many events or contests could take place as government regulations are still very strict for public events but we still saw some small contests organized by local stores to keep the scene alive and happy. Now we are heading into the winter season and everyone hopes we are not going to see another season of lockdowns. Fingers crossed and hopefully see you on the slopes!

FRANZ JOSEF HOLLER



INDIANA

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SCAN ME

Foto: Sophie Meylan

RETAIL BUYER'S GUIDE

SUP 2022

The SUP market has now gone way beyond the normal remit of boardsports in the variety of its uses, attracting more and more people to an outdoor sport: a sport of the masses whose critical size is far from being attained. The proof comes in this preview of what's on offer for Spring/Summer 2022, which is destined to be a busy season for retailers, so long as they get their orders right. **By David Bianic.**



INDIANA

In an international context where it has become more difficult to supply than to sell, the issue is no longer as much about whether the market is doing well as whether the supply and logistics chain can handle it. The proof? “We have almost 25% of our current turnover in customer orders that we cannot deliver at the moment due to lack of products”, reveals Benoît Brecq, Brand and Marketing Manager for Ari'i Nui who have recorded a 200% increase in demand on last year! Just as revealing is the anecdote from Wyatt Miller, Brand Manager at Slingshot Sports who tells us how they ordered 500 inflatable SUPs in one go and sold them all in one single day. This is why you need to go for pre-orders, reminds Swen Rilhac, Communication and Marketing Manager

“the shipment costs have more than tripled worldwide and have even arrived at five times in some regions”
Chap Zhang, Aqua Marina

at SIC Maui. The team at NSP tell us that the indicators would suggest that the demand is at risk of exceeding the supply of provisions “for at least another 18-24 months”.

To keep up, the Chinese brand Aqua Marina have had to kit their factories out with better machines to provide higher production capacity, explains Chap Zhang, Head of Product. And for the

European brands like JBay Zone, we're reminded that the blockage at the Suez Canal last spring and the shortage of raw materials (for inflatable SUPs) did nothing to help the situation. You could always follow the example of German brand Tripstix who relocated their manufacturing from South Korea to Europe earlier in the year, conscious of the



AQUAMARINE

fact that production would slow down, especially “as our products are technically sophisticated to produce”, points out Chris Gollhofer, Marketing and Commercial Director and Engineer. Once again the figures are impressive when talking about production, like at SUNOVA in Thailand who have doubled their capacity since the pandemic “and we are about to double it again”, assures Martin Jandke, Director General and Owner of the brand.

The spectacular rise to transport costs in 2020 hasn't really been reflected in the retail prices of 2021 and brands have generally preferred to trim their margins in order to contain prices. Some such as Hala Gear have even dropped the price of several models to make the sport more accessible during the lockdowns.

“Due to the millimetre by millimetre accurately shaped tubes, a precise shape can be determined for each board section”
Chris Gollhofer, TripStix

But the logistics costs are still just as burdensome this year; so should we expect a hefty bill in 2022? “Maybe” hints Chap at Aqua Marina, “as the shipment costs have more than tripled worldwide and have even arrived at five times in some regions”. To counter this added cost, the brand has managed to minimise the size of their packages in

“there's still the authenticity of buying a cruiser from a traditional retailer with all the advice, expertise and accessories that the big sport chains miss... and these stores are the best to build relationships and community – an intimacy that the big sports chains and their websites cannot replicate”
Caren Forbes & Sander Blauw, NSP

2021 and therefore maximise the load quantity in containers to neutralise the increase in prices for their distributor in SS22. An idea to take on board.

But beware, others predict that the tariffs will be slightly higher... “The new cost of freight will have to come down the line for 2022”, regrets Wyatt from Slingshot before adding that “We ate a lot of the cost this year to keep our retailers happy, but it is simply not sustainable”. Only Red Paddle Co are showing complete transparency by communicating price increases of €30-50 depending on the model, together with Indiana, who reveals a 5-10% increase depending on the different product sections: “Even with this increase we still lose margin”, says CEO Maurus Strobel.

Luckily, a stronger dollar has allowed for this trend to be counterbalanced, says Gary Willingham from Marketing at Gladiator, which means this increase can be curtailed.

FROM VIRTUAL TO REAL WORLD: Paddle Sports Show

Between Zoom, FaceTime and WhatsApp, you could have almost forgotten about the world before where we used to assemble for Mass at professional trade shows. After two years of virtual meetings, the moment has come at the end of September to browse the aisles of a trade show once again, in this case at the inaugural edition of the Paddle Sports Show in Lyon, France. Excitement is palpable: “Seeing new and familiar faces again, talking shop, sharing our enthusiasm and gaining insights is exciting after a period filled with Teams & Zoom meetings”, says William Doornekamp, Brand Manager at Jobe Sports. Same vibe at Indiana, as Maurus Strobel remains convinced that “direct contact is still the best way to transport a message and present the product range”.

Like 2020 and 2021 have shown us, you have to be prepared for disappointment and so some, like



Ari' Nui have preferred to decline their invitation to the show because the situation in France is not stable enough. So, this brand has prioritised the work of their representatives and commercial agents in the run up to it, "who have been travelling throughout Europe since the start of summer to introduce our 2022 products", explains Benoît Brecq.

"When you have more technical disciplines- in practice as well as equipment- you need advice and customer service, the two assets of a retailer."

TRENDS SS22: All-around but not just that...

Don't get your hopes up for a scoop on Spring/ Summer 2022. With no surprise, all-around (or all-round) models will have a monopoly amongst our clientele and mostly in inflatable constructions. And this is why, "The entry-level market still has great potential and favours a first all-around board for recreational paddling, cruising and fitness", reminds Chap from Aqua Marina. The second flagship discipline in terms of sales, Touring represents a logical progression to the sport, allowing you to go further, faster with a racier design under your feet, more rewarding. Charlotte Green (Marketing Manager) at Red Paddle Co notes a quicker transition from an all-around SUP

to their Sport or Voyager models with participants paddling more regularly in the last year.

But some touring models also make really good first boards, believes Stefan Perchthaler from Spinera, because their properties suit both beginners and accomplished SUPers alike. Furthermore, we find touring SUPs aimed at the wider public, from beginners to confirmed paddlers, like the 11'6" Touring Limited Edition from Moai, a shorter version of their classic 12'6" with effective colours and graphics, or the 11'6" Flare Short Tourer from Noah Boardsports. While we mention more compact designs, Indiana launches a 11'6" Feather, an aptly named featherlight touring/adventure model (7kg, for riders up to 80kg) with very small packing volume once deflated.

Beyond the all-around and touring categories, the other disciplines are still niche shares of the market. However, specialist retailers can really shine when it comes to these elements that are more exclusive but not negligible given the size of the overall market. When you have more technical disciplines - in practice as well as equipment- you need advice and customer service, the two assets of a retailer.

Foil SUP is attracting a lot of attention amongst customers who are all the more encouraged by



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a retailer's salesmanship. The versatile SUP/Foil/Wind models have plenty of benefits to sway a hesitant clientele. Apropos, Naish reveals new features on their Hover inflatable line which is targeted towards SUP foiling (and wingfoiling). Amongst these hybrid models, one category has stood out in the last two years, inflatables with a central fin box to use for windsurfing and wingfoiling. We're thinking here about the Crossbreed from Slingshot and their optional keel fin called sUP WInder which allows you to

"Foil SUP is attracting a lot of attention amongst customers who are all the more encouraged by a retailer's salesmanship."

go upwind as the name suggests or the Mohaka 10'2" from Jobe offered in a package with its 3.5m rig. RRD have even developed a whole range (8'4", 10'4" and 12') aimed at use in the wind with their Air EVO Convertible models.

To round off this sub-category, we should mention the 13'2" Adventurist from Mistral, a model made for adventure which can hold a WindSup rig and an impressive load.

Likewise, for the landlocked regions, river SUP represents an interesting commercial avenue, especially models with retractable fins like the Atcha 96 and Radito from Hala Gear thanks to their Stompbox 2.0 system.

To round off the expanding disciplines, SUP Kayaking perhaps doesn't excite the waterman within us but the fact is that these models are more and more sought after. Aqua Marina are offering the 11'2" Cascade which at 35" wide and 8" thick allows you to take more than just a six pack of cold beers while Tahe (ex BIC Sport) have developed their Beach SUP-Yak, one of its strong points being the hybrid paddle that can take another blade for the kayak.

Retailers should not neglect the rental market either, under the proviso that they go for a fleet suited to this use. Rigid boards prove to be a good choice, as long as their construction can withstand the worst kind of treatment. This is the case of the HIT Cruiser from NSP, a board designed for schools and rentals. This High-Impact Technology consists of an eco-friendly EPS SecureCell blank, stratified in a military grade fibreglass with epoxy before being wrapped in a "bullet skin" made of styrene-acrylonitrile. Equip is launching the world's first intelligent SUP station. Connected via the easy-to-

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SS22 iSUP INNOVATION

In the all-around inflatable category you can find huge differences in construction (and quality) despite an identical outline. Dropstitch technologies are continuing to develop. Steve West, Brand Manager at Mistral mentions "A higher number of stitches per inch with thinner threads to improve torsional and longitudinal stiffness", a process christened DSFL for Double Skin Fusion Layer. There's only one extra step from double to triple layer and Gladiator have taken it for their 2022 race iSUPs which are incredibly stiff, assures Gary Willingham. It's the same idea at Hala Gear, the American wild water specialist who are going for a Thick Fusion construction for a thicker skin to stand up to the abrasion of rocks especially, without adding weight into the equation, assures Victoria Ohegyi, Marketing Director.

Another branch of evolution is weight itself and SipaBoards are offering lighter material, the new MSL (Fusion, double skin) as well as the ULT (Ultralight) technology at Spinera. Likewise, welding is benefitting from much more robust technology these days like High Frequency Welding at Aqua Marina for example.

After a big push for multi-chamber technology in the last two years, the trend is subsiding, only Massimo Vanzin from Marketing at JBay Zone announces to us the release of two double-chamber models. For others, it remains the no.1 sales argument like at Tripstix and their ClustAir technology, a complex assembly of chambers with different thicknesses: "Due to the millimetre by millimetre accurately shaped tubes, a precise shape can be determined for each board section", explains Chris Gollhofer. This provides for shape, thin rails and a real rocker through the whole board. Tripstix have pointed to one of the SS22 trends: improved shapes for inflatable SUPs.

Swen at SIC Maui also explains that while inflatable technologies remain unchanged, the shapes and outlines are closer to their rigid SUPs. At Jobe, some iSUPs now feature discreet channels for more traction so we are told. For Noah Boardsports, a range of surfing iSUPs is seeing the light of day with smaller, more manoeuvrable boards. Niche within a niche, inflatable foil SUP will be the subject of a big innovation, promises Svein Rasmussen from Starboard with the arrival of their registered Airfoil model board. Watch this space...

Now's the chance to mention a future trend on the inflatable SUP market: in the same mould of the e-foil, the electrically assisted e-SUP may see some success in the future and SipaBoards are already offering a Drive range that's auto-inflating and propelled up to 7km/h.

RIGID SUP INNOVATIONS SS22

The first thing we notice when scanning the brands we talked to for this Buyer's Guide: few are offering rigid SUPs. William from Jobe was realistic: "The products themselves are great but there is less demand for them in comparison to inflatables." And so Jobe prefer to maintain their current range to allow retailers more time to sell them and retain their margins rather than offer new models. Commendable wisdom.

The rigids on offer are trying to provide a supplement of soul to inflatable all-rounds. The leisure SUPers who want to touch the waves a bit can count on models such as the Sunburst 11'9" from Mistral in 2022, a GRP epoxy board with bamboo cladding in a classic Malibu shape aimed at small waves, nothing more. The same goes for the 10'6" and 11'6" Breeze Performer from Tahe with the ultra-robust Ace-tec technology (thermoformed on polystyrene core). At Naish, Michi Schweiger announces updated shapes of their iconic SUP surf board, the Nalu (10' & 9').

But honestly, the most exciting rigid SUPs are to be found in the performance disciplines like racing and foiling. Newcomer to the market SUNOVA was created by a trio of composite specialists (The Board Factory Co.) and are offering a 100% rigid range, a real gamble in 2021! In race boards, their Flatwater FFAST Pro charger dominated the last ICF World Championships in Hungary. As for the Aviator



Wing foil board and their shaper Casey, this slots into the category of high-performance foils for waves. It should be noted that this company has a second brand which is more accessible in terms of discipline and price called Suns Surfboards which in 2022 will offer a wingfoil foilboard that's more stable, aimed at hardened but not expert foilers as well as a rigid all-around SUP called Origin "really affordable and super durable all round board" says Martin Jandke, before adding: "We only focus on hard boards and paddles and accessories atm, while we are building up a range of performance boards during the coming years with our collaborators."

Among the aesthetes of rigid SUPs, SIC MAUI are presenting a new category of race board, the Atlantis, "built for rough water and moderate to heavy downwind", reveals Swen Rilhac, a board created for competitions like the SIC Gorge Paddle Challenge, the Carolina Cup, Gorge Paddle Challenge, M2M and M2O.

