

# The Daily

PRE-SHOW  
EDITION

Countdown to  
Summer Market 2018

SUMMER MARKET 2018

POWERED BY SNEWS

**PEOPLE**

**Q&A**

Go behind the scenes with an Outdoor Retailer showrunner.

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**FEATURE**

**1ST TIME?**

Must-know info for new reps, brands, retailers, and more.

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**EVENTS**

**BE HERE NOW**

Fill your show calendar with seminars, happy hours, and fun.

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**FIRST LOOK**

Get a sneak peek at products debuting at Outdoor Retailer Summer Market!

# Come Together

Turn up for the gear, stay for the relationships at the outdoor industry's hottest summer show.

The official publication of:  
**OUTDOOR  
RETAILER**



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SUMMER MARKET 2018

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**“MANY TRADE SHOWS ARE SIMPLY TRANSACTIONAL; YOU JUST DON’T SEE PEOPLE SMILING AND LAUGHING WHILE CONDUCTING BUSINESS LIKE YOU DO AT OUTDOOR RETAILER.”**

—RYAN JOHNSON PAGE 12

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More support and better fit for funky feet are trending.

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Meet the products that make up our sweet cover photo.



# PEAK (AND PUB) PERFORMANCE

Summer tech apparel emphasizes wicking and wear-anywhere aesthetics. BY COURTNEY HOLDEN

## ▶ Do or Dry

Summer is hot, and with climate change trends, it's only getting hotter. So performance brands are adopting new strategies to wick moisture or, even better, to put that wet to work. Look for more aerated woven fabrics, moisture-transferring finishes, and proprietary cooling technologies. "If people are going out in the woods, they definitely want a pair of quick-dry pants, a quick-dry shirt, and some sort of layering system," says Kerri Olson, softgoods buyer for **Piragis Northwoods Company** in Ely, Minnesota. "Those are the bare-bones necessities in our neck of the woods."

## ▶ Cross-Dressing

Retailers have watched the performance apparel category undergo an evolution. "When you spend \$80 to \$90 on pants, you don't just want to wear them on your canoe trip," Olson says. "You want to be able to wear them to your son's soccer game when you get home." Brands have taken note over the last few years, continuing to push the envelope in look-good performance clothes. This year, we're seeing outdoor-inspired denim, performance pieces with out-there graphics, and city-chic-but-runner-ready skorts.

## ▶ Sustained Sustainability

Retailers expect performance brands to keep eco-friendly practices (think PFC-free DWR, recycled materials, and bluesign-approved fabrics) at the forefront, not because it sells, but because it's the right thing to do. Ideally, that earth-first ethos would permeate the entire brand. "If companies are serious about sustainability, they need to take a look at their holistic operations and not just the product on the shelf," says Jimmy Funkhouser of **Feral Mountain Co.** in Denver, Colorado.

**1.** Made with a touch of elastane for ease of movement, **Mountain Hardwear's** Selvedge Denim Climb Pant [\$200] is harness-compatible for the crag and chic enough for the street.

**2.** The men's ReBound Hoody [\$124] from **GoLite** is a trend trifecta with its efficient moisture-transferring finish, a casually cool look, and post-consumer-recycled plastic bottle composition.

**3.** **Patagonia** aims to "Tesla-ify" its lineup of technical shells by merging technical end uses with an environmental component. With a 100-percent recycled

nylon shell [half of which comes from post-consumer sources like recycled fishing nets], the fully featured women's Stretch Rainshadow [\$199] delivers.

**4.** The Merino Sport 150 Tech Tee [\$65] from **Smartwool** uses a mesh construction in key areas and vents at the top of the back for added breathability in all the right places.

**5.** **adidas Outdoor's** Agravic 2-in-1 Skort [\$89] offers hybrid functionality to female athletes. Proprietary Climalite technology dries quickly, while a compressive inner tight provides muscle support.

ALL PRICES ARE MANUFACTURER'S SUGGESTED RETAIL PRICE [MSRP].



# The Daily

DAY

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JULY 23, 2018

**PEOPLE**

**TRENDS**

Julia Day from the NPD Group knows what your customers want.

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**GEAR**

**APPAREL**

Take a peek at the latest apparel styles for trail and town.

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**EVENTS**

**BUSINESS & PLEASURE**

Fill your days with seminars, meetups, and fun.

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# Showtime!

**FIRST LOOK**

Find out who's new on the show floor! [Page 43](#)

The Demo Experience splashes into Denver with the latest and greatest in summer gear.

