



FOLLOW THE BOUNCING BASKETBALL:

There are licensed NBA and college basketball togs, basketball-specific apparel from Nike and most of the rest of the big footwear brands, and hoopswear from apparel-only brands like Russell Athletic and Champion. Now, some five years after basketball junkie brand **And 1** was sold to American Sporting Goods, a number of basketball-specific brands are trying to elbow their way under the hoop — that is, onto the landscape of sports specialty retailers, a space largely dominated by Nike and Under Armour.

Mike Luscher, a former MLB and NFL marketer, is trying his hand at apparel with **Point 3**, an Atlanta-based apparel brand hanging its sneakers on the made-for-and-by-basketball-junkies positioning. It's online imminently, and **Walter's** in Atlanta has agreed to carry the entire line while Luscher dribbles across America seeking distribution in sports specialty retail for his startup.

“[Sporting Goods Manufacturers Association] tells us there are 32 million basketball players in America, and there are established specialty brands in baseball, running and soccer, so there's definitely market capacity,” Luscher said. “**The market has been focused on ankles-down [footwear]. We're focusing on innovating from the ankles up, where there hasn't been enough innovation.**”



Mike Luscher's Point 3 brand is looking to score with the serious hoops crowd.