RETAILERS: KNOW HOW TO POSITION YOURSELVES

We have sought advice from the brands by asking them a difficult question: should specialist retailers leave the supply of all-arounds to the big sports chains and other

D2C specialists to dedicate themselves to more specialist disciplines? After a suspenseful pause the answer is a forceful, "no!". "Most end-customers are beginners who have no idea about this sport and need to be educated, so they need more guidance, services and after-sales support", insists Chap from Aqua Marina. For William at Jobe, the problem doesn't come from all-around SUPs but from low-priced SUPs with just one layer of PVC. Caren Forbes (Marketing Manager) and Sander Blauw (Sales Director) from NSP assure us that "there's still the authenticity of buying a cruiser from a traditional retailer with all the advice, expertise and accessories that the big sport chains miss... and these stores are the best to build relationships and community – an intimacy that the big sports chains and their websites cannot replicate". As if that's not a declaration of love! ©

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HIGHLIGHTS

- 1 Price increases
- 2 Transition from all-around to touring
- 3 SUP foil and SUP Wind
- 4 Rental fleets



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And the story goes on: mid-August, the summer weather continues to sputter along, where is the journey heading? After a brief phase in early summer when travel was – or, at least, was perceived to be – unrestricted, the

delta variant led to several rebooking and cancellation scenarios as infection figures at classic holiday destinations rose rapidly. Greece replaced Portugal, the flight to the Canary Islands turned into a camping trip to Schleswig-Holstein. Flanked by water, Germany’s northernmost federal state of Schleswig-Holstein has been in great demand since last year. In August 2020, overnight stays at the local campsites were already seeing a 21.1% increase over the same month of the previous year! The latest figures once again show a big plus, with a 25.2% growth for the six months from January to June 2021, compared to the same period last year. The drop in overnight stays reported by the hotel industry, which remained closed for a long time due to the pandemic, could be thereby at least compensated for by these positive figures (source: statistik-nord.de).

This trend is confirmed by Tobias Seemeier of Good Times Surfshop. At the holiday destination of Sankt Peter-Ording, Tobi runs his own shop as a concept store. “Tourism in Germany is booming, and this has a very positive impact on my sales figures! However, especially for my concept with a sales area, café-bar and cultural centre, the current Covid regulations do not allow for normal business, which would definitely attract many more visitors.” His current top sellers are wetsuits and cold water surf equipment in general. Moreover, textiles are now selling much better and sales of shop merchandise are also solid. Tobias is experiencing supply bottlenecks

especially in the hardware sector: “Neoprene stocks are virtually non-existent and the waiting time for hand-shaped boards has become much longer!”

Three hours’ drive east of Sankt Peter-Ording, Surf and Fashion Fehmarn is another shop located in the middle of a holiday area. “Here in Schleswig-Holstein, we were lucky enough to be allowed to reopen completely for both the Pentecost and Ascension holidays. Since then, the sales figures have been very good and have so far come close to last year’s record figures. You do notice that some of the day visitors are missing, as many of them are no longer on a reduced work schedule, but even so, the coast is fully booked,” says shop owner Jan Ueberall, describing the situation. At his shop, the entire product range is selling well, with a strikingly large number of complete skateboards leaving the shop in the hands of female customers. Textile products are also doing very well and longboarding is on the rise again. “Overall, we’ve been able to almost make up for the losses suffered at Easter, which is normally our strongest weekend of the year in terms of sales, and we’re now hoping we’ll be allowed to stay open in the autumn.” In addition to the restrictions imposed by the Covid-19 pandemic, the supply chain continues to have a massive impact on the sales situation. “For some brands, you are not allowed to exceed last year’s order volume and the pre-order deadlines have been brought forward by a few weeks – a particularly tricky timing for us to manage during the peak holiday season. On top of that, reorders for skate hardware and water sports have been almost impossible to place already since June,” says Jan, taking a critical look at the procurement situation.

Away from the coast, Cologne is dealing with the same problem. “There are bottlenecks especially concerning neoprene and surfboards, but the problem actually affects all categories,” says Stefan Held of surf

specialist Frittboards, outlining the situation. Nevertheless, they are very satisfied so far: “Since June, demand has been very good, as always in the run-up to the holiday season. We mainly sell hardware and at the moment, all products are performing well, especially surfboards!”

A few kilometres away, Jochen Sebold of Plan-B Funsport in Bochum has the same feedback from the skateboarding sector: “After the much-awaited reopening of the stationary trade, online sales have shifted back to local shopping with consultation. Our customers were happy to be able to visit the shop again without restrictions and enjoy the shopping experience supported by expert and honest advice.” Like everywhere else, hardware was the top seller at Jochen’s: “Skateboards, cruisers, surf skates and longboards were in the highest demand. Fashion, accessories and shoes, on the other hand, saw less of a turnaround, if any at all, and ended up mostly selling at a lower price.” The high global growth rates in boardsports hardware sales have definitely stretched the supply chain to its limits. Limited production capacity meets a shortage of raw materials. Looking from his position, Jochen fears a change: “In order to secure a piece of the pie that is the whole skateboard segment for the coming year, the only option is to fill any possible gaps in supply through higher pre-order volumes, but this also implies a higher level of commitment and obligation to purchase towards the distributor. To secure stock availability, the risk is transferred to the retailer via the distributor, rather than being supported by stock availability in B2B systems, like in previous years.”

The supply chain in the wakeboard sector, on the other hand, seems to be in a somewhat more stable position so far. Anna Trinkner of Wakeport in Raunheim comments: “Apart from a very few individual components, we have actually received everything we ordered and

have also been able to reorder throughout the season. The only bottlenecks we experienced regarded longer delivery times for pre-orders.” Since the wakeboard facility at Wakeport operates exclusively with a two-mast system, online slot reservations are nothing new for the clientele. “The booking volume last season was so extreme that we were sometimes fully booked a whole month in advance. In order not to miss out again this year, many people book their slots weeks in advance, with the result that the weather forecast has ceased to be relevant for the reservations and thus for our occupancy rate. Only our beach bar and shop are of course experiencing a significant drop in the number of walk-in customers due to the relatively cold summer.”

An analogy to the retailer feedback can be read in the economic data. The raw figures from the Federal Statistical Office show a GDP increase of 9.2% in the second quarter of 2021, price- and calendar-adjusted, compared to the same period last year. A look at the retail sector also shows a 4.2% increase in sales for June 2021 compared to the previous month and 6.2% compared to June 2020. In this context, it is worth noting that the stationary retail trade in the textile, footwear and leather goods segments in particular is once again reporting significant growth post-lockdown. Compared to the previous month of May 2021, sales are up 70.5%. At the same time, online and mail-order sales fell by 7.5% in the same period (source: Destatis). After many months in lockdown, German residents are allowed to leave their own four walls to go shopping, and are now doing so again more and more often!

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RETAIL BUYER'S GUIDE UNDERWEAR SS22

A year of sitting at home in your pants has brought underwear to the forefront of men's shopping trends. They look for comfort and a little fun, and brands are ready to deliver. **By Rocio Enriquez.**

Men look for comfort when shopping for underwear. This behaviour was reinforced during the pandemic. "Consumers invested more in everyday basics that delivered fit and comfort whilst they were stuck at home", says Rich Philip of Stance. For the growing numbers of boardsports fans, comfort is not only limited to soft and breathable materials. Support and functionality are key. Once comfort and performance are covered, though, there is no harm in having a little fun. Consumers seem keen on bright colours and original prints as a new way to express themselves. The fact that it is a hidden garment allows men to go as crazy as they feel like without having to explain themselves.

SHAPES

Boxer briefs report the best sales throughout all brands interviewed. Mostly offered in different inseam lengths, it is the longer ones that get more attention from active consumers. Ethika reports its 9" style as their staple. Muchacho Malo's best-seller is also the longer legged "1010" boxer short. The thicker fabric and flat seams make it a fan favourite. Bn3th is also

"Consumers invested more in everyday basics that delivered fit and comfort whilst they were stuck at home" Rich Philip, Stance

introducing longer inseams directed at sport specific use. They are also minimising design lines to make them more breathable and comfortable, and adding hidden pockets and trim choices. Saxx is adding longer 7" styles to

their range. Next Summer they will be offering a range of slim fits, regular fits and semi-compression in that length.

MATERIALS

A variety of fabrics are elbowing their way to claim their spot amongst the cottons and polyesters. "Technology is moving up the agenda and fabrics are at the heart of it", says Darren Wilcox of Saxx. The focus on sport specific designs and the growing concern for sustainability is driving this trend. Stance relies on their in-house developed Butter Blend fabric. "This is the secret sauce that gives our underwear that silky softness and comfort", says Rich Philip. Moskova uses wicking polyester for their training styles. Bn3th has partnered with Ionic+ to make their sporty designs antimicrobial and odour free. For their everyday wear line, they have partnered with Tencel Modal, pairing comfort with sustainability. We can find Modal in Saxx's range too. Muchacho Malo serves the same purpose with the use of bamboo fabric. We can also find Merino Wool in the collections of Saxx and Supernatural.

LOOKS

Designers have welcomed the demand for vivid prints and colours. Each brand is doing their own thing, and the only constant is loudness. Solid colours are bright. Bn3th builds its colour palette on sun bleached tones of orange and blue. Muchacho Malo uses darker colours to host bright accents. The substance is in the prints, though. Ethika likes to entertain customers with in-depth graphics that will have them staring for a while. Heritage is the main



theme for Muchacho Malo's SS22 collection. There is a strong influence of surf culture that produces retro prints and flowery patterns. Bn3th offers three prints charged with nostalgia: the Rhythm stripe, the 70's inspired Sunday Stripe and the Radical Tropic Sunset inspired by the Colombian jungle. Moskova and True Boxers bet on flower prints too. There are some collaborations to speak of. Ethika offers their Signature Series featuring athletes Valentino Rossi and Dani Alvé, and musicians Rick Ross, Snoop Dogg and French Montana. Saxx also features artistic collaborations, but it does not stop there. They also offer three conscious collaborations. Two of them, with The Plastic Bank and The Conservation Alliance, aim to help the environment, donating proceeds from the sales of these ranges to each organisation. The third one is a collaboration with Sage, an organisation that improves the lives of LGTB+ people over the age of 50. Worth mentioning is the playful Valentine Day special edition by Muchacho Malo. "It features a print that stands out when viewed with the included 3D glasses", announces Jeff Sapuletty.

SUSTAINABILITY

The use of new materials such as Bamboo and

Modal is opening the quest for sustainable fabrics that can match the softness and comfort of cotton. Bn3th is committed to use only sustainable fabrics by 2025. But most efforts are taking place in manufacturing and packaging. Making longer lasting boxer shorts is the most important factor, as it avoids waste. Moskova joins Muchacho Malo in replacing plastic by cardboard in their packaging.

Underwear collections are charged with stories, from an aesthetic and a technical point of view. The reduced size of the product allows for easy in-store display, especially using the cleverly designed POS furniture that most brands are offering. This is a category that has been growing each year and nothing indicates that the trend will not continue. With a good assortment properly displayed, boxer shorts should not stay very long on their shelves.

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HIGHLIGHTS

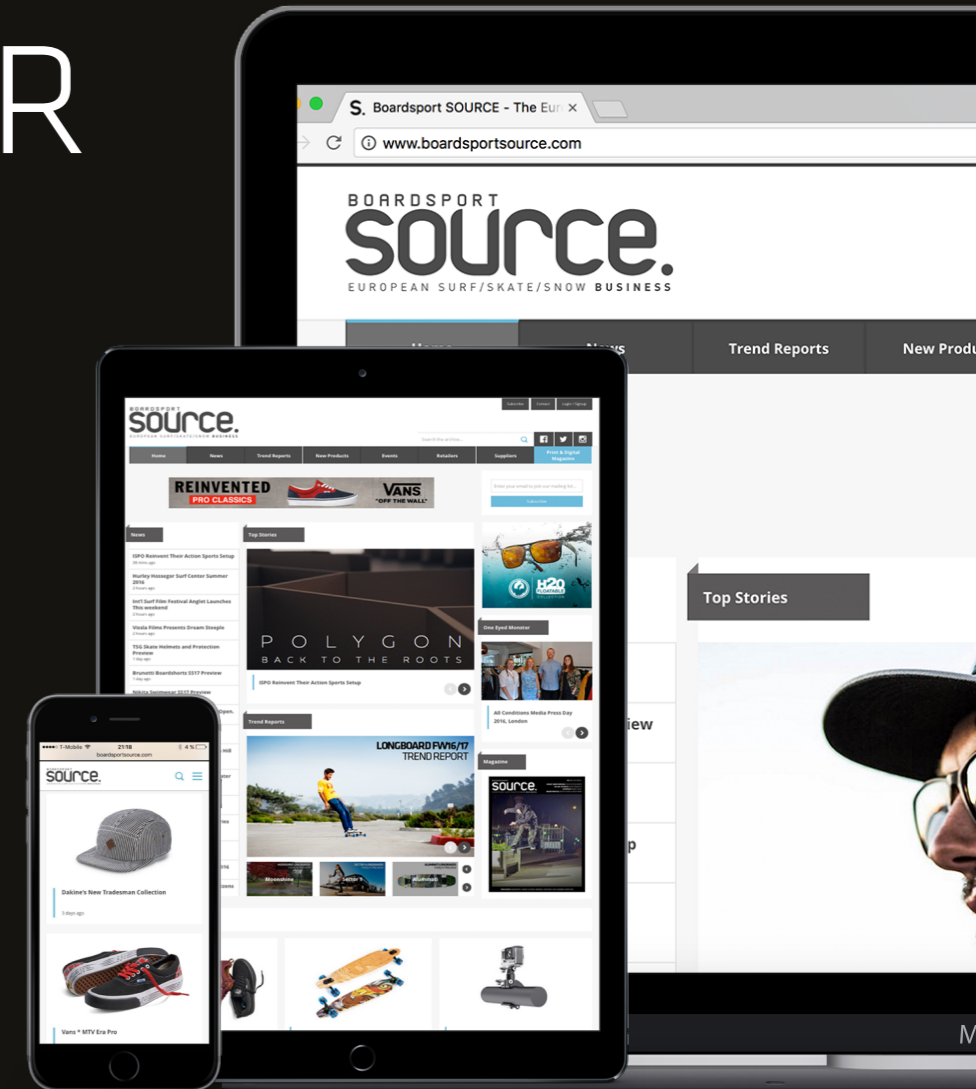
- 1 Rising trend of underwear sales continues
- 2 Technology driving use of new fabrics
- 3 Bright colours, loud prints
- 4 Added focus on sport use

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BIG WIG INTERVIEW

JOHN PYZEL - PYZEL SURFBOARDS

Shaper to a number of the world's top pro surfers, Jon Pyzel sits in this issue's Big Wig hotseat to talk surfboards business. We get a gauge of how the pandemic's affected his company and catch up on his views on competitive surfing in both the Olympics and on the CT. With a newly established European business we also explore their offerings here in Europe and just how he maintains their "Surfboards Built by Surfers" ethos. Interview by Source Editor, Harry MT.



