

outdoor magazine

Year 19 - No. 2 - 2026

NO
CROWN
JUST
MEMORIES

COMPETITIONS GO
MOUNTAINS STAY



#THEPLACETOBE

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Year 19 - Issue 2 - 2026



DATA & STATISTICS

10 | Who are the users of the Niva app?

THE STATE OF PLAY BY IOG

12 | The improved website is now online

RESPONSIBILITY

14 | The new ESG standards
for companies

45 | Ternua creates garments
with a circular approach

45 | Responsibility in Kong's strategic
future

COVER STORY

16 | Montura: No Crowds, Just Memories

FOCUS SHOP

18 | Maxi Sport: between past and future

#MONTURAPEOPLE

20 | Dino Lanzaretti:
"On my bike I met the world"

EVENTS

22 | SCARPA Ice Days, no place too far

SAVE THE DATE

24 | European Outdoor Week,
Riva del Garda (TN)

ACTIVE TRAVEL

26 | Lucca and its land in slow mode

EXCLUSIVE FEATURE

28 | 101 points of view: third episode

BRAND PROFILE

40 | Suunto, never out of focus

42 | Rab, the value of time

PRODUCT INSIGHT

43 | La Sportiva Challenger 28L

44 | Icepeak Dix and Dassow

44 | Nordsen midlayers and sweaters

PRODUCT SHOWCASE

46 | Scott, The North Face,
HDry, X-Bionic



MADE IN ITALY ON THE PODIUM

Shannon Abeda was born in Canada to Eritrean parents. Milano Cortina 2026 was the third Winter Olympics for the African country. His story, which you can find in the attached *Snowbusiness Mag*, is not the usual *Gialappa's Band*-style news story about an exotic athlete competing on the snow. There are many meanings and perspectives that go beyond the sporting gesture because a pool of Italian excellence - from sports brands to technicians - has gathered around the figure of the Eritrean skier to launch a message of intercultural dialogue, personal growth, and social development. The same intercultural dialogue that the star of the Games, Eileen Gu, a \$23 million brand, brings with her.

The freestyler takes us to another level of discussion, that of numbers, because Milano Cortina 2026 was a success. The Sportsystem Economic Observatory has calculated that over 70% of the boots and skis worn by the athletes were produced or designed in the Montebelluna district in Italy, which generates an income of 3.2 billion, and the image conveyed to the world by the Games was a perfect showcase for Italian-made products. The Olympics—as you will have already understood—are one of the main topics of this issue of *Outdoor Magazine* and its supplements, starting with the debut of ski mountaineering, which garnered unexpected television ratings (incidentally, the overall audience for Milano Cortina involved two-thirds of the Italian population and exceeded that of all previous Olympics in Italy) and also some criticism, but it had unprecedented global visibility. This was an important springboard for a sport whose protagonists are still micro-influencers when compared to the stars of the Games such as Brignone and Klæbo. You can find all this information and analysis in the Skialp Special, along with a double interview with Alba De Silvestro and Michele Boscacci, two of the Italian athletes in the spotlight at the debut of ski mountaineering.

If we look beyond the five rings, it is always the numbers that speak for themselves, starting with those reported by the big outdoor and running brands, which often closed 2025 with double-digit growth, figures that seem to contrast with those of some large Chinese footwear manufacturers, which are more "lukewarm."

Starting with this issue, we have added a "market" section to the news, where you can find all this information as well as that of a leading Italian retailer, Maxi Sport, which has passed into foreign hands, news that we cover separately. Other figures come from The 101 points of view, a trademark of *Outdoor Magazine* since its inception. The stores surveyed for this issue see a slight prevalence of growth in 2025, slightly higher than those with stable turnover compared to 2024, and only a few in decline. This is encouraging because positivity is contagious.

If there is one positive aspect of the current situation in Italy, it is related to events. We would like to point out one that you already know for sure, but there is so much news and our publishing house MagNet is at the forefront: the European Outdoor Week. Read the article on page 24 carefully. The project, born from a strategic partnership between the European Outdoor Group and MagNet, focuses on the trade show (ORBDAYS and Outdoor), but also includes several other events dedicated to a wider audience, from the Outdoor Impact Summit to the European Outdoor Awards and Activation Days. Mark the date and location in your calendar now: May 14-19, Riva del Garda, Italy. It seems like a long way off, but time flies. Just like my first month as editorial director of *Outdoor Magazine*. Allow me to thank MagNet and ceo Benedetto Sironi for the trust they have placed in me, the entire editorial team for their tremendous work, and you, our readers, whom I ask to open channels of dialogue with the editorial staff. Because dialogue—even constructive criticism—is the seed of collective growth.

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it's me



TECHTEXTIL AND TEXPROCESS: FROM APRIL 21 TO 24 IN FRANKFURT, THE TRADE FAIRS DEDICATED TO TEXTILES AND THEIR PROCESSING

From April 21 to 24, Messe Frankfurt will host Techtextil, the trade fair dedicated to all aspects of textiles and nonwovens, and Texprocess, the event for the textile processing industry. The simultaneous events bring together all the innovations from various textile sectors, from automotive production to fashion design and medical engineering, in one place, giving visitors the opportunity to see and touch all the technical fabrics for every type of application, as well as the materials, technologies, value chain, and machines used to process them, from fiber to finished product. Conferences, presentations, and competitions will offer all exhibitors and visitors insights into the latest and most decisive developments, while providing qualified professional inspiration. Finally, additional side events will act as a catalyst for new synergies between exhibitors and the various thematic areas of the fair.

RIMINIWELLNESS LAUNCHES "OFF", AN EXHIBITION DEDICATED TO OUTDOOR ACTIVITIES AND RUNNING

From Thursday, May 28 to Sunday, May 31, RiminiWellness and RiminiWellnessOFF will transform the city into a large open-air gym, thanks to a packed program of events, courses, lessons, talks, and initiatives focused on physical exercise, nutrition, mental well-being, and preventive medicine. An international manifesto for the promotion of physical activity and healthy lifestyles. RiminiWellness, an international reference point for thousands of enthusiasts, athletes, and professionals in the sector, further strengthens its link with the urban and cultural fabric of the city with RiminiWellnessOFF, involving a wide and diverse audience that will have the opportunity to experience the city of Rimini through a program of outdoor activities organized in collaboration with major brands and with the media partnership of *Outdoor & Running Magazine*.