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# NEW EXHIBITORS

MEET THE NEW KIDS ON THE FLOOR



## 1. Hillside Industries

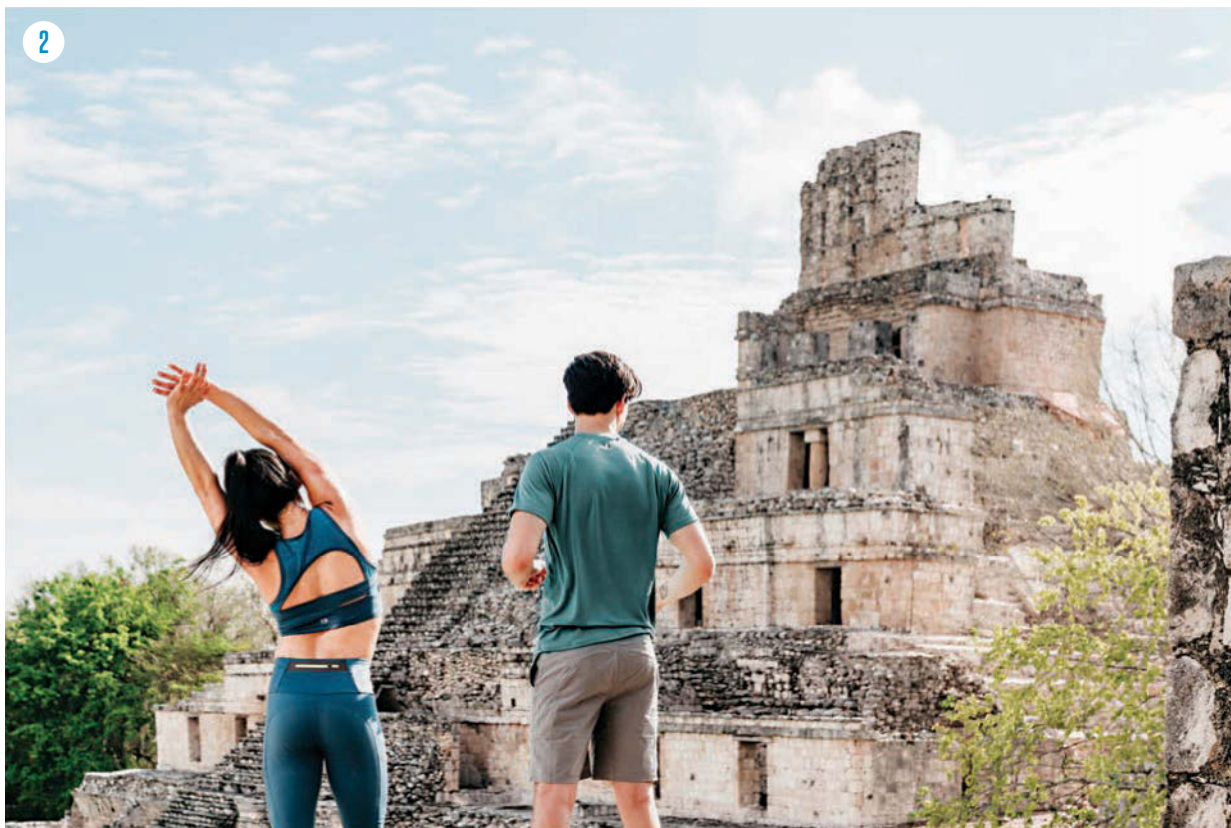
**BOOTH: 21232-SL**

Hillside Industries is a new bag maker based in Southern California. The idea was born on a bike and developed into a patent. That patent turned into a product that Hillside is now ready to share with the world. Hillside's bag is both a messenger bag and a backpack. It's unique because it transitions between the two styles without the need for any adjustments or added straps. With plenty of zippers and compartments, the bags comfortably store laptops, cameras, and other essentials for adventurers on the go.

## 2. GoLite

**BOOTH: V0110-SL**

Next spring, GoLite is relaunching in Seattle under new ownership and a firm commitment to specialty retail. More than just a technical apparel company, the new GoLite will pair powerful humanitarian and environmental initiatives with an earth-friendly clothing collection that marries outdoor performance and athletic functionality. As before, but with a fresh take on product direction, GoLite will produce sustainable performance products that enable active explorers to do more in the outdoors with less. But making good products that are light on the planet is just part of the new business model. Foundational to GoLite is a mission to leverage product sales—along with new company resources, materials, processes, and partnerships—to power charitable and environmental impacts. More than 80 percent of the introductory GoLite product line is developed from environmentally preferred, recycled, and low-energy production materials and processes. Company resources are dedicated to improving these percentages each season, while working to uncover newer, better solutions.



