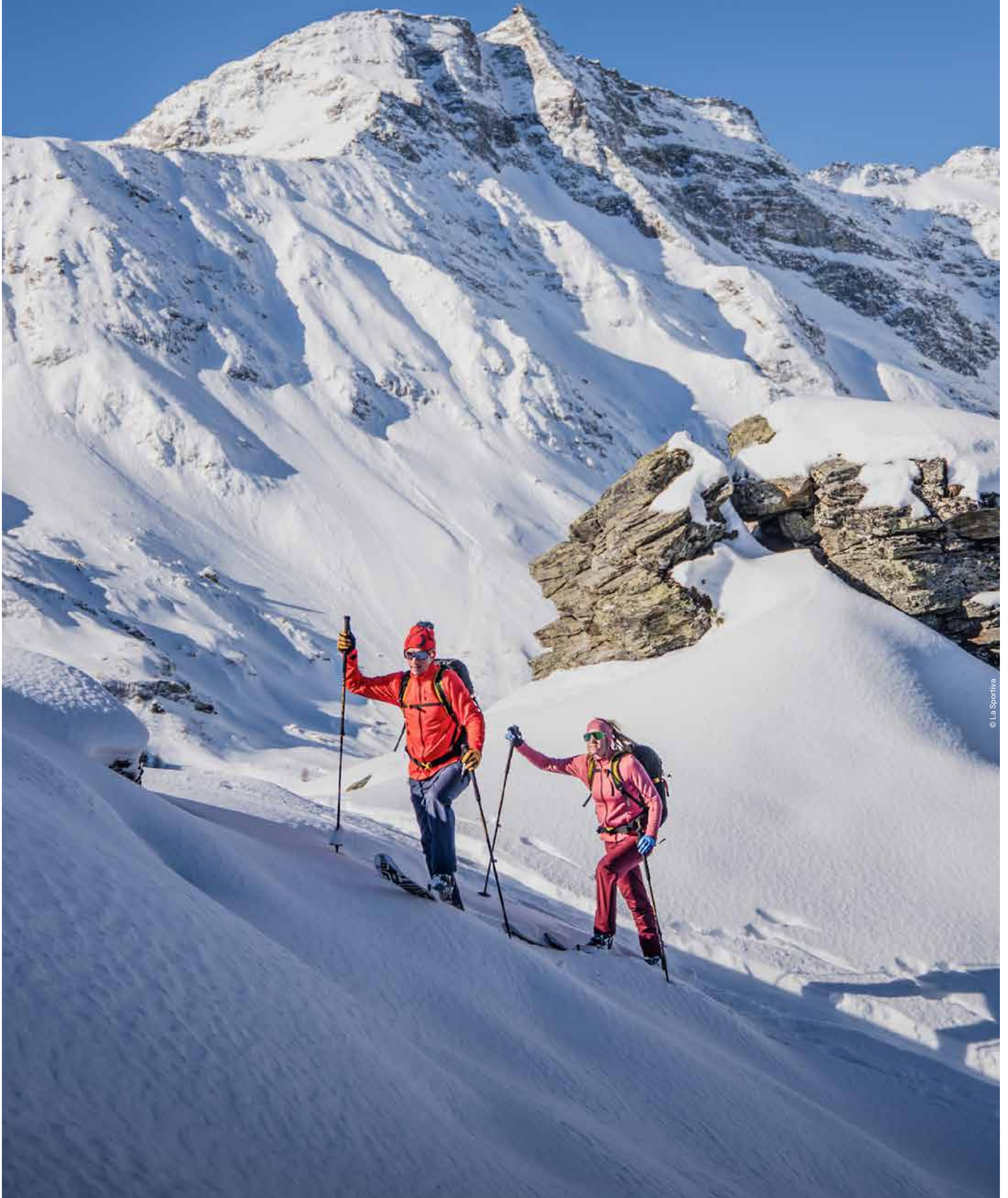


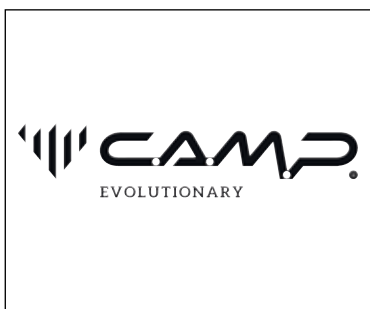
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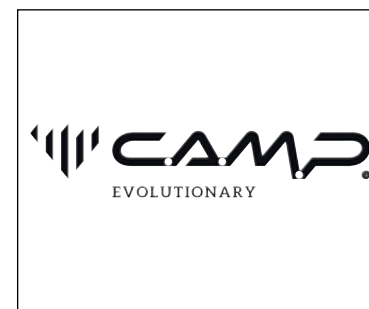
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it's me



magazine outdoor

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CHALLENGE ACCEPTED

As our long-time readers know (and we are fortunate to have cultivated a large and loyal audience of devoted readers over the years), we don't like to pat ourselves on the back. Nor do we like to devote mawkish musings to the people on our team. We prefer to let the facts or the words they themselves write on our print and digital pages speak for them. Today, however, we will make two exceptions that will make this editorial different from the usual reflections, more or less acute and focused, dedicated to the sector but, at least I hope, written with a lot of heart and perhaps even a little bit of (non-artificial) intelligence.

Yes, because it is only right that I dedicate part of my free words first and foremost to the person who will take my place as editorial director of *Outdoor Magazine*, after many years (almost 20!) of honorable service. Years in which I have dedicated a large part of my daily work to this world that I have always loved and which I will obviously continue to frequent both as a journalist and as ceo and president of the MagNet group, born precisely from a passion for the outdoor sector. It is a mutual love that also extends to the mountains and all activities connected with nature and verticality, regardless of level. This certainly does not mean that you will be rid of me, because I will continue, when needed, to contribute to the cause, even if only with the tip of my pen.

But it is with great pleasure that I pass on the baton of editorial management, along with the responsibility and honor of future editorials, to someone I have known and respected for many years, both personally and professionally: Claudio Primavesi. For many of you, he needs no introduction. For others, please refer to the news published on our digital channels as well as turning... the page. This is an important addition for the entire MagNet group, as well as a valuable resource with which to strengthen current projects and achieve the ambitious goals we have set

ourselves for 2026 and beyond.

The second "exception" is Karen Pozzi, who in recent years has been an excellent right-hand woman to the former editor-in-chief in coordinating the editorial content for the entire outdoor and winter sports section. While remaining among the contributors to *Outdoor Magazine*, she will contribute to the cause in the new and important role of event project manager, in a fundamental and rapidly growing sector for MagNet. This involves increasingly close collaborations with trade fairs and proprietary formats that are enjoying great and growing success. I offer both of them my full support and thanks for accepting a new and ambitious professional challenge. This is not an obvious choice in a historical period where, I am sorry to say, many people, even very young ones, often prefer not to stray from their reassuring, but perhaps not so satisfying, comfort zone. I remain convinced that only those who know how to put themselves or put themselves back into play at the right moments can derive maximum professional and personal satisfaction.

P.S.: Of course, in the first editorial of the year, I could and perhaps should have talked about many other things: our reports from Prowinter, Ski Industry Climate Summit, and Sport Achat Hiver; the countdown to Skimofestival and the exciting news about the highly anticipated event in Riva del Garda in 2026, starting with the Impact Summit and ending with the global version of ORBDAYS; new data, statistics, 2025 financial statements and 2026 outlooks, surveys on companies and stores, collections, technologies, trends, points of view, social media and influencers, more or less responsible approaches to sustainability, and much more. But beyond all this, which our editorial staff will discuss at length in the following pages... that's how it went. And I'm sure you'll forgive your faithful "former" editor this once.

Benedetto Sironi
benedetto.sironi@mag-net.it



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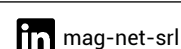
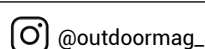
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CLAUDIO PRIMAVESI IS OUTDOOR MAGAZINE'S NEW EDITORIAL DIRECTOR

MagNet is pleased to announce the appointment of Claudio Primavesi as the new editorial director of *Outdoor Magazine*, one of the group's b2b magazines, which is also active in the events and trade fair sector. Born in 1971, Primavesi is a skier and trail runner who has always worked in the outdoor world and has extensive experience in journalism in the sector. After starting out at the specialist magazine *Quota Neve*, he was deputy editor of *SCI*, Italy's oldest magazine dedicated to winter sports, and editor-in-chief of *Race Ski Magazine* and *Skialper* magazine. With this appointment, MagNet confirms its commitment to strengthening the editorial quality of its publications and all its projects, as well as consolidating an integrated communication system capable of dialoguing with the entire outdoor supply chain.

SYMPATEX FILED FOR INSOLVENCY

On Thursday, January 22, Sympatex, a manufacturer of technical membranes, and Smart Solutions Holding, its parent company, filed for insolvency with the Munich District Court due to their inability to meet their payment obligations. Employees, customers, and suppliers were informed of the situation on Monday, January 26, and the salaries of the approximately 70 employees have been guaranteed until the end of March. In the meantime, an in-depth analysis of the brand's financial situation has been initiated, and all options for continuing operations will be evaluated in the coming weeks. The company stated that the decision was necessary due to "persistent economic difficulties" but that operations are continuing without interruption at this time.



NIKE REINTRODUCE ALL CONDITIONS GEAR (ACG)

Nike is reintroducing All Conditions Gear, a brand specializing in outdoor performance dedicated to those seeking challenge, adventure, and connection with unspoiled nature. Built on a four-decade legacy of serving athletes around the world, and now with Nike's expertise in the running market, ACG is being reintroduced with the goal of providing inspiration, motivation, and innovative, high-quality equipment for athletes who push their limits in all conditions. With a particular focus on trail running, hiking, and exploration, ACG will drive innovation in outdoor athlete performance by including trail footwear such as the ACG Ultrafly and ACG Zegama, as well as apparel solutions such as the Radical AirFlow racing top and Lava Loft down jacket.

LA SPORTIVA OPENS IN ANNECY ITS SHOWROOM WITH A EUROPEAN HEART

La Sportiva has inaugurated its new showroom in Annecy, a space designed to welcome commercial partners, athletes, media, and industry stakeholders. This operation represents a significant step in the brand's international growth, with France playing a strategic role, particularly in the climbing, mountain running, and mountaineering segments. In fact, the dynamism of the French scene, both in terms of athletes and specialized distribution networks, contributes significantly to product development, testing, and visibility. The space is located along the Alpine arc that connects Annecy to Ziano di Fiemme, the company's historic headquarters, confirming La Sportiva as a brand linked to mountain territories and communities.



REDELK AND ALEX BALDACCINI, A PARTNERSHIP THAT GOES BEYOND THE RACE

The collaboration between REDELK and Alex Baldaccini has been renewed, confirming a solid alliance built on shared values. The brand ambassador participated in the Ciaspolada wearing REDELK clothing, which for him represents much more than just technical equipment, bringing experience, strategy, and solidity to the track. However, the synergy between REDELK and Baldaccini is not limited to the competitive arena, but continues with Born To Trail, a free online format created by the athlete himself, offering educational content, training programs, and opportunities for discussion, with the aim of improving the quality of the mountain experience. In this scenario, REDELK confirms its role as an active partner, supporting an initiative that promotes outdoor culture and education.

NITAL S.P.A. WILL DISTRIBUTE IN ITALY COROS SPORTS WATCHES

Nital S.p.A. announces the launch of COROS, a brand of GPS sports watches and training technologies, in Italy, with the aim of bringing devices already popular in many European countries to the Italian market. Founded in 2014 and headquartered in the United States, COROS has distinguished itself for its technological innovation and strong focus on the world of competitive sports. The first PACE GPS sports watch was launched in 2018, followed by models such as APEX 4, NOMAD, and PACE 4, with advanced features and premium hardware for accurate performance measurement, training load, and GNSS tracking. Distribution will cover the brand's entire range, which will be available at specialty stores and consumer electronics chains.



NO COINCIDENCE: THE PARTNERSHIP BETWEEN JULBO AND KILIAN JORNET



Julbo announces its partnership with Kilian Jornet, which came about naturally on January 1 after years of relations that had never led to an official alliance. Characterized by a shared vision of sport, commitment, and pushing boundaries, this collaboration represents the culmination of a journey that began over 20 years ago for the brand, opening the door to greater recognition, a more global reach, and a declared ambition to go further. Kilian's need to push his own boundaries becomes, in fact, the driving force for the French brand to take a further step forward in product development and to innovate in an increasingly precise, powerful, and sustainable way, making environmental responsibility a shared and concrete principle.

ARC'TERYX STRENGTHENS HIS BRAND STRATEGY WITH AVERY BAKER BY TOBIA PREVEDELLO



Arc'teryx accelerates its global growth strategy with two appointments that strengthen the brand's position in the outdoor market. The company has announced the arrival of Avery Baker as its first-ever chief brand officer and Tobia Prevedello as its new general manager for EMEA. Baker will lead the global brand, marketing, and communications strategy, with the aim of strengthening consumer engagement and supporting long-term growth in North America, EMEA, APAC, and Greater China. At the same time, Arc'teryx is strengthening its regional presence with the appointment of Tobia Prevedello, who, with over 20 years of international experience, will lead the brand's expansion in a region considered strategic for future growth.

GIRO'S EUROPEAN DISTRIBUTOR BANNED FOR UNFAIR COMPETITION AGAINST ALTEXA AND HDry TECHNOLOGY

Altexa, a company specializing in the marketing of HDry technology, welcomed the order issued on January 8, 2026, by the Court of Venice, granting a preliminary injunction against Adventure Sports Group Europe S.L. and two other Italian retailers in relation to the advertising messages contained in the labels and online presentation of the "Proof Glove" and "100 Proof Glove" gloves. The Court found that the advertising and presentation of the gloves constituted acts of unfair competition by misappropriation of merit, taking into account Altexa's technical expertise, which demonstrates that Giro gloves do not have any lamination between the membrane and the glove.



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VIBRAM AND UTMB WORLD SERIES RENEW THEIR PARTNERSHIP UNTIL 2029

Vibram and UTMB World Series are strengthening a partnership that began in 2007 and will continue for the next three years. The announcement came on January 28 from Albizzate and Chamonix, the symbolic headquarters of the two brands. Over the years, this partnership has made a concrete contribution to the evolution of the discipline: field testing, direct feedback from athletes, and technological development have led to increasingly advanced solutions in terms of grip, safety, and reliability, with a growing focus on sustainability. With this renewal, Vibram and UTMB World Series confirm an alliance that looks to the future of trail running, combining technical expertise, innovation, and environmental responsibility to serve runners around the world.



SKIMOFESTIVAL

THE FIRST BRANDS CONFIRMED FOR THE 2026 EDITION

The first brands to participate in Skimofestival have been confirmed, and they will provide a selection of equipment to test during excursions and activities. The event will be a unique three-day experience for enthusiasts of all levels: from beginners to the most experienced ski mountaineers, on March 6-7-8 in Santa Caterina Valfurva, everyone will be able to discover a new way of experiencing ski mountaineering thanks to the various activities already planned. Some of the brands have already participated in the event, including Patagonia, La Sportiva, Ski Trab, Faction, and the Panorama Diffusion Group with its distributed brands, such as ARVA and Majesty. There will also be space for new names participating in Skimofestival for the first time: PeakVisor, Augment, Van Deer, Fischer, and LaMunt.



PATAGONIA'S WORN WEAR TOUR WILL MAKE A STOP IN SANTA CATERINA

One of the most significant events at Skimofestival is Worn Wear, Patagonia's project that brings a concrete vision of sustainability to the mountains, based on the care and durability of clothing. From Friday afternoon to Sunday evening, you can give broken or damaged technical garments a second life at the brand's two-wheeled tailor shop. In addition to free repairs, the Patagonia team will share practical advice on how to maintain and repair technical clothing yourself, helping to reduce its environmental impact. The Skimofestival stage is part of the wider Patagonia Worn Wear Snow Tour 2025, which brings mobile workshops to some of the main mountain resorts during the winter.



OUTDOOR AND ORBDAYS

STRATEGIC AGREEMENTS WITH LEADING EUROPEAN ASSOCIATIONS

The trade show in Riva del Garda, which combines ORBDAYS and Outdoor, strengthens its position as a reference platform for the outdoor and running sector at European level. The first step in this process is the agreement signed with EOG, thanks to which the fair is part of a broader vision, dialoguing with the main European players in the sector and consolidating its international profile. At the same time, agreements have been signed with the main trade associations in Scandinavia, the United Kingdom, France, Germany, Spain, Poland, and other strategic European markets. These collaborations have a dual objective: on the one hand, to attract leading international brands and, on the other, to involve highly qualified foreign retailers.



OVER 250 BRANDS CONFIRM THEIR PRESENCE IN RIVA DEL GARDA

Organized in partnership between the European Outdoor Group (EOG) and MagNet Srl SB, the Outdoor event will be held alongside the Outdoor & Running Business Days (ORBDAYS) from May 17 to 19 in Riva del Garda. Over 300 brands have already confirmed their participation, with new ones joining every day, filling the five planned pavilions (compared to two last year). The list of names includes many big names, such as AKU, Bergans, Big Agnes, Brooks, Chillaz, Cotopaxi, Devold, DMM, Edelrid, Fenix Outdoor, Ferrino, Fjällräven, Gore-Tex, Gregory, Haglöfs, Hdry, Houdini, Hydro Flask, Icebug, Jack Wolfskin, Jetboil, La Sportiva, Leki, Lowa, Mammut, Marmot, Meindl, Merrell, Millet, Montane, Montura, Mountain Equipment, Osprey, Patagonia, Polartec, Picture Organic Clothing, Rab, SCARPA, Salewa, Sea to Summit, The North Face, Vaude, Vibram, YKK, Zamberlan and many others (for the complete list, which is constantly being updated, see orbdays.com).



MAGNET'S ACTIONS FOR GREATER INTERNATIONALIZATION

The 2026 edition of ORBDAYS and Outdoor marks a decisive step in the internationalization of the event and the entire running and outdoor sector. Among the various actions taken by MagNet, first and foremost is the strategic partnership with EOG, which, together with numerous agreements with leading European trade associations, the direct involvement of international retailers, a dedicated call center operating daily, the international communication strategy, greater promotion of the presence of parent companies, and close collaboration with brands, make Outdoor and ORBDAYS not just a simple trade fair, but a shared project to strengthen the positioning of the outdoor and running sector, capable of generating value for companies, brands, and retailers.



SELVA DI CADORE HOSTED THE SCARPA ICE DAYS



From January 30 to February 1, some of the biggest names on the world stage took part in three days of outdoor activities organized by SCARPA, including ski mountaineering, freeriding, telemark skiing, and ice climbing. The event was a unique opportunity for enthusiasts to share and learn, trying out outdoor experiences in the Dolomites and participating in meetings and workshops with leading names such as Hervé Barmasse, Matteo Della Bordella, Will Gadd, and Mathieu Maynardier. Also present was Nikolai Schirmer, a Norwegian skier known for his exceptional mountain exploits and global ambassador for the company. SCARPA, together with BOA, RECCO, H-Dry, Black Crows, C.A.M.P., Vibram, Norrona, 22 Design, Inwild, and INEOS Automotive, also gave participants the opportunity to test their products in the field.

100 MIGLIA DEL MONVISO RELAUNCHES: NEW ROUTES AND THE LOCAL AREA TAKE CENTER STAGE



The 100 Miglia del Monviso returns in summer 2026 with a sixth edition that looks ahead, introducing important updates in terms of sport and territory. The first big change concerns the routes. The M50K changes route, while maintaining its role as the ideal "middle ground" for those seeking a challenging but accessible challenge. The M20K also changes, moving the start to Verzuolo: 20 km and 1000 meters D+ with a finale that takes runners to the Renaissance heart of the Marquisate of Saluzzo. Among the most interesting new features for 2026 is the Quat saut per i bricioli Sanfrunt, a race included as a special event to mark the 50th anniversary of Podistica Sanfrunt. The M160K, the queen of races, remains unchanged in spirit and difficulty.

TERRES MONVISO OUTDOOR FESTIVAL: THE NEW 2026 EDITION

The Terres Monviso Festival will take place from March 13 to 15. With its valleys, tourist itineraries, and typical products, it confirms the region's vocation for promoting facilities, mountain professions, and major sports brands. In 2026, the Antiche Mura challenge for runners and joggers and the Street Boulder Festival will return. Among the new features is a Gravel ride on the plains to explore the area by bike, accompanied by various ski mountaineering and trekking excursions. A space will be dedicated to associations involved in mountain safety, while outside, shops and companies in the sector will provide technical equipment to test. On Friday morning, Didattiland is scheduled, organized to give children and young people unique experiences in nature.