Please talk to us about your current business setup in Europe

Last year we established a sales and distribution company of our own called Sugar Mill Europe. Besides a separate licensee for the UK, we are now working with two different partners to build our boards (Polen Surf in Portugal and World Shapes in France) and we then handle all the rest of the business ourselves. We also just recently opened a retail/warehouse space in Biarritz, France where customers can come in to buy our boards and we ship stock directly to other shops in order to quickly fulfil their needs. These two things have really helped us provide all of the European surf shops with boards much faster and still maintain the high quality that we demand of ourselves.

What have been the highs and low points of the past 18 months for the brand?

As anyone in the surfboard business already knows, the past 18 months have been the busiest time ever in the industry! Our biggest challenge has been being able to make enough boards to keep up with demand without compromising our quality and to keep in line with our ethos "Surfboards Built by Surfers". We have not gone to overseas manufacturers to make our boards, instead we are working with local board builders who employ many life-long craftsmen and give them good job opportunities. Supporting the European board building community is very important to us and we are stoked to be helping that grow!

What's your current wait time on a custom surfboard production in California, Australia and Europe?

Generally, I would say between 6-10 weeks, and we always try to prioritize custom orders over stock boards if we can.

We have not gone to overseas manufacturers to make our boards, instead we are working with local board builders who employ many life-long craftsmen and give them good job opportunities. Supporting the European board building community is very important to us and we are stoked to be helping that grow!

With raw material cost rises affecting retail prices, do you have some hope that finally we can see a lasting increase in surfboard prices to consumers?

We do our best to sell boards at prices that are fair, while still raising prices to accommodate our costs. To be honest, surfboards are still really under-priced. If you compare prices today to prices 15 years ago you will see that they have not gone up as much as everything else that we buy (except maybe computers, which have somehow become less expensive). People will pay \$1200 for an iPhone that only cost \$400 not that long ago, but they are a little upset that a surfboard price is \$100 more than 3 years ago! Surfboards are handmade and require meticulous craftsmanship for every step of the way, yet the industry pay scale has barely moved up in years. I would guess that boards cost about \$500 LESS than they should if we actually adjusted our pricing to keep pace with inflation.

What are the raw material categories you're struggling to source the most in the last 18 months and how have you improved your supply chain to combat this moving forwards?

We have been pretty lucky so far, but we are one of the bigger brands and have long standing relationships with our material suppliers. We have not had any major interruptions so far.

How do you feel about the WSL crowning their champion at Trestles?

I personally don't like the idea at all. Gabe

People will pay \$1200 for an iPhone that only cost \$400 not that long ago, but they are a little upset that a surfboard price is \$100 more than 3 years ago! Surfboards are handmade and require meticulous craftsmanship for every step of the way, yet the industry pay scale has barely moved up in years. I would guess that boards cost about \$500 LESS than they should if we actually adjusted our pricing to keep pace with inflation.

Medina has dominated the tour this year and in my eyes deserves to be crowned Champ! He has a great advantage going into the final day, but he could still lose to someone who has way less points than him if he loses just one heat. If he isn't the World Champ this year, then I am calling that system a complete failure. The WSL wants to add drama and have an easily televised moment where a champion is crowned, but really it takes away from all the work that the surfers have done in many different events all year, all around the globe.

Talk to us about your Olympic experience. Lessons learnt and predictions for the future of Olympic surfing?

It was better than I had expected, but still has a long way to go to make it something that non-surfers can watch with any interest. I think the experience for the surfers themselves was really special. Being a part of the first surfing Olympics is something that they will never forget, well beyond most other events, so I am happy for everyone that was there. I hope that the next one will be in amazing waves and that it will be more entertaining for non-surfing audiences.

That said, I am not sure that people who don't surf will ever really care enough to get behind it all. Tahiti will provide more of what surfers really think about when they dream of a magical place to be in the water.

What's the next trend in surfboard shapes?

I don't ever know how to answer this question because I am constantly coming up with new designs and testing them with my team around the world. I just try to come up with shapes that help people have a better time in the water, from pro surfers to beginners.

If he isn't the World Champ this year, then I am calling that system a complete failure.

With surf participation figures significantly up, what do you think the impact will be on the surf industry over the next few years?

I see the industry as a whole being lifted up right now and I don't know why that would stop anytime soon. This pandemic has let people step back and take a look at what they value in life and it seems that many of them decided to try new things. Surfing lets you get outside and away from the worries of our everyday lives, and I am sure many people have found that to be amazing for them. We are stoked that we can be a part of that in some way and hope that surfing is helping people to have better lives than they did before discovering it.

Please can you talk to us about the carbon footprint of the company.

Currently we plant a tree for every board we sell globally through a group called Grow Ahead. It was really important to us to work with a company where we can see the results and have the confidence in making sure we are working on small scale projects that are helping actual people. Our carbon footprint is fairly low but

we realize that surfboards are not the most environmentally friendly products on earth so we try wherever we can to be better. We are actually working on a pretty revolutionary packaging project with Peter King that you will hear about in the next few months that we are really excited about.

How do you see man made wave pools influencing surfboard design in the coming years?

Every time there is a new wave we tweak designs, wave pools definitely are no different and there will definitely be more coming online in the next few years.

What percentage of Pyzel boards sold are soft tops and how has this increased in recent years?

We have a separate brand that we started with John John called JJF by Pyzel that is only softboards so it is separate from our high performance business. This has really increased a lot even in the short time that we have been in it but to put it simply we can't make nearly enough for the demand we have. I think this will eventually plateau, but the surf boom is definitely real and we are stoked to see new people get into the lifestyle of surfing.

Please talk to us about the Pyzel team and how athlete marketing has changed in recent years.

We have kept it pretty consistent, the largest change is the ability for team riders like Nathan Florence and Koa Rothman to have such influential outlets with their YouTube and social media channels. It's super cool because fans are able to see their day to day and their real lives and get that connection, we are pretty stoked on how that has progressed over the past few years. Same with John John, his Parallel Seas production company puts out top level content that he is super stoked on and it's insane to see him continually raising the bar on his projects. ©



RETAIL BUYER'S GUIDE

KITEBOARDING SS22

Kiteboarding remains popular. Foiling offers the possibility of riding in all conditions. Lighter kite and board designs have followed that lead. Anyone that wants to get out will find the right equipment to do it. **By Rocio Enriquez.**



Travelling is still challenging. Isolation rules and costly fit to fly tests break spirits and pockets. People want to use their home spots as much as possible, and that means being able to adjust to varying conditions. Foiling has offered the answers and has become the biggest trend, whether with a wing or a kite. Riders adjust not only to different conditions but also to different disciplines. This climate favours the introduction of newcomers into wind water sports. And newcomers are expected, especially after kite foiling's debut in the Paris 2024 Olympics.

Many brands report an increased demand in Big Air specific equipment, such as Eleveight's XS kite. "We can see a growth in popularity for all the cool

old school tricks", says Robert Bratz. Gaastra is extending their range with a new Big Air kite, MAX.

"More experienced users will be switching to something new, either foiling in light wind or enjoying strapless directional board riding" Jan Korycki, Nobile

The multi-discipline mentality that reigns in the sport will also push the growth of wave riding. "More experienced users will be switching to something new, either foiling in light wind or enjoying strapless directional board riding", foresees Jan Korycki from Nobile. Chloe Scamps from F-One shares: "We are expecting constant

growth in all disciplines as people spend more time in the water at home".

"By far the most cohesive, modular collection yet, offering a wide range of foils designed and suited for all types of conditions" Scott Trudon, Naish

KITES

The main trend in kite design is lighter kites that work in lower speed winds. "There's growth in light wind kiteboarding and foiling. The Juice D/LAB is loved by our customers, on foils and twin tips", says Philipp Becker from Duotone. Their super light D/Lab and SLS series sold very well, despite the price increase. New materials like Aluula are making this possible. Ocean Rodeo was an early adopter of this innovative material. Their A-Series, which claim to be the lightest kites in the market, have sold very well. Most brands' bestsellers are this type of versatile, lighter kites. Such is the case of Cabrinha's Switchblade and Moto kites, Eleveight's RS, F-One's Bandit or Gaastra's The One, which can also be used with a foil set up. Nobile's one strut, also called The One, allows you to have fun under 10 knots. Combined with a foil set up, it extends the riding conditions to almost no wind. Slingshot's most demanded kite was the UFO. Its incredible drift and lightweight handling has turned it into a foilers' favourite. Gin's bestseller was the Spirit, an easy to handle all-terrain, very stable in any wind conditions.

Summer 2022 brings some innovations. Nobile is improving their V-ride, a freeride kite with great hang time and quick response. They are also introducing a freestyle kite called The Game Changer. Gaastra builds up on the great feedback from their 2021 range. They focus on small improvements through reinforcements and optimised production processes. Their only launch will be the new Max kite for big airs. It has an increased aspect ratio and 5-strut design, providing huge boosts and control. Slingshot has dedicated the past two years to testing new leading edges and auditing their whole construction process. "The result is lighter kites. Our RPX has shed 13% off its weight, and the SST, 15%", says Alex Fox from Slingshot. Naish also focuses on improvements to their Pivot and Triad Kites. F-One offers the 15th version of the Bandit. Drawing inspiration from their wing designs, they

have come up with new double vertical panels along the trailing edge for excellent control. Eleveight is currently testing a new material for the inflatable structure. They are also working on reducing the overall weight but keeping the durability and performance intact. All these changes will be implemented through a specific tech line launching in 2022. Duotone keeps progressing their SLS and D/Lab series products to offer ever lighter kites. RRD is introducing 4 new kites next year. The strapless Religion, the all-rounder Passion, the Vision for freeriding and light wind kiting, and, finally, the Emotion, targeted at schools and foil fans. They are also working on an Aluula fabric kite which will be 50% lighter and 50% stiffer, we are keeping our eyes peeled for that. We will see loads of Aluula across Ocean Rodeo's range, too. This will include a new Big Air Kite called the Rise and an expanded line of HL-Series kites and wings. "The lighter, stiffer ALUULA composites also influence the performance and handling of the big wind kites too", explains John Zimmerman. Gin introduces the Marabou, the first ever hybrid kite for land, snow and water, ideal for travel. It offers good stability and reliability while riding, even in the face of wind gusts. Cabrinha announces some innovations, although we'll have to wait until January to see what they are all about.

BOARDS

Weight reduction is the trend here too. After that, sustainability is becoming an important factor. Versatility is rewarded. Gaastra's bestseller is the Watts, with great all-round characteristics. It is flanked by the Blend, which offers ease of use and light wind performance, and the Pact, a high-performance TT for freestylers. Slingshot is having great results with their Formula V1, one of the lightest twin tips in the scene. Eleveight reports steady figures for their freeride boards. For Cabrinha, the Spectrum, targeted at intermediate riders, is the one driving more sales. More experienced riders prefer the Ace, available in wood construction, a stiffer and more responsive board. Goodboards finds it challenging to keep shelves stocked. The new ACT wavy edge, their Anti Chop Technology, has attracted a lot of attention. The incorporation of NFC boomtags to their boards has also worked well. It allows you to locate your board in case it gets stolen, or you get separated from it during a session. Nobile expects good business with the

split boards. As travel reopens, kites get ready to visit their favourite remote locations again.

Summer 2022 will bring a few innovations and a lot of tweaking to existing proven models. Gaastra and Slingshot carry over their twin tips designs from 2021, as the feedback was excellent. Nobile aims to reduce the board range. One solution has been the new NT5 model, a fusion of previous models NBL and T5. It combines the advantages they both offered, keeping the same material quality standards. Naish is improving the Motion twin tip and the GoTo and Skater surfboards. A lot of R&D has gone into the foil range. "By far the most cohesive, modular collection yet, offering a wide range of foils designed and suited for all types of conditions", says Scott Trudon. Duotone brings the surfboard into their D/Lab. The new version features Reflex Memory Foam, enhancing dampening for a super smooth ride. F-One aims uses a denser foam core in their surfboards and keeps innovating their SlimTech technology. This way they increase performance and reduce waste. After eight years, Goodboards has come up with a completely new design for the base of their Amnesia, Crossbay and Faphito boards. Also new is the cooperation between Boomtag and Goodboards, by which all boards will be equipped with an NFC chip. All you have to do is scan it with your smartphone. When you register, your board and all its specs will be added to your free Boomtag account, along with your contact details. As it is integrated in the board is virtually indestructible, and it looks better than a handwritten phone number with waterproof marker. Anyone with a smartphone can scan the Boomtag to notify you when your board is found or contact your emergency numbers in case something happens to you. Gin releases the Tiki, a board that allows you to ride in light or strong winds and offers easy upwind performance. The new Revo handle by Eleveight has had a great impact. The idea spawned from the concept that we all had trim options for our kites and for our bars, allowing us to choose the right set up according to conditions. Now we can also have options for our twin tips. The Revo is a turning mechanism on the grab handle that allows you to flatten the rocker line to suit different conditions.