PHOTOS BY COURTESY



## Eco Armor

With its ReGreen Windless jacket, GoLite proves that one person's trash is another one's windbreaker.

Recycled fabrics have been around for a while. But here's a news flash:

The fabric makers only want to recycle clear plastic bottles because they're easier to dye. GoLite decided to harness the beauty of green bottles into its ReGreen Windshell. Twenty discarded green bottles go into each hooded jacket, which is fully wind and water resistant and made with 50 percent less energy and 80 percent less water than the typical shell. Look good and do good for the planet: Everybody wins.

[\$100] #V0110-SL



# The Daily

DAY

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JULY 24, 2018

**NEWS**

**NATURE Rx**

The OIA Breakfast panel prescribed wilderness as a necessity for kids.

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**PEOPLE**

**LONG HAUL**

Merrell brand ambassador Mirna Valerio can outrun you.

PAGE 37

**GEAR**

**SLEEP TIGHT**

Light, roomy tents and cozy sleeping bags guarantee a better night out.

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SUMMER MARKET 2018

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**PARTY TIME!**

Happy hours and events galore!

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IF WE'RE SERIOUS ABOUT DIVERSITY, WE SHOULD

THE INDUSTRY GRAPPLES WITH ITS IDENTITY.

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Fill out the form on [page 23](#) and drop your suggestion at the Info Desk near the front entrance.

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PHOTOS BY COURTESY

Outdoor Retailer Summer Market 2018

July 23-26, 2018  
Colorado Convention Center  
Denver, Co., U.S.A.

# TAIWAN Pavilion

## Booth #118-LL, 3027-LL

### Products

- Fiber / Yarn
- Functional fabrics
- Activewear / Garments
- Socks / Bags
- Trimmings
- Accessories for outdoor

### Features

- Stretch
- Waterproof
- Light weight
- Quick dry
- ECO textiles
- Innovative technology



For further information, please contact Taiwan Textile Federation at  
n568@textiles.org.tw, Ms. Melodie Lin





**1. GoLite's Repreve Mid Crew Sock** is made of 100-percent recycled polyester. Each pair takes two bottles out of the landfill. Features include integrated compression, total foot support, and Sorbtek moisture management technology, which not only protects against soils like sweat and grass, but also keeps feet dry no matter how hard you're hoofin' it. [\$16] #V0110-SL

**2. The new Crazy Pod from Crazy Creek** is an integrated hammock/shelter that provides protection from inclement weather without the need for a separate fly or tarp. It weighs only 2 pounds, 14 ounces and is a snap to set up. Mosquito netting—located on both ends and the door—keeps bugs out and promotes airflow when temps are high. In stormy weather, deploy unique "curtain pull" rain flaps that open and close from the safety of the inside of the hammock. [\$289] #53007-UL

**3. Kavu's new San Blas overalls,** with their unique prints of succulents and cacti or sasquatch and other oddities, are the perfect summer duds. Featuring a relaxed fit with webbing shoulder straps and two side patch pockets, they're made with a smooth polyester (92 percent) and spandex (8 percent) blend for awesome stretch and quick dry times. [\$85] #44081-UL

**4. The Men's Merino Sport Ultra Light Hoody from Smartwool** is designed with a superlight outer shell fabric with DWR coating to help provide wind and weather protection. Body-mapped panels of Merino Sport 150 mesh provide breathability and temperature control, and the hoody packs completely into its chest pocket for easy storage. Reflective elements add increased visibility in low-light conditions. [\$125] #46117-UL

## IF YOU WANT TO WIN MY VOTE... PROTECT OUR PUBLIC LANDS AND KEEP THEM OPEN

See what else the growing number of outdoor voters are saying about how to **Win in the West.**

Winning the West is a nonpartisan campaign to make policymakers and elected leaders aware of the power of voters who actively participate in the outdoors and bring that passion with them to the ballot box, whether they are Democrats, Republicans or independents.

LEARN MORE AND LEND YOUR VOICE:  
[WinningTheWest2018.org](http://WinningTheWest2018.org)





**NEWS**

**VOTER GUIDE**

OIA's new initiative urges us to cast a ballot for the outdoors this fall.

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**PEOPLE**

**HELLO GUV**

Colorado Governor John Hickenlooper has his eye on November.

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**GEAR**

**FOOTLOOSE**

The latest shoes for hiking, trail running, climbing, and more.