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“NO EXCUSES”

The second edition of the Outdoor Impact Summit, scheduled for May 14 and 15, will open EOW and will offer key players in the supply chain the opportunity to engage in concrete discussions on the issues of corporate responsibility and competitiveness, in the setting of Riva del Garda, Italy

by Davide L. Bertagna

Registration is now officially open for the second edition of the Outdoor Impact Summit, an event that will bring together the outdoor supply chain and a wider community of professionals to address the issues of sustainability and its integration with business competitiveness in a concrete manner. The event, organized by the MagNet publishing group and the European Outdoor Group, in collaboration with Green Media Lab Srl SB, a communications and strategic consulting agency focusing on sustainability and the outdoors, will be held on May 14 and 15, 2026, at the Riva del Garda Congress Center, as part of European Outdoor Week.



A PLACE FOR DISCUSSION WITHIN THE SECTOR

The Outdoor Impact Summit 2026 is aimed at senior executives and ESG professionals. It is designed for those who want to discuss the transformations taking place in the sector and find concrete tools to drive change. After a first edition held in Munich in 2025, during the Outdoor by ISPO trade fair, the Impact Summit in Riva del Garda in 2026 will officially open European Outdoor Week. From May 14 to 19, Riva del Garda (and more generally the Garda Trentino area) will become the European and international capital of outdoor and running, involving not only industry professionals but also a wide and diverse audience of enthusiasts.



The first Outdoor Impact Summit set an excellent standard and has been very well received. Building on this foundation, we want the event to become a key reference point for outdoor professionals, with the aim of creating relationships and sharing knowledge and collaborate on the development of solutions that strengthen the sustainability of the entire sector. The 2026 summit it will be a dynamic and stimulating event to kick off at the first European Outdoor Week and, crucially, As in the first edition, it will provide participants with practical solutions to take back to their organizations.

*Christian Schneidermeier,
managing director di European Outdoor Group*

KEY THEMES AND PROTAGONISTS

The Outdoor Impact Summit will offer a participatory and multidisciplinary environment in which to discuss challenges, opportunities, and innovative approaches, with the aim of generating a positive impact on the environment and society. The program, currently being updated, will revolve around this edition's slogan, "No Excuses." The topics will be addressed through presentations by university professors, researchers, companies, and organizations committed to sustainable transition. The presentation of experiences, case studies, and research will offer participants a comprehensive overview of emerging trends and the tools needed to drive change.

AN IMMERSIVE EXPERIENCE IN THE HEART OF THE OUTDOORS

The Outdoor Impact Summit is a go-to event for people in the outdoor and sports industries, where they can build relationships, share knowledge, and work together to come up with solutions that make the whole sector more sustainable. The setting of Riva del Garda, internationally recognized for its outdoor vocation, will help make the two-day event a unique opportunity for exchange, inspiration, and professional growth. Participating means not only keeping up to date with industry trends, but also actively contributing to defining the responsible future of the sports industry.



WATCH THE
VIDEO OF THE
LAST EDITION

Registration is possible on the website
outdoorimpactsummit.com

and on the ORBDAYS platform,
with a participation fee of 250 euros

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LIGHTS AND SHADOWS OF THE SPORTS ECONOMY

A study by the World Economic Forum estimates revenues for the sector equivalent to \$8.8 trillion and potential losses of \$1.6 trillion by 2050. Partly caused by the sector itself

by Benedetta Bruni

According to the "Sports for People and Planet" study conducted by the World Economic Forum in collaboration with Oliver Wyman, a strategic consulting firm, the sports economy will grow from its current \$2.3 trillion in revenue to \$3.7 trillion in 2030, with an aggregate growth of 10% over the next five years, reaching as much as \$8.8 trillion by 2050. However, two factors pose a serious threat to this growth: the increasing prevalence of physical inactivity worldwide and climate change. Estimates indicate a potential loss of up to \$1.6 trillion by 2050 and \$517 billion by 2030.

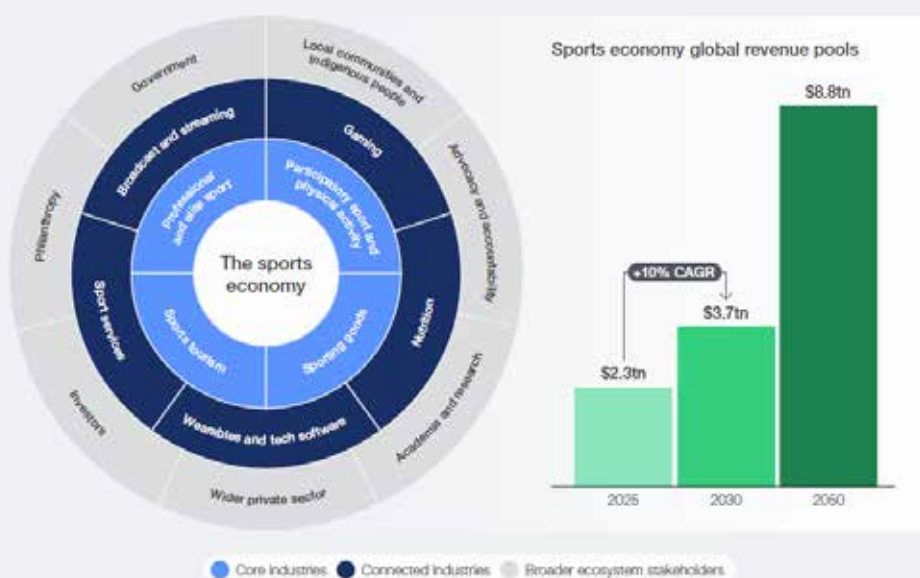
THE DRIVERS OF THE SPORTS ECONOMY

The sports economy is a dynamic and interconnected ecosystem, in which the various players involved communicate with each other and influence each other, either positively or negatively. Major sporting events can stimulate tourist demand, which in turn can lead to the purchase of sports equipment. In more mature markets such as the United States, the United Kingdom, and the European Union, sport is so important that it accounts for 2% to 4% of countries' GDP, employing one in 25 people. The core of this sector generates approximately \$2.3 trillion in annual revenue, which will reach \$3.7 trillion by 2030, with double-digit aggregate growth compared to the 7% observed in the last decade. However, four sectors account for the majority of revenues (2 trillion): professional and elite sports (140 billion), such as tournaments, clubs, and government bodies, where revenues come mainly from sponsorships, media rights, and events; amateur sports and physical activity (US\$560 billion), including recreational activities and events designed for beginners such as running, cycling, swimming, or team sports; products and equipment (US\$640 billion), consisting of manufacturers, brands, and retailers; sports tourism (672 billion), i.e., travel and accommodation for spectators and participants in sporting events, and trips organized around a particular sporting destination or discipline.

SPORTS TOURISM AND THE WINTER OLYMPICS MILANO CORTINA 2026

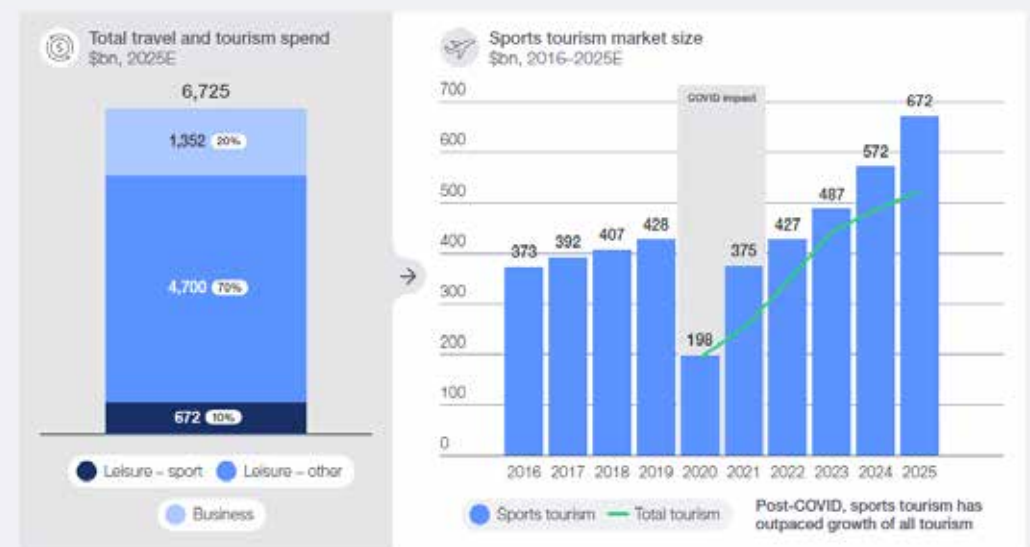
According to the research, the real component driving the sports sector is tourism: forecasts give a +60% of the total sports economy by 2030. It has also become the fastest-growing segment in the overall tourism industry, so much so that in 2025, 10% of global travel spending was spent on sports, with revenues growing at an aggregate annual rate of 28% since 2020. Alongside more classic events that have strengthened their prestige over the years and gradually attracted more and more visitors, such as the Marathon des Sables in Morocco and the Nordenskiöldsløppet in Finland, the longest cross-country skiing race in the world, this trend is clearly visible at events such as the 2026 Milano Cortina Winter Olympics. Also strong in the first "widespread" format, with competitions and events spread across the Alpine and Dolomite arc and not relegated to a single location, the next Games are already having a positive effect in terms of incoming attendance. The Italian Mountain Tourism Observatory, presented by JFC on the economic situation of the Italian white mountains in the winter of 2025/2026, has collected some forecasts that paint an exhilarating picture even with indicators that are dissimilar to each other. An estimate from the Institute for Sports Credit predicts €14 billion in related industries for the area involved in the Games and a total positive impact on Italian GDP of €2.3 billion until 2028. At the tourism level, the MiCo26 Foundation reports an increase in attendance ranging between 15% and 60%, depending on how the regions react. For Unioncamere – ISNART, we should expect 513,000 arrivals with a tourism expenditure of 281 million euros for the Olympic period, while Cortina Marketing expects between 85,000 and 105,000 in Conca alone. Finally, the Games will create a lasting tourism demand in the locations involved: in the 18 months following the Olympics and Paralympics the economic impact will be between 140 and 160 million euros.

GLOBAL REVENUES FROM THE SPORTS ECONOMY



Source: World Economic Forum analysis

REVENUES FROM SPORTS TOURISM



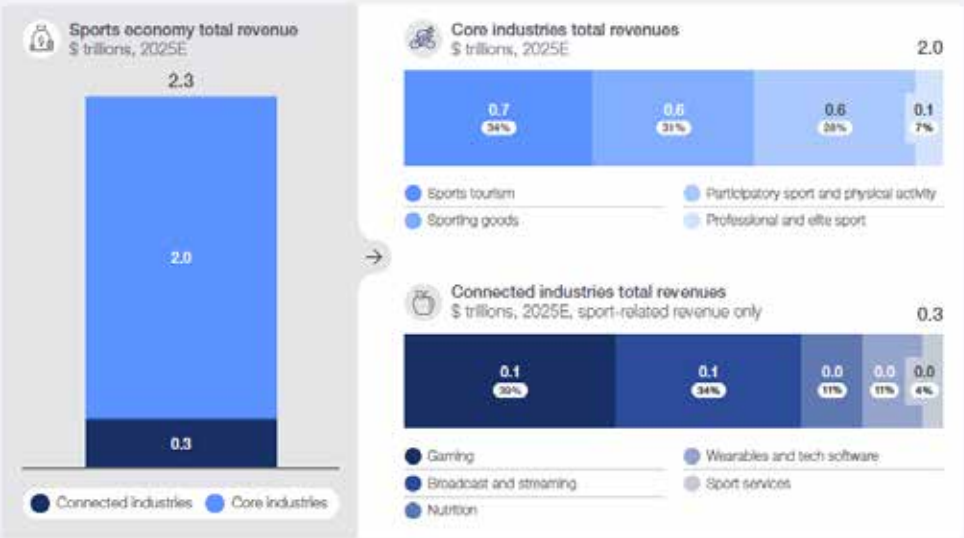
Note: 2016-2019 historical growth based on US sports tourism for spectating major events.

Source: UN Tourism, Censiswide, Expedia, Adventure Travel Trade Association, Global Market Insights, World Travel Tourism Council, World Economic Forum analysis

THE DANGERS THREATENING THE SPORTS ECONOMY

Despite the positive momentum in the sports sector, Sports for People and Planet sees the industry at a point that could prove critical. Growing physical inactivity and accelerating environmental degradation are becoming systemic risks for both sports demand and supply. These tensions are not isolated; rather, they reinforce each other through feedback loops that weaken participation, disrupt supply chains, undermine investor confidence, and erode long-term revenue potential. The combination of an increasingly inactive sports community, climate change, and the degradation of natural resources could reduce the annual revenues of the sports economy by up to 14% (\$517 billion) by 2030, rising to 18% (\$1.6 trillion) by 2050. But that’s not all: the very rise of sport in its various forms—including as an investment asset and a tool for economic and social redemption for “underdeveloped” countries—is putting additional pressure on the natural system on which it depends. This puts the sector in a position of double risk: on the one hand, it is increasingly vulnerable to the health of those who practice it and the effects of climate change on the environment (ski races are very susceptible to weather conditions and snowfall, with frequent cancellations and date changes), but on the other hand, it is an active player in the natural degradation that threatens its very survival. Advocacy organizations such as Protect Our Winters participate every year in Mobility Month, for example, which in October promotes alternative mobility to private cars, as individual means of transport are among the main factors contributing to CO₂ emissions in mountain environments. Furthermore, an article in L’Altra Montagna reports a reflection by the International Commission for the Protection of the Alps (Cipra) that “artificial snow cannons are now ready to draw up to 98 liters of water per second from the Boite stream to ensure perfect slopes for the Milano Cortina 2026 Games.” Again, according to Sports for People and Planet, the extensive use of natural resources such as water is one of the main reasons for pressure and erosion of the natural environment by the sports sector.

SEGMENTATION OF THE SPORTS MARKET



Source: Off the Pitch, Sportvalue, UEFA, Statista, Forbes, Sports Business Journal, SportsPro, Global Data, Euromonitor, Global Wellness Institute, UN Tourism, Censuwide, Expedia, Adventure Travel Trade Association, Global Market Insights, Omdia, 1000IQ, Market Research, Newzoo, Fortune Business Insights, Business Research Insights, Marsh, World Economic Forum analysis

INCREASINGLY INACTIVE

According to research by The Lancet, almost a third of adults and up to 80% of young people do not get enough exercise, with projections showing an increase by 2030. This percentage would be equivalent to 800 million fewer active individuals, further reducing the pool of consumers, enthusiasts, and travelers. Among the main reasons are lack of time, financial constraints, inadequate facilities, and adverse weather. According to IPSOS research from 2021, “too hot/too cold” is the third reason for not participating in sports, cited by 17% of respondents. However, the report “Sporting Goods 2025 – The new balancing act: Turning uncertainty into opportunity” by the World Federation of the Sporting Goods Industry (WFSGI) and McKinsey & Company (which we discussed in Outdoor Magazine No. 4/2025) sees this gap as a huge opportunity for the sporting goods industry. With 1.8 billion adults not meeting the WHO’s recommendations on physical activity, physical inactivity represents an untapped market potential. However,

significant cross-sector collaboration is needed, with clear, structured actions involving institutions to motivate inactive people to adopt a healthier lifestyle.

IMPACT OF PHYSICAL INACTIVITY ON REVENUE, CLIMATE CHANGE AND NATURAL DEGRADATION



Source: World Economic Forum analysis

REVENUES THAT WILL BE AFFECTED BY PHYSICAL INACTIVITY AND CLIMATE CHANGE BY 2030 AND NATURAL DEGRADATION, BROKEN DOWN BY SECTOR



Note: Figures may not equal to totals because of rounding issues.
Source: World Health Organization, Wondomstat, Poulledge, World Economic Forum analysis

ENVIRONMENTAL RISKS

Especially in the last 10 years, climate change has posed another variable in the sector: the intensification of extreme weather events and the risks of playing sports in fragile and degrading environments. The “World Economic Forum Global Risks Perception Survey 2025-2026” has drawn up two lists of risk categories divided by short-term (two-year) and long-term (10-year) severity. In the first case, two out of 10 of these risks are natural phenomena, namely extreme weather events and pollution; in the second, there are five out of 10, and in addition to the previous two, there is the loss of biodiversity and the collapse of ecosystems, critical changes to global systems, and the lack of natural resources. The sports economy is heavily dependent on stable environmental conditions, and mountains are the first to track the speed at which the climate is changing. According to the World Economic Forum, snowfall will be so low in 2040 that only 10 countries worldwide will meet the conditions needed to host the Winter Olympic and Paralympic Games. Mountaineering is probably one of the most exposed practices: with an ever-increasing frequency of accidents, historic routes swept by landslides, and rapidly melting glaciers, the alert for practitioners is higher than ever – snow knowledge about glacier stability is increasingly needed – as is the case for valley dwellers. In May 2025, news broke of an ice slide that swept away the village of Blatten, Switzerland, in which 9 million tons of rock, mud, ice, and debris fell at 200 kilometers per hour. An event of enormous size in which climate change also played a role. The sports industry produces between 400 and 450 million tonnes of CO₂ equivalent every year, practically an industrialised country. Among the various areas of intervention, with the emergence of sports tourism it is necessary to rethink a more sustainable type of mobility and event models that can serve as examples as sustainable events. Furthermore, it is essential that the industry adopts integrated and systemic solutions that can clearly target its dependencies and impacts.

A NEW BEGINNING

After filing for bankruptcy in June 2025, Ternua enters a new phase with its integration into Dikar: a fellow Basque company set to provide structure and solidity while preserving the brand's independence

by Benedetta Bruni

In 2025, the Ternua Group filed for voluntary bankruptcy following complications in the fashion sector. However, after a period of recovery, in December of the same year, it announced its integration into Dikar S. Coop through its subsidiary Diknua, a Basque industrial group belonging to Mondragon, and managed to remain on the market as early as FW 25/26. With this acquisition, the brand regained its structure and solidity, gained access to new resources, and prepared for greater international expansion. We discussed this with Sonia Rodríguez, CEO of Ternua.



>> INTERVIEW
SONIA RODRÍGUEZ,
CEO OF TERNUA

After the difficulties of the past year, Ternua has been officially acquired by Dikar. How is this new chapter unfolding?

The first thing we did with Dikar was to set up a separate company to manage Ternua. Dikar currently has five branches, but we wanted to maintain the brand's organizational and operational independence while ensuring the Group's support. The first year will therefore be one of stabilization, given the difficulties of 2025. However, we have already achieved our first success by managing to keep the brand on the market for the fall/winter and spring/summer 2026 seasons. The goal is to stabilize and reorganize the new team that has been created, which includes people from Dikar, Ternua, and other external companies. We will have a new, younger team with which we will commit ourselves to completely relaunching the brand for 2027.



nua could continue to be the name it has always been. Sustainability will remain the key to the brand.

What will be Dikar's contribution in terms of both structure and supply chain?

Dikar's core business has always been hunting and shooting products, but the Group also includes Columbus Outdoor, which manufactures accessories, camping tents, sleeping bags, and outdoor adventure equipment, and therefore has a lot in common with Ternua. On the one hand, this allows us to have virtually the same supply channel, and on the other, the fact that we also have the same sales channel has accelerated our return: getting back into the market quickly was essential. As for Dikar's help, based on our analysis, we believe that Ternua's problem was mainly one of organizational management, not so much the quality of its products, which is indisputable, nor its sustainability or market penetration. Dikar is a very well-structured company in terms of processes, organization, and quality standards. We believe that this is perfectly transferable to Ternua's business.



Will there therefore be changes in distribution in Spain and abroad?

Not at this time. Our goal is to optimize distribution, which will be based more on a logistics and sales channel reorganization strategy, but without substantial changes. On the other hand, we intend to increase the brand's omnichannel presence in the future. Today, 95% of our retail sales are offline and 5% are online. We believe this is necessary to accelerate the internationalization process, starting with our closest areas of influence: Spain, Italy, France, Germany, and Switzerland, starting in the south and then moving up through Europe. All this while working on a user-centric approach to offer a more complete and consistent experience to consumers, both at the retail and digital levels.

How much did the fact that Dikar is Basque like you influence your decision?

I am happy to talk about this aspect because Dikar is not only a Basque company, but it is also just 5 kilometers away from Ternua. For all of us in the area, the brand was a point of reference. While it was a business decision, the emotional aspect also played a fundamental role. We would not have committed ourselves so much if it had not been such an important brand for the Basque Country. I think it is also important to point out that we are here because the people who worked at Ternua before us did an excellent job of creating a brand from the heart and bringing it to where it is today. It is a great responsibility for us to keep it as it has always been.



You mentioned Ternua's independence from Dikar: how will you maintain the same quality and, above all, the sustainability of your products?

