

BOARDSPORT **source.**

EUROPEAN SURF/SKATE/SNOW BUSINESS

#124 MAY
2025

BIG WIG INTERVIEW: RENAUD LACOSTE, TAHE OUTDOORS GROUP

EURO BOARDSPORT BUSINESS ANALYSIS

RETAIL BUYERS GUIDES:

SURF ROBES AND PONCHOS, SUNGLASSES, SURFBOARDS,
SUP, HANGING SHOES, IMPACT VESTS, MENS UNDERWEAR,
SUNSCREEN , WATER HELMETS



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Super Fly CML 104 L Carbon
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Art. 3217SR

Super Fly CML 89 L Carbon
5'10 x 22½ x 5¼ | 89 L | 6.2 kg
Art. 3218SR

Super Fly CML 74 L Carbon
5'8 x 21½ x 4¾ | 74 L | 5.6 kg
Art. 3219SR

Super Fly CML 59 L Carbon
5'6 x 20½ x 4 | 59 L | 5 kg
Art. 3220SR

**Super Fly CML
Le Doigt 5'4 Carbon**
5'4 x 19½ x 3¾ | 44 L | 4 kg
Art. 3267SR

EARLY BIRD LIGHT WIND MID LENGTH



Early Bird LW 123 L Carbon
6'10 x 21½ x 6¾ | 123 L | 7.4 kg
Art. 3221SR

Early Bird LW 104 L Carbon
6'6 x 20½ x 5½ | 104 L | 6.7 kg
Art. 3222SR

Early Bird LW Le Doigt 6'4 Carbon
6'4 x 18½ x 6¾ | 96 L | 6.3 kg
Art. 3268SR

Early Bird LW 87 L Carbon
6'2 x 19½ x 5½ | 87 L | 6.1 kg
Art. 3223SR

FLOW FREEWAVE



Flow Freewave 105 L Carbon
5'8 x 28 x 4¾ | 105 L | 6.9 kg
Art. 3274SR

Flow Freewave 95 L Carbon
5'6¾ x 26¾ x 4½ | 95 L | 6.6 kg
Art. 3275SR

Flow Freewave 85 L Carbon
5'2 x 24½ x 4¼ | 85 L | 6 kg
Art. 3270SR

Flow Freewave 75 L Carbon
5'0 x 23 x 4¾ | 75 L | 5.5 kg
Art. 3271SR

Flow Freewave 65 L Carbon
4'8¾ x 22¾ x 4¾ | 65 L | 5.2 kg
Art. 3272SR

COMPLETE FOILS

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Barracuda
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Condor
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Tariffs...what Tariffs? That is the question

2025 had begun with an okay winter season, the bigger brands were feeling more comfortable with the results than the smaller brands, as shops try to reduce their risk by experimenting less whilst stocking up on existing best sellers. Initially the summer was looking like it was going to be another slow season but then the lightning bolts landed from the White House. Trump has decided it's time for change - unprecedented in decades, maybe the end of free trade as we know it. But given the number of times he reverses his decisions, the only predictable thing is the unpredictability of the ongoing situation. Business needs predictability to plan ahead, good news or brand news - business can prepare, but not when the future is so uncertain.

For boardsports the impact is likely to be enormous as so many of our brands are based in the USA and much of our product is made in South East Asia and China in particular. Already logistics are beginning to look like a Covid 2.0 and supply chain disruption is not being stopped by the 80 day tariff holiday! Management everywhere is going from one meeting to another making plans for all eventualities.

In Europe the main impacts are likely to be the rerouting of product into the European market, but the EU has tools to stop significant dumping, and US-based brands need all the help they can get from their European subsidiaries.

For European brands exporting to the USA the size of the impact depends on where their products are manufactured. The EU has one of the biggest trade imbalances for goods with the USA, so may find itself right in the firing line.

The one positive so far is Europe's politicians realising now that it's time to put our money where our mouths are. According

to Trump, Europe needs to stand up and be counted and so it's likely the European economies will be reflatd on the back of a massive increase in defence spending. So, it might not be the way we would like this to happen but a stronger Europe should benefit all business - including Boardsports.

On that last positive note the next issue looks at what's new for next season in our markets and we talk to brands moving ahead in our troubled waters. Our Big Wig is Renaud Lacoste, President of the Tahe Outdoors Group, who are riding the storm with the advantage of home-grown production. As with any situation - new opportunities will occur.

By the time you read this editorial, who knows what might have happened and what new eventualities you will be preparing for, but a stronger Europe will be good for us all.

Sideways with a 10% Tariff

Clive Ripley
Publisher

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NEWS

#124

A WORLD OF TARIFFS

Since Trump's tariff announcement business, financial markets and governments around the world have been in turmoil as they try to figure out the real cost and how to navigate through these uncharted waters. The boardsport industry and its supply chains are as deeply impacted as any other manufactured product category with their interdependence spread out across the globe.

What we do know is Trump originally introduced a baseline tariff of 10 % on all manufactured goods bought into the USA, but with many countries being penalised by even higher tariffs depending roughly on the level of their trading imbalance with the USA. Here are the percentages from those countries where the boardsports business has a large supplier presence.

Bangladesh +37% Cambodia +49% China +34 % India +26% Indonesia +32% Laos +48%

Malaysia +24 South Korea +26% Thailand +36% Taiwan +32 Turkey +10% Vietnam +46%

Then the White House announced a delay in the imposition of all the higher taxes and gave everyone with the exception of China an additional 80 days to come to the table.

What will happen next is unclear but don't be surprised if 80 days becomes 160 days as all these new trading relationships will take time to negotiate. Governments are working out how to respond in this constantly shifting environment. China originally countered, imposing a 34% tax on all USA manufactured products entering the country. Then Trump retaliated with an additional tariff, which once imposed, will mean companies will pay a total rate of 147.6 % on Chinese imports into the USA, whilst imports from the USA into China will have a tariff of 125%. One thing is clear that neither country can afford for this tit for tat to carry on as the damage already done to the economies on both sides of the Pacific is just the start unless a negotiated settlement can be achieved. So far both countries are sticking to their guns while rumours abound of potential trade talks.

Other East Asia countries are watching from the side lines trying to figure out how to structure a response. For example Vietnam has now reduced its existing high tariffs on USA products to a much lower level to try to obtain a favourable deal. But with the size of the tariffs announced, countries impacted are scrambling to talk to the USA trade negotiators before too much damage is done. Trump is already claiming 50 countries are trying to arrange meetings to lower their exposure.

Europe is obviously impacted as it has in many sectors a trade surplus with the USA. All manufactured products exported from Europe into the USA face a 20% tax, whilst UK exports to the USA face a 10% tax. So far Europe and the UK are keeping their powder dry in the hope that this will bring calm and stop a descent into a full-blown trade war. Most boardsport products consumed in Europe come from factories outside the USA so no tariffs. Europe might in the short term see a wave of boardsport products arrive on its shores having been diverted from going into the USA. This could well result in an hyper competitive business environment as brands compete for a share of the European market.

The USA market is obviously by far the most impacted from a boardsports point of view with the vast majority of the hardgoods, apparel and accessories consumed there, sourced from countries in Asia which have had some of the highest tariff rates imposed. This will lead to higher prices in the USA boardsports market as much of the tariff cost will have to be passed on and will most probably lead to a drop in demand.

Seamless multi-country supply chains operating across the Far East are the norm for many boardsport products manufactured in the region. Built over many years they provide the global boardsports industry with a low-cost manufacturing base that is unlikely to be replicated in the USA anytime soon.

Meanwhile financial markets have reacted with falls in value not seen since

the beginning of Covid as investors try to work out the impact of the Tariffs on each company. Some of the largest boardsports brands have seen major falls in value for example Nike down 11% and VF down 19%. The problem going forward is no one is sure what the end game really is, will the reciprocal tariffs just be a negotiating platform or are they really all here to stay? Lets see what tomorrow brings

ONETURN ACQUIRES LIBERATED BRANDS EUROPE

Liberated Brands Europe has announced its acquisition by OneTurn S.A.S., a company newly formed by members of its current leadership team – CEO Joost Grootswagers and COO Antoine Lanusse.

The acquisition is the result of a determined effort by Liberated Brands Europe team to preserve and grow the business independently. Most importantly, this transition ensures total continuity with the operational structure remaining intact. All employees, collaborators, and partners will continue to play a central role in the journey ahead and the team remains steadfast in its commitment to the DNA, culture, and communities that define Volcom and Spyder. These iconic brands will continue to grow and evolve across the European market with authenticity and integrity.

2025 INTERNATIONAL REPORT ON SNOW & MOUNTAIN TOURISM RELEASED

The 17th edition of the International Report on Snow & Mountain Tourism has been unveiled by Laurent Vanat during a video press conference organised by Mountain Planet. This industry-wide report presents the 2023/24 ski season around the world. No big reset happened post covid-19 and despite the general climate looking more adverse, the ski industry is still performing well. With more than 366 million skier visits, ski season 2023/24 demonstrated for the third time in a row that the ski industry is healthy. The average worldwide visitation to ski resorts for the 3 post-covid-19 years is even higher than average visitation of pre-covid-19 years Winter 2023/24 was indeed again a business as usual season.

MARQUEE BRANDS PARTNERS WITH ALL SPORT TO EXPAND DAKINE'S EUROPEAN DISTRIBUTION

Dakine has announced a partnership with All Sport, the premier sporting goods distributor, to further the brand's rapid growth in the European market. This strategic alliance will bolster Dakine's retail presence across the region, ensuring top-tier service and fulfilment for key retailers and e-commerce platforms. Marquee Brands, the global brand accelerator and owner of Dakine and 18 other world-renowned brands, looks to All Sport's established network and market expertise to streamline Dakine's operations across multiple retail channels, enhancing both in-store and online availability of the brand's premium product assortment including, backpacks, gloves and accessories. Grégoire Tulasne has been appointed European Sales Manager. In this role Gregoire will build Dakine's sales strategy and lead the sales team. Gregoire brings a wealth of experience in the Action Sport industry, having launched Nike ACG, Nike SB and 6.0 and having been the Sales Director for Volcom in France.

VOITED APPOINT ULTRA SPORT AS EXCLUSIVE UK DISTRIBUTOR

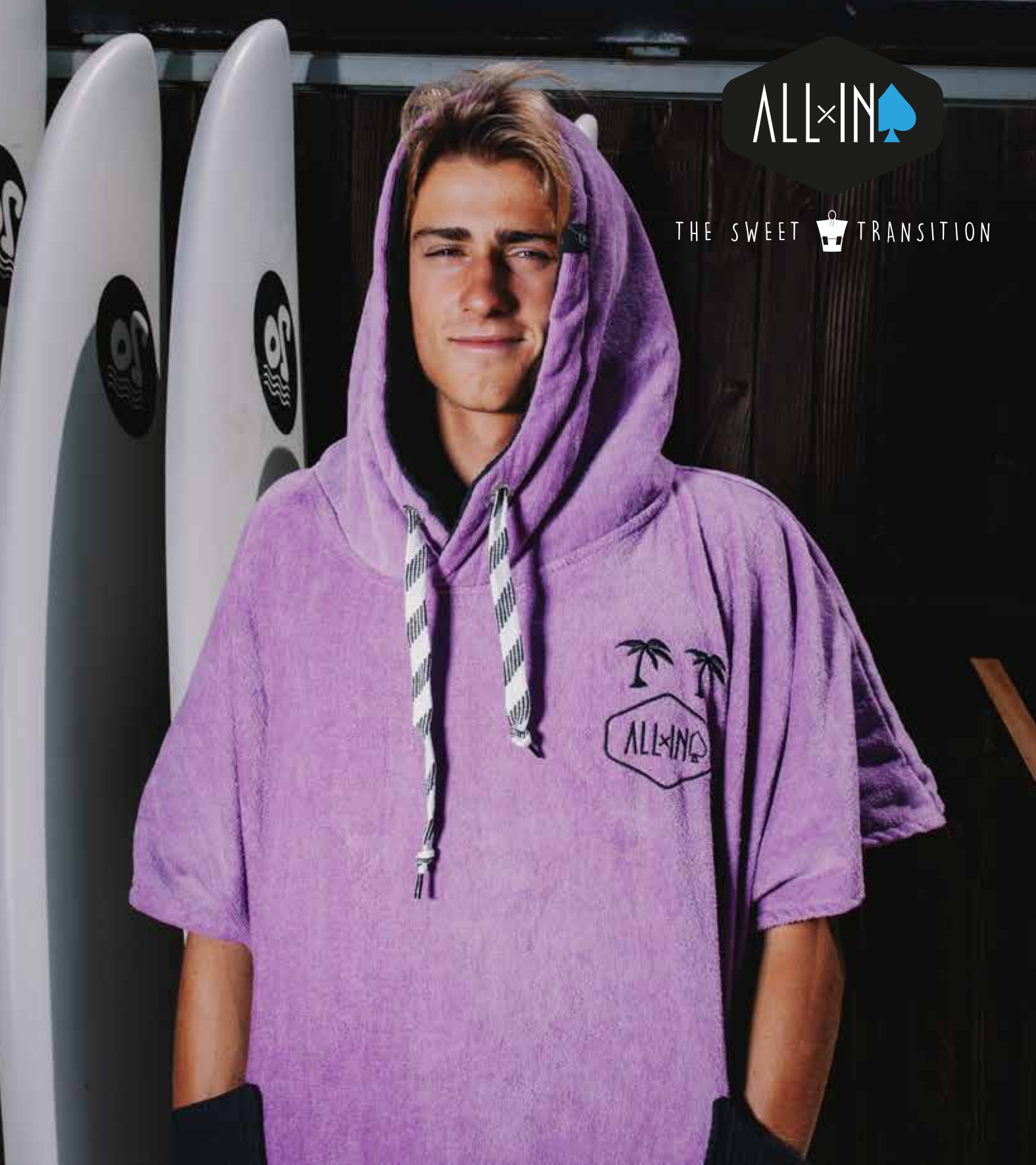
Eco-conscious outdoor lifestyle brand VOITED has appointed Ultra Sport as its exclusive UK distributor. From 1st April 2025, Ultra Sport will manage VOITED B2B's activities and operate as the brand's exclusive distributor. VOITED is excited to welcome a new stage of brand progression in the UK with this partnership announcement. Established in 2018, VOITED combines a love for the outdoors and adventure sports with a range made from 100% post-consumer recycled plastic. VOITED develops products that are eco-conscious, durable, versatile and highly functional.

SALOMON APPOINTS NICK PARKINSON AS NEW GLOBAL BRAND CREATIVE DIRECTOR

Salomon has announced the appointment of Nick Parkinson as its new global brand creative director, bringing two decades of industry experience to the outdoor and performance brand. In this role, Parkinson will collaborate with Salomon's executive board and product leadership team to develop and execute a brand creative strategy across all consumer touch points, platforms, channels, and regions.

KMD BRANDS ANNOUNCES ASHLEY READE AS NEW RIP CURL CEO

Ashley joins the KMD Brands Executive Team, reporting to Group CEO Brent Scrimshaw. Ashley brings two decades of global experience to Rip Curl, joining the iconic Australian surf brand from his role as Vice President & General Manager of Nike Pacific, where he was responsible for growing the region to an AU\$1 billion business. At Nike, Ashley also held strategic leadership positions at the World Headquarters in Portland, Oregon, overseeing global sales for Women's Sportswear and Men's Training.



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RETAIL BUYER'S GUIDE SURF ROBES & PONCHOS 2025

Who would have ever thought a mere changing towel for surfers would turn into a mainstream booming business? From sea to mountain, from streets to cosy living rooms, they are everywhere. While other boardsports-born categories struggle, they represent a side bet worth looking into. By David Bianic



Your Instagram feed is full of ASMR pictures of people sitting around a bonfire, seemingly having a great time, unaffected by the chilly dusk. They chill, they are not chilling. They wear a cool-looking robe slash poncho, snug and cosy, warm and fluffy. Pretty sure they forgot why those garments were made for initially: keeping your modesty intact whilst changing and additionally not freezing your butt off, while painfully taking off your wetsuit in a frigid parking lot. That says a lot on how far the category has come. From a niche market to a popular must-have, changing robes and surf ponchos keep on growing. Like many new products before, you have to ask yourself, 'should we keep on expanding full tilt or has the time come to consolidate our offer before the market blows up?'

For Wave Hawaii, the answer clearly leans towards the former: "With over 60,000 surf ponchos sold, 2024 was our best year ever. We are continuing this trend with many positive signs for 2025. With 11 additional poncho models, we now have a good 60 sustainable surf poncho models in our range, made of different materials and for various uses", reports Carsten Raphael, CEO. But do not mistake "expansion" with "delusional grandeur", as indicated by Brianna More, Brand Manager for Lightning Bolt, who says that "rather than chasing volume, we're building on authenticity, quality, and timeless design to expand thoughtfully into outdoor and fashion-forward markets". You also find a different approach whether the brand is a pure player in the poncho/robe industry or it is just a segment within many others for them. See FCS, one of the very first to market surf ponchos 20 years or so ago. They remain self-assured, ensuring "FCS is a core surf brand so our distribution remains focused on the core surf market". Period.

The spectrum of uses for ponchos and robes has widened tremendously in the past five years, and brands are targeting "outdoor retailers, lifestyle boutiques, and even wellness-focused stores", says JB Caste, CEO of ALL-IN. Their Plaid Line launched four years ago has been a big success, not only with surfers, "but with people who need to get comfy during winter at home!" And indeed, if the original brands do not cater for the demand of mainstream distribution channels, pretty sure the fashion big names will do in no time. For instance, Red Equipment has been selling robes online and in-store with John Lewis in the UK for several years now as well as

"With over 60,000 surf ponchos sold, 2024 was our best year ever. We are continuing this trend with many positive signs for 2025."

Carsten Raphael, Wave Hawaii

other Highstreet retailers including Ellis Brigham, Tiso among others. But Charlie Green, Red's Head of Marketing, insists on the fact that "ultimately a 'fashion' interpretation would not have the same longevity as a Red robe, as "consumers value the enhanced functionality of our robes".

Why can't a product be by both technical and elegant?' seems to suggest Stan Bresson, CEO of Saint Jacques Wetsuits, a characteristic "which allows us to reach beyond traditional surf shops and explore wider distribution channels", as "the very concept of 'Wet A Porter' created by Saint Jacques is a fusion between the codes of fashion and the world of water sports".

At the end of the day, quality will differentiate the core brands from the 'wannaplay', as "people like NewLook and Primark have brought out long jackets without any of the technology that the watersports brands offer", reports Tom Lazarus at VAST, before adding, "for me, they are targeting a very different customer and were not in the space of make a lower quality product to make a quick buck".

2025 ROBES & PONCHOS TRENDS

Après-surf, dog walking, camping, indoor plaid or fashion statement, you name it! How do brands respond to this odd variety of customers? With an all-in-one product or extensive ranges? When asked, many brands shared a similar key word: versatility. "Our Dry Stop Poncho Parka is designed as a versatile product", says Victor Jarrige, Webmarketing & E-commerce Manager at Mellow Sea, "suitable for multiple uses, whether warming up after surfing, protecting from the rain in town, or relaxing on a camping trip". Same spirit at Red Equipment with a new slim cut option of their award-winning Evo Pro robe, "suitable for both water activities and



everyday use”, thanks to a more understated look than the actual “changing” robe.

In order to blend in wearing a robe in everyday situations, brands developed hybrid products, combining the poncho and robe specs. The Urban Lifestyle Poncho from Lightning Bolt fits in that new category, “with refined aesthetics for city or resort wear”, tells Brianna More. The hybridization goes even further with VAST’s Hoodies, introduced in 2024. Based off their Ultra Change Robe, the shorter cut “provides more flexibility and comfort in its use as a everyday jacket”.

A simple overview of the families on the beaches in Summer will tell you how big a hit the terry ponchos have been in the kids segment. Accordingly, many brands introduced kids versions of their changing robes, like the Cornwall-based brand Robie with its Junior Dry-Series, which packs the same specs as the adults.

“The Dryrobe® Advance can be used multiple times a day without feeling damp.”
Bethany Foster, Dryrobe®

Speaking of downsizing, another trend is the compact design as ponchos/ robes can be quite bulky: you want to be able to pack it in your backpack, store it in your already geared up car or simply fly overseas. The micro-fiber options have the best ratio when it comes to lightweight and quick drying, “for those looking for ultra-portability and convenience”, says JB at ALL-IN. However, “it proved less popular as this type of fabric has a tendency to stick to wet skin like cling wrap which is a little annoying and slightly revealing!” ponders Brad Rochfort, UK Territory Manager for FCS, a brand which brought the microfibre version to the market 10 years ago. Compact ponchos can also be found in natural cotton, a more pleasant on the skin fabric, such as the Travel Poncho Pahoia at Wave Hawaii: “The waffle piqué material is sand-repellent and scores points with high water absorption, faster drying and a small pack size. Ideal for backpacking, air travel or tours by van”, ensures Carsten Raphael. Saint Jacques have also developed a lighter “honeycomb” version made with waffle cotton, “which is both absorbent, soft and practical for those looking for a lighter poncho”.

Meanwhile, in addition to their Lite model, Dryrobe® came up with a simple yet efficient accessory, the compression travel bag (33L): “Simply put the changing robe in the bag, roll over the top, open the valve, squash the air out, pull the compression straps tight, and you’re ready to go.”

2025 MATERIALS
Originally made to be worn next to dripping wet bare skin, the ponchos and robes take up the challenge of comfort in uncomfortable situations. Being

“Our Dry Stop Poncho Parka is designed as a versatile product, suitable for multiple uses. Whether warming up after surfing, protecting from the rain in town, or relaxing on a camping trip.” Victor Jarrige, Mellow Sea

merely a towel with a hood and arm holes, the surf poncho #1 requirement is water absorption. Thus far, spongy cotton remains a favorite, though each brand has its own take on the manufacturing. While most offer some cotton (terrycloth) and polyester blend, the 100% cotton still is the crowd favorite. In addition, we find more sustainable options for the cotton sourcing, like Portugal (Lightning Bolt) or Turkey (Robie, After Essentials): “We decided to have our production made in Turkey which reduces lead time, minimum quantities and transport costs, therefore we limit our carbon footprint doing so”, says Rémi Chaussemiche, Marketing Director for After Essentials.