Looks

There are no rules when it comes to aesthetics, with every brand doing their own thing. Eleveight sticks to technical and clean designs. Nobile will develop a 4-season theme through their graphics. Gin relies on their own artistic designer, Amandine Desjeux, to give their products a unique look.

"There's growth in light wind kiteboarding and foiling. The Juice D/LAB is loved by our customers, on foils and twin tips" Philipp Becker, Duotone

Goodboards works with five different graphic designers who have already won the brand six Best Board Design awards. Next year, they are colour coding the different board series and integrating their slogan "Join the Good Way" in their new designs. Gaastra likes to make sure that all their products, whether wings, kites or twin tips, are immediately recognisable. They have their in-house graphics team closely working with the board shapers and kite designers, to make sure that each graphic looks great on different products.

SUSTAINABILITY

The quest for finding more environmentally friendly materials for kite and board productions is at the forefront of all product development teams. However, it is in manufacturing and shipping processes that we find more room for sustainability. Cabrinha reduces the plastic packaging as much as possible. All their surfboards are shipped with FlexiHex packaging, that can be reused for travelling. They are also using biobased Dyneema for the flying lines. It offers the same performance as conventional Dyneema but has a 90% lower carbon footprint. Duotone minimises packaging and uses recyclable or recycled materials where possible. Eleveight is also reducing the use of unnecessary plastic as much as they can. They work with leading raw materials suppliers to endure longevity of their products. They also source from within Europe as much as possible, to decrease their carbon footprint in transport. Longevity is also the main focus of Gaastra and Goodboards. Gaastra also makes a point of using as much of the raw materials as possible to reduce waste. Apart from that, they collaborate with a number of sustainability initiatives. Nobile has introduced the eco resin and they are working on eco packaging for their products. Duotone uses sustainably sourced wood for their twin tips. These are manufactured in a 100% solar powered facility.



NOBILE

THE ELEMENTS
KITEBOARDING COLLECTION 2022

"There's growth in light wind kiteboarding and foiling. The Juice D/LAB is loved by our customers, on foils and twin tips" Philipp Becker, Duotone

Don't forget that all the Elements must be connected by the mythical, Fifth Element.

Get to know our story
www.nobilekiteboarding.com



RETAILER SUPPORT

Test events and demo days are still regarded as the most efficient way to market kiteboarding products. Eleveight, Goodboards, Duotone and Nobile keep prioritising them. Product training also scores high amongst marketing efforts. Chloe Scamps says: "We strongly believe that purchasing kite gear should be done through real passionate people and offer the true experience with the right advice customers deserve".

The past twenty months, with all the logistics problems affecting global business, have been challenging, though. Good customer service has become crucial. This involves open and honest communication combined with a willingness to find individual solutions. Cabrinha is investing a lot of efforts in their internal structure to support a top-quality customer support. For Gaastra, this is a top priority. A container stuck

in ocean traffic is not something the brand can solve. However, updating the retailer and working together to find a solution makes a difference. "It could be replacing the product with an alternative, re-arranging shipments or simply keeping them updated about the status, but only communication can lead to the solution", says Konstantin Weier. ☺

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HIGHLIGHTS

- 1 Light wind kiteboarding biggest trend
- 2 Big Air popularity rising
- 3 Weight reduction focus on kite and board design
- 4 Individual solutions main form of retailer support



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RETAIL BUYER'S GUIDE

MEN'S SURF APPAREL SS22

Between the strong desire to get back to real life and the constraints put on production and transport, boardsports clothing brands have had to call on all their ingenuity to meet the demands of customers with limited means. Introduction to the Spring/Summer 2022 collections by **David Bianic**.



LIGHTNING BOLT

After nearly two years of war against Covid, the time has come to tally the casualties and victories. After a decline of 15-25% in turnover on the clothing market in 2020 (despite a leap of around 40% in e-commerce), the pointer ticked upwards in 2021 (around 5%), but this is just a mirage because the results of 2021 still represent a loss of over 10% compared to 2019 (Sources: FashionNetwork, IFM, Fevad). "The retailer remains uncertain about

"In the past we've possibly made things a little too complicated for ourselves, we're actually trying to make the lines a little more simple to buy from and reduce the retailer risk." **TCSS**

the future", admits Briana Mori, Brand Manager at Lightning Bolt even though she did note "a more confident attitude in-season". Will this confidence last into Spring/Summer 2022? "Early indications from our pre-sell periods are very promising and inline with our EU and UK forecasts", assures Richard Bouch,

Commercial Director at Rietveld. At ... Lost Enterprises as well, Freddie Sipowicz (President) and Jonathan Gilbert (CEO Europe) wish to spread a positive vibe, reporting that after struggling in early 2021, "we will end the year with continued growth over last year in all countries".

Dakine stands here as quite the exception, as their apparel line has been put on hold for the past couple seasons, only to be relaunched this summer in the US and to be fully available in Europe from winter 2021/2022, "so the surf apparel relaunch will really be in 2022", says Rémi Chaussemiche, their surf marketing smooth operator.

In this context, the brands had to decide between two commercial strategies: stay patient and go for partial reissues of their collections or risk it all by innovating at full force. You could also avoid putting all your eggs in one basket like at Brakeburn whose watchwords were "Innovation, evolution and practicing", reveals Marketing Manager James Elwood-Walls. Basically, the brand will offer new fabrics, new products and new categories while continuing to push successful classics. This propensity towards rerunning garments has its benefits in times of crisis, believes Sam Coombes, co-creator of TCSS (the Critical Slide Society): "In the past we've possibly made things a little too complicated for ourselves, we're actually trying to make the lines a little more simple to buy from and reduce the retailer risk." At Rietveld, Richard explains "the range has tripled in size due to customer demand for a more varied collection of Rick's (Rietveld) artwork."

SS22 COLLECTIONS: ESCAPISM

While the message in clothing is for positivity, the surf textiles sector is fighting on conquered ground, leaning on "heritage" values from the 60s to 90s, the glory years. Brands often take us on a journey back to a reassuring era. At Oxbow, the 1985 capsule collection is recalling flagship garments from the 80s and 90s, an era that was resolutely fun and colourful for the French brand: "Back to the roots!", proclaims Aurélien Sylvestre, Head of Product on this collector range.

While the overall message is "carpe diem", to help us forget the last two dark years, this does not exactly translate into a debauchery of effects within the collections, on the contrary. Earthy tones, passé colours, discreet, minimalist prints are on the menu for the majority of brands. This is because nature and open spaces are often the pillars of a collection. For the newcomer to the sector, Florence X Marine (yes, John John F), it's even a mark of distinction: "it's been fun to see how our gear stands out in a crowd just for the very fact it is minimal," remarks

Early indications from our pre-sell periods are very promising and inline with our EU and UK forecasts." **Richard Bouch, Rietveld**

Edd Seater, Marketing Director at the Distributor for Europe, Hectic Ltd. Same here at Dakine, which will dig up from their Hawaiian roots to offer a rather versatile range of cools, progressive neutrals and interesting warms "to make this palette accessible to every surfer looking to vibe with the shades of the ocean and the natural landscapes that surround".

For O'Neill- who will celebrate their 70th birthday in SS22 - the collection is divided into two colour groups: the first heavily inspired by the elements (neutral colours combined with light tones and pastels) with prints featuring the movements of the tides in particular and a second group turned more toward the future (bright colours and psychedelic flower prints, photo prints, mixed up logos). Oxbow are also enjoying playing with nautically inspired prints. Colours are also used as reference to nature like at Salty Crew (green, coral, deep blue) or TCSS (sunshine yellow, seaweed green, tobacco).

Of course, for other surf apparel brands, the low-profile aspect is not in play, too far from their DNA. This is the case for Rietveld, the label of artist Rick Rietveld whose creations are always out there. "Classic prints like Surf Skull, Mona Kea and Einstein (on a board!) are so iconic that they'll always have a place in the range", says Richard Bouch. However even Rietveld has mellowed, offering new gentler colours like the evocative "prairie dust" and minimalist logo prints. Hurley have also declared an open bar, reinforced by neon colours and revisited surf prints from the 80s and 90s, "infused with a refresh of current hipster vibes, combined with new psychedelic and euphoric vibes". It comes as no surprise that ...Lost are sticking to their cheeky image with a Feral Tropics theme based on "bright colours, washed back tie dyes, irreverent prints".

FABRICS SS22

Beyond their technical properties, the fabrics of choice for Spring/Summer 2022 are once again sending a message for more sustainable production and more

eco-consciousness. One example comes from Brakeburn who are leaning heavily on recycled polyester while retaining the use of Lyocell (wood pulp fibre) and bio cotton to "continue our high-quality non-synthetic story", reminds James Elwood-Walls. It's the same idea at Florence X Marine (recycled poly & bio cotton) with Nylon 66 and Cordura as well, two ultra-durable fabrics with the brand holding "performance and solidity" as their two priorities.

Linen is also making a comeback in surf apparel as these natural fabrics allow the use of more durable printing techniques, highlights Briana from Lightning Bolt. TCSS are mixing linen and rayon because "It washes very nicely and has a little more texture than a straight Rayon", explains Sam Coombes. Even one of their walk shorts inherits linen (The Cruiser) and is getting an excellent reception. Of course, at Hurley the Phantom and Phantom+ fabrics are called upon again but the brand are also in the third year of their Oceancare series (durable denim and bio thread weave). Made in partnership with Wiser Wash, this denim does away with using toxic chemical wash products and only requires "0,2ml of water vs 80-200L for traditional wash".

"Results are no longer just financial, we should be measured by the good we do, how we take responsibility for our impact and what we're doing to fight the climate crisis."
Rory Atton, Dewerstone

Amongst the innovations, we should mention the multidirectional stretch fabrics from O'Neill made of Repreve, a recycled polyester as well as "Oceantech fabrics, made from oyster shell remnants



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boasting the best performance features”, explains Jerry, Performance Menswear Fashion Designer, which comes down to “taking something out of the Ocean and bringing it back!”. And for their active wear pieces, O’Neill are going for Polygiene® anti-odour treatments which means they can be washed less to save on water.

MILITANT SURF APPAREL

The ecological approach is not only manifested in the use of recycled fabrics and bio fabrics, brands have to go even further to convince their clientele to come with them. Florence X Marine have set up a membership card that pledges that a mangrove tree will be planted in their name through a partnership with SeaTrees: “These mangrove forests help stall coastal erosion, shore up ecosystems, provide local employment and help sequester more blue carbon than most tropical rainforests”, explains Edd Seater.

And because militancy can also be fun, TCSS have launched a campaign called No Surf on Mars that reminds us that we only have one planet and pledges to give 10% of sales from their collection to the NGO Greenfleet which works on reforestation. A similar type of initiative comes from Dewestone who, for each production series of Life Shorts Midnight Jungle and Sunrise Jungle, are planting 50 trees in Central America as well as collaborating with Save Our Rivers, Gili Eco Trust (two weeks of T-shirt sales are converted into food aid in Indonesia) and 1% for the planet: “Results are no longer just financial”, believes founder Rory Atton, “we should be measured by the good we do, how we take responsibility for our impact and what we’re doing to fight the climate crisis.” ©



OXBOX

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HIGHLIGHTS

- 1 Product reissues
- 2 Inspiration from nature
- 3 Minimalist prints
- 4 Plain colours
- 5 Natural/synthetic durable fabrics
- 6 Linen!
- 7 Militant initiatives



FRANCE

UK
GERMANY
ITALY
SWISS
AUSTRIA
PORTUGAL

After eighteen months of pandemic, experts and politicians were fearful of the repercussions that Covid-19 would have on the French economy. But the end of the summer period was marked by a particular optimism from within the government. The worst did

not come to pass in the end. Our country has seen an economic bounce back this summer according to the reports from Banque de France. In restaurants, debit card bills increased by 5% in the month of August despite the resurgence of the virus, the prevalence of the Delta variant and the implementation of the health pass (la passe sanitaire), which was subject to several protest marches throughout the country. More evidence comes from the pleasantly surprising unemployment figures published in mid August: the unemployment rate has practically gone back to the same level as the end of 2019, to 8% of the active population, say INSEE, while others had predicted 10%. Job creation also has the wind in its sails. As for the “wall of bankruptcies” feared by observers, it seems to be distant, although we may have to wait several months for when all the loans from the government have to be paid back before we know exactly how healthy the French economic tissue is. We do have to be wary of celebrating too early as the road out of the crisis is still long and littered with pitfalls. It’s long because we mustn’t forget how far we fell: with a decrease of around 8.3% of our GDP in 2020 (compared to a European average of 6% and 3.6% in the U.S.), even the very optimistic growth rate of 5.5% (Banque de France) or 6% (government) expected for 2021 would not get us back onto the same GDP level as before the crisis. If we maintain the same growth rate it will take until spring 2022 to surmount the symbolic level of GDP from the end of 2019 while the Americans are crossing this highly important

psychological threshold at the end of summer 2021.

So while the economic reports from the summer of 2021 seem encouraging, what does it really mean for the dynamism of our boardsports industry, for consumption and attendance in shops this season? Overall, the 2020 summer was exceptional in terms of visitation numbers and turnover in shops. The Coronavirus crisis generally boosted participation in outdoor sports and so boardsports naturally benefitted from this craze. The vast majority of shops enjoyed a pretty exceptional summer season. Everyone was wondering how summer 2021 would go. After the new restrictions and partial or total re-confinements in the autumn and winter we were in a legitimate position to ask ourselves the question about the potential of the 2021 summer season.

