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**STAND UP**

Brands with loud political opinions are winning over today's shoppers.

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PR pro Massimo Alpi turns puppy playdates to business gold.

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**PARTY TIME**

Happy hours, talks, seminars & gear demos to get on your calendar.

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# ROOTS OF CHANGE

BIODEGRADABLE, RECYCLED, PLANT-BASED: A NEW BATCH OF SUSTAINABLE FIBERS MAKES OUTDOOR APPAREL GREENER THAN EVER **PAGE 12**

**APPAREL GUIDE**  
Hot picks for Fall '19  
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PrimaLoft's new recycled, biodegradable Bio insulation

SEE IT  
AT BOOTH  
#VO240-UL

# WE MEAN GREEN

Plastic bottles find new life in GoLite's ReFill Eco100 Jacket.

Using postconsumer green bottles to make GoLite's Regreen fabric solves two problems at once. One, it diverts the bottles—the green ones are considered less desirable for recycling—from landfills, and two, the darker hue means no polluting dyes are required. What's inside is just as eco-friendly: PrimaLoft Silver Eco Fill spins recycled plastic into fluffy warmth. **[\$250]**



# The Daily

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November 9, 2018

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### WALK TALL

Merrell discovers a new America, one trail and hiking partner at a time.

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### RARE AIR

Alpinist Kilian Jornet looks down from the top of his game.

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## Q&A

### GET IT DONE

All politics is local for Outdoor Industry Association's David Weinstein.

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WINTER MARKET 2018

POWERED BY SNEWS

## ON YOUR FEET!

Footwear trends in F19.  
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# BRIGHT FUTURE

Get ready for the next golden age of brick-and-mortar gear shops

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Specialty retailer **Betsy Bertram**, 26, shakes things up—and earns new customers—in North Carolina.

The official publication of:  
**OUTDOOR**  
RETAILER

# Puffed Up

Insulation gets ever more versatile, sustainable, and durable.

BY M.T. ELLIOTT

## Every Which Way

Lately, consumers are asking their insulation to work harder, longer, and across more activities. Brion After, owner of **Independence Run & Hikes** in Carbondale, Colorado, looks beyond traditional running brands because they typically don't accommodate a customer base that demands greater functionality: "We keep an eye out for products that can be used at a higher output—things that can be worn as a midlayer if they're skiing or as an outer layer if they're moving faster," he says. "I'm starting to see more products with a hybrid mix of technologies, like something with a windproof front and breathable back." Runners who, come winter, cross over to Nordic skiing are likely to find apparel that works for both pursuits.

## Origin Stories

"The big thing I've been seeing on the insulation front is more sustainable down, more traceable down—brands are making sure it's responsibly sourced," says Johannes Griesshammer, an apparel buyer at **Tahoe Mountain Sports** in Truckee, California. "I wouldn't say customers are coming in and saying 'This is exactly what I'm looking for,' but it's something that people are paying attention to. I'm not sure it's a deciding factor yet, but they're considering it." As the industry pushes for more transparency—with tech and origin stories on hangtags, for example—consumers will find sustainable shopping even easier.

## Everyday Puffies

For Michelle Maneval, a buyer/manager at **Sheridan Sport Stop** in Sheridan, Wyoming, the mountaineering and hiking crowd is a small percentage of her customer base. Puffies are great on the mountain, often hidden beneath a sturdy shell—but they don't always hold up to the rigors of everyday life in a mountain town, and some weight-saving designs have come at the cost of reliability. This year, she's on the lookout for more durable insulated jackets: "People are trashing their puffy coats because the fabrics are so fragile. They're on the hunt for more of a workwear surface."





**1. GoLite** incorporates recycled bottles into its lightweight women's ReScooba Jacket (\$150) knit fabric, which allows vapor to escape during intense efforts. It has DWR coating, a hood, and zippered chest and hand pockets.

**2.** The women's **adidas Outdoor** Windweave Insulation Jacket (\$225) is body mapped to provide differing breathability and protection during aerobic activities. It also touts a DWR for light rain and a self-stow pocket.