Still in the surf poncho category, terrycloth can also be mixed with some velour option for the outside, as it proves to be more robust, just like the Kiholo Poncho at Wave Hawaii or the whole range at Saint Jacques (380 g/ m², OEKO-TEX®)

For obvious reasons, the changing robes demand a wider scope of work, meant for harsher conditions. The comparison with a snowboard jacket made by Brad at FCS is no joke, see for yourself: “The FCS Shelter Poncho is designed to dry you on the inside with a heavyweight terry towel lining, and keep you watertight on the outside with a 5k water resistant shell and zippers.” In the same vein, the Evo Pro robe found in the Red collection is designed for serious business, featuring a 15K/8K waterproof and breathable outer fabric, treated with PFC-free Durable Water Repellent (DWR). Oh and all of this is made out of recycled fabric.

As per the robes linings, fleece is the way to go, even scientists back it up! “It has been proven to improve recovery after getting out of cold water in an independent study by the MMU Institute of Sport”, says Bethany Foster, Marketing Executive for dryrobe®. The structure of the fleece lining of their Advance robe is pretty unique as it wicks the water away from the skin so quickly that “the dryrobe® can be used multiple times a day without feeling damp”. Fleece is not only performance proven, it is also probably the comfiest of all synthetic cloth, as seen on Robie’s Dry Series, which features a heavyweight shearling fleece lining you want to hug and cuddle, while the outer fabric keep the element at bay with a recycled nylon waterproof shell doubled with an ECO DWR coating. Mellow Sea offers a “lining on lining” solution in their Poncho Parka Dry Stop: a removable waterproof inner lining that lets you keep your wetsuit under the poncho or enjoy the comfort of fleece.

2025 STYLES AND COLORS

While the changing robes pretty much stick to the solid color options, the profusion of styles in the surf ponchos makes it difficult to summarize. For example, the palette for Soörüz goes from plain black with a subtle patch on the Arco model to checkered vibrant blue patterns on the Blurry model. For surf apparel brands like Lightning Bolt, consistency is key, and the ponchos implement similar styles than the soft good collections: Earthy tones and ocean-inspired colorways, signature surfboard colors,

70s-style graphics and art, or embroidered logos. Our heads are still spinning after going through the After Essentials 2025 collections. The sheer number of styles is gigantic. Let’s just look at the terry fabric category, spread in 6 series (Gradient, Mindset, American Fishing, Shapers, Destination, Pro Models) with as many styles you can think of within each series. In addition, the new Teck Pocket series exists in 15 different prints, featuring “a water repellant ripstop chest pocket so you can keep your phone and car key dry while you’re swimming or surfing”.

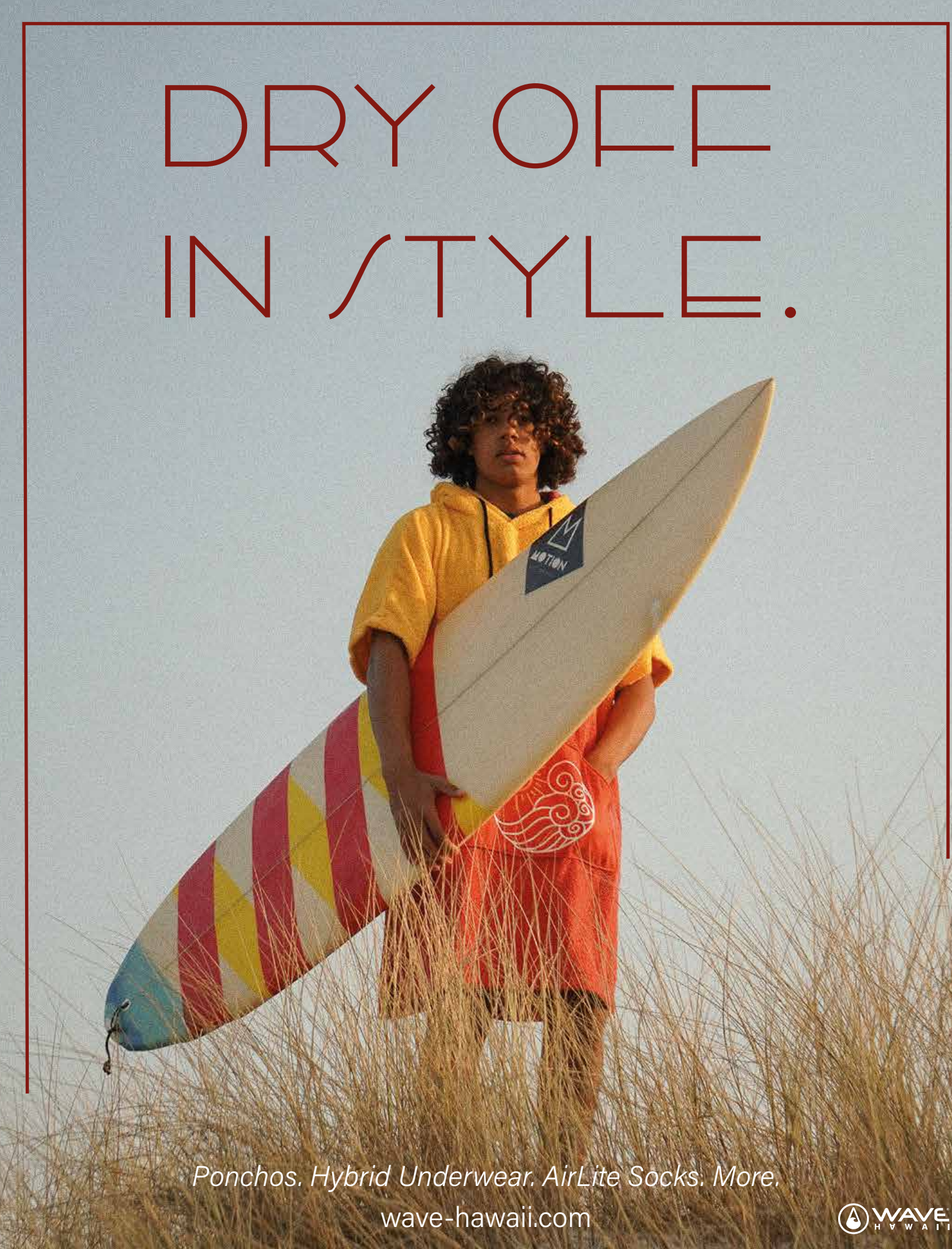
RETAILER SUPPORT

There is only so much space a retailer has in their store, but the brands found some leverage to help them stock their robes and ponchos. After Essentials for instance, being distributed by Sample N’ Co, “offer commercial conditions combining several product categories helping the retailer to reach minimum orders easily, to swap product categories depending on their sell through and maximise their margin”. Dryrobe® also propose versatile business conditions via pre-orders, “this enables you to secure your stock up to six months in advance, guaranteeing availability for your chosen delivery month, essential for navigating the peak demand of Q4”. On the other hand, their B2B site lets you order anytime. To increase the visibility of the category, all the brands offer premium in-store displays, like Wave Hawaii’s 2-metre-high surfboard display “as a floor stand made of honeycomb cardboard”. A good hint to remind you where the product comes from. ©

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

- 1 Outdoor and urban options
- 2 Compact ponchos/robes
- 3 Outerwear-like constructions on robes
- 4 Kids market still huge



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RETAILER PROFILE

ECO SURF SHOP, LOREDO, SPAIN

Eco Surf Shop has established itself over the last 15 years as a leading retail specialist in the eco surf market. We sat down with owner Stefan Weckert to hear how he has developed his business and how he works with the small eco brands.

Can you tell us the story of Eco Surf Shop from the beginning?

Sure! I founded the business 15 years ago. At the time, I was struggling to find sustainable surf products in Europe. I had to order from far-away places like California or Australia, which didn't really make sense for someone who cared about the environment. That frustration turned into motivation, and I decided to open a surf shop that focused only on eco-friendly gear. What started as a small project quickly grew into a reference for conscious surfers in Europe. Today, I have a physical shop in Loredó, Cantabria, and an online store that reaches surf communities across the continent and a great team of people around me.

How do you select the brands and products that align with your environmental values?

We always prioritise brands that are created with a sustainable purpose at their core. It's not just about green marketing—we look for companies that really walk the talk. We love working with small and independent brands that are innovating in the right direction, whether that means using recycled materials, minimising plastic, or having ethical production practices. Every product we carry has to meet a standard of quality, functionality, and environmental responsibility. If it doesn't tick those boxes, it doesn't make it to our shelves.

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

It depends on the season. In summer, our physical shop in Loredó is super active. We're located in one of Spain's surf hotspots, and we welcome a lot of surfers from all over Europe—many of them discover us while on holiday and love that we offer something more conscious. But for the rest of the year, most of our sales happen online. Our web store (ecosurfshop.eu) is where our community from Germany, France, and the Nordic countries shop with us. So both channels are important, just at different times.

What are some of the trends you're seeing in the surfing industry, particularly when it comes to environmentally conscious products?

We're definitely seeing more surfers becoming aware of their impact—both in the water and out. There's a growing demand for alternatives to traditional materials, like bio-resins, recycled leashes, and plant-based wax. Another trend is the rise of local and handmade boards, which reduce the carbon footprint compared to mass-produced ones. People are starting to ask more questions, like "Who made this?" or "What's it made of?"—and we think that's amazing. Sustainability is finally becoming a real factor in purchase decisions, not just an afterthought.

What are some of the biggest challenges you've faced in bringing eco-friendly products to your customers?

One of the biggest challenges is pricing. Eco-friendly materials and production methods often cost more, and that can be a barrier for some customers—especially when comparing prices to mass-produced gear. We try to educate people on the value behind the price: better materials, fairer labour, and longer-lasting gear. Another challenge is availability. Sometimes sustainable brands are small and can't restock quickly, or there are delays because they're producing in a more responsible way. It's all part of the process, but it requires patience and understanding from both sides.

How does Eco Surf Shop engage with its local surfing community?

We're lucky to be in Loredó, where there's a strong surf vibe all year round. We organise and support local beach clean-ups, surf events, and sustainability workshops. Our shop is more than a place to buy stuff—it's a meeting point. We often collaborate with local surf camps that share a similar philosophy, especially those that promote ocean awareness and responsible surfing. Many of these camps use our handcrafted surfboards from Kuntiqi and Collective Surfboards, which helps us spread the message of sustainable surfing even further. We also host screenings of surf films that focus on environmental and social issues—these are great moments to bring the community together and start conversations around surfing with purpose. We love being part of the local scene and supporting it however we can. ☺

[ECOSURFSHOP.EU](https://ecosurfshop.eu)

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Sunglasses & Network Helmet



D U N A M I S E V O

RETAIL BUYER'S GUIDE SUNGLASSES 2025

High-Performance Innovation Meets Style in Eco-Conscious sunglasses. By Rocio Enriquez.



The sunglasses market showed mixed performance in 2024. Cost of living pressures invited consumer caution, and some regions experienced challenging weather. However, there is growth expected in 2025, with opportunities for retailers to enhance their selections and meet the growing demands of health-conscious and active consumers. These are mainly high-quality, functional eyewear pieces made with sustainable practices. There is a demand for premium quality and innovative styles, but consumers will factor in affordability when making their final decision. Sport-specific designs are growing alongside versatile shapes that are equally suited for performance and fashion. We will see a lot of retro-looking designs paired with advanced lens technology. The use of eco-friendly materials is widespread. There is ongoing exploration for new frame materials that can be lighter and more sustainable at the same time.

2025 FRAMES

High coverage designs remain popular, especially the dominant shield shape. This design offers strong protection while serving as a fashion statement, bridging the gap between performance and style. Red Bull Spect enhances its shield range with tech features like air vents and nose pads. For 2025, they debut the Mark and Gabe shields in the Sun RX collection, plus the new Chain and Chess wraparounds. Naked introduces the Blade visor and Volt shield - both built for peak sports performance. Melon launches the Jester, blending the Kingpin's comfort fit with the Alleycat's lightweight frame. They also introduce the 90s-inspired Dealer wrap model. Glacier adds the Vorab to its performance range. Smith presents the 80s-style Ultralite cylindrical shield and angular wrap Outrigger. Hilx debuts Domain and Inferno in the Kinetik series, featuring Dislo hinges for adjustable temple curvature

“Crafted from bio-based plastic, the IQ 2.0 and IX frames offer both durability and flexibility”

Carsten Holtzapfel, Aphex

angles. Zeal offers the Harbinger, tailored for cycling and touring, and the Westwater, a medium-fit shield with optional ventilated panels. Both use lightweight Z-Resin and ProFlex grip tech. Aphex introduces two shields. “Crafted from bio-based plastic, the IQ 2.0 and IX frames offer both durability and flexibility”, says Casper Holtzapfel. Otis’ new “Request Sport answers the call of fashion meets function in a high-coverage frame with subtle blinders”, says Nathan Omodei. Hobie redesigns its wrap-style Cove into the floating Cove Float. CHPO and TSG also highlight new performance wrap styles. Oakley introduces the new high-wrap lifestyle design Plantaris, Lateralis, and Masseter. They are classic Oakley designs modernised with current fit, function, and form. They will share shelves with their recently launched Flex Scape, a goggle/sunglass hybrid with a modular design that allows you to swap the goggle strap for sunglasses stems. Spektrum pushes their successful Lom and Kesu shields made with bio-based material, announcing new colourful options for the Kesu.

Fashion-forward frames are trending. Aphex unveils the sleek Lyra in bio-based material. I-Sea offers the edgy Cloud 9, Roxie, and Audrey,



“Adidas includes a range of treatments, such as oleophobic, anti-dust, and anti-scratch coatings”

Julie Roué, Adidas Eyewear

2025 LENSES

Consumers value durability and advanced lens technology for both lifestyle and sport use. Photochromic lenses are becoming a go-to feature. Otis offers L.I.T. Polar, while Red Bull Spect uses I⁹BOOST for contrast and clarity in low light, and CHROM⁹X photochromic lenses. Melon’s Vantage Photochromic blends special lens bases with photochromic technology and colour chroming on top. Smith features ChromaPop Photochromic, Polarchromic, and Glacier Photochromic lenses. 100Percent highlights its HIPER lenses for sharp details and superior contrast. Oakley is seeing increased interest in their colour and detail enhancing Prizm 24K lens. CHPO, Aphex, Hilx, Mundaka Optics, Adidas, Glacier, and TSG also develop contrast-enhancing photochromic options. Polarised lenses are widely used. Dirty Dog features Polyfilter and Polycarbonate lenses for radiation protection. Zeal uses premium Japanese polarised film in injected lens stacks. Red Bull Spect offers POLAR⁹Z, while Otis and Hobie deliver their own versions—Hobie’s includes a new castor oil-based bio lens in the Hull Float. I-Sea’s full range is polarised. TSG, Aphex, Mundaka Optics, and Hilx also provide polarised lenses. Additional treatments include anti-fog coatings from Aphex for snowy and humid conditions. Knockaround’s Knockterra lenses block UV rays, boost depth perception, and resist water and oil. I-Sea uses scratch-resistant, hydrophobic coatings and features multi-layer laminated recycled lenses in its Ivan Florence and Cole Houshmand models. “Adidas includes a range of treatments, such as oleophobic, anti-dust, and anti-scratch coatings”, says Julie Roué.

Mirror lenses are key in current styles. Dirty Dog expands with a green flash mirror in their Force style. Quiksilver introduces the flash gold in two of their Mercury collection. 100Percent launches copper and purple HIPER mirror lenses. Hilx adds pink, gold, purple, and red/dark pink photochromic mirrors. Smith features copper blue, copper opal, rose blue, and brown opal. Glacier releases the Alps mirror - grey base with a Category 3 mirror coat. Red Bull Spect introduces blue, red/purple, and pink/yellow mirrors. Oakley delivers their Prizm 24K lens in a standout gold coloured iridium coating. They have also brought back their classic slate colour with a modern touch. By adding black iridium mirror coating to the light grey base, these lenses become perfect for mid-light conditions. Aphex embraces mirrored lenses for a modern edge. Bold lens colours extend beyond mirrors. Naked offers purple/green, orange, and polarised red, blue, and purple. I-Sea adds plum, navy, and copper. CHPO goes bold with orange lenses for standout looks and visibility. Aphex brings in copper and amber tints. Roxy introduces pink rainbow, light lila, and gradient green. Spektrum works with proven Zeiss colour deliveries, amber contrast and amethyst gradient. Classic tones remain strong - smoke, brown, green from I-Sea; clear, black, and a new clear



“Request Sport answers the call of fashion meets function in a high-coverage frame with subtle blinders” Nathan Omodei, Otis



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WAVE HAWAII

smoke on the Volt from Naked; brown from Smith; smoke from Red Bull Spect; and green from Wave.

SUSTAINABILITY

As consumer awareness of sustainability grows, so does the implementation of sustainable practices in sunglasses production. The battlefronts are mainly three: frame and lens materials, packaging materials, and manufacturing practices. Aphex and CHPO use recycled plastics for their frames. I-Sea has launched their CPR sustainable series made with Tritan Renew recycled materials from Eastman. Smith's Core Collection is made from post-consumer water bottles. Melon is working with Sea Shepherd to launch a range of eyewear made from recycled fishing nets. Hobie launches the new Hull Float style made from upcycled kayak plastic. Bio-based acetate is popular. Otis' frames are entirely

"For every pound of plastic we use, we remove a pound of plastic from waters elsewhere"

Remi Chaussemiche, Knockaround

made with either Eco Acetate or Eco Grilamid. Naked uses a bio-plastic blend that is based on 65% renewable plant-based material called CO2RE. Hilx offers the Nomad Green series made with bio-based G580 from Arkema. Mundaka Optics works with bio-acetate and Grilamid Green. Zeal Optics frames are made with Z-Resin, a partially plant-based material derived from castor plant. Quiksilver uses bio-acetate and bio-nylon in their entire range and adds a special edition style made with recycled wetsuits. Spektrum only uses bio-based materials for their frames. Red Bull Spect also uses renewable materials. Wave works with wood, but they carefully select it in accordance with environmentally friendly forestry and complying with FSC standards. Some lenses are made with sustainable materials too. Otis uses a mineral glass lens that is endlessly recyclable. Hobie chooses bio-based lenses for their Hull Float. Packaging is generally reduced, and the one that remains is plastic free. Gogglesoc offers an environmentally conscious sunglasses case with microfiber fabric that's made with recycled plastic bottles. Spektrum's sunglass bag is also made of recycled polyester. The hard case of the new Hull Float by Hobie is made of the same recycled kayak plastic as the frame. Paper is widely replacing plastic in packaging. Glacier, Smith, and Mundaka Optics use recycled cardboard packaging. Many brands report collaborations with monitoring organisations to enhance the responsibility of their manufacturing practices. Gogglesoc reduces their carbon footprint by working with SeaTrees to offset emissions. Otis is BCorp certified. Knockaround is ocean plastic neutral. "For every pound of plastic we use,

we remove a pound of plastic from waters elsewhere", says Marketing Director Remi Chaussemiche.

RETAILER SUPPORT

Brands are invested in helping their retail partners sell as many sunglasses as possible. Marketing stories rolling out this year are focused on performance and sustainability, mainly carried through in-store presence, online visibility, and retailer's education about technologies. We find many strong POS programmes, with in-store displays and all sorts of ready to use imagery. I-Sea offers three display options: a 24-unit countertop, a 64-unit floor display, and a mega-114-unit one. Wave also offers space-saving stands in different sizes. 100Percent has launched a 12-unit counter display that includes a mirror and case storage. Knockaround's wooden handmade displays are developed in a 48-unit floor version, and a 12-unit countertop one. Red Bull Spect, Hilx, Hobie, Smith, Gogglesoc, Mundaka Optics, Aphex, TSG and Melon all offer in-store displays and materials. Melon even throws in a Street Fighter 2 arcade machine that retailers can borrow. With so much innovation going into the development of sunglasses, education has become crucial. Most brands offer some sort of retailer's staff education and incentive programmes. Otis has developed an engaging brand and product education clip available to all retail partners and cut into customer facing snippets. Adidas trains their sales reps so they can transfer this knowledge to stores. Smith addresses the retailers' staff directly using different incentive programmes, like Elastic. Hilx, Aphex, and Mundaka Optics offer comprehensive product training about key features and benefits. TSG develops detailed product knowledge guides. Making business easier makes a difference, for which reliable customer service and helpful ordering and pricing are key. Wave focuses on a decent margin. Melon eliminates the pressure of pre-orders and offers product swaps for styles that do not sell well. Glacier commits to never offering their sunglasses on hard discounter websites. Hilx offers flexibility in their orders along with attractive bundle deals.

From advanced lens technologies and high-performing and stylish frames to sustainable materials and practices, brands are aligning with the values of active, conscious consumers. With a strong retailer support behind a strong offering, the sunglasses category is ready to thrive in the year ahead. ☺

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HIGHLIGHTS

- 1 Designs blend performance and style.
- 2 High coverage shapes are most popular.
- 3 Photochromic is a go-to lens feature.
- 4 Eco conscience in all areas of production.



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VELLA

Understated yet refined, Vella is the ultimate choice for smart protection on and off the mountain. Its fully polarized lenses and bio-based frame offer a sleek, sustainable edge.

