



BIG WIG: SEBASTIAN PALMER, NB NUMERIC

EURO BOARDSPORT BUSINESS ANALYSIS

RETAIL BUYERS GUIDES:
BOARDSHORTS, THE GREAT OUTDOORS, SKATE
HELMETS, MEN'S STREETWEAR, FOILING,
SURFSKATE, WINGS, SOFTBOARDS, WOMEN'S
SWIMWEAR, LIFESTYLE BACKPACKS, PONCHOS
AND SURF CHANGING ROBES

Hurley



FILIFE TOLEDO

LUAN OLIVEIRA

Sw fs flip

Available in skateshops worldwide
Please contact wholesale@cariuma.com for more information.



CARIUMA



Photo: © R. Cladu / TAHE



METEOR

THE SOFTBOARD

MADE IN FRANCE

Forget everything you know about foamy boards.
Made in France, recyclable, versatile and lightweight.
 the METEOR is just FUNtastic!



www.tahesport.com

[f](#) [@](#) [@](#) [@](#) @tahesport



HELLO SOURCE#117

An abysmal winter for snowfall in the European Alps, followed by yet another record-breaking summer of high temperatures across Europe. Shit snowboarding for most in the winter and pathetic surf in the summer. Warehouses are full of skate and surf product and soaring interest rates paired with the crippling “cost of living crisis” is just the perfect shit storm we’ve learnt to endure in the boardsports biz.

I started working for Clive & BoardSport Source Mag back in 2011. The Global Financial Crisis (or GFC as all these old dudes wrote about in their editorial contributions) had properly fucked not just our industry, but the global economic situation in general. The industry as we (they) knew it had completely changed. The champagne, cocaine and bottomless company credit cards were now apparently all just a distant memory. However, with the cyclical nature of, well

everything, things did start gearing back up. Skateboarding and surfing had their Olympic debuts to look forward to. Skateboarding’s long-standing flirtation with the mainstream continued to jive. “Consolidation” was rife, major brands in the industry merged. But with the benefit of hindsight, we can see now there was actually a sense of calm and stability. Definitely nothing to write interesting news pieces on.

As soon as Covid-19 hit in March 2020, we shut down. At Source we turned off our operations for a couple of weeks until we soon realised our network was more important than ever. Sales reps, marketing managers, shop owners were now locked up at home, not allowed to go anywhere and “information silos” weren’t just a buzzword, but a real problem.

We started doing something I’d never done before in boardsports – actual journalism. I studied a BA in Journalism for 4 years at Glasgow Caledonian University, where my course leader once told me “Writing about snowboarding... you’ll never get paid for that!” (Fuck you btw, Julian Calvert). Me & Clive set about calling people (Clive not

asking for ad spend for once) and we soon realised our network, and the news we could report, was vitally important to those used to getting their info and banter from the water cooler, shop visits and trade events. I started churning out two or three pieces of actual news per week, which culminated in our ‘Snowboard Industry Zoom’ where we gathered all the key figures from the snowboard industry to discuss hot trends and tackled the major burning question, to-carry-over, or no-to-carry-over. We all know what followed; a year plus of Covid-induced hangers booked by the outbreak of war in Eastern Europe.

Shit storms are the norm, but something that always puts me at ease is the notion, it’s only boardsports. We don’t put our lives on the line going to work. None of us are having to strike for better working or payment conditions. None of us dread going to work. We get to surf, skate and snowboard daily. We’re all doing this for the love. And if you’re not, why are you even bothering?

Forever Grateful To Be Always Sideways
Harry Mitchell Thompson
 Ed-in-chief

CONTENTS

P.9 News	P.37 Foiling SS24	P.68 Brand Profile: Shapers Club
P.11 Skate Shoes SS24	P.43 Surf Skate 2023	P.69 Brand Profile: Curfboard
P.15 Retailer Profile: ACriminalG, Arona, Italy	P.47 Wings SS24	P.70 New Products
P.17 Boardshorts SS24	P.51 Softboards 2023	P.72 European Regional Market Insights
P.21 The Great Outdoors SS24	P.55 Women's Swimwear SS24	P.78 Opportunities
P.26 Big Wig: Sebastian Palmer, NB Numeric	P.59 Lifestyle Backpacks SS24	P.80 Events
P.29 Skate Helmets 2023	P.63 Ponchos and Surf Changing Robes 2023	
P.33 Men's Streetwear SS24	P.67 Brand Update: Protest 30th Anniversary	

TEAM

Editor Harry Mitchell Thompson harry@boardsportsource.com	German Editor Natalia Maruniak tala@boardsportsource.com	Contributors Rocio Enriquez, Benoît Breccq, Gordon Way, Fabien Grisel, Franz Holler, David Bianic, Nuno Principe, Sydney Bohannan, Caroline Koch, Tayler Volkman, Ellen Stricker, Juline Sharifzadeh	To Subscribe boardsportsource.com subs@boardsportsource.com
Skate Editor Dave Morgan davemorgan@boardsportsource.com	French Editor Marie-Laure Ducos ducos@boardsportsource.com	Advertising & Marketing Clive Ripley clive@boardsportsource.com	Publisher publisher@boardsportsource.com
Surf Editor David Bianic david@boardsportsource.com	Graphic Design Louis White hello@louiswhite.co.uk	Accounts Manager accounts@boardsportsource.com	Published by ESB 22 Friars Street, Sudbury Suffolk, CO10 2AA. UK
Snowboard Contributor Matthieu Perez Matthieu@boardsportsource.com	Proof-readers Natalia Maruniak, Marie-Laure Ducos, Sam Grant		Boardsport SOURCE is published bi-monthly © ESB. All Rights Reserved boardsportsource.com

No part of this publication may be reproduced or transmitted in any form or by any means, or stored in any retrieval system of any nature without prior written permission, except for permitted fair dealing under the Copyright Designs and Patents Act 1988. Application for permission for use of copyright material including permission to reproduce extracts

in other public works shall be made to the publishers. Full acknowledgement of author, publisher and source must be given. The views expressed in this publication are not those necessarily held by the Publisher. ISSN # 1478-4777

On the cover Laura Hemming skate coach, Graystone Action Sports. Photo: Chris Chatt

AIPA®



AIPA X SURFTECH THE NEXT MOVE

Available in two premium constructions.



WRECKING BALL DARK TWINN DARK HORSE THE BISHOP BIG BOY STING BIG BROTHER STING



FUSIONHD

A better EPS and epoxy surfboard construction. A closed cell EPS core containing a wood stringer is layered with E-glass and biax glass for light weight performance and durability.



DUALCORE

Surftech's Dual Core construction's light-weight and responsive core is paired with PU rail inserts that dampen chatter for a dependable yet lively feel under foot.



Innovative Designs from World-Renowned Shapers

NEWS

#117

HLC acquires majority control of skateboard manufacturer

HLC has reached an agreement with Neal Piper and Tony Gabriele to acquire a majority stake in skate wheel manufacturer AEND Industries. Neal and Tony will remain as shareholders and manage the company together with the Iraola Brothers. This acquisition enables HLC to diversify and expand its portfolio of products and increase its presence in the North American market. AEND was founded in 2003 and manufactures high quality performance polyurethane wheels for skateboards and longboards. In 2019, AEND relocated its factory from California to Texas. AEND has a robust global presence, serving customers across the world, with a predominant focus on the North American and European markets.

2023 Paddle Sports Show moves to Strasbourg - Sept 27/29

With over 150 brands represented, the show has grown for 2023, and the move to relocate the show to a more central location in Europe is probably a key cause to this ongoing success. While traditional Paddle Sports represent the majority of the companies (canoe, kayak, stand up paddle), this year foil sports and diving brands are starting to be present as the show widens into an international water sports trade show. Conferences, talks, product of the year awards ceremony, film festival, new product launches, are among the many things that will take place in Strasbourg this year. www.thepaddlesportshow.com

Wavegarden Cove announces urban beach & leisure complex for Madrid

Madrid is set to have the largest urban beach in Europe Promoted by Atlético de Madrid, Stoneweg and Teras Capital. This innovative facility will open its doors in the first quarter of 2025. The project will revolutionize the leisure landscape in Madrid, transforming four hectares of land into the next Sports City with an expansive artificial beach. Wavegarden's wave generation system claims to be the most efficient on the market and will recover and reuse part of the energy generated in each wave.

Fallen Footwear files trademark infringement lawsuit against Liv Golf and HY Flyers GC

The lawsuit alleges that LIV's use of a mark that is nearly identical to Fallen's registered trademark "Insignia" logo is likely to confuse consumers and damage Fallen Footwear's brand. Fallen has been using the "Insignia" trademark for over 20 years and has registered it with the United States Patent and Trademark Office.

WSF transfers custodianship of World Snowboard Points List (WSPL) to FIS

As result of the merger between TTR & WSF in 2017, the WSF took over the management of the WSPL. The WSF now hands over the future custodianship of WSPL to the International Ski and Snowboard Federation (FIS). All WSF sanctioned events stay on the WSPL under the WSF umbrella. For the up-coming season all WSF sanctioned events will be handled with WSF's new event management system provided by Live-Heats.

Surf Expo introduces 'Shoreline' to expand reach to land-based activities

Shoreline at Surf Expo evolves the waterman's lifestyle from coastal shoreline activities into camping, hiking and climbing. The premier watersports and coastal lifestyle tradeshow, will enhance the buying experience for both watersports and outfitter retailers

with the debut of its new Shoreline offering during the September edition. Shoreline will feature products dedicated to technical apparel, equipment and gear any enthusiast needs to transition from a day on the water to stretching out on land.

Kelly Slater launches new footwear brand KLLY

The first product in the KLLY line is a flip-flop sandal, influenced by Slater's renowned surfing career with additional styles planned for later this year. The shoe is made from recycled material and uses BLOOM technology, which is derived from algae and provides a high level of cushioning, durability, responsiveness and water resistance. With his new footwear company Kelly aims to continue to set an example for others in the industry to follow.

Passenger forms partnership with Growth Partner & Steve Hewitt to drive international growth

Passenger has agreed two significant partnerships to drive its fast growth. Growth Partners Richard Harpin's has invested £15 million to acquire a minority stake and Steve Hewitt, former CEO of Gymshark is also investing and joins Passenger as Chairman. Founded by Richard and Alexa Sutcliffe in 2012 and based in the New Forest, Passenger was number two on the UK's Growth 100 list, with a 345% revenue compound annual growth rate (CAGR) over two years. In the last 12 months, Passenger has grown to over £33m in sales, selling over 700,000 items, with 25% of the business now being done outside the UK. Passenger is on track to achieve £50m in sales this year.

Surfdome/Internet Fusion Group (IFG) go into receivership

In September 2021, Hawkwing (an LSE quoted shell company) invested £13.7m in IFG SPP which was owned by IFG Ltd. This enabled IFG SPP to buy two private companies, Shadestation and Northcore. Unfortunately, IFG (via IFG SPP) wouldn't pay the outstanding considerations owed to the previous owners of Shadestation and Northcore, so they forced Hawkwing into liquidating IFG SPP. Meanwhile, IFG SPP still owed Hawkwing £13.7m for the purchase of Shadestation and Northcore. Eventually Hawkwing was forced to put Shadestation and Northcore into administration. However, the real issue here was that the £13.7M owed to Hawkwing was guaranteed by IFG Ltd. With Northcore and Shadestation unsold, the residual liability IFG Ltd had under the first lien debt remained unknown and this severely hampered efforts to find a buyer willing to take the risk. In the end, the whole pack of cards fell apart as IFG was unable to find an interested party willing to take on the business. IFG Ltd's advisors could only come up with BrandAlly as a buyer for the logistical operation, and only then following a prepack administration. So far BrandAlly has acquired the logistics operation, the customer service division, the intellectual property and certain assets of the multi-platform online business, saving 125 of the 250 plus employees jobs. The demise of IFG/Surfdome was not unexpected but it still comes as a major shock to the UK boardsports retailing landscape.

Red Paddle Co becomes a certified B Corp

Red Paddle Co has just announced they have become a certified B Corp. They join a growing group of organisations that are committed to prioritising the environment and society within every aspect of their business. The impressive status has come as the company celebrates its 15th anniversary. B Corp is the only certification that measures a company's entire social and environmental performance.

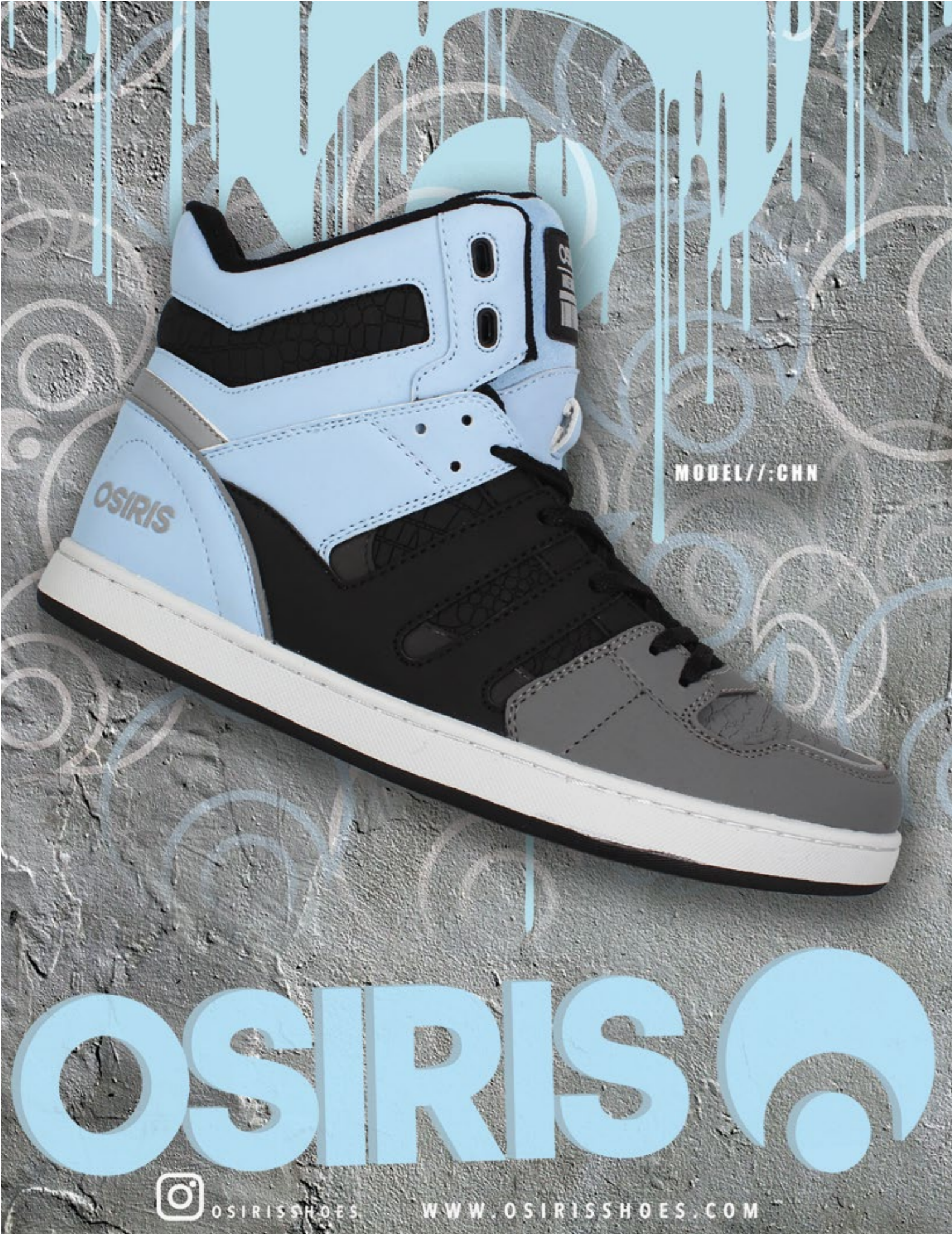
Blue Tomato opens up first shop in Italy

Blue Tomato has opened its first store in Italy. The Austrian company moved into Via Paolo Oss-Mazzurana in the old town of Trento with a store measuring over 250 square meters. Blue Tomato is one of the world's largest online retailers in snowboarding. The company already operates more than 80 stores in Germany, Austria, Switzerland, the Netherlands, Norway, Sweden and Finland.

RETAIL BUYER'S GUIDE

SKATE FOOTWEAR SS24

Skateboarding seems to be thriving from a surface-level point of view, whilst the industry is still juggling excess stock. We take a look at what footwear brands are upto for this coming 2024 S/S season in our Skate Footwear Retail Buyers Guide, with Skate Editor Dave Morgan.



MODEL//:CHN

OSIRIS



OSIRISSHOES

WWW.OSIRISSHOES.COM



HOURS IS YOURS

MARKET

The skateboard industry has been navigating its way through the onset issues of the pandemic for over a year now, and even though overstocking issues are still present, brands are finding their way through it. Brian Barber - General Manager at Osiris said, "We have seen decent success with the resurgence of the D3, however Inflation concerns are still abundant though." I can imagine all brands are concerned over the thoughts of inflation within the European market, what with several countries already going into recessions. Cariuma added on the subject of inflation that "Consumers are much more concerned about the quality, ethical, and sustainable nature of the products they are purchasing, and because of the inflationary environment, people are also investing in things that last." Don Brown - Chief Brand Strategy at Sole Technology said on the subject of overstocked hardgoods, that it will offer some great deals for getting people skateboarding, "But on the other side it's clogging up the shops cash flow. In general, those who make it through 2023 will come out much stronger." Alessandro Urso-Sales Director at C1RCA said "hardgoods overstocking is a fact, it's also the reason we're keeping outside that business. We're going to produce skate decks in limited quantities for special projects only."

PRICE POINTS

The price of skate shoes these days is creeping up slightly, with the average pair costing around €85. Michael Morey - Footwear Designer & Merchandiser at Emerica said "Our line ranges in price from €80 to €100 with the bulk of our line falling somewhere in the middle." Of course, the more technical the shoe is, the higher the price. Take

"I think because there's been so much of that clean simplistic profile for many years from other brands, kids are willing to try something different to stand out." Rick Marmolijo, Etnies

NC shoes for example, who for a price range between €190-€330 are creating handmade, custom footwear "offering an alternative that moulds itself to the particular foot shape of the client be it skater or of any other nature" as Francisco Javier Aguirre inventor of the system and concept of NC SHOES explained. C1RCA will be introducing a new style -The 211 Vulc, with a more reasonable price of €64.90 RRP, but still packed with technical features.

COLLECTION THEMES & TRENDS

SS24 looks to be bringing some exciting stories to the floor, with collections of bright bold colours and also subtle designs. Dennis at HoursIsYours said "Our theme is simplicity across the Collection each Collection with a focus on comfort and performance." Rick at Etnies announced several new pro models including a new colourway of the Lo-Cut slip for Barney Page. "The art for his colorway will be from Rob Mathieson, and Barney has chosen to give back with his style and a portion of the proceeds will be donated to the Ben Raemers Foundation." Emerica have a lot going on with pro models for both Dakota Servold & Erik Winkowski. Alongside these, Emerica



“We have a broad sustainability effort across all of New Balance and we participate in approaching every material and process used to see if there is a sustainable alternative without compromising performance.” Nick Pappas, New Balance Numeric

A lot of the technology that goes into shoes these days is unseen, with brands putting lots of effort into producing impact absorbing insoles amongst other features that can keep us skating for longer. New Balance Numeric’s Global Product Manager Nick Pappas spoke of the revamp of their successful NM440 after feedback from their team riders. “We’ve updated the 440 to have a slightly taller toe cap, which moves the stitching out of the high wear areas, we’ve added tack down stitches on the eyerow in the Ollie zone, adjusted the last to have the shoe sit flatter and also round out the toe. Internally we’ve updated the foam in the midsole heel wedge to a more modern Abzorb and also changed to an EVA lasting board. Those internal changes coupled with a new Ortholite insert make for a much more comfortable and supportive underfoot experience without adding too much bulk. HoursIsYours will be introducing their ‘Goddess’ insoles in all new shoes, whereas Osiris will be offering Reinforced Strobel Board in their models. Etnies are known for their impact technology & their running partnership with Michelin. Rick from Etnies spoke of their new “STI Performance Levels 1 and 2, as well as STI Comfort Level 1 and 2. These new tech insoles will provide excellent lightweight cushioning and a supportive arch support.”

SUSTAINABILITY

The ever-pressing concern of sustainability is reassuringly still being taken into consideration for brands manufacturing skate shoes. Emerica and the Sole Technology family have a strong focus on sustainability initiatives and are constantly researching new manufacturing methods and material solutions. Michael at Emerica did make a note of saying: “When telling stories through product, we try to avoid “greenwashing,” or making something sound more eco-friendly than it is for the purpose of checking a box.” Cariuma hold sustainability at the forefront of their company, planting 2 trees in the Brazilian rainforest for every pair of shoes purchased. They proudly said, “We also strive to be as sustainable as possible in our product development and manufacturing, opting for premium raw materials, in order to yield a smaller footprint and create high-quality sneakers that are built to last.” Etnies are also continuing their replanting mission with their TTF collection. Trees for the Future’s Forests have planted over 2.3 million trees now with the help of Etnies! New Balance Numeric’s Nick Pappas said on the subject that “We have a broad sustainability effort across all of New Balance and we participate in approaching every material and process used to see if there is a sustainable alternative without compromising performance.”

COLLABORATIONS

There are some powerful collabs to look forward to in SS24, with brands intertwining different worlds in one exciting product. Emerica for example have a small collaborative capsule between Jon Dickson and ‘Six Feet Above.’ Michael explained: “Their mission is to ‘shred the trend’ of veteran suicides by organising and hosting skateboarding retreats to veterans.” New Balance Numeric will be releasing their first shoe with their latest addition to their heavy hitting team - Baker skateboards legend Andrew Reynoldolds. Nick said “Andrew has done a colour and material story on our NM480 team model, a shoe pulled out of NB’s storied basketball archive that’s been updated to withstand all the abuses of skateboarding.” Dennis from HoursIsYours spoke of a collab with Louie Barletta’s new venture “Jacuzzi Unlimited” which, whilst still being in its early stages is shaping up to be a really rad company with a solid team.

The Spring/Summer season is looking to be a scorcher in terms of skate shoes, and with things like the Olympics coming around again next year hopefully it will continue to boost skateboard participation and in-turn, skate shoe sales. ☺

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

are introducing a more affordable offering as Michael announced: “Additionally, we know the market is increasingly price-conscious, and to address this we’re introducing two price friendly models; the Heritic, a heritage-inspired cupssole with retro style and durability in mind, and the Cadence; a no-frills super wearable vulcanised style.”

és are taking us back in time as Don said: “Our general vibe is 90’s nostalgia hitting on the look we pioneered 28 years ago that changed the game -technical, sophisticated, puffer silhouette’s that perform beyond all expectations.” The 90’s resurgence is really going off at the moment with big pants and shoes coming back around in style. On the subject of 90’s styles, big shoe pioneers DC and Osiris have some exciting stories as Emanuel Labadie - EMEA Marketing Lead at DC said: “We will have specific stories attached to iconic DC athletes

“90s chunky retro models are a must-have for consumers.” Alessandro Urso, C1RCA

and ambassadors - both communication on style, performance, skateboarding and fashion.” Brian from Osiris added that “For us it’s the resurgence of the flashback 90’s chunky silhouettes such as the D3.” Alessandro FROM C1RCA furthered this point saying “90s chunky retro models are a must-have for consumers. Our offers include CX201R, TAVE TT, 805.”

DESIGN & TECH

With skate shoe designs going full circle for certain brands in regards to the aforementioned 90’s resurgence, tech-heavy shoes are back and bigger than ever. Rick Marmolijo, Design Director at Etnies said “I think because there’s been so much of that clean simplistic profile for many years from other brands, kids are willing to try something different to stand out.” Cariuma on the other hand keeps it technical yet slim, saying “Our modus operandi is a classic silhouette coupled with innovative technical features geared for performance.” és are driven by design and offer shoes on both ends of the spectrum as Don said: “We have the clean minimalist designs of the SWIFT 1.5. to the more tech Muska.” It is possible and becoming more common to have a slim shoe that packs a lot of technology into it, but obviously the bigger the shoe profile, the more room there is to design tech features to the upper, outsole and midsole.



HIGHLIGHTS

- 1 Tech-heavy silhouettes
- 2 Loud 90’s styles
- 3 Environmentally conscious footwear
- 4 New insole technology
- 5 Less is more for leisure



574, now for skateboarding.



HOURS IS YOURS
RETURN OF THE CODE
GAGE BOYLE



A SKATER OWNED FOOTWEAR CO. HOURSISYOURS.COM



ACRIMINALG

retailer profile

RETAILER PROFILE ACRIMINALG, ITALY

AcriminalG have been killing it as a fun, enthusiastic and legit board store in Italy for nearly 20 years. We speak with Giorgio Oreglia to find out what's selling, how they use social and what makes them stand out.

Tell us the story of AcriminalG.

AcriminalG was created by Ada Baronti and Giorgio Oreglia back in 2003/2004. Initially the name referred to our design projects, from the production of graphics to our own clothing line, as we are super interested in street art and toy design. After some years the project changed into a real skate shop which distributed European skate brands. Then with the 2008 economic crisis, that hit all our markets, we decided to focus completely on the shop, to avoid the risks of distribution and to focus on promoting our AcriminalG brand products. The physical store has always allowed us to stay in touch with the reality around us, support the local scene and sometimes create one from scratch. We carry the most important brands in skateboarding and streetwear, plus, we live in a beautiful place, so we are also focused on sustainability and living outdoors and encourage people to come and experience our "lakelife".

What are the hottest brands right now for you guys and what products are currently flying off the shelves this season?