TERRES MONVISO OUTDOOR FESTIVAL: THE PROGRAM

The organizers of the Terres Monviso Outdoor Festival (March 13-15, 2026) have put together an impressive program of events and invite the public to book their experience from among the dozens of options on offer. Didattiland returns on March 13: a day of training and information for schools that will bring 1,482 students to the event, while at 3 p.m. the "open exhibition" will be inaugurated and will remain open to the public until the end of the festival. There will be meetings with guests such as Lucia Capovilla and Michele Freppaz, as well as unmissable events such as the Saluzzo Street Boulder Festival by Vibram, Scia con Terres Monviso, Balon Bike, Gravel di Pianura, and Antiche Mura. On Sunday, March 15, Datameteo Educational will bring the Outdoor Balon Village to Saluzzo, a space for teaching, amazement, and even music.

MARCO DE GASPERI FULFILLS HIS DREAM: THE FIRST EDITION OF THE ORTLES HAUTE ROUTE TRAIL WILL TAKE PLACE IN SEPTEMBER

Ortles Haute Route Trail, the race conceived and organized by six-time world mountain running champion Marco De Gasperi, is scheduled for September 11 and 12 and will feature three routes, including a long distance one. Largely following the high route that connects Valtellina and South Tyrol, the event will take place entirely within the Stelvio National Park, with Bormio as the start and finish point for all races. The aim of the project is to promote the beauty of the Ortles High Route by creating a new large loop that will offer every single competitor unforgettable emotions. For the first edition, three distances will be offered: the main race will cover 120 km with 9,000 m of elevation gain, while its "sister races" will have shorter distances (30 km and 10 km).



MILLET BACK SPONSORING THE TOUR DU RUTOR EXTRÊME

Millet Tour du Rutor Extrême is the most technical of Italian ski mountaineering races, taking place the last weekend of March (Saturday the 28th and Sunday the 29th) on the Aosta Valley peaks of La Thuile, Valgrisenche, and Arvier. This year, Millet continues its partnership with the prestigious French brand: a decade-long collaboration consolidated with the signing of a new contract. Now in its 22nd edition, it will take place in the usual two-day team format: both the Rutor Glacier crossing and the classic Sunday stage in Planaval are confirmed, which together total 5,000 meters of elevation gain, at least 20 changes of set-up, 50 km of racing, 3 km of ridges and couloirs with sections above 3,000 meters. While senior athletes will compete in pairs, the younger athletes will compete individually. For those who don't like timed challenges, the "Team TDRX85" initiative will be offered again this year.

SKYRUNNING RETURNS TO THE UNITED STATES WITH THE MERRELL SKYRUNNER WORLD AND USA SERIES CIRCUITS

Skyrunning returns to the United States with the Merrell Skyrunner USA Series, a circuit of four races, accompanied by a US stage of the Merrell Skyrunner World Series, already announced in December. The four races will cross North America from the southeast to the northwest, from New York to Alaska, with distances ranging from 21 km to 37 km and elevation gains from 1,350 m to 3,500 m. In 2026, around 10 countries will host a Skyrunner National Series race: Austria, Portugal, Spain, the United Kingdom, and Ireland are currently confirmed, with the United States now joining them. The top three men and women in the final rankings of the US series will qualify for the SkyMasters, the final event of the Merrell Skyrunner World Series.





JENNY SIMPSON IS THE FIRST CHIEF RUNNING OFFICER IN FLEET FEET

Legendary American athlete Jenny Simpson has taken on a new leadership role: she has been appointed chief running officer of Fleet Feet, the largest franchise of the specialty stores in the United States. After a competitive career spanning nearly 20 years and ending with the 2024 New York Marathon, Simpson, a three-time Olympian and bronze medalist in the 1,500m at the 2016 Rio Games, embarked on a journey across all 50 US states, sharing her passion for running with local communities. In this new strategic role, Simpson will be the national voice of the brand and will lead initiatives related to training, community, technology, and holistic wellness for running enthusiasts. She will collaborate with stores, coaches, and business partners to strengthen training programs and activities in the field.

“MOVE IN TUNE”: SHOKZ AND GARMIN LAUNCH A GLOBAL CHALLENGE TO STAY CONSISTENT

The collaboration between Shokz and Garmin takes shape in “Move in Tune,” the global contest launched in February on the Garmin Connect platform, which has already attracted thousands of users. The heart of the initiative is continuity: participants are asked to complete a total of five hours of activity by the end of the month. This goal is tailored to the real habits of those who practice running and outdoor sports, focusing more on regularity than extreme performance. Upon reaching the goal, participants unlock an exclusive digital badge and a special discount on Shokz premium products, valid for three weeks. The synergy between the two brands is not new: in recent months, it has also found its way into international events such as the Garmin Marathon in Arizona and the Garmin Run Asia Series, bringing the same message from live competitions to the digital realm.



COCHAMÓ POR SIEMPRE: PATAGONIA'S FILM ABOUT ONE OF CHILE'S GREATEST ENVIRONMENTAL VICTORIES

Patagonia has released Cochamó Por Siempre, a short film (also featuring Sean Villanueva and Tommy Caldwell) about the journey that led to the acquisition of Fundo Puchegüín, a property covering over 328,000 hectares in Cochamó, Chile. The area is home to ancient forests, endemic species, and granite formations that have made the valley a world-renowned destination for climbing. It is the ultimate destination for granite enthusiasts, offering iconic routes in places such as Cerro Trinidad, Cerro La Junta, El Anfiteatro, and El Monstruo. The acquisition, carried out by the Fundación Conserva Puchegüín, is the result of a fundraising process that raised over \$78 million to protect and manage the land through a unique model that involves local communities and respects traditional and recreational uses of the land. The film is available on YouTube and patagonia.com.

FERRINO: THREE-YEAR PARTNERSHIP WITH THE FRENCH NATIONAL UNION OF MOUNTAIN GUIDES

Starting January 1, 2026, Ferrino became an official partner of the Syndicat National des Guides de Montagne (SNGM) through Ricochet, the brand's distributor in France. The three-year agreement provides for the supply of technical equipment to French high-mountain guides who are members of the union. This partnership represents a new step in Ferrino's commitment to mountain professionals, strengthening the brand's presence in French mountaineering. Guides will be able to count on equipment designed to meet the highest standards of performance, reliability, and safety, developed based on Ferrino's experience in high-altitude environments.