SUNGLASSES 2025[®]
PICTORIAL



100Percent- AEROCRAFT



100Percent - ERBA



Otis - Out of Sight



Otis - Requests



Quiksilver - 03208



Quiksilver - 03224



100Percent - SLENDALE



Adidas - SP0106



Adidas - SP0107



Adidas - SP0113



Quiksilver - 03229



Red Bull Spect - Daft



Red Bull Spect - Mark



Red Bull Spect - Red



Aphex - IQ 2.0



Aphex - IX



Aphex - Lyra



CHPO - Cleo



Roxy - Amelia



Roxy - Canuta



Roxy - Ribeira



Smith - Bobcat



CHPO - Henrik



CHPO - Kotti



Glacier - Moiry



Glacier - Pierredar



Smith - Ultralite



Smith - Venture



Spektrum - Kesu



Spektrum - Lom



Glacier - Vorab



Hilx - Domain



Hilx - Inferno



Hilx - Savage 2.0



Spektrum - Rista



Spy Pics - Cyrus



Spy Pics - Discord



Spy Pics - Flynn



ISEA - Ivan



ISEA - Nova



ISEA - Phoenix



Knockaround - Campeones



TSG - Cruise



TSG - Loam



TSG - Loam



Von Vipper - Crusoe



Knockaround - Premium Sport



Knockaround - Songbirds



Melon - Jester



Melon - Kingpin Ryu



Von Zipper - Episode



Von Zipper - Super Rad



Wave Hawaii - Camalú



Wave Hawaii - El Morro



Melon - Layback Killers



Mundaka Optics - Akila



Mundaka Optics - Kjarr



Mundaka Optics - Raptor



Wave Hawaii - La Paz



Zeal Optics - Harbinger



Zeal Optics - Rowen



Zeal Optics - Westwater



Oakley - Enigma



Oakley - Lateralis



Oakley - Velo Kato



Otis - Interlude



Forest Floor Sunnysoc



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RETAIL BUYER'S GUIDE

SURFBOARDS 2025

The OG boardsport of our business has sailed rough seas for a century and displayed resilience skills which could inspire the rest of the bunch. See how quick the surfboard market recovered from the pandemic aftermath and thrives every time it relies on quality over volumes. By **David Bianic**



As the very pioneer of the D2C channel back in the mid 1950s, surfboards makers traditionally had no problem meeting their demand just right, as everything manufactured was on a custom order basis. And then came the surf shops, and then, much later, e-commerce. They distanced the surfboard labels from the end consumer, until numbers did not match anymore. Too many boards, too few buyers. Yep, the post-covid big void. The aftermath has left retailers way more cautious, as seen at Cabianca Surfboards, “where shop orders once formed the backbone of our business, we now rely primarily on direct-to-consumer sales”, says the owner Johnny Cabianca. Retailers went for the safe choice, adds Rémi Chaussemiche, Marketing Director at Sample N’Co (Pyzel, LIB Tech, Stewart, Thunderbolt), as they relied on the biggest labels and stayed relatively conservative on their offer.

The resulting situation is that pre-orders took a massive hit and “surfboard manufacturers and distributors are expected to hold more inventory for retailer demands” tells Nigel Gibb, Head of Sales for Surftech Europe. But this is the big picture. When you monitor the market more closely, not everyone is in the same boat. “If you divide the market into customs, stock boards and generic boards, the underbelly of the market with cheap low-quality boards is definitely still suffering with a wide offer of poor-quality boards”, thinks Wilco Prins, President of T&C Surf Designs, while “custom boards and high-end quality boards are definitely doing a lot better”. In order to compete with the cheap offerings, Euroglass developed its second-hand program, called The Cave, “which continues to perform really well”, says Owner Stephen Bell, as “it provides quality options at

“The underbelly of the market with cheap low-quality boards is definitely still suffering with a wide offer of poor-quality boards.”

Wilco Prins, T&C Surf Designs

accessible prices, backed by our expertise and service - something no-name brands can’t replicate”.

SHORTBOARDS: GROVELERS

In a not-so-distant past, you would ride the same shortboard all year long. Then came the “summer board”, an aptly named design which makes gutless conditions fun and easy. Why couldn’t we have “fun” and easy” the rest of the year then? The summer boards designation transitioned into “grovelers”, but they rule any season. “A little while ago the grovelers looked like Boogie-Boards with a surfboard outline, that luckily is changing now”, tells Andy Wirtz from Norden Surfboards, as he has seen the grovelers getting longer, a bit more stretched out and with more refined shapes, “at least that’s what our customers are asking for”. At Pyzel Surfboards, “groveler is an important category as it is what most of the surfers usually surf in average conditions”, says Rémi, speaking of their Gremlin, Mini Ghost and Precious shapes. Grovelers go a long way as proven by Semente’s Jig, “a revival of what was Jose Gregório’s (3x Portuguese champion) secret weapon for small to medium contest surf back in his competitive days”, says Nick Uricchio, co-founder.



Take a low rocker line with a single concave to an accentuated vee in the tail, with tons of speed through the center of the board and a wide but still swallow tail, and you have the Jig: “Foam is your friend and this model has got some.”

At T&C Surf Designs, basically the whole shortboard range focuses on that reinterpretation of the past. The Saint and The Sinner, shaped by Glenn Pang takes the 80s style twin of Martin Potter into the 2K, while the Dragon Fly hints towards the boxy thrusters of the second half of the 80s with the sprays fluoro kids will love.

The versatility of those designs grew on surfers as they could handle more size as well. And this is the program the Eggplant at Kanoa Surfboards, a low entry rocker, wide nose, and generous planning surface, which “shines in smaller surf but features like the tapered squash tail, thin rails, and Spider Murphy’s refined rail work keep it fast and responsive when the waves step up”.

FISH: BACK TO THE FUTURE

Sure enough, fish boards would fit in the above groveler section, but they deserve a proper paragraph of their own as the design’s hype gained further momentum with surfers like Mikey February on the CI Fish and now his Feb’s Fish pro-model, again from Channel Islands Surfboards. NSP offers an extensive list of fish iterations, with two

“Shop orders once formed the backbone of our business, we now rely primarily on direct-to-consumer sales.”

Johnny Cabianca, Cabianca Surfboards

revamped models for 2025, the classic Double Vision and a more versatile option, the Fish Elements. Back in the surfshops racks, Lightning Bolt unveiled stunning “soul machines” which carry on the brand’s heritage. The outline of their Quad Fish screams ‘speed’, while the quad fin setup delivers more control than the sometimes sketchy keel fins. Once – and always – a legend on those lightning-themed models, Gerry Lopez collaborates with Surftech under his own label: his Something Fishy design, is a classic Steve Lis outline built with advanced technology, offered in Surftech’s Fusion HD construction.

SHORTBOARDS: HIGH-PERFORMANCE

It is no secret that the high-perf shortboards have beefed up since the end of the 90s and yet progressive surfing is next level compared to that era. The grovelers infused their small-wave bulkiness in the high-perf models, while the latter maintained a rather streamlined

“At Surftech, longboards are part of the DNA of the brand and having legends such as Donald Takayama, Walden, Wayne Rich, Gerry Lopez and Roger Hinds in our stable it solidifies our dominance in the market.” Nigel Gibb, Surftech

outline. “It’s all about sneaky foam distribution and smart curves. We tuck in volume where you need it, under the chest for paddle power, around the rails for forgiveness but keep the outline sleek and spicy”, reveals Zoé Levit, Brand Marketing Manager for Kanoa Surfboards. It’s all about the details, as seen on Glenn Pang’s Crankshaft and Dreamwaver at T&C Surf Designs. The Crankshaft has a slightly fuller outline combined with a low entry rocker which excels on the flats, while the Dreamweaver has a more pulled in outline and deeper concaves between the fins, making the board turn quicker.

With its Program X board, ENVY Surfboards took a hybrid approach between the manufactured series and the bespoke surfboards, as “Project X is the board we use as base for the customised program”, says Nuno Viegas, Owner. The design is then fine-tuned to meet the riders goals.

The Stab in The Dark contest has been a springboard for high-perf designs and the 2021 winner (attributed by Taj Burrow), Sharpeye’s Inferno 72 remains a blue-chip among advanced surfers for its refined blend of speed and responsiveness.

MIDLENGTHS: ONE BOARD TO UNITE THEM ALL

Anything between 7’ and 8’11’ is a “midlength” says Andy Wirtz at Norden Surfboards: “It’s not only the single fin egg type shape, it can also be a fish, a big boys shortboard or a simple Mini Malibu.” They did what no other designs could before them: “Their versatility makes them ideal for surfers stepping down from longer boards or performance riders looking to bridge the gap and boost their wave count”, sums up Jarrason Bitton, Design & Communications Manager for NSP. Midlengths are a key part of their range, with popular models such as The Speedline by Laguna Bay (shaped by Tully St John) and the Cheetah CSE by Carl Schaper.



Among the designs which could appeal to the more performance-oriented riders, the new Nomad from Bradley Surfboards (available at Bell Surf) “combines the stability of a mid-length with subtle

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RETAIL BUYER'S GUIDE

SUP 2025

With great power comes great responsibility. With great volumes comes great troubles. The bigger the SUP market grew the harder it took the fall. After two difficult years, the industry has officially overcome the overstock situation and reboots on a healthier basis in 2025. By **David Bianic**



NSP

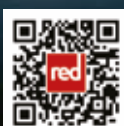
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Overpumped, pressure filled, it took two years to deflate slowly until showing a more sustainable balance. We are not bringing up the case of an ill-manufactured SUP. No, this is an effortless metaphor of the SUP market: overwhelmed with post-COVID demand, force-feeding the retailer with products exactly when the consumers backed down. The resulting overstocks plagued the whole industry in 2022-23, but the burden is eventually behind us: "By 2024, we observed a significant reduction in inventory levels, leading to a more balanced supply and demand scenario", reports Ollie O'Reilly, Starboard Brand Manager. All the brands are on the same page: retailers got rid of their 2022-23 SKUs. As reminded by Alexander Hasch, Head of Sales & Marketing International for Fanatic, "sales figures indicate that demand has remained stable", proving the interest in SUP paddling has never been challenged. But the way brands did business sure did.

To add insult to injury, the overstocks mainly affected the entry-level segment, where margins shrunk to peanuts as a result of a price war against no-names outsiders. Did the core brands reassess their strategy in 2025 to differentiate themselves from the cheap-thrills makers? On the one hand, Sandbanks Style offers a lower-priced board with a 5-year warranty, "which will appeal more to customers looking at the budget end of the market" and a higher performance version of the same board with a 7-year warranty, which "will offer more margin for shops", ensures Jordan Belcher, Manager. Another solution is found at JBay.Zone as the brand introduced a "very wide range of products specifically designed for chain stores, with highly competitive recommended retail prices". Steve West, Commercial for Mistral, offers a more in-depth breakdown of the sales schedule with "cash cow boards to recoup costs early in the season [...] and these remain the entry level family boards often with relatively low margins. As the season stretches out, if this range is depleted then you're into the niche area boards commanding higher margins".

"There is a big opportunity for independent retailers and wholesalers who can re-establish themselves in their local markets against the online-only players."

George Shillito, Red Equipment

Without further ado, let's see how 2025 plays out between those two iSUPs categories: entry-level and specialty models.

2025 ALLROUNDER TRENDS

Entry-level has been associated with the allround designs, a model which can be tricky to put in a box as it "remains a little ambiguous as a market segment, by default non-specific in its performance", says Steve at Mistral. Hence the "malibu shape", an appropriate design for its combination of stability, glide and small wave riding.

The design might be associated with lesser skilled paddlers but, for all that, it doesn't translate in under-par specs when we look at the endemic brands. See the Jobe Aero Yarra 10.6 SUP, with its lightweight X-dropstitching and heat-bonded technology, a 5mm non-slip EVA deckpad, carbon paddle, EZ lock fin, bungee storage, and essential accessories. A 9.5 kg iSUP backed by a 5-year warranty.

Another brand to propose a carbon paddle in their allround package is Glory Boards (Fun 10'), when most cheap brands offer poorly manufactured alloy paddle. Yet the paddle is the only direct connection of the rider with the water and can make a huge difference on the experience. Let's make



a sidestep on that matter, as Starboard introduced a new carbon paddle, the Velocity, which is not aimed directly at the entry-level paddlers, but clearly leans towards the “smooth paddling”, with a less impactful blade for distance and open-ocean enthusiasts, while “the intermediate, recreational paddlers will enjoy the smooth, flutter free sensation of the paddle”.

Versatility is also key in the allround category and JP Australia has designed their AllroundAir range with this in mind, “to cover the widest range of average paddler’s needs: from absolute beginners to those taking white water runs; from amateur surfers to yoga enthusiasts”. In addition to versatility, ease of use/transport/storage has attracted newcomers in the paddling activity. Hence, the “Compact” design pioneered by Red Equipment in 2019 and refined since then: “Globally patented, our Compact concept of folding and rolling the board has now been well tested and tried by thousands of customers”, says George Shillito, Commercial Director. Now built even lighter using MSL®1000 both the 9’2 and 11’0 have been refined for flatwater cruising and sup surfing. Starboard’s iGO is also praised for its compact folding called Roll technology, allowing you to roll the board, thanks to the 3-piece fin box, into a significantly smaller bag. Downsizing is also in the air, as kids and light/small adults can now find a handful of dedicated iSUPs for their build, such as the KA250 Kame from JBAY.Zone, a 9.0’ board with compact dimensions, “easy to handle and quick, designed to introduce teenagers to stand up paddle with an easy, fun but also high-performance board!” Same program with Spinera’s Classic model, a 9’10” designed especially for women, teenagers and children, at a mere 7.8 kg.

Let’s wrap up this overview with the rental/school models, often in competition with their hardboard siblings. Aqua Design sells a specific inflatable SUP built for rental professionals, the IOTA 10’, featuring reinforced PVC, multiple handles, and unbreakable fins, which can “withstand intensive use” ensures Guillaume Barbier, Product & Marketing Manager.

As per technologies – and this is valid for all inflatable categories — it seems we have reached a status quo as all brands stick to their proven constructions. Whether this is a sign of maturity of the market or simply a plateau caused by the overstock issues, only time will tell. And then, here comes the DUO Boards, a brand which SUPs won’t fit in any category — inflatable or hardboard — or maybe both. Four years ago, DUO launched their unique construction consisting of a mid-to-tail section made in composite material (EPS core + PVC/glass.carbon), combined with an inflatable nose. The greater stiffness (in the fin boxes as well) and refined shape of the rails also comes with a super-packability.

2025 TOURING TRENDS

To help the once newbies take the plunge and opt for a touring iSUP after one season or more on an allround model, the brands designed user-friendly models, which inspirations come from both the allround and racey designs. The CruisAir from JP Australia has become a staple piece of their

“As the season stretches out, if this range is depleted then you’re into the niche area boards commanding higher margins.” Steve West, Mistral

“The KA250 Kame is a 9.0’ board with compact dimensions, easy to handle and quick, designed to introduce teenagers to stand up paddle with an easy, fun but also high-performance board!”

JBAY, Zone

range for these reasons. With a balanced shape, a wider tail, and a narrower outline, the CruisAir offers a fine blend of stability and speed: “It’s a great choice for those seeking faster performance while maintaining stability, bridging the gap between allround boards and SUP racing models”, sums up Hendrik Holzhauser, Marketing Manager. In the same vein, Fanatic’s Ray Air offers a great mix of stability and straight-line performance, with rigidity for effortless paddling.

Shark SUPs made an interesting choice on their touring (and racing) iSUPs, implementing a “0% rocker” design. The flat rocker offers more glide by utilising the full length of the board and improves directional drive as the refined nose stays in the waterline, aiding in water displacement. Not intended for choppy surfaces obviously.

While 12’6” was once considered the best compromise for touring length, the longer models do not turn away the average paddlers as they used to. Mistral per example reports strong performances of their 14’ Adventurist inflatable and 13’2 Verde, as well as Sroka lists its Alpha 14’ as a best seller in the higher end of its iSUP range. At Indiana, their 14’ Classic Touring iSUP implements a fiberglass foot base in the standing area to provide a hardboard feel.

2025 SPECIALTY ISUP TRENDS

‘But what exactly is a specialty iSUP?’ you may ask. Well, this is a catch-all term we came up with to gather all those niches in the inflatable category: from race to river paddling, wind/wing, fishing or SUP kayak. The latter has clearly met its audience, though it surely did not come from our boardsports lineage. Simple D-Rings and optional kayak seat will do, but brands now offer 2-in-1 paddles, like JBAY.Zone with its KX250 Kame, an allround design supplied with “a comfortable seat that can be attached to the D-Rings and a second blade to make the supplied paddle a double blade”.

On the other side of the spectrum, the inflatable race SUP category is surprisingly dynamic with quite exclusive designs which clearly refutes the “iSUP equals beginner” equation. See the 12’6” and 14’ Vortex from Mistral which vary from a mere 20.5” to 26” in width, supplied with in-house designed 8” carbon race fin, step back pad, beach start and recovery grab handle: “These boards are truly high performing in every sense and utilize the stiffest and lightest drop stitch material available”, says Steve West. NSP also spearheaded these inflatable speedsters with their Performance Race Inflatable, which won several APP events against hardboards!

The wind/wing-compatible iSUP as well has quite a cult-following with models like the Fanatic Viper Air (windsurfing) or a 12-foot crossover model



ALL-WATER TURBOCHARGED PERFORMANCE

RST SERIES



RST

14’0” x 21.0” LV - 240L
14’0” x 21.0” - 260L
14’0” x 23.0” - 290L
14’0” x 24.5” - 305L
14’0” x 26.0” - 320L



The new All-Water Rocket Ship Turbo race board is the fusion of the exceptional glide and maneuverability of the RS series with the unmatched rough water stability of the Atlantis with a venturi drain. The final results deliver unbeatable all-water dugout performance with speed, agility, and stability, even in challenging conditions. The RST won multiple world titles in 2024. Turn on the Turbo model!



#BOUNDBYWATER
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Photo: Brian Warner / SIC Maui



at Naish which takes the shape details of the Touring SUP and widens the user spectrum with a center fin box and a mast connection system. Another take is the 10'6" Wing Allround Inflatable from Indiana: "In light winds, the two side fins, which are attached to the Air7 click fin boxes, help maintain altitude. In stronger winds, the 9" all-round fin is sufficient for staying on track, and the very long silicone speed tail helps achieve the speed needed for planning", explains Nikolaus Dietrich, Indiana's Head of Sales.

The aforementioned Duo Boards' concept proves to excel in these disciplines thanks to extra rigidity of the rear half, and their whole range is dedicated to this "specialty" use, with the Duo Windsup V2, Duo Plate (foiling), Duo Wing Foiler, while the Windsup also makes for a totally normal allround iSUP once stripped from its rig.

"The CruisAir is a great choice for those seeking faster performance while maintaining stability, bridging the gap between allround boards and SUP racing models." Hendrik Holzhauer, JP Australia

2025 HARDBOARDS

We have said it before, and we say it again. The demand for hardboards shows a polarised pattern: beginners or hardcore paddlers, but no real in-between.

School and rental models remain a key part of the hardboard market and the big players out there like NSP or Starboard rule the category. Meanwhile, the race scene continues to inspire high-performance brands such as SIC Maui, with the introduction of their redesigned XRS V2 which has already delivered podium results before its official release. Already sold-out online, the XRS V2 is their updated flatwater raceboard with a dugout cockpit, in the lightweight Super Fly moulded Carbon sandwich construction. Interestingly enough, the success of SIC's RST Raceboards has fueled the demand for its inflatable sibling, the RST Air, proving that both categories can mutually feed each other. Naish carves its own way in the hardboard segment, still focusing on the surfy styles which have been abandoned by many brands.

In addition to their proven longboard-like Mana, they have released the Mad Dog, "made for aggressive surfers looking to maximize every session", featuring a 4+1 fin setup, "giving riders the option to adapt the board to their riding style and conditions". Another niche within the hardboard offer is the downwind foil board, supported by the new Downwinder (JP Australia) or the KuNalu (SIC Maui).

Construction wise, we have seen a few brands working on more "affordable" options such as Norden new wood/carbon construction "which offers a similar weight then the carbon/PVC layup but at a cheaper price", or the Omni Elements from NSP which "brings the same versatile all-water performance [than the carbon Omni SLX] to a more durable and accessible construction", says Jarrason Bitton, Design & Communications Manager.

RETAILERS LOVE

Needless to say, retailers hit the brakes these days when it comes to order forms. To rebuild confidence, Andy Wirtz from Norden recommended "keeping the range compact and realistic in variety, available stock and retail price". Even if volumes are not what they used to be, Sroka "tries to maintain margins with minimum orders", while rewarding loyalty for the more committed stores. Meanwhile, the Spinera team offers "longer payment terms and an open ear if our retailers need something".

Transparency is vital nowadays, says Ollie from Starboard, as the brand makes sure to provide clear information on product timelines, launches, and life cycles to facilitate effective planning. On a bigger scale, the new world order in global business leaves the door open for the brick-and-mortar retailers, according to George Shillito at Red Equipment: "It is becoming harder for companies to sell globally due to new compliance and trading regulations which is a big opportunity for independent retailers and wholesalers who can re-establish themselves in their local markets against the online-only players." Is there any challenge the boardsport industry has not taken up yet? Your resilience will pay out, dear retailers. ☺

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

BOARDSPORTSOURCE.COM

HIGHLIGHTS

- 1 2022-23 overstocks cleared
- 2 Versatile Allround iSUPs
- 3 Touring as the fastest rising category
- 4 Better margins

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BIG WIG INTERVIEW RENAUD LACOSTE, TAHE

Since its takeover of BIC in 2018, Tahe has become one of the biggest players in the water sports hardgoods market. With a large manufacturing base in France, Tahe gives us a unique perspective of the market. Président Renaud Lacoste spoke to Source about his personal career and the business.

Please tell us about your background and what led you to your current position of CEO at Tahe Outdoors Group.

I've always been passionate about water sports and in particular surfing. My previous roles were all in finance, whether in the audit & consultancy field (Deloitte) or managing finance & transformation in a FMCG Group (BIC). I joined Tahe Outdoors France two years ago as CFO with a planned transition to take over as president in April 2024. Since then, I have been working with the inhouse teams to make our two brands, TAHE and SIC Maui, leaders in the sector, while also positioning our European manufacturing capability as the main asset with which to satisfy our customers and consumers.

Please take us through the development of the Tahe Outdoors Group since its foundation 40 years ago.

It all started with BIC Sport Group in 1979. This was a great period for windsurfing. BIC Sport specialised in manufacturing top-notch products in France and distributing them around the globe. The group gradually expanded into the production of surfboards, kayaks, stand-up paddleboards and ultimately launched their own range of foiling solutions. As a side development the group initiated specific monotype classes in windsurfing and sailing, thereby generating enthusiasm amongst the youngest water sports fans. When BIC Sport was acquired by Tahe Outdoors Group in late 2018, it continued to maintain commitment to excellence in design and production. The goal has always been to create gear that brings joy to people on the water. Today, as in the past, we are moving forwards with innovative technology in all our products. In chronological order; Duratec, Ace-Tec, Tough-Tec and now Skin-Tec.

