



BIG WIG: ROXY'S MARITXU DARRIGRAND, EMILIE SOUVRAS & STEPHANIE MICCI FRESH
BRAND PROFILES & UPDATES NIXON, SOMWR, AKAW

RETAIL BUYERS GUIDES:
SURF APPAREL, WETSUITS, SUNGLASSES, LONGBOARDS, SUP,
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Lookbook 2023

SUP-Adventure: Christopher Schmid, Surf-Pistars (et. Pump-Macwellersch/Engeln Wind-Wing, Dors-Warm)

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10.2 | 11.0 | 12.0



LIGHT
9.10 | 10.6 | 11.2 | 11.8

SUPVENTURE
10.6 | 12.0 | 10.6 | 12.0

SUPRANA
10.8

SUPTOUR
12.0 | 13.0



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HYBRIS
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ADRIATIC
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HELLO SOURCE#113

The passing of Britain's longest serving Monarch, Queen Elizabeth II draws the curtains on a record-breaking summer of heatwaves for the UK and indeed the rest of Europe. The warm weather and high-pressure systems pushed tourists towards the beaches but unfortunately spelt a poor season of surf for all of Europe. Digging into retailer trends, the hot weather saw a poor season for neoprene sales and where Covid times saw lots of impulse purchases - spurred by big queues, face masks and awkward protocols - as restrictions eased, customers felt more comfortable in stores, meaning retailers had more time to spend with them and therefore higher average basket totals. Although quality of customer was up, quantity was down with

the severe heat seeing tourists opt for long beach days and dips in the water rather than shopping in land.

Beach destinations on the Old Continent's shorelines welcomed back foreign tourists in bulk this summer, whereas retailers in countries such as the UK and Switzerland, who benefitted from staycations the past two years, noticed a drop-off in footfall as their domestic visitors finally ventured abroad again.

The initial surge in product demand caused by Covid led to widespread shortages, but now the industry's faced with a glut in many product categories. The Ukrainian war plus a Covid hangover in the Asian manufacturing, supply chain and logistics markets means product deliveries have been all over the place. Late deliveries across the board have led to unstable retailer inventories and

combined with rising inflation and interest rates, retailers placed conservative orders for SS23. Once again, those brands with healthy inventories will benefit from in-season sales next summer. But a good healthy business is one that's built on solid forecasts informed by strategic buying, so we hope to see a return to normality within the supply chain soon.

We speak with three prominent women in the boardsports world for this issue's BIG WIG, in Roxy's Maritxu Darrigrand, Emilie Souvras & Stephanie Micci for some insight on how the brand has evolved its approach to their target demographic. We also speak with Nixon on their new company structure and have unrivalled market insight from retailers and boardsports experts from across Europe.

Always Sideways
Harry Mitchell Thompson
Ed-in-chief

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DRAGON



BRYAN IGUCHI SIGNATURE COLLECTION
STYLE: MERIDIEN // BRYAN IGUCHI // LL BLUE ION

Dragon by Marchon ©2022 Marchon Eyewear Inc.

NEWS

#113

HLC Distribution Brings in Investor to Fund Future Growth

Peninsula Capital, a pan-European private equity fund with offices in London, Milan, and Madrid, has acquired a stake of just over 60% in HLC SB Distribution. HLC was founded in 2001 by the three Iraola brothers Igor, Iban, and Ander and in 2021 achieved sales of almost €30 million, after having experienced growth of around 13% per year in recent years. Today HLC is the owner of PlanB, Jart skateboards, Cruzade, Iron Trucks, Mosaic Bearings, Yow Surf, and Long Island boards and also holds the licences for Flip and Sk8mafia.

Private Sport Shop Signs Merger With SportPursuit to Form Sportscape Group

Sports & Outdoor flash sales business, Private Sport Shop has merged with UK outdoor and adventure online retailer SportPursuit to form the Sportscape Group. The new entity will have an audience of over 24 million, spanning many European countries.

Smith Optics Appoints Scott Randall As Global VP of Product

Smith Optics has hired Scott Randall as their new Global VP of Product. Randall moves to Smith after an 18 year spell at Oakley, where he moved through the ranks from Inhouse Sale Rep to up to Director of Global Category Strategy – Sunglasses.

DC Recruits Lucien Clarke As Creative Director & Skate Team Member

Not just repping DC in London, Lucien Clarke – the newest member of the DC skate team – will also take on the role of Creative Director. In this position, he'll work on expanding DC's position in the Asian market.

Looking Sideways & Db Team Up On Fund To Support Creatives

To help creatives bring their projects to life, Looking Sideways has teamed up with Db to introduce a fund which gives 2 creatives the chance to score a €5000 budget, mentorship, and a bunch of other cool prizes.

Blue Tomato Opens First Shop in Sweden

European boardsports retail chain Blue Tomato has opened its first shop in Sweden. Blue Tomato's 71st shop opened its doors on August 11 in the old town of Gothenburg.

Fox Racing Acquired by Vista Outdoor Inc for \$540m

Vista Outdoor Inc., owners of brands such as Giro, Bushnell, and Camp Chef, has acquired Fox Racing – the American motocross and adventure brand – for \$540 million.

Sample N'Co to License & Distribute Stewart Surfboards Throughout Europe

French distributor Sample N'Co is partnering with Californian brand Stewart Surfboards to bring their products to Europe. Sample N'Co will be the brand's new European distributor and licensee.

WSL Challenger Series: Quiksilver/Roxy Pro France Cancelled

The Quiksilver / Roxy Pro France, the 6th stop of the WSL Challenger Series, has been cancelled. "We are disappointed to announce the cancellation of the Challenger Series event in Hossegor," said Erik Logan, WSL CEO. "We were unable to secure the appropriate support to make the event financially sustainable. Despite this cancellation, we are committed to the French region, community, competitors, and fans. France remains important to competitive surfing's history and future. We are actively engaged in conversations to return to France in 2023 and beyond."

Groundbreaking Ceremony Begins Construction at Germany's SURFTOWN MUNICH

Combining business, leisure, retail, and surf "SURFTOWN MUC" promises to be the largest and first of its kind in Europe – not just in Germany. Ground has been broken and should everything remain on track, SURFTOWN will be opening its doors in May 2023.

United Shapes Snowboards Acquired By Full Stack Supply Co.

"This acquisition represents an opportunity to amplify the brand we love to a truly global audience while staying true to our core and bringing the grand vision of United Shapes to life," says Gray Thompson, who joins FSSC full time as Brand Manager for United Shapes. "FSSC is rooted in shaping a new era of outdoor brands while putting key values and culture front and centre." As part of the acquisition, United Shapes will revamp the entire collection for 2023/24 with an early release of select snowboards set for the upcoming 2022/23 season. "Our design philosophy and focus on premium, unique shapes will remain at the centre of what we do; the big change being that we now have a global team, access to higher efficiency manufacturing, product expertise and industry leading sales and distribution through Full Stack," says Thompson.

WSL Longboard Tour Appoints Kirra Seale as Senior Manager & Tory Gilkerson as Head Judge

Women's WSL ranked No.9 Kirra Seale has been appointed Senior Manager of the WSL Longboard Tour. Alongside her appointment, Tory Gilkerson has been named the tour's Head Judge.

Stance Partners With Bristol's The Wave

Bristol's The Wave is partnering with Stance in an agreement that is set to last until 2025. The partnership will see a particular focus on photography: there will be a new photography area and for The Wave's in-house team, Stance will build the 'Image Cabin', a dedicated editing suite.

Solite Innovations is to be distributed throughout Europe by Surfcloud

US watersports brand, Solite Innovations is to be distributed throughout Europe in a new partnership with Surfcloud – initially to distribute their boots, gloves, and hats.

Full Stack Supply Co is a Certified B Corp

Full Stack Supply Co (FSSC) announces that the company, as well as the three prominent brands within 'the Stack' – Faction Skis, FW Apparel, and United Shapes – are now B Corporation (B Corp™) Certified. As a Certified B Corp in the outdoor industry, FSSC and its three launched and acquired brands are meeting high standards for social and environmental performance, transparency and accountability. To become B Corp Certified, FSSC underwent a rigorous third-party assessment to measure impact on each of these five groups, scoring 93.5 points, well above the 80 required to achieve certification.

Equip raises 5 million CHF to revolutionize access to sports.

Private Equity firm TNF ('The New Frontiers') led the financing round of 5 million CHF into Equip, an app founded in 2021 which promises to profoundly impact how sports are played at a local level. Connected to autonomous stations, Equip allows users to borrow sports equipment, then play or participate in leisure activities without having to carry anything around, right where they need it – at venues across the globe. For co-founders Henry Nidecker and Thierry Kunz, putting the emphasis on sharing rather than ownership allows them to be part of the global responsibility we have in the face of socioeconomic inequality and the protection of the environment. Equip stations are also autonomous thanks to their solar panels, and can be installed and checked remotely without limitations. Since mid-July, Decathlon Switzerland has made a commitment alongside Equip to provide quality sports and leisure equipment directly at the places of practice. Today, this startup is in full expansion in the United States, Spain, Italy, France and their native Switzerland, where the business seeks to accelerate its deployment at a communal level.



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DREAM TEAM STARBOARD WON 7 GOLD MEDALS AT THE ICF WORLD CHAMPIONSHIPS, GDYNIA POLAND

Our partners for a deep-blue, sustainable future:



TRADE SHOWS PREVIEWS

THE PADDLE SPORTS SHOW LYON, FRANCE SEP 28 - OCT 01, 2022

following the closure of Paddleexpo. The Paddle Sports Show has cemented itself as the trade show for paddle sports in Europe. The organizer of the show is Philippe Doux, Founder of KS Publishing, the international paddle sports media house and publisher of Kayak Session magazine. Last year's launch show proved that the new location in Lyon at the Tony Garnier exhibition Hall in the centre of the city, right by the river, to be a great spot for the paddle industry to congregate and show their next season's products.

Last year saw 125 exhibitors exhibiting on 6500 m2, with a little under 800 trade visitors. This year the 10,000 sq m2 floor space is fully booked by over 140 brands and registered visitors are mostly coming from Europe's retail base, with still a fair amount of accounts coming all the way from the Far East, North and South America. Expect the usual big players such as Starboard, Fanatic, Indiana, Tahe, Aquamarina, Aztron, Aquadesign, Poolstar, Aquaglide, Naish NRS etc., alongside smaller and super innovative companies. This year there is a big increase in companies exhibiting foil-related products, including E-foils. So expect the whole industry to be gathered under one roof for three days to share in shaping our future and to demonstrate the collective strength of the Paddle industry.

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 7-10 pm. The last day is shorter from 9:00 – 16:00 and the industry On Water Demo is from 14:00 – 18:00. The Industry Party and awards ceremony on Thursday is not to be missed with the Products of the Year Awards and the annual Hall of Fame ceremony. 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.

As an additional service to exhibitors the show will have a video studio and photo booth available where exhibitors or visitors can professionally shoot products, with a green wall, spotlights, professional photographers, and video operators. This year the conference and webinars schedule is as follows: Wednesday 14.30 The Paddle Sports Footprint; How to reduce the

environmental impact of the paddle sports products and 16.00 The British Canoeing Delivery Partner Scheme, British Canoeing will talk about its newly launched delivery partner scheme. Thursday 10.30am Opening of the Paddlesports Market; How to facilitate the entry into the market of all newcomers. Welcome new participants, how to attract them, and how to keep them, 12.30 The British Canoeing Delivery Partner Scheme, British Canoeing will talk again about its newly launched delivery partner scheme and 4.30 pm Tourism, Sustainable Development & Paddle Sports How are Paddle Sports perceived by the tourism industry, and how they can integrate into a global sustainable strategy. Friday 10.00 Federations & the Paddle Sports Industry; What role can be played by national and international federations in the paddle sports industry development and 12.00 pm The Paddlesports Facing the Current World Situation. What solutions can be found for the Paddle Sports industry facing the explosion of raw material, production transportation cost? Finally and importantly, Friday afternoon is reserved for the industry to test product on water. And don't forget the media will be covering all the on water action. So get your product and dealers down to the river, just 200 meters from exhibition centre, and let them experience your latest gear. The 3 days of business will be followed by a two days Festival for the public combining racing with testing. On the first day of the Festival there will be a 200 meters Sprint SUP race, a Foil challenge with both demo and testing, the Pink October on-water parade with Ingrid Ulrich and her association Au delà des oceans, promoting breast cancer awareness, combined with public product testing all day long. On the Sunday the Paddle Show Race over a 12km distance will be open to anyone. pros to intermediate with over 200 racers expected as its part of the French Stand Up Paddling Championships. The goal is to have the Lyon Paddle Show Race become a key event on the European racing and event calendar, and they hope to reach the 500 paddler mark over the next few years

Lyon is an easy location to access with its international airport, connections to the motorway network and the TGV train system. Action sports retailers and distributors 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

TRADE SHOWS

PREVIEWS

EUROSIMA SURF SUMMIT

HOSSEGOR, FRANCE
OCTOBER 13-14, 2022

The 21st edition of the annual action sports business conference is 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 successful edition which saw the event return to its traditional format after a two year covid break. 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 a surfing break. The program at time of going to press was as follows

Thursday

9.30 AM Opening speech by Eurosima President Jean-Louis Rodrigues

10.00 AM Courage that will take your breath away - the aquatic element and breathing with Arthur Guerin-Boeri the most decorated French free-diver in the history of the sport, 5-time world champion with 8 world records.

11.00 AM Economic Observatory for Outdoor and Sports retail in Europe with Frederic Tain - Journalist, conference speaker & director of Sport-Guide.com

11.45 AM Observatory of Nautical activities Atlantic coast. Marjory Gorge, Task Officer for Nautical & boardsports, Naval industries and Maritime economics for the Nouvelle-Aquitaine Region

12.30 PM Lunch break

2.00 PM Open Stage for Industry questions with the EUROSIMA Board panel moderated by Fred Tain of Sport Guide.com

3.00 PM A conversation with Legendary international surfer and shaper Maurice Cole moderated by Dave Mailman

3.45 PM Coffee break

4.00 PM Round table Discussion on the UK market post Brexit with Tom Copsey of O'Neill Wetsuits Europe Product manager, Gabe Davies Patagonia Europe Surf division Manager and former UK surfing Champion, Steve England General Manager of Carve Magazine, Sean Harris Rip Curl European Sales Manager and Richie Jones CEO of VVAST Europe and moderated by Wilco Prins.

5.00 PM Presentation by the winner of the 2022 Eurosima call for innovation

7.00 PM Official Surf Summit evening with dinner and cocktails at the Hotel Les 70 hectares in Seignosse

TAGHAZOUT SURF EXPO

AGADIR, MOROCCO
OCTOBER 27-30, 2022

From the 27th to the 30th of October 2022, this first ever professional surf event in Africa, will take place at Taghazout, facing the mythical spot of Anchor Point. Currently 28 brands from surf schools, specialized travel

agencies, clothing, accessories and equipment manufacturers are signed up and negotiations are underway with many more brands to fill the 4000 m2 exhibition village. The Expo is part of the regional government's strategy to put Moroccan surfing on the map and is organized by Said Bella and Rachid Moutchou in conjunction with the Mohamed khilaji and Amine Afal of the Royal Moroccan Surfing Federation.

The village with a design based on recyclable materials that meets all environmental standards, will be the centre point of the Surf Expo and will be open to both business visitors and consumers and other activities will take place down on the beach and in Agadir itself. Moroccan surfing champions will be there in force including Brahim Iddouch, mens' Bodyboard champion, Liliass Tebbai Morocco surf champion, Ranya Squalli and junior Morocco surf junior champion and Soukaina El Ghouali Morocco womens bodyboard champion

Friday

8.30 AM to get you day started in the right way a breathing workshop with Arthur Guerin-Boeri.

10.00 AM On the Bubble, detailing wave energy and tube exit strategy with Mike Stewart legendary Bodyboarding and Bodysurfing World Champion.

11.30 AM The Climate Emergency with David Salas Y Melia Climatologist, meteorologist, Head of Research at CNRM & Météo France

12.30 PM Lunch break

12.30 PM Free Surf Session with the Hossegor Surf Club

2.30 PM Oikonomia, a shared history of Circularity- a presentation on circular apparel, operational and action focused intelligence, with solutions for action sports Aude Penouty of Entada textile

3.30 PM Coffee break

3.45 PM Round table: a 360 degree approach to Supply change circular solutions from raw materials to end of life stages. How to handle circular sourcing within the sourcing value chain with Aurélien Sylvestre, Sustainable Product Manager at Oxbow, Gabe Davies Patagonia Europe Surf Division Manager, Laurence Remy of Les Chanvres de l'Atlantique, Nunti Sunya of Nin Castle, Reverse Resource founder Ludovic Quinault of Hi-ex consulting, Operations Consultant and Former Ceo of SKFK, all moderated by Aude Penouty

5.00 PM Closing drinks

During the Surf Summit, EUROSIMA will be presenting the 8th edition of the Surfing Lounge exhibit, which showcases the most innovative products and services in action sports. Sadly no Watermans Ball this year but we are promised it will be back with a punch next year.

So if you need to visit SW France for business or pleasure add the Surf Summit to your calendar and participate in Europe's number one networking event for the surf industry as well as getting to catching some barrels yourself.

eurosima.com

The conference area in the Expo Village and will host a number of seminars including one with Hassan Fekkak, the Technical Director of the Moroccan National Olympic Committee, that will focus on the participation of Moroccan surfers in the next Olympic Games and a presentation of the Fast Ware competition scoring system developed by the federation.

The organiser along with the Belgian Ulysses Labnetwork and the Research Laboratory of languages and communication from the University Ibn Zohr Morocco, have analysed the socio-economic impact of surfing on the region. The results of their work will be presented during a one-day conference at the Ibn Zohr University on Wednesday, October 26th, in Agadir and in round tables at the Expo Village scheduled throughout the duration of the event.

According to the organisers there are 130 shops selling surf products between Agadir and Casablanca so with stand space in the Expo Village costing between 500-1000 euros. Brands should consider taking part to help develop Moroccan surfing industry infrastructure and to get their toe in the water of this rapidly developing market.

taghazoutsurfexpo.com | contact@taghazoutsurfexpo.com

MANERA

WE SUPPORT LOCAL SHOPS

“ I remember when *I first started surfing,*
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morning surf report. It also created a
surf team which brought more people
into the community and created a good
camaraderie. Plus, I always just loved
walking through the shop and looking at
the boards and wetsuits. In fact, I still like
doing that today! ”

Brendon Gibbens
Pro Surfeur

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Our brand - Core principles



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RETAIL BUYER'S GUIDE **WETSUITS SS23**

The scorching summer of 2022 has not been good for neoprene sales in Europe and retailers are very cautious when it comes to placing their spring-summer 2023 orders. To convince them, brands are lining up solid ranges and sound arguments. By **David Bianic**.



To be a board shop manager in 2022, you'd better be a strategy game lover. When it comes to twists and turns, the last three years have been enough to confuse even the most astute businessman. First of all in 2020, during which the pandemic spelled euphoria and then shortage, surfing equipment sections had their shelves emptied. We then thought we would never bounce back, anticipating an increase in orders for 2021, except this time it was the brands who found themselves subject to longer production and transportation times, while (in part) absorbing the increased cost of materials. And when 2022 came around, it was a bit of a cold shower for retailers... Many late deliveries in the spring combined with one of the hottest summers on record meant that neoprene sales were down. And so the question now arises for our surf shop managers: to be daring or cautious in placing orders for spring-summer 2023?

We asked brands to commit to delivery times but here again, caution reigns. "Our suppliers have cited a shortage in neoprene so it was first come, first served to bag a production slot!" says James Trevelyan, Circle One's General Manager. To remedy this, the brand placed an order (for SS23) five to six months earlier than usual, starting in March 2022. Ironically, these 2022 delivery delays may benefit others, such as GUL, who operate on two-year life cycles for wetsuits, so retailers already have the "2023 models" in stock. At ION, they explain that the adjustment

"One of the real innovations is Dakine's FriendlyPrene, a biodegradable neoprene using the Eco-One® activator, designed with the Japanese manufacturer Yamamoto and EcoLogic."

variable is no longer so much production as it is transportation, while "the freight route remains an incalculable factor." It's a similar story from O'Neill, confirming that finding empty containers is a real headache, not to mention the additional costs. Julien Salles from Manera is philosophical, arguing that surplus stocks of spring-summer neoprene could allow the big players in the market to shift these items in a healthy way and bring it back to a "normal" market. More surprisingly, William Doornekamp, Marketing Director at Jobe Sports, tells us that neoprene is also a very popular material in the fashion world and that "Being a niche market, wetsuit brands can't compete with the big corporations".

MARKET: MORE IS LESS

Beyond these cyclical constraints, the wetsuit market has experienced a real "baby boom" in the last few years with the arrival of a plethora of young brands with more assertive positioning, often coupled with aggressive pricing strategies

via D2C distribution. It seemed appropriate to ask the different players their opinion on this phenomenon, whether it's "the more the merrier" or whether the success of small labels meant that the historical brands have lost their grip on the market. Some, like O'Neill, welcome these newcomers to the market as a fresh start, boosting the competition "offering an exclusive look and marketing story to fit their products," says Tom Copsey, Product Manager, adding that continual innovation is what



forges a brand's longevity and long-term standing.

For Julien Durant of Picture, it's not so much that the big brands have lost their grip on the market, but simply that they weren't able to supply in sufficient quantities, creating a space for new brands. But beware of the spotlight effect, warns the team at ION (Christian May, International Sales Director, and Michael Schuster, Neoprene Product Manager), as these brands "present themselves extremely well in today's media world and appear much stronger to the outside than sales figures show".