SKI FOSSIL FREE: THE PETITION WITH 25,000 SIGNATURES PRESENTED TO THE IOC BY NIKOLAI SCHIRMER AND POW ITALY

At the Milano Cortina Olympics, some of the world's leading outdoor athletes promoted the Ski Fossil Free campaign launched in January by Nikolai Schirmer and POW Italia, which has surpassed 25,000 signatures, against the presence of fossil fuel-related sponsors at events such as the Winter Olympic Games, held in fragile ecosystems. The demand is clear: the International Olympic Committee and the International Ski and Snowboard Federation (FIS) must plan for a progressive exit from fossil fuel-related sponsorships, aligning the winter sports sector with the goals set by climate science. IOC President Kirsty Coventry acknowledged the need for the organisation to “do more” on the climate front, stressing that dialogue is ongoing but that progress “takes time”.

TREZETA EXPANDS ITS RETAIL CHANNEL WITH ITALIAN RETAILERS PITTAROSSO AND SCARPE&SCARPE

Trezeta announces its entry into PittaRosso and Scarpe&Scarpe stores, strengthening its presence in the retail channel and expanding its distribution throughout Italy with almost 150 shops nationwide. The collaboration stems from the desire to respond to growing demand for reliable, versatile, and affordable trekking and hiking footwear, designed for consumers who are increasingly attentive to technical quality, comfort, and product durability. Contemporary outdoor activities are evolving, expanding their contexts of use: from the trail to the city, from travel to leisure, without compromising on performance. Through this partnership, Trezeta brings to stores a selection of models for men, women, and children, designed for everyday use, while maintaining protection, stability, and reliability.





MAJOR CHINESE FOOTWEAR SUPPLIERS:
LIGHTS AND SHADOWS IN 2025 AND 2026

Three of China’s largest sports shoe factories ended a difficult 2025 due to US tariffs and began 2026 amid uncertainty. According to SGB Media, Feng Tay Enterprises, one of Nike’s long-standing suppliers, reported a 4.5% drop in revenue in 2025, with only two months showing positive growth, due to the rush to export products before the new tariffs came into effect. Yue Yuen Industrial posted negative figures in the last months of 2025 but closed the year at +0.5%. Stella International Holdings Limited, which manufactures for brands such as Nike, Saucony, Under Armour, Merrell, Timberland, and Ugg, reported growth by 1.2% in 2025. In 2026, Feng Tay reported a 1.8% decline in revenue in January (in 2025, the partial figure was -6.2%), while Yue Yuen reported growth of 0.6% (+1.1% in January 2025).



Carsten Unbehaun, ceo ASICS EMEA

ASICS UP BY 19.5% THANKS
TO THE LIFESTYLE SEGMENT

ASICS Corp has announced its financial results for 2025, closing with consolidated sales of ¥810.9 billion (approximately €4.44 billion). All segments are growing, but the results are driven by the SportStyle segment (+43%) and the Onitsuka Tiger brand (+43%). Performance Running also performed well, accounting for a significant portion of sales with ¥363.5 billion (€1.99 billion, +11.2%). Europe was the macro-area with the highest revenues at ¥1.204 billion, up by 18.4%. This is the highest EMEA turnover ever. ASICS EMEA also reported growth across all sales channels. In the wholesale channel, annual growth of 22.5% was recorded; in owned retail channels, revenues increased by 8.2%; while in e-commerce, the increase was 10% in 2025 compared to 2024.

NEW BALANCE CLOSES
THE YEAR AT 9.2 BILLION \$

New Balance has announced revenues of \$9.2 billion for 2025, up 19% on 2024. This is the fifth consecutive year of growth (+20% in 2024, +23% in 2023) with an increase of 178% since 2020, when revenues stood at \$3.3 billion. Europe is driving growth, with +30%, while in North America the brand has grown by 20%.



AMER SPORTS: GROWTH IN 2025 DRIVEN BY ARC'TERYX
AND SALOMON

Amer Sports, which controls the Arc'teryx, Armada, Atec, ATomic, DeMarini, EvoShield, Louisville Slugger, Peak Performance, Salomon, and Wilson Sports brands, closed the fourth quarter with a 28% increase in revenue (26% at constant currencies), reaching \$2.10 billion. The Technical Apparel business unit (which includes the Arc'teryx and Peak Performance brands) grew by 34% (34% at constant currencies), while Outdoor Performance (Salomon and Atomic) grew by 29% (23% at constant currencies). The 2025 results show a 27% increase in revenue (26% at constant exchange rates) to \$6.57 billion. The Technical Apparel business unit closed the year at \$2.86 billion (+30% - +31% at constant currencies) and Outdoor Performance at \$2.40 billion (+31% - +29% at constant currencies).

NIKE FOCUSES ON TRAIL
RUNNING WITH ACG

The US brand recently relaunched ACG, founded in 1989, with several initiatives. In an interview with Bloomberg in Milan, on the occasion of the Milano Cortina 2026 Olympics, Elliott Hill, president and ceo of Nike, explained the renewed interest in ACG: "We decided to pursue this goal through trail running, which is one of our strengths and allows us to bring innovation, change, and freshness to the market. We chose the ACG brand because it already enjoys a certain notoriety and has an attitude that we believe is new and fresh, capable of bringing something different to the outdoor market." Nike reported 20% growth in the running segment in the last quarter.



VF CORPORATION GROWS BY 1%
IN THE THIRD QUARTER

VFC closed the third quarter (as of December 27, 2025) of the fiscal year with revenue growth of 1% to \$2.875 billion. Consolidated revenue for the first nine months was \$7.439 billion. The North Face, one of the brands controlled by the corporation, recorded +8% growth (+5% at constant exchange rates). DTC performance was also positive (+4%). The figures include the Dickies brand until the completion of its sale to Bluestar Alliance LLC on November 12.



FITNESS DRIVES GARMIN'S GROWTH IN THE FOURTH QUARTER

Garmin reports consolidated revenues of \$2.1 billion in the fourth quarter of 2025 (+7%) and exceeds \$2 billion in a quarter for the first time in its history. Growth was driven by the "Fitness wearables" category, up by 42%, but the Marine and Aviation sectors also saw double-digit increases. Revenues for 2025 increased by 15% to \$7.25 billion.