We know that sustainability is non-negotiable for Ternua: it is part of its dna, its philosophy. We immediately set to work to recover the certifications, a necessary process following a change of ownership, even if only fiscal. We have currently reacquired 9001 and are working to return to being a B Corp. It is a longer process, but for Ternua it is a crucial aspect. Fortunately, the technical design and quality control teams have remained the same as those of the original brand, which guarantees a certain continuity in the certification process. We also felt it was very important to keep the team together on a human level so that Ter-



STARTING WITH THE LITTLE THINGS

And then move on to greater ones, such as owning the entire supply chain.

This is what makes the glove brand Hestra unique according to Anton Magnusson, fourth generation of the family business

by Benedetta Bruni

One of the most distinctive features of Hestra, a glove manufacturer based in the Swedish town of the same name, is undoubtedly its innovative removable, replaceable, and washable lining; but perhaps even more so is its focus on the well-being of its workers, almost as if it were a personal matter. Probably because it is a family business, now in its fourth generation, the brand is not content with ensuring healthy conditions at home and in its branches, but extends its reach to the entire supply chain, which it controls after becoming the owner of all its production centers, including those in Asia. This also has significant advantages in terms of sustainability. "It becomes our direct interest," said Anton Magnusson, current CEO of Hestra, with whom we spoke at Prowinter.



>> INTERVIEW ANTON MAGNUSSON, CEO OF HESTRA

How has Hestra, a family business that later became international, evolved over the years?

From the outset, we focused solely on glove production, which allowed us to grow and build a good reputation, as well as international traction. Our main focus is on creating durable, high-quality products for winter and outdoor sports, but also for other disciplines, lifestyle use, and the professional world. We are based in Sweden, hence our Scandinavian heritage, but we have been exporting outside our national borders for several decades now. In Italy, for example, we have been present for over 25 years: previously with Weitzmann and, since 2025, together with Peter and Lucas from the Suademus agency.

In this regard, what is your strategy for the Italian market?

Italy is an important market for us. Our strategy is essentially based on building a good network of retailers in the mountainous regions of the north, which is our target area. We want to create a network of both independent shops and large stores to achieve greater visibility. Recently, we have noticed high demand for our products via e-commerce, mainly from northern Italy. The area has an international skier base, which represents a good target market for our products.



What does Hestra's business consist of?

We have kept the research and development part of the sports division in our city, Hestra, where the headquarters are located. But what is truly unique about the company is that we own all our factories: the production centers in China, Vietnam, Cambodia, and Hungary are our property. This is a very important aspect in terms of both development and quality, allowing us to have a strong supply chain over which we have total control. We also have complete oversight of the

materials, such as leather and fabrics, which we purchase directly from tanneries or specialized suppliers in different countries, depending on where the best raw materials are found. This is also part of Hestra's wealth of knowledge and expertise. What we import from outside is subject to long-term supply agreements and passes our quality control.



Controlling the supply chain must be a key aspect in terms of sustainability.

Yes, every year we publish our sustainability report in which we calculate parameters such as CO₂ emissions, transport, and working conditions. But the bottom line is that we own our production facilities. As a result, the working environment becomes our direct concern, it is no longer just a supply issue. We also rely on third-party suppliers who can independently certify criteria such as wages, workplace safety, and freedom of association. In addition, we have partnered with the Leather Working Group, and today more than 70% of the leather we use comes from LWG-certified tanneries. Of this percentage, 90% meet the highest standards and have the highest rating. Our headquarters in Sweden is equipped with solar panels, and we are co-owners of a wind power company to ensure sustainable energy for our production processes. Our factories in Vietnam, China, and Hungary also have solar panels. Being owners means taking care of every aspect and, of course, investing in healthy conditions: a peaceful working environment, good meals for workers, clean air. We want our workers to stay with us for a long time, because when that happens, it benefits them and results in higher quality and efficiency for us. At our Vietnam hub, for example, of the 46 people who were hired when we opened in 2018, none have resigned; at most, a few have retired. This speaks for itself and is something we are very proud of, especially since it is very easy to find another job in the area if you are not satisfied with your current one.

What are the characteristics of your gloves?

In 1986, my father and uncle began introducing gloves with removable linings. At the time, many people were skeptical; they didn't understand the usefulness of this feature. But we had noticed that very often the first thing to wear out is not so much the exterior as the lining. Our system means that you don't have to replace the entire glove, just the interior. This way, we can offer a product that lasts longer. The linings are also made of different materials, such as wool or synthetic, can be washed, and can be combined with different gloves. I think we were at least partly responsible for the spread of this system within the market, but I would like it to become known on a wider scale. Many customers are still unaware of the advantages of having a lining that can be removed, washed, changed, or replaced.



TRAINING AS A STRATEGY

AKU introduces the role of tech rep with
Andrea Schiavo and Wolfgang Hell.

Investing in culture of the product and expertise
serving the retail sector are the brand's objectives

by Karen Pozzi



AKU takes an important strategic step in strengthening its relationship with specialized retailers by officially introducing the role of tech rep: highly qualified professionals who will support shop owners and sales staff with ongoing technical training.

This choice stems from an awareness of a well-known dynamic in the

specialized channel: on the one hand, the limited time available to stores, and on the other, a growing need for expertise in the proposal to the end customer, especially when it comes to high-tech footwear. To talk about this news, we met Fabio Furlanetto, AKU's sales manager for Italy, and the two tech reps who have just joined the company: Andrea Schiavo and Wolfgang Hell.



>> **FABIO FURLANETTO**,
Sales Manager Italy AKU

"The product needs to be explained. It is a tool, not just a shoe."

"For us, ongoing training is essential, helping us to understand not only the intended use of the product, but above all what lies behind a shoe: why it is constructed in a certain way and what real advantages it offers in a specific area of use. Historically, training was managed directly by AKU, by agents, or through visits to the company. We continue to do this, but in the store there is often not enough time for real training. Yet this is where sales staff, who are the direct interface with the consumer, come into play. If they are not clear about what to say, the more technical product risks not being understood and therefore not being sold. Hence the decision to introduce tech reps: non-commercial figures who provide technical content, field experience, and product knowledge.

A structured, non-episodic program

Andrea and Wolfgang's work is part of a plan defined by the company and shared with them, with interventions scheduled mainly to coincide with the arrival of seasonal new products. There is no rigid division between them by area or category, but rather comprehensive training on all types of products. Then, of course, the focus adapts to the needs of the store: hiking, fast hiking, mountaineering. Particular attention is paid to the more technical category, which includes shoes that need to be explained in order to be sold."

Not just a store: training in the field too

The future of tech rep activities also includes real-world testing, involving retailers and sales staff: "Testing the product in the field is useful commercially, but above all culturally. It helps us to really understand how to manage the offer to the customer."

A strategic choice: investing in knowledge, not just visibility

The introduction of tech reps is not a tactical move, but a strategic choice consistent with AKU's dna. "We could invest more in advertising or influencers," concludes Forato, "but we prefer to invest in training, awareness, and product culture directly for the benefit of our retail partners. This is the path we have always followed, also in relation to sustainability and conscious purchasing."

>> **ANDREA SCHIAVO**,
tech rep AKU

"Technical footwear is a tool, like an ice axe."

"I have been working in the outdoor sector for over 10 years, in sales and product roles. Today, I am completing my training as a mountain guide and I am a rescue technician: technical knowledge is an integral part of my work. For me, the key point is raising awareness of the technological content of footwear such as Aurai (designed for ice climbing). Mountaineering footwear is a tool, just like an ice axe. It needs to be understood, used correctly, and offered to the right target audience. The role of the tech rep is therefore to transfer expertise to the retailer, so that they can also educate the end consumer: knowing what you have on your feet, where and how to use it. This is also a safety issue."

>> **WOLFGANG HELL**,
tech rep AKU

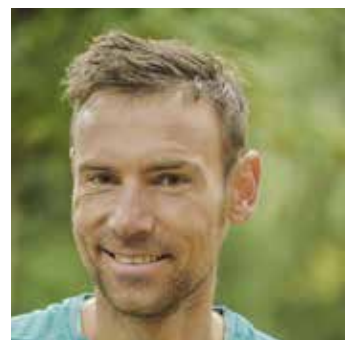
"At AKU, the product is in charge, is the aspect I appreciate most."

"AKU footwear is the result of artisanal manufacturing culture applied to high technology. These are not standardized industrial products, which is why you need to know them very well in order to sell them. I strongly believe in the brand's approach: at AKU, the product comes first, striving for perfection is part of the corporate culture, and visibility and marketing actions are just a consequence. I believe in them and want to help convey the value of these products to retailers as well."

I TECH REP ME



Andrea Schiavo
Originally from Rovereto (TN), He worked for years at Montura (sales, brand manager, product development) and at Sport Alliance as brand director. For the past four years, he has worked as a tech rep and technical consultant. Aspiring mountain guide and rescue technician.



Wolfgang Hell
From Bolzano, former Cup athlete of the World of Skiing until 2011. Mountain guide since 2015, worked in product development at Salewa and La Sportiva. Trainer, Tester and professional with extensive field experience.

LIVING THE OUTDOORS SINCE 1870




FERRINO



A NEVERENDING “SCARPA”

Mojito Re-Shoes mark the outcome of the Asolo-based brand's project to turn used footwear into new resources, transforming recycling into a concrete industrial model

by Sara Canali

What we witnessed on Thursday, January 15, at Spazio Ufo in Milan was the culmination of a journey undertaken by SCARPA several years ago. A project that, starting from the desire to provide an alternative and circular solution for the management of the “end of life” of footwear within the same production chain, gave rise to Mojito Re-Shoes, a new version of the iconic climbing-inspired model, entirely designed and manufactured according to the principles of eco-design. The

LIFE Re-Shoes project, coordinated by SCARPA as part of the European Union's LIFE program, was presented by Tiziano Giordano, CSR & sustainability manager at SCARPA, who thanked all the key players in the process and explained how an idea was able to give rise to good practices and future visions, demonstrating how innovation, research, and collaboration can have a real impact on the environment.

“Thanks to our supply chain partners, the spirit of collaboration, and everyone's passion for pushing us further, without upsetting the balance between performance and economic stability, we have been able to achieve something that, until a few years ago, we did not think possible,” writes Giordano himself in a post on LinkedIn, emphasizing that change is often the result of sharing ideas and plans.

THE GENESIS

According to the World Footwear Yearbook, over 24 billion pairs of shoes are produced every year, most of which are sneakers, accounting for 1.4% of global greenhouse gas emissions. Furthermore, since most sneakers on the market are made primarily from fibers and plastic-derived materials that are held together, sewn, or glued in often complicated ways, recycling them is extremely difficult. SCARPA's Re-shoes project stems from this, with the aim of promoting an industrial-scale project to transform worn-out shoes into raw materials for new footwear, reducing the use of virgin materials, emissions, and waste.

THE PROJECT

It all started with a two-year collection campaign within SCARPA's European distribution network, during which the Asolo-based brand recovered end-of-life footwear, Mojito and others, to create 15,000 new pairs of Mojito Re-Shoes. Once the required amount of “raw material” had been collected, the project moved on to its core phase: an advanced selective hydrolysis process, developed in collaboration with Sciarada Industria Conciaria, which separates the different components of the shoe. The leather upper is chemically broken down and regenerated into new material, while the liquid obtained from the process is reused for tanning new leather, further closing the circle.

At the same time, worn soles are ground up and regenerated thanks to the work of Rubber Conversion, which specializes in the devulcanization of industrial rubber waste. The recovered material is then transformed into new midsoles and treads by Rubbermac.it, which manufactures components with high percentages of recycled material: up to 35% in the midsole and 50% devulcanized rubber in the sole, also sourced from SCARPA's internal production waste. All these processes were brought together by several studies based on the principles of design for recycling, developed in collaboration with Alma Mater Studiorum – University of Bologna, which carried out tests on materials and footwear, as well as a Life Cycle Assessment (LCA). The end result is the new Mojito Re-Shoes, now on sale on SCARPA's e-commerce platform and, starting in the spring-summer 2026 season, also in physical stores. To make Mojito Re-Shoes recyclable, the company has also taken small but significant steps, such as eliminating metal eyelets, reducing the number of materials, and adopting technical solutions that facilitate the separation of the sole and upper at the end of their life, without compromising aesthetics and functionality.

TRACEABILITY

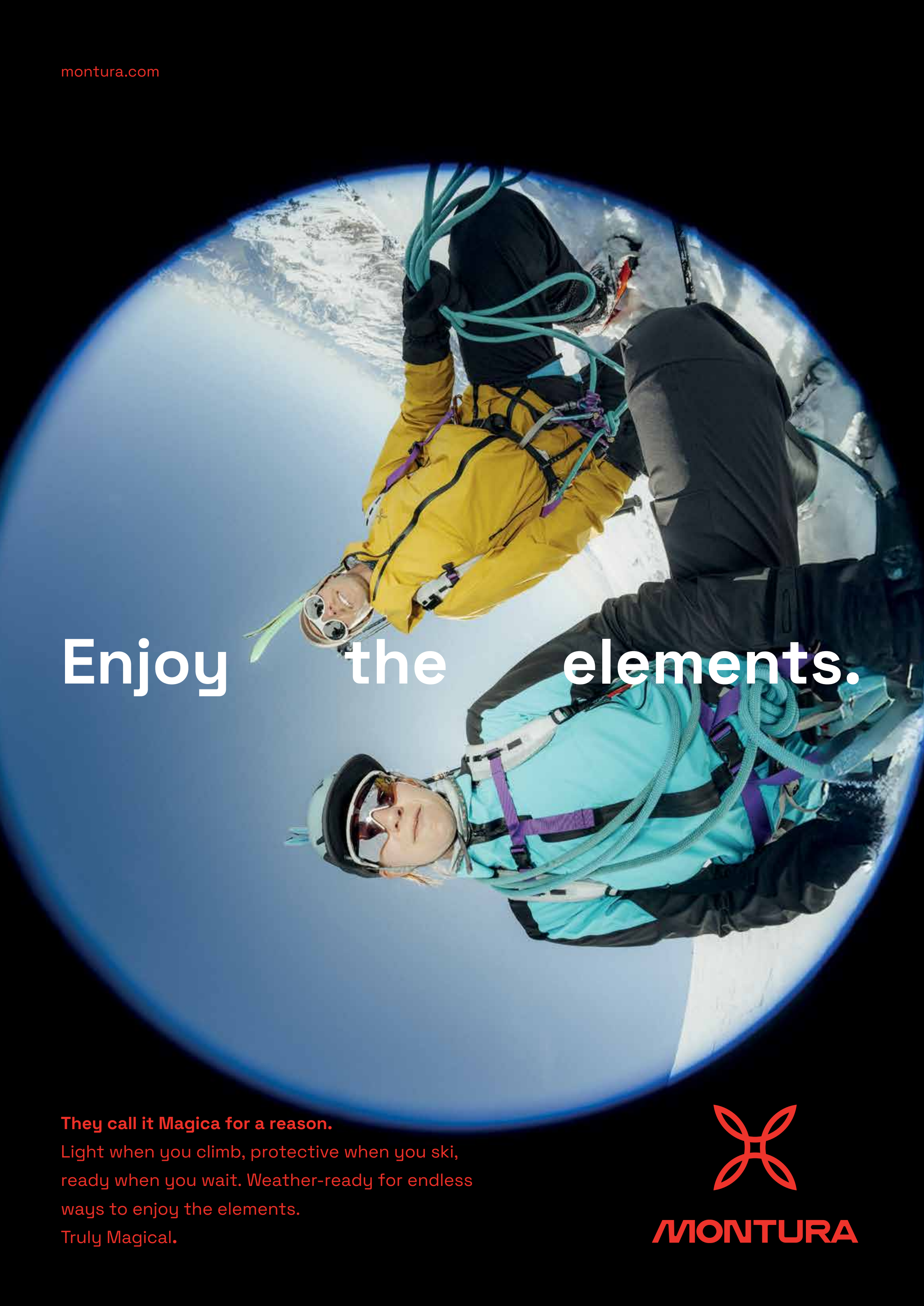
The new Mojito Re-Shoes also come with their own digital passport, which makes the entire production and recycling process digitally traceable and supported by LCA data, allowing for accurate measurement of the environmental impact in terms of emissions, water consumption, energy, and chemicals. The project is also supported by EPSI – European Platform for Sports and Innovation, which has contributed to networking and promotion activities, fostering dialogue between industry, research, and the world of sport. “With Mojito Re-Shoes, we are demonstrating that it is possible to achieve functionality and design by using recycled materials appropriately combined in a single product,” comments Sandro Parisotto, president of SCARPA. “This project, which now concludes with the commercialization of the product, represents a starting point for the footwear industry: the idea is to develop a more sustainable business model, in which end-of-life footwear becomes a source of materials that can be used directly in the production of shoes. A circular approach that restores value to what already exists, reduces waste, and promotes a more conscious idea of product and enterprise.”



Sandro Parisotto,
president of SCARPA



montura.com

A full-page background image showing two mountaineers on a snowy mountain peak. The climber on the left wears a yellow jacket and goggles, while the climber on the right wears a teal jacket and a helmet. They are both equipped with ropes and climbing gear. The background is a circular frame showing the Earth from space, with a blue horizon and white clouds.

Enjoy the elements.

They call it Magica for a reason.

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ready when you wait. Weather-ready for endless
ways to enjoy the elements.

Truly Magical.



MONTURA



WHERE THE MOUNTAIN MEETS TRUST

Stefan Rainer, cso of the Oberalp Group, explains how Mountain Shop can become a model for specialty retailers—without compromising their identity

by Sara Canali

At the beginning of January, we attended a meeting at the Bolzano headquarters of the Gruppo Oberalp, organized for a group of key accounts across its brands. Taking the stage was Stefan Rainer, chief sales officer of the Group, presenting the Mountain Shop case history. The concept began with the first store opened in Finale Ligure in 2002 and has since grown into a network of locations across Italy and Europe, serving a passionate community and responding to its evolving needs. We spoke with him about the project's development and future outlook.

Why was the Mountain Shop project created?

At first, it was more of a response to a real need than a carefully planned project: Salewa had clothing and equipment at the time, but not yet a complete footwear line. In the following years, we focused heavily on single-brand stores to strengthen the brand's positioning. In recent years, however, it has become clear that many long-established specialty stores are under pressure and often fail to survive the generational transition. We believe that specialized mountain retail will remain essential in the future, because certain customer needs cannot be met online alone.

In this scenario, why do you think the Mountain Shop concept not only endures, but still has a lot to offer for the future?

Because in the mountains, it's not enough to just buy something: you have to choose wisely. And when we talk about boots, shells, or technical equipment, it's expertise and trust that make the difference, not just price. You can find everything online, but customers often need real advice and someone who knows what they're talking about. Mountain shops have a future if they remain specialized, credible, and up-to-date, without becoming "generalist" stores.

In the case of Mountain Shops, what kind of experience do you really offer your customers?

For us, experience is not about spectacle, but quality. We want to add value to the brands and products we choose for the local community, including through modern and carefully curated visual merchandising. Then there are the services, which really make the difference today: care & repair, resoling, rental, and even the collection of garments for second

life projects. The point is simple: a customer enters with a question and must leave with the right choice and a complete solution.

Mountain Shop is a chain, but each store is also linked to the local area. How important is this local connection?

It is crucial, because mountains are not the same everywhere. Conditions change,

habits change, customers change. A shopkeeper with deep roots in the local area truly understands what is needed and what works. And when customers feel that the person in front of them knows and lives in the environment, trust comes much more easily.



Stefan Rainer,
chief sales officer
of the Oberalp Group

Can a store become a point of reference for a community of enthusiasts, not just a place to shop?

Yes, and for many stores, this is precisely the key. A store becomes a point of reference when it is not just a place of "sales," but becomes a place where people talk about the mountains, share experiences, and build a common culture. Ultimately, if a customer enters even just to ask for advice, it means that the store already has a stronger role than just a commercial one.

Do you think brands still need physical stores to really showcase their products?

Yes, especially in the technical segment. You can explain a lot online, but you can't replace a well-done test and competent advice. The physical store is still the place where the product becomes "real" for the customer. And if the explanation is done properly, the brand comes out stronger.

Can the Mountain Shop model help independent stores remain competitive without losing their identity?

Yes, because it is not a model that erases the identity of stores. The idea is to provide a more modern structure and tools, while allowing the store to retain its soul and its connection with the local area. In this way, a store remains independent, but becomes more solid and more competitive, even against much larger players.

Repair, rental, extending product life: are these services that have business value as well as ethical value?

Yes, although we need to be clear: on some issues, such as Second Life, we are still in the early stages and it will take time to make it truly profitable. However, it is essential to get started, because these are services that build loyalty, keep customers coming back, and strengthen their relationship with brands. In the long term, this is a tangible value, not just an ethical issue.

Looking ahead to the next 5-10 years, what kind of evolution do you imagine for mountain sports stores?