SS23 RANGES: FULL COVERAGE

For retailers, the assortment of spring-summer wetsuits is much more challenging than for autumn-winter. In the latter, it is only a matter of choosing between 3 to 5 mm full suits in different constructions while for summer the options are multiple, mainly in terms of silhouettes: short sleeves, springsuit, long sleeve

"9 Beaufort are pushing «a new type of 4/3 wetsuits with more 3 than 4mm in it.», which allows it to be used in spring-summer and autumn"

springsuit, long-john/jane, short john/jane, bikinisuit, jackets, etc. Some advice from brands is welcome, right? Brett Vergou from Adelio suggests opting for 2mm zipperless on springsuits, as "comfort is more the major factor over warmth" in warm waters. For some parts of Northern Europe, summer does not necessarily mean heatwave and a 3/2 mm is sometimes a bit light for long sessions in water below 15 degrees. That's why 9 Beaufort are pushing "a new type of 4/3 wetsuits with more 3 than 4mm in it.", explains Manager Gilion Goveia, which allows it to be used in spring-summer and autumn. In the same way, the 2/2 mm fulls continue to progress, like at Jobe Sports with their Atlanta (men) and Savannah. We also remember O'Neill's claim for their Hyperfreak Comp-X 2+mm Zipless Full, namely the feeling of surfing naked! This ultra-light full makes its return in SS23 featuring the latest generation of TB3-X, a pre-stretched neoprene.

In the women's range, the number of styles is still growing, like the Amaze summer collection at ION for example, which includes a long-jane, springsuit, leggings, springsuit crossback, long sleeve springsuit and more. These styles are also available in two colours. Understanding your clientele becomes crucial when the time comes to fill in the order form. Bikisuits, as they are called at Manera, are also to be considered, even for use beyond just surfing: "Designing a short wetsuit like the Bikisuit was really interesting. We packed the same technologies that we use for steamers and realised that such a minimal wetsuit could actually do a great job at keeping people warm," says boss Julien Salles. Valerie Hill, Global Product Manager for Roxy, confirms this trend for technical/fashionable products for spring-summer, with classic springsuits being replaced by more feminine models in the form of hotpants and long sleeves in particular, decorated with all-over prints (see Colours & Prints SS23).

NEOPRENE SS23

Slowly but surely, neoprene made from oyster shell powder is making headway in the market after being invented by Soörüz with Sheico. It is now Adelio's turn to start their transition to Oysterprene, while Picture continue on their path by opting for the latest evolution of this foam (Y8) on their Guru range. Alder, Dakine and ION are also on board with Oysterprene. I think we have our winner!

One of the real innovations of 2022, and which will be renewed in 2023, is Dakine's FriendlyPrene, a biodegradable neoprene using the Eco-One® activator, designed with the Japanese manufacturer Yamamoto and EcoLogic - already Dakine's partner on their sandals' Friendly Foam. This FriendlyPrene will initially be offered on the Mälama range.

Yulex, often associated with its pioneer, Patagonia, is making little progress due to cost reasons, although C-Skins for example are making the effort to launch a Blueline series with this neoprene (along with water-based prints and liners made from



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Julien, Jérémy & Vincent
Picture's co-founders

To complete the perfect adventurer's kit, Picture offers an ever evolving range of eco-friendly wetsuits that are part of our never-ending sustainable innovation process.

Since materials play a big role in a product lifecycle, for SS23 Picture opts for sustainable alternatives: Regen®'s recycled nylon for swimsuits, Repreve® for boardshorts and Oyster shell Eicoprene for wetsuits.



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DAKINE

recycled materials), available on key models from their ReWired, Legend and Surfite ranges.

Prolimit also uses rubber from rubber trees on its PF1 line, but under the name Nature Prene®, combined with petroleum-free synthetic neoprene.

Patagonia's Gabe Davies reminds us that Yulex can reduce CO2 emissions by 80%: "The Climate crisis is not stopping, but each

"Roxy confirm this trend for technical/fashionable products for spring-summer, with classic springsuits being replaced by more feminine models in the form of hotpants and long sleeves in particular, decorated with all-over prints."

wetsuit made, will remain and can't be unmade and has an impact and footprint that we have to live with well beyond its time in the water."

In an inflationary environment, the choice of materials greatly influences the final price and Gotcha CEO, Nuno Fonseca, insists that Limestone neoprenes have remained stable in price, while the latest innovations are beyond budget. The brand claims to be keeping the same prices for SS23 despite unfavourable exchange rates. Let's remember that Gotcha only just made its return to Europe in spring 2022 and is banking on a simplified neoprene offer: a range for surf schools and a second Pro Super Stretch. Quiksilver are also opting for Limestone; while they admit to "not being perfect" they are making an effort: "since 2022, 99% of our linings are now made from recycled polyester. We're using water-based glue, recycling scrap rubber tyres, recycling neoprene production waste, using dope dyed yarn...

and all our hangers are now made from recycled marine plastic", says Maël Armellini.

LININGS & SEAMS SS23

For those who missed an episode, to recap: it is the neoprene foam and lining combo (inside/outside) that gives the wetsuit the right flexibility/durability ratio. For the construction of a wetsuit, this is just as important as the neoprene itself, and this is often wrongly neglected by the customer. The proof is in the new MAX_FLEX outer lining from ION (Select and Amp ranges), which is shown to have 30% more stretch, which not only provides excellent freedom of movement but also adapts very well to your body shape," says Michael Schuster, Neoprene Product Manager. Billabong are extending their use of graphene with the arrival of an Airlite 4D 100 recycled lining, an evolution of the Airlite with graphene-impregnated fibres for an unparalleled stretch-warmth combo. Another technology at Hurley is an infrared interior jersey which traps heat, as found on their premium 3/2mm Advantage Max fulls.

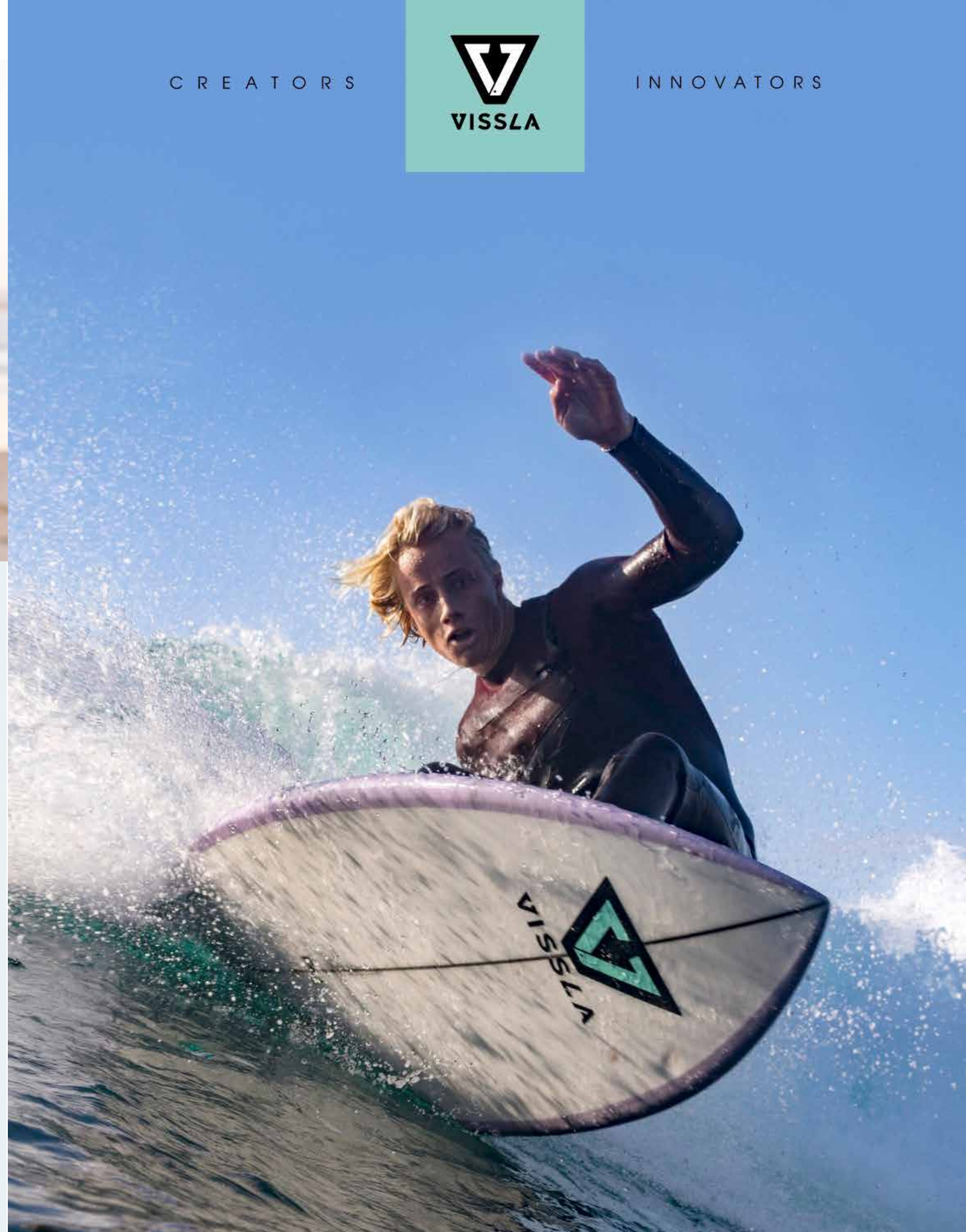
On the outside, Marin Mauriac from Soörus highlights the Thermoloop lining (Fighter and Divine collections), which is made of 50% recycled polyester and runs from the belly to the back and down the thighs. Hurley are rerunning Smoothskin on the top of their range (Advant Max): a silicone lining on the chest and arms whose shiny effect adds a touch of class you must admit. Picture have upgraded the Flexskin lining to make it even more durable.

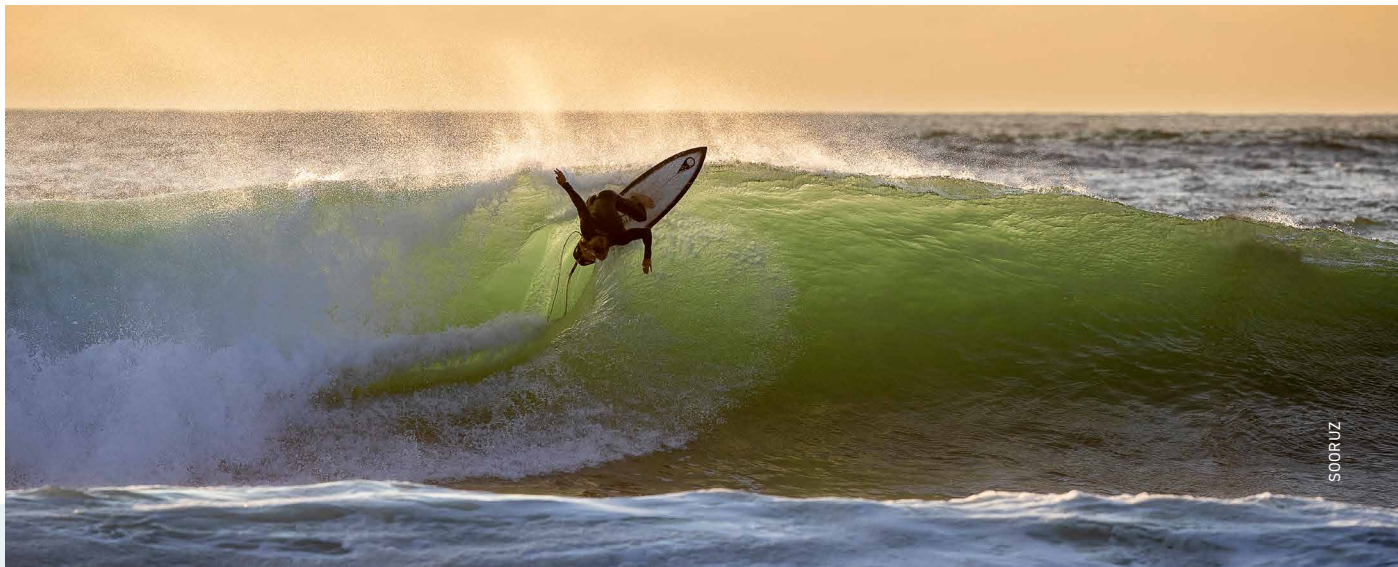
Speaking of durability, seams are the most fragile part of a wetsuit, and although they are not visible (except on flatlocks), they are the subject of huge R&D efforts from brands. Circle One, for example, have added a new kind of heat tape to areas of particular importance to reinforce them.

CREATORS



INNOVATORS





This tape is stretchier so it does not compromise flexibility. Making seams go unnoticed is also one of Jobe's objectives, rerunning their Minimal Seam Technology which prioritises flex.

COLOURS & PRINTS SS23

Thank you ladies for adding a little colour and imagination to the line-up! This trend has somewhat crossed over to men's, mostly in capsule collections. Within the Everyday Session range from Quiksilver, we find more fun models like the Mikey Wright wetsuit and logos sourced from the 90s (Saturn collection, see more in our Men's Surf Apparel Buyer's Guide). Kids also love these touches and the brand are treating them to a Radical Times collection.

Funky wetsuits are not just reserved for the top-of-the-range fortunately and Dakine are adorning their Quantum collection with camo (men) and tropical prints (women), cleverly placed on the arms and sides. Very good taste. . Camo from Hurley too, as well as floral and geometric prints in addition to their signature stripes on one sleeve.

Picture are also offering continuity between their fashion/streetwear collections and their neoprene, at least for women. Oxbow as well are offering a short-john, the Wigsur, drawing directly on their 80s archives for the graphics. The Long Sleeve Cheeky and Long Jane from Roxy with giant flower patterns also caught our eye: we approve! More subtle but also very tasteful,



"Designing a short wetsuit like the Bikisuit was really interesting. We packed the same technologies that we use for steamers and realised that such a minimal wetsuit could actually do a great job at keeping people warm."

Julien Salles, Manera

there's the women's Solace Boyleg long-sleeved springsuit with its palm tree artworks on the chest, very discreet in black on dark blue.

Billabong definitely takes #1 when it comes to the diversity of styles and silhouettes for women: the Surf Capsule mixes swimwear and wetsuits for a dazzling number of SKUs, from the neoprene short to the fullsuit and everything in between, with a consistent tropical vibe.

Full black still constitutes the majority of sales, but in-betweens are more commonly on offer, with midnight blue or teal blue at Jobe for example. While many brands are reluctant to "pimp up" their wetsuits, it's mainly for technical reasons: "Printing and digitally printed parts take away stretch and offer significantly less comfort.", explains Alex Cretier, CEO of Prolimit, before adding that black "is less UV sensitive as well". However, the brand are offering alternatives to all-black, such as their very nice mottled grey effects.

At Alder, as with many others, the leitmotif remains "less is more," says John Westlake, Production Manager: "The graphics need to achieve minimal classic detailing."

When it comes to depth, the wetsuit market has a lot to offer but it remains to be seen whether consumers will be tempted away from their priorities linked to inflation. Fortunately, wetsuit lifecycles are now longer and retailers can bank on two-year sales schedules to clear their inventories. A small consolation as we wait for better times. ☺

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HIGHLIGHTS

- 1 Almost guaranteed deliveries
- 2 More 3/3 and 2/2 mm fulls
- 3 More silhouettes for women
- 4 Oysterprene on the rise
- 5 Biodegradable neoprene
- 6 More colours/prints for women

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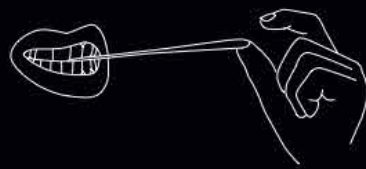
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ATS SURF SHOP

RETAILER PROFILE ATS SURF SHOP, FRANCE

VANS
"OFF THE WALL"

Xavier Auffrey from ATS surf shop took some time to talk with us about his current shop setup. A store that expresses the surf culture of Brittany with roots going back into the 1990s. Offering customers a wide range of brands and unique shapes out of their own shape shop. We caught up with him to see how summer business went and how he perceives current economic challenges.

Please tell us about your store's history.

ATS surf shop is first and foremost a 100% technical store concept with its own shaping workshop ATAO surfboards. It's been almost 30 years since ATS surf shop exists. One of the first surf shops of the peninsula of Quiberon and even of Brittany. Today ATS is 3 stores, 2 stores in Plouharnel, the surf shop and a textile and skate store, and another textile store in Carnac plage.

We simply try to convey the surf culture by getting out of the clichés.

How has business been this summer vs last year? Do you had more local customers or tourists this season?

This summer was not easy. The lack of waves was felt for the board and wetsuit equipment, and the economic situation didn't help us either. The textile business worked well.

Any interesting hot categories, brands or styles this summer? What have been the standouts?

Despite the rising inflation rates at all suppliers, foam boards by Catch surf sold very well. The very high temperatures in July boosted the sales of shorty wetsuits and lycra as well.

Have you noticed many price increases from manufacturers so far?

All suppliers have had to review their price list, especially products from Asia, because of the increase in raw materials and especially shipping costs.

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

We've always had a wide range of brands for customers, so we haven't had to bring in new brands.

The fuel prices are still high, what do you think that will spell for boardsports for the next 12 months?

I think it will impact attendance. Customers living 1 - 1H30 away from the spot will limit their sessions, and indirectly their visit to the surf shop. The fuel budget will inevitably dip into the leisure budget.

Which brands and products have you had the best success with in the past 2 seasons?

It depends on the department and the season, in neoprene accessories the Solite booties are always on the top of the sales charts in winter. In performance boards, we don't invent anything, Al Merrick is always ahead of the others. In beginner boards, Torq boards and Catch Surf boards are very well sold. We also sell our own brand ATAO surfboards very well.

How much of your business is done online?

I don't have a precise figure but we are not online sharks, and we don't want to be. We sell a little on our website but we use it a lot as a showcase.

Are you doing anything innovative to give your consumers unique products/experiences?

As I said we have our own shape shop and we offer shapes that we don't see anymore or very little. Bonzers, stingers, different type of twin, original mid-length and atypical longboards. I invite you to visit our website!

What are you hoping/expecting to see in product lines from brands for 22/23?

Carry-over, smaller lines, more newness... In order to clean up the rather large inventory, it is true that some carry-overs would be welcome, but to get customers excited about the material, novelty is not to be put aside either.

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

Today social networks are inevitable to communicate with customers. They allow us to inform them about news, events, commercial offers or to share the universe of the brands we work with.

What do you predict for the future of surfboard retail?

Ha Ha, if only I knew! I think that after the last two years of the covid, and the prices that have increased on some products, we will have to wait maybe 2 or 3 more seasons to find a cruising rhythm. In the meantime we will all have to adapt as best we can. ☺

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RETAIL BUYER'S GUIDE

SUNGLASSES SS23

Vintage looks meet high performance in a collection that aims to satisfy the demands of sunnies users that want it all. By **Rocio Enriquez.**



Vintage styles remain high on trend. Both shapes and colours hint to the nineties and noughties. “The main trends are wrapped, oval and rectangular shapes from the 90s”, says JP Bonnemason from Quiksilver and Roxy. Lennon style rounds and metal aviator shapes are hot too. Retro styles are updated with modern materials and technical features. People demand trendy looks alongside high levels of protection and clarity. “We see a trend of sport influenced styles being used on and off the field of play”, says ... from Oakley. High tech lenses are a basic demand, but not the only one. Sustainability has become the norm. Customers have little attention for brands who do not offer eco materials. The biggest growth is expected in technical shapes that secure performance in outdoor use. However, some brands also expect a boost in the sales of their most fashion forward models.

SHAPES

Almost all brands have a retro inspired offering. They offer a fashion appeal to younger generations and a nostalgic one to not so young ones. Apex carries their 80s and 90s inspired race glasses into their SS23 collection. They also offer a retro inspired but very technical glacier model. Zeal also includes a glacier style in their new collection. Their focus on high performing, timeless shapes will deliver round and geometric facings with interesting temples. Spy+ will continue to capitalise on the 70s style frames that they launched last season. Loubsol maintains great success with their glacier styles. For SS23, they travel even further back, to the 50s, for some designs. Otis satisfies the demand for vintage with the Omar. It is a rounded frame that features a keyhole nose bridge and sophisticated temple detailing. Dragon relies on the geometric combination of the Fallon and the flat top of the Tempest. Quiksilver gets inspiration from the noughties blockbuster “The Matrix” to create the Ellipse. It is an 8 base super wrapped shape with oval eyes, sharp line temple details and silicon inserts on nose and ear tips. It even sports the Quik Saturn logo from that decade.

The demand for performance drives the offering of wraparound and shield styles. Spektrum is strong on these shapes and introduces two new ones

“The main trends are wrapped, oval and rectangular shapes from the 90s”

JP Bonnemason, Quiksilver / Roxy,

in SS23, the Enan and the Fröa. Enan is a very lightweight, everyday all-rounder built for very extended active use. Fröa keeps all the performance and functionality features on a smaller face design. Red Bull x Spect are no stranger to shield styles. Their cylindrical seamless lens construction allowed them to produce styles like the Tain, Tuan and Tusk. They are adding two more, the Dash and the Dundee. Melon looks at the success of the Alleycat to create the Alleycat Small thought for female faces. It will carry its own colour selections and specific limited edition and rider models. Loubsol builds on the success of their Fork, Scalpel and Plasma shield models and announces several new full shield shapes. Attika has had great success with their performance wrap-around Noah and is adding a shield to satisfy demands. Other brands releasing new wraps and shields are Volcom, Spy+, Oakley, and Bollé. The latter will release the new 8 base, medium/large fit Cerber.

Square and rectangular shapes are also hot. Roxy has the new rectangular acetate Faye amongst their seven new shapes in their SS23 collection. Quiksilver will launch the Warlock, a more urban lifestyle shape with a high square eye and low bridge. Bollé offers three new angular shapes. The new Arcadia is a medium/large square navigator. The new Status and Temper are medium fit classic rectangular styles. There are also squares and rectangles amongst Volcom's eleven new styles for SS23 and in Loubsol's new collection. Round styles have a strong presence too. Bollé launches the new Euphoria, a 6 base medium/large fit round aviator. Dirty Dog pushes

them in their lifestyle catalogue, both in metal and TR90 frames. Melon is tweaking their round models. They add a rubber lining in the nose and inside the arms, and removable sun blocking side cups. Roxy pushes their Mia style, a classic and urban round eye shape with keyhole that is made with Econyl. Volcom also includes round shapes in their offering. Oversize is strongly supported, with a rich assortment from Loubsol and CHPO. There are other noteworthy additions for SS23. Red Bull x Spect will launch a new signature edition with the Flying Bulls: The Corsair and the Lightning. They are stainless steel aviator shapes with CR39 lenses. Oakley will expand the use of their innovative PhysioMorphic Geometry™ lens that worked so well in their Kato model. Melon has announced a revamp of their lifestyle models, with performance features added. Dragon is adding more options for female consumers, including a female specific version of their H2O style. They also push their collaboration with pro skier Jossi Wells, the Josiah. Albeit unspecific, Electric announces no less than fourteen new styles for SS23.