At Nausicaa with their 3 shops in Normandy and Brittany, the findings are more than encouraging. Indeed, Thomas Lamora, owner and manager of the 3 shops in Caen, Cherbourg and Saint Malo entrusts to us that: “Despite the three months of closures in 2020, we had a more than positive year with a rise of 15% compared to 2019.” He adds: “to this day in 2021, in the first 8 months we are up 33% on the year 2020 which was already a really good year.” Thomas continues: “in 2021, the start of the year, and more particularly the spring, was extraordinary with a rise of 12% on the number of receipts and the average basket was up by 19%. The months of July/August seem to have marked the return of more traditional activity in shops.”

The results seem identical way down in the south at Waimea Surf Shop in Anglet where owner and manager of the shop Xabi Anton tells us: “We didn’t suffer a loss of turnover due to Covid-19, we are actually growing with an increase of 10% on 2020 which was already a

record year.” He adds: “In part we can explain this rise in turnover by the repositioning of the shop and to the development of niche sports like Foiling. However, in-shop attendance was lower than in 2020.”

At O Rider’s in Brittany with their 2 shops in Saint Briec and Lannion, the outcome is also a good one on the whole. Manager Nikolas Radenac tells us: “The various lockdowns obviously caused huge drops in turnover ranging from -90% for the first to -20% for the 3rd lockdown. However, with the grants provided as well as the very good turnover in the subsequent months after the lockdowns we were able to make up for the losses.” He adds: “Generally after each lockdown, the visitations and the level of the average basket were up on the years without COVID-19. This meant we could make up for the drop in turnover because of the successive closures.” This sentiment was largely shared at Le Menhir Kite & Paddle Shop where Manager-Founder Pierre-Eric Brule tells us: “Turnover sharply declined during the lockdown. The state aid helped us to get through this really difficult period. It was especially our loyal customers who reignited our productivity as soon as the health restrictions allowed us to operate, kitting themselves out for the season.”

When it comes to the products most in demand this season, just like last year technical products were the most sought after. XABI from Waimea reports to us that: “like last year, clothing was the trickiest.” He adds: “Hardgoods as well as surfboards, accessories, neoprene items, foils and wings saw high rates of sale with a few difficulties in getting restocked from suppliers.” Much of the same from Nausicaa where Thomas tells us: “the equipment section worked super well and Foil had a central role, especially with the explosion of wingfoil.” He adds: “Surfing and wetsuits are working really

well this 2021 summer. At O Rider’s, Nikolas goes on to say: “We sold more introductory and entry/mid-range products this year. The increase in visitations was largely down to new participants taking up an activity after the crisis.” He remarks: “Made in France and eco-constructed products were favoured by consumers who from now on will tend to go for these types of products.”

But as Pierre-Eric from Le Menhir tempers: “Sales were halted this season by a lack of stock because many brands were not able to supply. This is still the case, particularly for kite surfing to this day.” The lack of stock did indeed seem to be the challenge of this 2021 season and Thomas from Nausicaa confides that: “We’ve had quite a lot of stock shortages in various categories, notably in neoprene where we missed out on quite a lot of sales this summer.” He then adds: “Availability of equipment was a key point this summer, those who had stock were selling. This is the case for the whole range of technical products and even more so when it comes to Wingboarding.”

One thing that seems ubiquitous is that the Coronavirus crisis has profoundly changed consumer buying processes who again this summer just wanted to have a good time. “Buyers were letting go more easily and seemed to want to really make the most of life” says Xabi from Waimea.

The health situation doesn’t seem to have entirely stabilised throughout the country and the threat of a 4th lockdown still lingers in France. The vaccination campaign led by the government seems to have mostly been followed by the French public in an attempt to limit the spread of the Delta variant and pressure on hospitals. Will France be spared at the end of this year, watch this space...

BENOIT BRECQ

RETAIL BUYER'S GUIDE

WAKEBOARD HARDCOODS SS22

It has been trying times for the water sports industry but when it comes to wakeboarding the industry has adapted to the conditions. While it has been a tough learning curve the demand is there and rising. The focus is on getting more product to retailers and meeting the increased demand in wakeboarding. In this retail buyer's guide we take a deep dive into these learnings, trends and what's coming up in the industry. **By Dana Miskulnig.**

**LEARNINGS**

2019 and 2020 threw the boardsport industry through the ringer. So what learnings are wakeboard brands taking with them into 2022? The supply chain still seems to be the big one here, after two years of feeling the logistical impact of COVID-19, brands are still learning and looking to optimize. Sean O'Brien, Director of Marketing at O'Brien tells us, "As a brand, we learned how important it was to have inventory. We originally thought that we were well positioned, but with the pandemic driven boost to the watersports industry, we quickly realized how susceptible we were to supply chain and shipping delays. We have modified our ordering so hopefully these issues will be a thing of the past." Sean O'Brien, O'Brien

"As a brand, we learned how important it was to have inventory. We originally thought that we were well positioned, but with the pandemic driven boost to the watersports industry, we quickly realized how susceptible we were to supply chain and shipping delays. We have modified our ordering so hopefully these issues will be a thing of the past." Sean O'Brien, O'Brien

we quickly realized how susceptible we were to supply chain and shipping delays. We have modified our ordering so hopefully these issues will be a thing of the past." The same sentiment is present at Jobe as William Doornekamp explains, "a big

change for our partners will be that they can expect Jobe to have higher stock levels due to a new purchasing strategy. The result for our dealers is easy: NEVER miss out on a sales opportunity." The logistical challenges aren't the only reason brands are trying to find solutions, but the rising demand and number of people getting on the water is adding to the challenge so improving supply chain and increasing stock are going hand in hand in the future. Another aspect brands are working to adapt in is making wakeboarding more accessible. Connelly for example came out with their new Big Easy line making, "watersports more accessible to people of all experience, abilities, and sizes," as Evan Eves, Marketing Manager at Connelly puts it.

"Some of the trends from the previous seasons are still going strong, but an important one which we currently see is material. Boards are getting lighter, and response is improving all while stiffening up boat boards and softening park boards"

William Doornekamp, Jobe

TRENDS

We touched on this topic earlier but the trend of more first timers getting in the water is not stopping so brands are continuing to gear up and adjust their product lines to the hot demand. Increasing production levels is the norm in the industry to meet that demand but to push the progression amongst newcomers O'Brien are growing their mid-range products. Meanwhile over at Connelly they are seeing riders looking for more supportive bindings and introduced the Faction Boot, a taller and stiffer version of their pro boot, with that in mind. Expanding on design trends William Doornekamp at Jobe shares his insight with us, "Some of the trends from the previous seasons are still going strong, but an important one which we currently see is material.

Boards are getting lighter, and response is improving all while stiffening up boat boards and softening park boards". Speaking of park boards, Josef Holub, Founder of goodboards shares his thoughts with us, "New cables are being built and riding on the cable is easier and cheaper than behind the boat. Therefore, we expect the biggest growth in cable boards." It's no secret foiling has become a hot topic in the water sports industry, predominantly in kiting and windsurfing but it's reached the wakeboard industry as Nick Jobe, VP International Sales at Ronix explains, "The largest trend that we are seeing is wake foil. The trend of flying in silence across the water is a timeless experience and allows some time for yourself". Liquid Force are backing that up and have updated the design of their Carbon Horizon 160 Foil Set.

RETAILER RELATIONS

Supply chain challenges, trade show slowdowns, events cancelled, it has all pushed brands to adjust their strategies and re-think how they can support retailers. Slingshot is making it their number one priority to get new products in the hands of every one of their retailers worldwide as Jeff McKee, Brand Manager says, "local markets have exploded with new participants and it is up to our dealers to provide a great experience to this new group of enthusiasts." Over at O'Brien they are working on improving their image database for retailers to support their marketing strategies and are still having athletes coordinate events with dealers and parks to help promote and bring more awareness to the brand. Likewise, Connelly are pushing clinics



O'BRIEN

"New cables are being built and riding on the cable is easier and cheaper than behind the boat. Therefore, we expect the biggest growth in cable boards." **Josef Holub, Goodboards**

and brand specific regional events in the future to counter the limited attendance at trade shows. Pushing online learning tools, working with distributors on an individual basis to cater to individual needs and organizing tests and demos are also at the forefront of supporting retailers and getting product in touch with the community.

INNOVATIONS

Moving on from strategies and industry sentiment, let's talk about what is happening in the product lines and innovations in design and tech. Exciting partnerships are where it's at as Ronix shares with us that they have partnered with Red Bull and Carbitex. Durability and performance are crucial aspects when it

comes to wakeboard hardgoods and with that in mind Ronix have partnered with Carbitex, a leading producer in carbon fibre technology, to offer just that. In the boot sector Nick Jobe from Ronix shares that, "Another proud partnership is with Red Bull. They have chosen to partner with us on a brand new Ronix Red Bull Massi Piffaretti RXT boot." While we're on the topic of boots, laces are crucial and as William Doornekamp at Jobe puts it, "nothing is such a bummer as showing up on the dock, strapping in, and snapping a lace," and that's why they are coming out with new laces for their bindings, a small but crucial upgrade, "these new laces don't cut into your laces over time, so your laces will last way longer," William explains.

Moving on to boards Hyperlite are releasing a new board with Trever Maur. Greg Nelson, Vice President of Marketing at Hyperlite breaks it down for

us, "Hyperlite is excited to release Trever Maur's new WizardStick featuring a 157cm length. The WizardStick is totally unique with a reverse radius side cut between the bindings creating a responsive edge transition most cable shapes lack. The side cut also reduces volume so riders get the additional length to flex on features while the board remains nimble and lightweight."

SUSTAINABILITY

Sustainability is a topic that is only growing in importance in the boardsports industry and the wakeboarding sector is no exception to that. Sustainably sourced wood, plant based resins, limestone based neoprene, reducing plastic use and forming 'Eco Initiatives' panels are just a few of the improvements being made to material aspect of production. Looking to production strategies, goodboards focuses on keeping production regional in Europe while other brands are keeping production international but improving sustainability practices, solar power being the biggest aspect. "We are proud to announce that all our wakeboards and wakesurf boards manufactured in Dubai are built in a factory that operates entirely on solar power." Sean O'Brien, Director of Marketing at O'Brien shares with us. Slingshot and Jobe are in the same boat (pardon the pun), as William Doornekamp at Jobe says, "Our manufacturing partner, SWS in Dubai, is fully solar powered. So all our products are produced on a 100% solar power."

We already mentioned that goodboards is keeping production regional but they are also focusing on keeping product life as long as possible as Founder Josef Holub

explains, "the most important things for sustainability are durable products and short transport routes. Compared to most other brands, we produce regionally in Europe and use premium materials that make our boards durable." Circling back to the materials that go into producing the hardgoods, Connelly are currently in the research and design stages of building hardgoods with organically sourced materials. Over at Ronix, Nick Jobe, VP International Sales, shares with us some of the adjustments they are making in the material category, "We have chosen to use bio resins inside some of our products, and are testing it daily on different products. We are learning that these plant-based resins are even better than some of the traditional resins. We find this very important and are working on expanding this further in our range. Paulownia wood is also used throughout our park board range. This wood is warp-resistant and is the fastest growing renewable hardwood tree in the world. We have also been using Limestone based neoprene rather than petroleum based. Using sustainable resources is becoming the foundation of our products." ☺

HIGHLIGHTS

- 1 Increased inventory
- 2 Accessibility to newcomers
- 3 Wake foil trend
- 4 Increased numbers of wakeboard enthusiasts
- 5 Retailer relations
- 6 Brand partnerships
- 7 Sustainable production practices & materials

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RETAIL BUYER'S GUIDE

LONGBOARDS SS22

With lockdowns finally lifting and people able to be outside through the summer months, longboarding has seen a solid increase in popularity. How are brands dealing with the continued growth of the activity and what's new on offer in the coming months? We take a closer look with the Source Longboard Retail Buyer's Guide 2022 with Skateboard Editor, **Dave Morgan**



ARBOR

Throughout the pandemic, we saw a huge increase in participation for all kinds of skateboarding, due to the fact it could be done alone, anywhere and most of the time for free. Louis Pilloni – Global Marketing Manager at Arbor Longboards explained: “Indoor and group activities are being limited by the pandemic and we are continuing to see a rising interest in outside activities, hobbies, sports, and lifestyles in all areas. Skateboarding caters to all these interests with longboard skateboarding drawing a lot of new potential customers to the market as it is accessible in most areas while naturally social distancing yourself whilst participating.”

“Skateboarding is so accessible and the mental health benefits are huge...all you need is a board and some pavement. We really want to share the message that skating is a great way to step out, explore your neighbourhood and unplug from reality for a brief moment.”
David Price, Landyachtz

David Price, International Sales Manager at Landyachtz touched on how skateboarding has helped people steer through the pandemic: “Skateboarding is so accessible and the mental health benefits are huge...all you need is a board and some pavement. We really want to share the message that skating is a great way to step out, explore your

neighbourhood and unplug from reality for a brief moment.” It is most definitely a brilliant aid to your mental health and it's great to see companies aware of, and promoting this.