In my opinion, the future is not about having more items, but about being more specialized and more useful. The product is now available everywhere, so the store must earn its role through expertise and services. In the coming years, the stores that will succeed are those that manage to become a point of reference: for advice, maintenance, rental, and community relations. In the mountains, trust will always remain a decisive factor.





A SHARED EXPERIENCE

Winter Season Madonna di Campiglio is The North Face's event in which the relationship among brand, territory and community takes center stage. As well as its longstanding partnership with Lorenzetti Sport

by our correspondent Michela Toninel

Madonna di Campiglio, January 6. At dawn, when the slopes are still quiet and the mountain is reserved for only a few, the Trentino resort welcomes guests to The North Face's "Winter Season Madonna di Campiglio." A dedicated slope, reserved exclusively for participants, before the official opening of the lifts: specially prepared snow, slanting light, and the rare sensation of experiencing the mountains in their most authentic form. This is how the two-day experience began, which we, as editors, had the opportunity to experience firsthand, an event capable of going beyond a simple product presentation to become a true moment of connection between brand, territory, and community. From there, the entire day took shape with tests on the slopes, technical discussions, socializing, and the discovery of the new Snow Sports collection, in an immersive format that clearly illustrates the direction taken by The North Face: not just communication, but direct and shared involvement. With "Winter Season Madonna di Campiglio," The North Face has created an event that goes beyond a simple product presentation, transforming the mountains into a laboratory of experience and community. We participated in the initiative, enjoying two days that combined performance, technique, and real contact with the public in one of the most iconic settings of Italian skiing.

THE COLLECTION

The highlight of the event was the track test of the new Snow Sports collection, designed for those who enjoy all aspects of mountain life, from downhill skiing to socializing and après-ski. A modern resort collection that combines technical features and style, designed for long days on the snow without compromise. For men, the star of the show was the Chakal suit, with waterproof and breathable DryVent technology and Heatseeker Eco padding. For women, the Cold Spell cropped jacket, with 550 fill power down in the torso and Heatseeker insulation, paired with Snoga slim-fit

pants, made from recycled polyester and featuring WindWall™ technology. Once worn, the garments were immediately put to the test: not in a showroom, but on the slopes, in their natural habitat. And this is where the event changed pace. Because testing a product in real conditions means creating awareness and dialogue to really feel how a garment responds when cornering, and the hands-on experience makes the test more effective than any story. During the day, the skiers were accompanied by Camilla Angoscini, brand ambassador and ski instructor based in Madonna di Campiglio, and by The North Face experts, who also followed the participants with video recording sessions and shared analysis.

THE COLLABORATION

A key element of the initiative was the collaboration with Lorenzetti Sport, a historic local landmark. The store was not just a logistical stop, but the centerpiece of the experience, the physical and symbolic bridge between the mountains and retail. The test route connected the slopes and the town, culminating in the store with a dedicated gadget and a final aperitif. Is this the new frontier of the relationship between brand and store? Is this how trust is built, transforming retail into a place of encounter and connection? The feeling, experiencing the event from the inside, is that the answer is yes. The North Face-branded lounge area at the edge of the slopes, between one descent and another, did the rest: a space for relaxation and socializing, where impressions could be shared. Real engagement, built on the snow and consolidated in the heart of the country. With "Winter Season Madonna di Campiglio," The North Face puts people and experience at the center: not just skiing, not just products, but an active way of recounting and experiencing the sport in which performance, authenticity, and community become pillars for communicating the sport. An invitation to explore, learn, share, but above all, to truly experience the snow.



THE QUEEN OF THE DOLOMITES

The free climb of EgoLand (8c/+)

text by Edu Marín – Photos by Alice Russolo

As a child, I never imagined I would become a professional climber. I didn't have any particular talent, I was overweight and not very agile on the wall, but that turned out to be the key to my success. The fact that my father was a climber was fundamental in helping me discover this sport and practice it consistently. And being an overweight child forced me to develop a precise technique, because I had neither strength nor agility. I had to solve the most difficult sequences with creativity and skill. Years later, I began to build strength and physical ability, but by then I already had a solid technical foundation. These factors made my progress very rapid: I started climbing at age 12, climbed my first 8c at age 15, my first 9a at age 17, and my first 9a+ at age 21. Today, I still have the same passion as that 15-year-old boy. At this stage of my career, I am inspired by exploration, adventure, and the challenge of bringing high difficulty to the big walls of the Alps and Himalayas.

In 2025, I decided to travel to Italy to explore the legendary walls of Marmolada in the Dolomites. Marmolada is one of the best places in the world for big wall climbing: the quality of the rock, its beauty, and its rich history make it a truly special place. The ridge is formed by several peaks that decrease in height from west to east: Punta Penia (3,343 m), Punta Rocca (3,309 m), Punta Ombretta (3,230 m), Monte Seraut (3,069 m), and Pizzo Seraut (3,035 m). A cable car reaches the summit of Punta Rocca and, during the ski season, the main route of the Marmolada is open to skiers and snowboarders who can descend to the valley. Until the end of the First World War, the border between Italy and the Austro-Hungarian Empire passed right through the Marmolada, which was part of the front line. Even today, you can still find remnants of ammunition and artifacts from that period.

Marmolada has become one of the first places in the world where climbing on large walls has been combined with high difficulty and extreme commitment. On this trip to Italy, my goal was clear: to try to free climb "EgoLand" (8c/+), a 500-meter route known as the Queen of the Dolomites. "EgoLand" is one of the most difficult multi-pitch routes in Italy and Europe and, without a doubt, one of the best in the world in terms of rock quality, environment, and the effort required.

When I tackle a project like this, where success is uncertain, the most important thing for me is to stay motivated and positive, no matter how



BIO | EDU MARÍN

I am an athlete and a mountain lover. I enjoy competition, but what I am most passionate about is exploring new places and finding new routes to climb. I currently live in Catalonia, where I enjoy the good weather, family, and friends; there are many cliffs here, and I feel at home. I also enjoy inspiring people and sharing my experience. I started competing at the age of 13 and won all the youth competitions I took part in: Spanish Lead Champion (1999), European Junior Champion (2002), World Junior Champion (2003 and 2004). From 2005 to 2012, I competed in the senior category, achieving many podium finishes in World Cup stages. In 2006, I was the first climber in history to win the Spanish bouldering and lead climbing titles in the same year. In 2012, I decided to retire from competition to start a new chapter in my life and find new motivation: multi-pitch climbing. Since then, I have traveled everywhere in search of the longest and most difficult walls in the world.

difficult it may seem at first. I focus on the knowledge that I will give my all every single day, concentrating on nutrition, training, recovery, stretching, climbing, and strategy. It took me about a month and a half to complete "EgoLand" in a day, leading (as first climber) all the pitches. In a climb like this, the mental and physical aspects are equally important, because climbing is a form of meditation. We spend many hours alone, reading the rock and looking for the right route. In those moments, it's just you, gravity, your thoughts—and your partner far below. There are many moments when doubt creeps in, and that instant decides whether it will be success or a lesson. If you let negative thoughts take over, they will lead you in the wrong direction.

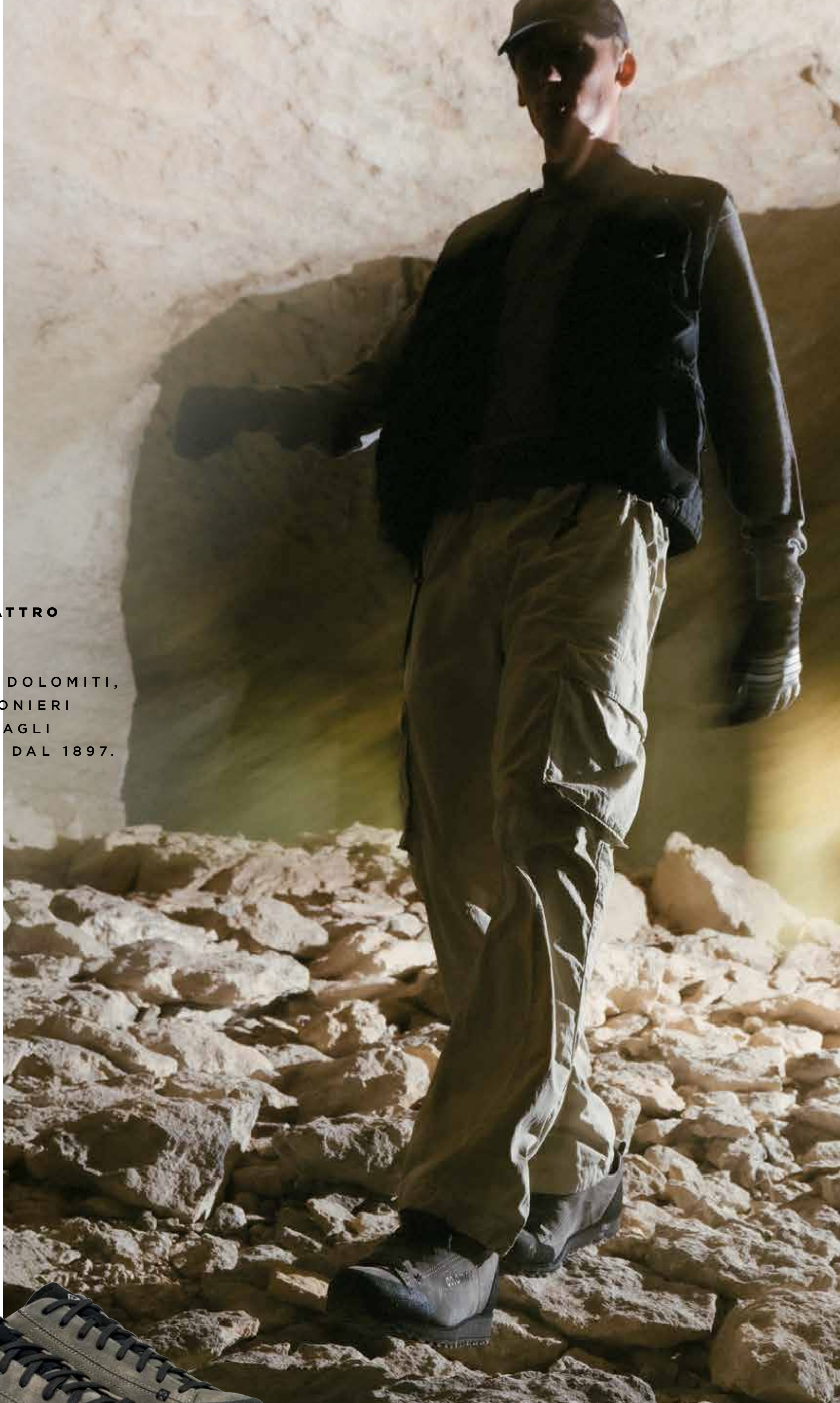
From about 250 meters up, the route becomes more alpine: the protections are 10–12 meters apart, increasing both the effort required and the risk of long falls. You need to stay calm and read the wall carefully, because a single misinterpretation can take you off route into a dangerous situation, without protections and unable to turn back, exposing you to a serious fall.

In climbing, as in life, falling is part of the journey: it doesn't matter how many times we fall, what really matters is how many times we get back up.

Montura People is the brand's column for Outdoor Magazine. A space for people, the people of Montura. Anyone who feels in any way connected to the company's values is part of its community. Their stories are collected here so that they can inspire others.

**CINQUANTAQUATTRO
DUST**

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ISPIRATA ALLE DOLOMITI,
CREATA DAI PIONIERI
E INDOSSATA DAGLI
AVVENTURIERI, DAL 1897.





PROWINTER DELIVERS ON ITS PROMISE

Internationalization is growing and strengthening
the role of European hub for outdoor and winter sports

by Karen Pozzi - photos by Fiera Bolzano - Marco Parisi

5,400 visitors from 35 countries. These are the figures for Prowinter, the leading B2B trade fair for the outdoor and winter sports sector, which took place from January 11 to 13 at Fiera Bolzano.

THE BALANCE SHEET FOR THE 2026 EDITION

This edition confirms the event as a b2b hub for the world of winter sports and outdoor activities, capable of capturing market trends, capitalizing on the value of the relationships and opportunities generated, and playing an increasingly central role in the European trade fair scene for this sector. An integrated, high-quality format that combines exhibition, field testing, training, and networking, which has been directly reflected in the feedback from exhibitors and operators.

In terms of the internationality of exhibitors, Prowinter 2026 has seen significant and tangible growth. With 230 exhibitors representing 400 brands, 30% of which are international, the fair has consolidated its real growth in terms of offerings, strengthening its key positioning for businesses linked to winter sports and the outdoors. The visitor picture, on the other hand, shows a positive and constantly evolving trend. The qualified participation of retailers, rental companies, buyers, and professionals from Italy, Germany, Austria, Scandinavia, the Benelux area, and Eastern Europe confirms that demand is consistently following the development of supply.

Clear signals pointing the way toward further internationalization in the future, built on solid, high-quality foundations.

THE PAVILION DEDICATED TO THE OUTDOORS

In this context, the Prowinter Outdoor project played a central role, with an entire pavilion dedicated to this sector made possible by the joint efforts of Fiera Bolzano, Assosport's Italian Outdoor Group, and our MagNet group. This strategic expansion, designed to respond to market developments and the growing integration between seasons, has encouraged dialogue between northern and southern Europe and promoted increasingly versatile and cross-cutting collections. In the new outdoor space, numerous international brands chose to be present with their European headquarters and teams, for a total of 90 exhibitors, further strengthening Prowinter's role as a privileged meeting place for decision makers in the sector.

Assosport's Italian Outdoor Group was present with a lounge area of approximately 150 square meters, shared with the Scandinavian Outdoor Group, reflecting an increasingly international outlook. This successful collaboration created a hospitality space that fostered relationships, networking, and the exchange of ideas on market transformations.

THE PROWINTER TEST DAYS IN CAREZZA

There was also excellent feedback for the Prowinter Test Days powered by ITASnow and the Prove Libere Retail by Pool Sci Italia, which on Monday 12 and Tuesday 13 January brought professionals to the slopes of Carezza, transformed for the occasion into a real open-air testing ground. With an excellent number of partici-





pants, up from 2025, the tests provided a preview of the new developments in downhill skiing for the 2026/2027 season, confirming their status as one of the most popular and qualifying formats of the event.

PROWINTER 2026 EVENTS

To complete the experience, a calendar of networking and discussion events—from the Prowinter APRESKI Party by SuperG to informal meetings between stands, test areas, and discussion spaces—fostered direct, concrete, and continuous dialogue between companies and operators.

Among the most important events was the conference held on Sunday afternoon by APRESKI Milano Mountain Show, which revealed the date and location of the second edition of the event. The conference also gave ITASnow and Pool Sci Italia the opportunity to speak, and they took advantage of the occasion to tell their stories. In particular, Pool Sci Italia included the "Beyond Human Potential" project in its presentation, involving the two protagonists Tommaso Balasso and Michel Roccati, who outlined the evolution of the initiative: from "smart" skis to training sessions to enable Michel, an athlete with complete spinal cord injury, to ski independently in an upright position.

On the sidelines of the fair, the Winter Sports Sustainability Network Meeting and the Ski Industry Climate Summit took place, two international events dedicated to discussing strategies, innovation, and best practices for the future of winter sports. Sustainability was also a cross-cutting theme at this year's edition. For the first time, the Prowinter Award included a specific criterion related to environmental responsibility, entrusted to a specialized ESG consultant, reinforcing an increasingly structured and transparent approach.

Prowinter 2026 confirms the evolution of the fair as a dynamic platform, concrete and strategic, always more international and capable to generate real value for the supply chain. Our primary objective, pursued through constant dialogue with partners and exhibitors, is to lead qualitative growth rather than quantitative growth, offering a compact fair and high quality, business-oriented, to the report and sustainability



*Geraldine Coccagna,
brand manager Prowinter*

UPCOMING EVENTS

After this edition, the next event will be the Prowinter Season Finale, the end-of-season event dedicated to industry insiders with the presentation of market data, and the Festa dell'Atleta (Athlete's Party), scheduled for April.

The leading b2b trade fair for the winter mountain world will return from January 10 to 12, 2027, at Fiera Bolzano.

>> PROWINTER LAB

The first snapshot of the 25/26 winter season based on data from the traditional questionnaire sent to Italian retailers and rental companies

The survey presented by the team led by Alfredo Tradati of [outdootest.it](https://www.outdootest.it)—available in *Snowbusiness Mag 1-2026*—involved 120 operators (60 ski rentals and 60 specialty stores). The results paint a picture of a cautious but solid start to the season: 78.5% of operators give a positive or stable assessment, while bookings and sales are largely stable compared to the 2024/2025 season. Over 63% expect stable or growing turnover. On the operational front, there are concrete signs of dynamism: equipment renewal has been almost universal among rental companies, and 54.2% of operators have introduced new brands or services.





THE STATE OF PLAY BY IOG

THROUGH THE EYES OF THE ITALIAN OUTDOOR GROUP

Prowinter 2026 was an edition that left everyone with a clear and shared feeling:
strong energy, great participation and vision

by the Italian Outdoor Group

For Assosport's Italian Outdoor Group, it represented much more than just a trade fair presence in support of its members: it was the confirmation of a path built over time, based on collaboration, trust, and common goals shared with the Fiera Bolzano and MagNet team. This work was reflected in the numbers: over 5,400 visitors from 35 countries, 230 exhibitors representing more than 500 brands, with steadily growing international participation. These figures confirm Prowinter as the leading b2b trade fair for the world of winter sports and the outdoors, capable of interpreting market developments through increasing internationalization and focusing on quality relationships, concrete content, and real business opportunities.

THE OUTDOORS TAKES CENTER STAGE

One of the strongest signs of this edition was undoubtedly an entire pavilion dedicated to the outdoors, which this year also saw the debut of the first Scandinavian Outdoor Village. A pavilion that grows year after year with more and more representative brands in the sector. The beating heart of Prowinter Outdoor was the 150 m² IOG-SOG Lounge area managed by the Italian Outdoor Group in collaboration with the Scandinavian Outdoor Group (SOG). This is a project that we have wholeheartedly supported together with our partners, giving space and visibility to an increasingly central and cross-cutting sector that brings together different seasons, markets, and cultures. The shared hospitality area was a real meeting place where people could discuss market transformations, new consumer needs, and the strategies needed to deal with a constantly changing environment, while enjoying typical Italian and Scandinavian cuisine. To strengthen collaboration and synergy with European outdoor associations, the Italian Outdoor Group, in collaboration with Fiera Bolzano, organized an exclusive dinner in a mountain hut at the Carezza Pass, which was also attended by a number of selected foreign retailers. It was a valuable opportunity for networking and team building, which is important for the future collaboration we must undertake together.



A MARKET ON THE MOVE

Discussions between companies, retailers, and operators revealed a widespread sense of cautious optimism. The market is showing signs of recovery and, despite a scenario made complex by increasingly unpredictable seasons, the most dynamic companies are demonstrating that innovation, product versatility, and strategic vision can make all the difference.

And then they say that trade fairs have no future... The 26th edition of Prowinter far exceeded even the most optimistic expectations. The decision to double the number of pavilions was a bold and strategic one by the working group composed of Italian Outdoor Group, MagNet, and Fiera Bolzano. Bold because it involved the participation of new exhibitors and, above all, the response of visitors to an exhibition space that had practically doubled in size. Never before has there been such a collective energy capable of involving the entire supply chain, from brands to stores. There was a lot of positive feedback for the organizers, especially from international visitors, who came as retailers and managers of companies eager to learn more about this Prowinter 'phenomenon'. Complaining that trade shows are dull, ineffective, or poorly organized is useless: we need to roll up our sleeves and take action. And that's exactly what we did. I therefore extend an invitation to everyone, and in particular to retailers who for whatever reason were unable to attend: mark the 2027 edition in your diaries. Prowinter is worth the time you invest in it and rewards those who choose to be there.

Günther Acherer, president of Italian Outdoor Group

The Association is already looking ahead to Prowinter 2027 with the aim of contributing to an increasingly high-quality event, capable of responding to the needs of the outdoor sector and accompanying its future evolution.





FEEDBACKS FROM PROWINTER

The absolute news of the 26th edition of the Bolzano Fair was the opening of an entire pavilion dedicated to the outdoors. We interviewed several participating brands to take stock of 2025 and the current winter season

by the editorial staff

The outdoor sector played a central role in Bolzano. Dedicating an entire pavilion to this sector was made possible thanks to the joint efforts of Fiera Bolzano, the Italian Outdoor Group of Assosport, and our MagNet group.

This project aims to be the answer to a new and updated extension of mountain usability, going beyond alpine skiing and also including broader activities, with or without snow. With climate change underway and the revolution in sports equipment manufacturing, the snow-covered

mountains are now also being chosen by new users who are not necessarily linked to the tradition of winter sports.