MATERIALS

To talk about frame materials is to talk about sustainability. Most brands have reacted to the stern demands from consumers. The use of castor oil-based bioplastics is quite widespread. “We are using more and more bioplastic materials in our collection”, says Alexis Ratajczak from Spy+. Volcom makes all their sunglasses with Rilsan G850. Red Bull x Spect, Quiksilver and Roxy also use it. Melon chooses Grilamid Bio-TR90. Oakley keeps promoting their own BiO Matter™, which features a minimum of 56% of bio-based content. Zeal's renditions are the castor-based Z-Resin and Z-Lite, which make most of their line. Other brands using bioplastics are Apex, Attika, Bollé, Dragon, Electric, Epokhe, Spectrum and Spy+. There are more sustainable materials in use, apart from bioplastics. Many models are made with recycled and upcycled materials. Attika recycles the material from old pairs collected from customers into new sunglasses. CHPO makes all their frames with recycled plastic and recycled stainless steel. Dragon, Quiksilver and Roxy offer upcycled models made of RePET, which comes from recycled plastic bottles. Roxy has also incorporated Econyl, a regenerated nylon. Zeal developed their own SeeGrass material made from 70% recycled plastic and 30% agricultural grasses. Loubsol incorporates recyclable thermoplastics. Otis uses mineral glass. Sourced from sand and soda ash, it's endlessly recyclable and environmentally friendly. Zeal uses eco metals and the new eco acetate Hextate. Away from sustainability, we find Grimalid TR90, TPX and metals such as stainless steel or titanium.

LENSES

When it comes to lenses, performance remains at the top of users demands. New technologies must enhance vision clarity and eye protection to pass the strict filters of sunnies wearers. Polycarbonate remains the most used material, although brands are choosing high quality versions. Such is the case of Apex, Attika, and Epokhe. Bollé offers the SLF lens. Spektrum is implementing Zeiss' Impacto lenses, more shatter resistant than regular polycarbonate. There are other materials. We can find the plastic polymer CR39 in Red Bull x Spect aviator styles, and some Epokhe products. Bollé offers the Solace4 lens, a mineral lens that is petroleum free, distortion free and scratch resistant. Otis also works with mineral lenses. There are a few other sustainable initiatives. Zeal offers Ellume lenses that are plant-based. Spektrum uses a new high-performance bio-based lens from Zeiss in their “Raw” concept. Attika plans to introduce it too in their SS23 collection.

“Lumalens delivers enhanced colour vividness, increased clarity, and depth perception”

Sam Nelson, Dragon

Treatments are key to reduce glare, enhance contrast and keep vision as clear as possible. Polarisation is widespread. Bollé relies on their Volt+ lens. They used A.I. to evaluate over 20 million colour enhancement possibilities. They patented the winning formula to provide their own high-contrast polarised lens. Dragon offers their Performance Polar Lenses in selected SKUs. They realign light to eliminate glare, enhance contrast and secure crystal clear vision. Electric's polarisation is infused instead of coated, increasing durability and performance. Other high quality polarised lenses are Loubsol's Apex Pola, Oakley's Prizm Polarised, Otis' Japanese polarised, the Polar Z lenses by Red Bull x Spect, and the premium polarisation of the Auto Sun lenses by Zeal. Quiksilver, Volcom, Epokhe, Attika and Dirty Dog all offer a good range of polarised lenses.

Light management and contrast are key. Dragon relies on their Lumalens Technology. “Lumalens delivers enhanced colour vividness, increased clarity, and depth perception”, says Sam Nelson. It filters out light that causes glare and haze while letting in light that intensifies clarity. Oakley features their Prizm Lens Tech across the full sun offering. Otis uses Light Improvement Tech to lift primary colours in the surroundings while blocking inter-primary shades. Spektrum introduces Zeiss' new LightPro technology, which offers up



to 80% more contrast. Spy+ has increased the contrast in their therapeutic lenses to create the HappyBoost™ lens. Loubsol offers their Apex High Contrast lens. Melon uses their snow lens to enhance contrast, and the Trail lens specifically for greener environments. Otis' Reflect lenses reflect light back out, instead of absorbing it. Photochromic treatments are popular too. Zeal, Oakley, Melon, Loubsol, Apex and Bollé offer them. Bollé offers their own rendition with their Phantom lens. Other performance coatings found across all collections are hydrophobic and oleophobic treatments. Electric speaks proudly of their melanin-infused lenses. Melanin is the best natural defence against the harmful effects of the sun, so they offer an enhanced level of protection.

LOOKS

Summer 2023 promises to be a colourful one. While some brands will be offering bright-coloured frames, others choose to keep their frames neutral and brighten up the lens tint. There are a few collaborations worth mentioning. Melon announces a few, one of them a special Alleycat snow model for the Tomorrowland Winter Music Festival. Dragon continues the Athlete Signature Series colours, with Rob Machado and Bryan Iguchi. Attika is working with a network of artists to create limited-edition frames. There are other in-house design graphics. Epokhe carries the illustrations of their Guilty, Trinity and Suede frames into some new shapes. Melon offers some hand painted and sprayed patterns. Roxy features artworks engraved on the temples and front or with HD prints inside the temples. Zeal offers some colour blocking and patterns.

RETAILER SUPPORT

Brands will push their innovations, especially in lens technology and materials sustainability. They will communicate with POS material and digital content. Retailer and customer education will be covered too. When asked about the impact of the war crisis, most brands do not seem to be gravely concerned about it. The pandemic made them move to more advanced planning, so logistic problems have been navigated with relative ease. Regarding the increased cost of production and shipping, some brands have had to increase their retail prices a little, but they remain competitive. Others have chosen bigger measures. Melon has moved their production to Italy. This secures quality while avoiding increased transport costs and delays. The pandemic shifted the mentality towards “there are no problems, only solutions”. This has softened the blow of the current geopolitical crisis and, hopefully, of any other future ones.☺

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HIGHLIGHTS

- 1 Vintage main trend
- 2 Gap between style and performance closing
- 3 Widespread use of Bio Acetates
- 4 High quality performance lens treatments



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Attika - Birdie



Attika - Jordan



Attika - Noah



Bolle - Arcadia



Bolle - Euphoria



Bolle - Microedge



Dirty Dog - Blast



Dirty Dog - Vendetta



Dirty Dog - Volcano



Dragon - Kaj



Dragon - Koby



Dragon - Waverly



Electric - Bellevue



Electric - Crasher



Electric - Road Glacier



Johnny Fly - Apache



Johnny Fly - Captain



Johnny Fly - La Forge



Loubsol - Katana



Loubsol - Scalpel



Loubsol - Wildcat



Melon - Alleycat



Melon - Human



Melon - Kingpin



Oakley - Kato



Oakley - Leffingwell



Oakley - Reedmace



Aphex - XTR 2.0



Aphex - Konka



Otis - Fiction



Otis - Omar



Otis - Panorama



Quiksilver - 03151



Quiksilver - 03161



Quiksilver - 03178



Red Bull Spect - Dash



Red Bull Spect - Lightning



Red Bull Spect - Tain



Roxy - 03129



Roxy - 03133



Roxy - 03134



Sinner - Spike



Sinner - Mystic



Sinner - Pace



Smith - Line-up



Smith - Split



Smith - Sway



Spektrum - Bio Raw



Spektrum - Kall



Spektrum - Lom



Spy - Discord



Spy - Hangout



Spy - Logan



Volcom - Knife



Volcom - Milli



Volcom - Plasm



Von Zipper - Radio



Von Zipper - Super Rad



Von Zipper - Television



Zeal - Caddis



Zeal - Northwind



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HD
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RETAIL BUYER'S GUIDE

SUP SS23

For all those who are going or can't make it to the Paddle Sports Show in Lyon at the end of September, find out what the key trends and models of the SUP market are before filling out your (pre-)order forms.

By David Bianic



Dealing with the aftermath of a big party is a situation that everyone wants to avoid in the boardsports market. Periods of consumer frenzy followed by a sudden stop... "Overestimated sales forecasts have caused overstock problems for the watersports market as a whole," says Chap Zang, Senior Product Manager at Aqua Marina. To be more precise, Bruno Sroka of the Sroka brand believes that the reasons behind this situation can be traced back to 2021: "The brands, to compensate for delays in the supply chain, have over-ordered. The delay and the surplus of stock has seen the stores filled with 2021 material in the off-season."

Among the consequences of this oversupply are discounts being introduced too soon: "before the snow had even melted the chains had SUP's on sale", laments the Corran from Soul Waterman. How are you supposed to maintain your pricing policy or even sell what you produce? This situation has mainly affected the entry-level SUPs while sales of high-end SUPs have remained similar to the pre-COVID period, according to Corran. Like many, Indiana expected double-digit growth in 2022, "but we will not achieve this" admits Niki Dietrich, Sales Manager, who is nonetheless optimistic about 2023. Whilst Pleuni Holthausen, founder of Moai Bards adds "An SUP board is for most of the recreational market still a luxury product,"

"Overestimated sales forecasts have created overstock problems for the watersports market as a whole." Chap Zang, Aqua Marina

The reasons for this market slump? A post-Covid era where people are travelling abroad and spending money elsewhere rather than on sports at home, as well as the war in Ukraine which has accelerated inflation. For Mistral's Steve West, this might suggest that SUP has reached its saturation point, but "In truth, it's a combination of factors, including late deliveries for many brands that missed out on spring sales." He's not alone in his philosophical outlook, as William Doornekamp, Marketing Director for Jobe Sports, assures us that this slower pace has its benefits as well.

TRADE SHOW WHISPERS

To get a better idea of the mood amongst retailers and distributors, you have to check out the Paddle Sports Show in Lyon, which takes place at the end of September in France. This kind of b2b event was almost forgotten about during the COVID years, especially since the new communication platforms between brands and retailers have taken on a less human dimension, with sessions on Zoom and other virtual showrooms, but they are devilishly effective.



"It is quite a different experience if you can try the products yourself," says Chap from Aqua Marina, who is looking forward to meeting business partners in the aisles of the Tony Garnier exhibition center. Indiana will be among the exhibitors as well, with a considerably larger stand than last year, although Niki Dietrich still recognises the importance and quality of digital presentations and is investing heavily in them. The same is true for Steve West at Mistral, who sees brands continuing to invest in B2C channels "to cut the fat off retail prices, increase margins or reduce the logistics of dealing with distributors or retailers."

At Jobe Sports, they are full of praise for the Lyon show, although the brand will not be present this year, suggesting that these meetings in general must evolve: "Where you used to go to a trade show to find brands, the internet has long replaced this" says Indiana's Niki Dietrich. So in the future it will be more about meetings to care for their customers than to find them.

Trade shows have another, less obvious virtue...seeing what the competition is doing: "ironically, shows are ideal venues for plagiarising ideas and always interest design teams and sales personnel to relay new developments and ideas back to HQ," confides one of our interviewees.

PRICES & AVAILABILITY SS23

Over a couple of cold pints (alcohol abuse is dangerous for your health, not SUP) on the stands of the Paddle Sports Show, brands and dealers will no doubt raise the thorny issues of price increases and guaranteed delivery times.

First up, the delays seen in 2022 forced a great number of brands to carry-over part or all of their ranges into 2023. This is the case at Starboard, says Ollie O'Reilly, Product Manager. When it comes to evolving models (technologies, decos, shapes), the brand started production well in advance compared to "normal" years. In fact, some 2023 models are already being shipped. The same goes for Shark SUPs, after making lots of updates in 2022. As the CEO Alan Xu reminds us, these carry-overs also have the benefit of not affecting the RRP of products already in place. But beware, "if factories do not have your order by the latest, end of September, you will receive the product in late May or early June," warns Steve from

"An SUP board is for most of the recreational market still a luxury product,"

Pleuni Holthausen, Moai Bards

"If factories do not have your order by the latest, end of September, you will receive the product in late May or early June" Steve West, Mistral

Mistral. But this is not the case for them after a highly-anticipated overhaul of their visual identity and business model following the arrival of new management. For their part, F2 are proud to already have their summer 2023 collection in stock, even with lower prices on some models, thanks to higher order quantities. Same thing for Aquaglide which ensures they will have their EU and UK hubs loaded with 2023 product ready for the Lyon show. On another note, the brand has been able to keep the prices under control, as they have bought huge volumes of raw materials, since their main business is aquaparks. What is unknown is the future dollar/euro exchange rate. If you are looking for a lesser dependence on pricey sea transport, it is best to have your very own factory on site, as does Tahe who manufactures in Vannes, in France and so is "close to the [European] market". Likewise, Gladiator produces everything within the package on site (excluding the Bravo pumps), which in addition "helped keep costs down", points out Gary Willingham. Keep in mind that the English brand is the paddleboard division of BS-Marine Ltd., a company dedicated to inflatable boats.

Brands are not hesitating to cut their margins to avoid upsetting the market. At Corran, they are talking about a 600% increase in transportation costs between China and Canada compared to 2019 and a 20% increase in material costs, while public prices are only going up by 5%. "Profits in 2021 and 2022 are \$0 (if you can move product at all)"

SUP TRENDS SS23: WIND IN THE WINGS

The success of SUP with the general public lies in its accessibility, embodied in the all-around models and as new riders continue to discover the paddle, this design will remain the #1 selling board in 2023. "Demand for high performance and specialised SUP surf boards has been declining," confirms legend Michi Schweiger at Naish, "which shows the wider spread and appeal to a broader market segment."

In fact, for a significant portion of the customer base, the stand-up paddle side is dismissed and the SUP is seen more as an inflatable kayak. Spinera have made this their speciality with their hybrid Sup-Kayak models featuring double air chambers and equipped with a cavity for the seat, a backrest and an additional fin at the front to go straight. All Ohana's iSUPs are also equipped with kayak



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"There is often a misconception that one size fits all and this is something we are incredibly passionate to re-educate the market about"

expressed by their fellow countryman at Aquaglide, who offer a angling specific series, Blackfoot Angler, which is doing bigger numbers in 2022 vs 2021. Their booth in Lyon is set to focus largely on the fishing experience, riding on the path less traveled with its packrafts, those ultra-light crafts (2.8 kg for the lightest one) halfway between a kayak and a raft, "really a big topic that is set to expand" says the Aquaglide staff.

But as these neo-SUPers progress, they turn to more specific models. As a result, the touring category has grown considerably in the past three years. Even better, "we can see more beginners purchasing a touring shape board as their first board," says Chap from Aqua Marina. It's a short step from touring to adventure with SIC Maui's Okeanos Expedition Air, a 14" board that comes with a drybag-style backpack, "which allows you to plan one-way adventures or use your paddleboard as a commuting option," suggests Brand Manager Casi Rynkowski.

Another noteworthy trend is the search for compact models, a path first explored by Red Paddle Co. back in 2018 and whose 11" Compact MSL remains the flagship of the range, able to carry up to 110 kilos despite its mini size when folded.

This phenomenon is particularly significant in the Netherlands, confirms Pleuni Holthausen, Creator of Moai Boards: "In Holland we have a lot of cities with canals. The smaller models are easier to store and to carry than the regular ones in small city apartments." Also more compact, but not for the same reason, iSUPs are increasingly available in reduced thicknesses (the standard being 6") to suit lighter riders (women, teenagers and small men). For example, Gladiator's touring models are 4'7", which requires the use of a high-quality dropstitch to prevent the board from bending. "The 4.7" thickness is very important to the lighter rider as this board volume allows the board to sit within the waterline creating stability", explains Gary Willinham. For Alan Xu of Shark SUPs, "there is often a misconception that one size fits all and this is something we are incredibly passionate about, to re-educate the market". Shark are therefore offering two thicknesses on their all-round and touring models (5" and 6") as well as a variety of widths/lengths. Moreover, lengths are getting shorter: at Vast Boardsports, the classic 12'6" touring model is losing a foot, says Tom Lazarus.



AQUA MARINA

WONDER IS ALL-AROUND



In contrast to the scope for leisure, SUP foiling is now embodying the sport's athletic dimension, taking the lead over race and SUP surfing. "It is becoming possible to make incredible downwind with a few strokes of the paddle," says Bruno Sroka, who has developed new front foil wings specific to this discipline, "like the 1350 and its very high aspect ratio." Wing foiling has also given ideas to SUP brands as more and more riders are using a wing with a simple SUP to ride upwind: "It opens up a whole new world and people who already had a SUP lying around can enjoy it in a whole new way," says William from Jobe.

iSUP SS23: TECHNOLOGIES & KEY MODELS

In line with the large number of carry-over models, 2023 will not be a crazy year in terms of innovations and that may even be a good thing to stabilise a somewhat shaken market. Beyond these considerations, Steve West of Mistral believes that continuing to constantly develop, with the consequent costs, would be taking it too far for users who are essentially focused on leisure.

But there are still some interesting technologies in the inflatable category. Ready? At the American river and whitewater specialist, Hala Gear, there is a mysterious new stiffening material: "we called it "carbon" but it's stiffer, lighter, and doesn't have carbon", teases Peter Hall, Founder of the brand. This innovation will be found on the Carbon Hala Nass, the stiffest of the touring boards, he assures. Carbon once again from Jobe on their top-of-the-range, Elite Series. In addition to "rail tapes", sandwich reinforcements on the glued seams (top-bottom), a carbon "sidewall" makes its appearance.

Although Starboard are updating their entire iSUP collection in 2023, we haven't had the chance to mention this innovation from 2022: the ICON (iGO and Touring models): a new dropstitch that allows them to make a concave cavity on the deck as well as on the hull. On the top it provides more control by being lower and with more support on the edges, while on the bottom it gives a catamaran hull shape for more stability.

The use of a dual chamber construction is nowadays more important for the shape it provides rather than for its safety benefits (in case of puncture). Here we think about the 11'6" Hyper from Aqua Marina, a fully equipped touring model.

In general, the use of Fusion dropstitch (woven) is expanding on performance models like at STX with their FXL technology (Fusion Xtra Light). With this mesh, the boards are lighter and stiffer because the diagonal weave provides more tension. That's how STX can guarantee that the boards can be inflated well beyond the recommended pressure of 15 bars, up to 20 bars and more. The expansion of the woven dropstitch now means it can be offered

"We see more beginners purchasing a touring shape board as their first board," Chap Zang, Aqua Marina



at really affordable prices like the SUP Light 9.10 ULT from Spinera (single layer), on offer at just over 400 Euros.

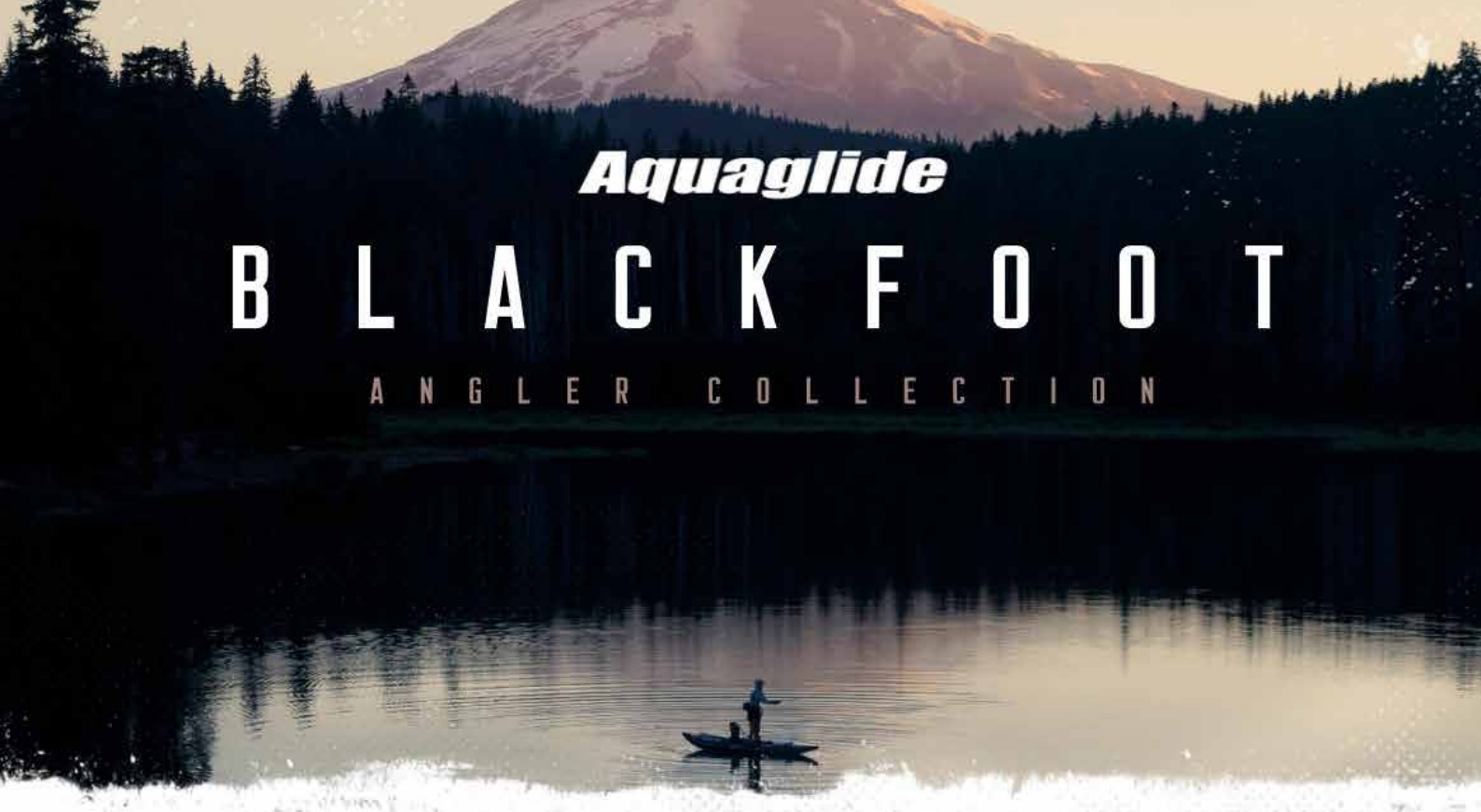
As mentioned above, the combination of a wing and an SUP (without foil) is no longer just anecdotal. The proof comes from Mistral with their Sunburst. This 10'5" x 32" x 4.75" is the inflatable version of the composite Sunburst, equipped with small twin lateral fins designed for wing-surfing. Similarly, wind-SUP is breathing new life into windsurfing and F2 are offering a large number of SUPs with a mast foot. This cross practice is also the idea behind the iCrossover models from STX, SUPs made for paddling, windSUP and wingsurfing.