At the moment we are selling tons of streetwear, brands like Carhartt, Wip and Stüssy are living a magic moment. Pop Trading Company and Polar are also two top players and we also sell lots of NikeSB shoes and clothes.

What do you look for in a brand when stocking new items in your shop?

We are still progressing and always searching for fresh news when it comes to brands. We love independent skate brands with a core and rock'n'roll attitude, but also brands with an outdoor style because we are rebels who live in a beautiful place between lakes and mountains, one hour away from the city. We are always looking for something unique that has something to say and therefore entertains us.

Where do you make most of your sales, online or in your physical shop?

The bricks and mortar store is the biggest part of our business, we love to stay in touch with the community and we think that people should go out and take time when shopping, make new friends and come across new original brands. Last, but not least, we like to talk a lot, we are loud Italians, so it's a really different live shopping experience with us.

You guys have a strong YouTube presence and produce some great, fun, light-hearted shoe reviews on Insta Reels, not taking yourself too seriously, what made you make videos like that and how have they helped the store?

We don't want to do things too serious, because you can find many reviews online. As a skate shop, we try to maintain a "casual" attitude. We just want to have fun doing our job and we want to broadcast a bit of street culture to our customers without annoying them or being too serious. This way of storytelling is interesting and has made our community bigger and more loyal.

You encourage people to come and 'taste our lake life' can you explain what lake life is?

I love Lago Maggiore because, to me, it's like Oregon: there are lakes, rivers and mountains... this is crazy because you can do every outdoor sport here, whilst only being one hour away from Milan. And also, there is the food and the chill that you can call "dolce far niente"... you should try to understand!

With that in mind what is the skate scene like around Lake Maggiore, Italy, and how else does the store interact with local riders?

Kids have a different approach nowadays; we are still a big family but there is a gap between the "legends" and the young "new legs". It seems that there is no middle ground after the pandemic, but I've noticed that it's the same everywhere.

Now we are working on the new concrete skate plaza here in Arona, on the lakeside, and I think that the park will give the locals a big push.

What are your hopes for the future of the store and for the future of skating in Italy?

In 2024 AcriminalG turns twenty and we are still progressing. We hope we can get some more collaborations and co-branding for the store, as I think that we deserve it. We also hope to build our community and have more events. We just hope for a bright future after these hard times! ☺

ACRIMINALG.COM

PRO-FORMANCE SURFBOARDS AND APPAREL FOR RADICAL LIVING



RETAIL BUYER'S GUIDE BOARDSHORTS SS24

Boardshorts have to be both fashion statement and technical garment, calling on the best of a brand's expertise. Boardshorts also tell a story, so find out which one will be yours for spring-summer 2024.
By David Bianic



It's a sad fact, but global warming is helping to make one of the surfer's oldest wet dreams come true - an endless summer. Autumns are getting milder, warm spells in winter are more frequent and summers... no need to mention. In fact, living in boardshorts is no longer just a fantasy, it's a reality. "As consumers look for comfortable and lightweight clothing options during hot weather, sales of surf-inspired clothing, including shorts, will increase," confirms Sandra Goncalves, Lightning Bolt's Business Director for Europe. At Rusty, Design Director Boony talks of "exponential" growth in boardshorts over the last 24 months. But it's not just the temperature that's rising, inflation is too... In addition to this macro-economic factor, there are cyclical phenomena specific to the surfing industry. Nicholas Crook, CEO of Boardies, points out that many shops were struggling with stocks from previous seasons as well as lamenting delivery delays. Simon Charlesworth, Billabong Men's Marketing Lead EMEA, also confirms that although boardshort sales are on the up, it's not a smooth curve but more like the teeth of a saw.

PRICE POSITIONING

Inflation may be detrimental to making a sale but not in all price ranges. The entry-level bracket is more susceptible to price increases with customers counting their pennies, while the more technical and expensive models suffer less from this budget crisis. Customers see these top-of-the-range boardshorts as an investment, an essential part of their surfing kit, contributing to a successful surfing experience. A case in point is Hurley, where 6 of the top 10 best-selling models are Phantom shorts priced at over €70", explains Fernando Rivero, Product Director.

"These two mixed fabrics give the boardshorts the water-repellency, resistance to salty water and sun, and the breathability of the natural fibre - cotton" Sandra Goncalves, Lightning Bolt

But we need to distinguish between the different categories of shorts: boardshorts, walkshorts, beachshorts, swimshorts... For the first, the average price range is between €55 and €70, while for the other three there are entry-level prices of under €40, typically in lifestyle models with elastic waists in non-stretch fabrics such as Billabong's All Day Layback collection. At the opposite end of the spectrum, you'll find high-end models like those found in Oxbow's 1985 capsule collection, priced at €139.99, or the Apex Trunk by Kelly Slater from Outerknown (\$145), a bestseller even at such a high price.

SS24 BOARDSHORTS TRENDS

If it's all the same to you, let's concentrate on the pure core models, the technical boardshorts. The first piece of information is that the lengths have been extended, in reference to the styles of the early 2000s, confirms Simon from Billabong. It's not just a question of style, adds Fernando at Hurley, because the demand for longer shorts also reflects a move towards warmer destinations, to offer you more protection.

...lost

When it comes to aesthetic themes and stories, many historic brands continue to draw on the past. Not very original, but it works wonders. Perhaps the oldest, Katin, have been making boardshorts since 1957, “when surfers were tired of surfing in their cutoff jeans”, recalls Pierre-Marie Saint-Mleux, Brand Coordinator for Europe. This historical legacy is still very much alive in collections from this millennium. A different era, but the same rich history from Lightning Bolt, who will continue to build on these principles in 2024, with retro designs, strong colours and “simple yet iconic logo”. Retro, yes, but not overly so as their boardshorts use modern, lightweight and quick-drying materials. Let’s turn the time machine back a little further, to the 90s with Lost, whose surf-skate spirit is still the order of the day in 2024, assure Freddie Sipowicz (President) and Jonathan Gilbert (CEO Europe). Rusty, too, are looking to the late 90s, with hallmarks such as oversized cut, laces, heritage branding and “very early touches of Y2K”, says Boony. Other brands, whether more recent or crossing over from other worlds, are focusing on two other areas. On offer: natural inspiration or technical and functional features. The first example is 69Slam, a brand born in Bali in the early 2000s, which plays on natural prints (palm trees and ocean motifs) mixed with high-contrast touches like neon. The second option comes from Protest, where many of the models in the SS24 collection are part of the PVRE Green series - recycled polyester (PET bottles) shorts with 4-way stretch, packed with details designed for action: “This season we’re upgrading our line with fixed waistband styles with hidden adjustable cords so that you can get the fit that you need. There are also half-elastic styles with an elasticated section at the back.” says PR coordinator Els Kaptijn.

SS24 WALKSHORTS/BEACHSHORTS TRENDS

It’s impossible to ignore these categories of shorts, as in recent years they have borrowed a lot from boardshorts and vice versa. At Billabong, the success of their hybrid shorts, the Submersible series, is proof of the fluidity between technical and casual styles. On the surface, they look like classic walkshorts with a chino cut that can be worn in the city but their micro-repellent fabric treatment is water-resistant.

The gorpcore trend is also continuing, confirms Sam Coombes, Founder and Creative Director at TCSS. The brand want to appeal to this clientele with a number of “Lots of pocketing and active fabrications”, also adding that the walkshorts segment is moving more towards a workwear approach.

Hurley are intelligently extending their Phantom model from boardshorts through to swimshorts, with the Phantom Eco, aimed at “for consumers that want to practice water-beach sports and demanding our phantom features,” as well as the Phantom Flow and Slub walkshorts.

At Protest, beach shorts are also inspired by surfing, but more in their aesthetics: “We will have some mini-prints in oriental surf style, tie-dye prints, stripes and leaves. Also you’ll see some 80’s styles.”

SS24 COLOURS & PRINTS

The trend for earthy, muted colours isn’t going away, but overall brands seem to want to send a message for Spring/Summer 2024: “Make surfing fun again!” Bright, even firecracker colours are back. “We are using more colourful, bright options. We are using broader ranges of blue tones, but with pop ups in pinks, and different tones of yellow,” says Fernando from Hurley. Also at Oxbow, the Children of Teahupo’o collection (which links to their Tahitian ambassadors Gilbert Teave and Tahurau Henry) uses a very summery palette of bright pastels, blues, yellows and oranges, with lots of floral prints.

“The Phantom Eco is for consumers that want to practice water-beach sports and demanding our phantom features” Fernando Rivero, Hurley

In a completely different genre, but one that still works just as well, Lost are staying in their hardcore vein with tattoo art, punk and metal prints (Deathwish model is killer!). Even the tropical styles have a punk twist.

MATERIALS SS24

Fabrics also tell stories: about tradition, technology and sustainability. For technical boardshorts, there’s nothing new about using recycled polyester, particularly in Repreve fibre at Boardies or Oxbow. Soörüz, a brand renowned for their ‘technical & neoprene’ credentials, are offering the Scape 20 within the Engage range, a premium boardshort

“We will have some mini-prints in oriental surf style, tie-dye prints, stripes and leaves. Also you’ll see some 80’s styles.” Els Kaptijn, Protest



also made of recycled polyester, with thermofused seams and 4-way stretch and non-slip laces. In short, for serious surfing!

To split the difference, Lightning Bolt are mainly using a cotton/polyamide blend: “These two mixed fabrics give the boardshorts the water-repellency, resistance to salty water and sun, and the breathability of the natural fibre – cotton,” explains Sandra Goncalves. Outerknown are using ‘regenerative’ cotton, a new agricultural practice that favours cotton grown in a way that preserves the soil.

More old-school, Katin are still offering their historic Waterman model in thick nylon, after 69 years of service! Their other, more contemporary models in cotton/nylon/spandex retain this retro feel: the fabric is pre-washed for a slightly worn look and to avoid shortening in their first wash.

When it comes to walkshorts, natural materials are once again sought after for their comfort and pleasant feel. TCSS, for example, offer styles in linen and velvet.

This quick overview of the spring-summer 2024 trends highlights the huge diversity in the boardshort sector. Whatever your marketing or geographical positioning, type of customer or your personal tastes, you’re sure to find pieces that will set you apart from the surfshop next door. This eclecticism bears witness to the surf industry’s healthiness in a fashion world that is all too often samey-samey. ☺

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

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 Price is no problem
- 2 60s/90s/2000s heritage styles
- 3 Technical details (thermofusion, laces, anti-slip)
- 4 Hybrid walkshorts
- 5 Bright colours are back in



WE ARE

PICTURE
URE

RIDE, PROTECT & SHARE

These three words represent the essence of who we are: a brand created by and for outdoor lovers who want to change the rules of their sports and protect their playgrounds. Our special touch? From snowboard and surf to hike and mountain bike, our technical gear stands out for its bold design & colors.



www.picture-organic-clothing.com
 f @pictureorganicclothing

RETAIL BUYER'S GUIDE
THE GREAT OUTDOORS SS24

It's not fresh news that the outdoors got massively trendy the past few years. The summer of 2022 was as warm and sunny as it could be around Europe and there are still great opportunities this summer to travel and seek adventures in both nature and the concrete jungle. Ladies and gentlemen, let's dive into the Great Outdoors SS24 Retail Buyer's Guide by **Matthieu Perez**.



To kick things off, the apparel category, which enjoyed significant growth the last few years, has now entered into a tricky period. Duer, for example, reports that many of its retail partners reported high inventory levels of stock in general. But Duer has been able to maintain growth due to steady demand for its products. This is, in part, "a result of an ongoing outdoor and casual clothing boom," says Pascal Wehr, Director of Sales. And there are other trends and changes that continue to gain momentum. "The main thing Halti has noticed after the very hot summer, is a swing towards consumers seeking a more sustainable option to do their bit towards climate change", states Jason Summerfield, UK Country Manager.

Many brands state that the market shows numerous opportunities and a growing interest each year for new, multi-functional and attractive products. Brent Sandor, 686's VP of Marketing states, "We are seeing the outdoor market cross over into lifestyle more than ever. Shorter shorts, wider fit pants, tech tees, and Gore-Tex jacketing is doing well for us".

Kavu's International Sales Director, Jeremy Goodman offers, "We're hearing that demand is stronger in soft goods compared to hard goods, which benefits us as an apparel brand. The appetite for the public to get outside isn't a trend but a lifestyle shift. This continues to be great news for us". According to Cotopaxi, the outdoor market is in a healthy place, footwear is incredibly strong and driving growth within the marketplace, with fun and colourful apparel driving growth within the apparel category. Brands universally agree that one of the biggest trends in apparel is the crossover between purpose, style, use, and influence. 686 is seeing trending influences and notices that "Gorpcore" is starting to crossover into outdoor and mainstream culture. Sandor notes that, "while the majority of people are not adopting a head-to-toe Gorpcore look, they are adding some pieces to their closet". Picture agrees and Product Manager Maxime Lemaitre states, "It's evolving very quickly but we keep seeing the outdoor apparel market share growing in fashion distribution". Brands like Cotopaxi see a large 90's trend coming through, so brighter

"The main thing Halti has noticed after the very hot summer, is a swing towards consumers seeking a more sustainable option to do their bit towards climate change" Jason Summerfield, Halti

colours and patterns with a boxier fit and feel on apparel. Roar is observing a boom in cross-activities gear, including trendy trail running brands.

Innovation, affordability, sustainability are the trends at Halti. Talking about sustainability, Colourwear sees that long lasting products are important trends in the market. "Another trend we see is more focused communication to the core community with a clear message of how you are as a brand", says CEO Finn Schottenius. "We're also seeing more outdoor apparel brands prioritize natural performance fibres as sustainability remains a key factor for consumers and will no doubt continue to trend in that direction", says Wehr at Duer. He continues, "functional fabrics that are light and breathable continue to trend, but we're seeing these paired with more elevated styles. People want to dress up more and look put together, but without giving up comfort and functionality". Finally Kavu lists conscious spending from consumers as a trend. Goodman sees that, "More and more, consumers are interested in story while making buying decisions. We are taking steps to better communicate our brand story, our 30-year history, purpose for being, and philosophy of life". All in one!

For techy products, many brands are using lighter, more durable materials, often made from recycled materials. Craghoppers got to the next step with its New NosiLife Technology featuring eucalyptus citriodora oil, which is insect repellent, odour eliminating, and sustainable.



ULTRALIGHT CAMP FURNITURE THAT WILL EXPAND YOUR COMFORT ZONE



In the end, style is everything and brands will always push the envelope to please customers and ensure retailers have attractive products to showcase. For instance, 686 expects its relaxed and wide leg silhouettes to grow. Sandor explains, "We are seeing outdoor style take more influence from street and skate, where wider fits are the norm. Plus, we love the way they photograph when they are in movement on a rock, bike, or trail — and so many people are after the photo these days". Look good, feel good, perform well! Colourwear has seen a strong trend in pile the last few years. The brand notes that pile is perfect for "a spring and summer jacket and an extra layer in the summer nights and we can't really see that trend dipping, the products are way too good and very practical", states CEO Schottenius.

Duer wants to make getting dressed as simple as possible, offering its customers the ability to embark on an adventure and do everything they want to do in a day without having to change their clothes. Halti has also observed the Gorpcore trend, noticing that the blend of urban and outdoors is a blend that many brands are moving towards.

Picture expects better results and growth on the hiking silhouette. "This is where we put our most technical and iconic pieces, and we will have a strong marketing focus on hike", says Lemaitre.

Roark just launched Roark Women in EMEA. The brand's established line of men's apparel and its run line continue to be refined for the EMEA market. Consequently, the brand expects great synergies. Last but not least for the apparel category, a focus on sustainability is increasingly present in many collections and becoming a part of brands' DNA. Graghoppers' CO2Renu Technology, which was launched in AW23, will continue for SS24 and is a strong sustainable story for the brand. Currently, Duer's fabric collection relies on 85% plant-based fibres, with synthetic or plastic fibres making up the final 15%. Sourcing a natural alternative that's easier on the environment and has the strength to ensure longevity is the end goal! For Halti, affordable sustainability is a crucial concept. Summerfield claims, "Some brands in the outdoor marketplace charge more to make sustainable choices. We believe that offering affordable sustainability in our products will allow everyone to buy into what they believe in and be one with nature". Word!

As part of the Great Outdoors program, camping goods are also enjoying the spotlight. Customers who enjoy the outdoors look for mandatory accessories to support their adventures. Brands are fulfilling their dreams and needs with always evolving products that are lighter, sustainable, and practical. At Stance, already a predominantly sock and underwear brand, it has seen an effect of the overall inflation/economy being a trend due to people being more careful. "However, as a premium brand with very high quality products, we find that consumers are still very keen to invest into essentials (such as socks and underwear) that will give them longevity and more importantly, a high level of comfort."

According to Helinox, demand for high-quality products from industry-leading brands is still strong, and participation is still high, so overall, the long-term outlook is good. As products still need to look good, the lads at The James Brand continue to see colour play a big role in the outdoor category. "People are over standard 'outdoor' colours; we've seen this across all players in the outdoor space. Outdoor doesn't mean that it has to be drab or hard work. It's supposed to be fun and the products and colours are starting to better reflect that. That should help make the entire industry more approachable", states Ryan Coulter, TJB founder.

For brands, the landscape is always evolving, and they are all trying to provide different types of products and uses. For instance, P.A.C. produces and sells head- and neckwear, functional socks, and knitwear. The P.A.C. brand appeals to people who value sustainability, quality "Made in Germany" and innovative, specialized accessories.

Nikwax is mainly known for its waterproofing products. Consequently, the brand sees an opportunity in educating customers about its Tent & Gear SolarWash and SolarProof. These treatments add a layer of UV protection to materials and waterproofing. They provide another way to extend the life of your gear, consequently reducing your environmental impact. Nemo is a newcomer in the EU market and there is a desire for American-

"More and more, consumers are interested in story while making buying decisions. We are taking steps to better communicate our brand story, our 30-year history, purpose for being, and philosophy of life"

Jeremy Goodman, Kavu

"While the majority of people are not adopting a head to toe Gorpcore look, they are adding some pieces to their closet." Brent Sandor, 686

designed gear right now. Thanks to this demand, Nemo has been able to persevere through the economic hardships. When it's time to cook your meal in the wild, Primus is still here to provide more comfort. The brand is seeing an increased demand for sustainability products and products built for solo travellers.

Voited, the European blanket specialist, notices that because travel costs to far destinations continue to be high, many people are still committed to short-term traveling. Rather than venturing too far from their home base, they make use of the outdoors nearby and enjoy opportunities in their immediate surroundings. For such travels, smart and versatile outdoor products like the Voited range remain popular. These products not only help people make the most of their time outdoors but also make their trips more comfortable and enjoyable. "As such, products like the Voited range will continue to play an important role in their equipment choices", nails Lindsay Pimontel-Stanton, who spearheads Voited's brand strategy and marketing.

Sustainability is a main driver right now for Nemo and it's been happy to see this become a priority for other brands as well. The brand is excited to launch its Endless Promise collection, which includes best-selling sleeping bag, the Forte, a fully recyclable sleeping bag the brand launched in 2023. Helinox continues to invest in hard and detailed work that makes a difference minimizing the brand's environmental impact. The brand is 99% PFC-free and approximately 75% of all its soft goods materials are Bluesign approved & made from recycled stock. Commitment!



At P.A.C., all products are made in its own P.A.C. Green Factory, which features self-sufficient electricity production that's made possible in the summer through photovoltaics. The factory also provides German quality assurance and compliance with high ecological and social standards. The brand continues to increase the use of recycled and regional materials from collection to collection and pair its products with a sustainable packaging concept while also focusing on social sustainability.

To end the camping goods' chapter, every brand has its own little flavour of what to take in the wild and what's hot for next summer. These brands also are seeing success in reaching specific subcultures and user groups. Helinox has recently found favour with bike touring and bikepacking communities. For these riders and hikers, nothing beats sitting down in a Chair Zero to relax at their camp spot after a long day on the trail.

For Primus, obviously a stove is what you need — it enables every nature lover to prepare a hot coffee or a meal and get energy for outdoor activities. Providing the freedom and flexibility to go anywhere, the brand's new Ulti Stove System works in any condition — even if the



“The continuously growing awareness of the fight against single-use plastic is another massive trend, consumers are now more aware and they pay attention to have reusable products, also durable”


Hydroflask

using certified recycled stainless steel throughout all of its production. Hydroflask believes the consumer now fully understands the benefits of upgrading to a stainless steel, insulated water bottle. “The continuously growing awareness of the fight against single-use plastic is another massive trend, consumers are now more aware and they pay attention to have reusable products, also durable”, says Hydroflask’s management. LifeStraw is proud to be Climate Neutral certified. “We fully measure and offset all greenhouse gas emissions associated with our operations and products annually. We have also set science-based targets to reduce our emissions across our entire supply chain by 2030”, says Sales director Gil Devleeshouwer.

When launching in 2009 as a reusable water bottle brand, Hydroflask laid a foundation based in environmental responsibility and sustainability. Its giving back program, Parks for All, was created in 2017 to help build, restore, maintain, and provide better access to parks, helping ensure these special places receive the attention they deserve and remain intact for future generations.

At Mizu, “we have always focused on avoiding excess seasonal stock”, says Smith. “Mizu always has and will continue to limit what we produce of any product that would be considered ‘seasonal,’ such as colours or graphics, to short-run, quick-strike type launches. “Once they’re gone, they’re gone. This way, retailers can limit risk and don’t need to panic and drop prices to clear stock at the end of the season”.

Hydroflask puts the consumers’ needs first, as the brand is always looking for products that can be part of their daily lives and not just used in the outdoors or for specific activities. Design simplicity, aesthetics, reliability, and ease of use are key features to answer this need.

Lastly, for LifeStraw, the trend of diverse colour choices and the growing demand for safe hydration options will continue to be important—and so will its philanthropic initiatives. “Embracing our mission as a company, we will continue our efforts to make a positive impact on people and on the planet. For every product sold, LifeStraw provides one year of access to safe water to a child in need”, explains Devleeshouwer. 

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

[BOARDSPORTSOURCE.COM](https://boardsportsource.com)

HIGHLIGHTS

- 1 Innovation
- 2 Affordability
- 3 Durability
- 4 Sustainability
- 5 Fun

WHEREVER YOUR ADVENTURE

STEP INTO COMFORT

BLANKETS | CHANGWEAR | RAINWEAR | FOOTWEAR
MADE WITH REPREVE FROM 100% RECYCLED PLASTIC BOTTLES



VOITED

VOITED.EU



BIG WIG INTERVIEW SEBASTIAN PALMER, NEW BALANCE NUMERIC

Over the past decade New Balance Numeric have gone from category newbies to one of the best respected and most hyped brands on the market. Spawning from a pure athletic company means their expertise is in making performance footwear. We speak with New Balance Numeric's General Manager Sebastian Palmer to find out how they pair this technical approach with the core credentials needed to cut it in the skate shoe business.

Seb, how did you come to work for New Balance Numeric and had you worked within skateboarding previously?

I've been managing the New Balance project for almost 11 years now. My career started at Sumo a skate store in Sheffield, UK which I started in 1993 and owned until it closed in 2005. Additionally, I worked for the distributor New Deal on brands such as Lakai, Fenchurch, DC Shoes etc from 1998 to 2003, then Nike SB from 2003 until 2008, helping launch their program across Europe. I then moved to California to work for Sole Tech on the eS brand which was unfortunately put on hiatus in 2011. In 2012 Frank Messman approached me to manage New Balance's entrance into skateboarding and in 2014 I integrated this in-house at New Balance and established the office here in Long Beach, California.

How was New Balance Numeric's entry into the European Market received?

We had a staggered start in Europe beginning in the UK, then Spain & Italy. Prior to covid we began to transition to new distribution opportunities, and we are now available in most markets. Due to the momentum and awareness in the US we've been well received and have increased our share of the skate footwear market since 2021. We admittedly had our issues with distribution stops and starts and some issues on fit / sizing, but we're in a great place now.

Who were the driving forces behind getting NB Numeric cemented into European skateboarding?

For Europe our regional Brand Manager David Mackey and European Team Manager Mark Baines have been the driving forces in getting the Sales Agencies in place, defining the distribution and managing the Marketing.

How are you working across Europe with distributors and agents?

In the UK we work with the agency Spiv based out of Manchester. They are well respected by our retailers and have ensured strong

We are exactly where we want to be as an alternative credible choice for skateboarders, available only through skate retailers.

disciplined growth. Across Germany, France, Benelux and the Nordics we have Ensemble which is a new agency from the people behind Beast Distribution. Again, there is mutual trust for them to build the business responsibly. In France they recruited Vincent Bressol as a great example of working with the right people who have the experience and relationships with the right stores across France. In Iberia and Italy, we have internal NB associates that have built strong foundations in each market.

NB Numeric's team seems to be growing at a pretty rapid rate, especially in the UK with guys like Charlie Munro and the newly acquired Matlok-Bennet Jones. Are you working on a full-length video any time soon?

Our team has naturally grown and we have added more great skaters like Matlock and Charlie. We have grown the brand by attracting each skater to us, we much prefer when skaters approach us. In that way, we have grown organically and the team is just that, a global network of connected personalities that are all super proud to wear our shoes. This happened recently with adding Andrew Reynolds where he tested many brands and was impressed by what we have built, and we welcomed him into the New Balance family. Each skater has to offer a point of difference and compliment the roster, we look for hard working individuals with distinct style and purpose.

We work on multiple projects and have been doing so for many years. Originally each time we opened up a new country we would initiate a global video project there to show our commitment. Film

We had a staggered start in Europe beginning in the UK, then Spain & Italy. Prior to covid we began to transition to new distribution opportunities, and we are now available in most markets. Due to the momentum and awareness in the US we've been well received and have increased our share of the skate footwear market since 2021.

such as Quids In (2015), Tinto de Verano (2016) and Parallax (2018) all saw the global team visit Europe. More recently we continue to work with local film makers such as Quentin Guthrie on projects like Assets or Jacob Harris on projects with Tom Knox. There are some longer-term projects in the works, but we will keep working on these projects across Europe.