DECATHLON WILL OPEN A STORE INSIDE IKEA NEAR LONDON



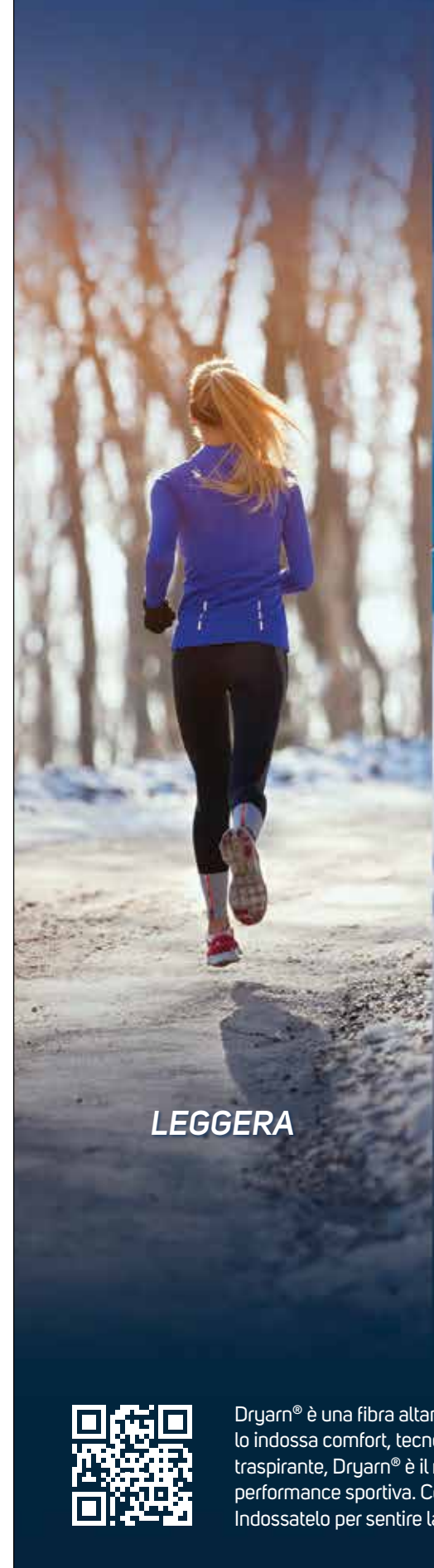
A 1,188-square-meter store will open next spring inside a 25,000-square-meter Ikea store in Croydon, South London, UK. This is the first time that a sporting goods store has opened inside one of the Scandinavian furniture giant's stores. There have been two previous instances of this, involving two stores belonging to a small electronics distributor, Kjell & Company, in Sweden, and there are also plans to open a gardening specialist store in Klagenfurt, Austria. The operation involves stores managed by Ingka and is part of a test to increase visits and monetize space at the same time. Ingka plans to invest more than €5 billion over the three-year period 2024-2026 in opening new stores and improving existing ones.

BROOKS RUNNING: INTERNATIONAL PRESENCE DRIVES REVENUE GROWTH TO +16% IN 2025

Brooks Running closed 2025 with global revenue growth of 16% compared to the previous year, consolidating nine consecutive years of sales growth and confirming its strength in the running footwear market. According to the company's press release, this performance was driven by strong results in all major markets, with increasing by 13% in North America, 22% in Europe, the Middle East, and Africa (EMEA), and skyrocketing by 66% in the Asia-Pacific and Latin America (APLA) regions. Growth in China was particularly significant, with sales increasing by 245%. The company attributes this trend to a combination of innovations in footwear and a strengthening of its international presence, both through commercial initiatives and visibility at major global events.



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TELL ME HOW YOU SKI, AND I'LL TELL YOU WHO YOU ARE

Skiers, ski mountaineers, freeriders: three tribes with different ages
and technical levels. The data from the NIVA app

by Benedetta Bruni

Among friends who are passionate about ski mountaineering, everyone knows each other, of course; with experience, you can also expand the Sunday trip group to include other people, all united by the same love of skiing. However, it is not always easy to get everyone to agree on an outing, a slope, or a gradient. Different levels of ability, familiarity with equipment, and techniques come into play. And these dynamics are often taken to extremes when you live in the city, where there is inevitably a different mountain culture. NIVA, the sports matching app for the vertical world, has come to the rescue of these unfortunate ski mountaineers. Originally created to find climbing partners, it has recently integrated the search for ski mountaineering companions, with the ambition of gradually including all outdoor activities by the end of 2026 to speak directly to mountain lovers as a whole.

THE SKIER WITHIN NIVA

NIVA was born from an idea as simple as it is essential: to find the ideal adventure companion based on parameters entered by users and filters of interest. The effectiveness of the matching grows proportionally to the quality of the information shared by users within the community. Knowing a person's experience, level, preferences, geographical location, and availability

allows for more reliable and functional connections to be made. This information is therefore fundamental to the core functionality of the platform, i.e., matching, but it also represents a significant asset for outdoor operators and research organizations interested in better understanding the composition, behavior, and dynamics of vertical segments. Leveraging this, we at *Outdoor Magazine* asked NIVA to share some data about the platform's users. The focus of the analysis was on skiing, with a parallel comparison with climbing. The comparison is particularly significant for two reasons: on the one hand, 76% of users who ski also say they climb, confirming an unbreakable bond with the mountains that adapts to the season; on the other hand, the ski mountaineering community is more recent within the app, thus offering a less granular cross-section.

ANALYTICAL NOTE

The data presented is derived from information recorded on the platform and related processing. These are self-certifications completed by users on a voluntary and non-mandatory basis. The results may therefore be affected by compilation bias and should be interpreted bearing in mind that NIVA was not created as a market research tool, but as an operational platform for matching practitioners.

WHO USES NIVA?

GENDER AND AGE

The first finding concerns the gender and average age of users, which is one of the main parameters used when looking for a partner for adventures, depending on the people with whom one feels most comfortable. 71% of NIVA users who ski (alpine, mountaineering, and freeride) are male, with an average age of 35; while the remaining 29% are female, with an average age of 33. The general extrapolation of the data does not differ too much from the specific data on skiing: 67% are men aged 32, while 33% are women aged 32. Users who did not specify their gender and senior and junior 'genders' were excluded from this data.

SKIING

GENDER	# USERS	% USERS	AVERAGE AGE
F	245	29%	33
M	610	71%	35
Total	855	100%	34

AGE RANGE DISTRIBUTION

The vast majority of ski mountaineering enthusiasts are aged between 25 and 35: 51% of the 886 registered at the time of the survey, corresponding to 454 people. This is followed by the 35 to 45 age group (20%, 178 users) and the youngest users, aged 18 to 25 (11%, 98 people). Again, the trend is similar to that of users in general: 48% (4,699 users out of a total of 9,889) are between 25 and 35 years old; followed closely by the youngest age group, 15 to 18 years old, which accounts for 17% of the community (1,176 users), slightly more than the 16% aged between 35 and 45 (1,621 users).