We can finish up with a growing trend, namely more and more elaborate decos and graphics, particularly using new technologies. In this way, Anomy are using digital printing to offer complete illustrations, signed by famous artists. The SUPs also carry the names of these illustrators. The results are striking and hanging these iSUPs on your living room wall isn't hard to imagine. Even better, the Pongo 3D collection from JBay.Zone in 2023 will feature three-dimensional illustrations, to be admired with 3D glasses! And even without glasses, their "classic" Artist Series collection offers some highly original illustrations. You won't go unnoticed on the beach! F2 also deserve a mention in this regard with a women's collection that's really wide and with artwork that works really well.

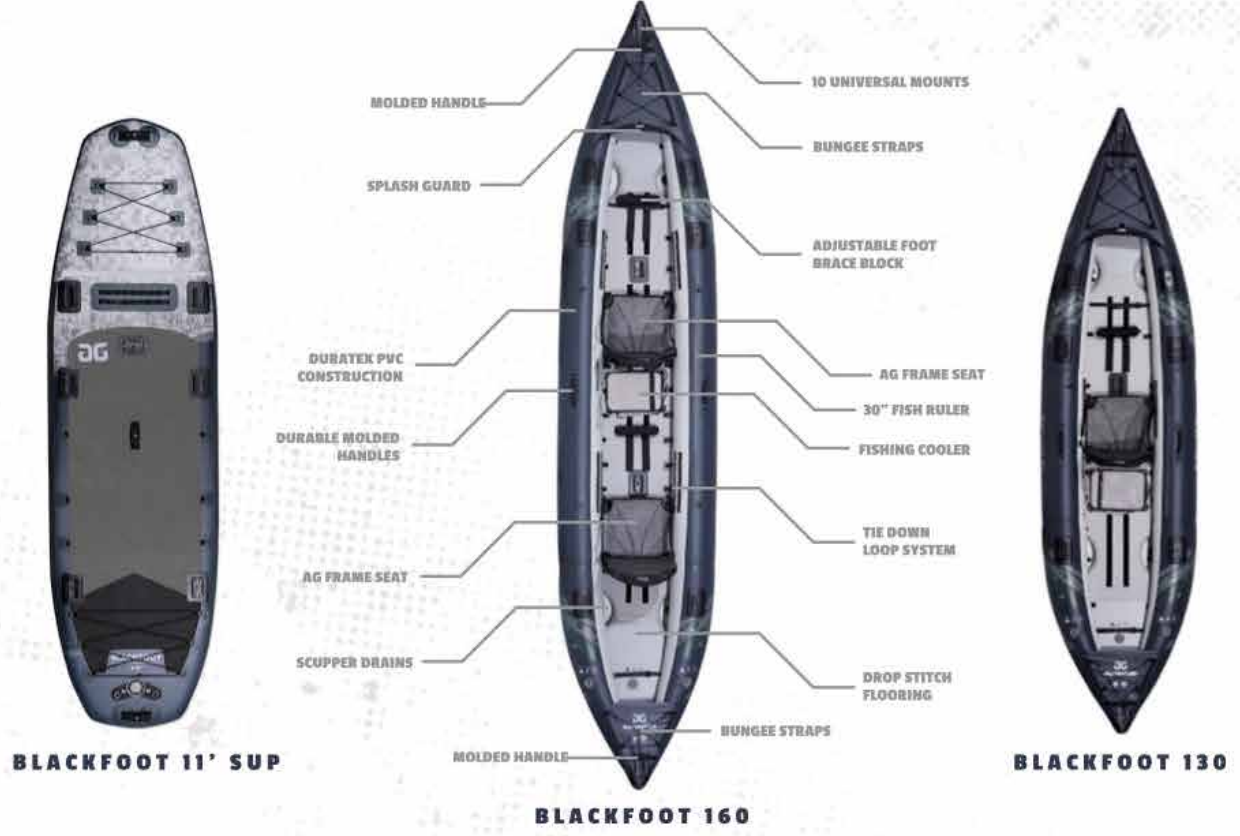
SS23 RIGID SUP: AN ENDANGERED SPECIES

It's simple: count the number of composite boards in the water and you'll soon be able to estimate the market share of the rigid SUP. A semi-pro racer perhaps, an old SUP surf rider... And while there are almost no rigids in shops, it is very often a question (of lack) of space, assures Steve at Mistral. Some are moving on, as is the case of Jobe who are doing away with their rigid range to concentrate on their inflatable offer.

Of course, some brands are doing well thanks to the good results from their boards in races for example. Indiana are launching a new "racing machine", the 14' DHC Race Dugout Hollow Carbon Wood in 21.5" wide, "which has already won a number of medals.", Niki Dietrich says with satisfaction. Starboard are also clearly continuing to improve their Race range in 2023, mainly with new advances in



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Wood Carbon technology, “which features more than double the amount of carbon.”

High-end sport touring models also continue to occupy an interesting niche in rigid SUP. The perfect example is a 14’ Streamliner with wood veneer from Corran, inspired by 1950s outboards, “using honeycomb carbon fibre and a combination of ebony and Acid Branch.” An absolute beauty. The boating influence is also quite apparent at Bote through their Rackham models in Gatorshell construction with a cypress-like veneer. This “fishing vessel” is loaded with option features : Sandspear (a pole/anchor),

“Cheap SUPs are only something for discounter chains.” Niki Dietrich, Indiana

Power Pole Micro (electronic actuated anchor), Rac (handrail for standing up assistance while fishing), Magnepod (magnet dock for a water bottle), cooler tie-down points, paddle sheath on the nose of the board... The list goes on and on! New for 2023, the launch of the Apex Pedal Drive, a compact pedal-powered system, already a winner in its category at the iCast sportfishing trade show in Orlando this year.

More understated but just as fast, the Naish Touring 12’ returns for 2023, a board “born from the DNA of our Maliko raceboard rockerlines,” reveals Product Manager Michi Schweiger. Its channel on the hull offers great directional control (less row), while the slightly recessed deck improves stability.

As per SUP surfing, the days of the low volume ankle sinker short-SUPs are over. The boards have returned to their first love of the early stand-up paddle surfing, displaying nice longboard outlines, ideal for cruising and (small) surf. It is precisely the program of

Take’s Breeze Performer (10’6” & 11’6”): “We’ve adapted our classic longboard shapes to give you great performance in the surf, but with a moderate rocker profile to provide more versatility and improved glide on flat water”, says brand manager Jacques Freydrich.

The salvation of the rigid SUP will not come from the foil, it’s still too elitist for the majority of participants but it is a niche that should be occupied by specialised retailers. SIC Maui are pushing hard in this direction with exciting new additions to the Raptor line in 2023. The Raptor Pro 4’11” is aimed at the speed and freeride enthusiast while the Raptor 5’8” and 5’11” shapes have been redesigned, with the trough removed from the hull and the chisel removed from the tail, to “providing better glide and easier release from the water at lift-off,” says Brand Manager Casi Rynkowski.

CONCLUSION

After two years of full power ordering, retailers are being much more cautious about their spring 2023 purchases. More than ever, they need to get back to basics, as Red Paddle Co.’s founder John Hibbard aptly sums up, “You can’t win if you are offering the same as everyone else and you almost certainly can’t win any price battles.” He encourages them to think in terms of quality and especially value for money. It’s the same advice from Indiana; to focus on fewer brands but ones that have heritage and technology to share, that offer good service and are located in the mid/high end segment: “Cheap SUPs are only something for discounter chains.” So cultivate your difference and the crop should grow by itself. ☺

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HIGHLIGHTS

- 1 2022>23 reruns
- 2 Relatively contained price increases
- 3 iSUP touring and compacts
- 4 WindSUP & WingSUP
- 5 Rigid SUP > top of the range or school models

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BIG WIG INTERVIEW MARITXU DARRIGRAND, EMILIE SOUVRAS & STEPHANIE MICCI - ROXY

In March 2020 Emilie Souvras, one of action sports' finest leading women, featured in the Big Interview for our 100th issue. This time we interviewed not only General Manager Emilie Souvras, but also Global Designer Stephanie Micci and Maritxu Darrigrand, female icon of the surf industry and Co-Founder. What sets ROXY apart from other brands is explained to us by those three key figures. They talk about the new focus on a consumer attitude, the brand's core values and how they are reflected in the designs. Find out how the brand supports women in every moment of their life and how the surf industry has changed for women since Roxy's inception. Interview by Natalia Muruniak.

Emilie, in our last interview two and a half years ago you were talking about a shift in the target demographic. Please tell us about today's ROXY consumer. Who is the target demo now?

Last year we did another consumer survey. Now that we are a bigger company with Billabong, RVCA and Element we wanted to understand how we could better position each of our brands. As we did the consumer survey we realized that the age doesn't really matter. We don't care how old she is. She can be 15, 20, 30, 35. It's not really what matters. What matters is the lifestyle, the attitude, the attributes, much more than the age. So we don't really segment or target or position our brand with the demographic anymore. We really focus on a consumer attitude.

Who's typical Roxy girl like?

Our girls are not only surfers, they are active women. Of course, we have a bunch of athletes who are really seeking to perform, but most girls want to surf and enjoy it, they surf for their wellbeing and for the pleasure of being in the water. It is the same with the snow category. We do have girls who compete, but the true Roxy girl is not that much about performance and improvement. It is more about doing the sport with your friends, being outside and staying in shape, to feel good. They run, they practice yoga, they do everything. So we are truly a sport brand supporting active women in many activities. We definitely have a very strong heritage around the ocean and the mountains but our girls are not single practitioners. The Roxy girl does multiple activities and that's why she enjoys living her life. And I think this is pretty unique to Roxy.

Just how important is this wider sports market to Roxy?

Activewear is the umbrella for all the activities that are not surf/

"We realized that the age doesn't really matter. We don't care how old she is. She can be 15, 20, 30, 35. It's not really what matters. What matters is the lifestyle, the attitude, the attributes, much more than the age. So we don't really segment or target or position our brand with the demographic anymore. We really focus on a consumer attitude ." Emilie Souvras, Roxy GM

snow related. It could be yoga, running, stretching, hiking, even swimming. The pillars of the brand are surf and snow but 'active' is very important for our strategy. There is not only a good market opportunity, but we feel we have credibility because our girls are athletes, they have to train to perform at the level they are and we see that more and more women want to stay in shape, especially after COVID. I think everybody realizes how important it is to take care of your body, of your health. So we definitely think it's important for us to develop that active strategy even further.

Stephanie, can you explain Roxy's core values?

First of all we want to support. We don't empower women because women are already empowered, but we want to support women and whatever it is they do. So that's something that we always consider when we are designing. That's one core value. And as a brand, we are so connected to the outdoors, whether it's the mountains or the waves, we want to make sure that we protect our playground. So



another core value is obviously being responsible. How we approach design is something that's really important to us because there's a lot of stuff being made out there. And obviously, we are all aware of the effects that it has on the environment. We know we're not perfect with that, but it is something that we do consider at the very beginning of every single design cycle and, as a collective team, challenge ourselves to figure out how we can continuously get better on that side of things, going forward till we get to be 100% responsible throughout all of our categories. The great thing now is with swim, which is obviously a big category for us, we do use 100% recycled fibres or materials.

"We don't empower women because women are already empowered, but we want to support women and whatever it is they do. So that's something that we always consider when we are designing."

Stephanie Micci, Roxy Global Designer

The third value really relates to the first one about empowering or supporting women. That goes for all women everywhere from all different backgrounds, all different shapes and sizes. Just anyone with whom the Roxy way of life and spirit resonates and the power of positivity and how we can share that with each other as a community on a global level. To have that conversation and to welcome anyone into that conversation that wants to participate.

How does that translate into your designs?

I'll use swim as an example just because obviously it's a category that we are synonymous with. We expanded for example our sizing because we wanted to make sure that anyone that wants to participate and wants to wear Roxy products can and feels comfortable. We now go from XXS to XXL. We expanded our sizes not only in swim, but in our other categories as well. There's different cuts for different body shapes so that everyone can find something that they feel really confident when they're wearing it. Roxy girls in particular, they are not the kind of people that sit on the beach. They are usually in the water being active. We also took that into account when we did all the different cuts. So when the girls are in the water and they are moving that they also feel really confident

"There has been some ups and downs, but at the end you come back to what it was at the beginning and it is still valid. We have a really good story. We have been there for a long time and are pretty unique. That story is there and it still works."

Maritxu Darrigrand, Roxy Co-Founder.

that everything is going to stay in place and keep them covered. We've also came out in swim with a small collection called Roxy Love that addressed the need for different types of silhouettes to really complement people's personal taste. And the whole idea and part of the reason we called it Roxy Love was because we wanted to show and we wanted to communicate that we love everybody.

Maritxu, looking back at the beginning, has anything changed in terms of the typical Roxy girl and the brand's values over the years?

The values are the same, the girls are the same. At some points we've tried to go more fashion focused or tried to go in different directions but we realized, it's not for us. We are a brand for girls who want to do sports. It's a big market and many girls practice sports now, for example yoga, running, and obviously surfing. When you see the number of girls in the water now, it has really grown. It's the same with riding in the winter. There are all these girls and I think the brand is there and we don't have to reinvent the wheel, we have had the same core values since the beginning. There has been some ups and downs, but at the end you come back to what it was at the beginning and it is still valid. We have a really good story. We have been there for a long time and are pretty unique. That story is there and it still works.

In contrast to this a lot has changed for women in the surf industry. Maritxu, please can you tell us more about those changes?

It has improved a lot. In the beginning the ASP contest prize money for men was really high and women were not getting paid as much. But now the girls are surfing at another level and they've got access to much better waves. Before they always had to surf when the waves were poor - where and when the guys didn't want to go. So getting the same prize money now is a huge achievement and the capability of the girls is incredible. They now have a surf contest at Pipeline. In the beginning they didn't have these opportunities, most people would leave because the girls were left to surf in shitty waves. Now they give the girls access to the best waves, the product is there and money is there. So the value on both sides is really good and the improvement is radical. It's been step by step since we started, but the progress is there to be seen. I'm very stoked by what's happening in girls surfing and I guess in other sports too, although there are not many sports with equivalent prize money. Now it's much easier to be on the tour as a girl. Now the young girls have a coach and they have the other girls helping them. I see improvement, a lot of improvement. But we still need more powerful women in leading positions in the industry. So there is still room for improvement.

Emilie, what do you think are the biggest challenges and threats for the action sports industry right now?

I see more opportunities than challenges and threats. A few years ago, we saw fast fashion and all those guys coming very strongly in our space, in our arena. I think the arena is definitely changing. Consumers are more and more looking for more authenticity, better quality and so on. So I see definitely more opportunities than threats. But the supply chain is so disruptive as we speak. It's going to be very hard to really develop at the level we can be until the supply chain gets better. But it's mainly logistics and transportation. It's crazy. Inflation is definitely a risk concern. How far is it going to go? That's really unknown. So a lot of uncertainty could become a risk. But I want to be optimistic. There are some challenges, of course, with the supply chain, as I said, but I'm pretty optimistic. I think the momentum is great, trends are good. ☺



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RETAIL BUYER'S GUIDE **LONGBOARDS SS23**

Alongside skateboarding's Covid-influenced boom in popularity, longboarding has seen a particularly huge uptake in the past few years. To take a closer look at what brands will be bringing to the table next season, here's the Longboard Retail Buyers Guide for SS23 with SOURCE skateboarding editor **Dave Morgan**.



MILLER DIVISION

Longboarding seems to have maintained a steady pace in growth and participation, with the varied different styles appealing to many. From dancing to downhill, longboarding is a perfect way to navigate a city or a slalom in normally a somewhat less-intense fashion than skateboarding. That being said, the downhill scene is constantly scaring the living daylights out of any spectators as riders continue to push their boundaries.

With the pandemic becoming a thing of the past, the general consensus is that the market is going strong as Nuno Fonseca, CEO at Gotcha said: "The longboard market seems to be stable, however we cannot expect the covid times market to keep up, but it's solid in my opinion." There are however noticeable changes that brands are having to adapt to. Ivan Garcia Arozamen, Product Manager at Miller Division said that the current market has "been changing for two or three years and most of the riders who practiced longboarding sporadically have changed to surfskate because it is very similar and has even more spin without so much size." A lot of longboard manufacturers have also expanded into the surfskate market, with brands offering surfskate trucks separately to modify their current longboards/ cruisers into a more surfskate-style ride. Arozamena also added that they "see fewer riders in freeride or downhill, which has greatly decreased its use."

"Longboard sales were definitely affected by an overstock of street skate stock globally in 2022."

Marin McGinnis, Rayne Longboards

Liam Morgan - CEO of Prism Longboards noticed that a main outcome of the pandemic boom in boardsport popularity was an abundance of stock. Morgan said, "as time went on and core brands like mine struggled to supply demand, distros/shops filled their shelves with lower quality gear to supply that demand. We saw a heavy post Covid dip in sales due to this surplus of gear needing to be sold through." It does seem that the market is recovering/adapting post-pandemic, albeit slowly in certain cases.

OVERSTOCKING ISSUES

The aforementioned surplus stock seems to be a major issue across the industry, with retailers & distributions being overstocked in every which way. For many, the struggle to get stock during the pandemic boom has now been flipped- leaving shops with more hardgoods than they know what to do with.



An issue with the overstocking situation is brands having to hold off on new releases, as Andy King, CEO of Mindless explained: “We, like many, are in the situation of overstock holding back our new products. Unfortunately, some distributors / shops want our products but they’re either on a buying freeze or are jam packed with pre-sales products that have been forced into their hands. We still feel the demand is there and retailers will remember who forced the stock on them.” Marin McGinnis, Sales at Rayne Longboards agreed, saying “Longboard sales were definitely affected by an overstock of street skate stock globally in 2022. The overstock of street skate stock seems to be approaching a healthier level, which should in turn mean better open to buy budgets in 2023.”

“We still feel the demand is there and retailers will remember who forced the stock on them”

Andy King, Mindless

THEMES FOR SS23

A general focus on symmetrical drop-through and pintail boards seems to be resonating through many brands for next season. Boards such as Miller’s ‘Summer 38’ & DB’s ‘Paradigm 41’ will have you covered for classic drop through shapes, whereas Prism’s ‘Pluto Pro’ seems to be the all-rounder freestyle/dancer of choice. Dancer boards are continuing to gather momentum, with many attributing the popularity to TikTok and other social media influencer videos. Pro models are something being pushed, and brands like Madrid are bringing out more high-performance boards aimed more at the experienced rider, as Shane Maloney, Director at Madrid Skateboards said: “Our new Performance Series longboards are being put fully to the test by our team of riders at race events all around the world.” It’s always reassuring to know the boards that customers buy are the same ones the pros are using. Spanish brand Hydroponic will still be pushing their huge collaboration with Adult Swim’s South Park, which sees several longboards in the capsule including Drop-Through and Dancing decks, alongside a skateboard capsule, these are perfect for the wall or the streets!

“The longboard market seems to be stable, however we cannot expect the covid times market to keep up, but it’s solid in my opinion.” Nuno Fonseca, Gotcha

NEW TECH!

Like with most boardsports, they’re constantly trying to ‘reinvent the wheel’, or rather the board as the case may be for the longboard industry. Lighter, stronger, more flexible decks and composite boards seem to be making more of a presence these days. Rayne’s Marin McGinnes spoke of their creation “Tamale Technology that marries the classic and economical hard rock maple construction with the signature Rayne tattooed graphics. The High Pressure Laminate skins wrap the deck like a hot tamale and keep it stiff and protected from the elements.”

Prism Longboards will be introducing their own light, strong and affordable composite called m-core, which comes at a great time as wood prices are constantly increasing. Gotcha’s Nuno Fonseca spoke of their tech improvements: “We have redesigned the base of our trucks and keep on exploring Aromatic Polyamide Fiber Reinforced Polymer Composite for some of our decks, specially for the drop-through shape to make it stronger for downhill.” Aside from these new experiments into more composite decks, the longboard market doesn’t seem to be bringing much more new technology as far as trucks and things go for this season. With material costs still sky-rocketing, it’s probably a wise move to stick to what we know in regards to hardware and focus more on what we can alter/upgrade to change our ride.

SUSTAINABILITY

Sustainability should now, as ever, be a main focal point for all brands. Especially considering the current state of the climate (amongst other things) and it’s reassuringly clear that brands are being conscious in any way they can to improve their methods. Be it in production or packing, brands are cutting down on plastics, sourcing more local materials and importing less, which is definitely a step in the right direction!

Jordi Quinto, Skate Specialist at Hydroponic commented: “We have improved our packaging and deliveries with more sustainable products and hope to keep doing the same in the following years.” Other brands such as Gotcha and Mindless are following suit as Andy King proudly announced: “Improving sustainability is a constant project for us, we’re aiming to remove all plastic bags from production by the end of 2023.” DB & Rayne both recycle their building materials, which is an incredibly positive move, as we all know that the production of skate/longboards isn’t initially the most ‘eco-friendly’. However, with brands like these making their best efforts to improve, the future of a conscious industry sounds promising.

The coming season’s outlook is a positive one, and it sounds like longboarding is going to not only continue growing, but also diversify out with a more hybrid surfskate-style approach, as this seems to be the most popular thing right now.