"The main drive continues to be 'fun on the water.' This philosophy has brought with it a real awareness of the environment where our water sports are practiced."

What are the major new trends in water sports today?

The main drive continues to be 'fun on the water.' This philosophy has brought with it a real awareness of the environment where our water sports are practiced. We are getting more and more respectful of the materials we use, the energy we consume, the lifetime of the products we make and the way in which we consume the product. With this perspective, Tahe Outdoors France did not have to wait for regulations or any other compliance requests. We began our own process of zero-waste management in our production lines, where our scrap material is ground up and reused. We have altered our manufacturing process to be less dependent on the logistics of components and semi-finished products. Finally, we are already recycling all our products built under the Tough-Tec, Twin-Sheet and Skin-Tec technologies, using specialised machines in our factory.

We are building products that genuinely stand the test of time. Unlike much of what you see in today's market, many of our products from ten, twenty, even thirty years ago are still carving waves and exploring waterways. But eventually when your gear does reach the end of its lifespan, bring it back to us and we will transform it into something brand new at the same cost. So we're closing the loop on sustainability while honouring our commitment to lasting quality.

"We are building products that genuinely stand the test of time. Unlike much of what you see in today's market, many of our products from ten, twenty, even thirty years ago are still carving waves and exploring waterways."

Talking about change in the use of our products; we are supporting start-ups that offer products for rent at the point of practice. So, no need to purchase and travel with your gear, just consume as and when you need. Only a phone and credit card are required. This not only reduces our environmental footprint but also better serves today's lifestyle and the financial position of our consumers.

Which is Tahe Outdoors's best performing product market and why?

We are still generating most of our sales in the stand-up paddle category. Although it has become an inflatable market, we are leading in the sale of rigid SUPs thanks to our technologies and value proposition. We also have big expectations for our foiling products, in particular in the Wing foil segment with our new KA'A and Kunalu ranges and their associated foil combinations. This market is very dynamic right now and we are proud to offer top-end and accessible solutions to riders at every skill level.

How are the SIC and TAHE brands positioned in the marketplace?

Two different spirits indeed. On one side TAHE which aims at democratising water sports for all, no matter your level and frequency of time on water. The brand is mostly positioned in the windsurfing, kayak, sailing and dinghy markets. SIC Maui is completely different, inviting consumers on a journey of performance. The range of products allows evolution from a beginner to pro level usage. It covers the original category DNA, the Stand-up Paddling, and is developing as a strong player in surfing and foiling.

Why is technical innovation and in-house production so important to your group strategy?

This is indeed a real point of differentiation. We are very proud to be independent with our product sourcing and conception.

"You need to be constantly aware of market trends to see if they fit your strategy, your vision, your DNA"

Our teams are focused on developing our own manufacturing machines, our production processes and ultimately our own distribution. Working symbiotically to best fulfil our consumer's needs, we can be more reactive serving demand whilst keeping the identities of our two brands separate. This was illustrated during the post-COVID period when we could produce and deliver our goods, while other brands were struggling with sourcing capacity and logistics with third party suppliers based mainly overseas. Our independence is key. Innovation is vital. The ability to deliver top quality work is a requirement at every level of the company. This combination is what defines the foundations of the TAHE and SIC Maui brands.

What are the biggest lessons you have learned during your time in the water sports industry?

Never think you can control the market. We are experiencing huge swings, no one could have predicted how the market has been shaken from one extreme to another. To thrive in business, you need to be always asking 'what is next?' You need to be constantly aware of market trends to see if they fit your strategy, your vision, your DNA. And then you need to be perfect in your execution. Our customers' passion depends on getting that right.

What is the best business decision you have made during your time at Tahe Outdoors and why?

I have only had a short time in the business, but what I've communicated to the team is how important it is to unleash the way consumers use our gear. This is a passion-driven industry, we have products for all levels including those that will elevate your level if you want to go along that path. Our strength is to be able to balance the brands globally over seven categories of sport. This is clearly unusual and unbeatable.



How do you see the future for the water hardgoods industry?

The industry will remain strong as long as it brings innovation to the enthusiasts. We need to simplify their lives while they practice their sports, to deliver the technologies that allow them to enjoy what they are doing even more, and with all this to maintain a constant focus on the environment we all cherish as the playground of our passions.

How do you think the European market for your products and your sales to North America will be affected by Trumps Tariffs?

It's really complicated to answer this as it has only just arisen, and we don't yet have context to measure the impact. For sure it is an additional constraint for our subsidiary in the US. But for now we have inventory locally which entered the country before the tariff increase and this will serve the annual demand for the large majority of our products. To date, manufacturing in France, thus in Europe, remains an advantage. We are taxed less than the rest of the world. This could all change and the US market should be prepared for an increase in selling prices. We have not yet decided on the magnitude, but it is a given. However, we will always try to keep prices as low as possible and continue to supply the best value for money products to American enthusiasts.



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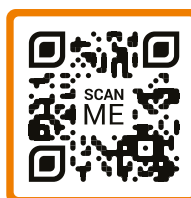
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RETAIL BUYER'S GUIDE HANGING SHOES 2025

The challenging weather in 2024 has not dented the spirits of hanging shoes makers. Innovative materials and bold designs are carrying flip flops and sandals from the beach into the city. By Rocio Enriquez.



The weather in 2024 was not ideal for open footwear, posing some challenges for the European flip-flop and sandal market. Most brands report growth in spite of this thanks to key best-selling styles, but also to some expansion policies that secures presence beyond the beach. Overall, brands are optimistic for 2025, announcing new product releases and marketing strategies to support them. 2025 will see hanging shoes collections designed to meet the current consumer's requirements. New materials aim to provide cushioned and comfortable footbeds, while meeting sustainability demands. Bold designs and customisable pieces offer a unique look. Collections are diverse, adding slides, platform sandals, and outdoor-ready footwear to the traditional flip-flops. The goal is to provide footwear that can transition seamlessly between different settings, from the beach to the outdoors or the city.

2025 COLLECTION

Comfortable footbeds and upper materials enable all-day wearing. We find many new styles in this category. Flojo's all-new Carly, Kaitlin, and Danica feature their fan-favourite Kush footbed. It blends neoprene and EVA foam that moulds to the foot, paired with a grippy hibiscus-patterned TPR outsole. After the summer, they will unveil a new collection for men and women. "The Beachcomber Collection sets us apart with its innovative in-mould memory foam footbed, lightweight, ultra-comfortable, and custom-fit over time", says Ashley Lugo. Reef announces new launches this year, "We are introducing a range of new styles and silhouettes across menswear, blending comfort, function, and contemporary design", says Marketing Manager, Jenny Cooper. The new Montauk is a modern slide with a crepe-textured rubber outsole

"The Beachcomber Collection sets us apart with its innovative in-mould memory foam footbed, lightweight, ultra-comfortable, and custom-fit over time" Ashley Lugo, Flojos

and adjustable straps that allows you to customise the fit. The Pregame is a new style in the Fanning all-terrain traction collection. Their new Aura collection debuts with two new silhouettes with ergonomic design for premium all-day comfort. Expanding on the existing Cruiser family, they introduce the new Cruiser slide with anatomical footbed made of nitrogen-infused EVA. The plush cushioning and rebound comfort make them ideal for post-sport recovery. Cool presents the Chill clog-style sandal with a cushy foam and a sportive look. Foam Life follows up on the success of their Seales flip-flop to introduce the super comfortable Seales slide. It features a sugarcane EVA footbed paired with a padded vegan leather upper strap. Indosole launches a new version of the Easy Living with recycled nylon straps and their signature recycled tires sole. The most active open shoes wearers will be interested in Reef's Cross-Shore. This is a five-point cage sandal that offers top-tier functionality through exceptional comfort and support. Another sporty style is Cool's new Wave, an all-terrain sandal that combines a rubber outside shell with soft inside EVA and a TPR outer sole. Women who like to get a bit higher will enjoy Flojo's new Platform collection. The 1.5-inch heel and



XTRATUF

platform strike the perfect balance between height and stability. Reef adds new elevated styles to their Vista collection. We will find higher silhouettes, multi-strap designs, buckle details, vegan leathers, and cork soles.

The choice of materials is informed by two main factors, comfort and sustainability. Alongside their Kush footbed, Flojo's offers the Flo-Jel technology in their men's Zambas and Alto styles. A gel capsule is embedded in the heel of the footbed, acting as a shock absorber that supports and cushions. They also introduce the PillowTop blown EVA across men's and women's collections, meticulously engineered for immediate support and cushioning that bounces back. Reef's nitrogen-infused EVA continues to be key in their construction, for its unique compromise between light weight and support. Reef's new Fanning Pregame features a multidirectional lug as well as a built-in airbag under the footbed for added comfort. Foam Life features their signature "Soft to Step" EVA foam and raised arch support. "We build on our foundation

"We are introducing a range of new styles and silhouettes across menswear, blending comfort, function, and contemporary design" Jenny Cooper, Reef

of best-selling flip-flop and slider silhouette by introducing premium sustainable materials", says co-founder Karl Read. Their 2025 collection is made with recycled EVA and sugarcane EVA foam and introduces the new BloomTM foam made of an algae blend. Every flip-flop toe post is made from an RPET webbing strap, and they have increased the number of styles that use hemp canvas, plant-based bio-leather, natural gum rubber, and cork. Xtratuf uses their proprietary Bio Lite EVA foam that degrades in bioreactor landfills.

Every mood is represented in the colours of this year's hanging shoes. We find three main palettes across the collections: classic neutrals, nature hues, and vibrant tones. Xtratuf adds a bunch of new colours to their Apres Fish range. Men will get an all-black and a stormy blue version. Women's new additions include a tie-dye pink, a plain sand, and aqua. Flojo's turns up the vibrancy in 2025. Their Flojo's Original sandal gets a seasonal refresh with a stunning new purple. They will also unveil three electrifying neon options in their Flojo's Fiesta style: blue weave, neon lime weave, and neon pink weave. Indosole likes to play with natural colours like soil, black, grey, rust, olive, and mustard. They take a walk on the bright side with a rainbow strap added to their new Easy Living model, and purple

"We build on our foundation of best-selling flip-flop and slider silhouette by introducing premium sustainable materials" Karl Read, Foam Life

haze for a feminine touch. Reef adds a selection of lighter and brighter tones to the traditional black and brown palette of their men's range. We will now see shades of grey, blue, and tan. Women's styles embrace soft, elegant hues that include pastel yellow, soft pink, rose gold, and metallics. They are also adding textured elements with woven, crochet, raffia, and braided materials to add a tactile dimension. Foam Life introduces a few fresh additions to their existing colour palette. Men's core colours like black, navy, tan, olive, stone grey and slate grey will share shelves with the new ocean blue featured in their new "K Bay" style. Timeless neutrals like sand and latte brown remain strong for classic styling. Soft pastels such as sage green, powder blue, dusty pink, and lilac provide the beach-chic sophistication. In 2025, Foam Life's Lixi style will get a new light beige rendition. Their Traa-SC is updated with a slate grey and vibrant pink colour pop. The new Sunkiss Yellow brings a bold summer feel. The Goldie and Goldie-slide styles now feature bright multi-colour pops on the cork footbed, complementing the new light blue denim upper strap. The multi-colour woven straps in the "K-Bay" and "K-Bay Slide" deliver a Mediterranean-inspired vibe.

SUSTAINABILITY

All brands emphasise their commitment to sustainable materials and practices. Xtratuf is constantly trialling new materials across their range, including bio-based TPUs, recycled webbings, and Oceaya, made of oyster shell waste. Reef incorporates eco-friendly materials like sugarcane EVA midsoles and recycled PET straps. Foam Life also uses sugarcane EVA foam, alongside the new BloomTM algae-blend foam. They are expanding the use of RPET threads, linings and webbing toe posts, as well as their plant-based bio-leather, cork, and hemp. Indosole adopts circular economy as a core value, with all of their soles made of recycled tires or sneakers, straps made of 100% recycled nylon, and footbeds made of natural rubber. Their choice of material is complemented by their initiatives in social responsibility. Indosole collaborates with four community programmes. Their Handep collaboration features sandals made by hand by local people of the Kalimantan forests, supporting their economic development. Their Pable collaboration only uses fabrics made from 100% recycled cotton naturally dyed with indigo and Ketapang. The Sungai Watch collection partners them up with a dedicated environmental initiative committed to cleaning up rivers in Indonesia. The midsole of this sandal is made from 100% recycled plastic collected from Bali rivers. Project Zindagi involves refugee women in the crafting of the sandals, empowering them and fostering a sense of hope and dignity in their lives. Other sustainable practices involve plastic-free packaging, responsible manufacturing processes, and building durable sandals that stand the test of time.

RETAILER SUPPORT

Sustainability, all-day wearing, and beach culture are the main themes around which this year's marketing stories revolve. Xtratuf and Indosole focus on sustainability. Cool's "Beach Lovers" campaign, Flojos' "Vintage Beach", and Foam Life's giant flip-flop shower installations promote beach culture. Cool also rolls out the "Urban Beach" campaign that brings the beach lifestyle to the city. All-day comfort is a recurring theme. Flojo's rolls out two campaigns around it, "Comfort Expanded" that introduces their Fits Wide collection, and "Sink-in Comfort" that unveils the Beachcomber collection. Reef celebrates the 20th anniversary of their Fanning Sandal, emphasising its lasting appeal and versatility across various outdoor and casual settings. Women's elevated styles get their cut of the marketing budget, with Flojo's pushing their Flatform collection, and Reef promoting their Vista collection. The main tools to support these campaigns are POS solutions, brand imagery, and solid distribution partnerships.

Brands are responding to the demands for comfort, versatility, and sustainability with innovative materials and bold designs. With strong retailer support, the hanging shoes category seems well-positioned for growth. Flip-flops will populate city streets as much as beach fronts. ☺

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

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HIGHLIGHTS

- 1 Innovative materials aiming for comfort
- 2 Designs for all-day and all-terrain wearing
- 3 Strong focus on sustainability
- 4 Expanded colour palettes with vibrant colours

A large advertisement for Foam Life. The top half shows a surfer in a black wetsuit performing a high take-off on a white surfboard, with a massive splash of water. The bottom half features a large, detailed image of a blue and brown flip-flop. The background is a light, textured blue. At the bottom, there is a row of eight circular icons representing different sustainable features: Bloom (Algae Blended EVA Foam), Recycled Plastic Bottle Toe Post, Plant-based Bio-Leather, 100% Vegan, PVC Free, Lightweight, Raised Arch Support, and Soft To Step Comfort. The Foam Life logo is prominently displayed at the top right, and the tagline "LIVE LESS ORDINARY" is at the bottom right. The website URL "WWW.THEFOAMLIFE.COM" is on the far right.

RETAIL BUYER'S GUIDE

WAKE VESTS 2025

With steady growth in all directions, the market for Impact Vests continues to look promising. Find out more in our 2025 Retail Buyer's Guide by Anna Langer.



the youth and family market: “Families seek impact vests that strike the perfect balance between protection, style, and comfort.”

TRENDS

With the market growing both vertically and horizontally, the big trends for 2025 are speciality and adaptability. More riders diving deeper into specific areas of their sports have a need for products that cater for exactly what they need. WIP states that “trends are moving towards 2 points in particular: 1. the development of ultra-targeted and optimised products (example of the Wing Impact vest or the Kompact vest) with details developed by riders for greater functionality and ease in the water, and 2. adaptability to different sports with a base that can be customised (example of the Raley jacket for wake and wing, or the Light Vest for SUP or downwind with the Downwind back pack accessory)”.


When it comes to style, Ronix aims for edgy, standout designs that make a statement on the water for teens, while for parents, they're leaning into classic, high-end aesthetics. In addition to that, they extended the torso length for a better fit and redesigned the armholes to be oversized, eliminating the risk of abrasion: “tailored fit with ample room under the arms, giving riders full range of motion for both wakeboarding and swimming, all while ensuring zero irritation.” Also Liquid Force focuses on comfort and mobility with a competitively priced vest with less restriction, while Sooruz highlights their Jules Charraud & Katinka Buiting pro models, showcasing their deep commitment to wakeboarding and its athletes: “Beyond product technology and pricing, consumers seek a compelling story. The same approach applies to our new Strato Vest, developed in close collaboration with our riders. By working directly with them, we ensure that our gear evolves alongside the latest trends and performance demands in the sport.”

O'Neill also reports a redesign for 2025: the original outlaw, to create a low profile multi discipline vest that can be used for foiling, wake and ski. This still uses the traditional durable neoprene shell but has NytroLite, O'Neill's exclusive - PVC free - super lightweight PE foam core.

TECHNOLOGY

With Silk Skin, Ronix introduces a new material that is less abrasive and extra water repellant - on top of being super smooth. Jack Youngquist, International Sales Manager at Ronix continues: “We also bought a robot that can thread the needle and weave the dream like no other impact jacket, stitching our way to happiness with 39 individual precision flex segments. This allows for a 4 way stretch to move along with you no matter how you contort your body on the water season after season.”

Sustainability is at the core of Jetpilot's innovation: “Our groundbreaking Ecoprene program is a testament to this commitment. By transforming recycled plastic bottles into raw material, which is then spun into yarn and developed into high-quality neoprene, we've engineered a fabric that is not only environmentally responsible but also 30% lighter than traditional neoprene. This triple-layer construction ensures that Jetpilot maintains its signature durability and flexibility while delivering a more breathable, agile, and comfortable ride.” Liquid Force also uses sustainable foam paired with glue-free multi-flex panels and Sooruz integrated the hook of their Wing model directly into the vest for 2025.

O'Neill's highlight is their NytroLite PE foam core in all comp vests that is 20% lighter and absorbs less water than traditional foams: “Keeping the vest from absorbing as much water as possible has always been at the core of all our vest designs, keeping you on the water longer.” WIP have all their vests independently certified for buoyancy and impact testing. 

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

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HIGHLIGHTS

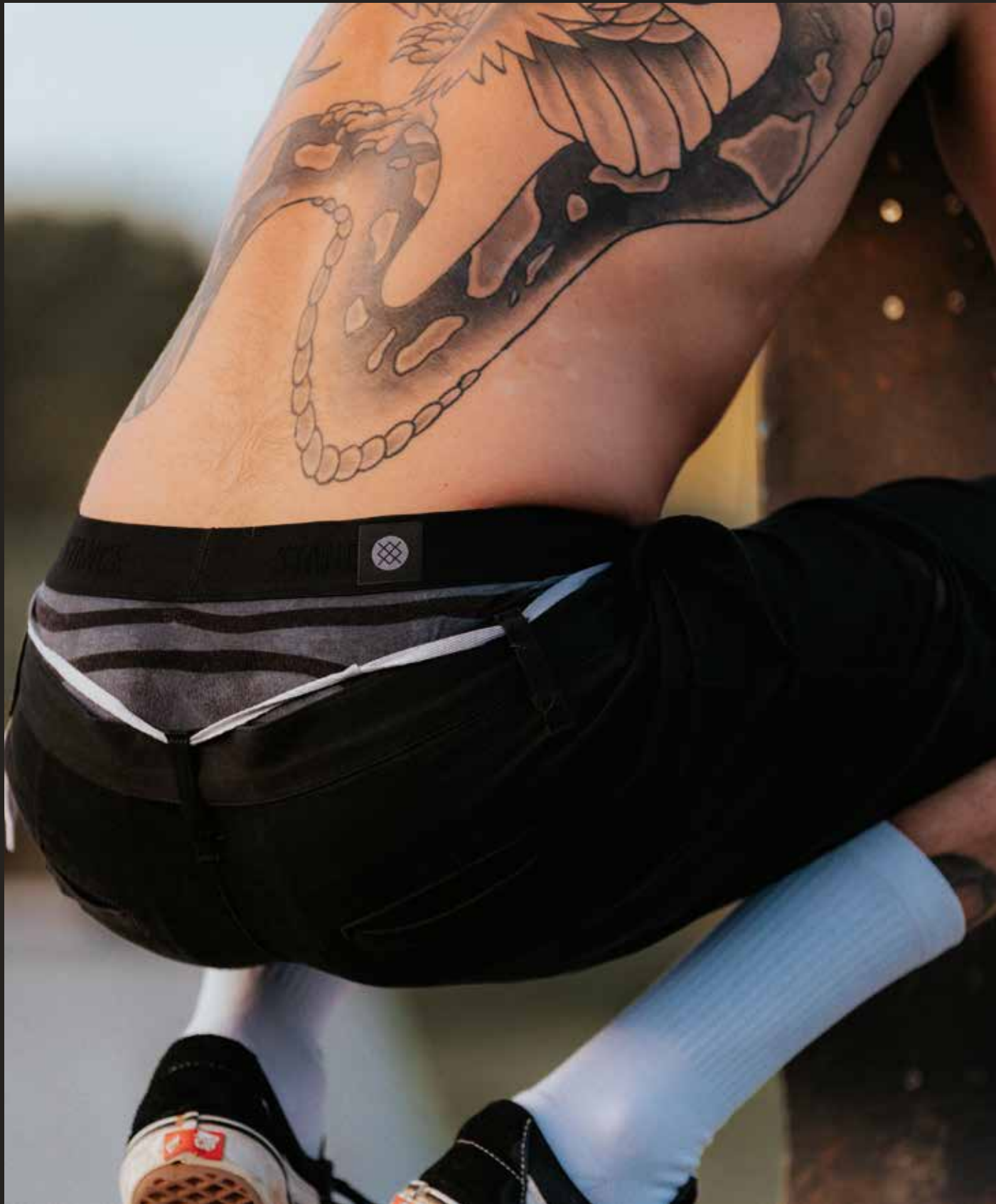
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RETAIL BUYER'S GUIDE

MENS UNDERWEAR 2025

Men's underwear category thrives, driven by fabric and construction innovation, sustainability, and strong retailer support. By Rocio Enriquez.