SKIING

RANGE AGE	# USERS	% USERS
18-25	112	13%
25-35	456	51%
35-45	178	20%
45-55	80	9%
55+	62	7%
Total	886	100%

SKI TOURING

30% of ski mountaineers have L3 skills: they cover long distances on challenging slopes, tackling remote tours far from the beaten track; they know how to use ice axes and crampons even on peaks and ridges and have the skills to rescue someone who has fallen into a crevasse. Just behind, at 22%, are L2 users, i.e., people with the basics of ski touring and avalanche rescue skills, who plan intense tours in terms of fitness and undertake short alpine sections with their skis on their backpacks. In third place (18%) are L1 members, absolute beginners who are learning the basics of ski mountaineering and rescue practices, who prefer moderate slopes or downhill runs and who are starting to build up good stamina both uphill and downhill. Those who identify with levels L4 (multi-day expeditions on extreme terrain, advanced mountaineering skills, excellent risk assessment even in unpredictable conditions) and L5 (first ascents and elite competitions, able to climb TD or ED alpine routes, with excellent physical and psychological prowess and in a group) are distributed in almost the same percentages as L1, 15% and 16% respectively.

TOURING

LEVEL	# USERS	% USERS
Level 1	111	17,5%
Level 2	137	22%
Level 3	188	30%
Level 4	95	15%
Level 5	98	15,5%
Total	629	100%



ALPINE SKIING

The majority of downhill skiers also belong to L3: 30% of users are comfortable on steep terrain, black runs, and challenging snow conditions; they are able to carve, make short turns, adapt their style to different snow conditions, and are beginning to explore off-piste skiing. Unlike ski mountaineering, and probably due to a larger pool of practitioners, this level is followed by L4 for 27%, i.e., skiers who are comfortable on extreme terrain, moguls, and ice, with technical skills so strong that they have taken part in competitions. Finally, in third place are L5 users: skiers who respond to the most challenging conditions and terrain, athletes who know how to push their sporting limits. Lower percentages are found for L2 (13%), who mostly ski on blue and red slopes, and L1 (9%), i.e., those taking their first steps on skis.

ALPINO

LEVEL	# USERS	% USERS
Level 1	61	9%
Level 2	85	12,5%
Level 3	203	30%
Level 4	180	26,5%
Level 5	147	22%
Total	676	100%

FREERIDE

As with ski mountaineering and alpine skiing, most freeriders identify themselves as being at the medium-high L3 level, specifically 33% of users who practice this sport. These are people with a reasonable technical level who are able to tackle short sections of up to 40°. In this case, the second largest group is L2 (20%): people with solid skills, familiar with ski touring equipment and the basics of climbing, who are beginning to explore off-piste skiing with slopes up to 30°. In third place is L4, with 19%: expert skiers, comfortable on technical terrain and couloirs, who can handle slopes of up to 55° for short sections and are highly skilled in climbing techniques.

FREERIDE

LEVEL	# USERS	% USERS
Level 1	63	13%
Level 2	94	20%
Level 3	156	32,5%
Level 4	89	18,5%
Level 5	78	16%
Total	480	100%



THE STATE OF PLAY BY IOG

A SERVICE PLATFORM

The improved Italian Outdoor Group website is now online:
more international and closer to businesses

edited by the Italian Outdoor Group

The Italian Outdoor Group website has been updated. This is not just a graphic update, but a real strategic shift that accompanies the evolution of the Italian outdoor sector and strengthens the Group's role as an authoritative interlocutor, both in Italy and abroad. The restyling has a clear objective: to provide IOG with a digital tool capable of communicating its identity, current projects, and the value of its member companies more effectively, reaching an increasingly wider and more international audience.

A CLEAR, FUNCTIONAL, AND REPRESENTATIVE PORTAL

The new content structure has been redesigned to make navigation more intuitive and immediate. Industry news, initiatives, events, updates on institutional activities, and insights on strategic issues now have an organized and easily accessible space. The improved graphic design highlights the work of the Group and its member companies, putting projects, vision, and results at the forefront. For retailers, the site becomes an even more useful tool for staying up to date on industry dynamics and activities that strengthen the entire outdoor supply chain.

THE KEY NEW FEATURE: THE SITE IS NOW BILINGUAL

The most significant aspect of the new direction is its international reach: the site is now available in Italian and English. This strategic choice strengthens dialogue with partners, stakeholders, and foreign operators, offering greater visibility to member companies and IOG projects on international markets. The Italian outdoor sector is synonymous with quality, innovation, and product culture: today, it can communicate even more effectively, even beyond national borders.



We invite you to visit it and follow its updates: it is a tool designed to grow alongside businesses and further strengthen our system.