It’s looking promising that the overstock situation that is currently hitting the whole industry will simmer down as budgets free up again and stores are able to get new products, so with that being said, we’ll wrap things up with what’s going to be a hit in SS23. ☺

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

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HIGHLIGHTS

- 1 Symmetrical drop-thru shapes
- 2 Slimmed down top-mount shapes
- 3 Dancer/freestyle boards
- 4 Plastic-free packaging
- 5 Conscious production



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RETAIL BUYER'S GUIDE

WAKEBOARD 2023

Despite the collective ups and downs of the industry in general, wakeboarding continues its solid performance. Brands are growing with the challenges they face and strive to enhance their products' sustainability with every season. Retail Buyer's Guide by **Anna Langer**.



The last two years have been challenging, for everyone, every industry and every brand. Yet as with most things, there's always another side to it which means that there was a possibility for important lessons to be learnt as well. "The complexities that companies faced were hard to overcome. For years, companies took supply chains and shipping times as automatic," says Nick Jobe VP International Sales at Ronix. Their learning is to take "nothing for granted, analyzing every part of our business to make sure we can deliver quality products on time." Don Wallace, GM / Brand Director at Liquid Force agrees that "the biggest thing we learned in 2022 was that our market is a wildly unpredictable one!". While there are more consumers in the market than ever, due to people wanting to go out more than ever, the predictability of consumer and retailer demand is also more complicated to project than ever. Evan Eves, Marketing Manager and Hardgoods Product Manager at Connelly Skis adds that: "Planning for the future is only half the battle, we need to be able to quickly change our plans accordingly when challenges arise."

Slingshot have used this period to take feedback from their team to continually improve the functionality and quality of our products, and also introduce new ways to enjoy the water. "There's not necessarily one massive standout from 2022 into 2023, but more-so a collection of ideas and general understanding of where the most energy and excitement is brewing within the market," says Jeff McKee, Brand Manager.

TRENDS

With rising product prices, goodboards find that durability is more important to customers than ever. They also notice a demand for

"The complexities that companies faced were hard to overcome. For years, companies took supply chains and shipping times as automatic"

Nick Jobe, Ronix

different channels, as well as longer boards. Slingshot agrees that the biggest trends in 2023 are flex, durability, and length of boards (with longer being better). Liquid Force find that park boards continue to be in demand in bigger sizes of 148 and up, as well as narrower widths, which they cater for with their Virago, Illusion and Holiday models. They have also added boat boards in plus sizes with the Trip in a 150 and RDX in a 146. Hyperlite showcase a new big guy wake surf model called the Smokewagon, for surfers 200lbs and pair "new innovative and eye-catching products with a focus on durability and value for riders."

Jobe continue their efforts in the boating market since the demand for boats is still growing, aiming to improve the general user experience with focus on details and finishing touches. Connelly Skis mention surf, paddle boards and leisure floats as main growth area for 2023. Hyperlite vouch for the wakesurf category, especially skim style surfers, next to a new line of foil boards, full kits and foil assemblies. "2023 marks our entry into this space and so far the response has been great from our dealers and our athletes. We're introducing 3 foil kits in a good-better-best scenario, endorsed by Shaun Murray, Brian Grubb & Noah Flegel." says

Greg Nelson / VP of Marketing. Ronix are enthusiastic that "this sport will morph into so much more. People are loving to fly," as Nick Jobe, VP International Sales states. Liquid Force add that "more and more people realize you can ride a foil behind pretty much any boat and even a jet ski, more and more people are jumping on one. Cable parks now teach foil on a system 2 which is really helping people get started." Slingshot supply the foil market with their new full carbon Phantasm Foil lineup, but also highlight their Highline Park Board as "a better entry level park board."

When it comes to boots, Slingshot find that "the lighter and more form fitting the better," and mention that their walkable liners for the cablepark continue to be most popular. "We have also yet to find a better way to strap into all wake boots than with our signature Gummy Strap Closure System" says Jeff. Evan from Connelly also mentions boa technology as a trend for 2023. Hyperlite also focus on improving fit, function and durability in their bindings: "We've developed a new outsole for the Distortion, Freepress and new Aries System Boots. This outsole, on the heel, is now sewn to the upper, riders tend to use their opposite foot to kick of their system boots and this innovation greatly increases the durability of our System boots."

TECH & INNOVATIONS

Hyperlite continue to develop their carbon construction, "Loaded" and also apply it to the wakesurf construction in both surf and skim style shapes. "The performance benefits of carbon and woven carbon construction are great, delivering a livelier board with great rebound characteristics," explains Greg. Slingshot introduce a complete carbon construction wakesurf board and sport an all new specific core construction for boat riders: "The 6X Uni-Carbon Core. This new core technology is loaded with carbon to make our lightest weight and highest performance wake specific core. This core tech is offered exclusively on the all new P.O.P. wakeboard built to send riders like Tony Iaconni to the moon and back on each and every hit." Jobe work with an indent construction, where cut outs in the topsheet create a layer with more stiffness and also shed some weight off the board, "perfect for behind the boat!"

New wood cores and fiberglass make the goodboards products lighter and still very durable, while Liquid Force continue their Aero boards for supreme pop in a light package. They also feature a new thermal ink in the graphics of the Bullox Aero and M.E. Aero that makes parts of the graphic appear or disappear with temperature change.

When it comes to style innovation, Slingshot has two bold new shapes on offer with the Space Melter and Space Rover: "These are park specific boards with a whole new snowboard inspired flavour, created by the Space Mob. With sizes from 150 – 165cm, these two models are built to help riders reinvent their style in the park. They feature some of the softest tip and tail flex patterns, plus most unique outline shapes and rocker lines."

ECO & SUSTAINABILITY

Another innovation that Hyperlite mention are their new bio resins, which they'll be testing on the Guara cable board. Ronix continue the bio resins they've been working with in their high-end products and expand their use. Liquid Force also use bio resin and introduce a new bio foam core in their Just The Tip technology with strategically placed bio foam in

"The performance benefits of carbon and woven carbon construction are great, delivering a livelier board with great rebound characteristics"

Greg Nelson, Hyperlite

the tip and tail to reduce swing weight and add a little flex. The Bio-Foam is made from 100% PET recycled plastic bottles.

Solar powered factories are a big improvement as well, as Liquid Force, Hyperlite and Jobe state. "We work with recycled Cartons and are always looking to improve more on the logistics part. All boards are a 100% made on solar power and all boards which have wood in them use FSC wood. And together with our manufacturing partner, we will continue to take a look at improvements overall," says William Doornekamp, Marketing Manager at Jobe. Goodboards produce from premium materials in Europe, making their products as durable as they are sustainable.

"There's not necessarily one massive standout from 2022 into 2023, but more-so a collection of ideas and general understanding of where the most energy and excitement is brewing within the market"

Jeff McKee, Slingshot



RETAIL SUPPORT

While brick and mortar is the undeniable heart of the retail, digital marketing has become indispensable and brands are aware of that. Hyperlite provide print and web ready product images along with tech videos, action shots and data files for batch loading, removing the need for manual entry of products into the retailers' point of sales systems. On top of that, they utilize deep links which take a customer from their product page directly to the buy now page of select retailers. This reduces clicks and improves conversion rates. Connelly also mention quality digital content as on of their primary goals for 2023 as digital POS has grown greatly.

Slingshot pair educational product videos on their website, youtube, and social channels, with real life and in person demos at parks around the globe, which is where Goodboards concentrate their efforts: "This summer we organized 92 test days and thus strongly supported sales in the shops." Hence customers and shops alike should be ready for business next year.🕒

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

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HIGHLIGHTS

- 1 Foil market focus
- 2 Longer boards
- 3 Carbon constructions
- 4 Sustainable production
- 5 Digital marketing support

RETAIL BUYER'S GUIDE

WATER HELMETS 2023

The explosion of foil has boosted the sales of water helmets. The challenge is to secure stock levels that meet the demand. By Rocio Enriquez.



in-mould polycarbonate shell. Gath and Jobe opt for a high-quality plastic shell. Regarding impact foam, we find combinations with EPP, EPS, EVA and others. Bern uses a soft and comfortable EPP foam fused to a closed-cell EVA. Triple Eight and Sandbox choose lightweight and quick-dry EVA foam. Ion features multi-impact EPP lining in their Slash model, and EPS padding in their Mission one. Liquid Force combines a closed-cell impact foam with an open-cell comfort one. Jobe uses a double density foam liner. As for linings, Liquid Force uses French terry liners. Bern opts for a neoprene fabric. Triple Eight has revamped their line to include their Sweatsaver wicking material.

LOOKS AND ACCESSORIES

Next Summer's palette features neutral mattes sprinkled with glossy brights. There are collaborations. Follow's pro model with Pedro Caldas features a thumbprint graphic. The Alex Aulbach one carries the Tobacco graphic. Liquid Force works with wakeboarder Claudia Paganini. Her helmet sports a matte finish, two-colour spray fade, half blue and half bubblegum pink. Their collaboration with Nico von Lerchenfeld and pop artist Nane remains. Pro-Tec's third collaboration with Wesley Mark Jacobsen features his own artwork on a translucent white plastic style. Ana Nikstad also signs her own artwork for Sandbox. Ear pads are common. Ion's Mission helmet comes with removable ones. TSG adds them to their skateboard helmets to make them water sports friendly. Gath offers them along with visors and Go Pro mountings. Follow replaces them for a wetsuit beanie. The Mix'n'Match philosophy is popular. "Every 2023 product you buy can match our helmets", says William Doornekamp from Jobe. Liquid Force's helmets match their vests. Ion's helmets match their wetsuits and harnesses.

RETAILER SUPPORT

Bern, Triple Eight and Jobe invest on retailer education. The Jobe Academy is an online training tool for retailers' staff. Digital assets are key. Follow makes them available for retailers before the product hits the stores. Ion's campaign includes digital advertising, team rider activation and media reviews. Liquid Force shoots every athlete in their helmets. There is in-store POS too. Bern offers displays and branded merchandising. Ion offers specific helmet hooks that work on any slat wall. Sandbox manufactures free-standing display racks. Gath prioritises dealers' business over their D2C sales to secure the stock they need. Every brand feels the impact of material scarcity and costs increase, but they make efforts to soften the blow. Jobe has made their range trans seasonal, enabling larger stocks. Overall, brands look at their production processes to secure reasonable lead times and stock levels. ©

HIGHLIGHTS

- 1 Wing and kite foiling driving helmet sales
- 2 Classic skate cuts and brimmed styles popular
- 3 Matte neutral colours with some glossy bright pops.
- 4 Pro models and artist collaborations.

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SHAPES AND CONSTRUCTIONS

Classic skate cuts and brimmed styles remain the most popular. In the first lot we find Bern's Macon 2.0 H2O, Liquid Force's Flash and Hero, Triple Eight's Sweatsaver Halo and Sandbox's Legend. Pro-Tec had their skateboard helmets CE EN1385 certified. "The Classic Skate, the Bucky and the Full Cut Skate are where we'll see more business from", says R.P. Bess. As for brimmed styles, there is Triple Eight's Gotham, Liquid Force's Nico Pro, Bern's Hendrix H2O and the Classic by Sandbox. Gath tweaks their full cut design to suit different water sports. The Neo features a neoprene headband on an open shell, enabling peripheral vision. The SFC is a lightweight surf cap. The Gedi is a traditional, multi-impact protection style. Ion's SS23 line up is completely new. The Slash helmet, with a 360° adjustment system, is ideal for freestyle, wake park or foil riding. The high-end style Mission is ideal for foil racing. "It has been developed towards the needs of the America's Cup sailing teams", reveals Julian Lange. TSG bets it all to their new All Terrain helmet. It comes as a set of shell plus two pairs of ear pads, one for water sports and one for winter sports. The top venting can be closed, and it is certified for water sports, bike and ski.

MATERIALS

The materials used for the shell, foam and lining determine a helmet's level of protection and comfort. ABS shells are popular. We find them in Bern, Liquid Force, Triple Eight and Sandbox. Ion uses ABS in their Slash helmet. For their high-end Mission they prefer an

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RETAIL BUYER'S GUIDE

KITES SS23

Big Air and Kite Foiling keep trending, boosted by the constant innovation in terms of lightness and performance of kites and boards. By Rocio Enriquez.



The resurgence of Big Air that started a few seasons ago remains. There is a fascination for what seems to be the quintessential thrill in kiteboarding: jumping high. It is the most aspirational discipline, and the one that entertains spectators the most. “The ambitious amateur rider is inspired and motivated by this trend”, says Robert Bratz from Eleveight. Competitions like the Big Air Kite League or the King of the Air showcase the talent and push riders to the next level. Jumps are getting higher, loops more radical. The result is a significant growth in the demand of products for this segment.

Big Air, however, needs strong winds. “Regular users will be making the most out of any conditions”, says Jan Korycki from Nobile. Foil is the answer to light wind. This segment is increasing substantially. Everyone wants to make the most of minimal wind speeds. “With foils and ram air kites, one can start riding at 6 knots, so it’s perfect for summer breezes”, says Tiana Laporte from Gin Kiteboarding. Kite foil boards and big, light wind kites are populating beaches all over the world. The Olympics showcase this modality, helping its popularity.

In terms of sales, the biggest figures still come from the freeride segment. It is the most practiced discipline, and the bread and butter of most brands. There is a significant demand for gear that is user-friendly and versatile. A kite that does it all and can perform well in multiple disciplines is generally rewarded with good sales.

KITES
Versatile kites top the best-selling charts of most brands. They appeal to users who practice different disciplines or like to travel to spots with

“With foils and ram air kites, one can start riding at 6 knots, so it’s perfect for summer breezes”
Tiana Laporte, Gin Kiteboarding

varying conditions. Eleveight’s update to the RS, the RS+, was out of stock days after its launch. For F-One, the Bandit remains unbeatable. Gin reports their Marabou 2 hybrid kite as their most popular. For Naish, it is the Pivot that leads the sales, followed by the Triad. They both work well in many different disciplines. North’s performance freeride Reach tops their sales. Ocean Rodeo is upgrading their high-performing wave and freeride three-strut kite, the Crave, with Aluula. Reedin is getting great figures from their SuperModel kite. It performs as well in underpowered foiling sessions as in overpowered big air, strapless freestyle, or wave riding. They are constantly re-developing it with innovative technologies. Nobile announces they are working on a new freeride model that will complete their range.

Big Air kites get a lot of R&D and marketing attention. There is a strong design trend for fast turning kites for this discipline. Eleveight’s new iteration of the XS kite enables radical kite loops and ambitious hang time. F-One has released a new kite called The Trigger, their 5-strut, high aspect proposal for big air. This is a similar construction to Naish’s Phoenix, new for 2023. “It has a fixed bridle so that riders can easily access big air and long gliding jumps”, says Scott Trudon. North’s Orbit, one of their best-selling kites, gets updated. Ocean Rodeo’s Rise A-Series gets a lot of attention. Next year they will launch the new

5-strut Flite. “We have tuned our light wind machine to provide a true boosting experience”, says Cai Waggett.

Lightweight gear for light wind is the other biggest design trend. Nobile is selling their single strut The One so well, that they are releasing a second iteration. North has just launched the all-new Code Zero, with a very minimalistic approach. “We wanted to see how light we could go without losing performance or making it too fragile”, says Brand Director Mike Raper. Naish offers the Boxer. Gin works closely with the paragliding industry for their ram air kites.

There is a race for the lightest yet strong materials, and most brands are taking part in it. “Kites are getting better, materials lighter and more robust”, says Philip Becker from Duotone. Along with Ocean Rodeo, they work with Aluula Composites that provide stiffness in combination with light weight. This makes the kites more reactive and easier to control. It enhances their overall performance in all disciplines, not only light wind riding. Ocean Rodeo announces the introduction of some new ground-breaking, fully recyclable materials developed with Aluula in 2023. Apart from Aluula, Duotone uses a mix of Tenjin and Challenger materials, depending on end use of the kite. Eleveight has recently launched their Dynea Tex material in the RS+ kite. The response has been so good that they plan to introduce it in their upcoming WS and OS ranges. Dynea Tex makes very light and dynamic inflatable structures. They are also working on a second material, the XT Light, for their inflatable parts. For their canopies, they stick to their durable X4 ripstop material. Naish chooses the Quad Tex material for a crisp, responsive, and long-lasting canopy. They remain cautious when using new materials, testing them to make sure they last before they jump in. North uses a lighter Dacron called N-Dure in their inflatable structure. It features a symmetrical yarn pattern that helps the material snap back to its original shape. For the canopy, they use a high-tenacity ripstop called N-HTRS. It is light, long-lasting and has a high tear-strength and zero porosity. For 2023, they have replaced the heavy-duty trailing edge reinforcement material with a double-ply canopy material to optimise tension. This helps the kite twist better and makes it more responsive. They will also feature lighter bladders in the Carve, the Reach, the Code Zero, and larger sizes of the Orbit. They use Duralite lightweight reinforcement to protect from chafing and abrasion. Nobile uses the latest ripstop materials. Gin is currently testing new fabrics to lighten the leading edges and the inflatable parts.

Construction and manufacturing processes optimise the properties of these technical materials. Minimalism is a trend, dropping things that you don’t need is the fastest way to make a kite lighter. North applies it as a mantra. They have also refined their bridles. The 2023 Carve will allow for a longer, more progressive depower and better response throughout. The 2023 Orbit features two new additional bar pressure options. They let you choose between a lighter, more forgiving feel when cruising and an ultra-direct steering with shorter depower travel when boosting loops. Naish has a new Power Lock Bridle system on their Pivot. It increases performance and stability, without a huge cost increase. F-One Sail Engineering division focuses on the forces and tensions. “We master the kite’s load through different features to maintain the shape for the longest time”, explains Marketing Head Chloe Scamps.

BOARDS
Freeride twin tips lead the board sales. For Duotone it is the Jaime, Select and Soleil, both in regular and SLS versions. For Eleveight, it is the Process. F-One’s Trax is selling equally well in its three different

“It has a fixed bridle so that riders can easily access big air and long gliding jumps” Scott Trudon, Naish

constructions. Naish’s best sold are the Drive, the Monarch, the Hero, and the Motion. The last two are all-round boards suitable for different riders and conditions. They also report rising numbers for their Traverse board. North relies on their Prime and Atmos, Reedin on their Kev Pro and SuperE and Ocean Rodeo on their Mako.

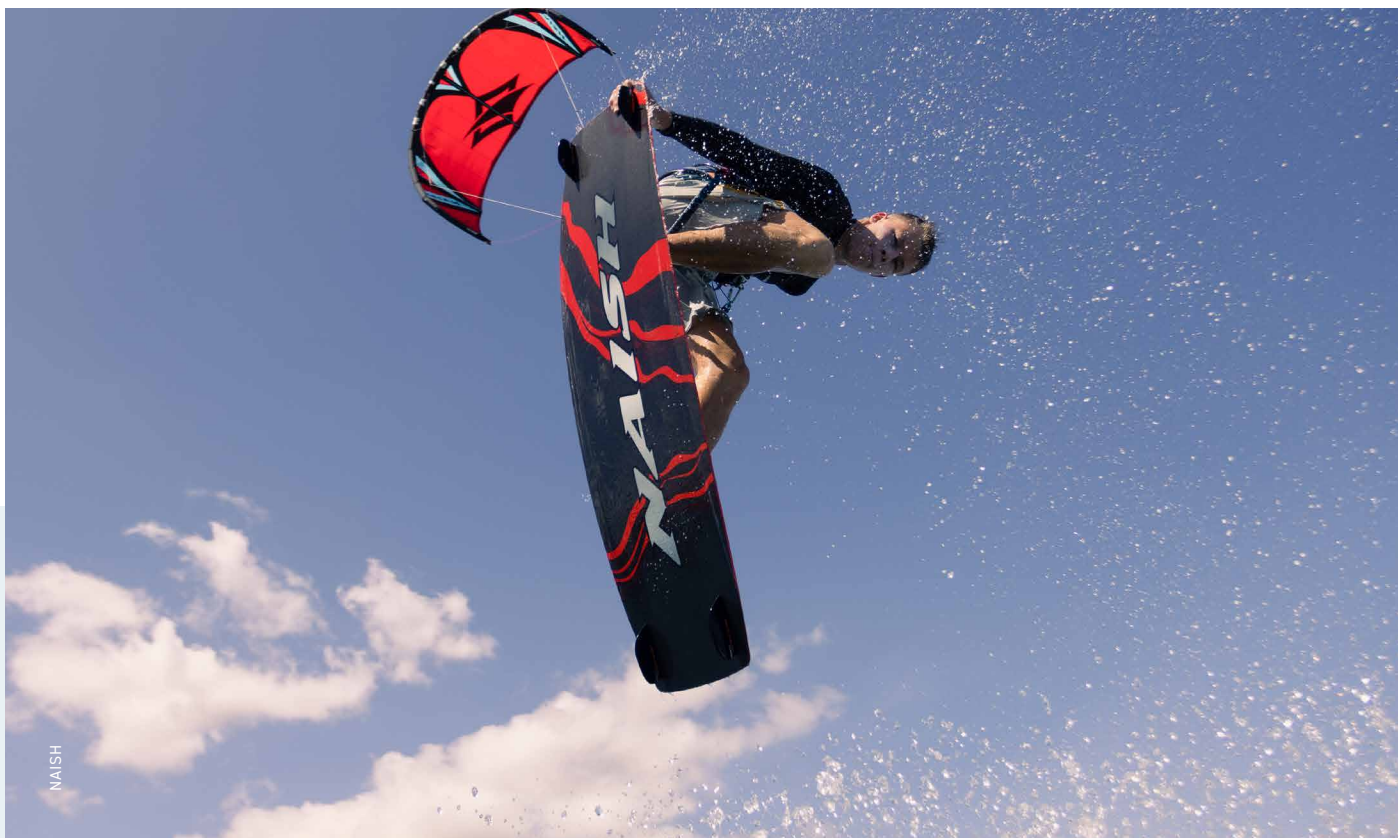
“Kites are getting better, materials lighter and more robust” Philip Becker, Duotone



Big Air boards are producing significant sales too. Duotone’s Jaime and Jaime SLS have been completely redesigned for 2023, making them ideal for Big Air. The bottom design combined with the angled fins provide a lot of grip and enable very high jumps. North’s Atmos carbon was ridden by Marc Jacobs for his victory at the last King of the Air competition. Another podium favourite is their Comp Strapless, ridden by World Champion Capucine Delannoy. Ocean Rodeo has seen the popularity of their Tumbler pushed by Giel Vlugt.