SURF SKATES AND OLYMPICS

A strange combination, however both of these things look to influence the longboard market in the long run. Skateboarding's inclusion in the Olympics has definitely sparked more interest in the activity, and the many branches of skateboarding will be feeling the effects for some time. Benoit Brecq, Brand & Marketing Manager at Flying Wheels said in response to the current surfskate boom: “As with Skateboarding at the Olympics, the surfskate boom can only be positive for longboarding. It allows people to discover the world of skateboarding. People discover skateboarding or surfskate but some of them try other practices like longboarding which also gains followers. The global market is therefore on the rise.” It's a good thing that hardware components are relatively interchangeable as Shane Maloney, Brand Manager at Madrid mentioned: “The benefit we've seen from the surfskate boom is increased sales of high-quality aftermarket components like wheels and bushings.”

“Skateboarding caters to all these interests with longboard skateboarding drawing a lot of new potential customers to the market as it is accessible in most areas while naturally social distancing yourself whilst participating.” Louis Pilloni, Arbor Longboards

Téa Nordhoff, Controller at DB & Rayne Longboards, said: “We are definitely hoping that longboarding gets a boost from the Olympics, keeping the pandemic boom for the industry going into late

2022.” Nate Shute – Product Manager at Arbor Longboards agreed, saying: “The surfskate boom is a very positive attribute to the popularity in longboarding, among skateboarders and surfers alike. The capability to cross-train on a surfskate when the waves are flat, along with the growing interest in surfing as a whole have aligned perfectly, and we're excited to launch our Shaper series with innovative surfboard shapers, paired with our Carver Truck partnership.” It seems most longboard companies also manufacture surfskates now, or at least collaborate with surfskate brands such as Carver to bring out a finished item. Loaded Longboards has recently released a Carver collab board ‘The Bolsa’ that looks to be a big hit in the coming year! “I think many people now have quiver of different boards” said Mike Jucker, Co Founder of Jucker Hawaii, as he sees the surfskate craze only influencing certain styles of longboarding, and not a general influence. EG Fratantaro Brand / Marketing Director at Sector 9 hoped that “Maybe they will bring Downhill in as event and that would be amazing. Everyone loves a good race.”

SUPPLY CHAIN ISSUES AND RISING PRICES

Ivan Garcia Arozamena, product manager at Miller Division broke down their issues: “Covid continues to impact the supply chain in much the same way as it did last year. It has not improved, in addition, because there is a great demand, raw materials are scarce and prices rise, this added to the fact that space in transport is also scarce, and the price rises again from the raw materials factory to the manufacturing factories and then to the brand.” It seems however that there is a light at the end of the tunnel as far as

supply chain issues are concerned. As with every element of skateboarding, the pandemic effected supply and material costs greatly, but it seems brands are now finding ways to navigate these issues for 2022. Shane Maloney, Brand Manager at Madrid skateboards said: "We haven't changed our marketing too much during the pandemic as our brand's value proposition remains the same, which is a commitment to producing the highest-quality skateboards in our Huntington Beach, California factory and our history as an innovator in the industry. There has had to be an adaption to marketing plans for every brand out there wanting to remain in view. Brands are shifting the majority of their marketing to social channels and advertising online, especially as most business completed in the past year has been through the web. David Price, international Sales Manager at Landyachtz said: "Getting products to market in Europe continues to be a struggle and the 2-300% increase in shipping costs has made things very difficult. We have been forced to raise prices because of this. I think many other brands are in a very similar position, regardless of industry." In comparison to the US, Europe it seems is struggling more as Téa Nordhoff - Controller at DB & Rayne Longboards explained: "Europe still seems to be facing more restrictions and challenges than the US with lockdowns, which has affected a lot of smaller retailers as well as the large distros. We are hoping that, as restrictions hopefully lessen, there will be even more demand there going into 2022. "

THEMES FOR 2022

Dusters California will be launching a collaboration with Felix The Cat this fall,

"If anything, I would think that cruisers are becoming more popular as riding a small agile super responsive cruiser is a lot closer to the movement of a surfskate than a longboard is."
Kris O'Brien, Obey5

with 2 Longboards and 2 cruisers in the range. Arbor will be releasing an artist collection featuring Boss Dog. Boss Dog is a creative team of husband and wife that use Boss Dog as an outlet to communicate positive messages about mental health, staying socially aware, and remaining true to one's values which couldn't be more important during these current times. Kris O'Brien, Founder/Director at Obey5 said: "We have great following of Girls buying our boards due to the fact that our designs are always on trend. Our new Daisy Collection will definitely be a stand out." So themes seem continuous, with more experimentation in graphics than hardware tech.

SHAPES

With longboard shapes, it seems to be the case of 'if it ain't broke, don't fix it', so brands are mostly sticking to their guns with previous shapes. Shane Maloney of Madrid skateboards explained: "Symmetrical drop-thru boards are still the most popular shapes, such as the Madrid 'Abstract Trance 40' Drop-Thru." Téa Nordhoff - Controller at DB & Rayne Longboards said their "Commuting completes (tkp trucks, shorter lengths, larger wheels) are still in demand - Those are anywhere from 33" to 36." Kris O'Brien Founder/Director at Obey5 mentioned that "If anything, I would think that cruisers are becoming more popular as riding a small agile super responsive cruiser is a lot closer to the movement of a surfskate than a longboard is." Mike



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Jucker - Co Founder of Jucker Hawaii agreed, noting that cruisers and mini cruisers seem to be a big trend. "For Sector 9 it's always been everything. From long to mini we see a good sell through on our entire line and we like that" EG Fratantaro Brand / Marketing Director.

SUSTAINABILITY

Thankfully brands are now making an effort towards sustainably producing their boards. Ivan from Miller Division said, "we have been very aware of the environment and all our wood comes from sustainable forests and with the FSC seal." Loaded Longboards/ Oragatang Wheels touched on their approach: "We've transitioned almost all of our composite boards to Entropy bio-resin and continue to work on sustainability. It's a work in progress but we've been committed to environmentally friendly and non-toxic production for all of our 20 years in business." - Pablo Castro. It's reassuring to know that these brands are consciously improving the way boards are manufactured and shipped. Mindless Longboards also added an interesting tactic, as Andy King explained: "We are working hard to remove polybags from all our completes, replacing with cornstarch. Some of our range has already swapped and we aim to have the entire range packaged in plastic free by 2022." Desiree Moore, Dwindle Distribution Marketing Director said Dusters Longboards was aiming for similar goal: "Our REGROWTH mission goal in 2022 is to find a solution to reduce plastic packaging and get rid of shrink wrap. We are also proud to announce we will be using Super Sap Resin® in 2022, a bio based eco-friendly resin more sustainable to the environment." ©



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HIGHLIGHTS

- 1 More sustainable production
- 2 Shorter, cruiser styles
- 3 Artist collabs
- 4 Surfskates gateway drug



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Olympics. Olympics. Olympics – did I say Olympics?

I used to always think that when a sport got included in the Olympics it heralded the long, slow and

painful decline for that sport (I am ignoring all the running, hop skipping and jumping, stuff) – but look what surfing, and in particular skateboarding, has done for the Olympics. And I really do mean what those sports have done FOR the Olympics not the other way round...

How proud of them are you? How amazing everyone involved was – from the riders, to the coaches to the commentators? They all did a fantastic job and there is absolutely no doubt that the board business will benefit from this. But the Olympics is also a winner – our two boardsports have changed the face of the event – forever.

And what impact? In my own family Henry, my (non-skating) 4 year old grandson, watched the skateboarding with his Uncle T and he’s now kitted up – board, pads, helmet and is at the local skatepark whenever he can... Then Uncle T showed him a snowboard video and today Henry is at the Tamworth Snowdome for lessons. This will be emulated all over the UK... all over the world. Nothing but good news here. From skate to surf to snow to SUP and back again – it’s feeding the board business – our board business.

Now we just need a good winter Olympics coupled with the ability to travel to the snow and we should then get back to an even keel – or better than an even keel if you can do that.

At the same time the covid-bounce has continued and watersport activity - SUP especially – has exploded. This is all good but, as I said previously, it’s the supply chain and price rises that are the challenges of today. A different set of problems to be overcome.

Retailers are still apprehensive about the winter and who can blame them. Will Boris let us get away or stop us? Assuming travel is allowed then most people think that we are heading for a bumper winter – starved of time on the slopes and with old kit rotting in the attic boarders are going to flood to the stores to get their fix. So, thinking positively, we’re heading for a great winter.

More reasons to be cheerful. I spoke to Nick at Snowtrax in Christchurch which is a multi-activity centre incorporating a dryslope and a store selling winter kit. I asked him what he thought the winter would bring “It’s anyone’s guess” true enough “and whilst I have no idea what is around the corner there’s absolutely no doubt that the diehard wintersporters will be getting away come what may. That said I can see that the travel issues and additional costs may put off the ‘take it or leave it’ brigade. But there’s undoubtedly a pent-up demand and there’s more money in our customers pockets so that’s all to the good.”

What about dryslope activity? “Normally we ramp down the slope teaching and offer summer discounts to stimulate business - but not this year. Staycation has meant that our activity centre – across the board including ski and snowboard lessons – has been busy. Really busy. We have a legion of kids particularly who can now snowboard and I can see a future generation coming through. At the same time the spectators have been higher than ever so the sport has been exposed to a bigger audience.”

All in all Nick was pretty positive about both the immediate and longer term future for snowboarding.

And Surfing? Well bonkers was one word used to describe the way business has been. Martin is a surfer of 36 years but earlier in 2021 joined Secret Spot in Scarborough. “Yeah – bonkers – as crazy as you can imagine and I guess one of the busiest years ever for surfing. Upside is sales which are obviously great and it’s good to see all the newbies but I suppose the downside is there’s a lot more people on the water – but that’s just the way it is.”

What about the Olympics? Has that helped? “Well.. hmmm” I had a feeling that Martin wanted to make sure he was going to be polite. “Competition surfing has got its place and it’s great to see good riders on good waves but Well...freesurfing is really what the sport is about. The Olympics hasn’t done us any harm - let’s put it that way.”

So what did the Olympics do for skate business? “We saw a good lift straight after the Olympics – that was great – and I am sure it will really benefit skating in the long run.” This is Ali from The Skateboard Shop in Hampshire, “but this year has not been crazy like last year. Don’t get me wrong – it’s good and we’re ticking along nicely but honestly the Tony Hawk (computer game) release last year did more for sales than the Olympics did this year.” And what of the snowboard side of things (they also have The Snowboard Shop)? “Well – obviously quiet and the best thing I can say is that this winter will be better than last year – but who knows? We have a few coming in, the dome is pretty busy with lessons and I am confident that the snowboard community will be back – but in what numbers and how quickly is anyone’s guess.”

Finally, I turned to what I regard as my hometown (or village) and called Conor who is the new owner of Funsport Rhosneigr. I know this business well as I was once the owner. Conor took over on March 31st this year – and what a year to take it over! “This is my 6th season of working in Funsport but my first as owner.”

And how has it been? “Well, to say it has exceeded my expectations is a gross understatement – it’s at the other end of the spectrum and the issue has been keeping up, keeping staff motivated (they’re all working so hard) and keeping the supply of goods coming.”

Sounds like great problems to me. “It is - so completely different to my expectations. The great thing is that I believe people have really ‘discovered’ new sports, new activities, new locations and a new way of life. I am convinced that so many of the newcomers are going to stick with it for the long run and I wouldn’t have it any other way. Tuition has been booming – groups and families enjoying new experiences together. It really could not be any better.”

What a great way to end. There’s a new term - ‘Covid-Keeper’ – taking the positives from the Covid era and hanging on to them – like table service in pubs! Let’s hope that Conor is right and our Church just got a bigger congregation – let’s hope that is a Covid-Keeper.

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RETAIL BUYER'S GUIDE

WATER HELMETS SS22

Water sports popularity keeps growing steadily and water helmets are riding this popularity wave. Newcomers or pros, it's rare to see a bare head in the water. **By Rocio Enriquez.**

New cable parks open every day, enlarging the wakeboarding market. The surge in interest for surf, kiteboarding and wing foiling keeps schools busy with newcomers. Foil set-ups have drawn larger numbers of fans to the sea. In this environment, one product category is reaping the benefits: The Water Helmet. Cable parks make it compulsory, so wakeboarders are completely accustomed to it. Surf and kite schools make sure their pupils wear one when they go out. Foilers of all disciplines are aware of the possible head injuries, so are happy to use it too. Pros in every sport are seen advocating for its use on their social channels. The added protection allows for higher speed and wilder tricks with confidence. Onlookers are persuaded to get a helmet to give these tricks a go themselves.

"Just because you're in the water, it does not mean that sweat is not an issue" **Noah Todaro, Triple Eight**

Some popular skate helmet brands have had them EN1385 certified for use in the water. "Our best-selling style worn by our pros for years is now certified for water use", says R.P. Bess, Global Brand Director of Pro-Tec. Wakeboarding helmet brands like Jobe Sports and Follow offer an entry level design and a pro one. Jobe also offers two styles dedicated to rentals, a softshell and a hard-shell version. Simba originally designed its helmet to meet surfers needs, but found that the lightweight, low-profile design performed equally well for all water sports.

The key for water helmets is to offer reliable impact protection with the lightest and most comfortable fit. For impact protection, most brands rely on ABS shells. There's more technical diversity to be found in linings and padding systems. Follow's helmets feature their own new TrueFit liner. It eliminates movement of internal fabric, ensuring that neither fit nor safety are compromised. The soft EVA padding absorbs any impact pressure and spreads it over a larger area, softening the shock. Pro-Tec offers dual density EVA foam in its Ace and Full Cut water models. Triple Eight has revamped the liner to include their Sweatsaver wicking material. "Just because you're in the water, it does not mean that sweat is not an issue", says Marketing Coordinator Noah Todaro. Simba has updated their Sentinel 1 helmet with a HaloFit pad system. The stronger 3M adhesive backing makes the pads more durable. Bern's Macon H2O features a soft EPP foam fused to closed cell EVA, faced with neoprene fabric. Ion's Hardcap model is made with non-water absorbing EVA cushioning. It adds two sets of comfort PE lining to assure the perfect fit. EVA is also the liner of choice for Sandbox. Jobe Sports combines memory foam with a softer outer shell to deliver optimal fit and weight.