In the new outdoor space, numerous international brands have chosen to be present with their European headquarters and teams, for a total of 90 exhibitors and several stores. Not only snow sports brands have found Prowinter to be the b2b destination par excellence. We interviewed some brands to get an initial assessment of the year just ended and the current season.

1.

Quick assessment of 2025



CRAZY
Joel Franzini,
international sales director

1. For us, 2025 was a year of return to growth, so we are satisfied. The winter season in particular showed positive signs in the main markets where we distribute our products. We worked hard on the collection, trying to maintain our technical and colorful spirit, while also taking into account some feedback from the market. In terms of sell-in, the data confirms that we are on the right track: stores appreciated our proposal and the overall response has been positive. In terms of sell-out, the situation was slightly affected by the lack of snow in some areas of the Alps, but the low temperatures still allowed us to move several product categories. Overall, we can say that this is a recovery that leaves us satisfied, and we will close 2025 with growth compared to the previous year.

2. In the current season, particularly in Italy, the situation is quite positive. Retailers do not seem depressed, but neither are they euphoric: there is caution, but with a slight optimism. Some areas are performing better than others, and overall the season is maintaining a positive trend. Our sales campaign for next winter has just begun and, unlike some of our competitors, we have decided to leave it open until mid-March. This allows retailers to better understand how the current season is going and to place more informed orders. During Prowinter, we made appointments with some customers, who will formalize their orders in the coming weeks, while others have only made an initial selection. In terms of products, we are working on several lines: on the one hand, the traditional Crazy technical collection, and on the other, a line more geared towards everyday use, with technical but less specific materials, such as the Basecamp line, and a new brand dedicated to a more casual audience, with softer colors and comfortable fabrics.

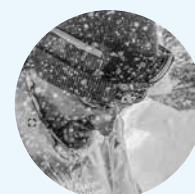
2.

How is the winter season going?

3.

What are the forecasts for the coming months?

3. We expect a gradual recovery in the future, even if the situation will not immediately return to normal. One of the main issues remains stock: many companies still need to reduce the inventories they have accumulated over the years, including finished products and raw materials. At Crazy, we are trying to manage the process carefully, avoiding aggressive discount strategies, but this means that it will still take a year or two to return to a situation of complete normalization. The market is showing encouraging signs: consumers are looking for technical products that are also easier to use on a daily basis, so we are trying to expand our user base without losing our technical identity. The two-pronged approach, Crazy and Avista, allows us to cover both the traditional and more casual segments, with the aim of continuing to grow in both the b2b and markets.



OUTBACK 97
Piero Berbenni,
winter brand manager

1. The 2025 balance is very positive. Icebreaker and Smartwool lead the way, but purely technical brands such as DPS, Kohla, Flaxta, and Kang also performed well in the pole segment.

2. It's going well. We still hope it snows soon in areas that have seen little snow so far, but in terms of restocking, we are satisfied.

3. The outlook is very promising, especially thanks to the addition of two new brands to our portfolio, AlpineStandards and ULL Skis, which we are working hard on.



AKU
Fabio Furlanetto,
sales manager Italy

1. It was a positive year: we closed above 2024, albeit by a small margin, but considering the current global market, we are satisfied.

2. There is still a long way to go in the winter season. There was an upturn in consumption in November, thanks to the first snowfall and the arrival of cold weather. At the beginning of December, the situation cooled down a little, but since Christmas we have restocked several times, which is a sign of some movement in the market.

3. We have already defined the spring/summer sales campaign, which is up on last year. We are looking to the future with optimism. Of course, we hope for an improvement in the economic/social context, and not just for business reasons, although the outdoor world is part of the lifestyle of more and more people, which makes us optimistic.



ANDE
Nicola Faccinetto, manager
marketing and communication

1. The first part of 2025 was below expectations, with a winter that started well but then came to a sudden halt, whether due to the climate or the general context affecting everyday life. Then, with spring and especially summer, the situation improved, with an increase compared to previous years, a sign of the brand's reliability. In general, however, we are slightly below 2024 due to the winter season. The collections continue to develop, which creates confidence in agents and stores. We are building well and are satisfied. We hope that with a normal winter, which for us means a market to build, being historically more summer-oriented, things will go well.

2. This winter got off to a good start, even though the abnormal heat waves aren't helping. Sales have been very good in regions that are new to us, such as Piedmont. Whether this is due to the good work we are doing or because it has snowed more than elsewhere. Unfortunately, consumer psychology is linked to weather conditions, and people only buy jackets when it's snowing and cold. However, it seems that the season is now picking up: we have become accustomed to recent winters, where the cold arrives very late. It is a pity that this clashes with the sales, which penalizes our client stores, who then have to cope with increasing planning difficulties and work a lot on a ready-to-wear basis.

3. We are hoping for snow and enthusiasm for the Olympics, which will be important in driving and reviving spirits, interest, and curiosity among newcomers who are just starting out, and which will certainly generate some spin-off business: in addition to the Ande brand, we also have our own stores, the Ande Points, located in strategic locations such as Valtellina and the Cadore area, while the latest one we have opened is right near Cortina in Peaio. For the rest, it is a combination of various conditions, but compared to the past, the company's efficiency in deliveries, orders, style, and product quality continues to increase, making us more confident.



DOLOMITE
Aldo Felici,
sales management Italy

1. In 2025, after a very hot summer that briefly limited sales of heavier hiking shoes, the situation improved during the holiday period, around August and September. In winter, the lack of snow in some areas caused a decline in alpine skiing, but on the other hand led to an increase in walking on pseudo-snow-covered terrain. We therefore saw a certain demand for the product, even though winter hiking often mirrors summer

hiking. There is a demand for shoes that are slightly higher than the low, lightweight ones sought after in summer. This year, footwear that generally sells well when there is a lot of snow has given way to classic hiking boots, used in combination with crampons.

2. For the Dolomites, high hiking boots with crampons are mainly used, while in the Aosta Valley and Cuneo areas, where there has been more snowfall, we have sold more structured high boots.

3. With summer approaching, we are moving towards low-cut shoes, even though we encourage retailers to recommend at least mid-cut shoes for those who go to the mountains, as they provide more safety, especially in the afternoon when you are tired. It is also true that low-cut shoes are multifunctional, so with an investment of the same amount, they can be used for longer. Well-made low-cut shoes, Vibram, with or without Gore-Tex: this will be the leitmotif of the summer.

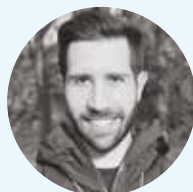


PETZL
Riccardo Humar, director
sales and marketing Italy

1. As far as the Italian market is concerned, 2025 exceeded expectations: there was a risk that the e-commerce activities of major European retailers would have a negative impact on domestic sales. We therefore ended the year on a positive note, a sign that both retailers and users appreciate the quality of our brand.

2. Things are going well for Petzl in general, better than expected, and this has actually led to a shortage in the availability of some products, especially in the crampon sector, where excessive demand has led to a shortage of availability at our central warehouse.

3. The trend is fairly linear. It is consistent with recent years and continues to show slight but steady growth, so we do not expect any surprises in this regard.



RAB
Hervé Domenighini,
EMEA & APAC sales director

1. It has been a very positive year for us globally. In Italy, it was our first year of collaboration with B-Factory, and this transition phase is bearing fruit. We have expanded our network of retailers, allowing the brand to move in the right direction from a distribution standpoint. 2025 ended on a high note, and 2026 looks even more positive, especially in light of the feedback we have received on the new AW26 collection we presented.

2. In Italy, the season started a little late, depending on the area and snowfall. Sell-outs also started later, mainly due to temperatures. The feedback we are receiving at the moment is positive and there is a climate of optimism.

3. Our business also depends on the weather, but I am convinced that, as a company, we should be increasingly proactive in supporting sell-out, regardless of weather conditions. The RAB collection is very extensive and covers a wide range of activities, regardless of the season and weather. The arrival of RAB at B-Factory represented a turning point in marketing, opening up a more direct dialogue with the end consumer and supporting the growth of the brand in Italy. Market responses have been positive, and winter still offers ample room for development.



C.A.M.P.
Giovanni Codega,
sales manager Italy

1. After the post-Covid period, which alternated between positive and negative phases, the market is gradually returning to normal. This allows companies that invest and bring innovative products to market to emerge. However, it should not be forgotten that, especially during the winter season, weather conditions—i.e., the presence or absence of snow—can significantly affect sales. In any case, taking everything into account, the moment is positive: we have resumed growth, we are maintaining strong investment in the product, and the results confirm the soundness of our choices.

2. The lack of snowfall in recent months, referring back to what I just said, certainly does not make things any easier. However, I would like to reiterate that, by being able to focus on different product categories that are not exclusively linked to the presence of snow, we are coping without any problems and have good expectations for the future.

3. We are optimistic by nature and want to remain so. In other words: we have introduced several new features and can see that people like them, as they are attracting a lot of attention.



LUHTA GROUP
Marco Bava,
sales director Italy

1. In 2025, we broke even with the previous year. In terms of turnover, we can consider ourselves satisfied, even if this was not our initial forecast. December was not a good month for retailers: there was a 10-15% decline compared to 2024.

2. At the moment, the weather conditions are unfavorable, especially in northeastern Italy. The lack of snow is also a contributing factor. However, the economic and political situation is not helping, with continued reductions in foot traffic in stores, which is affecting performance.

3. Sales have started well, and I expect slight growth. However, it is not yet time to view the future through rose-colored glasses.



LOWA
Gian Luca Farinazzo,
head of sales

1. As far as Lowa Italia is concerned, I would say that the results are definitely positive: in fact, we have managed to achieve double-digit growth, with an increase of around 10% in turnover compared to last year.

2. The winter season is going well overall, although the start was a little slower than expected due to poor snow conditions and unfavorable weather. This meant that we started taking orders a little later than usual, but despite this, the outlook remains encouraging.

3. Looking ahead to the coming months, we expect further growth, especially in view of the summer season. Our attitude is therefore cautious but at the same time optimistic.



MERRELL
Daniel Piccin,
sales manager Italy

1. We are pleased with how 2025 went, both in terms of orders received and, above all, product sell-out: we almost doubled the number of shoes we sold in Italy in 2024. Although we did not exactly match the number of orders placed, it is still a significant increase that shows that the product is recognized and purchased.

2. January to March is the peak of our sales campaign, so for us, the winter season has only just begun. However, the feedback has been positive: the first orders we have placed are all on the rise. There is also demand for an expansion of the range, alongside cornerstone products and best sellers. We have high expectations.

3. Despite these months of winter sales campaigns, we are already looking ahead to summer and have already presented the new collection internally. For the coming months, we aim to work hard but with satisfaction, considering the difficult market and complicated general situation. In the meantime, we are growing well with our major customers. Unfortunately, smaller customers are suffering more due to a change in the distribution mechanism.



ROCK EXPERIENCE
Vittorino Mandelli,
sales manager

1. 2025 went very well, the numbers are growing, and we are very happy. We have certainly been rewarded by our customers, who have seized and continue to seize the opportunity offered by a product with an attractive price-quality ratio and profitability that they may not find in other companies. Order intake was positive both for key accounts and independent customers, as well as abroad.

2. The winter season got off to a positive start, thanks in part to the launch of the sales campaign in early November. Based on customer feedback, the initial months performed well until Black Friday. Subsequently, the pace naturally settled down, only to pick up again during the Christmas period and in December, which yielded good overall results, albeit with some room for improvement. The start of the sales season also presents some complexities, particularly in certain areas where the lack of snow is affecting demand, but the context remains in flux and there are signs to monitor. However, we are confident because the collection introduces many new features in the more technical segment, which is the brand's focus, but at the same time also strengthens the urban outdoor segment, in which we are investing more and more. The collection is growing in this direction to meet the needs of customers who are looking for versatile garments that are suitable not only for outdoor activities but also for everyday use.

3. The outlook is positive. The sales campaign has just begun, but there is interest in the product and many customers have visited us in recent days, both existing customers who have seen the new products and new customers who we always attract to the fair because we are able to create anticipation. We are positive and confident.



CMP
Paola Gazzola,
PR and communications manager

1. 2025 ended on a positive note and the outlook is encouraging for 2026 as well, a year in which we expect further growth of a few percentage points. In 2025, we worked hard on the product, presenting several new features to the sales force, including the new CMP Premium collection, officially launched at Prowinter: a line dedicated to the world of snow, designed for those who love to dress in style without compromising on technical performance. At the same time, we reconfirmed the second winter season of Collective [of] Moving People, the project aimed at Gen Z, which will continue to grow with the introduction of the kids segment. The feedback we received at the fair was interesting and reinforced our enthusiasm for both the upcoming winter and summer seasons.

2. After a positive start full of enthusiasm, we saw a slowdown in sales in the pre-sale period, mainly due to unfavorable weather conditions. Unusually high temperatures had an impact on demand. Overall, we saw a decline of a few percentage points compared to the previous season.

3. We are confident. We continue to invest in retail development and plan to open new stores that will allow us to showcase the versatility of our collections, designed to respond ever more precisely to market needs.



MONTURA
Denis Lunardon,
sales manager

1. 2025 was a positive year for us: both the summer and winter seasons saw growth in terms of sales percentage, and we acquired several new customers. We are quite satisfied, considering the current unfavorable market situation.

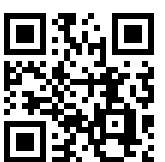
2. The winter sales campaign is just getting started, so we are still in the early stages. The outlook is based on the sell-out that is happening right now: retailers clearly have to sell first, and then they place their orders. The lack of snow in the Triveneto region, where Montura has a large number of stores, has not helped us. However, they are doing well in western Italy, namely Piedmont and Valle d'Aosta, where there has been heavy snowfall and sell-out is more pronounced. We hope that in the coming weeks, with the arrival of the sales, the situation in the east will be resolved. After all, today's sales campaign is largely based on sell-out data, which customers use to place orders for the coming seasons.

3. We are focusing heavily on foreign markets: Italy is a fairly consolidated market for Montura, which gives us security; where we need to grow, however, is in the DACH region, where we are investing in both marketing and products. In addition to this, we are targeting China, Japan, Korea, and Taiwan, which are our reference countries and to which we are dedicating specific products. We do not expect to grow much more in Italy because we already have a strong presence there and the market for Montura is already well established. Instead, we plan to expand further abroad, particularly in German-speaking countries.



QUESTIONE DI EQUILIBRIO

Progettiamo per chi vive la montagna con passione, per chi cerca leggerezza nei movimenti, libertà nei gesti e armonia con l'ambiente. Ogni nostro prodotto nasce dalla ricerca di equilibrio tra funzionalità, performance e accessibilità. Perché, in fondo, tutto ciò che conta è una sola regola: **questione di equilibrio.**



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THE 2026 AWARD WINNERS

Celebrating technical excellence and commercial performance. Here are the outdoor category winners announced in Bolzano, Italy

by Karen Pozzi and Benedetta Bruni
photo Bolzano Fair – Marco Parisi



For the fourth consecutive year, this event has confirmed its status as a benchmark for the entire supply chain and an important observatory for innovation and technical quality in the sector.

The Prowinter Award recognizes companies that offer innovative, compelling products with high commercial potential, providing industry professionals with an objective and qualified tool to guide their purchasing decisions for the FW 26/27 season.

THE CRITERIA

The products were judged on the basis of a transparent and structured evaluation system that combines technical expertise and market insight. There were six evaluation criteria: innovation, marketability, technology, design, storytelling, and environmental responsibility.

In fact, this year's edition marked a decisive step forward in terms of the sustainable growth of Fiera Bolzano, already certified EarthCheck Silver: for the first time in the history of the Prowinter Award, an evaluation criterion dedicated to environmental responsibility was included, entrusted to the assessment of a specialized ESG consultant.

To discover the winter sports product awards,
browse the attached *Snowbusiness Mag*.

Or scan the QR Code to discover all
the winners of the Prowinter Award 2026



CLOTHING – SHELL JACKET

ORTOVOX - ORTLER GORE-TEX JACKET

Shell jacket for demanding ski touring adventures: guarantees waterproofing and wind protection and, thanks to the PFAS-free Gore-Tex Performance ePE membrane, offers reliable protection from the elements. Lightweight, stripped down to the essentials, breathable, and ergonomically designed for unlimited functionality in challenging conditions.

Reasons given by the jury

The Ortovox Ortler Gore-Tex Jacket was recognized for its ability to combine the highest level of weather protection, real functionality, and attention to use in winter alpine environments. The jury recognized this garment as a mature and consistent technical shell, designed to tackle demanding conditions with a professional and informed approach. A key element in the evaluation was the use of the Gore-Tex membrane, which guarantees reliable waterproofing, wind protection, and breathability even during intense activities. The construction of the garment and the quality of the finishes contribute to maintaining consistent performance over time, a fundamental aspect for a shell intended for frequent and demanding use. The jury also appreciated the ergonomics of the garment, designed to accompany movements in the alpine environment without restrictions. The cut, pocket layout, and adjustment systems are designed for use with a backpack and harness, making the jacket suitable for winter hiking, mountaineering, and ski touring. The Ortovox Ortler Gore-Tex Jacket stands out for its balance between robustness, functionality, and comfort, without introducing superfluous elements. The result is a reliable and versatile technical shell that can adapt to different outdoor contexts while maintaining a high level of protection. With this award, the jury recognizes a garment that sets the standard in the technical winter shell segment, offering safety, reliability, and high performance to the most demanding users.



// The Prowinter Award confirms Ortovox's vision: innovation without compromise. The new Ortler Gore-Tex Jacket combines innovation, lightness, and extreme durability, offering maximum waterproofing and breathability. Thanks to the new generation Gore-Tex ePE membrane and bluesign Approved materials, it represents the perfect balance between performance, durability, and sustainability."

Stefano Finazzi, ceo of Schwan-Stabilo Outdoor Italia

PROWINTER SPECIAL AWARD



WINTER ACTIVE FOOTWEAR

MEINDL - WINTER HIKER GTX

Duo Lacing for maximum precision, mesh leather upper, self-cleaning Meindl Multigrip G7 Active sole, Gore-Tex Insulated Comfort lining recommended for temperatures down to -20°C, and insole with felt layer.

Reasons given by the jury

The ability to interpret the concept of active winter footwear in a balanced and concrete way, designed for everyday, dynamic use in cold environments. An extremely consistent proposal, capable of combining protection, comfort, and real functionality in a product intended for a wide and diverse user base. The upper, which is sturdy but well balanced in terms of volume, offers adequate support when walking on snowy or slippery surfaces, while maintaining good freedom of movement. The Gore-Tex membrane guarantees constant waterproofing and breathability, helping to keep the foot dry even during prolonged activity. The jury also appreciated the performance of the sole, designed to ensure effective grip on variable winter surfaces, from packed snow to icy patches. Thermal comfort, combined with a balanced fit, allows you to tackle long days outdoors in winter conditions with continuity and confidence.



// This shoe is designed to be lightweight and provide safety and stability, characteristics that are essential for peaceful winter hiking on snow-covered trails. Its modern aesthetic also makes it suitable for everyday use in mountain towns."

Günther Acherer,
ceo of Panorama Diffusion, distributor for Meindl in Italy



WINTER EXPERT FOOTWEAR

AKU - AURAI DFS EVO GTX

Designed for ice climbing and winter mountaineering. A combination of lightness, precision, and comfort. PrimaLoft Aerogel inserts and Gore-Tex Insulated lining create an effective thermal barrier against the cold.

Reasons given by the jury

Footwear designed for expert users who tackle the winter mountain environment with technical awareness and require a product that guarantees safety and control even on complex terrain. A key element of the evaluation is the DFS (Dual Fit System) construction system, which allows for differentiated adjustment of the fit between the forefoot and instep. This solution provides a higher level of precision, which is essential when walking on hard snow, ice, or mixed terrain, improving sensitivity and stability without compromising comfort during prolonged use. Compared to other products evaluated in the same category, the AKU Aurai DFS Evo GTX stands out for its distinctly technical character and attention to fit customization, aspects that make it particularly suitable for advanced winter outdoor activities and users with high expectations in terms of performance and safety.



// I am extremely proud of this recognition because this shoe is the culmination of five years of research and field testing. We used the latest generation of high-performance materials, but it is thanks to the comments and support of users that we have developed a product that is unique on the market.

A totally innovative approach that combines an extremely rigid platform for high precision with an extremely soft construction to ensure flexibility and agility."

Giulio Piccin, product manager at AKU

PROWINTER SPECIAL AWARD



SKI TOURING BOOT

SHOE - F1 RS

Backcountry boot designed for expert skiers, combining lightness, performance, and durability. Overlap Flow construction, BOA Remote Dial H+i1 system, and Intuition liner.