PART OF A BROADER STRATEGY

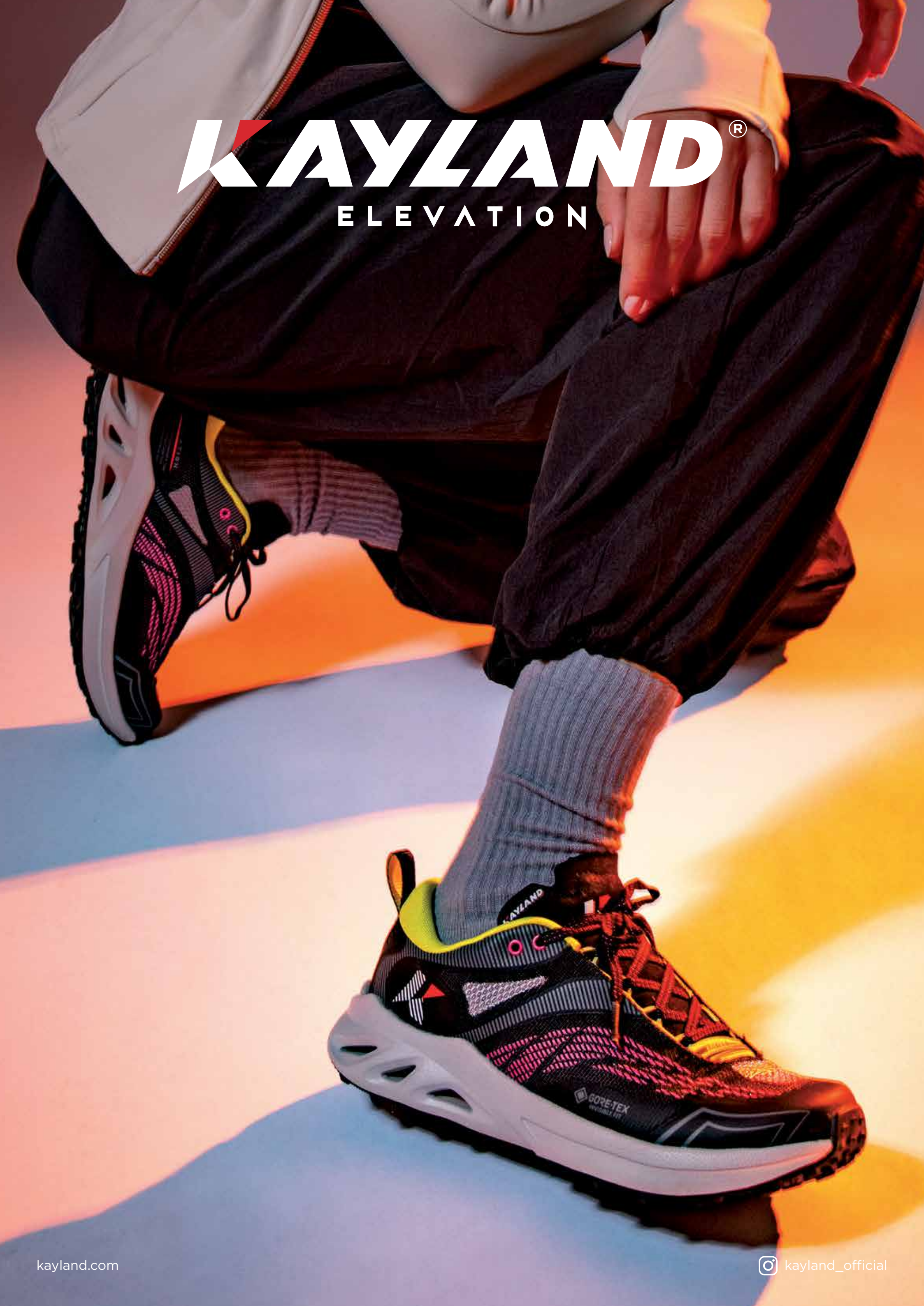
The restyling is part of a process of consolidating IOG's presence at European and global level: from participation in major trade fairs to the development of projects dedicated to strengthening the sector's international positioning. The new website thus becomes a platform for representation and a system: a space that brings together companies, projects, and vision, helping to strengthen the collective identity of Italian outdoor products.

NEW FOR 2026: OUTDOOR PRO WEB ACADEMY

A multi-brand platform is coming soon to provide retailers with video tutorials and training documentation on products and technologies. The Outdoor Pro Web Academy builds on the legacy of the training day that has been the hallmark of IOG for over 15 years and which, following a survey conducted by MagNet, has led to the need for a change from a face-to-face model to a digital one, which is more flexible and compatible with the time and resources of brands and retailers. Participating companies will be able to upload training content that will be constantly updated so that users can find practical, specific, and always up-to-date materials.



italianoutdoorgroup.it



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ELEVATION



NEW ESG STANDARDS: WHAT CHANGES FOR COMPANIES

In 2025, decisions were made that created a climate of uncertainty. Ollum, an Italian consulting firm specializing in corporate sustainability, analyzed the changes and created a guide to help businesses navigate 2026

by Matilde Marelli

After years of regulatory expansion driven by the European Green Deal, in 2025 institutions decided to slow down and make some requirements less strict. The key step was the Omnibus package approved in December 2025, which reduced the requirements of certain sustainability directives, such as the Corporate Sustainability Reporting Directive (CSRD) and the Supply Chain Due Diligence Directive (CSDDD). The international geopolitical context also prompted Europe to focus more on economic competitiveness and less on the continuous growth of environmental regulations. This has created a climate of uncertainty among companies: on the one hand, long-term climate goals remain in place, while on the other, some short-term rules have been relaxed.

REGULATORY CHANGES IN 2026

However, this does not mean that sustainability is taking a back seat, but rather that the way it is applied is changing. The rules are becoming fewer but more practical: the focus is shifting from document compilation to the quality of environmental data, financing, and products. The obligation to publish sustainability reports remains for very large companies (more than 5,000 employees and over \$1.5 billion in net sales), but even companies that are not obliged to do so will still have to provide reliable environmental data if they want to obtain loans and favorable economic conditions from banks. Banks are required to consider climate risks when granting credit, thus bringing sustainability into financial decisions. Another important change concerns carbon emissions linked to imports: with the introduction of the Carbon Border Adjustment Mechanism, certain imported products will have to include the cost of emissions generated during their production. This means that for some sectors, carbon becomes a real economic cost, especially for those who import high-consumption materials.

In 2026, there will also be a greater focus on product sustainability, with new regulations requiring goods placed on the market to be designed with their entire life cycle in mind: durability, recyclability, the amount of recycled materials used, and overall environmental impact. A key element will be the Digital Passport, a tool that will provide key environmental information about a product throughout the supply chain. In this way, sustainability will no longer

be just a corporate communication issue, but a concrete technical feature of products. The energy sector is also becoming more stringent. High-consumption companies will have to monitor their energy use, carry out analyses, and adopt energy management systems. At the same time, new environmental communication rules will prohibit vague or unprovable advertising messages, requiring every "green" claim to be backed up by verifiable data.

THE BEHAVIORAL GUIDE FOR EUROPEAN COMPANIES

Although some companies will no longer be formally required to prepare a sustainability report, every actor will still have to collect accurate data on emissions, energy consumption, climate risks, and suppliers, as this information will be increasingly requested by banks, customers, and business partners. In particular, it will be essential to know not only the company's direct emissions, but also those related to the supply chain.

Companies will also have to prepare for the fact that sustainability will increasingly affect products: it will be necessary to calculate the environmental impact of goods, develop reliable environmental statements, and use digital systems that allow information to be tracked throughout the supply chain. The quality of environmental data will become an integral part of the quality of the product itself.