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**WINNER!**

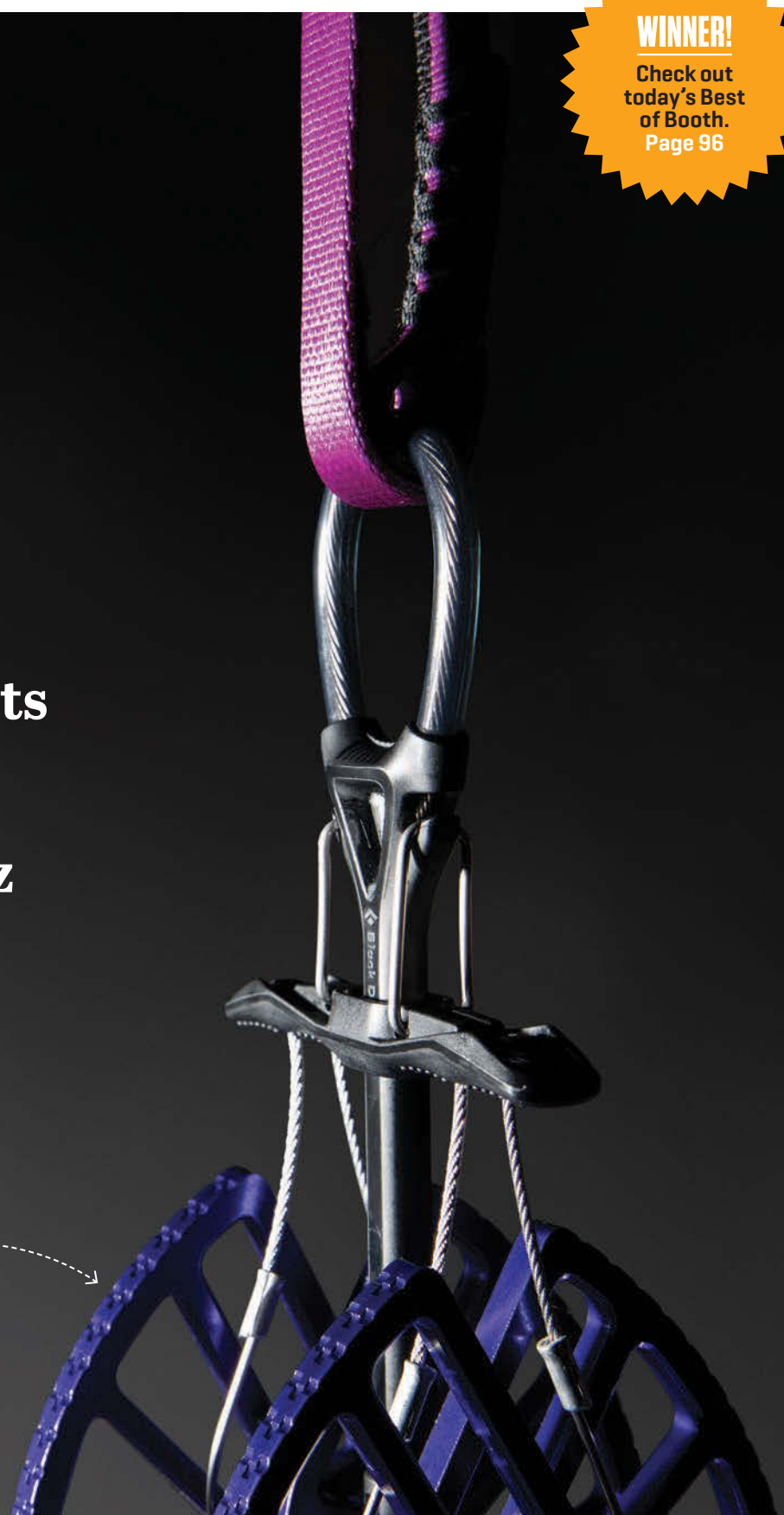
Check out today's Best of Booth. Page 96

# Best in Show

What does it take to rise to the top? These standout products make it happen with groundbreaking technology, elegant design, and enough buzz to make our ears ring.

**PAGE 22**

Black Diamond  
Camalot C4







# Andrea Feucht

Barefoot Provisions

BREA, CALIFORNIA

▶ No added sugars, artificial ingredients, or fake proteins, “just straight-up real foods,” Feucht said when describing her online paleo foods purveyor, Barefoot Provisions. “We’re a small, sort of a mom-and-pop ecommerce company competing against the big retailers.” Selling everything from gluten-free granola, to chocolate, to MCT (medium-chain triglycerides) oil, to foods to complete your Whole30 diet, Barefoot Provisions is not for the faint of heart (or stomach). “Our demographic is the real hardcore paleo people,” Feucht noted. “They don’t want the treat stuff, they just want the food that’s real.” Barefoot Provisions has recently had a lot of sales in the keto area, selling coconut-based products and unsweetened jerky. “I like the idea that you can sell whole foods to people and they’re willing to spend a little bit extra to get the real ingredients,” Feucht said.