2024 marked a strong year for men's underwear, with steady sales despite economic headwinds. As 2025 begins, the outlook remains positive, with projected growth continuing into 2026 and beyond. Innovation in fabric and construction is driving this momentum, delivering the comfort, performance, and functionality today's consumers demand. Wave Hawaii experienced higher than expected sales of their newly introduced AirLite 3-in-1 Multifunctional Wear. Stance has had a great response to their ButterBlend™ fabric and their Wholester™ technology. American Socks saw strong demand for their comfort-driven, sustainable, and performance-enhancing designs. Comfort, fit, and function remain the strongest trends in 2025. We will continue to see proven material and construction technologies, alongside new innovations like Saxx's Droptemp Dry sweat solution and Stop Drop Technology.

2025 COLLECTIONS
The boxer brief cut continues to dominate across all collections. They are available in various lengths, materials, and designs. PSD offers 5-inch and 7-inch versions. Stance's 6" boxer briefs are offered in a range of materials, to suit different needs. They are equipped with innovative technologies such as the patented Wholester™, Feather-Seam™ construction, side entry fly, core-flex waistband, performance mesh, and FreshTek™. "FreshTek™ is the ultimate utility, ensuring freshness and dryness from warm-up to cool-down", says Nathan Hill. Boxer shorts (the looser kind) are becoming more popular, with Stance and Saxx increasing their offerings.

A wide range of premium materials is in use. Stance uses ButterBlend™ for unmatched softness. Their performance-oriented options feature nylon, and they also offer polyester and classic combed cotton options. PSD recently launched their premium modal blend, PSD Luxe Modal, which is a very soft 91% modal and 9% elastane fabric. Most of their ambassador styles are made with CoolMesh. "Featuring the right amount of compression, CoolMesh provides the right amount of support, extra breathable panels where it counts, and our unique Signature PSD Silky, roll resistant, colour coordinated waistband", says Curt Flaitz. They

also work with Core Standard, which combines 88% polyester with 12% elastane. For those who like to stick to cotton, they offer a combination of 95% cotton and 5% elastane. Saxx adds some new mesh materials to their existing catalogue of mixed fiber and elastane combinations. They are lightweight cotton/spandex mesh, lightweight polyester/spandex stripe mesh, and lightweight performance polyester/spandex mesh. Wave Hawaii continues to use bamboo, and has added the AirLite fabric, made from a special, recycled polyester blend. "The AirLite fabric is particularly skin-friendly, super soft, and quick-drying", says Carsten Raphael. American Socks sticks to 100% cotton for its proven combination of comfort, breathability, and durability.

Bold looks turn this intimate garment into a statement piece. Wave Hawaii plans some limited-edition artist collaborations. American Socks get loud with their artwork, turning their briefs into canvases for the work of artists, athletes, and even the drummer for MGK and Lady Gaga. Saxx and Stance have also increased their offering of prints and colours. Bn3th combined muted neutrals and soft purples with vibrant accent tones.

The use of natural and recycled materials is widespread. Wave Hawaii uses natural and recycled materials. Saxx restricts the use of PFAs in their products, while integrating recycled polyester and Lenzing EcoVero certified viscose. Bn3th offers Tencel, EcoVero and Recycled Polyester options, alongside the traditional cotton one. American Socks announces a project to use post-consumer cotton, although it is still in progress. These material choices are backed by sustainable practices across production. Durability is the main concern of Wave Hawaii and American Socks, as they reduce waste and overconsumption. Carbon footprint is observed with greener manufacturing processes. Wave Hawaii uses green energy. Saxx monitors their supply chain, so they meet ESG goals for environmental and social compliance. Packaging is reduced, and the one that remains in place is made with sustainable materials.

RETAILER SUPPORT
In-store visibility significantly boosts sales. Saxx offers various in-store solutions depending on the retailer's size, from 40-unit counter tops to bespoke built fixtures. American Socks provides free displays for their B2B customers, and special underwear hangers to showcase the product outside of its packaging. Wave Hawaii is very proud of their honeycomb surfboard displays and cardboard counter stands. They add to this a very friendly, fast and reliable after-sales service. PSD offers displays, hip mannequins, bespoke POP and some limited custom shop signature collaborations. They increase their retailer support with product seeding for staff and shop riders, and they have signed up their first pro surf team rider, Eli Hanneman from Lahaina, Hawaii. Stance rolls out their "WHY" Stance marketing campaign on shop floors and online. They have also reinstated their satisfaction guarantee, which offers the buyer peace of mind.

Men's underwear is a strong category with a promising outlook for this year and the next. Fabric and construction innovation is meeting the high demand for eco-friendly, high-performance, and stylish designs. With strong support strategies in place, retailers can expect continued strong sales.📍

Visit our website to see in depth brand previews of this category.
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- HIGHLIGHTS**
- 1 Steady growth of men's underwear category
 - 2 Innovation in comfort and performance
 - 3 Sustainability becoming industry standard
 - 4 Strong retailer support



**100% NATURAL
VERY WATER RESISTANT
REEF SAFE
ONLY 4 INGREDIENTS**



RETAIL BUYER'S GUIDE **SUN CREAM 2025**

With consumer awareness and education regarding the ecological effects of sunscreen as well as its health properties alike, the market is reaching an interesting stage. To find out what this might mean for the upcoming year, keep on reading our Retail Buyer's Guide on Sunscreen by **Anna Langer**.



Sunscreen is an interesting sector at the moment with a lot of movement in the market, offering promising opportunities for brands and shops alike.

Himaya, a pioneer in the natural eco-sunscreen market for over 20 years, has observed a surge of new entrants this year. "These often bypass R&D and product testing, leveraging low costs and greenwashing tactics to boost sales. This undermines consumer trust and threatens the long-term viability of the niche market. By introducing non-sunscreen products into their ranges, they further confuse customers, eroding the integrity of true sunscreen companies. However, this stage of market evolution is typical for the industry, and the next phase will likely see only genuine brands with quality products prevail," muses Founder, Stuart Knowles. He adds that "the demand in specialty shops has increased, accompanied by a rise in the number of brands these shops offer. As with any growth, this brings competition and market dilution, ultimately benefiting customers by providing them with more choices and fostering competitive pricing issues."

It's on Zinc also feels that "2024 was a difficult year in the market. Many smaller stores in Germany have removed sun protection from their ranges. High-quality, natural and skin-caring sun protection needs to be explained, but it has a lot of potential. Overall, we are very satisfied with the demand despite the difficult situation." And even though they see a "significant rise" in demand for natural and organic sun care products EQ Love also reports 2024 as a "challenging year from a commercial standpoint, as the market experienced significant fluctuations due to external factors."

Yet they also feel that "there is a clear perception of increased awareness regarding the importance of using sunscreen from a skin health perspective, along with greater concern about the harmful effects of UV radiation." Palm and Pine Skincare Founder, Sarah Muir agrees: "We saw an uptick in demand and interest in sunscreen specifically for outdoor use

"We saw an uptick in demand and interest in sunscreen specifically for outdoor use as consumers become more aware of the need to protect their skin when doing sport." Sarah Muir, Palm and Pine Skincare

as consumers become more aware of the need to protect their skin when doing sport." SportStick attributes this to "increased education around skin cancer awareness paired with how and when to use sunscreen." They also find that biodegradable products like their own have gained traction as outdoor enthusiasts and athletes, both amateur and professional, prioritise natural ingredients that are healthy for coral reefs, marine life, fauna and flora. Island Tribe note that especially the demand for SPF 50 is increasing in their customers.

Suntribe chime in: "2024 was the best year for Suntribe so far, and we really felt the winds of change blowing! All of a sudden it seems like it's more than just us who are concerned about toxic-free living and we saw more appreciation for our sunscreens than ever before." Maurice Chater, SunZapper's European Distributor explains "sustainability is a big factor, people are increasingly aware of the damage sunscreen can do to the natural environment. The health aspect also plays an important role, people with sensitive skin are making a shift from chemical to mineral sunscreens as awareness increases."

Sun Bum adds that "Sunscreen is not just for holidays anymore, it's something we all need year-round to protect us from the harmful rays of the sun. Daily year-round sunscreen use is becoming the norm. Making sure you have what you need to keep your skin protected has become a priority

of both consumers and brands alike.” This results in increased demand for sunscreen for specific niches, find Palm and Pine: “No longer is it a one-size-fits-all, consumers are looking for UV protection that fits into their lives and routines. For us it’s designing products that suit the demands of the outdoor sports lover - removing strong perfumes, chemicals that sting their eyes when sweating, taking the needs of the end user and building it into the product experience.”

PRODUCT NEWS

When it comes to products, you can look forward to a couple of new additions, like the Mineral Sunscreen Spray SPF 50 from Swox, that is specifically developed for babies and kids with an extra-gentle, fragrance-free formula. Island Tribe offers more children’s packaging and Sunzapper also adds something for the kids as part of their premium range of “Extreme” zinc sticks which come in ten different colours. “These contain a higher zinc content and therefore provide even better performance when in the water! The zinc sticks form a nice segment for both watersports and families: Athletes use it for performance in the water, parents like the colourful sticks for their children”, says Maurice. It’s On Zinc also add two more colours, lilac and red and Suntribe treat you to a new range of SPF Lip Balms: “We’re releasing one advanced tinted SPF 30 lip balm, which combines amazing sun protection, hydration and a cosmetically lovely look. No whitening effect at all, and no weird ingredients as far as the eye can see. Then we’re complementing that with a high protection lip balm for sports, no weird ingredients and SPF 50,” says Chairman, Karl Roos.

Newcomers Sunda offer two formulations with different tints according to skin colours, both certified by Ecocert bio cosmos organic: “A transparent SPF30 using zinc oxide and Thanaka (four skin colors) and covering SPF50+ (white, beige, pink and white) using zinc oxide, titanium dioxide and Thanaka coupled with bio-oil. Our best seller is beige SPF30 transparent sticks and blue and white SPF50+ Sticks.”

Himaya introduce small 10ml aluminum tins as an “emergency” sunscreen supply, next to a transparent rub-in zinc stick packaged in eco-friendly cardboard. Sunbum are excited about the launch of their Signature Suncare collection into Europe hitting Stores June 1st, 2025: “It’s been a long time coming, working through EU compliance, testing and formulating to get the best high performance, 100% zinc-based product we could create. These highly anticipated SKUs have been the number one requested products by our customers since launching the brand in Europe” says Jamie Shohat, Director of International Business.

FORMULA UPDATES / INGREDIENTS

Sunzapper highlight their “Extreme Sports Mesh Sunscreen”with an incredibly thin and lightweight formula, EQ Love continue to emphasize the use of premium ingredients to ensure optimal protection and to preserve the natural environment, and SeventyOne Percent continue their smart molecule formula, ROKA SMART UV®, that is activated by natural light and adapts to your UVA protection needs for 8 hours.

Swox updated their formula according to the latest scientific and environmental research and introduces a line of skin care and after sun products with hemp seed oil and organic aloe vera to complement its range of sunscreens. After three years of development and testing, Himaya also launches a new formulation with a combination of oils, that offers an innovative way to evenly disperse their zinc products on the skin, offering superior protection while significantly reducing whitening and eliminating congealing of zinc in the skin. They continue to incorporate alpine flower extracts and seaweed to protect and moisturise the skin against the

“People are increasingly aware of the damage sunscreen can do to the natural environment. The health aspect also plays an important role, people with sensitive skin are making a shift from chemical to mineral sunscreens as awareness increases.” Maurice Chater, SunZapper

elements, nourishing the skin and supporting its regenerative processes to counteract the harsh conditions experienced in mountain environments or the ocean.

EQs products are enriched with antioxidants (Vitamin E, Omega 6 & 9) help combat free radicals, reducing signs of premature aging such as wrinkles, fine lines, and sunspots and their Cryo Relaxing Gel is designed to reduce muscle discomfort and inflammation, making it a perfect recovery product after surfing, hiking, or intense workouts. It’s On zinc products also have additional skin caring and wound healing properties, and the Sun Bum range, next to “smelling like summer”, also contain Vitamin E, and they also offer lip balm, after sun lotion and spray, and hair care products that carry the same scent story as their original sunscreens and are very popular with repeat Sun Bum customers.

Island Tribe name coconut oil as a key ingredient, Palm and Pine commit to using only plant-based ingredients and are one of the world’s only vegan zinc

brands using sunflower wax instead of beeswax. EQ Love pair Organic Shea Butter, Organic Aloe Vera and Vegetable Oils with their Non-Nano Zinc Oxid mineral filter.

“Zinc oxide is a natural sun blocker that stays on your skin for hours when in the water and is a prominent ingredient in our range. It won’t burn your eyes and is great for people with sensitive skin conditions. Safe to use on children over 6 months old”, explains Sunzapper and It’s on Zinc highlight Lanolin and Kaolin as making a real difference when it comes to skin caring properties.



Sunda focuses on natural products with biologic oils, zinc oxide, thanaka, titanium dioxide, beeswax, natural color pigment with a creamy texture for sports.

PACKAGING

Since reef-friendly formulation with natural, non-toxic ingredients have thankfully already become a standard, the next step to a more sustainable industry is packaging. An issue which some brands have been tackling for a while already but it’s definitely become a broader spread concern now. Again Himaya have been at it for years and have now developed a GMP to support shops participating in their refill station concept, ensuring they comply with the latest EU, CE, and ISO standards for packaging and refilling: “Our entire range, from 500ml to 10ml, is now refillable as part of our commitment to eliminating packaging waste entirely. Additionally, we are upgrading secondary packaging, required by the EU, from box-style to resealable paper bags with a dual-purpose design,” says Stuart.

EQ have some Multi-Use & Refillable Option, It’s On Zinc designed refillable wooden displays to pair with their reuse project for empty cans, resulting in consequent avoidance of plastic: “It’s On comes in a metal screw can with paper labels. To encourage the re-use of the cans, we even give our customers a discount on their next purchase if they actually re-use the cans. For shipment the cans are wrapped in corrugated cardboard and to avoid trash we offer refillable wooden displays for our products,” says “Mitch”, Dr. Michael Raback, Marketing & Sales. Swox adds that “in our product category sustainability doesn’t end with recycled or recyclable packaging, which we of course use. We even exhaust this strategy into the smallest parts, such as using new and more sustainable stone paper labels on our lotions for example.” They also source locally in Europe, in order to avoid long supply chains.

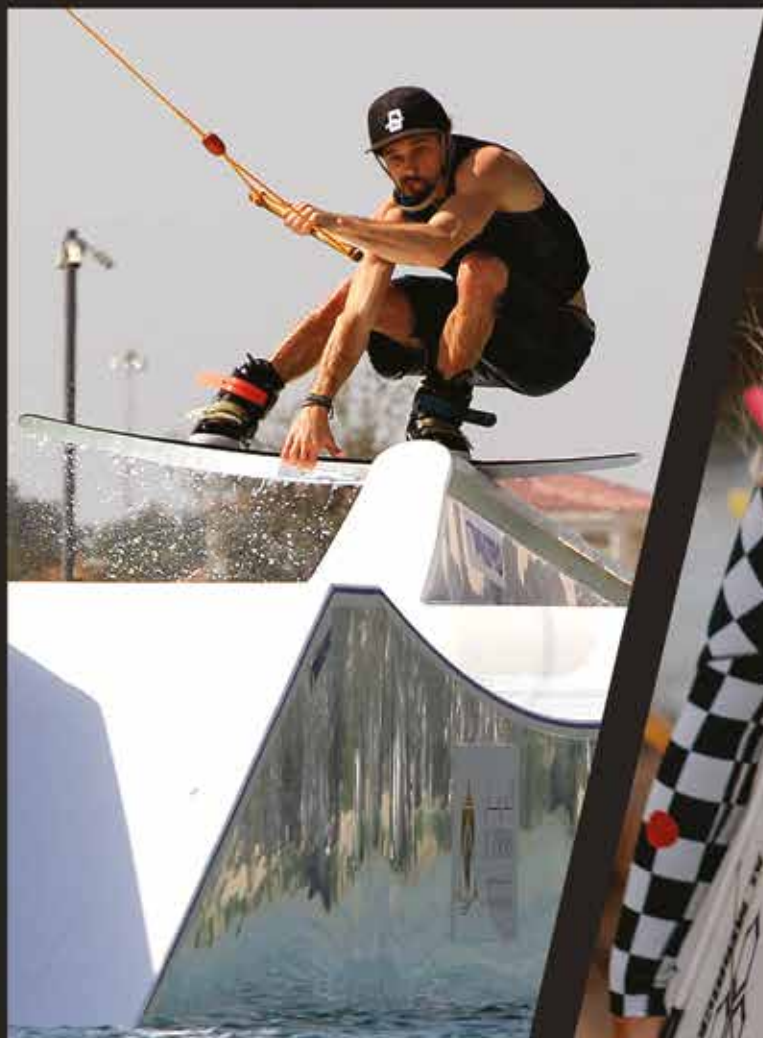
SeventyOne adhere to the “3Rs: Reduce (remove overpacks and reduce thickness of plastic, Recycle (chose monomaterial to help recyclability) and Reuse (minimum 50% recycled plastic). Sportstick highlights that their entire product, from the sunscreen to the packaging is biodegradable, showing their commitment to sustainability and the protection of the environment.🌱

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HIGHLIGHTS

- 1 Refillable packages
- 2 More colours & skin tone shades
- 3 All natural ingredients





By Riders for Riders

HELMET OF THE FUTURE

Our Helmets are designed by riders and tested by world champions to ensure the highest quality and maximum comfort in every conditions. From sunny days to heavy waves we've got your head covered!

CE/EN 1385
Safety Standard

World Champions
Tested and Approved

Flexible at Rest
Hard at Impact

IKO
Approved

NEW TECH

B.I.A.T.
BangProof's Impact Absorbntion Technology

Resilience Against
Multiple Impacts

Smart Rebound
with Memory Effect

Ultra Comfortable
Flexible Shell



Kevlar/Diolen
Anti-Cut Layer

Adaptive Impact
Response

Featherweight
Design

RETAIL BUYER'S GUIDE WATER HELMETS 2025

The helmet adoption in skiing, snowboarding and cycling slowly infuses across to the watersports category, while at the same time new water-specific alternative designs emerge. By David Bianic



Since the World Surfing League and the Paris Olympics promoted the use of helmets on the surfing competitive scene (in waves of consequence), the surfing helmet is experiencing a revival, introduced by Western Australian surfer Ricky Gath in 1989. "Traditional surfers may be slower to adopt, but innovation in comfort and style is helping bridge the gap", says Marcel at TSG.

TECHNOLOGIES: SOFT SHELL VS HARD SHELL

Benjamin at Forward WIP reveals that several studies all around the world report that more than 50% of surfing injuries are cuts to the head, "so we made the choice of hard shells with different levels of protection with always a shock absorber and UV protection". Hardshells also offer the safety of certified standards as reminded by Federico Infantino, Marketing & Team Manager at Gath: "Our products are following the tests and protocols of the most important water safety certifications as EN1385, Surf Life Saving Australia, CRITT Protocol CS-003 05/2019." The TSG expertise in the helmet industry led them to the use of "proven construction methods and materials – like ABS hardshells and snug fit systems – from our skate, bike and snow ranges", combined with water drainage channels, quick-dry linings, and removable earpads for seasonal versatility. Newcomer to the water helmet scene, Oakley introduced in Fall 2024 a unique design with the WTR Icon. The hard but yet opened shell offers ventilation and water drainage like no other, completed with a ¾ shell coverage which prevents eardrum blowouts. Made in ABS with D3O® technology, the WTR Icon has an EN-1385 white water certification.

But recently, new options came on the market, which are not exactly in competition with the former: soft helmets. Imagine a rugby helmet wrapped in a cap. While Przemek at BangProof believes traditional hardshell helmets provide maximum impact resistance on high-speed crashes and obstacles like rails, "soft helmets, on the other hand, are lightweight, flexible, and comfortable, making them more appealing for surfers who want minimal interference". Therefore, BangProof pioneered a hybrid approach that delivers CE EN1385 certified protection, "more like a cap than a helmet". Their bucket hats and snapbacks share the same impact absorption technology, with diolen/kevlar anti-cut layers and retention system. Forward WIP also offers the Cool Cap Bump Shell, the first certified EN812 water protection cap, a lightweight low-profile solution to absorb minor impacts and prevent cuts.

RETAILER SUPPORT

One of the best USPs we found is versatility, as in the TSG All Terrain helmet, designed for multi-element use, coming with specific accessories for water, winter, and urban sports, "and is certified for all". In the same spirit, the overhauled Gul Evo has been designed with multi-sports in mind, "featuring eleven vents technology for optimal air flow across a variety of sports and seasons", while the outer EVA shell paired with the cold pressed EVA foam liner ensures durable, long-lasting protection. The multipurpose design is a no-brainer for retailers hesitating to stock specific water-helmet. ☺

WATER HELMETS SEGMENTATION

Wakeboarding and kiteboarding pretty much stole the show until foiling came into existence. "Whether it's downwind foiling, wing foiling, or tow-in big wave foiling, the risk of high-speed falls and contact with the foil is serious", says Przemek at BangProof. As foiling gathered participants from all the boardsports spectrum, the use of helmets trickled down in their first discipline: "Windsurfing is a good example as nobody was using a helmet before the arrival of the foil 10 years ago", mentions Benjamin at Forward WIP. The next big move could well be e-foiling according to Marcel Korner, CEO of TSG, one of the leading brands in the boardsport helmet game and beyond. As per Pro-Tec, another top helmet brand, they remain focused on wakeboarding, with 3 models – Full Cut Water, Ace Wake and Ace Water.