It will also be important to closely follow the specific regulations of different sectors, especially for companies operating in areas such as construction, energy, import-export, textiles, steel, and aluminum, where the new rules will have a greater impact. Preparing in advance will allow companies to turn regulatory compliance into a competitive advantage, rather than a last-minute problem.

Finally, voluntary certifications, such as environmental or energy certifications, are becoming increasingly important. They are no longer considered merely organizational tools, but also elements that help companies obtain financing, participate in tenders, and demonstrate their reliability in terms of sustainability.

In 2026, therefore, the most robust companies will be those capable of truly integrating sustainability into their strategic decisions, internal processes, and financial choices, transforming regulatory change from a simple obligation into a factor of competitiveness and an opportunity for growth.

The guide is available free of charge at ollum.it



IT'S OUT THERE





Lucio Schiavon, Venetian illustrator



NO CROWDS, JUST MEMORIES: MARKETING UNCOMFORTABLE QUESTIONS

Montura has launched a campaign with powerful messages.
For those seeking silence, not applause

by Claudio Primavesi

Montura has always had a keen and profound understanding of the mountain world, not only as a physical place, but as a cultural and human ecosystem. A counter-current vision, in which the message becomes the end, replacing the product. The brand has made its voice heard once again with its latest campaign, "No Crowds, Just Memories," which represented a real act of taking a stand. An invitation to reflect on the way we experience the mountains today, increasingly transformed into a stage to be consumed, documented, and shared. A campaign with a strong visual impact, with clear messages, written in white "brushstrokes" on a red background and reinforced by videos, social media content, and the collaboration with Venetian illustrator Lucio Schiavon. The showcase for "No Crowds, Just Memories" took place on February 12 at the Montura Store in Milan, which was transformed for the occasion with a clever visual marketing campaign covering the store's windows and interior spaces. It was a lively event, featuring people such as Lucio Schiavon, who personalized the shopping bags with his art that takes a stand, and a quartet of strings, guitars, and accordion that enlivened the evening. The Milan event was a successful gathering of a community of values that identifies with the strong message launched by Montura. "Today, at a time when anthropogenic pressure is growing – in crowded shelters, overcrowded trails, transformed valleys – we feel the need to refocus on an often forgotten value: respect," the brand says. "Not superficial respect, but genuine awareness. Respect for spaces, for the people who live in the mountains, for the time it asks us to slow down. For our limits. For the fact that not everything is ours, not everything is ours." Some of the slogans chosen leave no room for doubt: "Competitions go, mountains stay"; "No race your pace"; "Less winners, more wanderers." "No Crowds, Just Memories" does not offer definitive answers, but asks uncomfortable questions that invite everyone to reflect. It is an invitation to rethink our place in nature, to restore depth to experiences and intimacy to memory. "A campaign that does

The mountains (or the elements) don't care who is the fastest. They don't applaud. They don't take photographs.

There are no prizes for courage. No crowns for failure. No flashbulbs at the finish line.

Yet we persevere. Because something inside us demands it. We compete against ourselves. Gravity. Fatigue. Vertigo. In the end, there is no applause—only silence. This is beyond the crowd. No judges. No flags. Just us and the elements. Off the beaten track. In search of a new path.

not seek applause, but listening. That does not want followers, but authentic traces. That does not chase records, but inner connections." Ultimately, with this campaign, Montura returns to speaking with the voice of those who love the mountains for what they are: a place of exploration, endurance, intimacy, and memory. It returns to its DNA and its history.





Save the Date

14th & 15th May 2026, Riva Del Garda

The Outdoor Impact Summit returns on May 14-15 2026.

The event is an international meeting point focused on sustainability, responsible innovation, and social impact, specifically targeted at the outdoor industry yet offering valuable insights and outlooks for any sector committed to responsible transformation.



Event Highlights:

- 1.5 day programme
- Fantastic location by the water, the Riva del Garda Fierecongressi
- Keynotes, workshops and panel discussions
- Essential for business leaders
- Sponsorship opportunities
- Discounted tickets for EOG members



BETWEEN PAST AND FUTURE

From its first store in Merate (LC, Italy) to the current 10, not counting other specialized brands and the online store. Maxi Sport looks to a new tomorrow with the entry of the British Frasers Group as majority shareholder

by Claudio Primavesi

The news is recent: Frasers Group, the British holding company that owns Sports Direct, has reached an agreement to acquire a majority stake in Maxi Sport S.p.A., which operates 18 stores in Italy, including six flagship stores. The Sala family, consisting of Emanuele, Giovanni, Ester, and Giulia, will remain at the helm of the company. The group controls several specialized brands: Space23, focused on streetwear, sneakers, and sportswear; Frisco, specializing in skateboarding and snowboarding; Athletic, dedicated to technical running; Special, oriented towards sneakers, streetwear, and basketball; and BSS, with an offering focused on basketball, streetwear, and snowboarding. "The decision to join the Frasers Group will allow us to focus on the growth and development of the Maxi Sport brand with the aim of elevating ourselves and offering an increasingly premium shopping experience," says Ester Sala, brand manager. "The focus of development in the coming years will be physical retail, while maintaining a constant presence in digital commerce: leadership as the best e-commerce in the sector, as we have been recognized in recent years, is a goal we want to continue to pursue. New opportunities for qualified technical staff in stores, more expertise in logistics, IT, and retail management, and improved product flow will give us the boost we need to conquer new cities. After more than 35 years of success in the market, we are ready for the next level."

Merate is the store where it all began: Ester, can you tell us how and why you started and what your ideas were? Have you always been in the same location?

We started in 1989 from an idea of our father, Pietro Sala, who decided to take over a 250-square-meter store that focused on skiing, diving, and clothing. At the time, it was called Sport Magazine. It was he who renamed it Maxi Sport Merate. From 250 square meters, with the arrival of Emanuele and Giovanni a few years later, the store has grown to over 3,000 square meters, thanks to its specialization in sports and fashion selected from the best brands, which has created the mix & match that makes Maxi's format unique, as our customers call us. In 2005, the second store was opened in Lissone, followed by openings in Sesto San Giovanni, Brescia, Trezzano, and Como between 2016 and 2022. At the same time, the strength of

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to pursue. New opportunities for qualified technical staff in stores, more expertise in logistics, IT, and retail management, and improved product flow will certainly give us the boost we need to conquer new cities.

After more than 35 years of strong performance in the market, we are ready for the next level.