Surfboards get their share of the market. For Duotone, the D/Lab series of the Whip, the Wam and the Fish are selling best. They claim they are the closest you can get to a custom surfboard in kiteboarding. F-One is releasing the new Tweak. This is a compact surfboard with a parallel outline, ideal for small to medium waves and onshore conditions. North has refined their Cross Freeride Surfboard for 2023.

Materials for boards aim for performance, bearing in mind sustainability when possible. North uses a new Ecolite Bamboo Ply and unidirectional basalt tapes in their sandwich construction boards. Their Paulownia wood is CNC-machined for optimal stiffness. They offer full carbon and hybrid carbon lay ups in their twin tip range. For their Charge surfboard they combine FutureLite Carbon Innegra with Dual Shock High Density foam. This makes them light and strong, and with a lot of flex. Their Comp features a combination of carbon and e-glass layers with a very thin and durable PVC core. Naish’s boards feature Paulownia wood cores and TPU rails and fin blocks, plus a variety of carbon and fibre glass. They have cross laminates of fibre glass to control flex and torsion. They have also added carbon strips to increase performance and durability. Nobile uses Paulownia wood as well as carbon. They are constantly prototyping with new materials around the edges to make them stronger. Eleveight has experienced great demand for their high-performance full carbon boards Master C+ and Process C+. All their boards are made with a Paulownia wood core, although their prime models are delivered with an extra light Super Fly 3D wood core. Most of their freeride boards come with a carbon stringer to provide the best dynamic flex. Their + range features full carbon lamination. For their Commander AG Pro they used a new Penol rail that gives the board a very direct flex, perfect for aggressive freestyle riders. Duotone uses carbon for their performance boards, especially the TExtreme carbon. Gin Kiteboarding features a fine-grained, warp resistant Paulownia core in their boards. In their Geek4, they use Sicommin fibre, an organic Green Poxly 50% biobased.



Weight reduction and strength are two key factors in construction, always balanced with stiffness and flex. F-One talks very proudly about their SlimTech Carbon Technology developed in-house. It resulted in great success of their Magnet carbon board. Eleveight is working on a new Process and Process C+. It keeps the DNA of a classic freeride board with some updates in shape and construction. Gin crafts their Geek4 board in the Swiss Alps, with efficiency in mind. The board's flex gives precise control and is very comfortable on choppy waters or when landing jumps. It also features very soft pads. Goodboards keeps capitalising on their ACT (Anti Chop Technology) wavy edge. They also push their collaboration with Boomtag that equips all boards with an NFC chip. Naish has refined their constructions for 2023 to offer a performance ideal for the target user. Their Drive is made with carbon, making it livelier

"We master the kite's load through different features to maintain the shape for the longest time" Chloe Scamps, F-One

and easier to use. North's Atmos Carbon claims an exceptional performance thanks to the 100% carbon laminate. They tune the construction of all their boards each season to make sure they stay true to the DNA of each discipline. Their new EcoLite construction delivers lightweight and durable strength and stiffness with fast feedback. They have e-glass layered with a bamboo veneer on top and bottom. This improves impact resistance while keeping the weight low. Sustainability is observed when possible. Reedin brings the production of their boards closer to their market, twin tips in Poland and surfboards in Portugal. The result is a much superior quality.

ACCESSORIES

There are some noteworthy innovations in accessories. Duotone is launching a new version of their comfortable NTT binding, the Entity. It is very strong and light and with a very good fit. North also releases new bindings. Their all-new Flex LX features a triple density dynamic support technology. It protects the heels and

guarantees softer landings. They have a more contoured footbed and ramped chassis which improve the fit and increase the lateral support. The outer angled heel inserts ensure the foot rolls properly. This provides a stable landing and protects knees and ankles when jumping. Eleveight has a new Revo grab handle. Nobile introduces next Summer the brand-new control stick EZ Bar. Reedin has had success with their DreamStickX Control System that comes with the innovative Mono Bloc system with Auto-Swivel. Naish offers harnesses and travel gear. Gin Kiteboarding launches a collaboration with Fool Moon. All their kite bags will be made by them, including a new compressor bag for their ram air kites. North also launches a new bag programme called Go Green, featuring recycled PET kite bags.

RETAILER SUPPORT

Every brand realises that retailer support is of paramount importance in the current climate. The preferred choice seems to be demo days. Getting the product tested by customers is a proven marketing method in the kiteboarding industry. Eleveight, Goodboards, Nobile, Ocean Rodeo and Reedin prioritise this above all else. Education is also important. Reedin and Eleveight offer dealer's training. North developed the new Designer Notes video series. In these, their designers talk about the features and benefits of every product. Retailers can watch them in their own time and revisit them for a refresh whenever they need. Close communication and cooperation with retailers are also key. Nobile, Ocean Rodeo and Reedin pay good attention to it. The latter has developed a new B2B platform to smooth things. No brand is safe from the challenges of raw material scarcity and cost increase of shipping and production. However, they have all rolled up their sleeves to minimise the impact. They stick to long time suppliers when possible, and have brought their production processes forward in time, allowing for more planning and reaction time. ☺

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HIGHLIGHTS

- 1 Big Air and light wind biggest trends
- 2 High demand for versatile kites
- 3 Freeride twin tips top board sales
- 4 Focus on weight reduction

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The Gotcha "Wave One" wetsuit has been built for beginners and schools with durability and resistance in mind. Using an extremely soft but sturdy SBR+ it is available in 3/2 and 4/3 thicknesses. The Ghost (8') and Phantom (9') Soft Top Surfboards are the perfect pairing for this wetsuit with width and floatability to help starting surfers perform and excel. It also includes a MCD® 9' leash to keep things safe.

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RETAIL BUYER'S GUIDE

MEN'S SURF APPAREL SS23

Surfwear at Zara, a surf collection at Ikea, a Hermes wetsuit... Instead of sitting back and watching, endemic brands are going back to their roots, and to retain the upper hand in 2023, are innovating, especially in materials and sustainable manufacturing. This is reassuring. By David Bianic.



Before placing orders for spring-summer 2023, perhaps it's a good idea to analyse the summer season that has just ended. The big dog Quiksilver has done its accounts, posting a summer 2022 up on last year, "Less traffic but better conversion", says Arthur Pommiers from Marketing. The brand had been counting on a reduced offer with optimised segmentation, he adds. Lessons from COVID have been learnt, with brands showing more flexibility. For example, when the Russia-Ukraine conflict began to impact the economy, these companies saw it as just another obstacle to tackle as it is "increasingly important to be able to react on a day-to-day basis and adapt to new circumstances and market demands," says Sofia Dias, Lightning Bolt's Marketing Director for Europe.

In an uncertain market, you have to provide certainty. This could be the credo at O'Neill, who rely on their pillars: "We continue to see sustainability, community, digitalisation and sport as fundamental for market growth well into 2023", says Ricardo Campoa, Head of Design and Purchasing, convinced that consumer confidence is achieved when the brand lives up to, and even exceeds, customer expectations.

Turning these constraints into a strength is also the mantra at SOMWR (pronounced "somewhere"), a new brand/eco-movement launched in 2020 by Svein Rasmussen (Starboard). Today the act of buying is driven by an economic/ecological combo: "That nourishes the hope that quality will get a higher priority compared to quantity." You see there is hope!

Hurley are also witnessing a paradoxical phenomenon linked to the fear-inducing context: "Since nobody knows what going to happen in Autumn-winter, a lot of consumers would rather buy what they need & desire now", states Fernando Rivero.

"It will be exciting to see how our customers style our pieces with their everyday wardrobe, mixing surf style heritage and mainstream fashion"

Alexandra Clarke, Gotcha

MARKET: THE WAVE RISES AGAIN

The wave rises and falls, that's just how it is in clothing. In 2022, all signs seem to indicate that surf apparel is on trend. "The surf lifestyle has always been popular during summer with high street brands," says Ricardo from O'Neill, "this year is even more evident". But brands don't really see this return of the big groups to the surf game as a threat. To begin with, it's not the first time they've seen this happen, and furthermore, these non-endemic brands "are supplying those customers who otherwise wouldn't really step into our local surf shop," says Mark Noble, Marketing Manager at Brakeburn. At the same time, these brands have great difficulties selling technical, innovative products specific to surfing such as wetsuits, rash guards, boardshorts, etc, adds Fernando from Hurley. This trend is an opportunity to shine a spotlight on surf lifestyle, which is becoming part of everyone's wardrobe: "It will be exciting to see how our customers style our pieces with their everyday wardrobe, mixing surf style heritage and mainstream fashion," says Alexandra Clarke, in charge of design for Gotcha.

SS23 THEMES: EVERYONE HAS A STORY

Once seen as a purely commercial gimmick, storytelling is now seen by customers as a legitimate feature. They want us to tell them a story, in line

with their values: pieces in a collection must express and embody a message. For many, this means evoking a golden age of surfing, or rather, golden ages. At Lightning Bolt, they are unsurprisingly leaning on the icon Gerry Lopez, and more broadly on the soul surfer identity through the aptly named capsule collection The Surfer's Soul. Four artworks feature on sustainably produced, vintage-modern pieces: late 70s illustrations, 90s cartoons and graphics on the T-shirts.

On a completely different tack, Lost are staying true to their “bad boy” image in 2023, revisiting the California core of surf/skate, i.e., the Venice skate scene of the 80s, “with bright punk colour pops” and the Orange County surf scene of the 90s, “the gritty suburban punk angst mixed with the still vibrant classic 70s rock influence.” Hurley are also leveraging rock culture in a capsule collection (men's and women's), christened the Wave Tour Collection, with T-shirts, crew and crop tops “inspired by the 80-90's rock band tees trend, but with a big European surfing spot touch”. Gotcha are also tapping into their irreverent roots, with a SS23 collection that “encapsulates the epitome of the Southern California lifestyle – a chill attitude with a penchant for adventure.” Their California Surf Shack, a shirt with flashy branding on a dark colour, to be worn open with a T-shirt, is a perfect example. Quiksilver refers to a not-so-distant history, reworking their Saturn logo from the 90s/2000s in an eponymous collection. The silhouettes smack of loose fits and very skateboarder looks.



At O'Neill, the focus is no longer on the icons of the past, but rather on the future, with a Future Surf Society theme that is “Honest, real, and community-focused” in all its diversity. This translates into a clean and colourful collection, easy to wear basics with generous, slightly oversized shapes and simple graphics, all made from sustainable materials. Similarly, O'Neill are renewing their support for the NGO, Surfers Not Street Children through a collection of the same name in a palette of monochrome tones and certified O'Neill Blue (sustainable materials).

And when the themes become the product itself, we think of technically focussed brands like Dakine. With their new All Purpose Gear collection, the brand are going beyond the boundaries of surfing to provide clothing that can be used in the water, in the mountains and “everywhere in between”. The pieces have articulated cuts, technical treatments and are definitely designed to move.

In the same vein, it's back to O'Neill and their Hyperfreak Actiwear collection of multi-activity products made of innovative fabrics such as the Polartec® Windbloc® jacket or the hybrid T-shirts with Polygiene® treatment.

“The real innovation is the work carried out on natural materials, now also synonymous with ‘techy’”

PRINTS & COLOURS SS23: SOFT CORE

Hearing the different stories being told above, it's easy to guess what colour palettes are being used as the decor. Take Oxbow whose main collections encapsulate the idea of travel, in Africa with their ambassador Kepa Acero, and Surfing Jungle. The first uses somewhat passé mineral colours, natural tones combined with prints evoking the desert, while the second uses much brighter colours with pop effects (touches of bright colour on a more monochrome background). But you don't have to travel to the other side of the world to find inspiration; Brakeburn are drawing on their immediate surroundings - Dorset in England - shorts with seaweed prints for example. In general, O'Neill are thinking that neutral and natural tones are increasingly popular, but aren't closing the door on flashier options, like neon colours (green, orange, blue) on trims and finishes. As for the classics like camo prints, stripes and tie-dye, O'Neill are revisiting them with different gradients and shades.

Quiksilver are gambling on purple for their heritage pieces, otherwise opting for monochrome (Saturn collection). As for Dakine, despite a highly technical positioning, the pieces do not have the flashiness associated with performance clothing. Instead, nature is everywhere with really organic hand-painted prints, “inspired by the energetic ocean waves, shores and deltas”, in harmony with colours such as Terra Khaki, Galactic Blue, Earth Green, Beachy Keen Blue or Canopee Green, all of which refer back to natural elements.

Colour also tells a story at SOMWR, in line with the brand's message of course, with an undyed fabric: “It comes as a light cream tone and has the lowest environmental impacts since there are no additional substances needed to dye the fabric.” Salty Crew are again aiming their prints at their “surf & fish” niche, while Mike Niemann highlights the new Feed Frenzy and Navigator prints, and foam, navy and vintage army colours.

If these colours and prints are too subdued for your taste, rest assured, there are still brands like Rietveld to make you stand out. We're thinking here about the humorous versions of the character Al (Albert Einstein), as well as the Kraken and Surf Skull. You either love it or hate it.

Also, Lost want to stand out with some vintage tattoo prints and psychedelic effects to complement the classic 80s colour pop and 90s mineral colours.

SS23 MATERIALS: BACK TO NATURE

Synthetic materials go hand in hand with technicality and have paradoxically become emblems of eco-production, in particular through recycled polyester. Their use is very broad for example Repreve trim on Gotcha jackets for example or on the Everyday Explore T-shirts from Hurley (with 60% cotton/40% poly H2O fabric that's breathable, 50+ UPF and anti-microbial). Their use is still very broad - Repreve trim on Gotcha jackets for example - but the real innovation is the work carried out on natural materials, now also synonymous with “techy”. Lightness can also be obtained through materials such as linen or viscose and yet remain consistent with a natural approach like at Lightning Bolt. O'Neill are using more and more mixtures based on seaweed fibres (SeaCell) and oyster shells, with incredible technical properties. For Oxbow, their 85 collection relies on merino wool and Tencel (wood pulp, also called Lyocell at Brakeburn): “Those natural fibres are anti-bacterial and dry quickly,” say Men's Product Managers Aurélien Silvestre and Manon Jouanine, not to mention their excellent results in terms of water, electricity and CO2 consumption compared to cotton or polyester. Natural dyes are also on the rise, whether plant or mineral-based at Quiksilver, on premium organic cotton. Ethical production comes as standard at SOMWR, the vegan and 100% plastic-free brand who are opting for organic, sustainable cellulose fibre certified by GOTS (Global Organic Textile Standard): “We also pay close attention to where our fibres and fabrics come from in order to keep the transport routes as short as possible.”

Rarely has surf clothing been as coherent as in 2023, offering an unprecedented balance between the historical values of surfing culture and production that meets current requirements in terms of technicality, ecology and ethics. The diversity of these themes also allows retailers to make an assortment of collections that are far from boring. It's all up to you. ☺

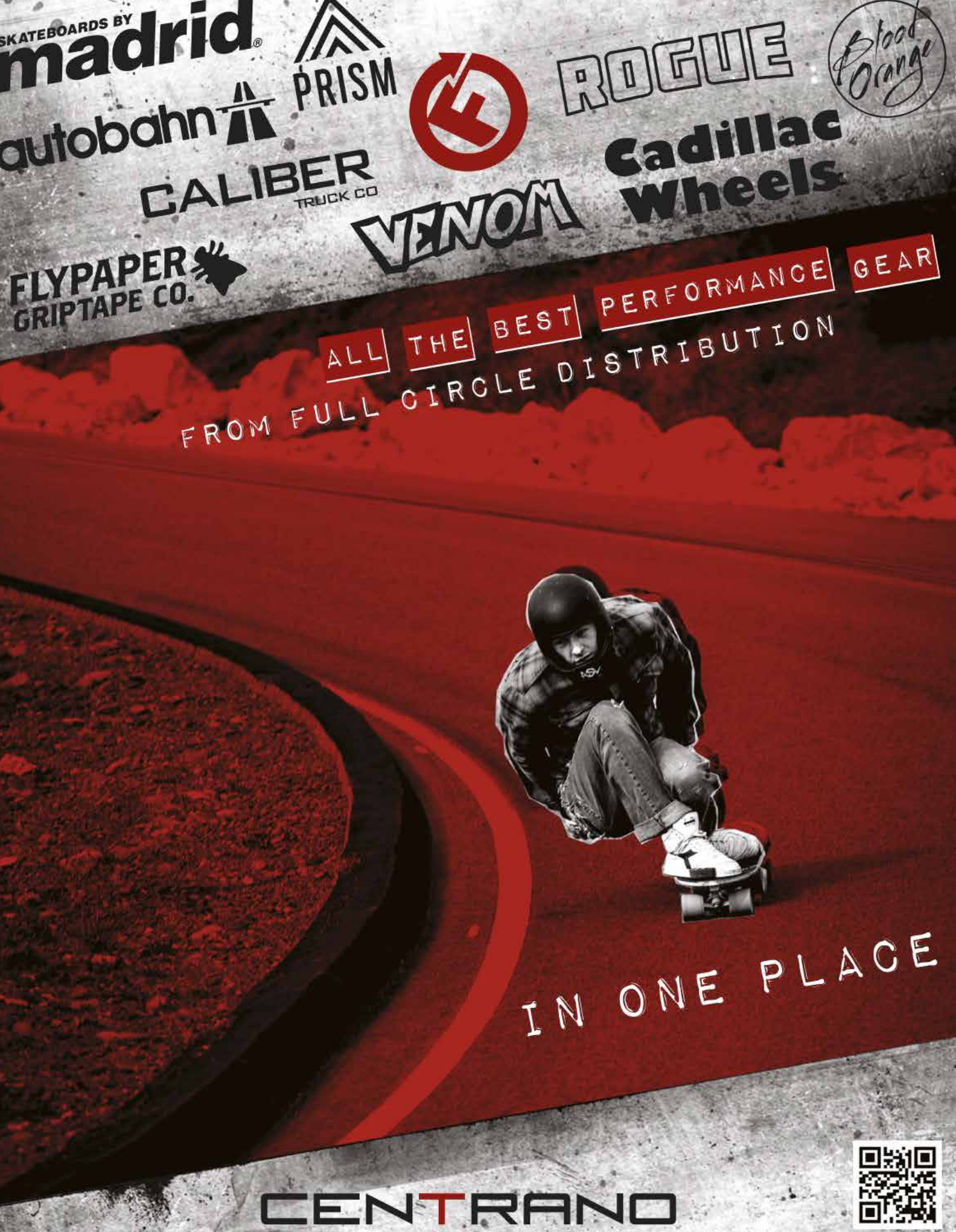
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BOARDSPORTSOURCE.

HIGHLIGHTS

- 1 Reaffirming brand values
- 2 Ethical and sustainable pieces
- 3 Natural colours and prints
- 4 Innovative natural materials





NIXON

NIXON

One of the boardsport industry's most iconic brands and indeed a category king, Nixon have been making watches for the wrists of action sports athletes since before the turn of the century. With a new European setup and new brand president, we caught up with the team there to see how the brand is operating across our region.

Please could we have a brief recap of the Nixon's brand history?

The Nixon brand launched globally into specialty board retailers in the Summer of 1998 by Chad DiNenna & Andy Laats. Focused on making products you've never seen before but have always wanted. The products have grown to include watches, bags, headwear and accessories informed by the needs, wants and inspiration of the Nixon team. The European headquarters was first established in 2000 and is still located in Hossegor France.

Who is on the management team in the USA?

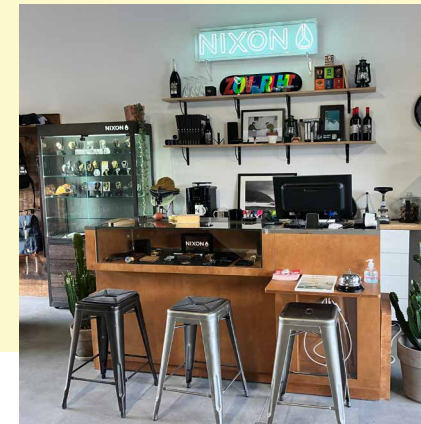
Nancy Dynan is President and leads the global management team from Carlsbad. Julien Monnereau coordinates the European team.

What sets Nixon apart from its competitors?

We believe product design is a key differentiator between Nixon and other brands. We focus on the smallest of details in design and manufacturing to deliver on the needs and wants of our team.

Please take us through your new set up in Europe.

Julien Monnereau coordinates the European team where we manage a mix of direct to retail and consumer channels in France and Spain, and then an agency and distribution model in the UK, Germany, Italy, Portugal and few EU key countries.



Who are your best performing retailers in the region?

We have long term and solid partners including Blue Tomato, Chez Maman, Louis Pion, Titus, Mission Surf Shop. Spanning a mix between sport and lifestyle doors.

And your best selling products?

Time Teller, Heat, Regulus, Siren and Re Run, to name few.

Collabs have been an important part of the brand's development, what collabs do you have launching soon?

Our collection with the Rolling Stones just launched this month (September) and has been a lot of fun to combine our love of music and skateboarding in the execution of the product and the marketing executions. The Rolling Stones line combined our best watches and a few accessories including beanies, caps and watch bands. Next up is a small collaboration with American Contemporary artist Hannah Eddy kicking off Spring with colour and attitude and rest assured we have more music, art and brand collaborations coming throughout the 2022-2023 seasons.

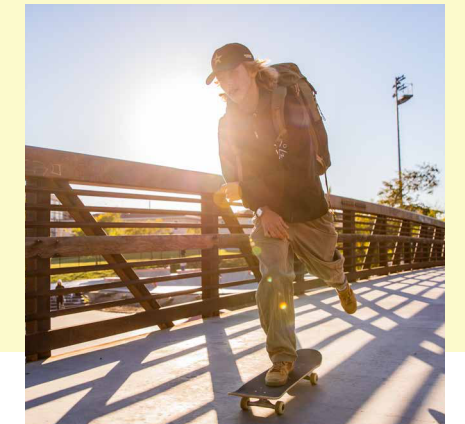
Any news products on the pipeline?