Is Covid19's under/overstock situation still affecting your sales/pre-orders in Europe?

We managed Covid very well as far as Inventory, our only issues were delays in some season's deliveries. There are some residual issues in late delivery, but these are marginal and due to shipping delays, our production was not affected as badly as other parts of the industry and we are generally understocked for our current demand.

As a technology-heavy skate shoe brand, are you noticing a trend in more brands taking this route regarding their shoes?

Yes, our genuine technological features have been a major factor in consumers adopting our shoes. This was part of our patient long term approach not to compromise our principles and be unapologetically technical. That approach takes longer, it takes the more adventurous consumers to try the shoes but when the extra cost is justified by superior quality, fit, cushioning and durability their return business and their endorsement brings more to try the shoes. 10 years ago the skate shoe market was skewed heavily vulcanized where it is harder to innovate. We have brought strong points of difference in our vulc shoes such as the visible underlay that adds durability and structure to the 306 or our unique vaulted heel design in the 272 that disperses impact. We are happy to help lead the trend towards

We have grown the brand by attracting each skater to us, we much prefer when skaters approach us. In that way, we have grown organically and the team is just that, a global network of connected personalities that are all super proud to wear our shoes.

more cup sole product and bring unique technology from Basketball, Running and other sports to skateboarding. We also see competitors returning to signature models after our clear successes with Jamie Foy, Brandon Westgate and Tiago Lemos models.

How do you find people view NB Numeric now you've clearly proved your worth as a skate brand?

I think they now recognize us as part of the overall New Balance brand, a strong independent Athletic company with high standards and reputation. We've proven that we have been able to bring something new to the table, genuine intelligent design and consistent marketing. We are exactly where we want to be as an alternative credible choice for skateboarders, available only through skate retailers. We still have plenty to prove and we're happy to keep pushing for higher standards and being deserving of the reputation for the best shoes.

What does the future hold regarding NB Numeric's skate program?

We recently held our annual global summit for Numeric in Long Beach and it was great to have all our associates, agencies and

athletes together to work on the next couple of years. New Balance is a very strong and hitting its stride in Lifestyle and many other sports such as football, baseball, basketball and of course running its main association. Numeric is a significant part of the growth and success in the last few years and we're proud of the legacy and the diversity and youthfulness we bring.

As far as product this year we launch our version of 3 shoes from New Balance's rich archive. The NM 574 is our version of NB's most



Tyrone Romero, Andrew Reynolds, Sebastian Palmer. Photo: John Bradford

famous classic running shoe but on a vulcanized sole. Then we delve into our rich heritage in basketball with the 480, a shoe from 1983 which we have rebuilt for skating, adding FuelCell one of our leading performance foams and lots of skate ready details. The shoe launch will include a colourway by Andrew Reynolds, he helped us refine the design and Andrew is also working on a full signature shoe for 2025.

In October we bring Tom Knox's first signature model shoe the 600. We started with another heritage model from the early 90s but modernised it for Tom's needs with FuelCell midsole, FantomFit upper and other features that maintain the clean retro profile but with much higher standards of fit, cushioning and durability. This one is personal to me being European and being able to support Tom achieve his dream of a signature shoe. He already has earned his reputation, especially with the Atlantic Drift video series and has a global fan base, recently getting on Krooked skateboards and with an upcoming signature Dickies line, the shoe will be a deserved culmination of all that hard work.

Hope to see you in London in October for the launch.



LANCE MOUNTAIN



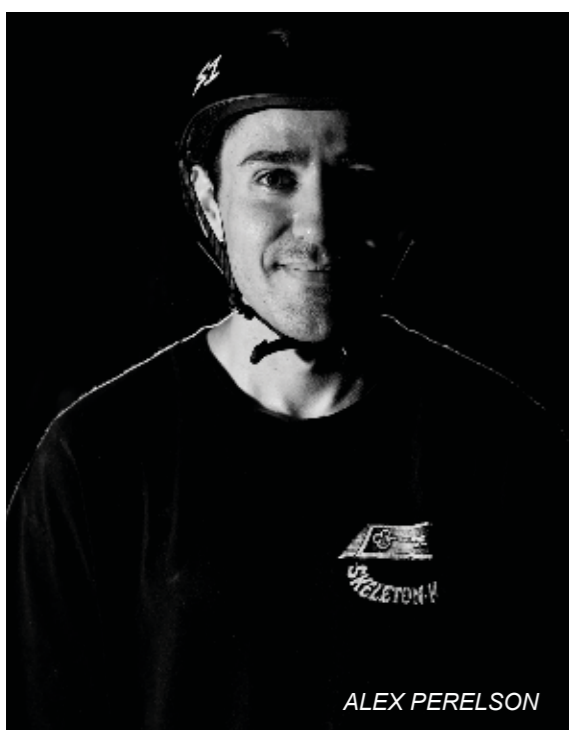
HEIMANA REYNOLDS



DOUG SALADINO



WWW.S1HELMETS.COM



ALEX PERELSON



ERIC DRESSEN

RETAIL BUYER'S GUIDE HELMETS & PROTECTION 2023

Protection is a must for new beginners to skateboarding, giving that extra bit of confidence and safety to push you forward. We take a look at what's happening this year with the Source Retail Buyer's guide for Helmets and Protection 2023.



PRO-TEC

There's never not a time to wear protection when skating, be it beginner or veteran and pad & helmet companies have got you covered. As Michael Link-Product Manager at XION PG said "Whether you are a beginner or a pro, protection is always important." The options available these days are much more varied than before, with more subtle pads for those who don't want to show they're padded up (for example). It looks like participation is steady again after the pandemic boom of interest and uptake. Noah Todaro - Marketing Manager at Triple 8 & 187 Killer Pads noticed that "Many newcomers have now dropped out and the demand is not as high as in the past two years. However, there are still all the long-time riders that remain, which has kept our demand even or slightly above where it was before the pandemic." Dan McCashin - Co Founder at S1 Helmets & Pads added that "Our Industry is special in that it will always have ebbs and flows with regards to participation" but it sounds like the industry knows how to play this game, as the popularity of skating will always fluctuate.

"Our Industry is special in that it will always have ebbs and flows with regards to participation"

Dan McCashin, S1 Helmets & Pads

MARKETING

The hardgoods overstock issues resulting from the pandemic are still with us, but brands are optimistic they can power through. Ben Kamlet -Marketing Manager at Bern Helmets said on the subject:

STYLES AND TRENDS

As mentioned earlier, some pad brands are now making undergarment protection gear - namely REKD and Xion PG. Michael from Xion said: "You want to be protected but keep your

move-ability and don't want others to see that you are wearing big protection gear, so adaptive low profile undergarment protection gear is requested." As for skateboarding and roller skating - external pads are vital for knee-slides and such, and undergarment padding isn't as sought after. In terms of trending styles, it's always open to discussion as every rider wants something different to suit their own needs. Nadja at TSG said perfectly: "At the end the rider picks the product that suits best their needs (Vert Knee Pads for more protection, Thinner park pads or more cost sensitive sets) and offers a great fit."

SAFETY CERTIFICATION

When buying protective gear, the customer wants to be assured that their purchase will be sufficient and safe, and brands are rigorously testing their products to make this a reality.

Certified safety equipment is something customers are looking into more and more now, and brands are communicating these certifications both on the packaging and their respective websites. Noah from triple 8 & 187 pads said on the subject: "We're communicating that protective gear is the key to longevity... we all want to keep skating as long as we can, right?"

Dan from S1 proudly said that "S1 was the first skate focused company to stop selling non-certified helmets and educate the public to the difference between the two types of helmets." Of course - to sell a helmet without this kind of certification is just plain irresponsible, so it's reassuring to know these brands have our safety prioritised. This is especially the case with new starters, and as Andy from REKD said "We're seeing trends of parent/ child learning together which is a great thing - Protecting people whilst they're learning is the most important!" R.P Bess from Protec added that "With the Olympics requiring under 18 year-olds to wear helmets, it reinforces safety to the generation coming up and their parents."

TECHNOLOGY

The advances in protective technology have led to thinner, lighter and safer gear to keep riders pushing their limits whilst keeping their bodies safe and not limiting movement. MIPS - the safety system 'developed with the intention to reduce rotational motion to the brain in the event of a crash' is somewhat vital in all sport head protection. Noah at Triple 8 said "MIPS is always the most popular tech to incorporate into helmets and we're looking to expand on our MIPS offering. We're definitely planning on incorporating that into our eRide helmet." Ben at Bern Helmets said "In addition to using MIPS in our products, we have cold weather liners to be worn on colder days allowing enthusiasts to stay out there longer!"

"We're communicating that protective gear is the key to longevity... we all want to keep skating as long as we can, right?"

Noah Todaro, Triple 8 & 187 Killer Pads

CROSS SPORT PROTECTION

It's no surprise that a lot of protective brands cater to many different sports, and a lot of their products can be used across these different sports. Xion PG's Michael said "Our products are worn in all kinds of extreme sports like biking, skiing and snowboarding." On a similar note, Andy from REKD spoke of their new gem: "We recently introduced our Energy Crash Pants, designed to be multisport. We've seen a lot of snow accounts as well as indoor skatepark riders buying into them." It's not just skateboarding that benefits from this kind of technology! Nadja from TSG said "Our All Terrain helmet is literally made for all Terrains, convertible from a snowboard helmet to a skateboard or bike helmet and a wakeboard or foil surf helmet." Protec also has a strong crossover sport program with designer Stacey Lowry combining traits from their sister company- The MTB brand 661

"With the Olympics requiring under 18 year-olds to wear helmets, it reinforces safety to the generation coming up and their parents." R.P Bess, Protec



and how they're using Kevlar in their pads. "One such area is using a Kevlar flex panel in our Pro Line knee, which is also being used in motorcycle suits" explained R.P Bess.

Profile-wise, it seems helmet brands are sticking to their guns with the classic half-shell style coming through as their best sellers. TSG, Triple 8, protect & S1 have been producing half-shell styles that many pro's vouch for. Colourwise, it seems that the majority stick to bold simple colour ways, as R.P Bess at Protec said: "the bulk of the business is still in the top 3-5 colours, Black, Grey, Navy and White."

CONCLUSION

So wrapping up our helmet & protection buyers guide for 2023, there's a lot of promising protection coming to stores this year. Brands are clearly pulling out all the stops to give riders the protection they need, and with the rapid progression of things like skateboarding, it's vital to protect that body!

As discussed earlier, the Olympics is also pushing protective gear more into the public eye, and making it more normalised to wear when skating not only big transitions, but street obstacles too. ☺

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

[BOARDSPORTSOURCE.COM](http://boardsportsource.com)

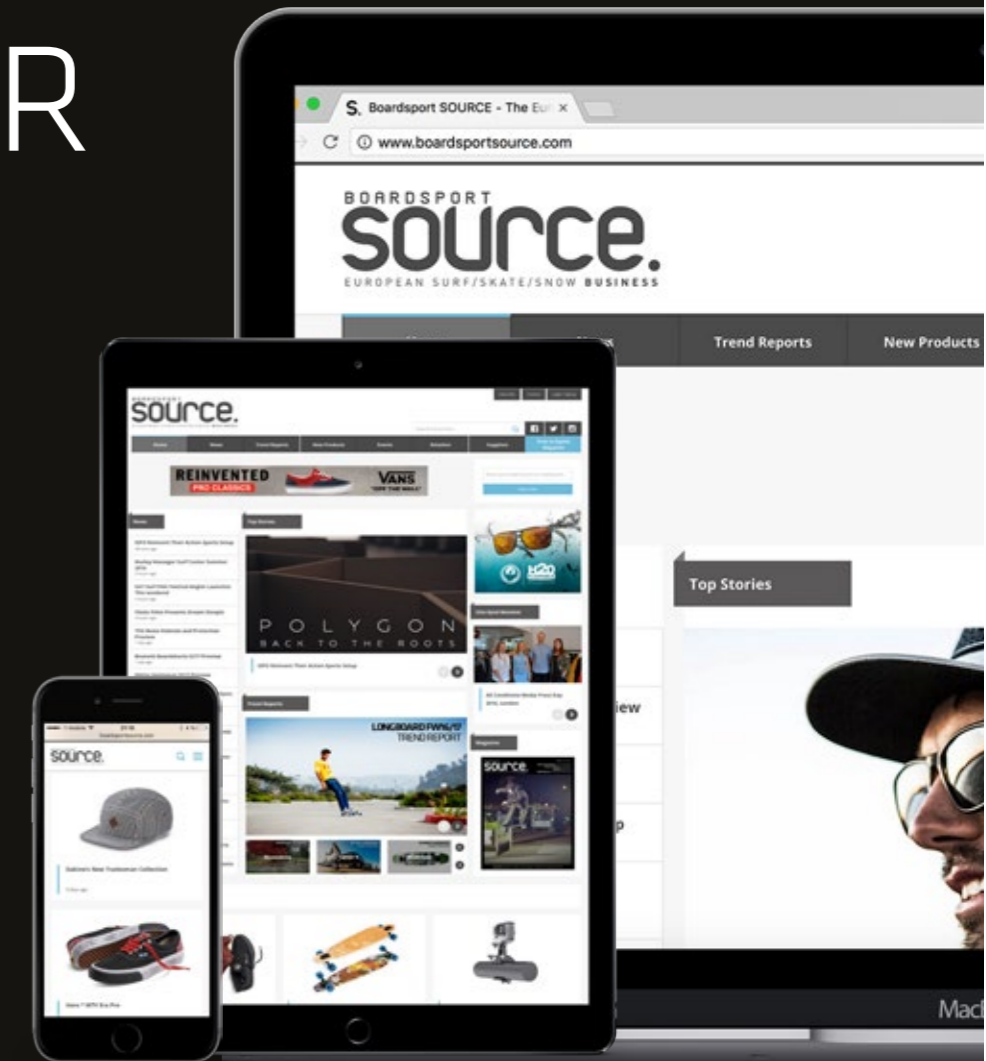
HIGHLIGHTS

- 1 Signature pro helmet & pad colour ways
- 2 More undergarment protection
- 3 Kevlar cross-sport technology panels
- 4 Parent/child beginners together!
- 5 Downhill skateboarding helmets

BOARDSPORT
source.

AT YOUR
FINGER
TIPS

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



Source means business

www.boardsportsource.com



**IRIEDAILY - STAY DIFFERENT
FAIR & SUSTAINABLE STREETWEAR
DESIGNED IN BERLIN SINCE 1994**

DISTRIBUTORS OR SALES AGENTS WANTED: FRANCE, SCANDINAVIA,
UNITED KINGDOM, EAST EUROPE, CANADA, USA, ASIA.
CONTACT: SALES@IRIEDAILY.DE

IRIEDAILY IS A REGISTERED TRADEMARK LICENSED TO W.A.R.D. -GmbH.
WWW.IRIEDAILY.DE, INFO@IRIEDAILY.DE @IRIEDAILYBERLIN IRIEDAILYBERLIN

RETAIL BUYER'S GUIDE MENS STREETWEAR SS24

With skateboarding generating a lot of outsider interest and skater's styles now becoming so varied and often replicated, we wanted to show what brands will be offering for next season. Let's take a look with the Source Retail Buyers Guide for men's streetwear SS24. By Source Skate Editor, **Dave Morgan**



MARKET

I'm starting to sound like a broken record with the repeated issue of hard goods overstocking affecting the soft goods market, but it's still a very present matter. Jürgen Wolf - The founder & head of sales for baggy jean OG's HOMEBOY said " We still see a problem with too much stock in hardgoods and sales losses for T-Shirts and Sweatshirts. Suddenly everyone is selling baggy pants and shorts like crazy." It does seem that the streetwear market is faring better than other parts of the skate industry. Emanuel Labadie - EMEA Marketing Lead at DC said the streetwear market "is doing a lot better than the skate shoe market!" - with DC being one of the brands that offer both. Julien Duval - President at AndFeelings - a lifestyle brand with skateboarding and art at its core noticed that "The market is challenging with rough trading conditions due to macro economic, weather and overstocks related issues. While some accounts prefer to cover their assortment needs with established brands, some recognise the unique proposition we bring and come onboard."

PRICE POINTS

With material costs rising, price points increase slightly, but brands are making the conscious effort to try and keep their garments affordable. Jürgen from HOMEBOY made a very good point saying "Homeboy is an affordable brand. Pants are between €79,99 and

"We are a boardsport "Jeans Company". Our business is pants/shorts. We will push that to another level in 2024" Jürgen Wolf, Homeboy

€109,99, shorts between €69,99 to €99,99. Why in the hell should someone pay more for Jeans? Especially for skate jeans! Skaters are not rich kids. We are not Luis Vuitton or Gucci." For American brand RipNDip, price points will stay consistent with years past. Joey Paschette - Brand Manager at RipNDip said "We continue to expand our product offering with new silhouettes but try to stay in the same price bracket for our audience."

STYLES, TRENDS AND MATERIALS

It's looking to be a cool and relaxed vibe for SS24, with brands experimenting with lightweight materials and new fabric technologies. Brixton's European Marketing Manager Tyrone Smit said "For SS24 we are focusing on keeping things cool, relaxed and light weight. Designing into our core silhouettes with linen blends, cotton slubs, seersucker textiles, as well as the Coolmax technology." Coolmax is Brixton's new arrow in the quiver, with



“The 2000’s still have a major influence on the overall look of the current collection. In addition to this trend, these Y2k inspired silhouettes are interpreted in our Spring/Summer 24 colour concept.” Gesa Hollender, IrieDaily

SUSTAINABILITY

As always, manufacturing clothing with a conscience is an aim for the majority of brands, and with advances in technology and such, it’s becoming more of a common thing to be producing sustainable garments. Dickies for example will be making “Work pants featuring ‘66 cloth’ produced from consciously-sourced recycled fibres” as Kevin Penney EMEA Brand Marketing Manager at Dickies proudly explained. IrieDaily is one such brand that has been producing eco-conscious clothing for some time - making jackets from recycled plastic bottles for example! Gesa from IrieDaily said proudly that “Using sustainable materials is one of our most important goals. We use organic cotton, recycled polyester or Lenzing viscose and are always on the lookout for new innovations such as washable kraft paper for example.” Julien from AndFeelings did make a point that “Organic and recycled materials come at a higher cost than regular cotton and poly and our goal is to consider sustainability as much as we can afford it.”

DENIM

Jeans are still a big part of streetwear’s roster for next year - be it loose baggy fit pants or denim shorts for the hotter months ahead. DC and HOMEBOY specialise in these fits, and next season will be no different. As Jürgen said “We are a boardsport “Jeans Company”. Our business is pants/shorts. We will push that to another level in 2024.”

It’s looking like SS24 will be welcomed with a breezy, laid back approach to streetwear - brands will be catering to every style, be it new or one that’s gone ‘full-circle’ and come back around into fashion. ☺

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

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 All over prints
- 2 Lightweight & practical workwear styles
- 3 Y2K styles
- 4 Baggy fits
- 5 Recycled fabrics



Wanja Bach
Foto: Hannes Mastner



WWW.HOMEBOY.EV
HELLO@HOMEBOY.EV
@HOMEBOY.OFFICIAL
HOMEBOY.OFFICIAL



THE ORIGINAL BAGGY PANTS

ARIA

5.8"

THE
MADE IN FRANCE
WING FOIL BOARD!



ARIA 5'8 x 28" | 7.8kg | 110L

The ARIA 5'8 is manufactured in France. A first. Featuring durable, lightweight Ace-Tec technology, this board is built to last. It is the best choice for progressing and discovering new soaring thrills.



AQUILON 1500 & 2000



ALIZÉ 3.0 | 4.0 | 5.0 | 6.0 m²

Photo: E. Bertière



www.tahesport.com
@tahesport



RETAIL BUYER'S GUIDE FOILING SS24

Hydrofoils have secured their space on almost every board, whether they are powered by wind, waves, or boats. It has also caught the attention of many newcomers to wind and water sports, popularising them even more. By Rocio Enriquez.



Not so long ago, only boat racing enthusiasts and a few sports geeks would have seen a hydrofoil up close. Today, thanks to the Olympic status of kiteboarding and the popularity of wing foiling, it is hard to go to a beach and not spot a few of them. Whereas most sports have adopted foiling as a modality, it is wing foiling the one that has democratized it. This is because it is as accessible for experienced water sports fans as for newcomers, substantially widening its demographics. Downwind foiling and surfing are following close in terms of popularity. Kite racing is rising in numbers, too. Indiana is converting the increasing popularity of dock starting into good sales. Slingshot is keeping a watchful eye on wakeboarders. The capacity to ride a not-so-big wake produced by a not-so-expensive boat could significantly increase the sport's fanbase.

Limitless possibilities invite constant innovation. There is a general industry focus on weight reduction, performance and durability. Whatever new materials and technologies become available are tested for these purposes. Stiffness is pursued, and materials carefully selected to ensure the perfect balance with weight and flex. Carbon is the material of choice for this, although we still find some aluminium to keep price points accessible. Regarding constructions, there is an emerging trend for medium aspect foils that offer strong performance to a wider range of practices and skill levels. They also seem less intimidating than the super high aspect ones we've been seeing in the past year. Armstrong reports good sales of their newly added range of mid-aspect foils across different disciplines. Slingshot's best-sellers are the medium to high aspect G series wings. Mistral includes foils with large to

"Orienting the pump arrow forward allows greater lift and enhanced stability and control. Conversely, orienting the steering wheel forward facilitates manoeuvrability and aggressive turning"

Casi Rynkowski, Sic Maui

medium surface area in their popular packaged deals. High aspect foils are still topping bestsellers lists, with models like Levitaz's HA850, Starboard's Glider, or Lift's 150HA-X.

FOILS

Foil kits are a popular buying choice. Horue highlights their Libel foil, offered on a SM1 mast with a biplane fuselage that gives optimal manoeuvrability to aspect ratio. Available with several connection systems and a wide range of fuselages, front top and bottom wings, and stabilisers, it offers more than 960 unique combinations. Sic Maui offers the Slash carbon setup with a new 750 front wing and 180 stabiliser that promises a highly responsive and agile ride. The flip fuselage provides choice of performance by adjusting the distance between the mast and the front wing. "Orienting the pump arrow forward allows greater lift and enhanced stability and control. Conversely, orienting the steering wheel forward facilitates manoeuvrability and aggressive turning", explains Brand Manager, Casi Rynkowski. Levitaz is working on the successor of their R5 Race series, which will only be released after the Olympics. They keep promoting their modular concept that

allows users to adapt their foils step by step. Starboard launches the R560 and R660 Team, their first mono-block configuration for wing foil racing, performance wave riding or tow foiling. They also keep pushing their S-Type 2000 Glass set for beginners. This set has everything a user needs for their first foil, while remaining compatible with other front and tail wings from their range. Naish has fine-tuned their Jet foil for beginners, offering the Ultra Jets. "It is easy to ride while having the potential to increase the customers riding skill level much longer due to higher top speeds and increased glide", explains Michi Schweiger. Taaroa pushes their Switch WS, popular for its agility, light weight and stiffness. The front wings cater to all disciplines, conditions and user profiles. It is available in three carbon HR mast sizes, with an optimised profile for minimal drag and a very rigid, durable construction for flawless power transmission. Taaroa is developing a new wind foil setup designed for competition. Mistral, who has partnered with SAB Italy (former Moses) for their foil business, are tapping into significant levels of technology to deliver high-end systems that offer full interchange between components and greater versatility. NSP has great results with their Airwave set. The modular mast allows the user to easily change wings, making it easy to progress and to adjust to conditions without spending a fortune. Armstrong pushes their Performance masts. The top shelf Toray high modulus carbon provides a combination of efficiency, stiffness, and control at speed. They propose their 865 length as their all-rounder model. Naish offers a range of masts in a variation of materials, all geared with their 2 x M8 screw mini Tuttle style connection.

Front wings and their aspect ratios are a fundamental factor when choosing a foil setup. Armstrong has built up on the performance of their MA1225 to deliver the MA1475 front wing, with increased low end and long distance pumpability. "This makes it a terrific all-round light wind winging and a prime down winding foil for riders of all skill levels", says Marketing Manager, Kjell van Sice. Pumpability drives the good sales of Indiana's high-performance models 1190P, 1200HAR and 1396P, perfect for dock starting. "We are also seeing high demand for our newly released MAR and XAR foils for wing foiling", says Gunnas Biniash. NSP relies on their Riblet and Glider series that offer a good price/quality balance. SIC presents the new Flite 1200 front wing, a steppingstone for those looking to progress into performance foiling. Slingshot highlights their G Series of mid/high aspect wings with 5 sizes offering a ratio of around 6.5. These are wings that the most adventurous can learn on and that will never be outgrown by the rider as they develop their skill. They also offer three sizes of their ultra-stable E series with a 5.5 ratio, and 4 sizes of their full high aspect PTM series with ratios around 9 for the more advanced riders. Lift is having very good results with their 150HA-X new wing. "It offers an incredible blend of glide, pumping and turning. It works amazingly for winging and downwind foiling", says Matt Elsasser. For those who want to push their limits, they offer the 120HA wing, and all-round performance seekers can opt for their 150Surfv2. Naish is releasing their new HA line of wings with increased wingspan and new wing tip style that enables maximised glide, pump and speed while offering turning ability. Starboard has revamped their windfoiling Freeride range, adding smaller "Freerace" wings more appealing to intermediate foilers. Liquid Force, who focuses on the boat market, pushes their Horizon 155, a very stable wing that allows you to transfer from front to back wakes easily, while maintaining a surfy feel. Unifoil recommends their Progression wing for its speed, good turning, low stall speed and endless gliding.