**3. Helly Hansen** brings its lightweight, synthetic LifaLoft insulation to a poly/cotton mixed flannel fabric in the Insulated Shirt Jacket (\$160).

**4.** The **United by Blue** Bison Puffer Jacket (\$228) for men stuffs 190 grams of sustainable (and often discarded) bison fiber mixed with recycled polyester into a waterproof/breathable shell. It also has five pockets and headphone access for everyday lifestyle wear.

**5.** Stuffed with RSD weatherproof goose down for active insulation, the women's Vision Down Parka (\$TBD) from **Black Diamond** has an outer made of reinforced nylon ripstop and a merino wool backing on the interior to help regulate body heat. (It comes with climbing harness-friendly pockets, too).

**6.** The men's Meridian Primaloft Jacket (\$269) from **La Sportiva** is a midweight active insulation piece with stylish angled baffles in the body and lighter insulation in the arms. Features include zippered hand pockets, internal stow pockets, hem and cuff adjustments, and an articulated hood with a visor.

**7. Cotopaxi** mutes its usually bright palette for its 700-fill insulation Rayo Down Jacket (\$300), which uses responsibly sourced, water-resistant down and a 20-denier ripstop face with a DWR finish.





**1.** The **Oboz Livingston Mid** is as easygoing as it looks, offering hiking boot traction and support along with a casual, laid-back style. With performance construction for all-day comfort, this boot goes everywhere you do, from the office to date night or through the TSA line, thanks to its easy pull-on design. Tumbled nubuck leather adds a level of polish to the proven performance of the Oboz signature O FIT Insole for a one-shoe quiver made for work, travel, and everything in between. [\$135] #50081-UL [obozfootwear.com](http://obozfootwear.com)

**2.** The **GoLite men's ReActive Boxer Brief** is made of polyester and spandex and weighs in at only 3.8 ounces. The Flex Stretch material offers excellent range of motion and shape retention for high-activity comfort, while Gdry yields extremely efficient moisture transfer that helps you stay dry and comfortable. Polygiene Anti Odor keeps you fresh and odor free. Features also include a soft elastic waistband; three-dimensional fly gusset; and a smooth, frictionless fabric hand. [\$28] #VO240-UL [golite.com](http://golite.com)

ALL  
PATHS  
START  
AT

G O <sup>TM</sup>

News

**TRENDING**

That's right: Fanny packs are the new outdoor status symbol.

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Scene

**PARTY PICS**

Forget how much fun you had on Day 1? We have lots and lots of evidence.

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Gear

**LIFESTYLE**

Take it to the trail or the street in these crossover looks for Fall '19.

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## INNOVATION CELEBRATION

AMID A SHOW FILLED WITH EXCELLENT GEAR, THESE 12 PRODUCTS TOOK HOME THE TROPHY. **PAGE 12**

**BEST BOOTH**  
Darn Tough has a darn good time.  
**PAGE 72**





# And the Innovation Award Goes to...

Outdoor Retailer's inaugural awards ceremony celebrated 12 groundbreaking products.

BY JENNY WILLDEN



**CELEBRATING GROUNDBREAKING** achievements in outdoor gear, the inaugural Outdoor Retailer Innovation Awards honored new products that change the way we adventure outdoors. From sustainable solutions to revolutionary creations, 20 distinguished judges with backgrounds in retail, journalism, entrepreneurship, and design evaluated 32 finalists to choose 12 winners.

Beer and wine flowed at the live awards ceremony on Winter Market Night 1, with a standing-room crowd gathered in the Colorado Convention Center's Mile High Ballroom.

Christian Murphy, A+E Networks' senior vice president, enthusiast brands & programming partnerships, played host to the Capital One Spark Business-sponsored event, sharing the selection criteria based on four guiding tenets: spark, desire, function, and impact.

With these principles in mind, Murphy announced the winners, and each took the stage to receive hand-forged, mantle-worthy metal trophies built by Colorado metal artist Lisa Issenberg.

Following the final announcement, Murphy closed out the night with a round of thanks. "The people of innovation nation, congratulations, and to all of you gathered here, we thank you for your support," he said. "Thank you to our innovation elders—your time, effort, and expertise were invaluable."