Water helmets sport a predominantly skate design, with a rising trend of full-cut styles hitting beaches and lakes. The timeless skate shape remains a favourite. Sandbox and Triple Eight add a brimmed



SANDBOX

style to spice things up. Pro-Tec's colour palette goes from bright reds and blues for visibility in the water, to muted matte greys and olives. Bern is also going for matte versions of black, sand, mint, red and blue. Ion's colour offering matches their wetsuits and harnesses. Jobe creates unique looks with their Mix'n'Match philosophy. Their colour range includes darker colours as well as teal and lime accents. There are several print collaborations to be found too. Ion features a guest artist for their capsule collection. Pro-Tec's Wesley Mark Jacobsen pro model features the rider's personal art. Other pro models are Sandbox's Anna Nikstad signature piece and Simba's collaboration with Koa Smith. Nobody wants water flushing into their ear canal. Protective waterproof ear pads are offered as accessories by Bern, Sandbox, TSG and Ion. TSG has designed them to be easily fixed to their hard-shell skate helmet, turning it into a wakeboarding one. Ion adds a school version of the ear pads that can hold a walkie-talkie. Simba announces plans to offer a 2mm neoprene hood customised to fit their Sentinel 1 design.

The current demand for water helmets will bring customers to the stores. Brands' efforts in social media, through their own channels and through their ambassadors' ones, maintain brand awareness. Retailers' main concern should be to offer the right helmet for each type of user. Knowing about the product and its specs allows them to guide the customer in their purchase. Education is key. Jobe Sports set up the Jobe Academy to support dealers through online training. "We introduced it pre-Covid, but it has been a real added value for a lot of dealers when Covid came in", explains brand manager William Doornekamp. Helping consumers make an informed decision will secure a happy purchase and satisfactory use of the helmet. This, in turn, will promote customer's loyalty to the brand and to the store. ☺

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HIGHLIGHTS

- 1 Wide acceptance of helmet use in water sports
- 2 Lining and padding technology for fit and weight.
- 3 Classic skate designs
- 4 Matte colours, muted and bright.

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COBRA INTERNATIONAL

BoardSport Source talks to Bruce Wylie, Olympic Windsurfer and Chief Commercial Officer Watersports



Cobra's senior team including legendary shaper Kym Thompson

Please give us a brief history of Cobra?

Cobra began operations in March 1978 as Windglider Thailand - founded by our current Chairman Vorapant Chotikapanich to manufacture sandwich construction windsurf boards. Over more than four decades later, the company has expanded its production of strong, light and beautiful products, taking a leading global role as a composite supplier to the watersports, automotive, marine and UAV markets. We entered the surf market in the 1990's, transferring our mass production techniques and innovative construction technologies to the epoxy surfboard market.

Who are the key management and ambassadors in the company?

Cobra is a large part of the "core" watersports board industry. Our founders and senior team, along with many of our employees, are "watermen" with decades of experience and long-standing

relationships with shapers and surfers. From industry legends such as Gerry Lopez, Steve Walden, Carl Schaper, Darren Handley, Tully St. John and Cobra's own Kym Thompson, to current names such as Hayden Cox – Cobra is embedded in the heart of the industry.

Tell us about the boardsport brands you work with?

Cobra is proud to support a massive range of partners, providing manufacturing firepower for leading surf, windsurf, eFoil, Foil and SUP brands. Some of our most well-known surf customers include Gerry Lopez, DHD, Modom, Takayama, Stewart, Haydenshapes, Surftech, NSP and Aloha plus many more.

How do you ensure the quality of your production?

Our philosophy is to always push for the highest quality level possible, as an example we've held our ISO 9001 accreditation for more than 20 years.

We take up the challenge of meeting each brand and shaper's highest quality expectations and implement detailed specifications and control measures to ensure absolute quality and product consistency. The best software systems, quality management tools and a culture of continuous improvement are at the heart of our mass production system. Many of our long term employees have single handedly shaped, laminated and sanded in excess of 30,000 boards in their career.

Manufacturing is always evolving, which innovations is Cobra most proud of?

Innovation is key to Cobra's success, and it is also a passion of ours. With standout innovations including in-house optimization of the EPS foam core process, new dual material board cores, the whitest epoxy boards, PVC foam sandwich construction technologies, novel recyclable resin systems and bio-composite boards, Cobra never stands still!

As well as developing our own innovative technologies, Cobra also acts as a productionisation partner for customers' own innovations, providing large scale manufacturing capacity whilst ensuring each brand's style and performance remains unique. Cobra has developed many unique material and visual finish combinations for its customers, such as wood veneer finishes and its distinctive unfinished paint effect where the outer paint layer is sanded away to reduce weight and reveal the board's laminate layers below.

How has Cobra made its production more environmentally friendly over the last decade?

Sustainability improvements are a huge part of the Cobra business strategy and values, with focus applied to three specific areas – products, processes and the workplace itself.

In terms of materials, Cobra has pioneered the use of bio-epoxies in volume board manufacturing, working with suppliers to integrate epoxy resins with the highest possible (around 50% at

the time of writing) percentage of carbon content coming from sustainable plant-based sources.

Cobra has also introduced and productionised natural coconut fibre reinforcements, massively reduced raw material and consumable waste across our production, and last year we were also proud to win an industry award for our new work with a recyclable epoxy resin system that we hope will one day lead to fully recyclable boards!

Additional improvements include work to reduce energy consumption throughout the factory operations, stopping the use of single use plastics in catering, the reduction of plastics used in board packaging and the planting of thousands of new trees around the Cobra site. There is a tree planted for every single team member at Cobra – so over 2000!

We are also extremely active in a wider role, supporting environmental clean-up campaigns and working closely with customers to examine and incorporate every sustainability gain possible.

What can we expect to see from Cobra in the future?

Cobra is constantly striving to produce stronger, lighter and more durable boards and this journey will continue and will be combined with materials and processes that have less impact on our environment and oceans.

Another key market trend we see is around foiling. Cobra already manufactures carbon fibre hydrofoils for surf, SUP, wingfoil and windsurf boards, and the company expects to see continued further growth in this area in the future.

Cobra is also continuously working to expand the watersports community as a whole - getting more people afloat and helping to reignite the passion for watersports for those that have moved away from the sport. Recent Cobra projects such as the hugely successful Windsurfer LT and the new Shadow one-design racing SUP board developed with the Thai Surfing Federation are all designed to bring more people, from all levels of expertise, onto the water. ©





January 30 – February 01

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The summer of 2021 is now approaching the finish line! The temperatures slowly begin to feel more like autumn and we dive deeper and deeper into the preparations for the coming winter season. The new season is already in the starting blocks, waiting to be inaugurated by the upcoming glacier openings at the beginning of October with the Hot Zone Opening in Hintertux and the 36th edition of the KTO in Kaunertal! So far, the Covid summer 2021 has felt quite "normal". Contact restrictions and the mandatory use of face masks have been largely lifted. Travel is generally possible and events are allowed to take place. More or less everything is allowed if you are recovered, tested or vaccinated. The so-called 3G (geimpft, getestet, genesen – vaccinated, tested, recovered) rule is mandatory and constitutes the admission ticket to a "normal" everyday life. However, the pace of vaccination is now very sluggish and the citizens' willingness to receive the vaccine is dwindling. The Covid figures in Austria are on the rise, with new infections now exceeding those in the spring of this year. Because of the more contagious Delta variant, we are now right into the fourth wave. The fourth Covid infection wave has thus begun much earlier this year than the second wave last autumn. This, in turn, increases the uncertainty ahead of the coming winter season! Will we be able to operate in a semi-"normal" way again?

Meanwhile, the upswing in the domestic economy continues. The lifting of the restrictions imposed by the authorities in many sectors has significantly accelerated economic recovery. This has been particularly noticeable in regard to consumer services, with retail, cafés and restaurants, hospitality and the hair and beauty sector benefiting the most. Private consumption has thus picked up, giving the Austrian economy a new boost.

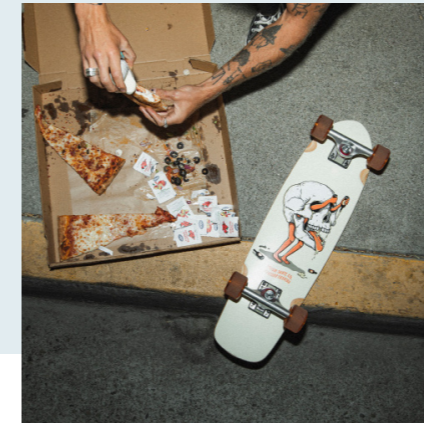
There are equally positive reports from the boardsport trade. Domestic retailers report good sales levels. Everything surrounding skateboards is in good demand and the domestic trade in watersports equipment is performing consistently well. However, all retailers concur in reporting

MARKET INSIGHT

delivery delays and, above all, poor or non-existent delivery capacities. Simply getting hold of goods continues to be difficult. Gernot Brandstätter of Shop Surf Service Graz confirms this, but also sees positive aspects in the limited supply availability. "We can at least work with very stable prices and have no problems maintaining them. This way, the margins for us in the stationary trade are definitely working!", he says. The Stand Up Paddling sector continues to be a major topic. "SUP sells consistently well and can be practised by the whole family without much prior knowledge," he observes. The windsurfing sector is also doing well. Wing foiling, on the other hand, is not yet high up on his agenda. "In principle, the entire watersports sector is doing very well," points out Michi Seidl of Boardshop Seidl in Salzburg. He singles out the trend towards wingsurfing and wingfoiling in particular. Whereas in the past the costly gear kept many people away from windsurfing, a thriving scene is now emerging in the wing sector. In this respect, he is absolutely convinced that these sports have the potential to overtake classic windsurfing. However, Michi also mentions the generally bad situation regarding the availability of goods. As a pioneer of the watersports scene and a long-time watersports professional, he also criticises the proliferation of so-called online 'specialists' suddenly invading the market without offering any guidance to customers. He also targets the retail chains such as Intersport and Sport 2000. "They are suddenly more active in the watersports sector just because of the current trend. We don't sell mountaineering boots just because it's trendy!" he says! However, he proudly states: "You can only get professional advice and high-quality products from a professional!" And that's what we all build on and rely on, let's stay professional and sell premium products with a fun factor! Let's hope that we can do this again without restrictions in winter! Because one thing is for sure, the uncertainty can still be felt among all dealers and us sales representatives! Nevertheless, I am really looking forward to the first openings, see you in Hintertux for the start of the season! Finally, I would like to say something: You will always be remembered! This season is dedicated to you – Ride in Peace Max!

BJOERN BETTERMANN

PRISM



Founded in 2016 by three friends, Prism has carved itself out a niche in the skateboard hardgoods market. Best known for its downhill boards and now run by long time pro downhill skater, Liam Morgan and Tom Flinchbaugh, legendary downhill filmer/photographer, the brand offers an array of skateboard decks to cater for all levels of ability.

Tell us about the brand's history and how you got started.

The company was founded in 2016 by the three friends; James Kelly, Liam Morgan and Max Myers. All of us had gathered experience working with skateboard brands before this, as we had been working at Arbor Skateboards. It was working there that led us to realize we wanted to bring something fresh and unique to the world of longboarding. Through our constant output of high-quality media and progressive board design we still strive towards reaching this goal daily. Profile in collaboration with Centrano Distribution

Who are the key persons behind the brand?

Max and James have since left the brand to focus on starting their families and tending to their home lives. The company is currently still run by long time pro downhill skater, Liam Morgan and he has now been joined by downhill photo/video genius, Tom Flinchbaugh, along with a team of the best downhill skateboarders in the world.

Please describe your product line and your best sellers.

Our best-selling complete cruisers are the Skipper and Revel 36. Our best-selling decks are the Theory and Trotta Pro. Trotta's Pro deck was inspired by and designed

around what got him into downhill in the first place: the single kick. The Theory deck reminds us that barriers can always be pushed, whether it's while riding the skateboard or the curves we press into them.

What makes Prism stand out in the skateboard market?

Our complete boards are designed to be learned on by beginners and to encourage more casual fun for experts. Our performance decks are some of the best-selling and most beloved in the downhill community because we cater to riders, no matter what level they are at. And last but certainly not least, our media features the world's best downhill riders and is

some of the highest quality in the industry, thanks to Flinchbaugh's genius and our amazing team.

How is the brand distributed in Europe and what are your best-selling countries?

We have two distributors in Europe, Centrano Distribution, who are based in Denmark and Steez Distribution, who are based in the Netherlands. Because of the great partnerships we have built with them, we are now reaching the entire European continent. It is also because of this that we are so fortunate that our best-selling markets in 2021, this far, have been Spain, the UK, Latvia, Poland, Lithuania and Denmark.

Tell us about your production process and the materials you use?

We use only the highest quality wood, glue and composites for our decks, to ensure they have the strength and flexibility needed from

them. Our completes are built with Caliber Trucks, who are also, like us, based in California, and produce some of the best aftermarket trucks available. Every product line coming from Prism has undergone months and months of rigorous testing by our team of professional skaters. All of these factors are what help us make certain that we don't put our branding on products or said products on shelves unless they consistently perform at the absolute highest level.