In the boards section, we find Armstrong's Forward Geometry board. It is built with their proprietary 320 mm carbon fibre mast tracks that are placed further forward, reducing rotational swing weight. The result is a board that feels small while offering the right volume for many disciplines, and optimised contours and volume distribution for stability and early flight. Freedom has found great

"It offers an incredible blend of glide, pumping and turning. It works amazingly for winging and downwind foiling" Matt Elsasser, Lift Foils

"SAB are carbon fabrication specialists, and we shall no doubt continue this modus operandi for construction" Steve West, Mistral

success with their Nugget wing foil board. The diamond tail design and volume placement offer lower volume without sacrificing stability or ability to pop up in lighter winds. Taaroa will launch a new full carbon freestyle wing foil board next year.

MATERIALS AND CONSTRUCTIONS

Carbon is the preferred option, and we find it in most brands offerings in different variations. Armstrong chooses high-end versions, such as UHM Toray from Japan, for most of their products. Horue builds their masts and wings with closed mould carbon prepreg cured at a high temperature. Liquid Force is careful about ensuring that the right amount of resin is used in their carbon prepreg lamination, to achieve optimal balance between lightweight and strength. NSP's wings feature 100% prepreg 3K carbon fiber. Their rear wings are also fully made from carbon, displaying cut off marks that allow the user to tweak their characteristics by cutting off the tips. SIC's Slash components are made of prepreg carbon. For their Flite range, they mix fiberglass and carbon on the fuselage and wings. Unifoil applies their Katana construction, where they use differently rated carbon to maximise strength, stiffness, and weight. Starboard is now using carbon for the fuselage of their Team R range, previously made with aluminium. Slingshot, Naish, Taaroa and Lift also use carbon. "SAB



are carbon fabrication specialists, and we shall no doubt continue this modus operandi for construction", says Steve West from Mistral. Nevertheless, they are considering ecologically sounder alternatives through R&D. All this carbon in the wings is wrapped around composite cores. Slingshot chooses a high-density polyurethane core. Sic Maui uses PVC, sometimes adding carbon stringers to achieve the best stiffness/weight ratio. NSP features a reinforced foam core. Liquid Force has a proprietary foam that is as light as a typical EPS core, but also as strong and resilient as a higher density PU foam. Naish uses a dual expansion foam core for their front wings, and no core layup for their stabilisers, to achieve maximum stiffness. Another noteworthy material for wings is the high-pressure fiberglass laminate G10 used by Horue in their Libel range. As biplane fuselages use small front wings, they managed to get a good strength with the G10 material, lowering the end price.

Aluminium is still present in masts and fuselages. Naish's new offering of mast set-ups ranges from aluminium masts to 55%



INDIANA
PADDLE & SURF Co.

Check out our Collection

indiana-paddlesurf.com | info@whitewave.ch | A Brand of White Wave AG



#indianapaddlesurf

carbon or 100% carbon. "The backbone of the NSP Airwave is the unique 13,5 cm wide aluminium mast wider than other masts for additional strength and directional stability" says Caren Forbes from NSP. They also use aluminium for the fuselage. Taaroa's fuselages are made of either aluminium or titanium. Unifoil has also added some aluminium to their range to offer a more price-conscious product. Sic's Flite mast is made with a specific alloy that prevents corrosion and increases the stiffness.

SUSTAINABILITY

Even if sustainable material options for the construction of foils are limited, every other sustainability avenue in production and logistics is explored. A lot of production has been moved to Europe, lessening the dependence on airfreight and hence the carbon footprint in transport. This also enables a closer monitoring of factories practices, choosing photovoltaic facilities when possible. Packaging is carefully and creatively thought of. There is hardly any plastic to be found. NSP uses flax fibers and recycled paper. They joined Cobra International to find an eco-friendly solution to board packaging. Slingshot wraps their masts, wings and fuselages in a padded bag that users can use for the entire life of the product, instead of toss-away Styrofoam. Unifoil includes a free towel that doubles as protections for the ends of the wings. There are some sustainable materials in product manufacturing to speak of. Taaroa and Mistral are actively researching into sustainable options for their wings. NSP applies the principle that every product must have some environmental component. We can find bio friendly resins, recycled traction pads and their CocoFlax tech in their products. Their CocoMat uses natural coconut fibers from coconut husks to create a light and strong micro sandwich construction. They round it up with water-based dye pigments. Choosing who to work with contributes to sustainability. NSP sources their coconut husks from Thai certified organic farms via Harmless Harvest. Levitaz's boards are made in Portugal and certified with EcoBoard Level One. Ultimately, longevity of the product is the main contributor to sustainability. Taaroa has a programme for recycling and refurbishing used foils and boards. They also create modular foils that can be upgraded for longer use. Horue keeps their existing products on the market until significant improvement can be done. They do not create new range with just minor improvements on design or performance.

RETAILER SUPPORT

Foil products are sophisticated pieces of engineering. Education and demos are an important part of retailer support. This can be done in person or online. Armstrong is growing their presence in Europe by sponsoring major events like the GWA and attending selected trade show. Unifoil invests a lot on their team of riders and ambassadors that ride their gear amongst watchful users. They also

"The backbone of the NSP Airwave is the unique 13,5 cm wide aluminium mast wider than other masts for additional strength and directional stability" Caren Forbes NSP

offer retailers demo products to help their customers try before they buy. Liquid Force also has a demo programme. Naish offers training to all their dealers and equips them with test packages for consumers. Online assets are plentiful. Levitaz creates "Ex-Fabrica" explainer videos for all products, intended to help customers make a quick decision. They also have an online catalogue embedded in their website for a quick overview of products. Liquid Force creates video content to educate consumers about how accessible foiling is. Sic has updated their website to include new 3D product renderings and offer selection assistance to new foilers. Slingshot features an online "foil finder" that retailers can embed on their websites. This tool asks the customer a few questions to help them find the perfect foil for their sport, weight, skill level and wind conditions. Indiana also offers a foil and board finder that makes the decision process easier. Unifoil is determined to make their website the best source of information. They will explain how the

"This makes it a terrific all-round light wind winging and a prime down winding foil for riders of all skill levels" Kjell van Sice, Armstrong



product is made and designed, and how to best tune your foil to your foiling. Social media is very important. Sic makes sure that they constantly share new inspiring images while keeping foil enthusiasts up to date with the latest tech. Unifoil has a regular vlog on their YouTube channel that offers detailed explanations. Indiana is launching a new weekly live "Foil talk" podcast that offers information and tips. There are some other forms of retailer support. Mistral offers packages with board, wing and foil setup for the entry rider market. Their holistic package can be upgraded by simply swapping the mast, fuselage, front wing or stab. This helps the end user and the retailer, who can sell components to the ever-improving skills of the rider. Taaroa has created the Taaroa 2.0 distribution system that links online sales, marketplace sales, commissions for local stores and customers. Armstrong and Levitaz ensure short lead-times and cost-efficient deliveries by keeping their stock in Europe.

Stock levels seem healthy across all brands. Last year's overstocking is stabilised. The move to European production and storage of many brands has shortened lead times and enabled a later and more accurate planning. Stores should have no problem in replenishing stock within a reasonable delivery time. ☺

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

HIGHLIGHTS

- 1 Wing foiling driving hydrofoil sales.
- 2 Rising popularity of medium aspect foils.
- 3 Widespread use of carbon constructions.
- 4 Balance of stiffness and weight and flex.

© FRANCK BERTHUOT
TEAM RIDERS: MATEO ELL AND CASH BERZOLLA

A-WING XPS

CROSS PANEL SAIL DESIGN

SIZES: 2.6M • 3.1M • 3.5M • 4.0M • 4.6M • 5.3M • 6.1M

Whether you're free flying, wave riding or sending a freestyle session, the all new A-Wing XPS delivers. We recruited the world's leading wing and kite designers to craft a wing with a hyper connected riding feel, sublime upwind performance, next-level speed and rock solid stability.

A-WING XPS FEATURES

- INNOVATIVE CROSS-PANEL SAIL DESIGN (XPS)
- PROPRIETARY HYBRID CARBON HANDLES
- NEW GENERATION LIGHTWEIGHT DACRON
- REMOVABLE TRAILING EDGE BATTENS

Learn more at armstrongfoils.com

HYDROPONIC



CENTRANO
CENTRANO.COM

🔑 @FRANMARTINEZSK8

📷 @HELENAPINTOR

RETAIL BUYER'S GUIDE SURFSKATE 2023

Summarising another busy year, we take a look at what endemic brands within the surfskate industry are offering with the SOURCE Retail Buyer's guide for SurfSkates 2023. By David Morgan.



INDUSTRY & MARKET

The surfskate market is constantly growing, with saturated stock now becoming less of an issue thankfully. The close-knit relationships between brands, distributors and shops are helping ease the aftermath of the pandemic's issues that threatened us all. It sounds like a lot of brands are working with shops to try and understand their needs, leading to less pre-order pressure and a better grasp of what's needed to get a normal functionality back within the whole system. Stefan Habermann, Managing Partner at newcomers CURFBOARD said on the subject "While the ups and downs around the pandemic have created huge demand swings, the market is now getting back to its normal growth trajectory." Tim Mackey, General Manager at Flow Surfskates has noticed growth in the industry, saying "Surfskating has become a popular alternative to traditional skateboarding and has gained a strong following among surfers and skateboarders alike."

Pablo Castro - CEO of Loaded Longboards voiced his concerns however, saying "We're seeing companies, distributors and shops making desperate moves to clear inventory which devalues the public perception of surf skate and reduces margins for everyone." Eben Woodall VP of Sales at Carver had similar thoughts, saying that "although the market is healing, there are still flooded sales channels and heavy discounts across all skate categories." It's sounding like a mixed bag in terms of market functionality, but it's clear that it's moving forwards, not backwards which is reassuring. As Ivan Garcia Arozamena - Product Manager at Miller Division said, "The sport of surfing in general is very much alive, and the stores know it, that's why nowadays all surf shops know it's a must to have surfskates on their shelves."

"Completes are always the meat and potatoes of the line." Eben Woodall, Carver

PRODUCTS IN DEMAND

As ever, complete surfskates are the strongest selling product for brands, as customers, especially beginners, want the whole package to ride straight away. As Tim from Flow said: "Completes offer convenience and ensure that riders have a well-matched setup for optimal performance."

Eben Woodall, VP of Sales at Carver added that "Completes are always the meat and potatoes of the line." Ben Edwards, Global Marketing Manager at Arbor did say however that "Completes are the craze but with so many brands coming to light there are a select few that stand out."

Of course, the more experienced riders will begin to customise their setups, and fortunately the majority of brands also offer their trucks and components separately for this purpose. Iciar Sánchez, Industrial designer & brand manager at Slide surfskates said "Customers are also interested in spare trucks, especially in Europe." Ivan from Miller Division noticed that "We also see that there are more sales of protection and helmets than years ago as little by little they are aware of the importance of riding safely."



“Naturally we collaborated with Carver trucks, who have played a pivotal role in the movement. No pun intended!” Ben Edwards, Arbor

originating brands pioneering surfskate have noteworthy trucks as Eben said: “For Carver, it is always about our trucks. C7, CX, and C5 offer a wide range of riding styles for all ages.” A number of brands, such as Loaded and Arbor collaborate with Carver, combining their own boards with Carver’s truck systems. Ben from Arbor for example said on the subject “Naturally we collaborated with Carver trucks, who have played a pivotal role in the movement. No pun intended!”

COLLABORATIONS

Brands joining forces is always an exciting premise, and the coming year has a lot to look forward to regarding surfskate collaborations. Xué from Yow spoke of their continued artist collabs: “You can expect seeing new designs from Israel’s multidisciplinary artist Or Kantor, Australia’s graphic designer and illustrator Shannon Cheung and Berlin based Riso printing artist Julia Schimautz as part of our Artist Series.” Carver has just launched a collaboration “with the iconic Bing Surfboards with the Puck and Continental models both available in CX and C7 truck systems” as Eben said. Iciar at Slide proudly spoke of their collaboration with Janire Gonzalez-Etxabarri, WSL European Junior surf champion on the ‘Quad 30’ Auka’: “Janire chose the seaweed print as a tribute to her local beach, Itzurun. Auka means ‘seaweed’ in the Basque language, where Janire grew up and surfs.” CURFBOARD are not necessarily collaborating with brands, however Stefan spoke of their new cooperation with Berlin-based Quarter Distribution. “Quarter will also be active for us in the production of our boards, so that in addition to designed in Germany, our boards will also be made in Germany in the future.” Ben at Arbor kept quiet about some surprises in the pipeline: “None we can say at the moment... but like those secret spots & waves... they don’t stay secret for long.”

SUMMARY

With what’s looking to be another exciting year ahead for surfskate, and things only going up we’re all looking forward to seeing progression within the sport. Being an approachable introduction to skateboarding, alongside being a completely separate entity in its own right, it’s something all shops should be getting behind. ☺

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

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 Surfboard-inspired shapes
- 2 Spring-free trucks
- 3 Exiting artist collaborations
- 4 Separate truck packages
- 5 Overstocked inventory gradually thinning out!

Ishod Wair
@Ishodwair



STITCHED
DIFFERENT



STANCE.EU.COM / @STANCEEUROPE

STANCE

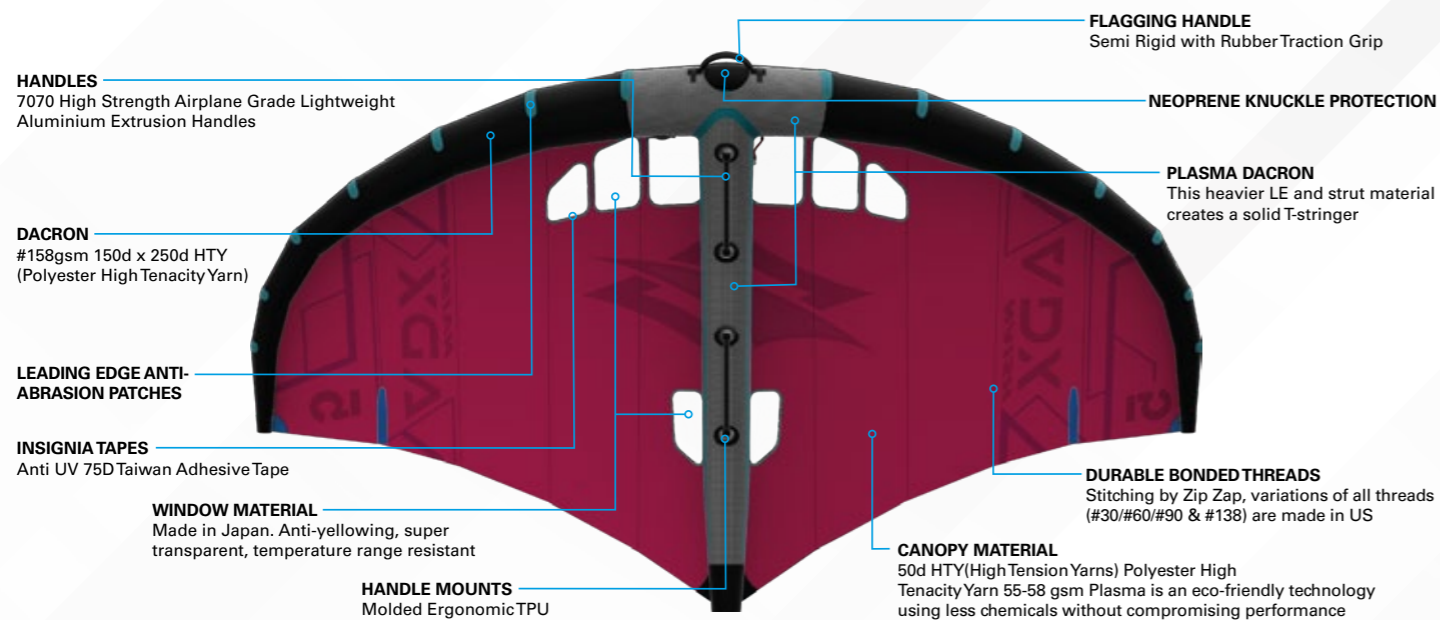
NAISH

2024 ADX

POWER ON DEMAND

SIZES: 2.0 | 2.5 | 3.0 | 3.5 | 4.0 | 4.5 | 5.0 | 5.5 | 6.0 | 7.0

Introducing the Wing-Surfer ADX - the culmination of five years of research and development, resulting in a wing that caters to all skill levels and riding styles. With its high dihedral and tension canopy planform, hybrid Dacron leading edge, and strut construction, the ADX offers unrivaled stability and control in any condition. Perfect for freeriding, wave riding, and racing, the ADX is the ultimate one-wing solution. Experience the pinnacle of wing design with the Wing-Surfer ADX.



RETAIL BUYER'S GUIDE

WINGS SS24

The wing foiling market has only started to show its possibilities. Newcomers still drive growth, but seasoned wing foilers are driving innovation. Premium materials coexist with less expensive conventional ones, catering for all needs. By Rocio Enriquez.



Material innovation keeps releasing new fabrics that enable new designs and construction techniques. Proprietary cloths like Aluula and Hookipa keep growing in popularity. Some brands develop their own, like F-One's Hi-Tex. These innovations aim for lightness and strength, improving performance and ensuring longevity. However, not all pockets can afford them. "We have a long way to go regarding growing the number of participants without out-pricing wanna-be wing foilers", explains Steve West from Mistral. Most brands restrict the use of premium materials to their high-end models but keep working with conventional ones, like Dacron, to secure the entry market. Handles are a big part of the conversation. Riders enjoy the increased control of a rigid handle system, and more brands are adopting them in their designs.

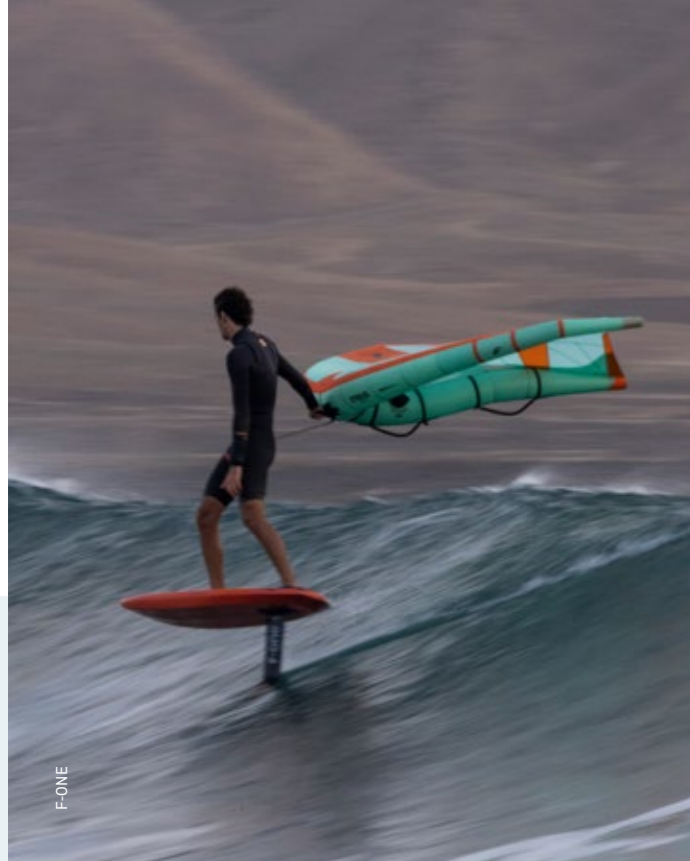
"We have a long way to go regarding growing the number of participants without out-pricing wanna-be wing foilers" Steve West, Mistral

with their Matrix handle system, especially for the ability to change it up on the go. Many of their Glide users are upgrading to it.

2024 OFFERING

Beginners drive the growth of the market. Affordability and accessibility make wing foiling more compelling to newcomers to wind sports than kiteboarding, for example. This puts a focus on the development of entry level gear. The second largest market group for wings is riders crossing over from other water sports. There is also a noticeably increasing demand from experienced wing foilers who are looking for new product developments that will carry them to their next skill level. Market demands are well illustrated by last year's sales. Versatility of performance and skill level has been the most rewarded characteristic. This is testified by the good sales of F-One's Strike v3, Freewing's new Air v3, Armstrong's A-Wing XPS, Mistral's Sphinx or Ocean Rodeo's A-Series Glide. Tahe's only wing, the Alize, targets this market too. Part of the success of the Alize has been the recent switch to a rigid handle. Harder handles have boosted sales of many models. Naish buyers appreciate the more direct feel their newly released ADX with hard handle and tight canopy provides. The Javelin Boom Wing and Slingwing v3, both with hard handles, top Slingshot's sales. Ocean Rodeo has seen great success

Most of the mentioned bestsellers will remain on offer in 2024. There is a mentality of only releasing new models when there is a substantial innovation to its design. This trend steers away from the seasonal schedule and keeps up the value of the wing for longer. Ocean Rodeo, with their A-Series and AA-Series Glide wings, and F-One, with their Strike, Swing and Strike CWC for light wind, subscribe to this trend. All-round performance styles will keep spearheading sales. Freewing offers the Air v3, focusing on ease of use. Armstrong continues to push their A-Wing XPS. "Whether it's freeriding, wave riding or freestyle, the A-Wing XPS delivers next generation performance, power and control", says Kjell Van Sice. Slingshot relies on the good sales of their Slingwing v4, coveted by both freestyle athletes and schools for its ease of use. Naish offers an Aluula dual canopy cut version of their ADX. "The ADX Nvision caters to all skill levels and all riding styles, with a perfect balance of wingspan, strut length, draft depth, and dihedral", explains Michi Schweiger. They also tick the versatility box with their MK4 wing. Mistral's radial-cut Sphinx copes with a wide range of wind strengths,



“The ADX Nvision caters to all skill levels and all riding styles, with a perfect balance of wingspan, strut length, draft depth, and dihedral” Michi Schweiger, Naish

Sic’s high-performance Triple Dura-Force canopy has also been enhanced, improving tear resistance, UV protection and overall durability.

To make the most of these high-performance materials, brands apply well-thought-out construction techniques. F-One selects specific sewing techniques to assembly the different panels, to achieve good tension of the canopy. Mistral is happy with their radial cuts, although they keep on experimenting. “The wing as we know it may need a rethink to become aerodynamically more efficient”, says Steve West. Sic Maui speaks of enhanced panelling alignments that reduce fluttering during flight. Design holds it all together. F-One pays special attention to the profile design and the diameter of the leading edge. They use different Hi-Tex on it for a perfect segmentation of each strut. We’ll find Hi-Tex 158g on the tips of the leading edge and Hi-Tex 178g on its main part. Freewing is expanding the use of their Modular Handle System and adding more components. They introduce in their Pro v2 wing the Advanced Batten System, a new adjustable centre batten that improves stability, low-end power, and upwind capabilities.

As for looks, the wing sector trends to minimalist and low-key aesthetics. Additional graphics can compromise weight in a product in which every gram counts. It seems more important for brands to let the premium materials hold the look and keep a consistent brand image across all product categories.

SUSTAINABILITY

Apart from the efforts made by Aluula engineers to create recyclable materials, most of the efforts in sustainability are focused on packaging, shipping, and manufacturing processes. Naish and F-One have been very active in reducing plastic from their packaging. Carbon footprint reduction is mainly achieved through improved shipping systems. F-One chooses sea freight over air whenever possible. Armstrong joins this effort by partnering with 3PL warehousing and dispatch in Europe. Mistral acknowledges the pushback on sustainability from Far Eastern factories, which is why they look at manufacturing in Europe as a step in the right direction. Factories are monitored for sustainable practices. F-One’s factory feeds from solar panels. Freewing is a brand of Sestar, which is a B-Corp certified company, meeting high standards of social and environmental impact. They also run a “Plastic Offset Programme” and “10X Climate Positive Initiatives”.

RETAILER SUPPORT

Education and test product are an important form of retailer support. Wings are relatively new and highly technical products, so getting people to understand how they work and to try them out is key to secure the growth of the sport. Mistral, Naish and Ocean Rodeo make sure their dealers are able to answer every question. Naish offers test packages to make it easier for consumers to do comparisons. Sic Maui offers a comprehensive launch package with their Raptor v3. Freewing offers a lot of marketing materials for dealers to promote their brand, including demo tents, beach flags and POS displays. Presence on the beach pays off. Slingshot widens their collaboration with schools. Armstrong is sponsoring big events, like the GWA, and attending select trade shows. Customer service is a key investment for Ocean Rodeo. So it is for Mistral, who has also developed their online ordering processes to make it more streamlined and offer incentives. Advertising strategies are mainly online. Armstrong identifies their move of stock into a European warehouse as a great way to support their retailers, enabling quick and cost-efficient deliveries. Ultimately, developing state-of-the-art products that attract the customers’ attention is the best way of keeping the footfall high.

After last year’s overstock situation, brands have planned carefully. Most report good levels of stock of their core products and reasonable delivery times. There are also less seasonal changes, which keeps the value of the product high for longer. Retailers should be able to meet the demands of their customers effectively. ☺

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

BOARDSPORTSOURCE.COM

thanks to the unique panel formation that decreases deformation. Tahe bets it all on their Alize easy to use and long-lasting model. Some wings are developed with high performance freestyle and wave riding in mind, such as Freewing’s Air Team with Hookipa airframe and Ultra X canopy material. Naish has improved their Matador LT wing, targeted for riding waves and swells, by adding interchangeable handles. Mistral’s new Skywave range that will cater to the intermediate to higher-end performance focused rider also incorporates the radial cut. Sic Maui is introducing the early release of the Raptor Wing v3. The lower aspect ratio and increased segmented support along the leading-edge results in power, enhanced control during turns, and improved stability on waves. It also has a redesigned centre strut shape with mini booms that provides ergonomic comfort and optimal pumping efficiency. Other notable wings on offer are Freewing’s Go, for the entry level market, and their Pro v2 for racing.