The enthusiastic crowd lingered to sip beers, hoist trophies, and celebrate their winning innovations. And after an exciting inaugural year, Outdoor Retailer attendees can expect the annual Innovation Awards to push the industry to revolutionize gear in all-new ways.

Read on for the 12 winning products shaping the future of outdoor gear—and stop by the show floor's Innovation Gallery to see all 32 finalists' groundbreaking creations.

## OVERALL WINNER

### PRIMALOFT: PrimaLoft Bio

The unanimous winner, PrimaLoft Bio, is the world's first 100-percent recycled, biodegradable synthetic insulation. While PrimaLoft has always valued recycling, they never believed it was the final answer. "We wanted to solve the end of life for our garments," said



PrimaLoft President and CEO Mike Joyce, "And we wanted to do so in a compelling, true, distinct way."

In accelerated landfill test conditions, Bio reached near-complete biodegradation in just over a year—while traditional polyester remained completely intact. Once broken down, PrimaLoft Bio fibers leave behind only organic components: water, methane, carbon dioxide, and biomass.

### ALLBIRDS: SweetFoam

Pioneering sneaker brand Allbirds is at it again, shaking up the sole industry with a sweet swap for petroleum-based EVA: sugarcane. Sustainably sourced from Brazil, the sugarcane's biomass is extracted to power the mill for a fully sustainable, carbon-negative solution.

And they're not keeping the formula secret, offering the recipe to any brand that wants it. "We hoped to catalyze change in this industry, which doesn't work if we're the only ones doing it," said Jad Finck in his acceptance speech.

### BLACK DIAMOND EQUIPMENT:

#### JetForce Pro

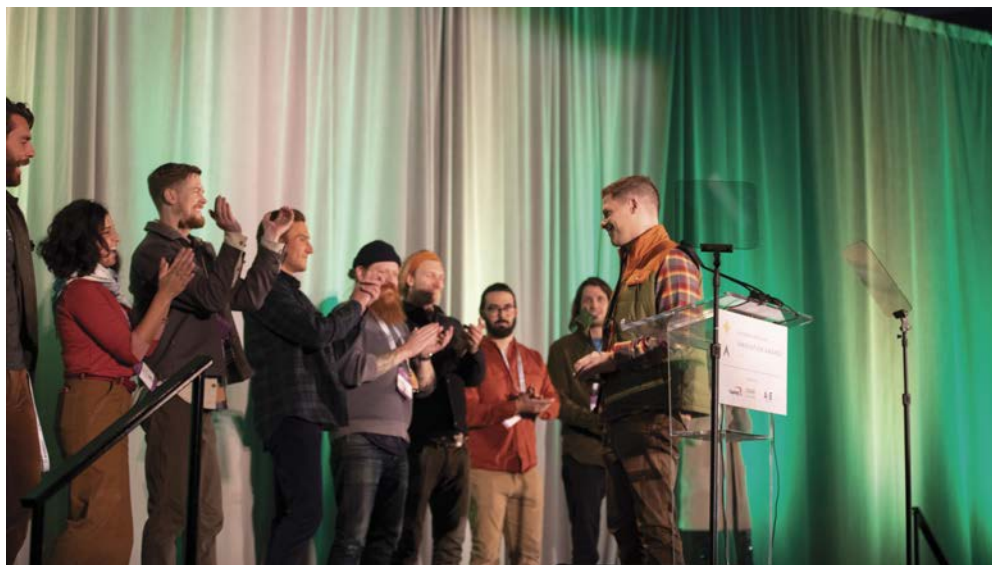
It's the best new product you hope to never use: This inventive avalanche airbag could save your life in the backcountry. But it came from humble beginnings: Black Diamond employees, a powerful fan, and a spinning office chair. The resulting product is a smaller, lighter airbag system with Bluetooth capabilities, avy tool pockets, and a new modular system for extra backcountry versatility.