Reasons given by the jury

Ability to redefine industry design standards in a concrete way, offering skiers a superior overall experience both on the ascent and on the descent. The jury recognized this model as a particularly successful synthesis of lightness, performance, and ease of use, elements that are central to the development of new-generation ski mountaineering boots today. One of the determining factors in the evaluation is the BOA closure system positioned on the cuff, which guarantees quick and intuitive operation both when opening and closing, while maintaining a high level of precision. The traditional hook works in synergy with the BOA, ensuring effective locking and reliable impulse transmission during the most demanding phases of skiing. The jury also appreciated the Overlap Flow injection system applied to the shell, a construction solution that significantly improves ease of fit and increases mobility during the ascent. This technology allows the boot to adapt effectively to different terrain and snow conditions, offering comfort and continuity of movement without compromising support on the descent. Compared to other products evaluated in the same category, the Scarpa F1 RS stands out for the extreme optimization of each construction element, aimed at reducing weight and increasing overall PERFORMANCE. Precision fit, ease of use, and balanced performance make this model a reliable and high-performance tool for the modern ski mountaineer. With this award, the jury recognizes a boot that is essential, functional, and intuitive, capable of ensuring fun and high performance not only on the descent but also during the ascent.

// This boot allows expert skiers to express their abilities to the fullest in complete safety. The F1 RS is a reliable companion, designed to enjoy every day on the snow without worries."

Giovanni Basso, SCARPA ski category marketing specialist



SKI TOURING

DYNASTAR - M-TOUR 94

Versatile freetouring skis for expert skiers: light on the ascent, precise and fun on the descent. The Progressive Rocker profile and Adaptiv Sidecut respond to fast skiing, while the eco-sustainable Hybrid Core 2.0 construction in a light version offers smooth skiing. HD sintered base, built for maximum glide and maximum grip.

Reasons given by the jury

Lightweight, with the right balance between weight and freeride geometry, and a wooden core construction technology that guarantees reliable performance both uphill and downhill, in all snow conditions. The jury recognized this model as a ski capable of balancing the needs of the modern ski mountaineer, who is increasingly focused on the compromise between lightness, reliability, and skiing pleasure. One of the elements that most impressed the jury was the overall lightness, particularly significant when compared to the generous dimensions and 94 mm waist width, designed to ensure floatation and safety in deep snow. Another decisive factor in the evaluation was the quality of construction, with advanced wood core processing developed in three different ways, designed to reduce the use of unnecessary materials and keep weight down without sacrificing structural strength. This solution allows the ski to maintain high reliability and stable response even on descents, in variable snow conditions and at high speeds. With this award, the jury recognizes a product that sets the standard in the freeride touring segment, capable of delivering solid and consistent performance in all snow conditions.



// This ski features a new concept: it combines a much shorter sidecut and greater length than in the past. Another innovative feature is the sustainable hybridcore 2.0 construction, which minimizes the use of non-recyclable materials such as glue, resins, and fibers."

Massimo Ramella, product manager at Dynastar-Lange



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SKI MOUNTAINEERING JUMPS INTO THE OLYMPICS

Thursday 19 and Saturday 21 February will mark history.

Are you ready?

text and photos by Maurizio Torri



MAURIZIO TORRI
Freelance journalist,
founder of the website
sportdimontagna.com,
photojournalist
and consultant
communication
for some of the most
iconic events in the
trail running and
skyrunning sector and
ski mountaineering

The goal is in sight. On Thursday, February 19, and Saturday, February 21, ski mountaineering will make its debut among the Olympic sports. What seemed like a mere utopia just a decade ago is now finally a reality. Italy will be represented by Alba De Silvestro, Giulia Murada, and Michele Boscacci. Fabio Meraldi's technical choice confirmed the predictions we made in the December issue of *Outdoor Magazine*. Although, to be fair, it should be noted that De Silvestro was born and raised in Comelico (she then moved to the province of Sondrio for love), the team presented at the Ski Stadium in Bormio will be a true "ItalValtellina" made in Albosaggia and branded Cs Esercito. It is difficult to say whether our athletes will be able to win a medal. The competition will be very tough, but the home crowd will be rooting for them.

SAD NOTE: NOT TAKING ADVANTAGE OF THIS OPPORTUNITY FOR THE GROWTH OF THE MOVEMENT

Two years have passed since *Outdoor Magazine* organized a conference/round table in Ponte di Legno. On that occasion, discussions between companies, race organizers, and ski lift operators raised the need to find a general agreement to regulate ski mountaineering in ski areas. Many ideas and reflections emerged, but they were not followed up on. Unfortunately, politicians have been unable to fill this legislative gap, and our champions have arrived at the Olympics almost as "outlaws"; in the sense that, in order to train at the start of a season with little snowfall, they have had to climb back up the slopes, risking fines and warnings. Yet it would take very little: ski resorts survive thanks to public funding. To access 100% of the funding, they should promote skiing in all its forms. This means also paying attention to those who use skins and snowshoes.

THE OLYMPICS SHOULD NOT BE A GOAL

With snow arriving later and later and increasingly mild weather, reviving a movement in decline is no easy task. It will be important to take advantage of the global showcase of Milan-Cortina 2026 to bring more and more enthusiasts back to the great mountain classics. The real goal will be to start from scratch by reviving amateur gatherings and outdoor events, and then bringing athletes back to compete on mountain ridges, steep climbs, and adrenaline-fueled descents in fresh snow. There are no alternatives. Cultivating speed disciplines must be a means of appealing to television formats; if seen as an end in themselves, they will spell certain death for this sport.

NOW THE SEASON IS IN FULL SWING

Looking at the World Cup calendar, there are still several stages to go; some of these will also feature Individual competitions (the classic ones in the environment) which will give Italians the chance to express themselves in the formats that suit us best. Let's not forget the two key events for Italian ski mountaineering in March: the European Championships at the beginning of the month in Azerbaijan and the Long Distance World Championships (March 11-14), which this year will be held in Beaufortain, France, on the legendary Pierra Menta route. Awaiting the world's elite in this discipline are four days of competition on particularly technical and selective routes with an elevation gain of approximately 10,000 m. The national team's commitments will end in early April with the World Cup finals in Villar sur Ollon.

THE CHARM OF THE GREAT CLASSICS

Three events that champions and amateurs alike should not miss: the two 2026 stages of La Grande Course and the Sellaronda. After the cancellation of the 16th edition of Altitoy due to terrible weather, the prestigious ski mountaineering circuit, which brings together some of the most famous classics of the "old continent," will offer two stages for true gourmets of old-style ski mountaineering. At the end of February, the Transcavallo (February 27-28), a new entry in this edition, will take place in the Belluno Dolomites. The final winners will be decided at the end of March on the Rutor glacier and in the mountains of Valgrisenche at the legendary Millet Tour du Rutor Extrême (March 28-29). Although Pierra Menta is no longer part of the circuit, the transalpine organizers have decided to offer their event without affiliating themselves with the circuit. LGC remains the benchmark for competitors and amateurs alike. Charge your headlamps and strengthen your arms, as the most beautiful night race has opened registration and set the date for 2026. On Friday, March 20, the iconic tour between the Campolongo, Pordoi, Sella, and Gardena passes will take place. The start and finish will be in Corvara. As always, the distance to be covered is 42 kilometers, with 2,700 meters of elevation gain.

EXPERIENCE 3.0 SKIALP & TEAM 85, UN FORMAT CHE PIACE

With a view to bringing more and more people into the world of ski mountaineering, both Transcavallo and Millet Tour du Rutor Extrême, the two stages of LGC, will bring back the experience dedicated to non-competitors. On the Sunday stage, amateurs will be able to climb the slopes marked and cleared by guides and enjoy a beautiful day off-piste on wide skis (hence the name Team 85). A great idea that may not lead to an increase in competitive athletes, but which will nevertheless help make the great classics of true happenings. And this is not a secondary factor. More numbers mean greater appeal for any new sponsors.

BUILT FOR THE VERTICAL JOURNEY.



RAPID RACING.

L'evoluzione non finisce mai e il Rapid Racing lo dimostra. I nostri atleti non ci hanno semplicemente dato dei suggerimenti: sono fisicamente arrivati nel nostro centro R&D e, con tutto il necessario a disposizione, hanno ideato e realizzato in prima persona un sistema porta sci che non ha eguali. Si tratta dell'esclusivo X-Press che garantisce la massima velocità nei cambi. Il Rapid Racing si conferma il non plus ultra tra gli zaini da competizione: un prodotto che ha vinto tutto, dalla Coppa del Mondo alle classiche della Grande Course.

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REPAIR, RECOUNT, AND SHARE

At Skimofestival, Patagonia brings two complementary initiatives reflecting its philosophy:
the Worn Wear Tour and a film night celebrating creativity,
community, and self-expression

by Pietro Assereto

Two different but complementary moments, united by a clear message: living the mountains consciously means taking care of the equipment, the stories, and the people who inhabit them. The operational heart of Patagonia at Skimofestival is the Worn Wear Tour, which arrives on the slopes in an original hand-built vehicle designed to reach even the most remote places in Europe. It is not just a mobile workshop, but a real meeting point: inside there are tools for repairs, while outside there is hot chocolate and energy for skiers and ski mountaineers. The Patagonia team doesn't just repair damaged garments, it also teaches how to patch, restore the waterproofing of shells, fix zippers and, above all, how to care for equipment so that it lasts as many seasons as possible.

WORN WEAR

The Worn Wear program, launched in 2013, is based on a simple yet radical principle: extending the life of garments is the most effective way to reduce the environmental impact of clothing. Repairing and maintaining what we already own reduces the need to buy new products, avoiding CO₂ emissions, waste production, and water consumption. According to the British group WRAP, keeping a garment in use for just nine months longer can reduce its carbon footprint, waste, and water use by 20-30%. The numbers show how effective this philosophy already is: in 2025, Patagonia organized over 30 Worn Wear events in Europe, repairing 2,300 garments during the tours and around 35,000 products in total across the continent. Globally, more than 110 repair centers offer free or low-cost



repairs, while 15 repair partners operate in Europe. To further strengthen this network, Patagonia has partnered with United Repair Center, opening facilities in Amsterdam and London with the goal of repairing 100,000 garments per year by 2028.

THE SHOWINGS

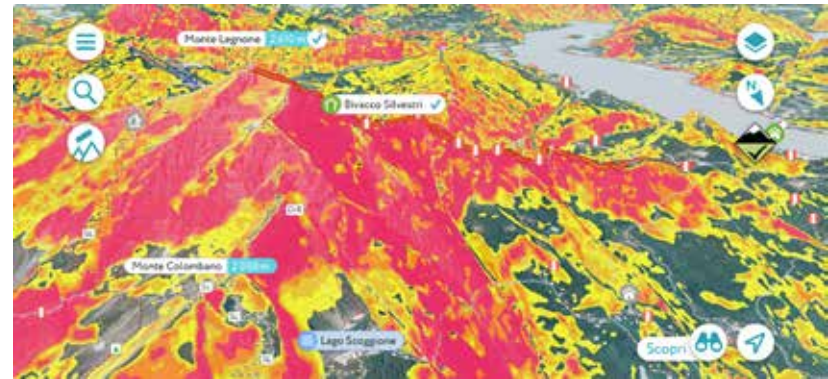
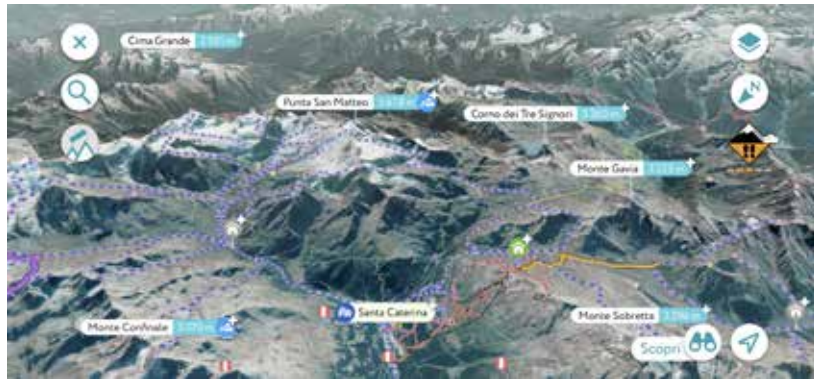
Alongside the practical aspect of repair, Patagonia is also bringing storytelling to Skimofestival, with an evening of screenings scheduled for March 6, 2026, at the Sala Polifunzionale in Santa Caterina Valfurva. Three films explore the relationship between the outdoors, art, and personal identity. "Le Moulin des Artistes" tells the story of Peter and Anati, who transformed a 16th-century mill in the Chamonix valley into a workshop where they build handmade skis, paint, play music, and create community. It is a place that demonstrates how art can be a refuge, a driving force, and a response to difficulties. "Simple as a Turn" is a tribute to the essence of snowboarding: for Nicholas Wolken, turning is not just a technique, but a pure expression of freedom. A simple gesture that, when body, mind, and board become one, takes on an almost supernatural dimension. "DIG," the short film by Nicholas Teichrob, recounts the challenge of tackling a 1,200-meter descent and, above all, the difficulty of the ascent, a completely different undertaking. The extreme elevation difference makes the environment unpredictable: even a small snowball can quickly turn into a dangerous avalanche, and snow conditions can change in just a few steps. The evening ends with a convivial moment, a shared drink, and the opportunity to continue exchanging ideas. Because, as Patagonia's presence at Skimofestival demonstrates, the outdoors is not just about performance or products, but about relationships, responsibility, and shared culture.



INFO AND REGISTRATION

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THE MOUNTAIN ENCYCLOPEDIA

A tool designed to gather all the information needed for aware decision-making: this is how PeakVisor defines itself, the app that maps summits and delivers key data for ski touring and mountain adventures

by Benedetta Bruni

At least once in their life, every mountain lover has been struck by a doubt: "What is the name of the mountain in front of me? Can I get there?" Today, this question can be answered with a smartphone. PeakVisor, an all-Italian app created 10 years ago by a group of mountain enthusiasts and developed by Routes Software, combines next-generation 3D maps, augmented reality, and outdoor navigation. Using the smartphone camera, the app automatically recognizes the surrounding peaks and displays their names, altitudes, and profiles directly on the real landscape, transforming the phone into a tool for reading the terrain. At the heart of the experience are high-precision 3D maps, while with augmented reality (AR), you simply frame the horizon to instantly identify over 1,464,497 mountains, hills, passes, and peaks around the world, including 44,241 in Italy. And not just the names of the peaks, but also trails, passes, refuges, viewpoints, alpine infrastructure, and useful information for winter mountaineering.

PEAKVISOR AND SKI MOUNTAINEERING

Winter mapping was introduced about four years ago and, in addition to useful information for downhill skiing, such as ski area opening hours, it has been enhanced over time with essential parameters for organizing your ski touring trip. The map is divided into various levels of slope, indicated by a color gradient (yellow for those at 30°, red for those over 45°, and white to highlight areas where helicopters can land). You can also view the slope's exposure, weather, snow cover,



and, more recently, the avalanche bulletin provided by official reference centers. All information is automatically translated by the app, so there is no need to worry when traveling outside your country. The data is available in real time when your phone is connected to the internet. Otherwise, the app also offers offline downloads of routes—particularly useful in case of whiteouts—and connects directly to Garmin, Suunto, and Apple Health devices. The local observation feature also allows you to leave a review of your trip, such as a summary assessment of snow quality (scale 1-5) or the presence of avalanches, and to upload geotagged photos. This information is made available to other users and contributes to the flow of information to avalanche centers, reinforcing a collaborative approach to mountain safety. In short, PeakVisor does not aim to replace the experience of a mountain guide, nor does it intend to give ski mountaineers an excuse to "let their guard down" because of the ease with which information can be found within it. On the contrary, it is intended as a convenient tool for having all the information you need to make informed and considered decisions before and during a ski tour at your fingertips and in one place.



ACTIVITIES AT SKIMOFESTIVAL

PeakVisor will be present at Skimofestival, a three-day event entirely dedicated to ski mountaineering, which will be held in Santa Caterina Valfurva from March 6 to 8, 2026, with activities designed specifically for the event. In addition to a dedicated stand where enthusiasts can learn more about its features, the team will organize a "Powered by PeakVisor" activity, with a trainer on hand to demonstrate the app in the field, and will give a short safety briefing before each outing. The app will be at the heart of the festival: the tracks of all the experiences will be available for consultation and download on your navigation devices.

THE YEAR OF THE INDEPENDENT SPORTS STORES

Aggregate data from the business network on performance in 2025 and the last quarter. Aggressive discounts and unstable weather negatively affected sales

by Benedetta Bruni

On the sidelines of our 101 points of view inquiry, retailers belonging to the NSI (Independent Sports Stores) network chose to respond by providing aggregate data on sales trends for 2025, with a specific focus on the last three months of the year. Of the retailers belonging to the network, 43 (69.8% from the Alps and 30.2% from the Apennines and southern Italy) responded, also providing their impressions of the disciplines that performed best or were most affected by the decline in sales in the last quarter. NSI is a business network that brings together various specialist outdoor stores in Italy. It is based on the values of mutual aid, the exchange of information (companies, materials, and working methods) and warehouse availability (such as the sale of internal goods), and the promotion of training courses to increase specialization. They present themselves to companies in the sector as a single entity, acting as a spokesperson for internal issues and at the same time determined to forge stronger partnerships and relationships with parent companies, to protect the members of the network.

FULL-YEAR FINANCIAL STATEMENTS

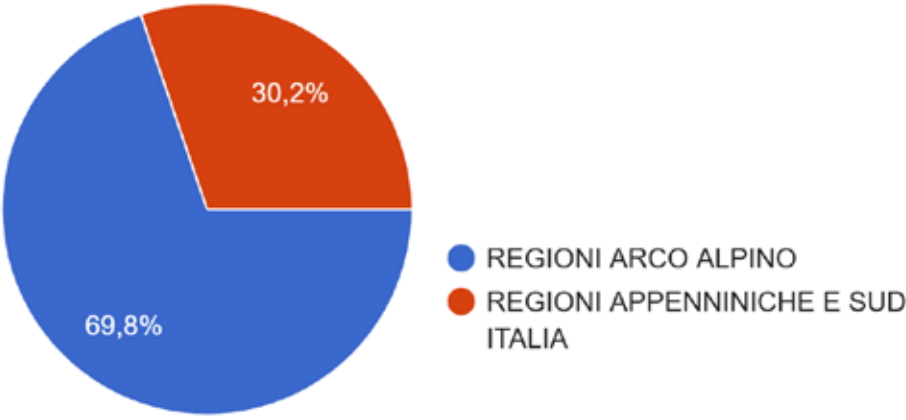
2025 is also proving to be a period of cautious recovery for NSI members: 19 retailers reported a positive year, most of them (nine, or 20.9%) with growth of up to 10% compared to 2024; seven (16.3%) improved sales by between 10% and 20%, and three exceeded 20%. On the other hand, those who said they were stable and those who were dissatisfied were equal: in both cases, 12 respondents had a year without increases or decreases; the same number went into negative territory. Of the latter, eight (18.6%) reported a decline of up to 10%, and four (9.3%) between 10% and 20%. However, none fell below 20%.

THE LAST QUARTER OF 2025

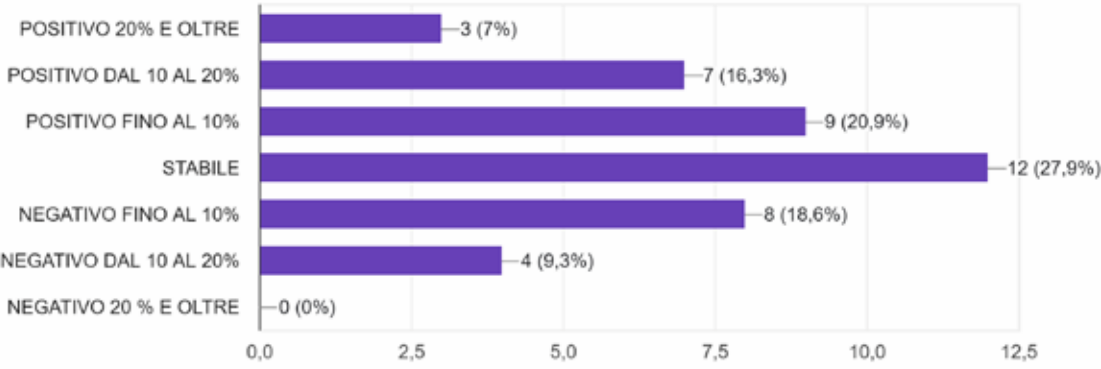
October and November also partly mirrored the general trend, albeit with some reservations, particularly in December, which has always been a special month due to the imminent sales and the Christmas period. The end of the year also coincides with the arrival of the cold season and the opening of the ski resorts, and therefore the start of winter sports. It is often a complex time because it is very dependent on the presence or absence of snow.