“We’re still using Canopy and Dacron in order to keep MSRP reasonable” Jacques Freydrich, Tahe

MATERIALS, CONSTRUCTIONS, AND DESIGNS

A lot of R&D energy is spent on materials. The race is on for the lightest and most durable one. Ocean Rodeo’s Aluula is now sharing the buzz with other fancy materials such as Hookipa, which can be found on Mistral’s high-end range. F-One uses their proprietary Hi-Tex, a high tenacity polyester. However, traditional materials like Dacron remain important. They are easier on the pocket and their performance is proven. “We’re still using Dacron in order to keep MSRP reasonable”, says Jacques Freydrich from Tahe. Armstrong chooses the latest Dacron reinforced with DLE for their XPS, as they believe it offers the best all-around feel in everyday riding conditions. Mistral continues using Dacron and Spinnaker cloth fabrications. Naish offers dual Dacron canopy leading edge and strut, implementing Aluula for a mix of standard canopy and partial laminated canopy. Slingshot sticks to the proven combination of lightweight Teijin 4x4 canopy material a DLE 160 Dacron. Freewing is expanding their use of Ultra PE. Its fibres are thirty-two times stronger than polyester at the same weight. Sic Maui has used stiffer and more durable fabrics on their new Raptor v3. “Sic’s enhanced Exo-Tex leading edge material offers a lightweight solution with improved tensile strength and durability”, says Casi Rynkowski. This preserves the structural integrity of the wing through aerodynamic forces. The low stretch properties ensure that the fabric remains steadfast, maintaining its shape even under heavy loads.

-10% with:

welcome@2fr90



An elevated experience

Wingfoiling is currently taking the world by storm. Mistral has developed a comprehensive range of wingsails, wingboards, hydrofoils and hydrofoil components to suit every riders needs. So whether it’s your first flight experience, freeriding or chasing ocean swells, we have a range of equipment to suit your needs.



WWW.MISTRAL.COM/FOILING

HIGHLIGHTS

- 1 Entry-level driving growth.
- 2 Rigid handles trending.
- 3 Ongoing development of premium fabrics.
- 4 Conventional fabrics offer accessible price-points.
- 5 Slower pace of new product releases.

MISTRAL.COM





SOFTDOG SURF
not your typical foamie.



softdogsurf.com
softdogsurf

RETAIL BUYER'S GUIDE SOFT BOARDS 2023

Softboard sales don't look like buckling under the pressure and it's enough to make their tougher big brothers jealous. Here's the lowdown on the key and trends. By David Bianic



It all began like a normal rom-com, a beachside summer romance where we parted ways at the start of the new school year, never to see each other again. The seductive power of softboards was a brief fling for many people - myself included - and soon surfers went back to serious business, i.e. 'hard' boards. But the market for 'foamies' is not weakening and these spongy boards have become the first choice for novices, who now prefer them to super strong moulded models. Is this really good news? "So sustainability is not there but safety yes. Looking at the point that more and more people are going in the water I would say SAFETY FIRST," says Lionel Franssen, Softboard Sales Manager at Napco (Medina, Softlite, Mullet, Qraft). At Softdogsurf, Manager Tim West also notes that some of these softboarders are starting out by skipping school and he also adds that the relative slowness of softboards compared to hardboards is a good thing for developing skills without being overwhelmed by speed: "To improve, sometimes you need to slow down first!"

For many brands, the perception of a softboard being a gimmick is outdated as Diogo Areia, Product Manager for Flowt says, explaining that their boards "are fully fibreglassed in epoxy, just like a "normal" day to day board of an advanced surfer, but they are coated in soft material.". At Tahe, they are promoting a totally new technology, which combines the best of both constructions, called Skin-Tec: "it is a soft moulded board out of one single material featuring a full deck pad, which offers great performance and can be recycled easily," promises Jacques Freydrich, Brand Manager, at the same time as marketing a classic Asian soft top range alongside it.

MADE IN ASIA
When it comes to production, softboards are almost entirely dependent on Asian manufacturers, unlike composite boards, which are produced more locally. "On the price level we are operating at the moment, it would be realistic to manufacture these products in Europe," suggests Andy Wirtz,

"It was pretty soon clear that a too big of a change in line would kill stock value...so we didn't"

Andreas « Maui » Maurmeir, Catch Surf

CEO of Norden Surfboards, "but like in many industries, we don't have the technology nor the infrastructure for it anymore". Phil Bridges, Designer for Go Softboards, weighs up this dependence, which is not exclusive to foamies: "Don't forget that a board made anywhere has shipping attached to it - EPS foam, resin, fibreglass cloth, fin boxes, fin plugs...". He points to the fact that Go Softboards manufacture close to where the materials are produced and argues therefore that their carbon footprint is actually smaller than in most cases. Only Tahe can claim to manufacture where the brand is based, in France, thanks to BIC Sport's 40 years of experience, particularly in moulding.

Transport costs have returned to normal in 2023 and this may continue into 2024, possibly lowering the price of boards. Tim from Softdogsurf believes that better logistics management is possible, "to avoid the products being transported twice before getting to retailers.". On behalf of newcomers UP Surfboards, distributor Sample N'Co reminds retailers that economies of scale can be made on transport costs, provided that orders are placed in full batches.

The fact remains that for many retailers it is difficult to look too far into the future while their small businesses are being hit by overstocks, including softboards. Many brands have anticipated this phenomenon by not

changing anything in their ranges for 2023. "It was pretty soon clear that too big of a change in line would kill stock value...so we didn't.", explains Andreas "Maui" Maurmeir, Sales and Marketing Manager for Catch Surf (Sample N'Co), before hinting at new magic boards for 2024.

SCHOOL OF SOFT KNOCKS

Surf schools are still the biggest customers for softboard brands and they are particularly interested in the longevity of the boards they provide to their students. Surf schools need to know in advance how often their boards will need replaced, to pay for themselves over a certain number of seasons. Construction aspects find favour here, as is the case with Go Softboard. Their 'normal' models have EPS/epoxy construction, with foam deck and slick hull, as well as 'T' stringers and bumpers on the nose and tail. For Surf School and XTR boards, "we go the extra mile" says Designer Phil Bridges, "with wood stringered blanks and a wood layer sandwich on the deck.". A different technical solution comes from Up Surfboards, using two transversal stringers covered with a strip of Kevlar to reinforce and stiffen their models specifically designed for schools and rentals.

Similarly, at JS Industries, their softboards are made from EPS and use a two-layer glass (2 x 4oz) on the deck and one layer on the underside. After a season of abuse from wanna-be surfers, appearance counts too; something that Tim Werst at Softdog Surf emphasises. Their colours age well and schools/renters can easily resell boards on the second-hand market so that they can start the next season with a brand new fleet "without breaking the bank".

DURABILITY: DISPELLING THE MYTH

Even more so than their hard cousins, softboards have a bad reputation-long regarded as crash-test dummies for shorebreak and ending their lives in beach car park bins. A misconception, as Brad Rochfort, Head of the UK Sector at Softech, confirms: "The traditional softboard construction can still outlast those with a fibreglass-wrapped core and they are easier to repair." Two areas of development - not necessarily incompatible - are emerging when it comes to sustainable production: building more resistant models for greater longevity and promoting the recycling of materials. At Catch Surf, recycling goes hand in hand with the brand's signature aesthetics through a range that has recycled slicks using a mix of different coloured materials. Softdog Surf highlight their recycling percentages: 100% for fins and plugs, 60% for slicks, 50% for EPS blanks and 30% for lizard skin (EVA soft top).

Recycling also has its limits, says Andy from Norden, because the materials can deteriorate in quality "due to UV impact, temperature, use and abuse". For him, it is more sustainable to use high-quality materials that are designed to last, "instead of doing the green washing thing"...

Another alternative is responsible construction, such as Notox's Koriko softboards in France. Underneath their cork skin (harvested and processed in the Landes region of France) sits a 25% recycled hydrophobic polystyrene core, recycled carbon fibre reinforcements and a 56% plant-based resin. "In addition, 75% of waste from our production is recycled, which leaves only 1kg of non-reprocessed waste per board produced," adds Axel Bouzonnie.

"The traditional softboard construction can still outlast those with a fibreglass-wrapped core and they are easier to repair"

Brad Rochfort, Softech

TOP OF THE SOFT

What key models should you stock in your racks? Here's a pick and mix of board families to choose from this year.

A_Schools

Do you have a surf school operating from your shop? Do you want to rent boards during the season? You can't go wrong with wide 7'6" to 8" boards like Flowt's Premium (8'0 x 23" x 3 3/4") or their Tanker (8'0 x 27" x 4"). There's also an Adaptive version (8'0 x 24") for people with disabilities (side handles, chest wedge and hollowed out deck at the legs). The same goes for the Surf School range from Go Softboards, from 7' to 11', whose stability and buoyancy make it easy to stand up on your first board. For bigger kids, Go also have the XTR range, "extra large, extra thick and extra fun" (100 to 140 litres). A best-seller with schools, Softech's Zeppelin remains a safe bet thanks to its solidity and details such as the recessed handle on the deck.

B_Mini-mal and funboard

This is the most open category, aimed at surfers in the learning phase

"In addition, 75% of waste from our production is recycled, which leaves only 1kg of non-reprocessed waste per board produced" Axel Bouzonnie, Notox



as well as accomplished surfers in search of unbridled fun. The timeless Odysea Log (6' to 9') from Catch Surf suits everything from ankle-high waves to Pipe bombs surfed by JOB. Less well known but just as capable, the Shoot Out from Vision Softboard has a deck that's unobstructed by the (removable) fin box. From 6'4" to 7'10", the brand-new Meteor from Tahe is sure to appeal to an eco-conscious audience: a moulded, waste-free blank that's entirely recyclable thanks to its Skin-Tec technology.

C_Shortboard perf'

Soft performance means pro-model, so why not go for a big name like Medina? This brand, owned by the three-time WSL world champion, offers a host of performance options, including the Magic Carpet (5'4"), Hammock (5'8") and Blend (5'8"). The same goes for the Nathan Florence Pod Racer from JJF by Pyzel and the new Gremlin from John John. Closer to home in Europe, Up Surfboards are launching a Gony Zubizarreta pro-model, a tri-fin for experienced surfers that's especially sexy in its black/anthracite livery.

D_Midlength & fish

Softs are not exempt from hardboard trends. The playful nature of a fish lends itself perfectly to soft constructions and there are plenty of models to choose from: the Ivan Florence Fish from JJF by Pyzel with quad Future Fins, the Red Baron from JS Industries in immaculate white with its highly sculpted rails and Vee hull down to its double concave. As for mid-lengths, Ocean & Earth are offering the highly attractive General and the Happy Hour, decorated with imitation tinted resin decals and deck patches. The same principle applies to the Big Baron from JS Industries, with its faux three-stringer design, a board that Jeremy Florès loves. ☺

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

BOARDSOURCE.COM

HIGHLIGHTS

- 1 Durability much better
- 2 Category still flying
- 3 Offer varied quiver
- 4 Pro models sell well

BE PREPARED FOR



everyday



OCEAN + EARTH

ROXY ^{PRO} SURF

RO



ENGINEERED BY PROS. MADE TO SURF YOUR HEART OUT

RETAIL BUYER'S GUIDE

WOMENS SWIMWEAR SS24

Women's swimwear has become a sensory experience. Bright colours, vivid prints and textured fabrics bring to life shapes designed for all body shapes. All delivered in sustainable materials. By Rocio Enriquez.

retail buyer's guide



Observing women's swimwear trends, one can see that we are not talking about just an accessory for swimming or surfing. They are outfits. Brands understand this; designers have few restrictions when it comes to choose fabrics, colours, or shapes. Providing the pieces are flattering and offer reliable support and coverage, the sky is the limit. Evidence of this is the ample offer of fabric textures: lurex, crinkled, terry towel, shimmer... Some inspirations are widespread. The retro flair, especially from the eighties and nineties, is seen in cut-outs and high waists. Love for the one piece remains strong. Some classics stay strong despite all the movement. Triangle tops remain the most popular top shape; their versatility is a unique selling point. Reversible pieces with multiple ways to wear them are appreciated. Other popular sellers are one pieces and halter tops, especially shaping ones. Colours and prints pay tribute to beach sunsets and tropical nature. The retro trend is interpreted with bright colour blocking and bold patterns.

2024 SHAPES AND MATERIALS

Feminine meets performance in next summer's collections. Barts follows this mantra in all their styles, be it minimum or maximum coverage. "We have introduced new styles for bigger breasts which we think will easily sell", says Barts' Kenny Janmaat. Billabong pushes stylish and supportive underwired bras like their Reese, Bliss, Chloe or Tyler. Sporty yet feminine is Picture's signature too, as delivered by their Kalta triangle top. Protest's Superbird is their most popular style. "It is a perfect sporty and feminine fit within our Mix and Match series", says Marketing Manager, Manon Peters. Roxy also relies on the triangle to compliment women's curves, adding an elongated style to their range of tops and swimsuits. OOSC

"We are featuring different shapes so our consumer can combine depending on their style"

Fernando Rivero, Hurley

adds removable padding to their tops and swimsuits for optional sexy enhancement. "Our Boost Em Up top has proved popular, with a little more support and lift", says Marketing Manager, Daniel Bentham. The one-piece is very present. OOSC launches a version with a V-cut neckline, open back and high cut leg which creates a flattering look for any body type. Lightning Bolt gives them a high cut-in waist that celebrates the eighties. "Despite that sexy silhouette, it offers more coverage and support, and many women find them more comfortable than bikinis", says Sandra Goncalves. Billabong treats their swimsuits as fashion pieces that can be worn as a body suit to the beach bar. Picture's proposal is the Nanoe swimsuit. "The retro tank style, elegant cut with a high leg line, scooped neckline and press-studs opening make this a fashionable swimsuit", describes Marion Bertrand. For Oxbow it's all about the surf. "Long sleeve one-pieces strike the perfect balance between rashguard-level sun protection and bum-loving bikini bottoms", says Senior Product Manager, Eleonore Courret. High waist bottoms remain popular, but we also see other shapes, such as Picture's Figgy mid-rise waist, or the skimpier shapes proposed by Slam69. Overall, the offering in bottoms is quite varied. Hurley and Pukas expand their ranges to suit the demands of

all body types, ages, and styles. "We are featuring different shapes, so our consumer can combine depending on their style", says Hurley's Fernando Rivero.

The combination of polyester and elastane is the undisputed choice of fabric for women's swimwear. Brands choose their favourite versions of this fabric type. Most polyester content is recycled. Picture uses Mipan Regen®, which is a GRS certified high quality nylon made of recycled pre-consumer waste. Oxbow makes their high-quality satin recycled polyester in France. Billabong highlights their eco-conscious, super soft peach fabric. Protest, OOSC, Roxy, Barts and Rusty all choose recycled polyesters and polyamides for their collections. Textured fabrics are all the rage. Pukas has added Lurex® to their 2024 collection. Oxbow offers a jacquard material in some styles. Roxy expects great performance of their new textured fabric for Summer 2024. "It is a jacquard fabric style with multico pattern and Lurex®", says Product Manager, Nelly Pargade. Billabong and Hurley also present an assortment of different textures for next summer.

2024 LOOKS

The main inspirations in colour palettes and prints are tropical beaches, celebration of nature, and retro aesthetics. The dream of a beach paradise is portrayed through tropical prints, as the ones found in Slam69, Rusty or Billabong. Colours hint to warm sunsets over blue oceans. Lightning Bolt recreates the blue sky, blue ocean and orange red from the sun over Hawaiian beaches. Rusty offers prints of shells and sunsets. Floral prints marry femininity with nature. Billabong offers a few, including some ditsy versions. Oxbow has created their own Ora and Tiari floral versions. Hurley's rendition of flowers is their Fiji and Hawaii prints. Picture offers an interpretation reminiscent of Spring flowers. Their tribute to nature is extended with the forest greens included in their palette. Retro is celebrated with brightness. Picture offers vivid, acidic colours. Roxy includes vibrant, fun tones of green and pink for a cool summer vibe. Protest has a colour group formed by warm reds and pinks, combined with shades of blue. OOSC defines themselves as a retro inspired brand. As such, they focus on crazy, vibrant patterns, with some neons and some monochromes. Billabong has also created some fun solids, like their coral craze or palm green. They also deliver some textured brightness with the tart lime, flamingo and classic salt crystal options. Barts saves their more vivid ocean blue, white, gold and candy pink for their surf styles. For their more feminine styles, they choose calmer colours such as sage, morganite, terra and navy. Neutral colours are popular. Billabong offers their peach golden brown and their black pebble. Roxy uses earthy tones to transition between winter and summer. Slam69 uses tonal patterns to provide a subtle detail that does not overpower the look. Pukas has selected a neutral palette with some sandy colours, beige, and softer tones with a rustic touch. Protest offers their hunter green and match green combined with beige and soft, dark shades of pink.

SUSTAINABILITY

It's hard to find a polyester that is not recycled from either plastic bottles or discarded fishing nets. Efforts in sustainability are extended to manufacturing, packaging, and shipping. Rusty, OOSC and Barts report the use of recycle or biodegradable materials in their packaging and hang tags. OOSC tries to ship all their goods by sea. Oxbow combines

"The retro tank style, elegant cut with a high leg line, scooped neckline and press studs opening make this a fashionable swimsuit"

Marion Bertrand, Picture

craftsmanship with sustainability in their choice of manufacturer. "We manufacture in an expert workshop in Tunisia, a choice that aims to limit the carbon footprint", says Eléonore Courret. Most brands observe sustainability practices when selecting a manufacturer. Pukas makes sure that the factories they work with use the best environmentally friendly technologies. OOSC uses technology to map out their material in order to minimise waste. Their logistics partner, 3PL, have a warehouse with an energy efficient floor design that uses renewable energy supplied by their own solar panels. Lightning Bolt works with suppliers that reduce waste in their production and have the policy to reuse.

RETAILER SUPPORT

Brands are putting a lot of marketing muscle at the service of this category. They have created specific campaigns that promote the inspirations described. Barts' overall theme is "Island Life". Roxy develops two stories. "Westward Sol" displays beautiful earthy tones. "Surf and Samba" draws inspiration from Brazil. Hurley presents "Raised by Waves" featuring their Chevron print, "Sunset Coast" featuring their Fiji print,



local Tahitian surfers Gilbert Teave and Tahurai Henry in an exploration of their beautiful island, its massive waves and the dangers that threaten its nature. Lightning Bolt launches the campaign "Experience the Elements, inviting the user to connect with nature. Protest takes a unique direction with their "Oriental Bazaar" story. It will promote their floral printing, weaving and embroidery with tales of craftsmanship and cultural heritage. There are some collaborations. Billabong announces two great ones for Spring 2024. All they can share about them so far is that one of them will be with an iconic brand and feature some iconic prints, powerful shapes, and premium details. The other one is themed around sustainability. This is also the focus for OOSC's collaboration with the KALA festival held in Dhërmi, on the Albanian Riviera. They are their official swimwear brand, and they will host beach clean-ups to collect waste for recycling purposes. Picture will also talk about the sustainable sourcing of their products. Rusty keeps rolling out their "Our Kind" campaign that promotes the use of eco-friendly materials alongside body positivity. Other notable promotions are the "Mix and Match" capabilities of Picture's bikinis, the coordinated looks for her and him of OOSC, and a small fun capsule by Hurley to celebrate their 25th anniversary.

To carry the message, most brands invest greatly in images and video content that fuel digital advertising, social media campaigns and merchandising for trade shows and in-store POS. Ambassadors are important messengers. Billabong seeds swimwear to a wide array of beach lifestyle content creators and to their team of athletes, all profiles who embody their "Bikini Kinda Life" campaign. Lightning Bolt develops exclusive collections with retailers and co-create marketing campaigns with them. Protest also offers their retailers the possibility of requesting customised marketing activations.

Most brands worked over the past season to develop reliable and timely delivery systems that have proved efficient this summer. The general trend is to work with pre-orders and keep sufficient stock levels to meet demands but also to avoid excess, eliminating the pressure to sell seasonal colours and styles by the end of the season. ☺

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

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 Textured fabrics popular
- 2 Support and coverage meet feminine shapes
- 3 Widespread use of recycled fabrics
- 4 Beach culture and retro looks main trends

CHOOSE YOUR STYLE THIS SUMMER WITH OOSC SWIMWEAR



www.oosc-clothing.com



WORLD'S FIRST BACKPACK MADE OF OCEAN IMPACT PLASTIC



GOT
BAG.

@GOTBAG
GOT-BAG.COM

RETAIL BUYER'S GUIDE BACKPACKS SS24

If there is a product category that is NOT gonna slow down in terms of innovation and demand, it is our beloved companion for our everyday life – the backpack. Whether it's rocked on the mountain or worn while dodging cars and buses through town, it's a category that's always on the move. Ladies and gentlemen, let's dive into the SS24 Lifestyle Backpack Retail Buyer's Guide by **Matthieu Perez**.

retail buyer's guide



EVOC

First and foremost, everyone is seeking adventure – whether they are backpackers, commuters, or enthusiasts of any sport. ALL brands define and redefine what the outdoors entail, from deep nature to urban surroundings to office time to night life. Brands are getting creative to fulfil consumer demands and expectations while keeping an eye toward impacts on the planet.

TRENDY?

Got Bag has developed the world's first backpack made of Ocean Impact Plastic. The Got Bag products impress with the minimalist, timeless design of their roll top packs.

Jenny Cooper, Senior Marketing Executive at Cotopaxi has found that “People are looking for more adventures, they want to get out and explore, enjoy micro adventures, road trips, and work their way through that bucket list in the most sustainable way!”

Stephan Klaus at Heimplanet explains, “We feel that classic packs that are suitable for many different occasions are very trendy. People don't prefer to have several bags for different occasions, but rather one that suits everyone!” Consequently, brands are working to develop the perfect packs for their users.

Eastpak, the 75-year-old “Built to Resist” brand places an emphasis on versatility. According to VP Domitille Parent, “In the lifestyle backpack scene, we're noticing a shift from regular backpacks to daypacks! Your backpack now needs to work for you from morning to night, serving up the perfect combo of functionality for your commute and job, while still being stylish to follow you into the evening.”

“People are looking for more adventures, they want to get out and explore, enjoy micro adventures, road trips, and work their way through that bucket list in the most sustainable way!” **Jenny Cooper, Cotopaxi**

Dakine has narrowed its vision to focus on two major trends according to the Rémi Chaussemiche, the brand's marketing consultant. The first area of focus revolves around commuting backpacks. Dakine's second area of focus includes crossbody pouches, hip packs, and slings—all of which are also a big trend. “We carry phones, earbuds, wallets. Those little bags fit perfectly the current lifestyle” says Chaussemiche.

From Picture's point of view, which is also backed by stores, specialized blogs, and Instagram communities – the biggest trends travel bags. Ergonomic and comfortable, they are the ideal solution for extended weekends. And if they transcend trends, they can inject durability into the market. The brand also notes that city-inspired packs for biking or going to work are also a big trend, especially if they feature smooth materials and offer water repellency.

Sandqvist focuses more on going back to the basics with timeless and earthy colours and by always keeping sustainability, durability, and function in mind. Similarly, Pacsafe places an emphasis on sustainability, durability, and function. Consequently, the brand's bestsellers are versatile and more environmentally friendly “everyday” backpacks and shoulder bags. “They work in the city and on the go” explains Marketing Coordinator Maria Schmieder.



"In the lifestyle backpack scene, we're noticing a shift from regular backpacks to daypacks! Your backpack now needs to work for you from morning to night, serving up the perfect combo of functionality for your commute and job, while still being stylish to follow you into the evening."

Domitille Parent, Eastpak

segmentation approach, we aren't going to be the brand competing at the entry level. It's not us and there's already a ton of competition in the space."

THEY PACK TECH!

As we dive into discussing technology, let's start with Chrome. The brand is introducing a new Tlok Shoulder strap design that allows the bag to offer a customized fit for all body shapes. Evoc uses a TPU-coated fabric 100% free of PVCs and PFAS that is light, temperature-resistant, and completely waterproof. At Got Bag, two of the most important technical features for SS24 are seam welding and waterproofness. "For us it's an important feature because it helps to ensure that the seams and joints of the backpack are strong and durable, creating a sleek and modern look for the backpack, which is often desired in a lifestyle collection," states Dominique Legatski, Got Bag's Lead of Wholesale.

Sandquist is also offering "taped waterproof bags" and a new travel backpack series. Co-founder Sebastian Westin states, "Taped seams and 100 waterproof fabric are helping us produce our first 100% waterproof bags, sealed with rolltops."

Pacsafe got some interesting patented anti-theft-features, such as their locking systems as well as their cut resistant materials. Finally, Heimplanet has developed a 100% polyester material with its fabric supplier. The result is a 100% polyester fabric with an innovative TPEE lamination. This mono material can be 100% returned to the material cycle through mechanical recycling without any problems. Full circle!

SUSTAIN OR DIE!

Almost all brands agree that a focus on reducing their environmental impact is essential. As mentioned, Heimplanet continues its commitment to sustainability by introducing one of the world's first 100% circular backpacks with its Mono Series. In addition to declaring war on textile waste, these packs serve as a role model for what's possible in a circular economy. Pacsafe uses a similar approach with its Econyl® partnership.