HIGHLIGHTS

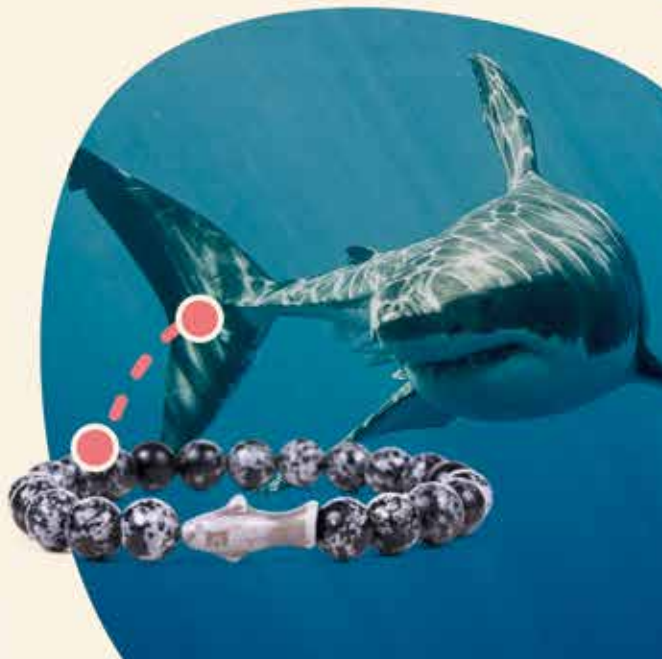
- 1 Foiling drives the demand
- 2 CE certified hardshell style
- 3 Low-profile soft helmets

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Each purchase tracks
an animal and helps
us save wildlife



NEW PRODUCTS

01 / ALL-IN WOMEN'S T PONCHO WOMEN IN CHERRY TREE

This has a T shape: straight cut with short sleeves, simple and effective! The Poncho is made from 380g/m² 100% cotton velour terry, a warm, ultra-absorbent comfort fabric. This fabric is OEKO-TEX® certified, so no chemical elements harmful to the skin and the individual) and AZO free using dye without heavy metals. One size fits all: sizes S to XL (from 1m63 to 1m90)

ALL-IN-COMPANY.COM

02 / ALL-IN CLASSIC MEN'S PONCHO IN JAPANESE PRINT

This is a classic shape: straight cut, simple and effective! with a lined, adjustable hood with drawstring, 2 large side patch pockets and a contrasting bias finish. The poncho is made from 380g/m² 100% cotton velour terry, a warm, ultra-absorbent comfort fabric. This fabric is OEKO-TEX® certified, so no chemical elements harmful to the skin and the individual) and AZO free using dye without heavy metals. One size fits all: sizes S to XL (from 1m63 to 1m90)

ALL-IN-COMPANY.COM

03 / THE RIP CURL SEARCH GPS3 WATCH

Rip Curl has redefined surf tracking with the launch of its most advanced surf and tide watch, the Search GPS3, and the arrival of the reimagined Rip Curl Search GPS iOS app for Apple Watch. The Rip Curl Search GPS3 Watch offers advanced metrics like paddle count, wave speed, and distance travelled, alongside real-time surf conditions powered by the experts at Surfline. Since launching the first GPS surf and tide watch in 2014, Rip Curl has tracked over 25 million waves across 2,400 beaches globally, in 76 different countries.

RIPCURL.COM

04 / SLASH × THUMBS #02 HAPPY PLACE CAMBER EDITION

Thumbs returns with his second Slash collab, The UK-based illustrator grew up on the floors of a London snowboard shop, owned by his parents. Have you ever heard the term "ride it like you stole it?" That's the feeling he wanted to give the rider when he was designing this graphic. Have fun, stay loose and don't take things too seriously. That's the method he uses for his art and that's synonymous with snowboarding. A cambered true twin, the Happy Place Camber Edition is for the shredder looking to take their riding to the next level. A freestyle oriented board that will handle itself impeccably across the whole mountain.

SLASHSNOW.COM

05 / NITRO MERCY SNOWBOARD

The Nitro Mercy is "Rider of the Year" Iris Pham's go-to board because of its versatile freestyle capabilities. The artwork was created by Vancouver local Cathy Ager, who commented "The Mercy graphic brings together my love of snowboarding, my artistic practice of delving into the darker sides of life and love, and the playfulness that I love to bring to both."

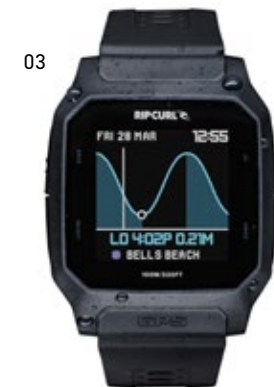
NITROSNOWBOARDS.COM

06 / NEVER SUMMER

NOKHU SNOWBOARD

The new Nokhu features a shorter base, providing the maneuverability of a shorter board for tight turns, while the triple camber profile gives the Nokhu optimal edge hold and the stability of a longer board when on edge. The mountains illustrated on the top sheet are the Nokhu Crag a prominent and rugged mountain in the Never Summer Mountain range, has a name derived from the Arapaho language, meaning "Eagle's Nest" and standing at an elevation of 12,490 feet, features several couloirs and steep, narrow chutes offering exceptional backcountry riding. Brian Henry, talented artist and friend of the brand brought the mountain to life with this oil painting.

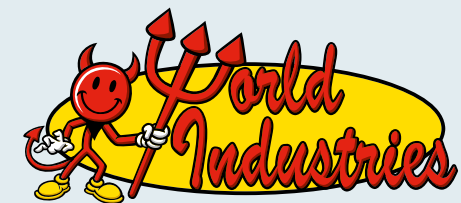
NEVERSUMMER.COM



Every year at the Shops 1st Try on snow demo the Boardsport Source Best Design Award is voted on by industry and retailers and presented to the top 3 most popular board designs. This year Slash won the award closely followed by Nitro in 2nd place and Never Summer in 3rd place.



APPLETREESURFBOARDS.COM



WORLD INDUSTRIES

World Industries has been a big name in skateboarding since the late '80s. Started by pro skaters Steve Rocco and Rodney Mullen, the brand helped shape what modern skateboarding looks like. We caught up with Brand Director RP Bess to talk about where it all started, what's happening now, and what's coming next.

Can you please give us a brief history of World Industries from the very beginning?

World Industries was credited as one of the first skate brands to be owned and operated by professional skateboarders, Steve Rocco and Rodney Mullen. Rocco's irreverent and edgy no holds barred marketing approach caught the attention of late 80's teenagers worldwide. World Industries promoted skating as it was really happening. Not just on the vert ramps that were few and far between and not easily accessible, but in the streets where all kids could participate.

In the mid 90's Rocco created the infamous characters, Devilman, his henchman, Flameboy and their nemesis, Wet Willy. The playful banter and somewhat irreverent graphics appealed to the youth of the day. The lovable cartoons started appearing on not just skateboards, but products of all sorts, apparel, accessories, figures and footwear.

The brand continued to have success and from there it was sought after by corporate America. Rocco eventually sold the company to private equity; it was publicly traded for a bit and then ended up in the hands of John Dickinson and his partners for a decade. It was sold in 2014 to INA in Canada and then back to John Dickinson in Q4 of last year.

Please tell us about World Industries new owners and their thinking behind this move. John Dickinson's company, SeaJack LLC are the owners of World Industries. Since John owned it and ran it for over a decade in the early



2000's and I was with it for 8 of those years it's like it's come home again. We're both very familiar with the brand and the skate industry having over 6 decades of experience between the 2 of us plus the others that work with us like designer, Colin Chestnut who has been with the brand through the INA era and former pro skater, Anthony Shetler who took over to manage marketing when I left at the beginning of 2016.

As one of the first skate brands founded by professional skateboarders, how did the experience of your athletes shape the way the brand was built and products created?

With 2 pros at the helm from its conception, they were always open to hear what the riders wanted and to shift to the current trends of the day. We strived to do that in the past and will continue to do that going forward.

One of World Industries most iconic products is the Flameboy and Wet Willy graphic. What was the inspiration behind these characters?

The characters came out of the need to replace an exodus of riders. In true Rocco fashion he saw this as an opportunity and took on the challenge headfirst, proving he could continue a thriving brand after his roster left. Which he clearly did.

How does the brand differentiate itself in the market?

The characters are now close to 30 years old. Reaching heritage status in our world. We continue to release heritage products as well as create new fun situations for these guys. With the mid 90's still trending there's a lot of excitement around the brand and its history. We like to think the brand has an aura of nostalgia that Gen X and early Millennials are attracted to. Who doesn't like remembering their best years? And we were a part of them.

Please take us through your product line for 2025

We're currently focusing on North American Maple decks with old and new graphics. We're launching completes through our licensee,



Rolling Thunder, this Summer and available at various distributors across the EU. Our footwear range has grown considerably since we purchased the brand, adding multiple styles and 2 new outsoles. The footwear and apparel are available at select retailers in the U.S.

How is the brand distributed across Europe?

We're currently working on the distribution strategy for footwear across Europe. In hardgoods we have the following: Beasty – Lithuania, Blast – Italy, Nineteen 76 Distribution – UK, Hardcore Supplies – The Netherlands, Urban Supplies – Germany Spain and Kousparis – Greece

What's next? Are there any exciting new developments or projects we should look forward to?

We're launching the early era reissues with Sidewalk Distribution and founder, Steve Rocco this fall. If you haven't seen it check with Sidewalk Distribution or one of their distributors. There's some character-based things happening with select retailers and brands that are too early to discuss, but we're sure they will turn some heads. We're going to continue to create new fun and entertaining art with Devilman, Flameboy and Wet Willy as well as work with our team to come up with concepts that they're into.📍



SUN TRIBE

We caught up with Karl Roos, founder of Suntribe, to hear how the brand has evolved, what exciting products are launching this year, and why more customers are choosing mineral over chemical sunscreens.

Since we last spoke, how has the development of the brand progressed? It's been going really well! We're seeing a year-on-year increase in demand and interest for what we're doing, so we're super stoked about that! We're focusing really heavily this year on speeding up our product development projects. There's new mineral sunscreen technology out there that's just dying to be put to use in some cool new formulas.

We currently have 4 formulas in development, in addition to the 3 brand new formulas we're releasing this year, so it's all hands on deck!

How was the feedback from customers regarding the new products launched since last year? And which was your most successful model and why? It was really good, we made a general overhaul of all our formulations and fine-tuned some products based on our customer feedback. Our most successful models last year were the re-made versions of both our SPF 50 Active Sunscreen and our SPF 30 Kids Sunscreen. Also our new Green color of our Zinc Sticks did well, and rounded off our collection nicely there, where we now offer 5 unique zinc colors to choose from.

With your prediction that mineral formulations will dominate future releases, do you foresee a shift in how consumers view chemical vs. mineral sunscreens? Yes absolutely. This is something I'm seeing all over the industry, and in the



real world. There's just a whole new level of knowledge among ordinary people regarding this issue. I've now heard regular discussions where people try to weight the pro's and con's in real time, on the beach - "I can use this one, and it's nice, but IT DESTROYS THE OCEAN, or I can use this one, and it's not so nice, but IT'S GOOD FOR THE OCEAN." This is great, and all we at Suntribe are focusing on, is making sure that every new person who tries a mineral sunscreen, has a "nice" experience at the same time as they are not destroying the ocean!

What steps are you taking to further educate your customers on the benefits of mineral sunscreens? We write our blog diligently, and that source is now becoming a major player in our online presence. This is the main forum where we try to educate on the questions we think are the most important. Further than that, we've started running educational ads, which don't talk about Suntribe, but rather focus on the idea that all sunscreens are not the same, and how to spot the difference.

How has your marketing approach shifted since last year to reach new customers or expand in existing markets? One thing we've been really focusing on is just education. We find that once we get people interested in the nasty details around sunscreen, then the path to Suntribe is pretty straight forward from there. Also we've been working way more tightly with our ambassadors and creators, and that's been leading to a very nice and varied marketing approach.

Can you share any exciting new products coming from Suntribe in the near future? YES! This year we have a heap of exciting new releases! We're releasing our first line of SPF Lip Balms! It consists of a tinted SPF 30 Lip Balm, with perfect lip matching, no



whitening, and very much your everyday use lip protector.

That's combined with a more powerful SPF 50 Lip Balm with a slight whitening effect on the lips, which we really like to use for sports activities such as skiing or biking, or just hanging out in really strong sun.

We round this off with a new after sun concept, it's a double dose of aloe vera in a gel format. A super hydrating and cooling natural gel which we think people will really like as an on-the-go product!

We're also sneakily releasing a limited edition of our classic 45G large zinc tin. This is my personal favourite of Suntribe's, and something I always have in my car or bag when I'm travelling. Who doesn't love a nice amount of Zinc in a very handy tin?! Now we're giving it some new life by adding a psychedelic and artsy touch to it all, and hopefully more people will jump on the big zinc tin train!

And for 2026 I can't even begin to tell you how excited I am about our releases. We're brewing up some truly innovative and interesting mineral formulas with the goal being "make mineral sunscreen nice", and we're absolutely there! ☺



IRIE DAILY

IRIEDAILY, based in Berlin's Kreuzberg, started out printing band merchandise then turned into a full-on streetwear brand with a strong message. We caught up with the team to hear how it all began, what drives their designs, and what's coming next.

Iriedaily started as a screen printing company and evolved into a streetwear brand. Can you walk us through the moments that led to the shift from producing for others into making your own streetwear?

IRIEDAILY's roots go back to 1990 when WARD PRODUCTIONS was founded in Berlin-Kreuzberg as a screen printing company. Initially focused on producing band merchandise for iconic Berlin bands, the team shifted to creating their own streetwear, officially launching IRIEDAILY in 1994. Over the years, street artist Jaybo Monk helped shape the brand's identity as art director. Today, Daniel Luger and Walt Molt remain the owners and are still actively involved in the business. With around 40 employees, IRIEDAILY continues to operate from its original Kreuzberg location, staying true to its roots.

Can you tell us about your logo design and what it represents?

IRIEDAILY's logo embodies our core values. The motto "The Word is mightier than the Sword" is represented by a feather over a sword, symbolizing our belief in peaceful dialogue over violence. We see creativity as a powerful tool against injustice. The logo also features the iconic 'no matter' design and a subtle 'ID' glyph, a nod to our roots since 1994, marking over 31 years of Berlin-based streetwear.

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

Our team today is led by the founders Daniel Luger and Walt Molt, who remain deeply involved in day-to-day operations. Over the years, the company has grown to about 40 employees, and we continue to be based in our original Kreuzberg location, maintaining the same spirit and values from when we started.



What sustainability practices does Iriedaily follow in the production of its garments?

Sustainability is in our DNA at IRIEDAILY. We focus on fair production, eco-friendly materials, and timeless streetwear that's both stylish and responsibly made. As a proud member of the Fair Wear Foundation, we work to improve labor rights and working conditions. Additionally, all our vegan products are PETA-approved, and we continue to prioritise sustainable materials in every collection.

What are your most popular products and/or collections at the moment with the consumer?

For Spring/Summer '25, key pieces include the Nanolo Shirt Jacket with its unique pigment wash, the GSE Cord Jacket, and our Berlin Basic—the Auf Deck Jacket made from recycled nylon. Embroidered tees and our patterned Resorio Summer Shirts are also strong. For women, highlights include the Patchy and Nany Shirt Jackets, graphic tees, and, of course, embroidered tees. The Tenca Pant and the all-time favorite La Palma Pant remain top picks.

And the key products in the next line?

For Fall/Winter 2025, we're focusing on fleece, heavy canvas, cord, and our iconic patterns. Men's highlights include the Dock36 Swing Jacket with heavy canvas and teddy lining, the Auf Deck Fleece Jacket with recycled micro fleece, and the Bubble Cord Shirt. Embroidered tees remain a staple. For women, we've got the Arctikmix Jacket, a recycled nylon and teddy fleece combo, the Arctik Long Jacket, and the Arkta Teddy 2 Jacket, all with unique patterns. Embroidered tees continue to lead the women's collection.

Collection Story

For Fall/Winter 2025, IRIEDAILY focuses on Refined Workwear & Classics, combining utility and durability with modern style. Inspired by classic workwear, the collection features practical details like cargo pockets and sturdy fabrics, perfect for daily wear. Versatile overshirts and shirt jackets offer both function and style, ideal for layering in colder months. Refined Classics continue to be a key trend, with sporty styles in timeless silhouettes, enhanced by modern designs and fresh color combos. The seasonal palette includes rich,



earthy tones like Wine, Greyblue, Crown Blue, Bottle Green, and Camel, capturing the warmth and depth of winter. We're also seeing strong demand for relaxed fits across both men's and women's collections. New pieces include premium sweatshirt lines like 'Flag Loose,' innovative fleece styles, updated puffer jackets, and our iconic Berlin Basics, which are refreshed each season with new colors and materials.

What are your marketing stories for 2025/26?

We've got exciting collaborations with artists, musicians, and people from sports like cycling, football, and skateboarding. There'll also be plenty of community events where we give creatives from all backgrounds a platform. Sustainability remains a big part of what we do, not just in our design and production, but also by involving people through things like repair cafés and clothing swap events to inspire more sustainable living.

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

As an owner-managed brand, IRIEDAILY focuses on healthy, organic growth. We continue to value our retail partners, some of whom have been with us from the start, and we'll keep fostering those relationships. We also work on topics like e-commerce, marketplaces, and D2C, but always in line with our values and long-term vision. We're also excited about creative collaborations, local events, and pushing sustainability in new ways, inviting people to join us in creating a more conscious lifestyle. ☺



OTIS

OTIS Eyewear has spent the last 25 years crafting sunglasses that blend style, performance, and sustainability. What started in a small surf town in Western Australia has grown into a well known brand with deep roots in surf, skate, and outdoor culture. We caught up with CEO Nathan Omodei to talk about OTIS's journey and how they're celebrating 25 years.

Please tell us the story behind Otis?

OTIS was started 25 years ago from a small coastal town in the south of Western Australia, a place we still call home today. It's a beautiful part of the world with a rugged coastline, pristine beaches and majestic forests. Australia is known for many things...kangaroos, snakes & spiders... and its weather. In particular, the hot sun and unusually high UV levels due to its position in the southern hemisphere and proximity to the ozone layer. It was against this backdrop that our founder, a surfer and entrepreneur, decided to develop eyewear that would withstand the harsh environment and allow people to continue to enjoy active and varied lifestyles without compromising the health of their eyes. He chose mineral glass lenses for OTIS sunglasses, for its superior clarity, permanent tinting, high UV protection and scratch resistance. 25 years on, we continue to evolve OTIS to be a brand with both style & substance. In the decades since founding, we've stayed true to our coastal roots while forging deep connections with artists, musicians, adventurers and others who see the world differently. You'll find us in Australia, America, New Zealand, UK and now expanding into Europe. The name OTIS was inspired by soul legend Otis Redding, someone who embodied his own kind of timeless style.

Otis has a strong connection to the surf, skate, and snowboard communities. How has this influenced the brand?

It's in our DNA. Being based in Yallingup, Western Australia, most of our team live active, outdoor lives and are into one type of board sport or



another. Our ambassadors—Jay Davies, Imogen Caldwell-Brown, Jamie Thomas, Greg Long, and more—inspire us through their style and approach to life. OTIS frames are built for the elements, designed to handle hard wear and serious glare, making them perfect for those who live outside the lines.

Can we have some current stats on the brand in its 25th year?

Did you know a Fiat 500 weighs 950kg? That's the same amount of plastic we save every year by using mineral glass lenses. Over 25 years, that's around 23,750kg—the weight of a fully loaded London double-decker bus. All aboard the mineral glass revolution!

How is the anniversary being celebrated?

We're celebrating by 'looking back to look forward.' It's the perfect time to reflect on our journey, our future, and maybe even laugh at a few questionable early designs (luckily, not too many!). Expect plenty of storytelling on our socials, along with giveaways and competitions, including a search for the oldest OTIS frames still in use. We're also reviving designs from the vault and offering special anniversary releases to our community.

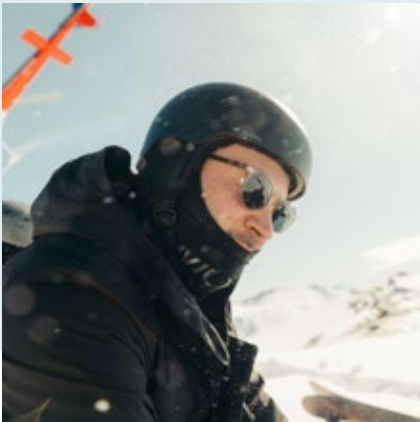
Tell us about your anniversary collabs or special lines.

We don't want to spoil too much, but there's plenty to get excited about. To mark 25 years of OTIS, we're launching a heritage frame, bringing back a classic design that proves timeless style never fades.

We're also dropping our first-ever fishing frame lanyard, releasing alongside a new fishing-focused EcoGrilamid frame. Plus, we've teamed up with Jay Davies for a special collaboration. To top it off, we're launching a 25-year merch line with tees, hoodies, hats, and pins. Stay tuned—big things are coming!

How do you ensure OTIS sunglasses are eco-friendly, and what steps are being taken to reduce environmental impact?

We're passionate about creating products that not only look good but also contribute to a



greater good. Our mineral glass lenses are a big part of that—endlessly recyclable and scratch-resistant, meaning they last longer.

We've also developed:

- EcoAcetate — A plant-based, certified biodegradable material.
- EcoGrilamid — Uses majority plant-based binders instead of petrochemicals.
- More sustainable packaging — We've eliminated single-use plastic, opting for recycled PET cloth wraps and other thoughtful choices.

Creating eyewear that lasts means using fewer virgin materials over time. That's our biggest goal—designing products that truly stand the test of time.

Which upcoming products are you most excited about?

We have a lot in the works this year—merch, accessories, EcoAcetate frames, and EcoGrilamid frames. It's impossible to pick a favourite. We're genuinely excited about them all!

Please tell us about your distribution setup in Europe.

We have a distribution hub based in Spain and supported by industry veteran Ana Sedes from Pinkadillac. We are building our direct team of sales agents across the region and are ready for Spring/Summer 2025! ☺



INDIANA

Indiana Skateboards started as a school project with just some wood, fibreglass, and a big dream. Since then, it's grown into a brand known in the boardsports scene for making high-quality boards with a unique style. In this interview, we spoke with the founder about how Indiana began, the challenges they've faced and what's coming next.

Can you share the story behind Indiana? How did it all begin?

I had a dream to one day create my own skateboard brand. The real start came in 1989, after building a snowboard for a school project — it was my first time working with wood, fibreglass, and epoxy. That experimentation laid the foundation for Indiana. Our first slalom skateboards were built using a unique sandwich construction of veneer layers and fibreglass — something ahead of its time. Since then, Indiana has grown into a respected name with international reach, known for its distinctive style and focus on high-quality board sports products.

How did your early experiences with woodworking influence Indiana Boards?