October shares the highest number of negative trends with December: in these two months, 15 shopkeepers suffered a decline in turnover. In November, however, the highest figure of retailers who increased sales, as well as the one with the fewest stable (eight) and negative (12) balance sheets. It is worth noting that, during a period strongly influenced by Black Friday, NSI decided not to join, still reporting the best performance of the final quarter. Some stores even mark a recovery during this period or were only positive in November. Finally, December seems to have suffered the blow of the previous month – also due to Black Friday – because the number of negative (15) and stable (11, the highest) stores increases, while those with positive (17) stores fall to a minimum.

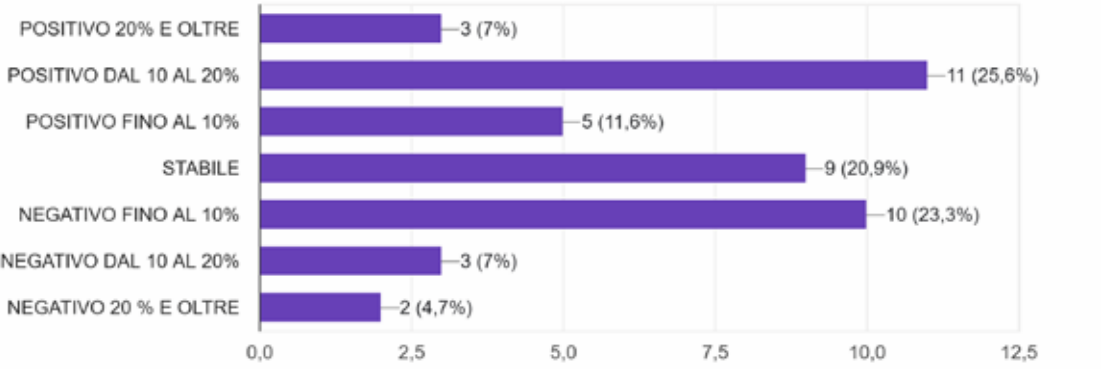
GEOGRAPHICAL AREA



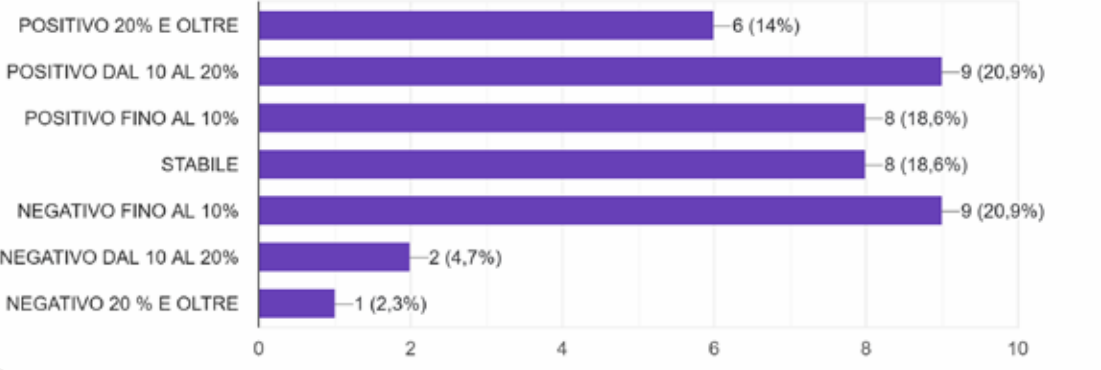
FULL 2025



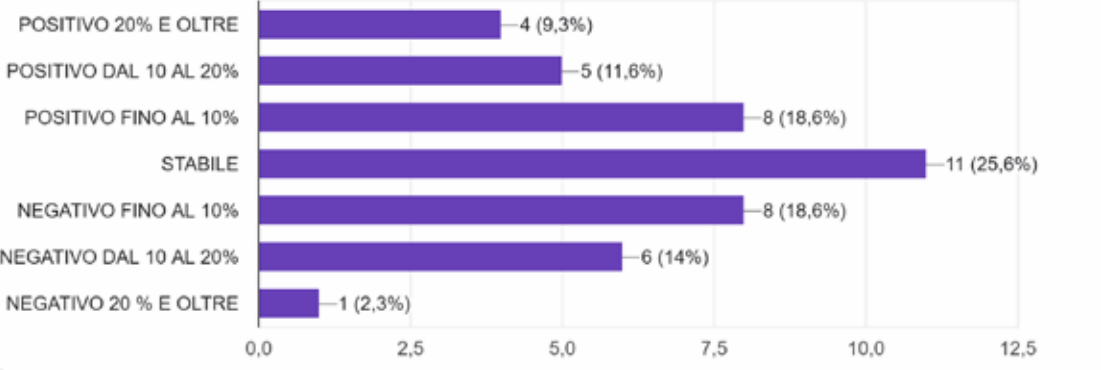
OCTOBER



NOVEMBER

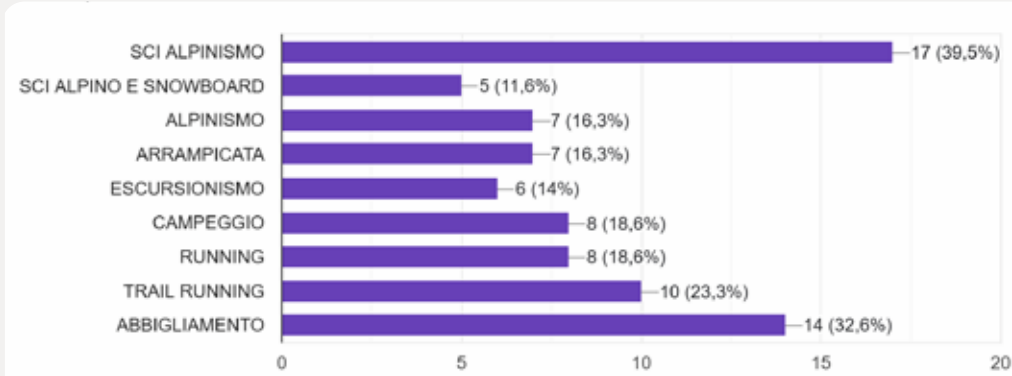


DECEMBER

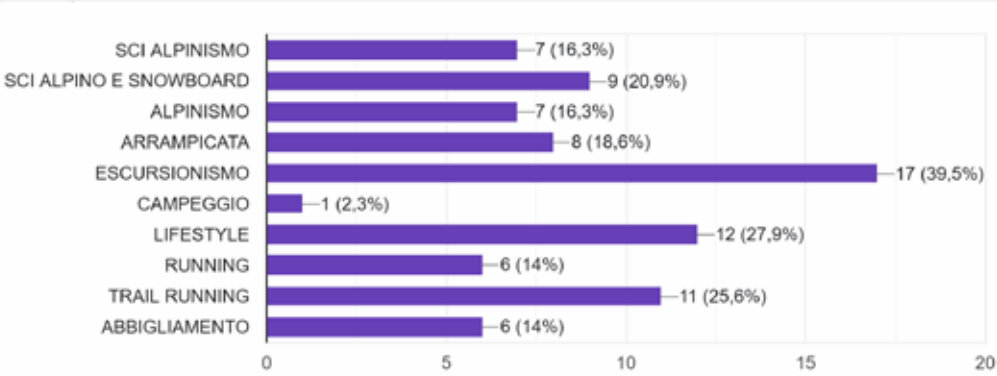


43 members of the NSI responded to the survey.

**WHICH SECTORS HAVE BEEN MOST AFFECTED
BY THE DECLINE IN SALES IN THE THIRD QUARTER**



**WHICH SECTORS PERFORMED BEST
IN THE THIRD QUARTER**



43 members of the NSI responded to the survey.
When asked a multiple-choice question, several stores indicated more than one answer.

THE TREND OF THE SECTORS

Among the disciplines and sectors that performed best, hiking reigns supreme, indicated by 17 stores (39.5%), most likely due to the temperatures, which are still mild but no longer excessive, favoring both multi-night trips and weekend day trips. This is followed by the sale of lifestyle products (27.9%) and trail running products (25.6%), a sport that has been growing in popularity in recent years. There is no doubt about which sport performed worst: ski mountaineering was the sport that suffered most from the decline in sales in the third quarter, also indicated by 17 retailers (39.5%). This is followed by clothing, chosen by 14 respondents (32.6%), probably due to a climate that is not conducive to the purchase of warm clothing in a mild winter, which is part of a trend that is increasingly delaying the arrival of snow, even at high altitudes, and prolonging the summer. In third place we find trail running again (23.3%), with a double podium between positive and negative.

COMMENTS

The considerations of some of the respondents follow, at least in part, what has already emerged in our previous investigations. There is a strong concern about Black Friday, which spoils December sales and concentrates them all in the pre-Christmas period, “but empties” the rest of the month. More generally, the end-of-November discounts, those of outlet stores as well as those offered online by the parent companies themselves, become a negative influence on the customer, threaten the sales of specialists and, if applied by partner companies, undermine the shopkeeper’s trust when it comes to restocking the warehouse. Outdoor clothing remains declining; by the same token, weather-related changes have negatively impacted the overall trend of the year. Within this framework, trust in the NSI affiliation is renewed, which does not make one feel alone, and indeed “solidarity and collaboration within the group is the lifeblood”.

Anyone interested in joining the network
can send an email to:
negozisportiviindipendenti@gmail.com





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experience

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BEAT

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FREERIDE FLOW WITH
OUR **ROCKRIDE** LINE.

rockexperience.it

THE QUESTIONS

END-OF-YEAR REVIEW

- How did the store's sales perform in 2025? Please indicate the percentage increase or decrease.
- Indicate the factors that positively influenced performance in 2025.
- Indicate the factors that had a negative impact on 2025.
- How are your warehouses doing?
- Overall rating for 2025 from 1 to 10?
- Tell us in general how 2025 was.

SERVICES

- Do you also sell online? What percentage of sales do physical stores account for and what percentage does e-commerce account for?
- Do you have a rental service? How much does it contribute to turnover?

PURCHASING TRENDS

- Which product categories were most purchased by consumers?
- Which products do customers purchase most for which use/discipline?

RESPONSIBILITY

- Is there demand for sustainable products?
- Are customers willing to spend more on these products?

CONSUMER

- What is your consumer profile?
- Can you give us three characteristics of a brand that encourage consumers to buy its products?
- In 2024, urban outdoor activities emerged as a strong trend, bringing urban consumers into sports stores. Do you confirm this trend? How important is it to consolidate this consumer base?

SOCIAL MEDIA

- Which social media platforms do you use most?
- Have you noticed an increase in engagement or sales from these platforms?

BRAND CHOICE

- Tell us three characteristics of a brand that determine its inclusion in your store
- Tell us the three brands you work best with in relation to the three points above or in any

other way in terms of margins, deliveries, communication support, etc.?

BEST-SELLING BRANDS IN 2025

What are your top three brands in order of:*

- a. Hiking-trekking footwear
 - b. Mountain lifestyle footwear
 - c. Climbing footwear
 - d. Trail running footwear
 - e. Ski mountaineering/freeride boots
 - f. Skis
 - g. Outdoor clothing
 - h. Technical underwear
 - i. Accessories (poles, glasses, helmets)
 - l. Climbing equipment
- (*+ growing, = stable, - declining)

BREAKTHROUGH BRAND OF 2025

Tell us which brand surprised you with its sales performance in 2025?

FUTURE

What do you expect from the future of distribution?



101 POINTS OF VIEW

Outdoor Magazine's exclusive inquiry continues on market sales trends in 2025. Over to the retailers

edited by the editorial staff

Our magazine always pays close attention to retailers and their needs. Retailers are a fundamental link in the distribution chain, which is why it is important to gather their opinions, listen to their requests, and consider their needs. The first issues of the new year feature the usual "101 points of view" (now a MagNet trademark), in which we conduct a com-

prehensive market survey, taking stock of the year just ended and looking ahead to the year just begun. News, trends, issues, opportunities, and proposals: with 2025 now in the books for retailers, what is the sentiment among store owners? Here is the second installment of our survey, with interesting food for thought for all outdoor market operators.

If you are interested in exploring the views of Italian retailers, contact us at info@mag-net.it

The feeling of this issue



6 HAPPY



5 NEUTRAL



0 SAD



RUN TECH
PADOVA - PUNTI VENDITA: 1
ANNALISA MOSCAN - TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +6,2%
- Professionalità, passaparola e prodotti mirati
- Colori, altezza suole elevata e prezzo
- Giacenza in svuotamento
- Voto: 7
- In crescita, senza farci troppe illusioni, e vendite online sempre super competitive

SERVIZI

- Sì, vendiamo anche online (da 0 a 5%)
- No, non abbiamo un servizio noleggio

TREND D'ACQUISTO

- Calzature e abbigliamento
- Trail running, trekking e camminata in pianura

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No. Non lo considerano, pensano solo agli sconti

CONSUMATORE

- Esperienziale/benessere, famiglia e trekking
- Qualità, comodità e visibilità
- Sì, confermo che è un trend importante

SOCIAL MEDIA

- Instagram e Facebook
- No, non abbiamo notato un incremento. Abbiamo abbastanza visualizzazioni e like, ma senza che questi vengano dirottati all'acquisto

SCELTA DEI MARCHI

- Qualità, durata e scelta diversificata
- LA SPORTIVA - TOPO ATHLETIC - SAUCONY

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (+) TOPO ATHLETIC (+) HOKA (-)

- Calzature mountain lifestyle: LA SPORTIVA (+) ALTRA (+) TOPO ATHLETIC (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: LA SPORTIVA (+) TOPO ATHLETIC (+) ALTRA RUNNING (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: MICO (-) MIZUNO (-) CRAFT (-)
- Abbigliamento intimo tecnico: ODLO (-) CRAFT (-) MICO (=)
- Accessori: non li trattiamo
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- TOPO ATHLETIC

FUTURO DELLA DISTRIBUZIONE

- Bisognerebbe avere più riguardo al dettaglio e fare minori offerte online



OUTDOOR
ROMA - PUNTI VENDITA: 1
FABRIZIO FARINA - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- L'espansione degli utenti climbing e l'aumento dei viaggiatori e degli alpinisti
- L'assoluta volatilità e l'imprevedibilità dei consumi, con enormi differenze di incasso anche nel brevissimo periodo
- Giacenza stabile
- Voto: 7
- Ogni anno sono richiesti sempre maggiori sforzi su più campi per ottenere almeno lo stesso risultato

SERVIZI

- Sì, vendiamo anche online (da 6 a 10%)
- Sì, abbiamo un servizio noleggio (da 0 a 5%)

TREND D'ACQUISTO

- Calzature, abbigliamento, accessori e attrezzatura climbing
- Climbing, trekking, alpinismo e camminata in pianura

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No. La sensibilità all'argomento è ancora minima

CONSUMATORE

- Performance, esperienziale/benessere e amante outdoor/cliente abituale
- Rapporto qualità/prezzo, durevolezza e riconoscibilità
- Nel nostro punto vendita è in crescita ma è marginale, vista l'impostazione prettamente tecnica del negozio

SOCIAL MEDIA

- Instagram
- Non notiamo un incremento significativo dovuto ai social e non è neanche semplice imputarne una percentuale di fatturato

SCELTA DEI MARCHI

- Rapporto qualità/prezzo, marginalità, servizio e supporto
- FERRINO – C.A.M.P. – GREAT ESCAPES

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (+) LOWA (+) KAYLAND (+)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: LA SPORTIVA (=) SCARPA (=)
- Calzature trail running: LA SPORTIVA (=) SCARPA (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: GREAT ESCAPES (+) MOUNTAIN EQUIPMENT (=) FERRINO (+)
- Abbigliamento intimo tecnico: LURBEL (+)
- Accessori: FERRINO (+) C.A.M.P. (+) JULBO (=)
- Attrezzatura climbing: C.A.M.P. (+) EDELRID (+) BEAL (=)

BRAND RIVELAZIONE

- RAFIKI CLIMBING

FUTURO DELLA DISTRIBUZIONE

- Noi lavoreremo con i brand che punteranno a flessibilità, marginalità e servizio



MAXIME
SUSA (TO) – PUNTI VENDITA: 1
MASSIMO GARAGOZZO – TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Rilancio dell'escursionismo, viaggi e cammini e mete
- Vendite online, ritardo di alcune consegne e calo del punto prezzo
- Giacenza stabile
- Voto: 8
- Il 2025 è stato complessivamente un anno stabile, con un andamento positivo nei primi sette/otto mesi. Nell'ultima parte dell'anno abbiamo invece registrato un rallentamento, in particolare a dicembre. A mio avviso questo calo è soprattutto legato alle politiche di vendita sotto-costo concentrate nel periodo del Black Friday, che hanno anticipato parte degli acquisti e compromesso la domanda nei mesi successivi

SERVIZI

- No, non vendiamo online
- No, non abbiamo un servizio noleggio

TREND D'ACQUISTO

- Calzature, abbigliamento e accessori
- Trail running, trekking, alpinismo, camminata in pianura, lifestyle e multisport

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili.
- No. Nonostante una crescente attenzione al tema, nella scelta d'acquisto il prezzo resta il fattore decisivo e il consumatore raramente è disposto a pagare di più solo per prodotti più sostenibili

CONSUMATORE

- Famiglia, urbano e occasionale
- Prezzo, qualità e moda
- Iniziamo a notare anche noi il trend dell'urban outdoor, che interessa non solo gli appassionati di sport, ma anche chi vive in città

SOCIAL MEDIA

- Instagram e Facebook
- Sì, abbiamo notato un incremento

SCELTA DEI MARCHI

- Qualità, assistenza pre e post vendita e moda
- LA SPORTIVA – CMP – MONTURA

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: LA SPORTIVA (+) CMP (+) AKU (=)
- Calzature mountain lifestyle: DOLOMITE (=) CMP (+) LA SPORIVA (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: LA SPORTIVA (+) NEW BALANCE (=) SALOMON (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: CMP (+) MONTURA (-)
- Abbigliamento intimo tecnico: MICO (=) INTIMIDEA (+)
- Accessori: C.A.M.P. (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- LA SPORTIVA

FUTURO DELLA DISTRIBUZIONE

- Mi aspetto una crescita del settore, favorita dall'utilizzo sempre più versatile dei prodotti, sia per attività sportive sia per il tempo libero. Sarebbe importante che le aziende supportassero le piccole realtà come la nostra perché non possiamo sostenere da soli la competizione con le vendite online



ERREGI SPORT
FERRARA – PUNTI VENDITA: 1
SERENELLA BOSCHETTO – TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +10%
- La ricerca di consigli da parte del cliente, la disponibilità dei venditori e l'assortimento degli articoli.
- Non abbiamo riscontrato problematiche particolari
- Giacenza stabile
- Voto: 8
- È stato un anno soddisfacente, sia dal punto di vista del fatturato che per quanto riguarda gratificazione e fidelizzazione. Abbiamo acquisito tanti clienti nuovi, soprattutto fra i giovani

SERVIZI

- No, non vendiamo online
- No, non abbiamo un servizio a noleggio

TREND D'ACQUISTO

- Calzature
- Trail running, camminata in pianura e multisport

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No

CONSUMATORE

- Esperienziale/benessere e urbano
- Buon rapporto qualità prezzo, comfort e durabilità
- Molto importante, il consumatore cerca articoli per l'uso quotidiano, purché comodi e versatili

SOCIAL MEDIA

- Instagram e Facebook
- No, non abbiamo notato un incremento

SCELTA DEI MARCHI

- Buon rapporto qualità prezzo, tecnicità e versatilità
- CMP – SALOMON – NEW BALANCE

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: SALOMON (=) CMP (=) AKU (=)
- Calzature mountain lifestyle: AKU (=) SALOMON (=) NEW BALANCE (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: NEW BALANCE (+) SAUCONY (=) BROOKS (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: CMP (=) REDELK (=) SCOTT (=)
- Abbigliamento intimo tecnico: MICO (=) CRAFT (=) MIZUNO (-)
- Accessori: FIZAN (=) GIPRON (=) SCOTT (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- BROOKS

FUTURO DELLA DISTRIBUZIONE

- Vorremmo che le aziende collaborassero maggiormente con i punti vendita



CALZATURE CARLOMAGNO LAURIA (PZ) - PUNTI VENDITA: 1 RAFFAELE CARLOMAGNO - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Il prezzo e le nuove proposte
- I clienti cercano sempre prodotti scontati
- Giacenza stabile
- Voto: 7
- Tutto sommato è rimasto stabile, quindi considerando la situazione generale sono soddisfatto

SERVIZI

- Sì, vendiamo anche online (da 21 a 40%)
- No, non abbiamo un servizio noleggio

TREND D'ACQUISTO

- Calzature, abbigliamento, sci, scarponi
- Trail running, trekking, camminata in pianura, multisport

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Dipende. Molti ne parlano, ma poi preferiscono risparmiare