Most brands are using recycled materials and Cotopaxi, Topo Designs, Nitro, Picture, and dB aim to use them in nearly 100% of their products or make select products almost entirely from production scraps stemming from other items in their collection. By creating durable products, brands can further reduce their environmental footprint. This is the ethos behind Eastpak's "Built to Resist" motto. Similarly, Picture and Dakine believe in maximizing the longevity of their products. As a testament to this, Picture offers a thirty-year warranty and Dakine touts a lifetime warranty.

"The longer your bag lasts, the less [it] pollutes," concludes Dakine's Chaussemiche.

Finally, Got Bag was founded with a commitment to helping eliminate plastic waste from our oceans. Consequently, the brand is scaling up its clean-up initiatives in Indonesia and other countries.

SUPPORT YOUR DEALER

After successful in-store campaigns like building igloos from "Huggers" or Cake bike installations with the brand's Ramverk packs, dB is rolling out a systematic market-wide POS system in SS24. "It's the number one thing we're asked for," says Weaver. Cotopaxi will support retailers by telling its story in store and digitally to showcase key benefits and features. Dakine has a premium dealer's retail marketing program that offers customized product presentation and merchandising solutions for retailers. Complete with content and marketing assets, this program ensures shops do not waste POS resources and can use the materials that effectively promote the specific products they carry.

Eastpak tries to elevate and energize its brand at every touch point. "Whether that's campaign launches, account excellence, or collabs, we pride ourselves on our consistent brand messaging" explains Domitille Parent. In addition to a classic POS program, Nitro supports its retailers with on-demand sales and warehousing capabilities: order a product and it's delivered in 48h in Germany! That's a commitment to service.

This is it for SS24... brands are moving mountains to deliver products that meet customers' expectations and respect nature. Get after them and get outside! ☺

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

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 New outdoor
- 2 One fits all
- 3 Product longevity

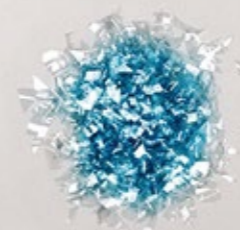


Each bag is made from

37 RECYCLED PLASTIC BOTTLES



1. Collecting and cleaning



2. Shredding



3. Pelletizing



4. Spinning into yarn



5. Made into the best anti-theft bags



PFC Free. Water repellent fabric.

**PROTECT YOUR VALUABLES.
PROTECT OUR PLANET.**

www.pacsafe.com

Topo Designs identifies the three pillars of the lifestyle backpack market as versatility, longevity, and timeless utility. Manon Solviche, European Brand Manager, observes that "There is a huge influence from the outdoors into the lifestyle market. For over a decade, we've been charting a new path, to inspire people to continuously redefine what the outdoors means to them, how they integrate it into their lives and be an inspiration for others to do the same. At Topo Designs, we call that the New Outdoor." Word.

SEGMENT IT!

When it comes to segmenting their collection and offerings, brands are pretty much aligned. Claiming that SS24 is "the season of the backpack," Chrome is introducing four new and five updated lifestyle backpacks. Their styles fall into three main categories: Everyday Carry Laptop, Cargo, and Weatherproof these new packs retail between 120€ and 170€ MSRP.

Cotopaxi goes wider with a range segmented into four key categories: the 'Allpa travel collection' that ranges from backpacks to hip packs (from £50 MSRP); the "Cada Dia range" is a line of thoughtfully designed, urban-inspired packs (from

"All Pacsafe inline bags use recycled main and lining fabrics in 2024, they are 100% PFC Free."

Thomas Ryll, Pacsafe

£40 MSRP); the "Del Dia Collection" features one-of-a-kind packs made from 100% repurposed fabric. (from £15 MSRP); for 2024 the brand is introducing a range of Back-to-School packs (from £80 MSRP). Something for everyone and every wallet.

Dakine segments its line by different styles and usages (pouches, school bags, and commuting bags). For each of these segments, the brand has a "Good" segment (its 365 and Campus series) with a pretty aggressive price positioning and a "Best" segment (its Motive, Mission and Verge series), which tends to focus on innovation, materials, and technicity rather than a lower price.

EVOC's range includes the Duffle 16 and 26 and backpacks for everyday use or the days between bigger trips (120€ and 140€ MSRP). The brand's Mission Pro 28 (154€ MSRP) is a multi-functional, organisational wizard and its little brother, Mission 22 (95€ MSRP), is more of a school backpack.

Got Bag's SS24 lifestyle backpack collection is segmented into different categories based on their usage and features. They have travel bags designed for longer trips, lifestyle bags, for everyday use, technical bags, and accessory bags. Picture keeps it simple with the "Grounds" lifestyle bags (95€ to 125€ MSRP) and the Tampu back-to-school bags (65€ MSRP). Finally, Jonathon Weaver, CMO at dB, rounds it all out by noting, "We've brought in an essential line to help on segmentation with a simple clasp pack, which sits around the 99€ euro mark. With all that being said, whilst we're adopting a market

WHEN IT'S COLD BE BOLD

with the **dryrobe® Advance**, the original weatherproof changing robe.



dryrobe® Ambassador
Taz Knight



Please send trade enquiries to tom.whitfield@dryrobe.com

dryrobe®
get changed. stay warm.

RETAIL BUYER'S GUIDE SURF ROBES & PONCHOS 2023

The massive success of surf ponchos and technical bathrobes proves once more how surf culture is a business vector that reaches far beyond the core community. Retail Buyer's Guide 2023 by David Bianic



If you like it or not, the era of surfers pulling moonies in parking lots with their wetsuits down to their knees, is over. More discreet, surfers are putting more consideration into their pre- and post-session comfort. The rise of cold water surfing has also made these "bathrobes" into the new surf kit essentials. This segment is divided into two product families: simple ponchos and "changing robes", which are more technical and resistant to the elements (wind-rain-cold). Their success has taken everyone by surprise and over the last ten years or so and brands have sprung up all over the place to the point where they form a sizeable market, prompting us to explore this phenomenon in our pages. In fact, the target audience has widened considerably: it's no longer just made up of boardriders (surfing, windsurfing, kitesurfing, SUP, etc.) but also outdoor enthusiasts of all kinds, now sometimes worn as casual clothing!

FROM SURFING TO OUTDOOR

One of the sector's pioneers, dryrobe, has witnessed this development first-hand: "dryrobe® was originally designed by surfers for surfers, making changing out of a wetsuit on the wet and cold British coastline a lot more comfortable", explains Tom Whitfield, Sales Director. But over the years, their products have been embraced by all kinds of people, "from open water swimmers through to obstacle course racers and even dog walkers!" The phenomenon is not a new one but the poncho has become an item that also "plays a role in the appropriation of surf culture", explains Victor Jarrige, Marketing and e-Commerce Assistant for Mellow Sea, a young French brand. The ratio of surfing to non-surfing customers varies from one brand to another. After Essentials remain 80% surf-oriented as far as distribution goes, while All-In estimate that it has

"Over the years, the dryrobe® Advance has been embraced by all kinds of people from open water swimmers through to obstacle course racers and even dog walkers!" Tom Whitfield, Dryrobe®

been 50/50 since 2015. In fact, ranges have diversified as After Essentials describe, with designs aimed at the core surf scene through collabs with pros or surf graphics and others more aimed at the female audience inspired by the world of music or travel... and this goes for all ages: from new-borns to seniors through to oversized cuts for fuller builds. An interesting trend is that surfers are starting to have a variety of ponchos, says Carsten Raphael, CEO of Wave Hawaii, "One for cold days, one for the usual surf sessions and one for traveling". Do you have your quiver of ponchos ready?

PONCHO OR CHANGING ROBE?

Looking at it objectively, you'd be tempted to say that ponchos are more suited to warm, temperate regions, while changing robes, with their zip, lining and waterproof membrane, would be more suited to northern countries. "Yes, in surfing this is the case", confirms Brad Rochfort, UK Sector Manager for FCS, whose Shelter Poncho changing robe "sells best in the colder countries such as Northern Europe, Canada and northern US states." But this assumption doesn't necessarily hold true, says Catherine Morris, Sales Manager for Red Original, Red Paddle Co.'s clothing brand).

Unless you live in a tropical climate, "there is a place for something like a Pro Change EVO in most countries", she assures, "if you're wet or near the water and there is a bit of a wind chill, it doesn't take much for a waterproof robe to become really useful". Lindsay Pimontel-Stanton, Marketing Manager at Voited makes the same observation; their ponchos are more like drycoats than hooded beach towels: waterproof on the outside, microfibre fleece on the inside.

According to Stan Bresson, CEO of the neoprene brand Saint Jacques, the two products differ slightly in their use: "In reality, the function is different: you use a poncho to change before and after your session. A changing robe can be used to wait on the beach when taking a break, for example."

TRENDS 2023

In line with the diversification of uses, ponchos and changing robes are becoming more versatile, as confirmed by Catherine at Red Original, through an "anytime, anyplace" approach: "If you want to use it like your favourite outdoor jacket, why can't it look, feel and perform like your favourite outdoor jacket too?" A perfect example is their 3-in-1 Revolution Parka, which blurs the lines between jacket and robe: "Wear the outer and inner layers as standalone coats or zip together to create a super-warm technical longline coat".

Illustrating the previously mentioned appropriation of surf culture, these products are evolving to suit a more urban clientele. This is the case at After Essentials, whose new Rain Poncho, "brings the poncho from the beach to the city", using fun colour codes and packing down better so it's easier to store.

Kids also account for a big part of the market; it's not unusual to see them spending the day at the beach with a poncho on their back!

Indeed, ponchos - and even changing robes to some extent - have gone from being a surf accessory to a fashion statement. In fact, styling is now just as important as technical characteristics. "The aesthetics are very important on this type of item. I think that prints suit a younger clientele and a plain look with nice details remains a safe bet for us: it's not about making a monochrome product with a big logo on the front," promises Stan Bresson of Saint Jacques. Here again, each demographic has its own colours: the core watersports community favours more discreet tones, like dryrobe's grey/black, the most popular choice with customers, while "The Camo Pink dryrobe" Advance is the one that probably gets the most attention though, as it's often featured in fashion features or on the backs of celebrities", says Tom Whitfield. Others like After Essentials or All-in offer a host of prints and colourways that have brought them their success.

When it comes to price, the ratio between a poncho and a technical changing robe is one to three. The average retail price of a logo poncho is 55 euros, compared to 150-180 euros for a changing robe. "From our experience if the price of the poncho goes above 80€ it will be hard to sell unless there is a real technical feature," says Marin Mauriac, Product Engineer at Soörz.

"In reality, the function is different: you use a poncho to change before and after your session. A changing robe can be used to wait on the beach when taking a break, for example."

Stan Bresson, Mellow Sea

MATERIALS 2023

Obviously, ponchos and changing robes require different kinds of features. "Changing robes require the use of more complex materials to manipulate. Indeed, ponchos are generally made only from fabrics," says Victor from Mellow Sea. Classic ponchos are mostly made from terry cloth, a 50% cotton, 50% polyester blend, say After Essentials, while travel ponchos use "thinner and lighter microfleece with high absorbing properties; 100% recycled polyester". Also for travel, Surflogic's quick-drying microfibre poncho is extremely compact, stored in its one-litre pouch and able to absorb six times its own weight.

For a changing robe, production requires many more materials and processes, like the FCS Shelter All Weather Poncho, "built more like a snowboard jacket with 5k water resistant fabrics, water resistant zippers and taped seams." At Ride Engine, the Tech Changing Robe is made of a Ripstop membrane and has a synthetic sheepskin lining, while the

"The FCS Shelter All Weather Poncho is built more like a snowboard jacket with 5k water resistant fabrics, water resistant zippers and taped seams."

Brad Rochfort, FCS



Bonfire changing poncho has a wind and water-resistant shell with down filling. This focus on linings is also a signature at VAST, whose Black Crimson and Azure changing robes incorporate sherpa fleece for its cosy comfort and rapid warmth appeal.

Just as technical are Voited's Drycoats, with 100% recycled Ripstop Repreve 50D, 18K waterproofing on the inside and Bionic Finish®Eco (fluorine-free) water-repellent treatment on the outside. dryrobe use the same treatment on their Advance models, while the outer shell is made of recycled nylon from used fishing nets, tights or carpets. Further proof of dryrobe's commitment to the environment is their B Corp certification with an excellent rating of 110/200.

The use of recycled/upcycled materials is a real hit with customers. Take Mellow Sea, for example, who use bath and beach towels collected from associations, companies and individuals to make their ponchos. The environmental impact is virtually non-existent since all you have to do is tailor them. Oeko-Tex® certifications are also often highlighted, like at Saint Jacques or Surf Logic: "The key material of our ponchos is high-quality cotton certified with the STANDARD 100 by OEKO-TEX®, an eco-label which guarantees that any textile bearing the label has been tested and found free from over 300 harmful substances," assures CEO Javier Gonzalez Vega. Bamboo fibre is also making inroads, like at Wave Hawaii with their fluffy, hypoallergenic and antimicrobial Air poncho: "This fabric doesn't stink - even when left wet in the car for a long time," assures Carsten Raphael. Those who know, know! 🌊

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

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 Changing robes for the outdoor market
- 2 Fluffy linings (changing robes)
- 3 Waterproof fabrics (Ripstop) (changing robes)
- 4 Prints and colours galore (ponchos)

wave-hawaii.com



WHEREVER YOUR ADVENTURE

STEP INTO COMFORT

BLANKETS | CHANGWEAR | RAINWEAR | FOOTWEAR
MADE WITH REPEVE FROM 100% RECYCLED PLASTIC BOTTLES



VOITED

VOITED.EU

30 YRS EST. 1993

PROTEST

Dutch clothing brand Protest Sportswear are celebrating 30 years of making the world a better place for boarders. We catch up with the team there to reflect on their 30 years and talk strategy for the future.

Please give us some background on from when it all began to the present day.

Protest was founded 30 years ago by a group of Dutch snowboarders. Since day one, we've been doing our part to make the world a better place for boarders - both on the slopes and in the water. We do this by designing fashionable and functional sportswear at an affordable price. By reminding the world that boarding is fun. And by helping people overcome whatever stands between them and their boards. Besides a winter collection, Protest now has a street, beach, surf and outdoor collection for men, women, boys and girls. A cycling collection has also been part of the range for a few years, all based on the mission: 'To help everyone ride more'.

Can we have some current stats on the brand in its 30th year?

Founded in the Netherlands but nowadays Protest is available in more than 25 countries through wholesale & online channels (including marketplaces). Since last year Protest is also available in Canada and North America. We are always searching for new distributors who demonstrate the same drive and ambition to introduce Protest into a new market and then push the brand to the next level.

How is the anniversary being celebrated?

Protest Sportswear is celebrating this year; the brand has been around for 30 years. To mark this milestone, a grand party was organized on Wednesday 24 May in the Netherlands with 700 guests. Together with all international distributors, team riders, customers, shops, suppliers and colleagues, the 30th anniversary was celebrated with the Grandeur Dinner Show in Studio 21 in Hilversum., with the famous Dutch DJ act



Kris Kross Amsterdam as the special act and closing of the evening.

Setting the tone for the night, owner Caroline Dekker took the stage to deliver a brilliant speech, resonating with deep personal connection as her father had been the visionary founder of Protest Sportswear. With a nostalgic gaze into the past and a dedicated vision for the future, she shared some anecdotes about the brand's humble beginnings, focussing more on sustainability as a brand and its current standing. Later that evening Managing Director Wesley van Wijnbergen took the stage, who shared some of the upcoming plans, projects and introduced the Protest FUN(D), an initiative that will launch this fall. The Country of the Year award is presented annually. This year, Switzerland was the winner of this highly desired award. In honour of its 30th anniversary, a series of Lifetime Achievement Awards were presented in recognition of their tireless dedication and major contributions to the success of Protest Sportswear.

Tell us about the brand anniversary collabs or special lines.

In honour of Protest Sportswear's 30th anniversary, a new and epic brand movie has been launched. The brand video reflects the brand's journey and celebrates the brand's evolution, dedication to sports and passion for adventure. Through catchy action footage, funny content and the faces of Protest Sportswear, the video captures the essence of Protest Sportswear. It shows how we want to help everyone ride more.

What was the biggest single challenge the brand has overcome to get to its 30th year?

In 30 years, there have been several crises. Including economic crisis that affected not only us but everyone. But the COVID-19 pandemic hit us particularly hard, because our business is winter sports goods and it was completely locked up. Therefore, not just us, but certainly our clients were struggling as well. We worked strongly together with them. Because we are a strong and healthy family-owned company without any help from investors or banks. Fortunately, we came through this very well and since 2022 we are back in business.



Please tell us about the management team guiding the business today.

We're a proud privately-owned company by CEO Caroline Dekker with Wesley van Wijnbergen as Managing Director. Niels Lammerts is the Creative Founder and together with Gerard van Duijn who is responsible for IT and Logistics they are the Management Team.

Over the last 30 years which Protest product are you most proud of and why?

What we, Protest Sportswear, started thirty years ago has helped us "get there". Nowadays, in addition to our winter and summer collection, we also have a full street, outdoor, and cycling collection. In the past few years, Protest has become the proud market leader when it comes to NOOS items (in both summer and winter collections) and Mix & Match bikinis.

Where do you see the most opportunities for growth for the brand over the coming years?

We never lose sight of our mission: help everyone ride more. In the coming years, Protest Sportswear will focus even more on tailoring our collections to every season and circumstance. From swimwear to technical winter gear and everything in between. Each season, we create ranges of items for all genders and ages to get there all year round. ©

PROTEST.EU

Shapers Club

SHAPERS CLUB

After 30 years in the business, the French surfboard label UWL in La Rochelle is looking forward to the next 30 years, rebranded as Shapers Club and with an impressive 4-million-euro project on the shores of the Atlantic Ocean. Thomas Cardinal, co-founder with his shaper brother Renaud, gives us the keys to this success.

How has the Shapers Club evolved from its beginnings in 1991 as UWL to today?

Founded in 1991 by Renaud and Thomas Cardinal as UWL, the Shapers Club has always been driven by a passion for surfing and craftsmanship. We started as a small company dedicated to manufacturing high quality surfboards. Over the years we have evolved and grown, always keeping our passion for surfing and craftsmanship in mind. Today, we are recognized as Master Craftsman, labelled EPV by the French Government (Living Heritage Company, or EPV label, is an acknowledgement of their traditional and industrial skills), BPI Excellence (entrepreneurial network), Usine du Futur Nouvelle Aquitaine, Made In France and member of the La Rochelle Technopole. In 2023, we launched Shapers Club, an endeavour that aims to bring together independent shapers from around the world in a collaborative and innovative hub.

Who are the members of the Shapers Club?

The Shapers Club comprises 45 independent master craftsmen from around the world who share our vision. Each shaper brings a unique insight and valuable expertise to our community. Among them we have experienced talents (Bob Mitsven, Roger Hinds, Joshua Martin, Stu Kenson, Neal Purchase Jnr, Joel Fitzgerald, Thomas Bexon...) who show decades of experience, as well as emerging talents (Barrett Miller, Troy Elmore, Ellis Ericson...) who bring new ideas and



techniques. Each shaper contributes to the quality and diversity of our community. We welcome those guest shapers at the factory in France to make series of custom boards for European surfers and surf shops. This year, we already welcomed Joshua Keogh (Australia), Takuya Yoshikawa (Japan), and we will welcome the creator of the Bonzer design Malcolm Campbell (California) in August.

How did the Shapers Club manage to register a double-digit growth during the Covid crisis?

The Covid crisis has been a challenge for many businesses, but Shapers Club has managed to achieve double digit growth during this period. We believe the key to this success has been our ability to adapt quickly to the situation, to continue to provide high quality products and services to our customers, and to benefit from the support of our community and our collaborators. Today we are proud to be commissioned on projects with major global brands, as well as for the luxury brands.

Some big moves have been announced for 2024, can you tell us more about this new location?

The building work has started and we will move from our current factory in La Rochelle to a new site three times bigger in Marennes in June 2024 (in front of the island of Oléron, in the middle of the French Atlantic coast). This new location will allow us to welcome more shapers, hold more events and provide a larger and better equipped workspace for our community. The new site will also include a bar/concert space, a coworking space, a gym, a skatepark and visitors will be able to see the manufacturing of the surfboards from all public areas.



This major project, right on the waves route, is for us a recognition of the surf culture and values of Shapers Club. Thanks to a 1800 m² surface area and a 4 million euro budget, we are going to fast-track the company into a new dimension.

What trends have you observed in surfboard design and customer requests?

Over the past year we have seen a growing demand for custom surfboards. Customers are increasingly looking to have a board that matches their unique surfing style and personal preferences, something we excel at. We have also seen a trend towards more versatile board shapes that can be used in a larger variety of wave conditions.

What are your plans for this season and for the future?

For the future, we are working on new board designs, innovative technologies and expanding our product range. We plan to split our historic label UWL Surfboards into UWL (which includes funperfs and longboards) and CARDINAL (for all perf and core shortboards). We are also relaunching our retro ADDICTION label. And, of course we will continue to promote craftsmanship, innovation and community through the Shapers Club through many partnerships to come. ☺

CURFBOARD

CURFBOARD are a German surfskate brand boasting a hassle-free model, with no springs and bushings that adapts to the weight of each rider. Used to practice surf-like turns on land, this revolutionary new surfskate company are taking the industry by storm. Interview with Stefan Habermann, Managing Partner.

Please give us some backstory behind the brand.

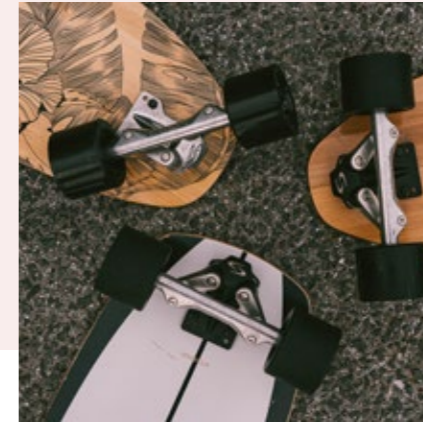
Our founder, Stephan Augustin had already delved into advanced skateboard truck development during his industrial design studies in the 90s. The initial concepts of self-adjusting trucks, eliminating the need for bushings or springs, took shape during this period. As a design engineer in his first job, Stephan played a central role in creating the BMW Streetcarver, a longboard capable of aggressive turns. However, it took until 2015 when the breakthrough occurred, giving birth to the CURFBOARD truck. With patents filed, our company established and following a successful Kickstarter campaign, we started shipping boards and began sales in September 2017.

CURFBOARD is HQ'd in Germany, where are you sourced and manufacturing?

Our development and design operations are based in Munich, Germany. While most of our production and final assembly takes place in Asia, we are currently actively undertaking efforts to transition many of these processes to Europe to improve our sustainability practices.

What is the most popular board across your line right now and have you noticed any recent trends over the last few years?

Our most popular board this season is the FISH. It's the most versatile board in our product line. Easy to pump and quick in generating speed while at the same time providing tight turning capabilities. It is the ideal one-board quiver for almost any rider. At the same time, we have recently observed more specialization: Whether it's high-



performance boards for advanced surf training or bowl and park riding, like our WAVE. Or the other group of long-board style riders who enjoy cruising or long-distance pumping and go for our longer models, the LEILANI or CLASSIC.

You use a patented springless front-truck that self-adjusts to a rider's weight, riding style or skill level, can you explain a bit more about the technology?

CURFBOARD trucks are built upon a revolutionary 4-bar kinematic construction resulting in a surfskate experience where the rider plays only with his own weight against gravity and g-forces during a turn. Riders control their turns by releasing some pressure on the front foot and steering the board through the turn just like in surfing or deep powder snowboarding, exactly as it suits them. Without the need to push against the extra forces of a spring or the hardness of a bushing, the CURFBOARD ride feels extremely smooth and natural.

With our simplified construction, that avoids high-maintenance parts like springs and bushings which usually require adjusting and fine-tuning, we have created a surfskate that adapts to any rider's weight, riding style or skill level. In addition, our truck is light, compact, and hassle-free. Not even greasing is required for years of fun.

Can you explain how a CURFBOARD can be used to help surfing progression?

CURFBOARD emulates surfing in the most natural way as highlighted in the previous answer. Weight distribution between front and back foot during a manoeuvre is just like when riding a surfboard in the water. Surfers who step on any of our boards immediately realize that. Generating speed like when riding along a wave, doing deep carves or tight lip manoeuvres are just a few examples where people get excited about the CURFBOARD for surf training.

Furthermore, we carefully consider foot placement and grip in the design of our various board shapes. This allows riders to choose models that deliver a perfect



experience, whether they are looking to train shortboard or longboard surf manoeuvres.

How is CURFBOARD distributing across Europe?

In our first years, we focused solely on direct B2C distribution, successfully establishing a substantial customer base through this approach. However, due to increasing customer demand to purchase our boards from their preferred retail shops, we have recently embarked on a collaboration with Quarter Distribution based in Berlin. This partnership allows us to expand our sales into the retail segment. We firmly believe that this collaboration will provide customers with the convenience and access they desire, while offering retail stores new business prospects with a unique and differentiating product that fills a crucial gap in any surfskate portfolio.

What are your hopes for the brand's success in the European market in the coming years?

Since the introduction of our surfskate truck technology, we have experienced rapid and consistent growth, struggling to meet the soaring demand. With our supply chains now optimized for further growth, our strategic expansion into the retail channel all coupled with the numerous advantages our trucks offer, we anticipate CURFBOARD will gain even greater recognition across Europe as one of the top brands in our industry. ☺

NEW PRODUCTS

01 / REEF WOMEN'S CUSHION VERA SLIDER

This chunky, built-up look is a must, as is the amazing, cushioned comfort. With nature-inspired details and soft vegan leather straps in a classic two-bar buckled design, this sandal will serve you from day to night in easy, casual chic style.