My background in woodworking laid the foundation for Indiana's DNA. We started by sourcing veneer and fibreglass locally in Switzerland and quickly transitioned to ski and snowboard construction techniques with vertically laminated wood cores. Collaborating with leading European suppliers, we were one of the first to build flexible boards in this way. The result? Long-lasting products that are still in use after 20+ years — some have even become collectibles. That commitment to quality and innovation continues to drive us today.

The fire in 2021 resulted in the loss of 30 years of your work. Can you share your journey during this period and the steps you took to rebuild your business?

Losing three decades of work in a fire was one of the hardest moments in my life, and



it happened during the already difficult pandemic year. But giving up wasn't an option. We rebuilt step by step, first partnering with Swiss wood-core specialists until their closure in 2023. Thanks to our long-standing global network, we shifted production: our balance boards are now made in Europe by one of the best plywood manufacturers, and our skateboards are produced by a top-tier factory in China. A turning point was our collaboration with Micro, led by Wim Ouboter. With their global distribution power and shared values, Indiana is now better positioned than ever to scale internationally. Together, we offer a unique mix of premium design, proven mobility know-how, and access to new markets.

What challenges do you face as a smaller brand in an industry dominated by larger, global skateboard manufacturers?

Visibility and reach are key challenges. But we've turned our size into a strength: Indiana is agile, focused, and authentic. We don't chase trends — we build meaningful, high-quality products that last. With Micro as our strategic distribution partner, we've gained a global platform without losing our independence.

We're actively looking to expand our retail and distribution network worldwide. For partners looking to offer something with real character, heritage, and performance, Indiana is a fresh and proven alternative to mass brands.

How is the Swiss market today?

Retail in Switzerland — like elsewhere — is under pressure. Many independent skate shops are gone, but there remains strong demand for well-made, story-driven products. We see real opportunity in niches like balance boards and in channels that value quality and service. For the right partners, there's room to grow with a brand like Indiana.

How has Swiss quality helped the brand in the market



Being a Swiss company brings credibility — especially in terms of design standards, product reliability, and attention to detail. While our products aren't labeled "Swiss made," they reflect a Swiss mindset: thoughtful engineering, clean aesthetics, and durability. Our reputation has been earned over decades, and it's a key reason why we're trusted by both end customers and partners.

You've expanded beyond skateboards to balance boards, stand-up paddles and other products. What's next for Indiana Skateboards?

Our balance boards have become a core product line — used in fitness, physiotherapy, and action sports training. They reflect what Indiana stands for: movement, balance, and purpose-driven design.

Next up, we're launching a sustainable skateboard line and continuously refining our materials and manufacturing processes. We're also expanding into accessories with our in-house line "Wings," which includes premium trucks, wheels, and custom components. We're ready to take the next step globally and we're actively seeking motivated distribution and retail partners to grow with us. If you're looking to add a premium, authentic brand with a strong story to your portfolio, Indiana is ready to ride with you. ☺



FOAMLIFE

FoamLife's latest collection has resonated with the market, with many new distributors signed up in the last 12 months. Founders Timo Mullen and Karl Read update us on plans for 2025/26, including the addition of closed-toe footwear into their line.

What have been some of the highlights for the brand over the last 12 months?

Timo: The focus has been our international expansion, we have been strategic in the way we have positioned ourselves internationally for the future growth of the business. The partners we have selected to work with in both our Distribution and Wholesale are who we believe to be the best options to scale our future growth. Our partnership with Vissla/Stokehouse in Australia has been a real highlight for us; they not only stocking FoamLife in their retail stores but also distributing FoamLife to wholesale accounts across Australia.

Karl: It's exciting to see how versatile FoamLife has become. Our products are found everywhere from surf shops, surf schools and retreats to lifestyle boutiques, premium fashion retailers, health clubs, and spas. That broad appeal shows the huge growth potential we have internationally. Our team riders/ambassadors have had a good year too. In August 2024, surfer Lukas Skinner made history as the first UK surfer in 22 years to win the Newquay Boardmasters WQS, and the first ever to take both the Under 18's and Men's titles. His dad, Ben Skinner, has also been surfing well on the WSL Longboard Tour. Zoe Smith joined the team recently after losing her left leg in a car accident in 2015, since then, Zoe has become an elite level para surfer on the world tour. In November 2024, Zoe took 1st place in the 2024 ISA World Para Surfing Championships, crowning her World Champion.

New to the team last year was windsurfer Marc Paré, he won multiple events on the PWA World tour and won the last PWA World tour Cup in Tenerife in August last year.



What are the major trends in the hanging shoe market at the moment?

Karl: Customers are seeking out products that fit a variety of occasions, footwear that works across multiple settings, whether that's the beach, the city, or somewhere in between. We've focused on laid-back comfort, everyday wearability and sustainability focused designs.

Which new territories has Foam Life launched into recently?

Timo: Over the past year or so, we've added Australia, New Zealand, Italy, Belgium, South Africa, Mauritius, and the Philippines to our distribution network, bringing our total reach to 14 countries. Each of these markets brings its own unique opportunity, and we've been very deliberate in choosing partners who align with our brand values and understand the local lifestyle and retail landscape.

What are the hero men's and women's products in the 2025 range?

Karl: For Men's, our new flip flop style "K Bay", it's crafted from BLOOM™ algae blended EVA foam, a padded vegan bio-leather strap, RPET materials from post-consumer plastic bottles and a branded gum rubber outsole with a recycled rubber fleck.

For Women's, new styles "K Bay" and "K Bay Slide" are brand new women's styles for 2025, both made from BLOOM™ algae-blended EVA foam and RPET materials, featuring a padded, Mediterranean inspired multi-coloured woven upper strap for a fresh summer look.

Other new standout styles are the updated "Goldie" style, which now features a new colourway with a top layer of natural cork over its sugarcane EVA foam footbed, accented with recycled EVA colour pops and a light blue denim upper strap. This also comes in a slider option, the "Goldie Slide",



offering the same stylish combination in an easy slip-on silhouette.

What's next for the brand?

Karl: For Winter 2025 we will be launching closed-toe footwear into the collection. This marks a major step in overcoming seasonality and potential year-round revenue in Northern & Southern hemispheres. The concept came from Timo and I identifying the need for versatile footwear that we could slip on easily after a surf, the ease of a pair of flip flops or sliders but with the warmth and comfort of a sneaker. This solution is suitable for all watersports enthusiasts and cold-water swimmers but also anyone seeking versatile, cosy, functional footwear for outdoor adventures.

Timo: We've also launched our new B2B platform in 2025, designed to make it easier for retailers to place top-up orders and manage stock efficiently.

As the brand is gaining traction we are always looking at ways to increase brand awareness for us as a brand but also for stores. We recently installed two giant FoamLife flip-flop showers at the Santo Loco in Sagres, Portugal. They're right by the beach and it's a great way to engage with beach goers and the local surf community and create buzz. We're now looking at rolling out similar installations in other key coastal hotspots around the world. ☺



DUER

Since launching in Vancouver in 2015, DUER has made a name for itself by creating clothing based on both performance and style. With a focus on comfort, durability, and functionality, the brand has grown from a Kickstarter campaign into a global presence. We spoke to Brand Manager, Emma Lloyd to hear more about DUER's journey and what's in store for 2025.

Please could we have a brief recap of the brand's history since its founding in Canada?

DUER started in Vancouver, Canada in 2015 with a clear mission: to create clothing that moves with you. Founded by denim industry expert Gary Lenett, that brand was born from a vision to create clothing that could keep up with an active lifestyle without sacrificing style.

DUER launched with Performance Denim: the same iconic look of traditional jeans, infused with stretch, Coolmax® technology, and a signature motion gusset. It was a first-of-its-kind — and it sparked a new category of clothing. What began as a Kickstarter campaign has grown into a global brand in less than a decade.

Today, DUER designs stylish, functional apparel for people who live on the move. From city streets to weekend trails, our clothes are made to do more — built for comfort, built to last, and always built with purpose. Proudly Canadian, DUER operates dedicated retail stores in Canada and the U.S., ships across North America and Europe, and partners with a global network of wholesale retailers.

What are Duer's key brand values?

Function-First Design
Every seam, fabric, and fit is chosen with purpose — built for ease, versatility, and comfort that lasts. We start with how it wears, how it moves, how it lives. Then we make sure it looks great too. Because great style starts with great function.

Natural Over Synthetics

We stick with what works — and what lasts. 85% of our fabrics are made from natural or recycled



materials, chosen for their feel, performance, and lower impact. They breathe better, move with you, and wear like your favourite pair of jeans all while handling sweat, stretch, and long days on the go.

Responsible Production

From fabric to finished product, we take ownership of every step. Our vertically integrated supply chain lets us ensure safe, ethical operations, production based on real demand, not speculation, with intentional choices around dye methods, wash processes, and material use. It's a slower way of doing things, but it means we can stand behind every piece we make.

How is Duer positioned in the outdoor apparel market?

DUER is positioned in core outdoor and snow apparel retailers like Tiso and Trekitt as well as focusing on the Action sports market. DUER sits with the outdoor brands like Patagonia, Fjallraven, Finisterre, and Black Diamond as a performance apparel brand that offers the technical needs without compromising on style.

Which are the brands hero products for 2025 and why?

- Mens:
- No Sweat Trouser
 - Performance Denim
 - Tech Fleece Denim (Winter only)

The No sweat trouser and Performance Denim offers the performance stretch fibres for comfort and ease of movement without compromising on style and the Tech fleece Denim offers the stretch fibres with an interwoven fleece offering warmth without the bulk and DWR coating.

Womens:

- Lux Twill Boiler Suit
- Jump Suit
- Performance Denim
- Tech Fleece Denim (Winter only)

For Women's, both the Performance Denim and Tech fleece Denim have been successful for the same reasons as the men's offering with stretch fibres for comfort and ease of movement without compromising on style and the Tech Fleece Denim offers the stretch fibres with an interwoven fleece offering warmth without the bulk and DWR coating. The Boiler suit and



Jumpsuit offer a soft and stretch fabric offering both comfort and style.

Which is the best performing European market for the brand and why?

Finland, Germany and Scandinavia

We have been selling DUER in the EU for a healthy amount of time that has helped the brand grow and find itself in the outdoor apparel world. Finland, Germany and Scandinavia have some large key players in the outdoor industry that has led to DUER's growth making these countries the best performing in the EU market so far.

How will you be promoting the brand across Europe?

We are managing DTC & wholesale, but the strategy will align across all marketplaces. As with all brands we take on, we'll be focusing our efforts on building strong brand messaging across all platforms and ensuring that what you see online, is messaged consistently within our wholesale network. In the early stages, we'll be running a strong seeding strategy and developing a POS & merchandising programme that ensures our retailers hit the ground running with sell through. DUER has the technology & expertise as a foundation for every product in the range, and we want all of our existing & future customers to know why DUER stands above the rest.

Please tell us about your distribution setup with Hectic in Europe.

Duer will be distributed through Hectic's existing network and sales infrastructure across Europe. ☺

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In spring 2025, the French economy continues to navigate an uncertain context, marked by moderate recovery and persistent cyclical tensions. After a mixed growth year in 2024, France struggles to regain a sustained pace of economic expansion. The latest estimates from INSEE indicate a GDP growth of only 1.3% over the last twelve months, a figure insufficient to offset the country's structural difficulties. While inflation is trending down, falling to 3.8% in March 2025, it remains a major concern, particularly for households

that see their purchasing power still under pressure. The labour market presents a mixed picture: the unemployment rate stands at 6.9%, a slight improvement compared to the previous year. However, sectoral disparities remain pronounced. While the digital and energy transition sectors are actively hiring, other sectors such as industry and retail continue to suffer from a lack of dynamism. Moreover, job insecurity remains a key issue, particularly for young workers and freelancers, who must cope with increased flexibility in the labour market.

On the public finance front, the government is seeking to control a still high budget deficit, estimated at 4.2% of GDP. The state continues its investment policy in ecological transition and infrastructure, while maintaining increased vigilance over the management of public spending. Discussions around a potential tax increase to offset these deficits are sparking lively debate, particularly among entrepreneurs and the middle classes. At the international level, geopolitical uncertainties remain a factor of economic instability. The United States has just adopted new protectionist measures under the leadership of Donald Trump, who recently returned to the political scene. The US administration announced a significant increase in customs duties on certain imported products, particularly from Europe. This decision is fueling transatlantic trade tensions and could have an impact on French exports

Trade tensions between Europe and the United States, particularly in the luxury and technology sectors, as well as volatility in energy markets, are directly impacting the French economy. However, the recovery in tourism and a slight acceleration in foreign investment offer encouraging prospects for the coming months. In this context, businesses and retailers, including those in the boardsports sector, must deal with consumers who are more cautious about their spending, while adapting to constantly changing market conditions

End of winter, start of season: boardsports shops are getting back on track

The transition between winter and spring 2025 marks a pivotal period for boardsports stores: the gradual restart of activity before the peak season. This dynamic is mixed, as reflected in the testimonies collected in several regions.

In Saint-Pierre d'Oléron, Frédéric Groot, CEO of Cocoa Gliss and Co (Billabong Store Oléron), offers a clear-eyed initial assessment: "The winter was rather quiet, with very few surf or accessory sales." Revenue is down 7% compared to 2024, a direct consequence of lower footfall and a tense consumer climate. The shop has therefore decided to limit restocking this winter. "The economic climate has convinced us to slow down purchases."

Further north, in Brittany, No Wax Surfshop in Erdevén is taking a more optimistic view. Owner Erwann Laflute has noted steady growth in revenue over the past four years. The surfshop is concentrating on a strategy focused on technical advice and specialisation, particularly with brands like Dakine, C-Skins, Stark, and Feather Fins. "Our customers come looking for technical equipment and advice. The shop's reputation is well established," he says. Sales of wetsuits, boards, and accessories (fins, leashes) are maintaining good momentum. Longboarding and summer rentals are also pillars of the business.

MARKET INSIGHT

In Perros-Guirec, at Ponant Surfshop, Jill Deniel observes stable revenue with an increasing average basket. "Fewer customers, but they're buying better thanks to a more upscale positioning." The store's offering is expanding with quality brands: Redwings, Portuguese Flannel, Rhythm, and even exclusives like Good On. The store is reinventing the customer experience by promoting products made in Europe and stories: "Customers want to be told something meaningful and valuable."

Early season product trends confirm a duality: on the one hand, performance surfing remains a safe bet for regular surfers (particularly in Oléron); on the other, the rise in the range of clothing and lifestyle accessories helps attract consumers seeking authenticity. Ponant Surfshop's strategy, which combines decorative clocks, designer beanies, and niche products, illustrates this trend well.

On the declining segments, opinions converge: skateboarding seems to be in decline (particularly at Cocoa Gliss), as do entry-level softboards, abandoned in favor of more technical models. Some historic brands are also experiencing a decline, for example, Vans, once considered essential, are struggling to maintain their appeal in the face of more specialised or local competition.

In a context of economic uncertainty, certain products maintain their status as mainstays for surf shops. This is the case for the neoprene wetsuit, which remains at the top of early-season sales. At No Wax Surfshop as well as at Ponant, technical ranges from brands like C-Skins, Madness, and Billabong continue to attract attention thanks to their comfort, durability, and technical features. High-end neoprene, particularly for men, remains a strategic product on which several stores are banking, especially in Brittany where the water temperature demands good equipment. Also worth noting is the growing interest in women's models, which are more diversified and better cut, allowing them to better meet the expectations of an increasingly mixed and engaged audience.

Despite increased competition and the emergence of independent labels, some historic brands retain their aura. This is the case for Billabong, cited by several managers as a sure bet. In Saint-Pierre d'Oléron, at Cocoa Gliss and Co, the brand represents an essential foundation of the clothing offering. At Ponant Surfshop, it continues to perform well through its "destination" collections and lines co-branded with the shop, bringing a touch of storytelling that appeals to customers. By combining a strong brand image, a renewed design, and a coherent distribution policy, Billabong manages to remain relevant in a demanding market. This success is inspiring other brands, seeking a model that balances brand awareness and local presence.

Faced with this situation, sourcing strategies are adapting: at Ponant, neoprene stocks remain high, particularly for men, while No Wax plans to concentrate its purchases in April and May. All of the professionals interviewed also noted changes in supplier logistics: brands are seeking to deliver earlier and earlier, which poses a problem for seasonal businesses that must manage their cash flow carefully.

On the consumer side, several managers note a return to basics: advice, sustainability, and consistency in offerings. "The store must remain a living space, a space for sharing," asserts Jill Deniel. This vision is shared by Frédéric Groot, who emphasises relationships, after-sales service, and loyalty. Customers, more than ever, are seeking to be listened to and supported.

In short, this entry into the 2025 season reveals a market seeking balance: between economic prudence, a desire for innovation, and a need for authenticity. The most resilient surf shops are those that know how to assert their identity, adapt to the landscape, and offer more than just a product: an experience. The coming months, and the first major tourist arrivals of spring, will be decisive in confirming these trends and verifying the soundness of the choices made this winter by industry professionals.

BENOIT BRECQ

MARKET INSIGHT

GERMANY

UK
FRANCE
ITALY
SWISS
SPAIN
PORTUGAL

The state of the nation seems to be changing daily. What should one write? I have rewritten the introduction at least five times in the last two weeks. As of today, April 28, 2025, it appears that Germany will have a new government.

Trump has currently suspended tariffs on Europe and apparently reconciled with Mr. Zelensky. But what will tomorrow bring, what does the future hold? How do you

plan as a shop, brand, producer, or distributor? These questions are absolutely justified.

In my more than 20 years in the board sports industry, no year has been as interesting – and at the same time as unpredictable – as this one. Sometimes you really shake your head when you hear or see what some people say or how far their actions are from reality.

A few facts (source: Federal Statistical Office): In April 2025, the inflation rate in Germany was 2.2% compared to the same month last year – a slight decline compared to March (2.3%). In practice? Hardly noticeable. Neither consumers nor shops have really noticed this mini decline.

Let’s take a look at last winter: it was really good for most shops. Although there weren’t huge amounts of snow in Germany, Austria, or Switzerland, it was consistently cold from mid-December to March. Ski resorts reported a very successful season. The slopes were in good condition and snow parks were open throughout. During our conversation with Josef Gruber from Crystal Ground in Kleinwalsertal, we learned that the snow park celebrated its 20th anniversary this year. When asked how his season was, Josef replied enthusiastically: “Mega good! It was a lot of fun – with our crew and our partners. The anniversary event week was an absolute highlight!” Congratulations – and thank you for your many years of great support in the board sports business! We then talked about promoting young talent, and I wanted to know why he had now added a new kids’ line to the well-known Shred Kids and ALOA camps. Josef: “It’s simple – as a snow park, and in the larger context as a ski resort, we need young talent. It was only logical to push even harder here. The new line has been really well received, and the feedback has been positive across the board.”

The season at Alpspitzpark in Nesselwang was also successful. The Nightshreds and events in particular attracted more visitors. “It’s just great to see that we’re reaching the scene again,” says Tim, head shaper in Nesselwang. It is difficult to say what the successful winter will mean for the brands in terms of pre-booking figures. But what we are hearing sounds positive. Many shops are also looking back with satisfaction. It was not an exceptional winter – but it was a good one.

And now it’s time to welcome the boardsport summer! Sun, beach, mountains – summer has gotten off to a strong start. People are drawn back outside – to bars and shops. Almost every wakeboarding facility now has regular opening hours. The LAO Open in Langenfeld is coming up, demo tours are underway – and you can tell: “People are excited!” says Petra Lang from Wakestoffs, which operates shops in Aschheim and at the Turncable. What about purchasing behavior? Cautious, but when there’s interest, people buy. And what about the younger generation – is it similar to snowboarding? Petra: “It’s clear – we have to do something for the younger generation! Kids’ training, holiday camps, beginner courses – we have to get the kids back on the water and away from their cell phones. We offer a lot, and it’s well received – but something is still missing. And unfortunately, that doesn’t mean the kids stick with it.” Petra also reports delivery problems

with impact vests. Dean from Southby reports similar issues: transportation difficulties and delays with the vests. “We use a slightly different pre-booking system – in addition to carry-over, we provide new colours every few months. The goal is to sell smaller quantities quickly.” How’s it going? “Great – less capital tied up in pre-booking is a blessing for many shops. I worked in retail in New Zealand for a long time, and that was always the problem: price wars, pressure on goods, no freshness on the shelves. We’re changing that now.”

Let’s now turn to a frequently underestimated side business: sunscreen is becoming more exciting for many retailers. More and more people are paying attention to skin cancer prevention. Fabi from Warehouse One in Düsseldorf reports: “We have tended to neglect this topic in the past, but we are noticing that interest is growing both in-store and online. The presentation has made a big difference.” Max from Surftown Munich agrees, and brands such as Sunbum are tackling the issue head-on. Slogans such as “Use sunscreen – we don’t care if it’s ours” are effective and make customers aware that they should use sunscreen. Surftown even displays the slogan on its large video wall.

Let’s move on to surfboards, their production, and demand. I spoke with Christian, International Sales Manager at Olatu, one of Europe’s largest surfboard manufacturers, to find out how the season has started. “It was quiet at first, but now things are picking up across Europe. We currently have a production time of 5–6 weeks for custom board orders. We’ve learned that quality counts more than ‘fast and lots’. In our new factory, we’re improving processes every day – it almost feels German.” Fritt from the shop of the same name, Frittboard (one of Europe’s largest surf shops), explains: “Yes, the start was quiet, but things have really taken off in the last two weeks. We are very positive about the new season. Prices are stable, but no one knows where the journey will take us.” And that brings us back to where we started – day by day. The situation is similar for Polen in Portugal. Here, too, sales are picking up again or are at a normal, healthy level. This is also reported by Roman from Surfari, who produces his own boards with Semente. Everything seems to be back to “normal” in the surfing world. And that’s a good thing. A new city wave has also opened in Freiburg – finally, you can get that surfing feeling there too.

Bangproof and Oakley are two brands that have launched new water sports helmets. Bangproof stands out thanks to its design, comfort, and sun protection. I personally think the helmets are cool—something different and really comfortable. Peter, AD at Bangproof, explains: “European production is a real plus point for many retailers.” The Oakley helmet is already available for hire at Surftown. “A lightweight surf helmet with good water displacement – particularly suitable for standing waves,” says Daniel Rep from Bavaria.