### CAKE: Kalk Electric Motorbike

Hailing from Sweden, Cake's off-road electric motorbike took four years to develop, and may seem like an out-of-the-box winner at an outdoor innovation award show. But its quiet, all-electric design makes it an excellent off-road solution for users seeking back-road speed—without the engine roar.

### COSTA SUNGLASSES: The Untangled Collection Baffin Sunglasses

Discarded fishing nets take on a new life in this collection of recycled shades. Nets are harvested, recycled into pellets, and turned into sunglasses fitted with polarized, mineral glass lenses. At the



end of their life, the Baffin's frames are recyclable too. For Costa, the product is a full brand alignment: "Protecting our oceans and waterways is a core mission of Costa, and this collection has allowed us to align our mission with our products."

### **CRESCENT MOON SNOWSHOES: EVA Foam Snowshoes**

Arguably the biggest snowshoe innovation since the steel frame, these all-EVA foam snowshoes work like athletic shoes, bending and rolling naturally—with no pivoting hinge to stand in your way. Two layers of dual-density foam offer floaty support, and the lack of metal makes them blissfully silent on snowy trails. Comfortable for walking or running on relatively flat terrain, this entry-level pair is also fully recyclable when you're done wearing them.

### **DPS PHANTOM: Permanent Waxless Glide**

Imagine never needing to wax your skis or snowboard again—seriously. That's the promise of Phantom, a one-time, waxless base glide solution that's applied as a liquid and absorbs into the ski. Cured onto your skis with UV light, Phantom permanently alters the base material to improve resilience to impacts. Plus, Phantom never slides off into the snowpack, meaning this forever glide protects the slopes and your skis.

### **GOLITE: GoLite ReGreen Windshell**

Beloved ultralight brand GoLite is back, creating

**Clockwise from left: The Innovation Award was crafted by local artist Lisa Issenberg; Josh Clifford from GoLite accepted an award for an earth-friendly shell; attendees packed the house to celebrate innovation; United by Blue picked up an award for making bison fur go further.**

activewear products with a new focus on sustainability. The standout offering is a lightweight shell made from 100 percent recycled bottles. And while recycled bottle jackets are nothing new, the ReGreen uniquely contains only green bottles—a less desirable color that's typically discarded instead of recycled. The naturally green hue lets GoLite skip the damaging dyeing process to reduce water consumption by nearly 80 percent.

### **LYNQ**

Locate your friends, kids, or pets—even when you're out of cellphone range—with the world's first smart compass tracker. Requiring no monthly fees, service, or network access, the technology keeps people connected using real-time distance and direction. Link up to 12 trackers together using the powers of long-range, low-power radio frequencies blended with GPS to find your friends whenever the iPhone isn't up to the task.

### **TECNICA: Plasma S**

Say goodbye to blisters and trail discomfort with the world's first customizable-fit outdoor shoe. It's a new market for ski boot maker Tecnica, said Sam Cook,

who runs the company in the U.S.: "It's been fun to translate this experience of heat-moldable footwear to the outdoor hiking experience." And the new boot gives shoppers a reason to buy at retail. Guests visit a Tecnica dealer to have the boots custom-molded to their feet, leaving with a perfectly fit boot in just 20 minutes. Take that, Amazon.

### **UNITED BY BLUE: Bison Puffer Jacket**

Look beyond down with this new puffer insulated from an unlikely source: American bison. An unused byproduct from the ranching industry, bison fiber is typically destined for the landfill, but United By Blue is instead harnessing it as an all-new eco-friendly fill. Founder Brian Linton believes the new jacket embodies everything sustainability should be, and said bison is a logical insulation choice: "Bison don't migrate south for winter." Their tough coats can insulate humans too—keeping you warm all the way down to 0°F.

### **YALE CORDAGE: Forj Thermoplastic Tape**

Strong as steel but with a fraction of the weight, this incredibly light, incredibly strong thermoplastic tape can be used for thousands of things—so many that company founders discover new uses every day. Yale Cordage leaders said the tape isn't biodegradable, but it can reduce your planetary impact, because "It allows you to repair, fix, and shape things so they don't end up in a landfill, or as a useless piece of junk." 