REEFSANDALS.CO.UK



01

02 / RHYTHM VACATION SS SHIRT NATURAL NATURA SHIRT

Classic style of the brand and Best "Sell Out" product. A cotton yarn-dyed stripe shirt built with short sleeves and from a traditional Cuban fit. Made from 100% cotton, the Vacation SS Shirt is a trans-seasonal stripe shirt silhouette designed for considered wardrobes. The Vacation SS Shirt tastefully inspires casual dressing for minimalist individuals by giving off a lasting, nostalgic impression of summer holidays.

HOFF.FR



02

03 / REEF MEN'S CUSHION TRADEWIND SLIDER

Meet the softest slide, period. Reef's Cushion Tradewind is a new style for Spring / Summer 2023. The amazing cushioned footbed plus its super comfy, adjustable straps mean total comfort just married chilled style, and you reap the benefits.

REEFSANDALS.CO.UK



03

04 / DB SINGLE BOARD MID-LENGTH SURF BAG

Db have recently added the Mid-length boardbag to their surf line. This is a length adjustable, compressible day bag that accommodates boards between 6'5" to 7'6" and compresses to 20% of its size for easy storage. Roll it out for a day chasing waves, compress to a fraction of its size when you're done with it. It's the big but tiny protective cover every surfer needs in their arsenal. So for daily use or short haul trips we now have got you covered with both the Mid-Length Board cover 6'5" to 7'6" and our Single Shortboard cover 5'3" to 6'4" so you don't have to buy multiple single boardbags of different sizes.

DBJOURNEY.COM

04



05 / RHYTHM CORD JAM SAND SHORT

Open door product for the Brand, the cord jam has been in the line for more than 6 years. Soft, comfortable and essential. The cord jam is your year-round stylish solution in a washed cotton corduroy, easy elastic waist and built to last.

HOFF.FR

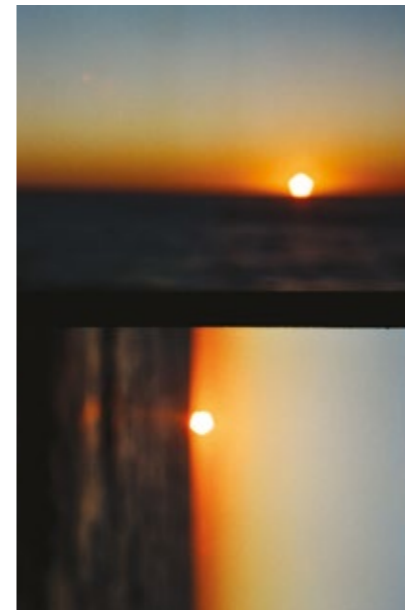


05



Handcrafted Eyewear.
Born In The Golden State.

TANNER WEARING
RUFIO IN RECYCLED BLACK



RAEN.COM

MARKET INSIGHT

UK

FRANCE
ITALY
SWISS
SPAIN
PORTUGAL
GERMANY

What a difference constipation can make!

WOW – how things can change and how rapidly they can change. Consumer confidence is low, much lower than anticipated. Reduced discretionary spending, coupled with a desire for immediate gratification purchases (dining out), together with an appetite for ‘revenge travel’, does not leave a lot in the wallet for our beloved boardsports.

Who can blame consumers for being cautious? Inflation, and food inflation particularly, is still high – although inflation is easing a little. Energy prices and prices at the pump are also falling back, but the shift is really slow, and it still means that prices are still higher than ‘normal’ – whatever normal is? Confidence is low. Priorities are shifting. At the same time, interest rates remain high and today (22 June) hit a 15 year high leading to increased mortgage misery – another massive dent in the wallet. Far be it from me to advise the Chancellor, but... interest rate increases are apparently a good way to combat inflation when an economy is overheating. Given that the current round of inflation (primarily food and energy) is surely a fallout from Putin’s illegal war (F Putin), and the economy appears to be a long way from overheating ... is hiking interest rates helping anyone?

OK – edging into politics is not a good idea, and we really do not have enough words to get into that.

The positive winter season did not follow through with a good start to the traditional summer business. Chris from Snowfit, “Winter was great. It was only in the last 2-3 weeks of the season that it slowed. If it had continued, we would probably have had a record year. It may be our fault that the end petered out a bit because we did not go on sale, so that may account for the lack of end-of-season turnover.” And how has spring been? “Slow start, but now the sun has come out, it’s ticking along. We’re being very proactive and working hard to create sales and get people in-store. The nice thing is that when they do come in, there is very little, if any, price discussion. They’re paying the prices. Margin is being maintained. On SUP, we’re finding people buying better product – they bought their crappy fist SUP from Aldi and now want something better.” Chris’s summer business is a bonus and is the smaller part of the business compared to winter sports. As such, they are not overstocked and not suffering like many watersports shops. For most, the supply chain is suffering from severe ‘stock constipation’ with currently no good laxative in sight by way of footfall.

Where are the customers? Where is the weather? I thought it would be a good idea to check back in with Matt from H2O, who for the last missive was previously pretty positive – was he feeling the same way? “Still optimistic. But you have to be an optimist in this business; otherwise, you’d go mad.” He’s right, of course. “Following January and February, we felt that early Spring would be up 30-35%, but it was not to be. It started OK, but then felt like we were going backwards. Weather was cold. Even on sunny days, there was a bitter wind. I reckon that we are at least 5-6 weeks behind the season – and maybe more.” Recently? Has it been any better? Do you think that the lost

ground can be made up? “No. When it’s gone, it’s gone! May was tough and well down on last year. If we’re lucky, June may be on par with last year, but it’s so inconsistent – great for 3 or 4 days and then nothing for 3 or 4 days. It’s so sporadic” [Late June]

Matt repeated a comment we have heard from other retailers: “Sub £100 spend is plentiful – people are still getting a fix by making a smaller purchase. Larger purchases are also about – you have to work harder to land them, but they are around if you go and find them. It’s the middle ground that is seriously missing, and footfall is down. Last weekend, we had a demo on the harbour, and I reckon there were about 50% of the numbers I would have expected to see on the water. And the schools? They’ve not really started yet.”

John Ball from ‘247 Watersports’ (online only) came into the office, so I had a chat to see how things were faring for them. “I had a great feeling – seeing how the winter sports market had been and how it had ended. I thought this would follow through to a flying start for water sports. How wrong could I be? February and March were virtually nothing, April was crap, and May... I’ve never had a time like it – so quiet.”

So not the best start to the conversation, but John is very pragmatic. “It is what it is. We have cut our cloth accordingly. June has started and is looking to be decent but will not be anywhere near last year. We’re having to fight for every deal and... discounting... discounting... don’t get me started. As well as now competing with other retailers (fair game), we’re now finding that we sometimes have to match prices from our suppliers who are selling D2C at the price that I bought the stuff for. Incredible! Do they expect pre-orders for next year? Having to compete and match discounted suppliers selling direct really pisses me off.”

And looking forward? “I think that this could be our worst year in terms of turnover since we started 15 years ago, but it’s so weather-dependent – give us a great summer, and we could surprise ourselves. We’ll get through it – we always do. Having cut our cloth accordingly, if the sales do come through, then we should be in for a very profitable year! And believe me we have the stock!”

Sadly, one retailer who has not got through is ‘Sail & Ski’, Chester. The family business has been going for more than 50 years, but finally, Dave decided to call it a day and appointed Administrators. With half a century behind them, you will appreciate that their roots were in bricks & mortar. The shop was strongly regarded as part of the fabric of Chester. It is never easy when a retailer goes out of business, but it is all the more painful when a family business closes down, especially one that has been around for so long. I would like to wish Dave all the best for the future and thank him and his family for the business and the fun times. Really, truly sad to see them go.

As for the laxative, it’s not straightforward. We need a dose of warm, windy, sunny weather mixed in with some good waves. We need reduced inflation. We need Putin to fall off a cliff (F Putin). Sadly all out of our control. Situation normal, me thinks. Pass the toilet roll.

GORDON WAY

FRANCE

ITALY
SWISS
SPAIN
PORTUGAL
GERMANY
UK

French GDP growth was 0.2% in the second quarter of 2023, just like in the first three months of the year. As for acquired growth, in the first six months of 2023 this comes in at 0.5%. In other words, even if growth is zero in the second half of the year, France will still record an increase of half a percentage point in its gross domestic product for 2023.

After 2.6% in 2022, the government is forecasting 1% GDP growth for 2023 as a whole. This weak economic activity can be explained foremost by the sluggishness

of household consumption, the traditional driver of French growth. In the second quarter of 2023, the consumption of goods, particularly food, continued to shrink while services rose again slightly and energy spending picked up again. Strikes in the first quarter against the pension reforms do not appear to have had any noticeable effect on consumption, however.

As for inflation, which has risen to levels not seen since the 1980s, INSEE estimate that the consumer price index has risen by more than 6% in recent months. Food price hikes are primarily responsible for keeping inflation high, accounting for 40% of overall inflation, despite constituting 16% of the average household expenditure. Unfortunately, consumer food prices will continue to rise at a constant rate although the reopening of trade negotiations between distributors and food manufacturers could slow this down. Consumers would only start feeling that in their wallets towards the end of 2023 (November/December) though.

With the summer season about to get underway, are price rises really changing holidaymakers’ habits? New booking habits seem to be emerging: August is less popular and travellers are rethinking their plans. In truth, it’s not quite as simple as that. And they aren’t far off. From Saturday 8 July 2023, all zones will be able to pack their bags for the school holidays. But you still need to have the means. Consumer goods, heating, food... With this inflation, many French people have made concessions. But for now, one thing seems to be untouchable: holidays.

With air fares set to soar in 2023, the French are not giving up on taking a break from their daily lives. Although the economic context may not be deterring travellers from booking sites, it could be changing their behaviour: travellers are adjusting their booking habits to suit the current climate. The first finding is that, with inflation pushing up travel costs, French people are planning their getaways in the spring and early summer. August is out because of its excessive prices and travellers are increasingly opting for more off-peak periods. It’s often said that the Easter holidays foreshadow the season to come. So how does this second quarter look for our industry and what’s the mood like in our shops?

At Ocean Gate Surf Shop, an iconic store on the Quiberon peninsula, open all year round with over 400m² dedicated to surfing, Shop Manager Laure Collin tells us: “The launch of the season during the spring holidays was rather tentative, particularly in terms of wetsuit and equipment sales.” She adds: “The May bank holidays were good for business with good footfall. However, June is off to a very slow

MARKET INSIGHT

start. The current weather conditions, with no waves for several days, are not helping.” A little further north at Neway in Nantes, a boardsports shop that opened in 1995 and which, unlike its coastal counterparts, doesn’t see a huge difference in footfall between the summer period and the rest of the year, the situation seems similar, even though the timings aren’t necessarily the same. Rémi Harnois, Sales Manager, says: “We had a good April, which generally bodes well for the summer season.” However, he adds: “Unfortunately May wasn’t really up to scratch, despite the bank holidays, which set us back on previous years.” Nouvelle Vague & Co in Soulac-sur-Mer also saw a downturn, with Shop Manager Eric Delthil telling us: “The start of the season is down on previous years, with a 20% drop in footfall and turnover compared with last year.” Laure confirms: “Turnover to date is down on last year. The number of completed sales is also down.” She explains: “There is too much on offer at the moment for the demand and the very high stocks held by the various players in the industry, particularly in wetsuits and equipment, and the subsequent discounts, are having an impact on footfall and sales”. Rémi, from Neway in Nantes, is a little more reserved: “Footfall is fairly stable, albeit down on a few years ago, but customers who come to the shop are buying more frequently, having researched online beforehand.” However, he does note: “Certain major purchases are sometimes postponed or more carefully considered, no doubt due to the economic climate and the effects on purchasing power.”

As far as deliveries to shops are concerned, the supply problems of the COVID years seem to be well behind us. Laure from Ocean Gate tells us: “Deliveries are in line with pre-orders. The scheduled quantities and dates have been met”. She adds: “At this stage of the game, we are still overstocked, especially in skateboards and neoprene. For the rest, it’s still too early to tell what stocks will look like at the end of summer.” At Neway, Rémi confirms: “On the whole, deliveries have been received as planned, with no major delays or shortages as in previous years. Some deliveries were even too early.”

When it comes to products, after the COVID years when hardware was highly sought after by customers, it would appear that this will no longer be the case in 2023. For 2023, it looks like the surfwear department will be the most popular at the start of the season. Laure from Ocean Gate tells us: “So far, the surfwear department is coming out on top”. She adds: “We’re sticking to the strategy of our three departments - wetsuit, surfwear and equipment - complementing each other. But we have placed orders accordingly with larger quantities of surfwear, which is doing very well at the start of the season.” Rémi from Neway explains: “We’re hoping for good surfing conditions to return so that sales of technical equipment can pick up again. We’ve had 3 completely flat weeks, which is not helping sales.”

With our industry being very weather-dependent, the start of the 2023 season has not proved favourable. The wave conditions over the May and early June bank holiday weekends did nothing to encourage people to go to the coast and surf. Let’s hope that the weather conditions over the 2 summer months improve to deliver a successful 2023 season for shops, enabling retailers and distributors to reduce their stock levels as this seems to be one of the major issues at the moment.

BENOIT BRECQ

MARKET INSIGHT

GERMANY

UK
FRANCE
ITALY
SWISS
SPAIN
PORTUGAL

Nothing new in May... But in June, thank goodness, a lot has happened in the industry with nice weather driving sales up. However, there are still very high stock levels in some product groups, such as surfboards, SUPs and skateboards. The brands notice this through slow reorders. What is the reason behind this? We often hear that the buying behaviour of customers has

changed. That's certainly correct, many people try to save money and think carefully before buying something new. And usually older customers still do. You never know what will happen. One day people come to the shop and sales are really good. The next day nobody comes, even though the weather is the same. It's impossible to predict. We all have to keep going... thinking and acting positively.

In the textile segment such as boardshorts, bikinis, etc., things are definitely looking more positive. Some brands have already emptied their warehouses, while others are offering extreme reductions on their own e-commerce platforms or are already working with closeout deals. The pre-order rounds have already started and the feedback is varied with some shops slowing down a bit, but most are writing at the same level as before Covid.

We spoke with Frittboards in Cologne, who are evaluating which brands still make sense, and which do not. When I asked him why, Stefan answered: "Does it make sense to present, push and build up a brand that sells online itself? We have experienced this so often in the last few years: we find something cool, buy it, make it bigger and then suddenly it doesn't work anymore. We are special in what we do, but we also have to earn money. I do think brands need retail and it's not all about online." I wanted to know if they draw any consequences from this current situation. "Yes, we will now look very closely at what the different brands are offering us or how they are behaving towards us and we will definitely kick some out as well."

These statements testify to the fact that even the retailers are currently in the process of finding their way, are partly reorienting themselves and are interested in good partnerships.

We hear similar things from the far north in Rostock from Supreme Surf owner Eike. He specialised before this summer season and for him, for example, the sunscreen category works very well. "You notice that beachgoers are taking more care of themselves and are now paying attention to sunscreens and not always just buying the cheapest." That's also the info we have heard here. People pay more attention to their health and are then also willing to spend more money. Since sunscreen has been placed on the beaches for free in the Netherlands to prevent skin cancer, the topic is becoming more and more high profile here as well.

We now come to the topic of surfskate, street surfing. We talked to Jorge from the Boarding Surfskate School in Ingolstadt, which he has been running for years. This is doing very well at the moment, courses are being booked more and more. Streetsurfing will definitely continue to be accepted. When I ask him how he sees the market he says: "Surfskates still have growth potential. So surfing is booming in Germany too, even though we don't have many waves." Jorge also sells river surfboards: "This category is growing and growing. River surfing has become a popular sport. We also give courses here and besides that we sell the boards and everything a surfer needs. With the new surfing facility in Munich and the new standing waves, I think this will continue to go from strength to strength!"

I also talked to Simon from S'Brett in Mannheim. He was satisfied with sales but said the following about sneakers: "It's getting more and more difficult to have the right brands. It's already the case that the big brands want more and more from the smaller shops. There are higher and higher minimum orders. They actually tell you what you should buy. That won't work for long. We are adjusting that in our shop." I asked him what his sales of skate hardware are like. S'Brett is one of the biggest skate shops in Mannheim and the surrounding area and stocks everything a skater's heart desires. He said, "It's actually good, but the next skate shop in Heidelberg is closing and giving discounts accordingly. That's noticeable." But what he regretted the most was that another small retailer was closing down.

We also have very pleasing sales in the textile sector. Since the sun brought the heat to Germany, shorts and shirts have been doing extremely well. Short baggy pants are also selling well. I talked about this subject with Philipp Lange, who is in charge of the Globe brand in southern Germany and also about working on his pre-orders. "I am very positively surprised because the sneaker market is already very competitive. But I do write some small orders, especially for the thicker sneakers, which have never been out of fashion at Globe." I wanted to know what he attributed this to. His answer: "It's simple, the baggy trend is here, and you don't see normal sneakers under the wide trousers." Since Philipp also distributes NNSNS (Nonesense) denim in addition to Globe, I wanted to know how it was going there too. He was enthusiastic. "We have been sold out of short baggies for over a month. In the meantime, I am writing some new washings in the pre-order. I expect that to remain as a trend."

And we all have to keep going... I mentioned that sentence above. Of course, that also means that we want to keep going. Because, as always, we are all united by our love of boardsports, which gives us, the pros, but also our customers this unique attitude to life.

See you next time!

TOBI HAMMER

Trust The Bum®



ITALY

SWISS
SPAIN
PORTUGAL
FRANCE
UK
GERMANY

The economic update has not changed much from the last quarter with export numbers decreasing, as important export markets like Germany are buying less than expected. So April had seen a decline of 1.7% in exports with only car exports growing but from a weaker base when compared with other sectors. Gas and oil prices have now been stabilized and so are not as big an issue anymore but the inflation and increasing interest rates have lowered

consumers purchases and so many companies sales has dropped. The very heavy flooding during May caused also a lot of damage in the Emilia Romagna region with many farmers set to lose their yearly incomes, also many homes were destroyed and quite a few people sadly lost their lives during this natural disaster.

Boardsport and streetwear dealers from north to south have been struggling in the first two quarters of 2023. Turnover is mostly down and costs are still higher than usual. Average spending power has decreased and families are trying to hold on to their money. From hardgoods to streetwear there is barely a single category which has maintained similar numbers to the previous years. When talking to retailers they mainly agree that the target group of customers has shifted their spending habits more into traveling, nightlife, restaurants and other social activities. Retailers do not have enough access to brands that sell or trend the most right now such as Nike, Jordan, New Balance and Adidas etc. Hardgoods sales are down in both skate and surf. Surf suffers from low wetsuits sales while skateboarding just has too much product on the market in general which results in everybody selling a little bit but not enough.

This year we have already seen the closing of historical skate and snowboards stores that have been in the game for many years.

SWISS

SPAIN
PORTUGAL
FRANCE
UK
GERMANY
ITALY

Winter 22-23 has really taken its toll. After being absent for most of the season, the cold returned and there were eventually some regular snowfalls at altitude in April. This provided some nice end-of-season sessions for all the freeride aficionados who had been left wanting until then. But that wasn't enough to save the season since most of the ski lifts were already closed.

Some resorts, however, were able to stay open longer, attracting riders who had been frustrated by the lackluster winter. This was the case for Verbier, Les Diablerets and Crans-Montana among others, with some managing to postpone their closing days until early May. We saw some renewed motivation for spring riding in Switzerland this season given the good conditions at the time but obviously from a business point of view that didn't really help.

Sales in 23-24, as well as observations in the field, showed a slight revival of freestyle snowboarding in Switzerland. The snowparks were busy, social media feeds of up-and-coming Swiss snowboarders were loaded with freestyle and the brands were pushing in this direction. We're seeing more freestyle items appearing on offer and the numbers of pre-orders confirm this demand, at least in part. It's a logical development and a good sign for the future given that powder snow is becoming increasingly scarce.

This mediocre season has not spared everyone. We regret to see a number of retailers in Switzerland going bankrupt this winter,

MARKET INSIGHT

For example Zoopark from Varese, a store which was an institution for many years in this city and all over Italy, or Kosmos from Rovereto or Move from Verona. This is something we haven't seen in recent years. Being even more specialized and unique is nowadays more important than ever for retailers and having access to special products or desired brands is crucial for a successful boardsport retail business.

Nearly every boardsport or streetwear brand is part of this market downsizing in Italy right now and while bigger stores are cutting budgets, the smaller stores are narrowing down their selection of brands. Carhartt is one of the few brands from the boardsport / streetwear world who has really stood the test of time and has become even more important for many retailers nationwide. A positive trend is that many new European brands who enter the market, have been discovered and are growing pretty fast. This is because many retailers want to innovate their brand portfolios and brands like Wasted Paris from France are going from strength to strength. Polar skate co. is still doing well, while deck sales are split between many different brands. In wheels, Spitfire really dominates the market with their F4 formula wheels which are a must have for most skaters out there on the streets. Outdoor and workwear influenced brands are still a hot topic for many skate and streetwear dealers with plenty of shelf space. Successful navigation through this difficult and unpredictable year is now the gameplan for most retailers out there. Cutting costs, buying wisely (less pre-book / more stock) and marketing themselves differently is now the only way.

As temperatures have risen the contest season has started and many local events are again being planned giving strength to the community. This is it for this issue and let's hope for better economic times, as summer will be great anyway.

FRANZ JOSEF HOLLER

most of these consisted of small structures that were sometimes 'side-businesses', but it's never a good thing. A page is being turned on them and on a part of the industry that's still fairly dependent on small specialist shops. For the others, it's not all rosy either - payment problems are frequent, if not truly worrying, and the lack of liquidity is real because revenues have not matched up to expectations. It's not just the lack of sales that's causing problems but also the fact that certain deliveries have been delayed, creating a need for liquidity at an unusual time, which is exactly what happened with the bike business, being so delayed that retailers were forced to take on goods and cash out at times when they shouldn't have to worry about it.

The dicey spring weather didn't really help to kick-start the summer season. Footfall in shops was not great and consumer spending in general was below par. Inflation in Switzerland, estimated at 2.5% in 2023, in addition to well below-average growth may also explain the reluctance to buy anything at the moment. Generally speaking, we can see that the skateboard market has been relatively stable since the drop off in 2022 while the water sports market is clearly struggling to get off the ground in the gloomy weather. However, we can foresee this changing quickly, as the highly encouraging success of wing foils in 2022 suggests that there is still real potential in this area and that sales of neoprenes could go along with it. The booming bike market in the Swiss mountains should also help some of our retailers enjoy a good summer, or at least that's what we're hoping for.

FABIEN GRISEL

SPAIN

PORTUGAL
FRANCE
UK
GERMANY
ITALY
SWISS

Despite a positive economic outlook, Spaniards are careful with their spending. The long-term health of the boardsports industry might require price harmonisation between online and brick & mortar offerings. Results of the second quarter marking a steady growth has lifted the mood of Spanish economists. Think tanks have elevated the 2023 GDP growth forecast to 2.4%. The rise in exports and tourism related spending has doubled the creation of

employment. It is also maintaining the downward trend of inflation, now forecast at 3.4% for this year's average. Unfortunately, other European economies keep much higher figures, prompting the Central European Bank to increase interest rates. This could impact the average Spaniard's spending capacity. The political climate with snap general elections called for July does not help. A discourse of loom and gloom regarding recession is inviting Spanish consumers to spend more carefully. Recent research shows that Spaniards are booking their holidays much more in advance to secure the cheapest deals. They also shorten their stay and favour apartment rentals to save on meals out.

This mentality is noticeable in the boardsports scene too. People are spending less. The significant increase in prices does not help. "A wetsuit that cost 199 euros last winter will cost 319 euros the next one", says Nacho Rotglá from Gondwana Surf Shop in Valencia. This could drive consumers towards cheaper options, whether it is lower quality products or seeking online discounts. Boardsports keep generating a lot of interest. There is still a steady number of newcomers, especially to surf, skate, and the new popular wing foiling. Yet, winter has not been easy. The new pre-ordering deadlines, much earlier than they used to be, have forced stores to buy blindly. In an industry dependent on climate conditions, this can be tricky. Snow stores suffered from a very

PORTUGAL

FRANCE
UK
GERMANY
ITALY
SWISS
SPAIN

Portugal has been living in a situation of political instability due to a crisis between the President of the Republic and the government following the resignation of several members of the ruling party. For example the management of the TAP airline is a daily political nightmare and this could all result in an early election. In terms of the economy, Portugal continues to struggle due to high inflation and the loss of purchasing power. The consecutive rises in interest rates has left the population living in increasing difficulties, and they are being forced to cut back on non-essential goods.

Even so, the latest forecasts brought good news with the IMF, who revised upwards the average growth of the country's economy from 1% to 2.6% for 2023. This was due to the increase in tourism in the first quarter with the economy growing 1.6% compared to the previous quarter and 2.5% compared to the same period in the previous year. Tourism revenues in Portugal totalled 245.7 million euros in February, 60.3% more than in the same month of 2022. Compared to the pre-pandemic period (February 2020), there was a growth of 26.4%. Despite still having a high-rate inflation the rate has dropped to 4%. To fight the inflation effect on food and help families the government eliminated VAT on essential products, this was a key step in reducing the inflation rate.

For Manelsport shop, "On the negative side we have the product pricing increase", said the owner, Carlos Dias. "On the positive side, surfwear demand continues, which stands out along with the skateboard hardgoods as our most positive categories. Surfing schools and surfing events continue to raise surfing's profile. Our sales have risen slightly compared to 2022 which confirms that surfing and skateboarding have become more of a lifestyle, with great demand for surf and skatewear products.