The ever-popular Surf Robes & Ponchos remain absolute bestsellers. There are now even chill and sofa versions available. Maui from After Essentials raves: “The selection is huge – from the Cocktail Collection, which is also sold in beach bars, to location ponchos. You can get just about anything.” Peter from A-Frame, who sells ALL-IN ponchos, confirms: “Sales have been extremely stable for two years.” Hannes from HW Shapes in Warnemünde reports: “We sell ponchos to everyone – they’re just super practical. I’ve been using mine for years.”

I’m excited to see what I’ll be reporting on in the next issue: world events, new shop openings – or, unfortunately, closures and bankruptcies. It remains exciting. But really, it’s quite simple: we should all get back on our boards more often.

Ride on,

TOBI HAMMER

UK

FRANCE
ITALY
SWISS
SPAIN
PORTUGAL
GERMANY

It’s been more than four months since the last UK Market Intel.

A lot of water has gone under the bridge since then and it is probably a distant memory. But that bridge really has seen a lot of water giving us all plenty to talk about...and worry about!

How about the President of the USA? How about the Tariff war? How will it impact the UK? With Trump and the Tesla Tit in charge,

we simply cannot predict what tomorrow will bring...or the day after tomorrow....next week...next month.

There’s a couple of things that every single one of us in business craves - stability and predictability. The ability to forecast in some sane fashion not only helps our businesses but helps the overall industry – minimum over supply, reduced discounting pressure etc. But we are so far away from that at this time - about as far as I can ever recall.

One thing for sure is that tariffs will impact every one of us - even if a product is not directly impacted the overall disposable income of our end-users will, without a doubt, fall. It is also likely that some of our products will be directly impacted – either with retaliatory tariffs or protectionist tariffs to hinder other countries, such as China, targeting our shores in an attempt to replace lost US business.

By the time you read this I guess we will all know whether the UK has hit back and perhaps things will have settled down a bit – but right now (April 4th) it is like the Wild West with Cowboy Trump (Sheriff or Outlaw) riding a big white Stallion through the middle of business.

That’s the future, but looking back it is fair to say that winter ended pretty well for most. Brands and retailers appear to be (relatively) happy, sales were positive, stocks are low. Is this not the second season in a row that has been the case?

Slide OTS Trade Show in January ended well. This is the show where we all get our Crystal Balls out (careful!) and predict the future, it seems that winter retailers were positively looking towards next season. Whilst visitor numbers to the show are never anything to shout about it is always quality over quantity that matters – and in that Slide OTS delivered.

It’s not all been plain sailing “The Euro’s are hitting our margins hard” - this is Matt from Absolute Snow “the problem is that they’re targeting the UK as a ‘boost’ to their overall business and don’t give a damn about RRP’s and appear not to give much of a damn about margins! It certainly does not help us”

Any other headaches? “Yes - returns – particularly of softgoods. These have probably doubled over the past few years – people don’t think twice about sending something back if it does not 100% fit the bill. This all-impacts margins. It’s not easy.”

And of the future? “We’re positive. Snowboarding is where our roots are and still the core of the business. I see further rationalisation amongst brands and I see us being more and more particular in what we offer. At the same time we have to consider the impact that brand D2C’s are having and react to this. Even with all these headwinds we’re really positive on the future of snowboarding – absolutely”.

Overall I think we can summarise winter as being a success

MARKET INSIGHT

and that people are looking forward with cautious optimism. WOW.

What about water? Unlike winter the watersports market is still suffering a massive glut of over-supply and under-demand. It feels like winter has been longer than normal but, if nothing else, the watersports community is pretty resilient and, in the main, we’re all intact. Perhaps a little bruised and battered but ready for the season ahead.

And here we are in early April - the sunshine is out in force – March was the best sunshine month since records began. Easter is just around the corner; school holidays start today and by the time you read this you will know whether the weather stayed with us. There’s nothing better than a great sunny Easter School holiday season to deliver a well needed injection of positivity to the watersports market.

The last UK Market Intel was pretty doom and gloom and I received an email from Mark Thorn at Piran Surf who had this to say “Brands are peddling too much stock to stores that don’t need it. How many new models of surfboard do we need each year? Shops need to hear this and stop their staff buying and buying”.

He’s right of course but is anyone listening? Happy to chat to brands about this – get in touch.

Anyway I thought I would give Mark a call “It’s been a long hard winter and in particular the over-crowded neoprene space has really not helped us but finally the sun is shining and the schools break up today so we should really start to see business warming up”.

“To try and shield us from the general havoc we have adopted an ‘own brands’ approach which protects us somewhat from the overcrowded market. As I said in my email there’s simply too many shortboards chasing too few customers. When will brands realise that there’s no point in continuing to bring out V4, V5 of a perfectly good board – it just results in too many boards sitting at the back of the stockroom which ultimately will have to be sold at a discount. I don’t see this cycle coming to an end which is why we try to isolate ourselves from it as much as possible”

So are you confident about the future “Yes, absolutely. I’m comfortable that we have things right and whilst it’s too early to tell I think we are going to have a great season”.

Generally shelves are beginning to show some spaces but re-fill orders are still cautious. The biggest areas still plaguing the market remain neoprene and iSUP where the glut continues.

Looking for other glimmers of hope you could say that wind-surfing is growing (it is) but from a small base, foiling is still “taking off” - but it is all relative and perspective is needed. SUP remains in the toilet.

The Tariff war could reintroduce the 25% charge on USA Boats – so that’s another nail in the coffin for boat wakeboarding which already has a seriously diminishing market. Thank the Lord for cable wake which, if the weather plays ball, will almost certainly grow this year. It’s good to see cable operators not just investing in their aquapark activities and still prepared to invest in cable wake.

The sun is shining!

GORDON WAY

SPAIN

PORTUGAL
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SWISS

As Spain navigates economic ups and downs, the board sports industry faces shifting consumer habits, with specialty stores fighting to stay relevant in the age of online discounts. By Rocio Enriquez.

The Spanish economic outlook for 2025 can look hopeful or challenging depending on the angle you are looking from. Spain keeps leading the European growth charts, thanks to increased employment rates, better salaries, and lower interest rates on mortgages, all of which should boost

spending. However, the persistently high cost of living is impacting the average Spaniard, who sits in the lower end of the income spectrum. Houses for rent are scarce and very expensive, and persistent inflation keeps prices of basic goods high. Many Spanish families are prioritising essentials and cutting back on extras.

This tightening of budgets is also reshaping consumer behaviour in the board sports scene. Specialty brick-and-mortar stores are losing customers to appealing online discounts. Overall the popularity of board sports remains strong. Skate has gone quiet, but surf keeps growing, although the demographics have changed. Middle aged newcomers are outnumbering kids. This could be the result of a post-pandemic mindset. Middle aged men and women have realised they are capable of activities they thought were only for the young a few years ago. Kids, on the other hand, are favouring team sports with higher levels of popularity, like football. It has been a good Winter for snowboarding too, with many more people on the slopes. Snow came late but plentiful, and the combination of a late Easter with the lingering cold promises a good Spring. People keep practising board sports, but sales have slowed down, especially for hard goods. Board rental has increased both in surf and snowboard. For Tito Moro, with one of his iconic Hawaii surf shops sitting in front of a popular break in San Sebastian, this offers an opportunity for the client to try out different boards before buying. With forty-five years of history at the helm of his business, he relies on his expert guidance to transform the rental experience into a sales opportunity. “The internet cannibalises prices. My advice is the only way I can differentiate myself. Making sure that the client is buying what suits his needs is the best way to generate loyalty”, explains Tito. Unable to compete with online prices,

PORTUGAL

Portugal is a box of surprises. In just three and a half years, Portugal is heading for its third general election in May, making it impossible for the country to achieve faster and more consistent development. In the context of the international crisis and the struggling European economy, it's easy to understand that this situation was the last thing Portugal needed at the moment.

The economy is feeling anxious due to this new and unexpected political crisis. Despite this, the Bank of Portugal (BdP) predicts that the Portuguese economy will grow by 2.3%.

this year, slowing down to 2.1% and 1.7% in 2026 and 2027, respectively. This forecast is more optimistic than the 2.1% forecasted by the government. As for inflation, the BdP estimates that it will slow to 2.3% this year and stabilise at 2% over the next two years.

At Christmas, there were retailers who were able to make significant sales through stock clearance sales. Apparel and hardgoods have been more successful while footwear has had some difficulties. The January/February sales season saw less traffic in-store due to the Christmas hangover and the low tourism season. March was surprisingly unpleasant, with rain every day and fewer customers coming into the stores. The new political crisis has created even more uncertainty, mistrust, fear and instability, leading to a decline in consumption. The commercial war on the horizon due to Trump's tariffs have left retailers wondering what's to come, and there's a sense of apprehension in the air as they wait to see how Europe's leaders will react.

Surfers Lab, which has stores in Peniche, Costa de Caparica and the Algarve, says that “the sales performance between December and March evolved with significant variations over the period. In December, there was a slight increase in sales, possibly due to the seasonality associated with Christmas. However, this momentum slowed in January and February, reflecting a typical consumer slowdown at the beginning of the year. From mid-March, the upward trend resumed with a gradual and steady recovery, albeit with fluctuations.”

MARKET INSIGHT

the appeal of the specialty store relies on the expert advice and sense of community only they can offer. Accessories and textile goods appear to be the best-selling categories, and the ones that offer most earnings too, due to their juicier mark-up. Mark-ups are the main concern of board sports retailers. Jordi Sánchez, Protest Brand Manager for Megasport distributor, describes this as a constant struggle: “Brands, distributors, and stores need to be on the same page”. An appropriate mark-up is what keeps physical stores going. Physical stores are key to maintaining a sustainable growth of board sports overall. This requires a long-term view that not every brand has. The pandemic boom of board sports led to excessive manufacturing and buying that destabilised the market. The last couple of seasons have been tough due to high levels of stock excess. This led many brands to provide significant online discounts, resulting in unfair competition with physical stores that sell their products. “Brands need to establish a strong policy that enables co-existence of online and physical stores, keeping the market coherent”, says Jordi. Other helpful policies include the limitation of sales of premium and special edition products to physical stores. This not only drives sales to the shop but also contributes to building and sustaining the right brand image where it matters most. “Some big brands who have disregarded their image with online discounts and cheap products have ended up alienating their consumers and losing their share of the market”, says Tito. Passion for board sports keeps shops and distributors fighting the good fight. The long-term health of the industry depends on these ambassadors spreading their passion on mountains and beaches.

The recent imposition of US tariffs on European Union imports will have a direct impact on Spanish surfboard and skateboard makers selling in the American market. The response of the European Union to these tariffs will determine the impact on sales of American product in Spain. Many brands are tackling the uncertainty with a safety early and bulk delivery of preorders. However, brands working with an in-season ordering policy might see their orders reduced. “We have stopped all orders of American surfboards for the time being”, says Tito Moro. According to him, there are good Spanish makers of boards that can replace them. The main challenge will be the pricing of the American textiles and shoes next season. “We’ll have to play it by ear, there is ongoing uncertainty”, says Tito.

ROCIO ENRIQUEZ

Softboards and ecological products have been the rising stars of product trends. "Rather than identifying individual products as 'more fashionable' or 'less sold', what we're seeing is the consolidation of very clear consumer trends that are in line with the current customer profile. Firstly, softboards continue to stand out as one of the categories with the most consistent growth. This type of board has been winning over not only beginners - due to its safety, stability and ease of use - but also more experienced surfers, who seek them out for their playful and versatile components. The possibility of surfing even in less favorable conditions means that softboards are becoming an increasingly popular choice. This is a trend that began in previous years but is now clearly consolidated. At the same time, there is a growing demand for environmentally friendly products, especially wetsuits made from sustainable materials and technical and lifestyle clothing with environmental certifications. This change is directly linked to growing environmental awareness among consumers, who are looking for brands and products with a lower environmental impact, valuing responsible practices throughout the production chain. On the other hand, higher-value products, such as high-performance surfboards or top-of-the-range technical equipment, showed a slower and more thoughtful sales dynamic," they explained.

Spring has just arrived and the store is ready for the new season. "With the arrival of Spring, there's usually a gradual increase in demand for products related to surfing and beach lifestyle, driven by the better weather conditions."

At Bana Skate Shop, one of the oldest core stores in Portugal, "Sales have generally been lower than last year," they mention. "In January, February and March, sales were actually really weak." Faced with this reality, you have to know how to adapt. "In our store we have better sales in apparel and some technical skateboarding gear. Footwear sales are becoming weaker. Before Christmas we ran a Black Friday campaign and after Christmas we ran promotions. However, we always have a corner of the store with promotions all year round with old collections. We have to be positive and think that it will get better and that the economy will stabilise. And of course, Easter is coming, which is usually a good time for sales."

NUNO PRINCIPE

ITALY

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Let's start as usual with the economic update: In the first quarter of 2025, Italy's economy exhibited modest signs of recovery amid ongoing challenges. Projections indicate a GDP growth of approximately 0.3% for Q1 2025, an improvement from the 0.1% growth observed in Q4 2024. Despite this slight economic uptick, both business and consumer confidence experienced declines in March, but we have to keep in mind that Easter and all the business related to it will be postponed to April.

this year. The composite business confidence index fell to 93.3 from 94.7 in February, marking its lowest point since November 2024. Similarly, consumer confidence dropped significantly to 95.0 from 98.8, falling short of analyst expectations. Inflationary pressures have moderated, with the European Central Bank (ECB) implementing a quarter-point interest rate cut in March, bringing the benchmark deposit rate down to 2.5%. This move aims to stimulate economic activity amid trade uncertainties and a general slowdown. Also the cold weather during February & March with quite some heavy rainfall did not help to increase the Q1 boardsport sales in comparison to Q1 / 2024. On the fiscal front, Italy reduced its public deficit from 7.2% to 3.8% of GDP between 2023 and 2024 and plans to bring it down to 3.3% in 2025 through spending cuts and asset sales.

Looking ahead, the European Commission forecasts GDP growth of 1.0% in 2025 and 1.2% in 2026, supported by a still tight labour market and wage increases. However, the economic outlook remains fragile, with potential impacts from geopolitical tensions and trade policies. In summary, while Italy's economy shows tentative signs of improvement in early 2025, challenges persist, necessitating careful monitoring of domestic and international developments.

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MARKET INSIGHT

On the boardsport side of the business, the snowboard hardgood sales were better than expected in Q4 2024, because of that the 2025 Q4 pre-books are looking quite promising for many brands. Outerwear struggled more and in general the smaller brands are struggling more than ever before as they face a lack of marketing budget and shops are playing safe with larger brands. The skateboard market is stable from a sales point of view but stock levels are still slightly high, but there is light at the end of the tunnel with 2025 being a possible turning point for hardgood sales, wheels especially are seeing good sell through in general. The streetwear market is still in a downturn, the target group of young teenagers and adults are wearing streetwear but it has become harder and harder for stores to attract them into the store to buy. Competition is huge from all the different types of stores and core streetwear stores are struggling to get back to their previous sales numbers.

Having a strong selection of desired and low quantity distributed brands is key to getting people in store, being too commercial or boring has resulted in the closing of many stores in 2024 and this trend is on going in 2025 with many streetwear stores and skate shops just hanging on. When talking to retailers most of them agree that the last two years have been the toughest of their careers and everyone is hoping for a much needed upturn starting with Q3/2025.

As Q2 2025 started retailers were feeling some upturn but in a very insecure market environment. The smaller stores in particular are still struggling with market demand and trends which are changing faster than ever before whilst pre-booked deadlines are 6 to 8 months in advance. The timing from Mr. Trump couldn't be worse.

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By Shaun Tomson

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- I will never fight a rip tide
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textiles	FUNCTIONAL FABRIC FAIR	New York, USA 14- 16 April	performancedays.com
outdoor	MOUNTAIN PLANET	Grenoble France 16-18 April	mountain-planet.com
surf	RIP CURL PRO	Bells beach, Australia 18 - 28 April	worldsurfleague.com
snow	SPRING BREAK	Kaunertal, Austria 26 - 30 April	snowboardspringbreak.com
surf	SURF PARK INDUSTRY FORUM EUROPE	Munich, Germany 29 -30 April	thesurfparksummit.com/europe-forum-2025
surf	BONSOY GOLD COAST PRO	Gold Coast, Australia 3 - 13 May	worldsurfleague.com
outdoor	THE PILL BASE CAMP OUTDOOR EXPO	Milan, Italy 10 - 12 May	thepillbasecamp.com
snow	RIKSGRANSEN BANKED SLALOM	Riksgransen, Sweden 15 - 18 May	riksbankedslalom.com
surf	MARGARET RIVER PRO	Margaret River, Australia 17 - 27 May	worldsurfleague.com
outdoor	OUTDOOR IMPACT SUMMIT	Munich, Germany 19 - 20 May	europeanoutdoorgroup.com
surf	SURFING FESTIVAL	Fehmarn, Germany 29 May - 1 June	surffestival.de
surf	LEXUS TRESTLES PRO	Trestles, USA 9 - 17 June	worldsurfleague.com
outdoor	OTS	Liverpool, UK 10 -12 June	outdoortradeshows.com
street	PITTI UOMO	Milan, Italy 17 - 20 June	uomo.pittimagine.com
outdoor	OUTDOOR RETAILER	Salt Lake City, USA 18 - 20 June	outdoorretailer.com
surf	VIVO RIO PRO	Rio de Janerio, Brazil 21 - 29 June	worldsurfleague.com
surf	CARV EXPO	San Diego California, USA 20 - 22 June	carvexpo.com
bike	EUROBIKE 2024	Frankfurt, Germany 25 - 29 June	eurobike.com
surf	LONGBOARD FESTIVAL FERROL	Ferrol, Spain 25 - 29 June	worldsurfleague.com
skate	MYSTIC SK8 CUP	Prague, Czech Republic 27 - 29 June	mysticsk8cup.cz
snow	WSF AFTER SEASON MEETING	online 28 June	worldsnowboardfederation.org
street	SEEK	Berlin, Germany 2 - 3 July	seek.fashion/en
outdoor	ISPO SHANGHAI	Shanghai, China 4 - 6 July	ispo.com/shanghai
surf	CORONA CERO OPEN J BAY	Jeffreys Bay, South Africa 11 - 20 July	worldsurfleague.com
surf	THE SURF SHOW	The Wave, Bristol, UK 12 - 13 July	thewave.com
textiles	FUNCTIONAL FABRIC FAIR	New York, USA 21 - 23 July	performancedays.com
surf	BOARDMASTERS LONGBOARD PRO	Fistral Beach, UK 6 - 10 August	worldsurfleague.com
surf	TAHITI PRO	Teahupo Tahiti 17 - 16 August	worldsurfleague.com
surf	LEXUS WSL FINALS	Cloudbreak, Fiji 27 Aug- 4 Sept	worldsurfleague.com
surf	SURF EXPO	Orlando, USA 4 - 6 September	surfexpo.com
street	WHOE'S NEXT	Paris, France 6 - 8 September	whosnext.com
snow	SPORT ACHAT ETE	Grenoble, France 8 - 9 September	sportair.fr
surf/skate	UK SURF AND SKATE EXPO	Newquay, UK 12 - 14 September	Uksurfskate.com
surf	RIP CURL PRO	Anglet, France 16 - 21 September	worldsurfleague.com
snow	WSF PRE-SEASON MEETING 2025/26	Zurich, Switzerland 19 -22 September	worldsnowboardfederation.org
surf	EUROSIMA SURF SUMMIT	Hossegor, France 25 - 26 September	eurosima.com
optics	SILMO	Villepinte Paris, France 26 - 29 September	silmoparis.com
surf	ERICEIRA PRO	Ericeira, Portugal 29 Sept - 5 Oct	worldsurfleague.com

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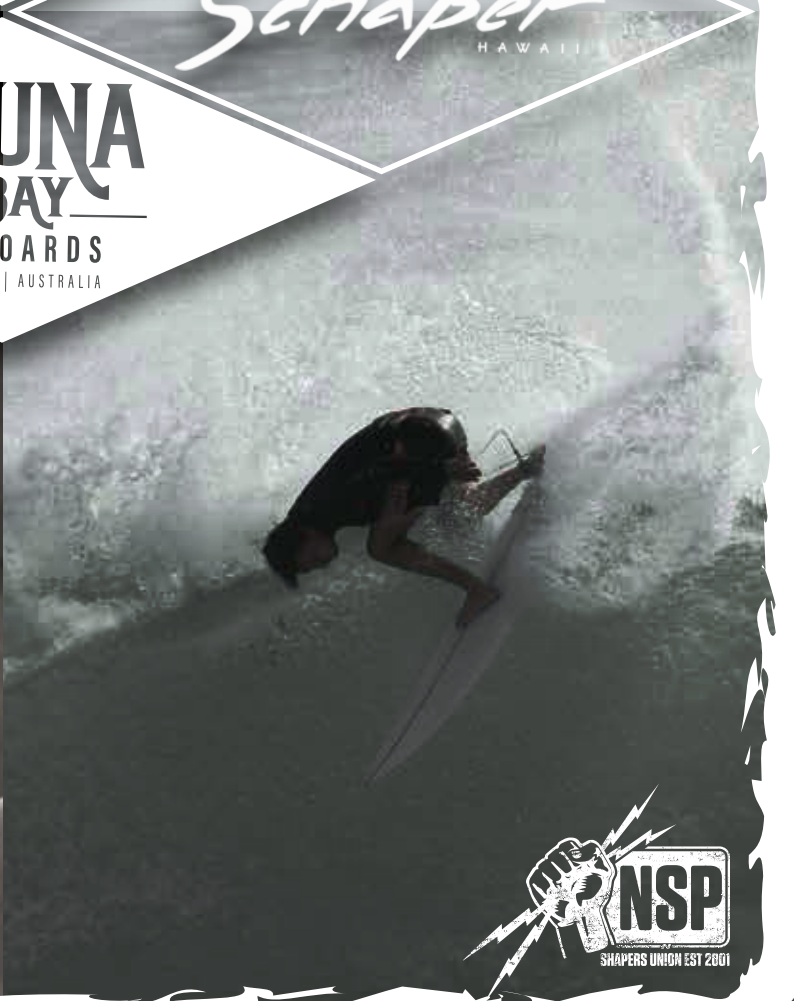
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