How has the recent boom in skateboarding and the pandemic affected your business?

While the pandemic has been a grave issue worldwide, we will take the small silver lining of it causing the greater skateboarding community to boom. This has allowed us, among many others, to put more dollars towards developing the skateboarding community by designing

new, cutting-edge products, without compromising our quality standards, and it has also allowed us to keep on following our passion by creating more next-level media.

What can we expect from Prism in the future?

We have just brought on pro skater and worldwide downhill phenom, Cole Trotta to the team. Along with his announcement, we released a pro model deck called the Trotta Pro, which has, as mentioned earlier, already become one of our best-selling products. You can expect to continue seeing rad, ground-breaking footage of Cole shredding all around the world on a Prism board. Besides that, we also have some new shapes in the works that we are very thrilled about, and we trust will make a remarkable and exciting addition to the line in 2022.

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NEW PRODUCTS

01 / VANS ULTRARANGE EXO HI GORE-TEX MTE-2

The UltraRange EXO Hi GORE-TEX MTE-2 is the continuation of this purpose-built, adventure-based mindset. Armed with the UltraRange EXO outsole featuring All-Trac™ all-weather rubber, a GORE-TEX Invisible Fit waterproof membrane, the zonal PrimaLoft® Insulation package, and an UltraCush™ EVA midsole. Made with water repellent suede, textile, and synthetic uppers..

VANS.EU



02

02 / REELL BAGGY PANT

Reell jeans established In 1997 began with an idea to produce & realize an authentic and comfortable baggy pant. The baggy jeans for skateboarders & their community - quality, strength & style! Around 20 years later Reell engineered the baggy pant new with more denim stretch inside. They never forget that pant & had this one always on stock.

WWW.REELLJEANS.COM

03 / JOBE NEO IMPACT VEST

Jobe's new Neo Vest is a real bang for your buck! They have taken their old neoprene vest and combined it with the Dual Vest. The Neoprene Vest was popular because of its attractive price but it lacked flexibility, but by combining it with the Dual Vest they have made a new vest which has good flex due to its paneling, but with a budget-friendly price!

JOBESPORTS.COM



NEW PRODUCTS

04 / STANCE RAMP CAMO BOXER

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. Stance are so sure you'll love their underwear that they offer a Underwear guarantee, take them home and wear them for 30 days. If you're still not convinced, they will give you a full refund.



04

05



EURO.STANCE.EU.COM

05 / BLONDE BATHROOM DECK

Produced one at the time using Canadian hard rock maple. This board delivers incredible pop and the graphics are eye catching for the young kids. A brand with different marketing that appeals to counterculture skaters, rebels who are outrageous and fun. Blonde regularly releases new graphics. ATLANTICDST@GMAIL.COM

06 / JOBE FRAGMENT VEST

The brand new Jobe Fragment Vest has had a cool new upgrade! This vest was made with the idea of creating a competitive vest which lives up to all the current safety regulations. But they wanted to add something to give it a more luxurious look, which is why they played with the vest fabrics and created a perforated neoprene, which just looks insane!

JOBESPORTS.COM

06



NASSIM LACHHAB - FS KICKFLIP

Photography - Fabien Ponsoero

Welcome to the Global Team, Nassim!



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Reell
est. 1997



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Black Rigid Cord

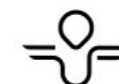
Faded Mid Blue

Faded Light Blue

EVENTS #108

surf snow **street** paddle optics

optics	SILMO	Paris, France 24-27 Sept 21	silmoparis.com
surf	US OPEN OF SURFING	Huntington Beach, USA 20-26 Sept 21	vansusopenofsurfing.com
paddle	THE PADDLE SPORTS SHOW	Lyon, France 29 Sept - Oct 1 21	thepaddlesportsshow.com
snow	HINTERTUX OPENING	Hintertux, Austria 30 Sept - 3 Oct 21	hintertuxergletscher.at
surf	MEO VISSLA PRO	Ericeira, Portugal 2-10 Oct 21	worldsurfleague.com
snow	KAUNTERAL OPENING	Tyrol, Austria 8-10 Oct 21	snowpark-kaunertal.tirol
surf	EUROSIMA SURF SUMMIT	Hossegor, France 14-15 Oct 21	eurosima.com/en/surf-summit
surf	RIP CURL MEO PRO	Peniche, Portugal 15-31 Oct 21	worldsurfleague.com
surf	QUIKSILVER PRO	Hossegor, France 16-24 Oct 21	worldsurfleague.com
surf	ROXY PRO	Hossegor, France 16-24 Oct 21	worldsurfleague.com
snow	THE SNOW SHOW	Birmingham, UK 23-24 Oct 21	nationalsnowshow.com
snow	SKI PASS	Modena, Italy 29 Oct - 1 Nov 21	skipass.it
snow	MOREBOARD STUBAI	Stubai, Austria 18-20 Nov 21	stubaier-gletscher.com
surf	HALEIWA CHALLENGE	Hawaii, USA 26 Nov - 7 Dec 21	worldsurfleague.com
surf	SURF EXPO	Orlando, USA 5-7 Jan 22	surfexpo.com
snow	WINTER PRO	La Rosiere, France 9-11 Jan 22	actsnowboarding.com
street	PITTI IMMAGINE UOMO	Florence, Italy 11-13 Jan 22	pittimmagine.com
snow	LAAX OPEN HALFPIPE & SLOPESTYLE	Laax, Switzerland 17-23 Jan 22	open-laax.com
snow	SLIDE & OTS	Telford, UK 18-20 Jan 22	slideotswinter.co.uk
street	SEEK	Frankfurt am Main, Germany 18-20 Jan 22	seek.fashion
snow	FREERIDE WORLD TOUR	Baqueira Beret, Spain 22-28 Jan 22	freerideworldtour.com
snow	ISPO	Munich, Germany 23-26 Jan 22	ispo.com
snow	OUTDOOR RETAILER SIA SNOW	Denver, USA 26-28 Jan 22	outdoorretailer.com
surf	BILLABONG PRO PIPELINE	North Shore, Hawaii 29 Jan - 10 Feb 22	worldsurfleague.com
snow	SHOPS 1ST TRY	Alpbach, Austria 30 Jan - 1 Feb 22	shops-1st-try.com
snow	FREERIDE WORLD TOUR	Ordino Arcalis, Andorra 30 Jan - 5 Feb 22	freerideworldtour.com
street	REVOLVER	Copenhague, Denmark 2-4 Feb 22	revolver.dk
snow	FUTURE TRY LAAX	Laax, Switzerland 6-7 Feb 22	snowboardbox.ch
snow	WINTER OLYMPICS SLOPESTYLE	Beijing, China 6-7 Feb 22	olympics.com/en/sports/snowboard
snow	WINTER OLYMPICS HALF PIPE	Beijing, China 10-11 Feb 22	olympics.com/en/sports/snowboard
surf	SUNSET BEACH	Oahu, Hawaii 10-23 Feb 22	worldsurfleague.com
snow	FREERIDE WORLD TOUR	BC, Canada 12-17 Feb 22	freerideworldtour.com
snow	WINTER OLYMPICS BIG AIR	Beijing, China 15 Feb 22	fis-ski.com/snowboard
street	AGENDA	Las Vegas, USA 15-17 Feb 22	agendashow.com
snow	FUTURE TRY LES CROSETS	Les Crosets 24 Feb 22	snowboardbox.ch
snow	SLIDE ON SNOW	Kuhtai, Austria 7-11 Mar 22	slideotswinter.co.uk
surf	MEO PORTUGAL PRO	Peniche, Portugal 3-13 Mar 22	worldsurfleague.com
snow	SPORT - ACHAT	Lyon, France 7-9 Mar 22	sport-achat.com
snow	FREERIDE WORLD TOUR	Fieberbrunn, Austria 15-20 Mar 22	freerideworldtour.com
snow	FREERIDE WORLD TOUR	Verbier, Switzerland 26 Mar - 3 Apr 22	freerideworldtour.com





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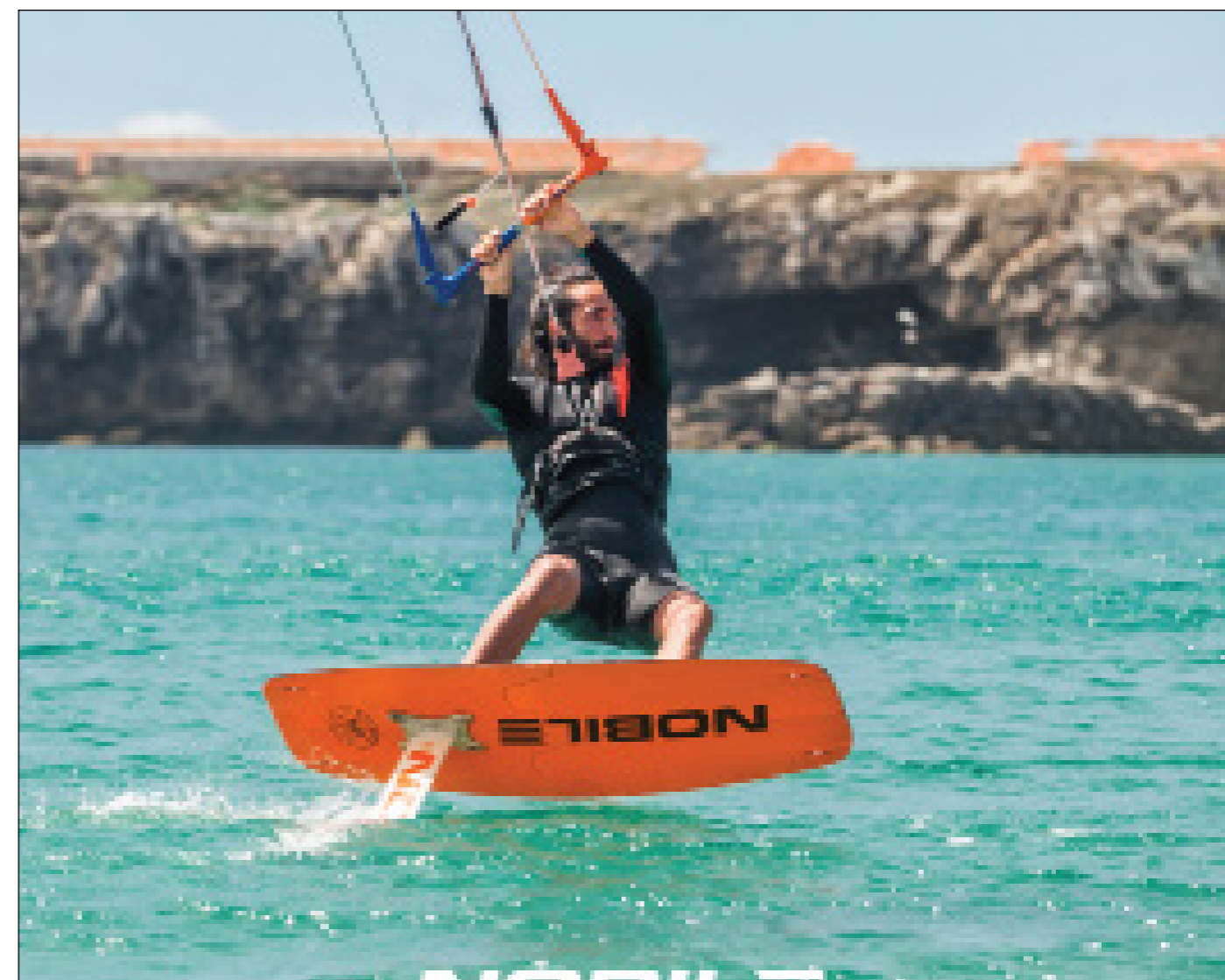


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Shop Manager (m/w/d)

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
- Entwicklungspotential 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

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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.

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 For the Winter Season 21/22

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 German and English

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Sales Coordinator (m/w/d)

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Deine Aufgaben:

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- Kontrolle von Eingangsrechnungen und Auftragsbestätigungen aller Lieferanten
- Erstellung und Versand von Bestellformularen & Preislisten für unsere Kunden
- Customer Service für unsere B2B-Kunden
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AREAS THAT PLAY TO YOUR STRENGTHS

CONTENT STRATEGY

- ✓ In this role, you'll ensure a holistic and strategic cross-network approach to inspire our audiences on managed and owned channels across the Media Network. You'll define content needs and programming objectives for projects such as Red Bull Cliff Diving or Red Bull Neymar Jr's Five.

COLLABORATION

- ✓ You'll identify the greatest content opportunities across the Media Network and provide recommendations for adjustment to make them appeal to a wider, global audience. You'll be responsible for translating audience insights into initiatives to ensure successful releases, in close collaboration with counterparts. You'll work with countries to have a full overview of the upcoming calendar for all content across managed and owned channels including short form, long form, live & non-live. In addition, you'll work closely with internal media teams managing our channels and producing our content.

YOUR AREAS OF KNOWLEDGE AND EXPERTISE

1. 5+ years of experience in content programming or a related field, ideally within sports
2. Strong understanding of key audiences across a variety of sport genres and understanding of audience profiling
3. Superior project management, communication, and interpersonal skills
4. Experience in working with analytical tools
5. Social Media skills
6. Well organized with the ability to work under pressure and deliver work to highest standard
7. Ability to create strong relationship across departments, priorities and define standards for support
8. Strong editorial understanding, ability to translate data into practical recommendations
9. Outgoing, self-confident personality

 University Degree or relevant experience

 Fluent in English, any other language (e.g., German) would be a plus

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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.

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MTE



Pat Schmidt Lee-Ann Curran Yuzuru Shinojo