CONSUMATORE

- Famiglia e occasionale
- Solidità, sostenibilità e prezzo
- Sì, anche il cliente urbano oltre alle sneakers tende a comprare qualcosa più outdoor

SOCIAL MEDIA

- Instagram e Facebook
- Sì, abbiamo notato un incremento, in particolare grazie ai commenti alle inserzioni

SCELTA DEI MARCHI

- Visibilità, qualità e prezzo
- ROSSIGNOL - AKU - GRISPORT

MARCHI PIÙ VENDUTI

- Calzature trekking-hicking: AKU (=) ROSSIGNOL (-) GRISPORT (+)
- Calzature mountain lifestyle: AKU (=) ROSSIGNOL (-) GRISPORT (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: MIZUNO (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: ROSSIGNOL (=)
- Abbigliamento outdoor: CMP (=) SALEWA (-)
- Abbigliamento intimo tecnico: CMP (=) TRS (=)
- Accessori: ROSSIGNOL (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- CRISPI



PESAVENTO MOUNTAIN STORE ASIAGO (VI) - PUNTI VENDITA: 1 GIAN ANTONIO PESAVENTO - TITOLARE

BILANCIO DI FINE ANNO

- Incremento (+20%)
- Meteo, posizionamento negozio e brand
- Nessuno
- Giacenza in svuotamento
- Voto: 10
- È stato il nostro anno migliore come fatturato da quando siamo aperti

SERVIZI

- No, non vendiamo online
- No, non abbiamo un servizio noleggio

TREND D'ACQUISTO

- Calzature e abbigliamento
- Trekking e lifestyle

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Dipende, i consumatori sanno riconoscere i brand con una storia di vera attenzione alla sostenibilità

CONSUMATORE

- Esperienziale/benessere, famiglia e urbano
- Storia, qualità e sostenibilità
- Molto

SOCIAL MEDIA

- Instagram e Facebook
- Sì, abbiamo notato un incremento. Bisogna proporre sui social quello che si è realmente

SCELTA DEI MARCHI

- Serietà, qualità e storia del brand
- PATAGONIA - ARC'TERYX - ORTOVOX

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: HOKA (+) SALEWA (+) CMP (+)
- Calzature mountain lifestyle: SENTIER (+) HOKA (+) CMP (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: HOKA (+) KAYLAS (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: PATAGONIA (+) ARC'TERYX (+) ORTOVOX (+)
- Abbigliamento intimo tecnico: ORTOVOX (=)
- Accessori: non li trattiamo
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- ARC'TERYX



MAXI SPORT MERATE (LC) - PUNTI VENDITA: 6 DAVIDE OLDANI, WEB AREA

BILANCIO DI FINE ANNO

- Stabile
- Assortimento, promozioni e credibilità
- Situazione generale difficile del commercio, incremento prezzi e difficoltà a reperire tecnici
- Giacenza stabile
- Voto: 6

SERVIZI

- Sì, vendiamo anche online (da 41 a 50%)
- No, non abbiamo un servizio noleggio

TREND D'ACQUISTO

- Calzature, abbigliamento, sci e scarponi
- Trail running, climbing, trekking, lifestyle, multisport e sci alpino

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Dipende

CONSUMATORE

- Esperienziale/benessere e famiglia
- Nome, prezzo e qualità dei prodotti
- Sì, importanti vendite per i brand con un utilizzo urban outdoor (Arc'teryx, Patagonia, The North Face)

SOCIAL MEDIA

- Instagram

SCELTA DEI MARCHI

- Richiesta della clientela, appeal e rapporto qualità-prezzo
- ROSSIGNOL - ARC'TERYX - COLMAR

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (=) SCARPA (-) SALOMON (+)
- Calzature mountain lifestyle: ARC'TERYX (+) SCARPA (-) SALOMON (+)
- Calzature climbing: LA SPORTIVA (=)
- Calzature trail running: NIKE (=) HOKA (=) SALOMON (=)
- Scarponi da scialpinismo/freeride: SCARPA (=) LA SPORTIVA (=) SCOTT (=)
- Sci: ROSSIGNOL (+) HEAD (+) ATOMIC (-)
- Abbigliamento outdoor: ARC'TERYX (+) PATAGONIA (+) THE NORTH FACE (=)
- Abbigliamento intimo tecnico: MICO (=) LÖFFLER (=) MIZUNO (=)
- Accessori: LEKI (=) OAKLEY (=) GIRO (=)
- Attrezzatura climbing: LA SPORTIVA (=) E9 (=)

BRAND RIVELAZIONE

- ROSSIGNOL



RUNNER'S HIGH
BRESSANONE (BZ) - PUNTI VENDITA: 1
 CHRISTIAN JOCHER, TITOLARE

BILANCIO DI FINE ANNO

- Incremento (10%)
- Nuovi clienti, turismo e aumento delle attività outdoor
- /
- Giacenza stabile
- Voto: 8

• Il 2025 ci ha fatto rendere conto che a oggi si lavora ugualmente in tutte le stagioni e che le svendite non danno dei buoni risultati

SERVIZI

- No, non vendiamo online
- No, non abbiamo un servizio noleggio

TREND D'ACQUISTO

- Calzature
- Trail running, trekking e camminata in pianura

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Dipende, il cliente dà più importanza a qualità e comfort

CONSUMATORE

- Esperienziale/benessere
- Comfort, qualità ed estetica
- L'urban outdoor è un trend in aumento, noi essendo vicino alla città notiamo che sempre più clienti cercano abbigliamento e calzature per la quotidianità

SOCIAL MEDIA

- Instagram, Facebook e WhatsApp
- No, non abbiamo notato un incremento, sulle piattaforme siamo rimasti stabili, i nostri clienti preferiscono venire direttamente in negozio

SCELTA DEI MARCHI

- Rapporto qualità-prezzo e assistenza
- NEW BALANCE - SAUCONY

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking:
NEW BALANCE (+) SAUCONY (+)
BROOKS (+)
- Calzature mountain lifestyle:
UNDER ARMOUR (+)
- Calzature climbing: non le trattiamo
- Calzature trail running:
HOKA (+) LA SPORTIVA (+)
SAUCONY (+)
- Scarponi da scialpinismo/freeride:
non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor:
LA SPORTIVA (=) DYNAFIT (=)
- Abbigliamento intimo tecnico:
CRAFT (=)
- Accessori: FALKE (=) BV SPORT (=)
- Attrezzatura climbing:
non la trattiamo

BRAND RIVELAZIONE

- KAILAS

FUTURO DELLA DISTRIBUZIONE

Spero che continui con questo trend di crescita

Are you a store?
 and you want to participate
 to the 101 points of view?



Scan the QR Code
 and fill out the form

LA FIBRA PER OGNI SPORT

LEGGERA

TRASPIRANTE

ISOLANTE



Dryarn® è una fibra altamente performante. Offre a chi lo indossa comfort, tecnologia e praticità. Leggero, isolante, traspirante, Dryarn® è il miglior alleato per qualsiasi performance sportiva. Cercatelo nelle etichette dei vostri capi. Indossatelo per sentire la differenza sulla vostra pelle.

THE **FEEL GOOD** MICROFIBRE
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 BY AQUAFIL



JONATHAN SPORT
ACQUI TERME (AL) – PUNTI VENDITA: 1
 FERDINANDO ZUNINO – TITOLARE

BILANCIO DI FINE ANNO

- Incremento, 5%
- Fedeltà del cliente e marchi giusti
- Internet, outlet
- Giacenza stabile
- Voto: 8
- Il 2025 è andato bene, abbiamo avuto una leggera crescita rispetto all'anno precedente

SERVIZI

- No, non vendiamo online
- Sì, abbiamo un servizio a noleggio (da 6 a 10%)

TREND D'ACQUISTO

- Calzature, abbigliamento e accessori
- Trail running, trekking

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Dipende. Può essere un aspetto in più, ma nessuno chiede prodotti realizzati in materiale riciclato

CONSUMATORE

- Urbano
- Qualità, tecnicità e prezzo
- È un trend che per noi si è consolidato poco

SOCIAL MEDIA

- Facebook
- No, non abbiamo notato un incremento. Li usiamo solo per costruire la nostra comunità

SCELTA DEI MARCHI

- Una sorta di esclusiva sulla piazza, un buon b2b (come la possibilità di riassortire facilmente il magazzino) e qualità
- HOKA – MONTURA – MIZUNO

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: TECNICA (=) LA SPORTIVA (+) CMP (+)
- Calzature mountain lifestyle: ON RUNNING (+) HOKA (+) MIZUNO (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: HOKA (+) LA SPORTIVA (+) MIZUNO (+)
- Scarponi da scialpinismo/freeride: TECNICA (+)
- Sci: BLIZZARD/TECNICA (+)
- Abbigliamento outdoor: MONTURA (=) ROCK EXPERIENCE (+) CRAZY (-)
- Abbigliamento intimo tecnico: IRON-IC (+) CRAFT (=) MIZUNO (=)
- Accessori: BV SPORT (=) DEMON (=) MIZUNO (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- HOKA

FUTURO DELLA DISTRIBUZIONE

- Speriamo che diminuiscano le vendite su Internet, che alla fine è il nostro più grande concorrente



MAGNITUDO SPORT
TRENTO – PUNTI VENDITA: 1
 NICOLA MAINO – SOCIO TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +15%
- Non è facile da dire. Siamo in crescita costante da sette anni e a livello locale ci stiamo dando un gran da fare. Credo sia un mix di fattori che spaziano dalla scelta prodotti alla fidelizzazione del cliente.
- Le scarse precipitazioni, che sono diventate un po' una consuetudine degli ultimi anni, con una stagione invernale che si sta spostando sempre più in avanti. Questo però gioca a favore della corsa, che ugualmente trattiamo
- Giacenza stabile
- Voto: 7
- Molto bene: è cresciuta tanto la corsa ed è leggermente in calo l'outdoor, ma visto l'andamento del mercato direi che ci è andata bene

SERVIZI

- No, non vendiamo online
- No, non abbiamo un servizio noleggio

TREND D'ACQUISTO

- Calzature, attrezzatura
- Trail running

RESPONSABILITÀ

- Abbiamo richiesta di prodotti sostenibili
- Sì, è disposto a pagare di più ma a parità di funzionalità, comfort ed estetica. I clienti sono interessati ai brand che si muovono in una direzione più sostenibile, ma al momento della scelta questo criterio non è vincolante. Se preferiscono un'altra scarpa, non si lasciano influenzare dalle altre più green. Un aspetto che

però è sempre più tenuto in considerazione è la durabilità del prodotto, che si lega comunque al discorso sostenibilità

CONSUMATORE

- Performance, esperienziale/benessere
- Sostenibilità legata alla durata, storia del brand, abbigliamento e trasversalità di utilizzo
- Confermo. Tante persone prendono delle scarpe tecniche, ma se c'è una linea pulita anche da città la preferiscono, perché con un prodotto solo fanno tutto e vi si identificano

SOCIAL MEDIA

- Instagram e Facebook
- Sì, abbiamo notato un incremento. Sono la nostra vetrina online per i prodotti e il nostro canale di comunicazione per iniziative e con i brand

SCELTA DEI MARCHI

- I margini, che non faccia concorrenza diretta al negozio e che piaccia al cliente
- NNORMAL – SALEWA – JULBO

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (+) SCARPA (-) SALEWA (=)
- Calzature mountain lifestyle: HOKA (=) SAUCONY (=) NNORMAL (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: SALOMON (+) HOKA (+) NNORMAL (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: ROCK EXPERIENCE (-) SALEWA (-) DYNAFIT (-)
- Abbigliamento intimo tecnico: DEVOLD (+) BIOTEX (+)
- Accessori: LURBEL (=) JULBO (+) SALOMON (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- SALOMON, perché anche dopo tanti anni conferma comunque la sua crescita

FUTURO DELLA DISTRIBUZIONE

- Il mercato sta vivendo un momento un po' particolare che dovrebbe essere rivisto per le stagioni dei saldi, troppo legate al mondo moda che vive delle stagionalità completamente diverse e ciò crea dei problemi soprattutto ai negozi fisici e agli specializzati. Per il resto è un mercato che mi sembra sano e ci sia abbastanza entusiasmo



BOCCHI SPORT
ROVATO (BS) – PUNTI VENDITA: 1
 ALDO BOCCHI, TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Passaparola e clienti fidelizzati
- L'aumento dei prezzi
- Giacenza in svuotamento
- Voto: 6

SERVIZI

- No, non vendiamo online
- Sì, abbiamo un servizio a noleggio (da 21 a 40%)

TREND D'ACQUISTO

- Calzature e abbigliamento
- Trekking e camminata in pianura

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, al momento i clienti basano i loro acquisti su altri fattori

CONSUMATORE

- Esperienziale/benessere e famiglia
- Comfort e qualità
- Ho notato un leggero aumento del trend

SOCIAL MEDIA

- Facebook e WhatsApp
- Sì, abbiamo notato un incremento di circa il 10% nelle vendite

SCELTA DEI MARCHI

- Rapporto qualità-prezzo
- FERRINO – C.A.M.P. – THE NORTH FACE

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: AKU (=)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: non le trattiamo
- Calzature trail running: BROOKS (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: FERRINO (+) C.A.M.P. (+)
- Abbigliamento intimo tecnico: THE NORTH FACE (+)
- Accessori: C.A.M.P. (+) FERRINO (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- FERRINO

FUTURO DELLA DISTRIBUZIONE

- Spero che il cliente si continui ad appoggiare al negozio fisico rispetto che puntare all'online



WEATHER

When the challenge is lost from the start

edited by Marrano

For outdoor enthusiasts, time is a constant. Whether it is understood as a unit of measurement or as weather conditions. "How long did it take you to repeat that route?" "What will the weather be like this weekend?" One way or another, this factor always comes into play, to the point that for many it becomes a real obsession. Recently, at the prestigious Piolets D'Or 2025 awards ceremony, I noticed how Christian Trommsdorff, patron of the event, introduced each award-winning mountaineering feat by specifying the speed at which it was accomplished, as if to emphasize the importance of this factor in the jury's decision.

Measuring performance in terms of time seems to be a natural thing for outdoor sports enthusiasts, almost a necessity, inherent in the very meaning of the experience, understood as a constant commitment to proving to themselves and others their ability to predict or overcome the limits imposed by nature in order to set some kind of record. This sentiment plays well with the outdoor industry, or at least a large part of it, which is stimulated to design products and tools increasingly geared towards supporting the spirit of challenge and competition with time, to the point of transforming even the most classic activities, such as traditional hiking, into a fast practice (for those unfamiliar with the English language), to be consumed in a short and intense period of time.

So what? What's strange about that? What's the point of these reflections on something that is completely normal? Man has always challenged nature in order to ensure his survival and place himself at the top of the pyramid of living beings. So it's not surprising that a mountaineer tries to reach a summit by

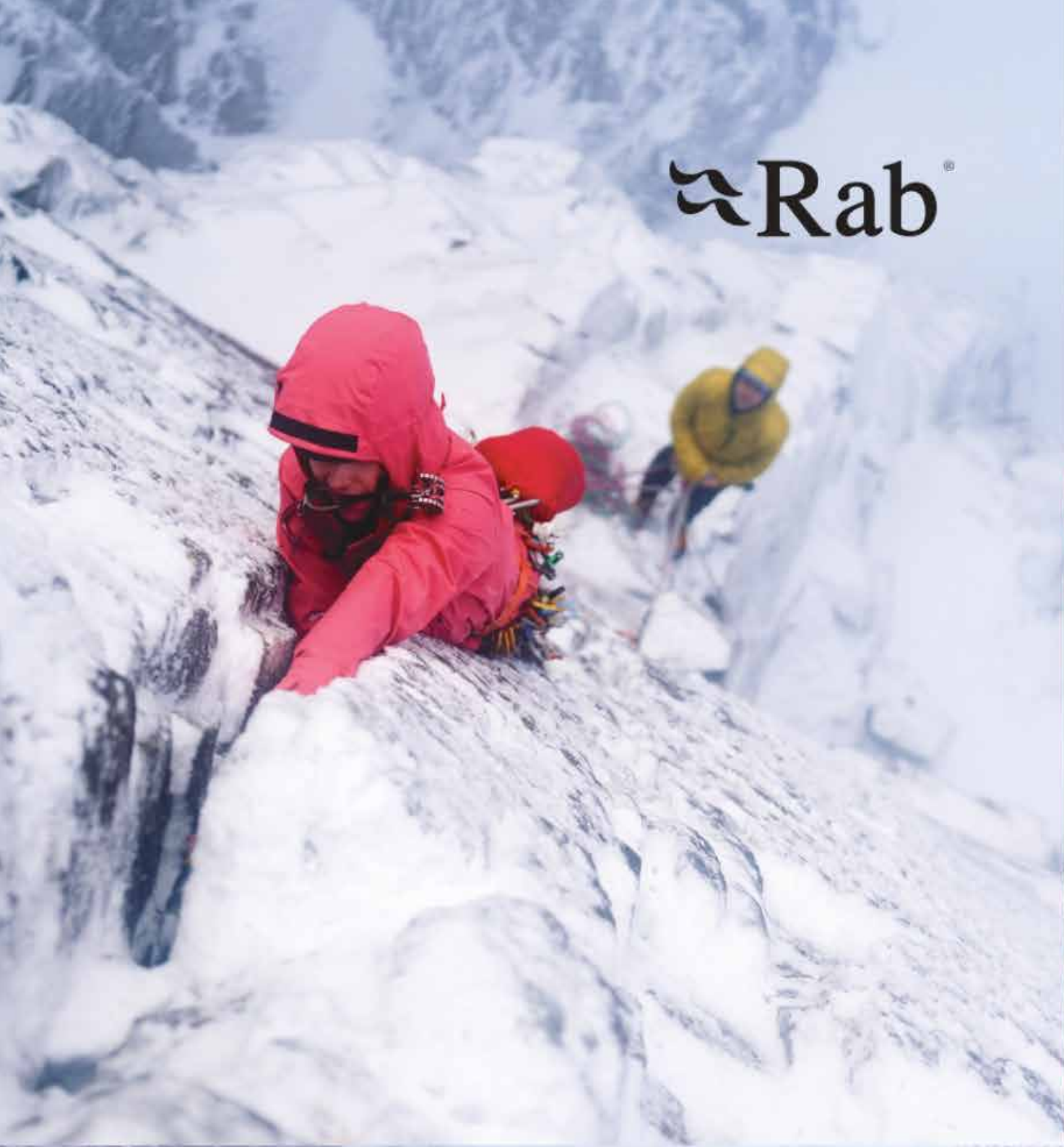
following a challenging route and that he does so by measuring the time it takes to climb it. It is not strange, but rather logical, to be concerned about weather conditions in order to avoid falling victim to bad weather. So, is that the end of the article? No, in fact, this is where we should start, but for the sake of brevity, we will try to quickly reach a conclusion that makes sense on such a broad, complex, and pernicious topic.

Nature doesn't care about time, because it is time itself. As a unit of measurement or as snow, rain, sun, wind, heat, cold, and all the variations in which the elements combine. Getting closer to nature, being in contact with it, living the experience described in the pages of this magazine should teach us precisely this. That is, that time is nature and not what we, with our sophisticated instruments, constantly strive to predict, measure, and defeat. Fighting against time means fighting against nature, taking on a challenge that, for an outdoor enthusiast, is a paradox because it precludes the true meaning of the experience of engaging with the natural environment, namely knowledge through contemplation. This is particularly true in an age such as ours, where everything is instantaneous, distracted, and superficial.

Peasant civilization, whether in the mountains or on the plains, lived the passing of the hours observing nature, learning from it, accepting its rhythms, with sacrifice but in complete harmony, aware of its own limits. Today, we live in a constant absence of time, victims of the digital deception that leads us to live in constant immediacy. With frustration and in perpetual conflict with time and therefore with nature, we face an obsessive challenge that is lost from the outset.

****Off The Grid.** One less advertising page, one more food for thought. Lafuori is not a new outdoor brand founded by two young mountain runners who are passionate about climbing. It is not an influencer's Instagram account. Nor is it the name of a secret cliff on an unknown Mediterranean island or a hotspot in Hokkaido where the world's powderiest snow falls. Lafuori is the title of Outdoor Magazine's counter-editorial. A free and disenchanting account of the outdoors written under a false guise.*

Would you like to respond to Marrano and share your opinion? Write to redazione@mag-net.it



Rab



Beyond ordinary.

I giorni ordinari non si misurano in miglia.

Non si improvvisano in quota. Non iniziano alle prime luci dell'alba, non ti portano sopra le nuvole, e non si concludono con la luce che svanisce mentre cerchi riparo nelle ombre delle cime.

Dopotutto, i giorni ordinari non diventano mai grandi storie.



WWW.RABEQUIPMENT