## WHAT NEW GEAR ARE YOU MOST EXCITED ABOUT SO FAR?

**1. Laird Superfood Creamer** “It’s a coffee creamer made from coconut milk powder and sea algae that’s sourced from Iceland.”

**2. GoLite ReGreen Windshell** “Though I only sell food products, I love the story behind this jacket. It’s fully recycled and made with unwanted green bottles and no dyes.”

**3. Know Brainer Foods Ketogenic Instants** “They do creamers that are coconut based, and creamers in a nut butter

form that you squeeze into your coffee. They’re full of flavor with very little sugar, so there’s no sugar crash.”

**4. Fourpoints Colorado Trail Chocolate Peanut energy bar** “I love Fourpoints bars. The flavors are amazing. They’re made from whole foods, and they provide lots of slow-burn energy.”

**5. Green Goo Dry Skin** “It’s 100-percent natural, made with certified organic herbs and pure-grade essential oils. It’s great for eczema; psoriasis; dry, bumpy skin, rashes; and cracked hands or feet.”





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For more information on the FL 1 Light Standard and the industry trade organization PLATO, go to [plato-usa.org](http://plato-usa.org).



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## ► GEAR TRENDS SOCKS

# DOWN TO THERE

Socks get shorter, brighter, and safer from biting bugs. BY MT ELLIOTT

## ► The Summer Sock

Hands-down the most popular trend we heard from retailers this season: the wool micro sock. Exactly what “micro” means varies by brand, but generally it hits somewhere around the ankle. Casual and trail running socks tend to scoop below the ankle bone, while hiking socks cover it to prevent chafing. “This year the micro crew has been big—that funny, in-between height that’s not a crew, not a quarter,” says Amanda Lane, buyer and co-owner of **The Hike Shack** in Flagstaff, Arizona. And wool’s rap as a hot, itchy material is fading as customers discover its temperature-regulating, wicking qualities. “Wool is still driving the market, even in Arizona,” she says. “It usually takes some convincing, but once explained, they run with it—and come back for more.”

## ► Brighten Up

Even crew lengths provide an opportunity to show some flair, and several brands are trying to attract shoppers who want a little personality in their hiking or everyday socks. “The thing we see response to is a sock with an extra splash of color or art-focused, thematic pattern to it, certainly amongst casual socks,” says Chris Sussman, floor manager at **Outdoor Gear Exchange** in Burlington, Vermont. “For us, it’s often something northeast or Vermont-focused.”

## ► Ticked Off

The usual spring warnings about Lyme disease and other tick-borne illnesses took on new significance after the Centers for Disease Control and Prevention this year issued a report about exploding disease rates and supported the use of fabrics treated with permethrin to repel ticks. Several brands already use permethrin-based Insect Shield in their apparel and socks (effective, as ticks usually start low and crawl up the leg), but the official nod from the government may have more customers seeking them out for extra bug protection. “The CDC study has generated a smattering of fresh inquiries,” says Janine Robertson, a spokeswoman for Insect Shield. “However, the study just posted in May, so it’s too soon to determine the full scope of the impact.”

**1. GoLite’s RePreve Insect Shield Crew Sock** [\$18] is made with recycled polyester fibers and treated with Insect Shield to ward off ticks and mosquitoes. #V0110-SL

**2. Darn Tough** brings the wicking and no-slip features used in its ski and run socks to its latest cycling sock, the **Stage Micro Crew Ultra-Light** [\$19]. #49007-UL

**3. Wigwam’s Arbor NXT Quarter-Crew** [\$15] is a lightweight hiker, just high enough to protect the ankles, with abrasion-resistant fibers in the heel and toe and a mesh instep to air out feet. #51081-UL

**4. Featuring bright, complex nature scenes** by artist Jonas Claesson, the

**Women’s Curated Surf Lineup Crew** [\$20] by **Smartwool** is an ultralight wool-nylon sock shaped to fit women’s feet with a narrowed heel and the brand’s wear-resistant construction in the toe. #46117-UL

**5. Running sock heights are trending micro**, like the **Lorpen T3 Running Mini** [\$12]. A mix of hydrophobic and nylon yarns provide wicking, support, and durability. #44066-UL

**6. Farm to Feet’s Ararat** [\$16] everyday quarter crew socks feature a pattern of channels that let the upper get plenty of air. The light construction in the arch creates micro-channels for ventilation while still offering some compression. #53117-UL





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