INSIDE:

PSG falters in Q2, buys Easton Hockey.

John Horan's Deep Intelligence looks at sports technology from CES.

Lululemon says Holiday sales strengthened with pricing firm.

Big 5 sees Q4 at top end of guidance as winter weather kicks in.

Sportsman's Warehouse sees more organic strength in recent gun sales.

Shoe Carnival hits Q4 targets, sees big growth in small markets.

Nike extends Ohio State deal at a record \$252 million over 15 years.

Genesco ups sales forecast, but will take one last flush at Lids.

Sports Direct takes a stake in Umbro licensor Iconix and Dick's.

Finish Line also attracts attention from an investor group.

Fitbit stock swoons over concern about monitoring accuracy.

GoPro misses in Q4 as camera sales slow.

Vista lays out growth plans.

Wolverine names new Saucony chief.

Well-Connected: New Balance, Under Armour.

Judy Spies: Mishmi Takin.

Dick's ● Foot Locker ● LeftLane ● Level Nine ● REI ● CBP ● Feng Tay ● Implus ● Garmin ● New Balance ● West Coast ports ● Yue Yuen ● CPSC ● Icon ● Rottefella.

Outdoor footwear and apparel maker Mishmi Takin is ready to launch its first collection into the market in Fall 2016. The products are specifically designed to breathe in wet or humid environments and can be used for adventure travel, hiking, mountaineering and urban exploration. To learn more, visit the new product department. Photo by Trevor Brown Photography, courtesy of Mishmi Takin.

SGEWEEKLY INTELLIGENCE

VOLUME 8, NUMBER 3 JANUARY 18, 2016



INDUSTRY NEWS AND ANALYSIS FOR RETAILERS From the Editorial Team of *Sporting Goods Intelligence*



MISHMI TAKIN HIKES INTO U.S. OUTDOOR MARKET

Founded in July 2014 and based in Tampa, FL, and with operations in India, Mishmi Takin is the brainchild of M.I.T. graduate Kapil Dev Singh, who serves as the company's CEO. The brand's initial collection, comprised of footwear and outerwear specifically designed to breathe in wet or humid environments, can be used for adventure travel, hiking, mountaineering and urban exploration and will roll out in Fall 2016. The company takes its name from the rare Mishmi Takin goat-antelope that's native to India, China and Myanmar. In keeping with its goal to offer products that address unique international environments, the brand's footwear is named

for mountain ranges in the Eastern Himalayas, soft shell jackets are named after peaks in the Andes, and hard shell jacket names pay homage to African national parks. Retail pricing for the complete line ranges from \$150 to \$375.

> Kapil Dev Singh, founder and CEO of Mishmi Takin International, puts his company's products to the test during a winter hike.



JANUARY 18, 2016 PAGE 37

"The company's mission is to promote health and well-being across the world by taking a holistic approach and enabling everyone to connect with nature, with their deeper selves, and with people around the world," said Singh. "Mishmi Takin is working to achieve its [objective] by designing high-performance boots and jackets that are optimized for the rigors of wet environments. Since the products breathe better in extremely challenging, rainy and humid tropical conditions, they are also able to outperform in more temperate and dry environments." In addition to waterproof/breathable footwear and outerwear for high-rainfall/high-humidity conditions during either hot summers or cold winters, pipeline products include Desert Runner footwear that's designed for fast travel on sand.

On the footwear side, products are designed for superior performance in highly wet or humid conditions. "Almost every other brand uses a solid PU waterproof/breathable membrane which works through a three-step process of absorption + diffusion + evaporation to get rid of moisture. This process is inherently very slow and comes to a complete stop when it is as humid outside the boot as inside," explained Singh. In contrast, Mishmi Takin utilizes direct-venting eVent membrane to rapidly expel sweat. "This single-step process does not involve any phase change of water vapor and is much faster. The air-permeable eVent membrane allows air exchange to happen between inside of the shoe and the outside environment, which keeps the foot cool and dry," he said. The brand also uses Vibram Megagrip rubber compound in its outsoles for maximum traction on wet surfaces, and aggressive lug patterns provide grip on both wet and dry surfaces as well as on snow.

PAGE 38 JANUARY 18, 2016

The Kameng (SRP \$230) has a water-proof/breathable eVent membrane, a water-resistant suede and Cordura upper, and a Vibram Gironda outsole. An engraved shank and high-profile cupsole provide stability on uneven surfaces.



The Jampui can go from trail to street and features a waterproof/breathable eVent membrane, an EVA midsole, an anatomically cushioned insole and a Vibram Megagrip outsole.



The Lushai (SRP \$210) is designed for both city and country use. It offers an eVent waterproof/breathable membrane, an OrthoLite footbed, an EVA midsole and a Vibram Megagrip outsole.



JANUARY 18, 2016 PAGE 39

In the apparel category, air permeability is a primary focus. "Other brands highlight high breathability numbers but in a high-humidity environment, breathability through a solid PU membrane is close to zero. So, instead of worrying about breathability ratings, Mishmi Takin focuses on maximizing direct air exchange," said Singh. All of the brand's garments feature air-permeable fabrics with either direct venting eVent waterproof membrane or micro-porous membrane. Moreover, physical venting is maximized via laser-cut vents in the front and back, as well as with the inclusion of pit zips.

Singh expects footwear to initially be the brand's biggest category. On the international front, Mishmi Takin is launch-

ing simultaneously in the U.S. and India,

but the U.S. portion of the business is expected to be bigger by a ratio of 2:1 during the first year. However, "we expect to grow our international mar-

ket very fast and change the ratio

very soon," he said. Distribution will be limited at first, targeting outdoor specialty stores, sporting goods retailers and online sellers, and will then gradually expand to other channels. "2016 is our first year getting product into

The three-layer Virunga technical shell (SRP \$375) is windproof and 100 percent waterproof. Benefits include direct venting eVent fabric for breathability, laser-cut vents, pit zips, a helmet-compatible hood and YKK Aquaguard Vision zippers.



PAGE 40 JANUARY 18, 2016

the hands of consumers," noted Singh. "We expect to cross \$1 million this year and then double every year for next five years, at least."

To help build brand awareness, Mishmi Takin will conduct a Kickstarter campaign in February/March 2016. The company is also producing a Kickstarter video and recently completed a photo shoot. A digital advertising campaign to support the Kickstarter effort is now in the works, and another marketing initiative is slated for Fall 2016. "We are also executing a public relations campaign and we met with retailers and media at the recent Outdoor Retailer Winter Market show," said Singh. "The response was overwhelmingly positive."

As Singh sees it, the biggest challenge for Mishmi Takin is to build brand awareness in a crowded market. "On the other hand," he said, "we sense the opportunity to create a different kind of outdoor brand—a brand that goes beyond the traditional boundaries and paints a holistic picture and brings a truly international perspective. We also stand apart with our commitment to, and focus on, air permeability."

The Garamba jacket (SRP \$270) is intended for highly aerobic activities. It's windproof, waterproof and lightweight and includes an eVent membrane, laser cut vents, pit zips, two back pockets and YKK Aquaguard Vision zippers.



JANUARY 18, 2016 PAGE 41