First, we have a new Time Teller OPP* (* (Other People's Plastic)). A Time Teller version, world-class heritage repackaged for the future, now made with recycled plastic & sustainable construction.

Also, we're proud to increase our Solar collection, with a Sentry Solar version. Equipped with a solar cell and Lum tip skeleton hands you can wear it for one hour under office lights to power an entire day or expose it to six hours of direct sunlight to store six months of charge!

Nixon is best known for its watches but what other product categories is the brand active in?

Bags have always been popular for us and we've put a lot into the development of our



backpacks, duffels, travel and small carry bags in its design and fabrication, and we're happy to say many of our bags are now made from recycled ocean plastics.

The line offers bags for travellers, office, casual hikers, beach bums and concert-goers alike to never have to choose between convenience and necessity again.

How will the brand be marketed in Europe and please talk more about your sustainability pledge.

Nixon Europe been really active the past few months, with a mix of events (snow, surf, skate) in Europe's playgrounds with products release, custom windows, and the end of this year and future seasons it will be super exciting with new Nixon team riders for Europe in place. We will keep growing Nixon's awareness between the slopes, streets, oceans and as a reminder, whenever we can we act sustainably as part of our ethos is to reduce our impact on the planet.

Between solar tech to cut down on battery needs, sourcing sustainable materials that remove waste from our world and creating packaging that is 100% curb side recyclable, we are not choosing the easy path, we are choosing the right path. ☺

AKAW!

AKAW!

Formed by NOMAD Skateboards founder Ivan Moreno, AKAW! is a new surfskate brand on the market. Launching with an MO of freshness, irreverence, openness and fun Ivan's looking for distributors to help grow the brand to its full potential of concrete wave surfing.

Why did you decide to launch AKAW!?

I have always been connected to "glisse sports", skating and snowboarding since I was a kid... I have always followed my passions. I started NOMAD skateboards 22 years ago, and recently I was in a moment when I needed to refuel those passions again and look for new challenges. Skateboarding is living a very challenging moment: a very atomized market, a lot of concurrence, and lifestyle-wise also heading more and more into a "competition" landscape with the Olympics. I wanted to look for something more rooted, like when skateboarding started back in the 70s... JUST FOR FUN! Surf skate answers this perfectly, toys of good just for cruising, shredding and having fun... so I decided to take the wave!

And the brand name?

A brand needs to connect with the concept, with its experience, so our research was focused on branding that was able to share the energy provided by the product itself. AKAW! is a very old school surfer expression, is what surfers shout out when they spot a perfect wave, AKAW! Our aim is to provide the best feeling over concrete waves, so it was the perfect match.

Who are the people behind the brand?

Ivan Moreno, 45 year old, passionate father and skater, with 22 years of experience within the action sports industry. Small project but big ambitions...



trucks. Product- and image-wise, we are on point, margins are slightly over benchmark, so let's now let retailers and distributors speak for themselves!

Any new technology in the pipeline?

One key person on this project is our industrial engineer. We are working with different materials to include within our range of boards and grip tapes, and also a huge range of wheel hardnesses to respond to the most demanding needs. Due to registration matters / schedules, we haven't had the chance to deliver into the market all our new patented technologies yet. We have a very responsive truck in our first run that we have worked on for over a year, but very soon we will release a truck model which will redefine the surf skate experience...

How do retailers/agents/distros connect with you guys?

hello@akawsurf.com. At this moment we are building their distribution and sales rep network, so looking forward for any inquiries, it's time to conquer the concrete waves! ☺



SOMWR

SOMWR is a brand pursuing action for climate protection. By paying close attention to as much of their production cycle as possible and offsetting carbon with mangrove plantations, SOMWR is a brand providing consumers with a fresh approach to apparel production.

What was the thinking behind the brand concept?

"If we want our grandchildren to be able to enjoy the earth, we must act"... This is our simple concept. To realize that we take two main actions to clean up the earth from "consumption"; and do as much as possible and as quickly as possible. We collect as much rubbish as possible so that it disappears from the oceans. We plant many mangroves as quickly as possible for maximum CO2 reduction. To complete every link in the chain around our concept, we make sure that the products are produced fairly and locally. We believe that certifications are good and sometimes necessary for the market but brands should also adopt an internal controlling mechanism. That's why we pay close attention and control every area we touch on to make sure that our focus on doing what we believe in is 100%.

Who are the team behind the brand?

SOMWR has multiple layers to its team. We have our founders: Timo Perschke who has received many awards for environmental products and circular economy and Svein Rasmussen who was awarded for environmental measures and innovations in water sports. We also have our internal team and our customers who consciously support us to save the planet.



So the team is all of us! An ever-growing global team.

What are the unique challenges of being a climate positive brand?

The biggest challenge is not only wanting to be, but to act to become a climate positive brand from the get go. We start our production by compensating more than we consume. This happens through the plantations that have been growing for many years and serves to save CO2 in the long term for sustainability. It is certainly helpful that we take the control on our actions and hold the reins in our own hands to write our own history.

How do you see the market for sustainable clothing over the next few years?

Promoting climate protection as a top priority is an interaction amongst many different industries. In terms of clothing; the change will happen when the hard discount trade puts its conventional methods in the foreground. That will make the masses understand and more importantly accept sustainable clothing as the new normal. Clothing is a very important part of expressing one's personality and ideas, thus the acceptance of climate protection measures from customers will create a big demand for a system change. Then we will automatically have sustainable and fair clothing everywhere.

How do you market your brand in Europe?

Our long term goal is global availability because climate protection is not limited by specific markets. However, we have concentrated more on Europe in the meantime, with a particular focus on



Germany. This isn't due to us being a German brand but because Germany is the largest market for CSR compliant products and the operational centre for large E-Comm retailers who also have a broad reach across Europe. Our next focus will be the Baltic Sea region including Scandinavia since our proximity to the Baltic sea helps that. We will then expand over Skagerrak and down to Portugal where our DNA lies!

Why should retailers stock your brand?

Let's re-structure the question: Why do traders have to spread the message of SOMWR? The answer is very simple: The task of every merchant is to protect their company and, without viable earth companies we won't be able to do business. The trade has a big effect on what the customer wants and what they get for a very long time. This brings immense power and importance to pursuing action for climate protection and allow us to have fun in the right kind of way if we merge the business know-how of experts and specialists with a driving change for a better world. ☺

GERMANY

- UK
- FRANCE
- ITALY
- SWISS
- SPAIN
- PORTUGAL

We are in September 2022, and summer is rapidly approaching its end. Germany has experienced a summer that was, in my opinion, much nicer than average, particularly warm and even hot, with hardly any rain. Across the country, swimwear sales skyrocketed. SUP/foil rentals can also look back on a good season. Wakeboard parks had a very stable year, though not as good as the summer of 2021.

We spoke to Benni Süß from Wasserski Langenfeld and asked him this very question: “For wakeboarding, surfing or anything else, the summer started off rather slow, as people again had the opportunity to access alternatives to water/outdoor sports for their leisure time. On the other hand, school groups are now allowed to use our facilities and it was again possible to host company events. Then, from July until September we had an “endless summer” so we can describe this as a successful season.” Once again the weather has proven to be the most important factor in our industry.

We also asked Benni, who is in charge of Liquid Force, how they dealt with the dollars upward trend and pricing for next summer: “Of course, the strong dollar has a major impact on pricing and we have to adjust accordingly for the new season. We had already experienced these dollar levels many years ago, so the problem was really the speed of change. Of course, we expect customers to be more cautious with their expenditure, but people will continue to buy wakeboards and bindings in all price ranges.”

This caution is something we have heard about from many shops. Nobody knows what will happen and the warehouses are also still full. Asked about the future, Benni answers quite simply: “Wakeboarding will continue to grow slowly, possibly with occasional seasonal stagnations. More lifts will be built and capacity increased. Since there was never a real boom phase and this sport has grown solidly over decades, we can safely say this is a well established sport.”

In the clothing/fashion category, the extreme heat, heavy discounting, high price increases and uncertain future prospects created an absolute rollercoaster ride as far as August sales were concerned. While the heavy discounts mid-month led to an increase in revenues, the demand for autumn goods did not really take off. And although September is bringing somewhat colder weather and winter is just around the corner, the first half of the month has seen a sharp drop in sales. This is probably also due to the high level of uncertainty felt by customers and the bleak consumer sentiment.

It is this very uncertainty that is currently giving many shops a headache. Warehouses are filling up with autumn and winter goods and on a positive note, the goods are available and being delivered. A negative aspect, however, is the price trend, the current dollar exchange rate and the above mentioned cost of living which affects each of us individually.

What the winter holds is uncertain. I would rather not write again about Putin or the war. In this regard, unfortunately, nothing is changing at the moment, except that the German government is tearing itself apart. Gas and heating prices are going through the roof, as are petrol and diesel. It should be clear to all of us that this will also have an impact on winter sports, hotel prices, lift tickets, snowmaking machines, etc. However, at this stage there is nothing new we can say about this.

I had a chat with Peter at the A-Frame retail agency, which

distributes such brands as Jones, YES and Karakoram Bindings. I wanted to know what his winter forecast looks like: “I think if the snow is good, there won’t be such a huge downturn. And I believe that people will go and practice winter sports. I’m very positive about this.” He also says his brands are able to deliver, Jones and Karakoram have already started devlivering. “I also think that the supply chain situation will be significantly better compared to last year.”

Similarly, Malte from Surfline Kiel is very excited about the new winter season. To put it in his own words, he is “WILDLY” looking forward to it. He is fairly unconcerned. “The people who are up for it will definitely go snowboarding. I expect a halfway normal winter season.

We actually sold almost all the old stock last year, and now we’re well stocked,. We have also already sold the first sets here in the north.”

Lastly, I would like to touch on surfing. This is where the most change is currently happening in boardsports. Even in Landlocked Germany, new waves, new concepts and new wave parks are being created, like Surftown Munich. The groundbreaking ceremony in Hallbergmoos has taken place! Now it’s official: the construction work has begun. Also construction work is underway in Stade near Hamburg on a new wave park. These two projects will further advance surfing as a sport in Germany. So, in addition to the stationary river waves, it will soon be possible to surf properly. Malte of Surfline says: “Surfing here in northern Germany has also declined, because people don’t take spontaneous trips to Denmark anymore with diesel at 2.22 € per litre. In contrast, windsurfing/wing is at the same high level as it was shortly after Covidl and Wetsuits still make up a huge percentage of our business. People still need them because a wetsuit just wears out every three years and they buy a new one.”

We also reached out to Olatu, one of the biggest surfboard producers in Europe.

Christian Haro, European Sales Manager, told us how the summer went for them: “For this FS22 season we had a special production plan, because last year we were simply overrun with orders. We allocated quantities to shops, which they could then manage. This plan worked, because despite the crisis and inflation, the demand for surfboards is still huge. We have been working at full capacity in production all summer. SURF IS NOT DEAD! The biggest goal for us was to deliver the boards on time.” And what does Olatu predict for next summer? “We are very optimistic for FS23. Our biggest goal is to open a new factory, so we can just be more effective, faster and more organised. We want to give our customers the service they expect from us.” Finally, I wanted to know how they are handling the price increases, “ We can’t possibly pass on the price increases to the customers. So everything has been adjusted on a percentage basis.

Skateboarding is finding business really tough, this is where the slump is extreme, as Malte reports: “Unfortunately, I can live off the stock I have for the next two years. The demand is really close to zero, either everyone already has one or it ends up in the garage.”

My hope is that what connects us all here – the love of BOARDSPORT – will get us through these difficult and unpredictable times in a positive way.

See you next time, ride on!

TOBI HAMMER



MARKET INSIGHT

UK

FRANCE
ITALY
SWISS
SPAIN
PORTUGAL
GERMANY

Whilst preparing this missive, Her Majesty Queen Elizabeth passed away. Whilst her passing will be old news to everyone reading this I feel it is only right that I start by offering my condolences to her family and to offer a heartfelt ‘Thank you’ to Her Majesty. A life well lived, a life of service to her country and many countries and citizens beyond.

Well – we are still in a F-Putin place but we are also in a WTF place?

Since last writing we can now add rampant inflation, wage demands, spiralling energy costs, heatwaves and global warming like never before plus the prospect of a looming “winter of discontent” with rail strikes, Barristers (yes Barristers) striking, Royal Mail workers and Transport for London strikes, threats from Nurses and Teachers – if you are old enough it sounds like we have gone back in time.

Throw in a new PM to the mix and it makes for an ‘interesting’ time. But as one of the retailers I spoke to for this article said, “we’ve seen it before [not the death of our Queen] and we will see it again – it just means we have to work harder.”

The first thing the new PM did was to try and head off some of the rising energy costs although I think ‘postpone’ is probably a better description. This is good news (I think) and was described by one economist, who had previously predicted a long-lasting recession, that, in view of the energy cap changes, the recession will be ‘short-lived, less severe and inflation will come down sharply in the near future’. Let’s hope he is right.

Rather than go back in time it may be better to fast-forward. For things to get back to anything like normal we need to get through this economic storm. The implications of an instant reduction in consumer discretionary spend is still being felt (despite the energy cap) and a sense of nervousness pervades our consumers. A ‘will-they-wont-they’ feeling as we approach the winter.

It was not so long ago that we were all scrabbling around for whatever stock, of whatever brand we could get. Factories were overloaded and lead times were as far as you see. What a difference a few months make! There’s a glut of products, stock in the pipeline is plentiful, factories are seeing low, low order books and are desperate to fill production capacity. At the same time consumers are scared and still holding on to cash until they feel comfortable. They, like most, are seriously apprehensive.

Winter sports retailers are generally enthusiastic and optimistic reporting some very early positive buying signs. Ben from Big Dreams told me that on a 35 degree heatwave day in August he sold a full snowboard setup. He described this as “mad” – but was, of course, very grateful.

Ben is optimistic about the coming winter and during a visit to our offices in September, I collared him for a comment. “I’m off to Greece for a week, then back for a couple of days preparation and then it’s off the starting blocks”. As a dedicated snowboard shop Ben has a relatively relaxed time in the summer (he would not agree) but works, in his own words, “my fkn balls off in the winter”. Making hay whilst the sun shines (or snow falls). He’s

always optimistic: “They [customers] want it like never before. They’ve been completely starved and they’re gonna get away to the snow come what may”. Ben continues, “whatever crap is going on around them they need their fix. I think we’re back to where we need to be – don’t get me wrong it’s not going to be easy but for those that put in the work it’s going to be a good one and I am going to put in the work”

He’s right and the sentiment of ‘putting in the hard work’ is repeated by Ian Gregorelli of Boardwise. Ian’s business, together with his partner Doug, is now well into its second generation and, indeed, entering its third generation. They have seen a lot. “We’ve been through it before and no doubt we will go through it again. We’ll have to work harder. We’ll have to be smarter – it’s just part of the cycle of running a business. Sure it may be tough and sure I’d like it better but we just have to get on with it.”

So how has the summer been? “SUP has dropped off a cliff – it’s completely collapsed. It’s died. Windsurf is slowly recovering and we always do well in that market especially because of our part-exchange approach with customers. Winging is the new thing that everyone wants and so it’s seeing a lot of interest and surf – well we’re not that big into surf but by increasing our footprint we have grown a little so perhaps bucked the trend. I know the market is down.”

And how do you feel about the coming winter? “Really not sure. We have focussed our buy on product that we know will have at least two seasons life – we cannot simply close out and re-buy season after season. Sure we’ll reduce our snowboard prices in the summer but they’ll go right back up again in the winter and with ever-increasing prices the residual stock should not take such a hammering. It’s a sort of positive but I am very concerned by the level of price rises being indicated.”

So, Ian does feel that winter will be good with people desperate to get away but looking to 2023 summer he is not so optimistic “I think we could see a decline of up to 20% on top of the 10-15% decline we have seen in 2022.”

Finally a quick look at skate with Paul from Blacksheep. “It’s been pretty hard but there are closeout opportunities for sure which will help us. That’s just as well because the £40-£60 deck, which has been with us for decades, is heading to be a £70-£90 deck. This will be the first major shift in base pricing for years and how it will be received is anyone’s guess”.

How has 2022 been and what about 2023? “It’s been OK. We’re at 2019 levels or a bit higher perhaps. We cleared a load of old stuff during the covid boom and we’ve settled back down now. There’s some stuff that really surprises us – fleece jackets selling at £200 – but that’s not really our scene and we’re going to make sure we stay niche. It’s safer for us. As for 2023 – we’re good. We’re not going to take over the world but we’re solid and skating is solid. It’s no longer going through the 10 year booms and is more settled as a real sport. Of course we’ll have to work harder but that’s what we do.”

So generally, it seems we will all be working harder for our buck. Nothing new there then. And Putin continues to be a F-Wit.

GORDON WAY

FRANCE

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After exceeding expectations in the second quarter, the French economy stabilised in July-August. In an economic environment that’s still troublesome, with pressure on raw material markets and difficulties in supply and recruitment, productivity continues to hold strong. Buoyed by the extensions to household support, energy subsidies and the strength of the tourism industry, GDP growth was better than expected in the second quarter. It ended up reaching 0.5 per cent compared to the previous quarter, while GDP had declined by 0.2% during the first three months of the year.

After two years of pandemic, and despite a summer marked by annual inflation of +6.1%, heat waves and fires, the French tourism industry had a really good 2022 summer season and the indicators caught up with figures from 2019 (before COVID). All sectors of the tourism industry experienced an unprecedented bounce back in activity this year despite the increase in prices; 86% of players think that the summer season was very good.

The pre-season was already looking very promising, as indicated by the accommodation industry. In May, hotel and outdoor accommodation operators were already reporting booking rates of over 80% for July and 85% for August. In mainland France, the occupancy rate reached 80% for both months despite a significant increase in prices. The hotel industry in particular has seen a 22% increase in revenue per available room compared to 2019. With buying power reduced by inflation, holidaymakers’ spending did fall: an average of €1,600 for a week’s vacation for four people, down 8% compared to 2019. The economic situation seems to have forced households to adapt and favour domestic tourism. The year 2022 also marks the return of international visitors. In July-August, 25 million of them visited France, with spending nudging 15 billion Euros. France hopes to welcome 65 to 70 million foreign tourists in 2022, compared to 90 million in 2019. The French economy seems to have had a period of relative recovery in 2022. This is reassuring for the government, who are counting on growth of 2.5% this year. However, the shock will surely come in 2023, with the 1.3% growth target currently set by the President seeming hard to imagine. Energy prices will certainly hit businesses hard-with gas and electricity prices continuing to break records-as will the rise in interest rates bringing an end to abundant cash flow. Magic money is no longer the order of the day, and this will probably lead to budget cuts after three years of heavy spending, particularly with the gradual end to household aid. Up to now, measures such as the energy price cap have prevented a sharp slowdown in activity. But these measures are too costly, and the State will have no choice but to withdraw them in 2023.

On a national level the economic balance sheet for the summer of 2022 seems rather positive despite the current global crisis, but what does it really mean for the momentum of our boardsports industry, consumption and in-store traffic this season?

In general, the summer of 2021 was exceptional in terms of visitors and sales in shops. The Coronavirus crisis boosted participation in outdoor sports as a whole and boardsports naturally benefited from this boom. The vast majority of shops had an exceptional summer season. Everyone was wondering how summer 2022 would go. In Brittany, the situation between 2021 and 2022 seems quite different. From Action Line in Guidel, we were told: “compared to last year, people bought less overall, we are far from the COVID years”, before adding: “turnover was retained though because we sold much more clothing this summer but much less technical product.” They explain: “This summer we had far fewer technical customers, but many more

MARKET INSIGHT

looking for clothing, especially brands like Picture shifted really well.”

Further south in Vendée at Mika Surf Shop in Saint Gilles Croix de Vie, the situation is a little less positive. Shop Manager Mickael Rigollage, confided to us that: “We have seen rather different consumption this year, customers are holding back more.” He adds: “Customers are more anxious and careful with their spending, so the turnover is slightly down compared to last year.” Mickael also mentioned fairly substantial stock levels even at the end of the season: “We took much more stock in the pre-season to be able to cover sales this summer and we greatly reduced our restocks. Even so, our stock levels remain high even at the end of the season.” He adds: “Next year we are going to return to normal, like before COVID, and plan on reasonable pre-season orders so we can play more with the restocks available from suppliers.”

At Hawaii Surf in Bayonne, Purchasing Manager Julien Rechu, says that: “Overall activity is down slightly by about 5%. We have noticed a significant drop in traffic and people are looking for special offers. Customers are particularly picky about prices this year and we can see that they are paying more attention.” He then adds, “board sales are down this summer but this is a trend we’re feeling across all product categories. Despite everything, the clothing and surfing sections worked well, especially the brands Picture, Patagonia and Torq. Just like Mickael, Julien noted: “Our stock remains relatively high for the end of summer. We are going to limit the quantities we buy for next summer in favour of restocking during the season to avoid surpluses.”

At SB3 in Hossegor, it’s a similar story. Shop Salesman Gauthier tells us: “We have seen much less activity in the shop. In spite of the huge influx of tourists to Hossegor, the beautiful weather and the heat wave this summer were not beneficial. Customers preferred to go to the beach rather than the shops, although we still had good footfall”. On the sales side, once again it was the clothing section that seems to have worked well. Gauthier tells us: “The clothing department has done pretty well. In particular, the products on special offer from previous collections worked really well.”

On the Mediterranean, Pat from Aloha in Six Fours also notes a slight drop in shop traffic, but on the plus side: “We have a slight increase in overall sales this year thanks to a higher average spend,” he adds, “Our clothing department worked well this year compared to previous years, unlike technical products such as foam boards, which sold less well.” A similar observation comes from Le Marin in Martigues where Nicolas says: “We had fewer people in the shop this summer, but the turnover is quite stable because there were bigger tickets than last summer.” However, he does add: “People are discussing less and less about technical aspects and more and more about prices. They are constantly looking for deals and special offers. The same goes for the Atlantic coast: “We did not restock this summer, we used our stock because we were overstocked. Given our end-of-season stock levels, obviously we will order less for next year.”