MARKET INSIGHT

late snowfall, consequence of global warming. By the time resorts opened around or after Christmas, they were practically in sales season. That reduced their window for full margin sales to almost nothing. Surf in the north of Spain was blessed with good swells, but the Mediterranean was not so lucky. Gondwana missed the sales that surf gear wear and tear produce. Tarifa, in the south, is blessed with wind and also a kind temperature, making it possible to live in unheated houses. "Many northerners migrated to Tarifa for the winter to alleviate the cost of living", says Benja Wesseling from Surco Shop. Yet, his biggest concern is that these perfect windy conditions stop due to climate change. The summer looks better for both. Surco, still in its first years in business, expects a 40% growth. Gondwana has put some measures in place to make this summer more manageable. He dropped his pre-order volume considerably last summer and has reduced advertising and staff costs. Online sales are residual, around 5 to 10% of total sales. The web is too filled with discounts of all sorts of products. Customers have the upper hand, with all options available in just one click. Stores are limited to the brands they stock and the margins they need to stay in business. Schools are the most profitable part of the business, simply because they have a lower investment. Surco offers kiteboarding, wing foiling and surfing courses, and he receives a steady number of newcomers. Gondwana does not own a school but collaborates with one.

The overstock situation has created a difficult scenario. Brands need to find solutions to clear stock, and some of them are to offer discounts online. This drives consumers away from brick-and-mortar stores, who are unable to clear their own stock. Stores that don't clear stock do not order from brands, and so it goes... The best form of support for retailers at this point would be to regulate prices. Mainly, longer periods to sell at full price, without competing online discounts. The long-term health of the industry will require a balanced risk taking from brands and stores.

ROCIO ENRIQUEZ

Skate shoes in particular are performing better, with the notable rise of the Cariuma brand. We still find some brands still have delivery delays but this is way less than last year."

Pedro Fernandes from Despomar, Portugal's biggest retail brand mentions that "Easter was good for most customers nationwide. There have been positive aspects: on-time deliveries, Spring/Summer collection sales above last year with surf clothing stronger than skate clothing and good weather has helped a lot. On the other side there's a big stock overload of surf and skate hardgoods. The economic situation in the country is very uncertain and stores still have tight cash flow. Growth in tourism is masking the impact of rising interest rates and inflation."

For POP Skate Shop, one of the most important core skate shops in Portugal, located inside Parque das Gerações skatepark, things haven't been easy. "Despite prices of all the products we sell instore increasing, we had a decrease in turnover compared to the same period last year. This situation is also connected with the lack of events in the skatepark compared to previous years due to issues with Cascais City Council and our partners. Still, we managed to hold an amazing Flow Bowl in the skatepark and we've hosted the launch of the new Solo Skate Mag issue along with Globe's skate team (Austyn Gillette, Val Bauer and Alex Furtado) who were launching a new shoe model, The Gillette. Regarding products, we had a decrease in sales of hardgoods but saw an increase in footwear. Inflation has had a big impact as life becomes more expensive. A minority of our customers have above-average purchasing power and have not felt inflation so much, but in general the cost of living has risen a lot and unfortunately people's wages have not increased at the same pace."

Happy summer everyone! Enjoy.

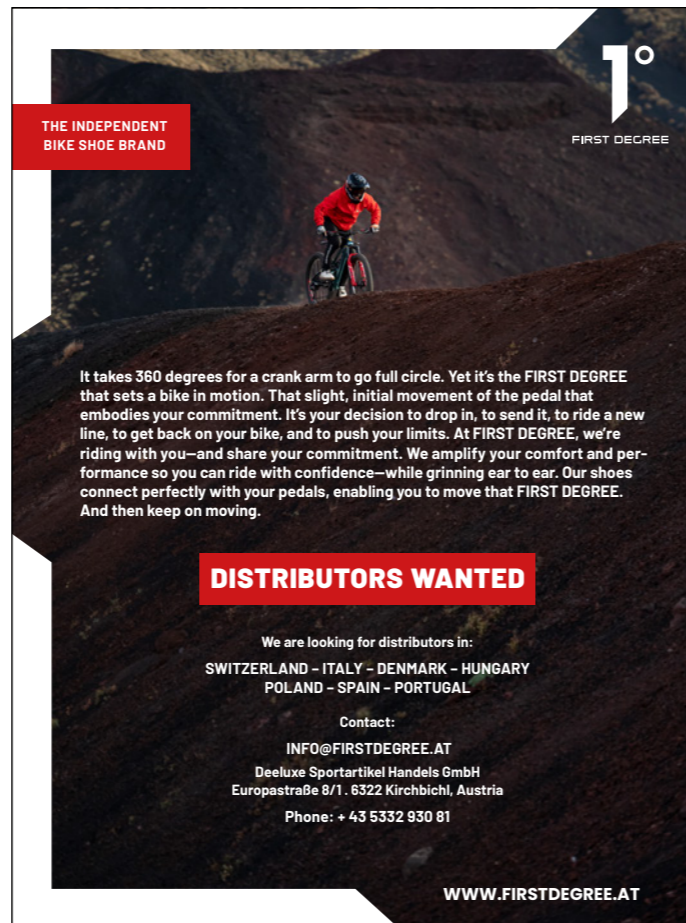
NUNO PRINCIPE



AIRBLASTER
DISTRIBUTORS WANTED!

ITALY
HUNGARY - FINLAND - LATVIA
SLOVENIA - CROATIA - TURKEY

INTERESTED?
CONTACT [KYLE@MYAIRBLASTER.COM](mailto:kyle@myairblaster.com)



THE INDEPENDENT BIKE SHOE BRAND

FIRST DEGREE

It takes 360 degrees for a crank arm to go full circle. Yet it's the **FIRST DEGREE** that sets a bike in motion. That slight, initial movement of the pedal that embodies your commitment. It's your decision to drop in, to send it, to ride a new line, to get back on your bike, and to push your limits. At **FIRST DEGREE**, we're riding with you—and share your commitment. We amplify your comfort and performance so you can ride with confidence—while grinning ear to ear. Our shoes connect perfectly with your pedals, enabling you to move that **FIRST DEGREE**. And then keep on moving.

DISTRIBUTORS WANTED

We are looking for distributors in:
SWITZERLAND - ITALY - DENMARK - HUNGARY
POLAND - SPAIN - PORTUGAL

Contact:
[INFO@FIRSTDEGREE.AT](mailto:info@firstdegree.at)
Deeluxe Sportartikel Handels GmbH
Europastraße 8/1, 6322 Kirchbichl, Austria
Phone: + 43 5332 930 81

[WWW.FIRSTDEGREE.AT](http://www.firstdegree.at)



WAVE HAWAII

Distributors wanted for ES, IT, PT and more countries.

Come and join our growing team with the focus on sustainable style products.

For more info we are happy to receive your message.
carsten@wave-hawaii.com

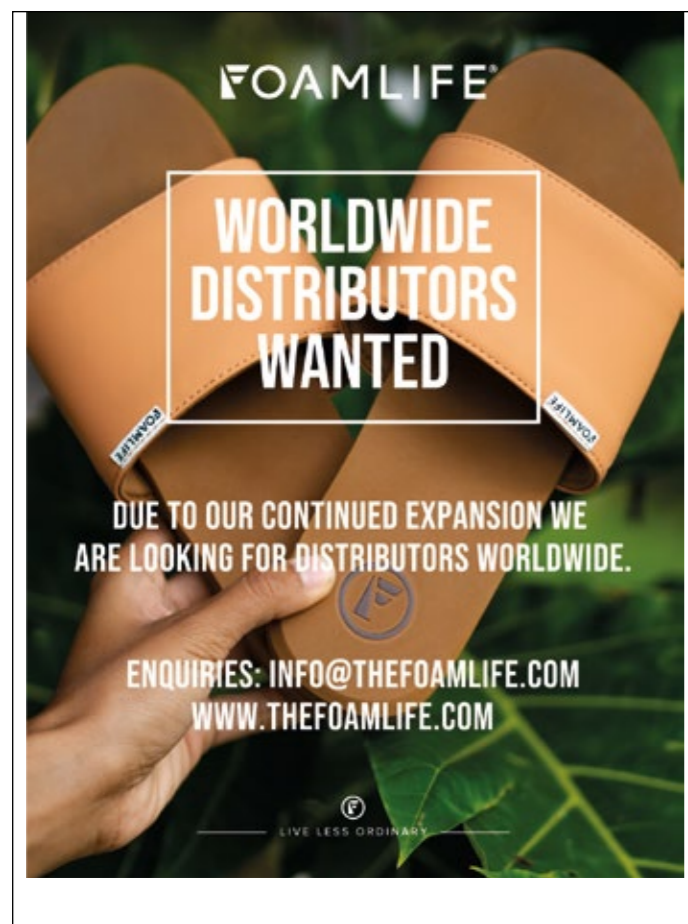
www.wave-hawaii.com/en



AGENTS & RETAILERS WANTED

Join the Rusty Apparel Team!
We're seeking sales agents and retailers across Europe.

sales@rusty.eu
www.rusty.eu



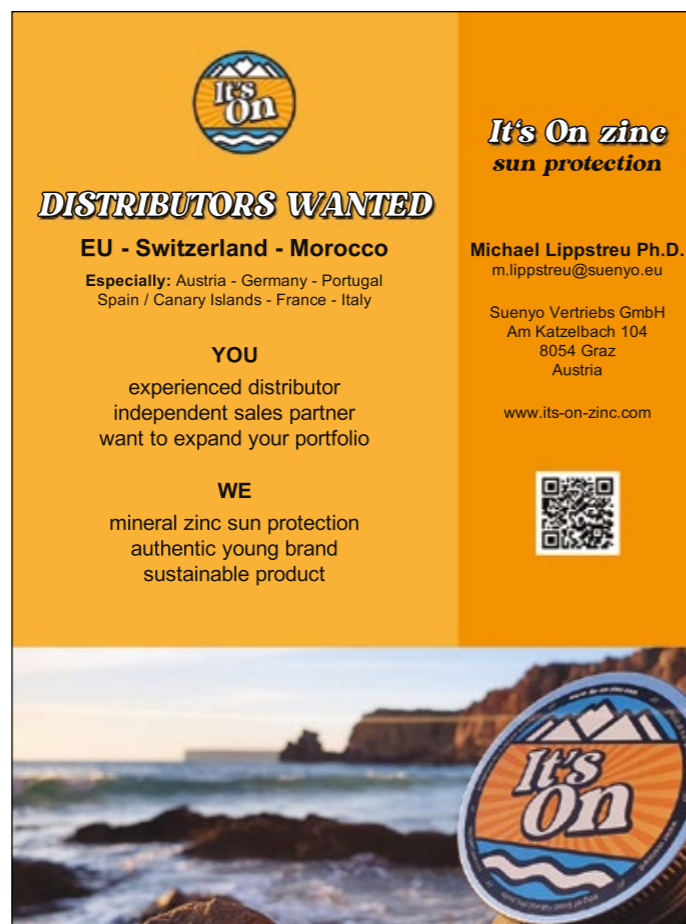
FOAMLIFE

WORLDWIDE DISTRIBUTORS WANTED

DUE TO OUR CONTINUED EXPANSION WE ARE LOOKING FOR DISTRIBUTORS WORLDWIDE.

ENQUIRIES: [INFO@THEFOAMLIFE.COM](mailto:info@thefoamlife.com)
[WWW.THEFOAMLIFE.COM](http://www.thefoamlife.com)

LIVE LESS ORDINARY



It's On

DISTRIBUTORS WANTED

EU - Switzerland - Morocco
Especially: Austria - Germany - Portugal
Spain / Canary Islands - France - Italy

YOU
experienced distributor
independent sales partner
want to expand your portfolio

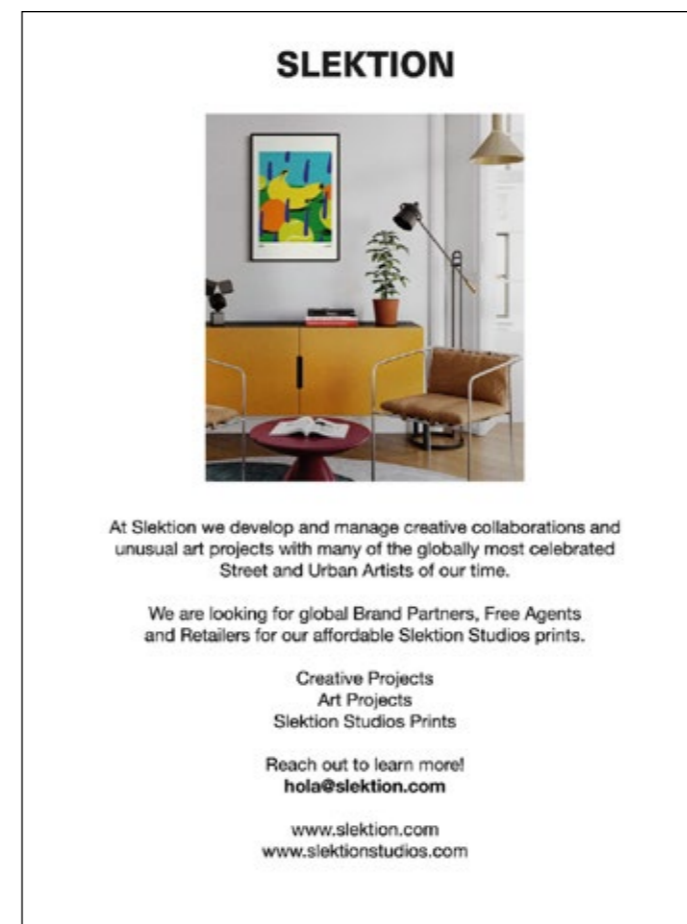
WE
mineral zinc sun protection
authentic young brand
sustainable product

It's On zinc sun protection

Michael Lippstreu Ph.D.
m.lippstreu@suenyo.eu

Suenyo Vertriebs GmbH
Am Katzelnbach 104
8054 Graz
Austria

www.its-on-zinc.com



SLEKTION

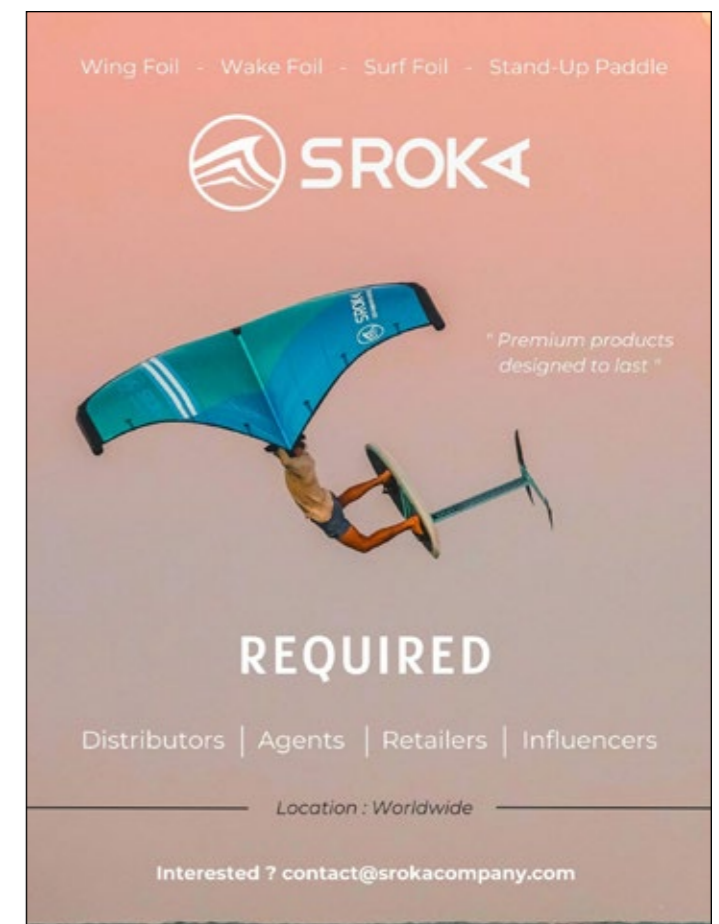
At Slektion we develop and manage creative collaborations and unusual art projects with many of the globally most celebrated Street and Urban Artists of our time.

We are looking for global Brand Partners, Free Agents and Retailers for our affordable Slektion Studios prints.

Creative Projects
Art Projects
Slektion Studios Prints

Reach out to learn more!
hola@slektion.com

www.slektion.com
www.slektionstudios.com



Wing Foil - Wake Foil - Surf Foil - Stand-Up Paddle

SROKA

"Premium products designed to last."

REQUIRED

Distributors | Agents | Retailers | Influencers

Location: Worldwide

Interested? contact@srokacompany.com

EVENTS #117

surf/kite skate/bike snow street/outdoor SUP/wake

street	DRIVE IN	Bristol, UK 10-11 Jul 23	TBD
street	PREMIUM	Berlin, Germany 11-12 Jul 23	premium.fashion
street	SEEK	Berlin, Germany 11-12 Jul 23	seek.fashion
street	MILL	Manchester, UK 13-14 Jul 23	TBD
surf	CORONA OPEN J-BAY	J-Bay, South Africa 13-22 Jul 23	worldsurfleague.com
sup	VIANA SUP OPEN	Viana, Portugal 14-16 Jul 23	appworldtour.com
surf	US OPEN OF SURFING	Huntingdon beach, USA 29 Jul-6 Aug	worldsurfleague.com
kite	GKA KITE SURF	Rio de Janeiro, Brazil 1-9 Aug 23	gkakiteworldtour.com
surf	BOARDSMASTERS LONGBOARD PRO	Fistral Beach, UK 9-13 Aug 23	worldsurfleague.com
surf	SHISESIDO TAHITI PRO	Tahiti, French Polynesia 11-22 Aug 23	worldsurfleague.com
kite	GKA FREESTYLE	Dunkirk, France 16-20 Aug 23	gkakiteworldtour.com
skate	LONDON CALLING	London, UK 18-20 Aug 23	TBD
kite	GKA KITE SURF	Sylt, Germany 22-27 Aug 23	gkakiteworldtour.com
sup	ALICANTE SUP OPEN	Alicante, Spain 30 Aug 23	appworldtour.com
wake	WORLD CHAMPIONSHIPS	Ferreira do Zezere, Portugal 30 Aug-3 Sep 23	thewwa.com
street	WHOS NEXT	Paris, France 2-5 Sep 23	whosnext.com
surf	RIP CURL WSL FINALS	Lower Trestles, USA 7-15 Sep 23	worldsurfleague.com
surf	SURF PARK SUMMIT	Scripps Seaside Forum, San Diego 19-29 Sep 23	surfparkcentral.com
sup	WSUPPC 2023	Les Sables d'Olonne, France 24 Sep-1 Oct	TBD
kite	GKA KITE SURF	Dakhla, Morocco 26 Sep-1 Oct 23	gkakiteworldtour.com
sup	THE PADDLE SPORTS SHOW	Strasbourg, France 27-29 Sep 23	thepaddlesportshow.com
surf	EUROSIMA SUMMIT	Seignosse, France 28-29 Sep 23	eurosima.com
optics	SILOMO	Paris, France 29 Sep-2 Oct 23	silmoparis.com
surf	EDP VISSLA PRO ERICERIA	Ericeria, Portugal 1-8 Oct 23	worldsurfleague.com
snow	HINTERTUX OPENING	Hintertux, Austria 6-8 Oct 23	hintertuxergletcher.at
surf	THE BOARDROOM SHOW	Del Mar, California 7-8 Oct 23	boardroomshow.com
surf	CORONA SAQUAREMA PRO	Rio de Janeiro, Brazil 14-21 Oct 23	worldsurfleague.com
snow	THE SNOW SHOW	Birmingham, UK 14-15 Oct 23	telegraph.co.uk/travel/ski
surf	TAGHAZOUT SURF EXPO	Taghazout, Morocco 26-29 Oct 23	taghazoutsurfexpo.com
snow	SKI PASS	Modena, Italy 27-29 Oct 23	skipass.it
kite	GKA FREESTYLE	Taiba, Brazil 1-5 Nov 23	gkakiteworldtour.com
sup	GRAN CANARIA PRO-AM	Gran Canaria, Spain 11-18 Nov 23	appworldtour.com
outdoor	OUTDOOR RETAILER WINTER	Salt Lake City, USA 14-16 Nov 23	outdoorretailer.com
sup	WORLD CHAMPIONSHIPS	Pattaya, Thailand 15-17 Nov 23	canoeicf.com
surf	NAZARE TOW SURFING CHALLENGE	Nazare, Portugal 15 Nov-31 Mar 23/24	worldsurfleague.com
surf	JAWS CHAMPIONSHIP PE'AHU	Maui, Hawaii 15 Nov-31 Mar 23/24	worldsurfleague.com
outdoor	KENDAL MOUNTAIN FESTIVAL	Kendal, UK 16-19 Nov 23	kendalmountainfestival.com
snow	ISPO	Munich, Germany 28-30 Nov 23	ispo.com
snow	WINTERPRO	La Rosiere, France 7-9 Jan 24	actsnowboarding.com
snow	SLIDE & OTS	Telford, UK 9-11 Jan 24	slideotswinter.co.uk
snow	SHOPS 1ST TRY	Alpbach, Austria 21-23 Jan 24	shops-1st-try.com



SURF EXPO

SEPTEMBER 7-9, 2023

ORANGE COUNTY CONVENTION CENTER
SOUTH A/B ORLANDO, FL



COASTAL LIFE AT SURF EXPO

Swim
Boutique
Resort
Coastal Gift
Footwear

The Premier Watersports & Beach Lifestyle Marketplace



REGISTER AT [SURFEXPO.COM](https://www.surfexpo.com)
A Trade-Only Event. Qualified Retailers Attend for Free.



EXTREME SOCIAL

WE ARE A HIGHLY SUCCESSFUL SOCIAL MEDIA PUBLISHER

Posting and producing captivating content **DAILY**. Entertaining and engaging with our **20 million** fans.

Hitting **200m+** video views monthly and reaching **2.2 Billion** views in 2022

For Brands, Events and Destinations we deliver:

- **Social Media Management**
- **Content Creation**
- **Advertising and Sponsorship Solutions**

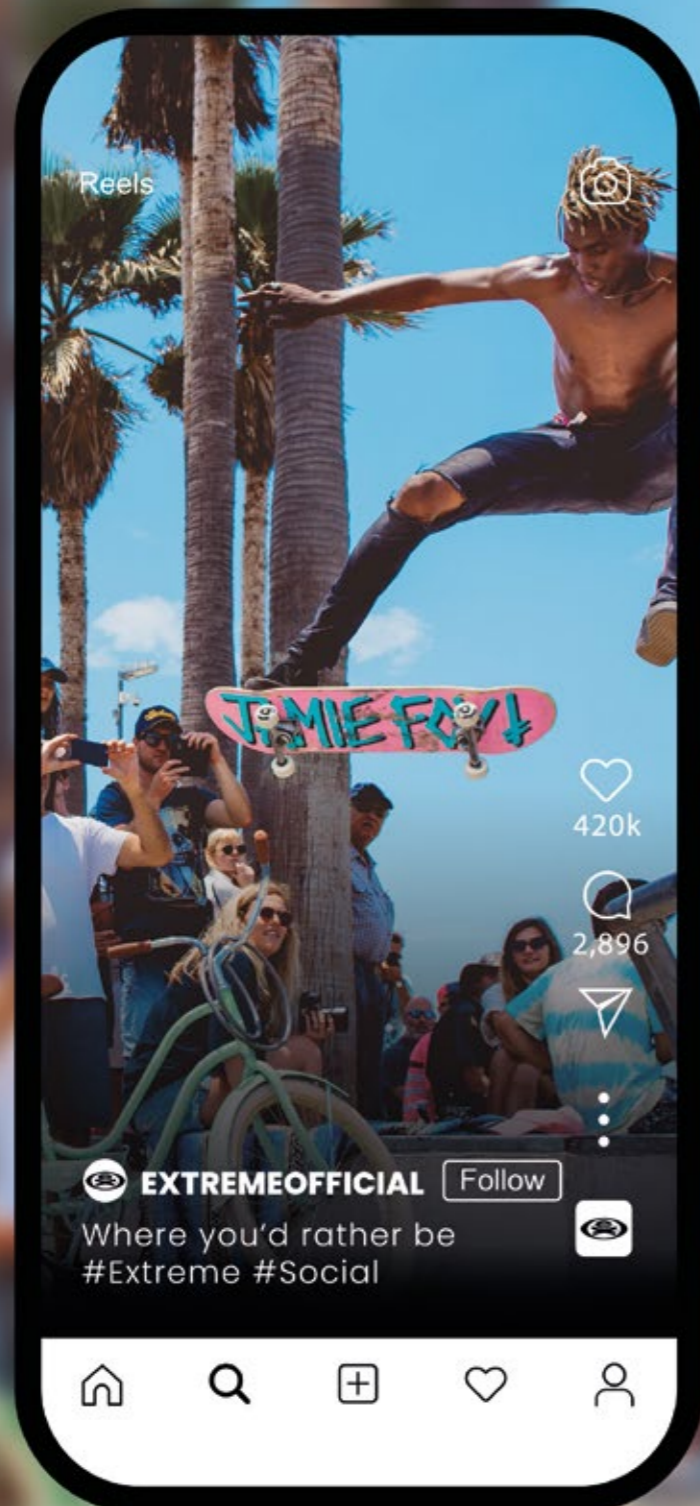
Our **digitally native team** uses multiple tools and strategies to leverage our own social network and reach, **driving fan growth and engagement**. Maximising social media outcomes.

Let's ride together.



enquiries@extremeinternational.com

www.extremeinternational.com/social-media-publisher




EARTH
SERIES
PLANT BASED BIO-LEATHER



FOAMLIFE®



— LIVE LESS ORDINARY —

FOR ALL DISTRIBUTION AND WHOLESALE ENQUIRIES, EMAIL: INFO@THEFOAMLIFE.COM