Although in general summer 2022 was a little poorer in terms of in-shop traffic, it would appear that business was pretty decent and even better than the pre-COVID summer. Clothing seems to have made up for the slowdown in technical equipment sales, which exploded during the pandemic. Shop inventories appear to be high, and a return to the pattern of limiting pre-orders and restocking more seems to be the preferred option for the coming years. Will the autumn, back-to-school period and the return of the waves boost sales of surf and skate equipment? Inflation and French buying power may once again weigh heavy in the balance in the months to come...

BENOIT BRECQ

MARKET INSIGHT

ITALY

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Let’s start with the economic situation and outlook. We are in full electoral campaign during August and Sep-tember as our Prime Minister, Mario Draghi had to let go as he could not find any majority within the parties and this causes big confusion and again instability. But we are used to this as we are used to changing Prime Ministers every year. Mr Draghi had a long-term plan to recover Italy back to the good times but we will never know

the outcome as he did not reach his target in the short period of time he led the country. Now we are facing an unstable political situation paired with enormous costs of energy which is really putting us in a bad spot. Less power of spending for families on goods form the boardsport industry and price increases every-where. Families with low incomes are already in trouble and have a hard time reaching the end of the month with their income as we face inflation of about 8.4% according to official data sources. This creates a very bad outlook which also means that the better earners and wealthier people spend less as they want to save for the times to come. Retailers don’t feel this too much right now luckily but the fear that turnovers could have a heavy downturn this fall / winter season is already everywhere.

Skateboarding is seeing a lot of product on the shelves dur-ing and national distributors confirm and complain that their warehouses have never been this full with hardgoods especially. Giorgio, owner of AcriminalG skate shop from Arona states: Sales for hardgoods in 2022 are still good and request is still high and people keep buying the selected goods they really want even if expensive, but of course the big boom in decks and completes from 2021 is slowing. He also adds that it is very positive that more and more skateparks are being build and that more and more girls are coming into the stores to buy boards, something

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With a half-hearted summer behind it, the Swiss boardsports market is now setting its sights on the approaching winter season. Despite being especially sunny and conducive to multiple out-door activities, this season did not live up to expectations for several different reasons. The first one is quite obvious: the desire to travel after two years of pandemic was quite pronounced amongst the Swiss population to say the least. Most people who could afford it chose to leave this year, much to the

detriment of local tourism which we’d enjoyed during the health crisis. Leisure budgets were clearly dedicated to travel rather than buying things in shops. Participation in outdoor sports also decreased in Switzerland for the same reason... people were just not here. The threat of a recession looming over us in the last few months has done nothing to encourage people to buy equipment and since it’s now possible to travel abroad, that’s what people are preferring to do.

If you take a closer look you can see that the skateboard market really suffered this summer, the growth of the last two years was too fast and not really healthy, so now we are seeing the downside to it with leftover stock everywhere and poor results compared to the last two years. In most cases, post-pandemic figures have not matched up. The watersports market is bearing up well, although not exactly killing it, while the bike market is still really tricky, partly due to products coming in late. Many bikes are now being delivered just before winter. Worried about further price rises and ongoing stock difficulties, shops are still accepting these deliveries in order to secure their future but only if they

he’s noticed for quite some time now and you also notice it when at the skatepark.

The high stock levels keep pricing for hardgoods stable in Italy which is good for the end consumer but distributors are worried about the weak Euro which makes it very hard for importing goods form outside the EU and keeping prices stable, something the end consumer will notice from now on and especially for SS23. This said SS23 pre-books in general have been quite con-servative for many retailers boardsport-wise.

Longboards and cruisers sold less this summer and the number of new beginners is decreasing as many surf store owners con-firm. On the surf side SUP is still riding its wave to success and more and more boards are sold and seen,. Surf in general is still trending and sales are stable on hardgoods only - the clothing side is struggling still.

The lack of a boardsport uniform - clothing wise - is maybe the biggest problem when talking to retailers, people are wearing all different kinds of styles and the styles are much more diverse than previous years. Also second hand and vintage clothing combined with more expensive pieces now is a good portion of the cake. Even luxury goods brands now play a role and kids like to wear clothing or accessories from luxury brands. Kids would much rather buy 1 t-shirt that’s expensive rather than buying 3 or 4 cheaper ones, something which is also driven by the music industry (artists) who promote this a lot.

September started extremely hot with temperatures still over 30 degrees but now everyone hopes for good winter sales, even if the outlook of costs and expenses is very bad, but the hunger of being outside and doing what we love keeps us in a positive mood.

FRANZ JOSEF HOLLER

have enough cash flow and space, which is obviously problematic for many. Streetwear and footwear are stagnating a bit, they’re never great but never really too bad either.

Obviously, the economic problems in Europe are making people wonder about this winter, but even when you concede that buying power remains more or less stable and that the threat of shortages is fading, Switzerland is once again facing the problem of having a strong currency, especially next to its neighbour, the Euro, which is depreciating. Obviously there are always winners and losers in this kind of situation but the first thing that strikes you is that Switzerland is once again much more expensive than her neighbours, so not that appealing for tourism in ski resorts. This makes it extremely difficult for our shops who are no longer competitive at all compared to the prices in the Euro zone be-cause of the current exchange rate. It used to be normal to have a difference of between 5% and 10% when comparing prices in CHF and EUR, this was acceptable and could be explained in part by Swiss buying power, but today the differences are often 15% to 20% without even factoring in any discounts. Add to that the difference in VAT and you have a gap of 25%, which starts to sting very hard. With items being seasonal and therefore prices not dynamic, the difference between the rate when distributors calculate the prices and the rate when the articles are on the shelves plays a very important role. Some are now lowering their prices but not all distributors can manage it, depending mainly on which currency they are buying in before reselling in Switzerland. So, more than ever with this recession looming, another war, the price war, is sure to be raging this winter.

FABIEN GRISEL

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Spending capacity has dropped and uncertainty about the economy is widespread. In this climate, boardsports offer a cheaper, proven way to stay fit, mentally and physically.

Inflation is hitting Spain hard. The drop in fuel prices hasn’t been able to offset the hiking costs of energy, housing and food. With energy prices still rising, this is not likely to change any time soon. Summer

has not been bad though. A post-Covid Carpe Diem mentality drove people to spend their pandemic savings enjoying their holidays. However, growth in the tourism industry is marginal. The number of tourists has almost reached pre-pandemic levels, but their spending has decreased. Campsites have grown 12%, while hotels have not fully recovered yet. Less spending in the tourism sector means fewer contributions to GDP.

This casts the shadow of recession over the Spanish economy. Tourism has averted GDP stagnation so far, but that won’t last long. Nothing indicates that spending will pick up any time soon. On the other hand, there are indicators of a negative growth. There is a palpable lack of confidence in the economy. Retail activity has fallen by 1.1% and new car registrations are 12.5% down.

In this climate, even boardsports retailers are bracing for an uncertain future. Spending capacity is the main concern. “The combination of the increased cost of living and the rise in prices of sports equipment is having a negative impact on sales”, says Andrea Palazzo from Godzilla Surf Shop in Tenerife. Rising costs of production and consequent retail prices are unavoidable. With the euro weakened by the war, all kit categories are more expensive to import into Europe. “Even if the price remains the same, the currency conversion makes the product more expensive for me”, explains Nicolás Ojeda from B3 Watersports distribution.

PORTUGAL

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The summer review in Portugal is very positive with thousands of people enjoying action sports as this was the first summer after Covid that we really felt the pandemic was over (for now...). Unrestricted surfing and skateboarding events, music festivals and parties took many people outside, celebrating life and feeling for the first time in two years that we finally have our lives back.

Like all Europe, Portugal’s economy is facing difficulties because inflation continues to rise (in our last article we talked about 7.2% in April and currently in August it’s at 9%). The ‘perfect storm’ is here: essential goods, fuel and energy price rising joined by the bank’s interest rates going up cause the increase in house rents and instalments make the life of the Portuguese very complicated meaning a huge loss of purchasing power. When we look at this scenario in a country that has a minimum wage of only 705 euros it’s easy to understand the seriousness of the situation. Following the policies of fellow European countries, Portuguese government announced in early September a package of measures to support families and companies in the amount of 2.4 million euros adding to the 1.6 million previously allocated this year in a total of 4 million euros to face the crisis.

In the boardsports industry, this Spring/Summer we felt the hangover of two years of pandemic in which there was a never-before-seen demand for technical gear leading to out of stock issues. But in this “new normal” distribution chains are different and slower. Due to production problems and transport delays several retailers received Spring/Summer collection later than usual which harmed the regular sales season. This summer review points to a technical gear drop in sales compared to the summer of 21. The stores are full of stock of wetsuits, surfboards and skateboards having difficulties in selling the product as demand has slowed down in this segment. That’s why they have opted for discounts and promotions to get into Fall/Winter with space to receive this season’s new products.

MARKET INSIGHT

The Summer was a bit unstable, compared to the good sales of the previous one. This was partly due to the delayed deliveries. The surge in demand happened as China went into their second strict lockdown. The closure of many factories in China resulted in shipping bottlenecks and delays in delivery. “Many experienced workers let go by the factories in China did not come back. They re-opened with less experienced workers, so production was slower”, says Nicolás Ojeda. Stock levels were generally good, though. Retailers had purchased handsomely on the back on the increased demand. The explosion of wing foiling has helped businesses that trade in this discipline. It has become the fastest growing water sport by far. You get the same thrill as from windsurfing but with none of the transportation and setting up faff. It also feels much safer and beach friendly than kiteboarding, which invites newcomers. The kit takes very little space on the beach, and you don’t need anyone to help you lift or land the wing. Schools have had good business from it. When the craze passes, the 20-30% of users who will remain will have a significant impact on sales.

Even with an increased caution at spending, boardsports are in a good place to navigate the economic storm. They proved to be a fantastic way of keeping one’s mental and physical wellbeing in good shape during the pandemic. Once you have your kit, it costs nothing to go out as often as you want. It is a cheaper way to unwind than bars and restaurants, and a cheaper way to stay fit than gyms. “Our greatest satisfaction is that we offer lessons every day, introducing new people to the fantastic world of boardsports”, says Andrea Palazzo. Not much can be done about the rise in prices as it depends on external factors, but brands could find ways to soften the blow for retailers and distributors. “It would help to have more support with merchandising. This is material that we buy just to give away”, says Nicolás Ojeda. In uncertain times, every little bit helps.

ROCIO ENRIQUEZ

As for apparel and shoes summer showed positive signs in terms of sales with several retailers restocking product. Due to the difficulties of selling to stores that have full stock several surf and skate brands have chosen to make discounts and promotions on technical gear to persuade retailers to keep buying. Still there are retailers that forecast that only within one or two years they’ll be able to sell all the product they currently have in the warehouses. War in Europe, inflation and the contraction in Portu-guese consumption are making retailers afraid of how this Fall/Winter will go down.

Secret Spot Surf Shop is a core shop with 24 years located in Portimão, Algarve. Their main business is technical gear for surf, bodyboard, skate and skimboard working with brands like Volcom, RVCA, Xcel, Roark, Billabong and Rip Curl, among others. As with many stores, they felt less demand for technical gear this season. “Summer was good for us sales-wise, still compared to last year the technical gear sales went down”, said the store owner, João Bernardino. “For us it was something predictable because many other stores are full of stock in Algarve’s west coast where there’s better waves in summer. From September onwards that’s the best timing for our business since the locals are more available to surf and the Fall swells start to offer good waves in the south coast.” This store also had issues with delay delivery of SS22 collection because of transpor-tation. They had an apparel sales growth while shoes segment went in an opposite way. One of its best sellers is the new Volcom Modulator wetsuit that had a strong demand from clients but this segment is feeling the inflation effect. “We know prices will rise sooner or later and this inflation scenario isn’t good for anyone. Almost all brands have more expensive products right now but the price rise isn’t the same between them...”

Let’s hope the ‘perfect storm’ we’re living besides with all this concern and fear of what might happen this Fall/Winter also brings us good waves. Stay strong everyone, we’re gonna make it. Cheers.

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EVENTS #113

| | surf | snow | street/outdoor | SUP/optics/kite |
|--------|--|--|----------------|------------------------------|
| surf | RIP CURL WSL FINALS | Lower Trestles, USA 8-16 Sept 22 | | worldsurfleague.com |
| snow | WSF GENERAL ASSEMBLY | Zurich, Switzerland 22-26 Sept 22 | | worldsnowboardfederation.org |
| optics | SILMO | Paris, France 13-26 Oct 22 | | m-en.silmoparis.com |
| kite | GKA KITE-SURF WORLD CUP DAKHLA 2022 | Dakhla, Morocco 27 Sept-20 Oct 22 | | gkakiteworldtour.com |
| SUP | PADDLE SPORTS SHOW | Lyon, France 28-30 Sep 22 | | thepaddlesportshow.com |
| snow | HINTERTUX OPENING | Hintertux, Austria 30 Sept 22 | | hintertuxergletcher.at |
| surf | EDP VISSLA PRO | Ericeira, Portugal 1-9 Oct 22 | | worldsurfleague.com |
| surf | SPORT JAM SURF TEST | Sopela, Spain 7-9 Oct 22 | | sportjamshop.com |
| surf | EUROSIMA SURF SUMMIT | Hossegor, France 13-14 Oct 22 | | eurosima.com/en/surf-summit |
| snow | THE SNOW SHOW | Birmingham, UK 15-16 Oct | | telegraph.co.uk/travel/ski |
| surf | SURF PARK SUMMIT | San Diego, USA 16-18 Oct 22 | | surfparkcentral.com |
| kite | GKA FREESTYLE KITE WORLD CUP NEOM 2022 | Neom, Saudi Arabia 18-23 Oct 22 | | gkakiteworldtour.com |
| surf | TAGHAZOUT SURF EXPO | Taghazout, Morocco 27-30 Oct 22 | | taghazoutsurfexpo.com |
| surf | SUNSET PRO | Sunset Beach, Hawaii 28 Oct-6 Nov | | worldsurfleague.com |
| snow | SKI PASS | Modena, Italy 29 Oct-1 Nov 22 | | skipass.it |
| surf | CORONA SAQUAREMA PRO | Saquarema, Brazil 1 - 8 Nov 22 | | worldsurfleague.com |
| surf | TUDOR NAZARÉ TOW SURFING CHALLENGE | Nazaré, Portugal 1-31 Nov 22 | | worldsurfleague.com |
| surf | QUIKSILVER JAWS BIG WAVE CHALLENGE | Maui, Hawaii 1-31 Nov 22 | | worldsurfleague.com |
| kite | GKA FREESTYLE KITE WORLD CUP CUMBUCO | Cumbuco, Brazil 8-12 Nov 22 | | gkakiteworldtour.com |
| snow | KAUNTERAL TESTIVAL OPENING | Tyrol, Austria 17-20 Nov 22 | | snowpark-kaunertal.tirol |
| snow | MOREBOARD STUBAI | Stubai, Austria 18-20 Nov 22 | | stubaier-gletcher.com |
| kite | GKA KITE WORLD CUP TAIBA | Taiba, Brazil 23-27 Nov | | gkakiteworldtour.com |
| surf | HALEIWA CHALLENGER | Haleiwa, Hawaii 26 Nov-7 Dec 22 | | worldsurfleague.com |
| snow | ISPO | Munich, Germany 28-30 Nov 22 | | ispo.com |
| surf | SURF EXPO | Orlando, USA 4-6 Jan 23 | | surfexpo.com |
| snow | WINTER PRO | La Rosiere, France 8-10 Jan 23 | | actsnowboarding.com |
| snow | SLIDE & OTS | Telford, UK 10-12 Jan 23 | | slideotswinter.co.uk |
| snow | OUTDOOR RETAILER | Denver, USA 10-12 Jan 23 | | outdoorretailer.com |
| street | PITTI IMMAGINE UOMO | Florence, Italy 10-13 Jan 23 | | uomo.pittimmagine |
| snow | INTERLUDE | Powder Mountain, Utah 16th-19th Jan 23 | | interludesnowshow.com |
| snow | LAAX OPEN HALFPIPE & SLOPESTYLE | Laax, Switzerland 17-21 Jan 23 | | open-laax.com |
| street | SEEK | Berlin, Germany 17-19 Jan 23 | | seek.fashion |
| snow | WHOS NEXT | Paris, France 21-23 Jan 23 | | whosnext.com |
| SUP | DÜSSELDORF BOAT SHOW 2023 | Düsseldorf, Germany 21-29 Jan 23 | | boot.com |
| snow | SHOPS 1ST TRY | Alpbachtal, Austria 22-24 Jan 23 | | slideotswinter.co.uk |
| surf | BILLABONG PRO PIPELINE | North Shore, Hawaii 29 Jan - 10 Feb 23 | | worldsurfleague.com |
| snow | SPORT - ACHAT | Lyon, France 30 Jan - 1 Feb 23 | | sport-achat.com |
| snow | PILL BASECAMP | Sestriere, Italy 15-16 Feb 23 | | thepilloutdoor.com |
| surf | HURLEY PRO SUNSET BEACH | Sunset, Hawaii 12-23 Feb 23 | | worldsurfleague.com |
| surf | MEO RIPCURL PORTUGUAL PRO | Peniche, Portugal 8-16 March 23 | | worldsurfleague.com |
| surf | RIP CURL PRO BELLS BEACH | Victoria, Australia 4-14 April | | worldsurfleague.com |



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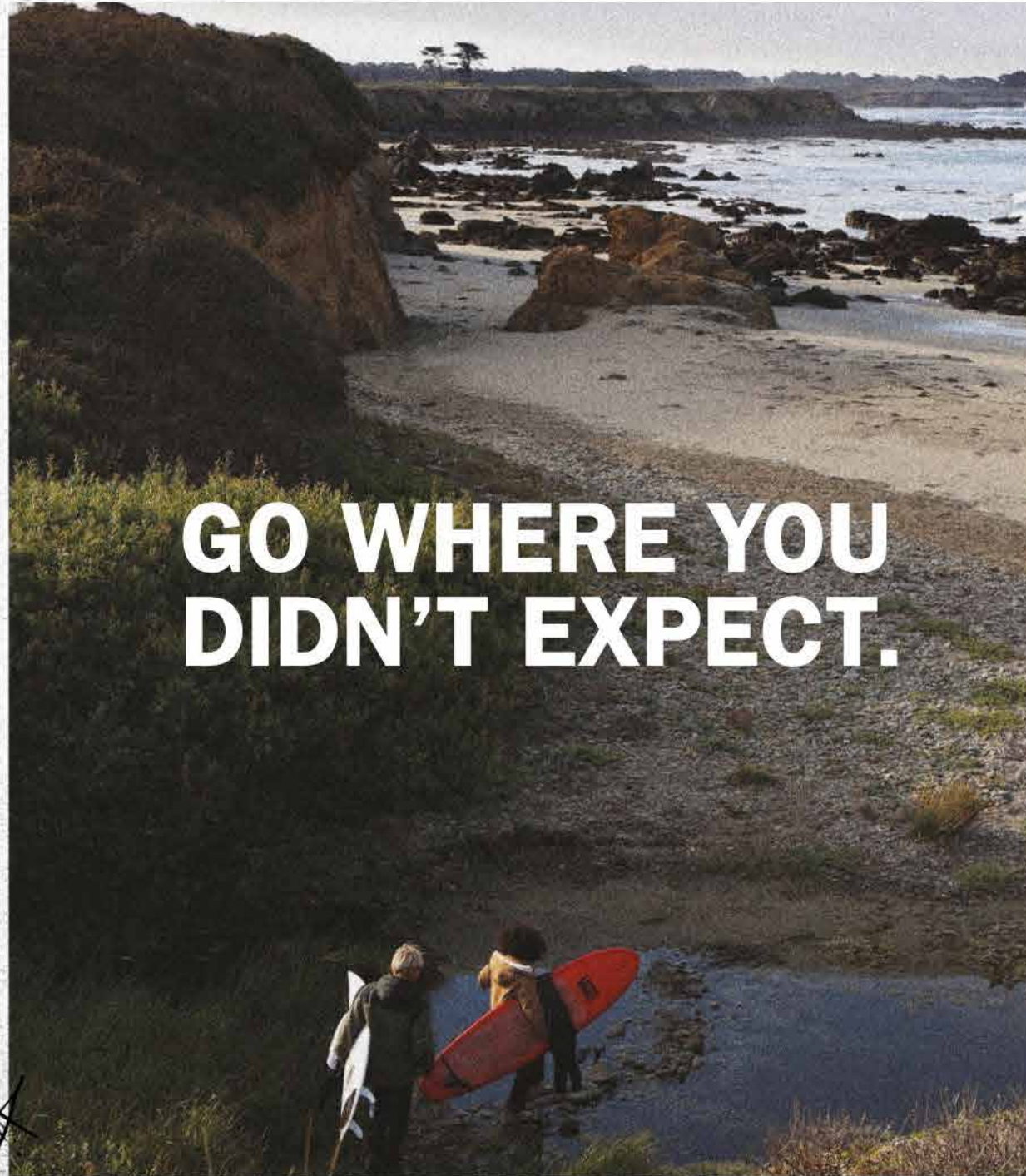
TANNER GUDAUS
CHELSEA WOOD
REAGAN RITCHIE
SHELBY HARRIS



MADE FOR THE ELEMENTS
TO GO INTO THE
UNEXPECTED



GO WHERE YOU
DIDN'T EXPECT.



VANS **MTE** COASTAL COLLECTION

FEATURING THE **COLFAX MTE-1**, WATER-RESISTANT
AND INSULATED WITH ADDED TRACTION TO PROTECT
YOU FROM THE ELEMENTS.

VANS

A black and white photograph of a man with short hair, looking down. He has a tattoo of the word 'ROCKY' on his cheek and a large floral tattoo on his neck. He is wearing a dark t-shirt with a 'Lost' logo and a heavy, textured jacket. His right hand, which has a 'Loyalty' tattoo, is visible near his chest. The 'Lost' logo is in the top right corner.

...Lost

LOST
LOST RESIN WORKS
EST. 1991 - CA

**DYSFUNCTIONAL LIVING
SINCE '91 OR '93**

info@lostinternational.eu