Ester Sala, brand manager



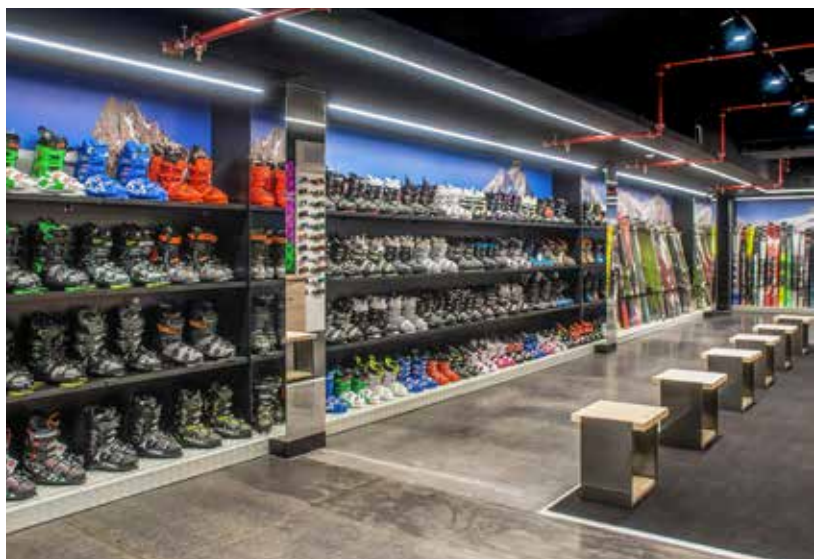
the brand, marketing, and digital have grown thanks to the team I manage. We are guided by a single focus: serving the customer and offering the best fashion and sports selection on the market.

You have a wide range of fashion items alongside an equally wide range of sports and equipment. How do you manage to combine these two macro areas, and how much do the two segments weigh on your turnover?

The weight is 50.80% fashion and 48.88% sports and equipment. Our strength lies in our product selection and this mix, which makes Maxi Sport stores attractive to both male and female customers and always in step with market trends.

Snowboarding and skateboarding are linked to the history of Maxi Sport, and this area, together with streetwear and basketball, is located in an adjacent store. What experience do you want to offer consumers in this segment?

The BSS (Basket StreetStyle and Snowboard) areas were created specifically to attract a younger audience with an affinity for street and snow culture. Passionate and qualified staff and a carefully curated selection of brands of interest to the target audience make these areas destinations in their own right.



The space dedicated to running is one of the most significant in terms of the breadth of the offering, and it is also important in your online store. How significant is trail running and how has it been performing in recent years? What services do you offer?

Trail running accounts for about 15% of total running shoe sales. The segment is growing, both due to the development of the discipline in recent years and the influence of fashion. Trail running shoes are commonly seen in the city and increasingly in the mountains instead of hiking boots. In addition to in-store foot support testing and trail experiences in collaboration with brands during product launches, we collaborate with many important local events and support sports associations. We want to stay connected with our customers: on March 14, in Cernusco Lombardone (LC), the third edition of Run Expo will take place, the largest B2C test village in Italy, where end consumers can test shoes from the top 10 brands in the running, trail, and Hyrox markets.

How have the market and consumers changed since you opened your first store?

Consumers are constantly evolving and, in addition to being demanding, they have many touchpoints for accessing goods: 35 years ago, visiting a store was the only way to discover products, prices, and new technologies. Now, in just a few minutes, this information is increasingly accessible, and digital comparison is almost a must, thanks in part to AI. The difference continues to be made



Our stores are designed to be welcoming and organized into specialized areas for each discipline, true shop-in-shops that guide customers intuitively.

by assortment, selection, and service, both in-store and online. The right price naturally guides purchasing decisions. Right in terms of value for money, with a guarantee and in line with market trends. Consumers also have many more opportunities to choose how to invest and spend their money: travel, technology, and experiences are real competitors. On the sales side, the phrase "you never get a second chance to make a good first impression" remains increasingly true.

Which sports do you see growing the most?
Running and Hyrox.

What is the philosophy behind the design and organization of the store?

Our stores are designed to be welcoming and organized into specialized areas for each discipline, true shop-in-shops that guide the customer intuitively. The spaces are clean, tidy, and easy to read from a communicative point of view, so that every target audience—men, women, athletes, and non-athletes—can immediately feel like they are in the right place. The display structures, discreet and essential, leave space for the product and enhance the brands without the need to shout with any logos. The result is a smooth and pleasant shopping experience, capable of truly putting those who enter our stores at the center.

You are also one of the strongest retailers in online sales. How do you make the physical store and online offerings coexist?

A dedicated and close-knit team manages the maxisport.com store on a daily basis, and the buyer & sales department coordinates the specific product selection for each sales channel, considering both online and traditional. The website is our primary communication channel and, thanks to the real-time availability of products in individual stores that can be viewed on the site, it is an excellent drive-to-store channel. Our stores are concentrated in Lombardy, while the website is famous throughout Italy: the more customers we reach, the more we refine the mechanism.

DATA SHEET

Name: Maxi Sport
Website/e-commerce: maxisport.com
Facebook: maxisportcom
Instagram: @maxisport_com
Owners: Emanuele, Giovanni, Ester, and Giulia Sala
Year opened: 1989
Shop windows: ten
Staff: approximately 290
Total retail space: 17,450 m²
Sports covered: skiing, snowboarding, diving, running, padel and tennis, basketball, soccer

BRANDS

Footwear: adidas, adidas Originals, AKU, ASICS, Dolomite, Fessura, Garmont, HOKA, Keen, La Sportiva, Meindl, Mizuno, New Balance, Nike ACG, Norda, On, Puma, Salewa, Salomon, Saucony, SCARPA, Teva, The North Face, Topo Athletic, Under Armour

Clothing:

Arc'teryx, Burton, Colmar, Columbia, Descente, EA7, E9, Helly Hansen, La Sportiva, Mico, Karpos, Kappa, Mammut, Norrøna, Patagonia, Roberta Tonini, Salewa, Spyder, The North Face, Under Armour

Equipment and accessories:

ATK Bindings, Armada, Atomic, Blackcrows, Black Diamond, Blizzard, Briko, Burton, C.A.M.P., Dalbello, DPS, Dynastar, Faction, Fischer, Giro, Head, K2, La Sportiva, Lange, Marker, Nordica, Nitro, Oakley, Ortovox, Osprey, Picture, Plum, Red Bull, Reusch, Rossignol, Salomon, SCARPA, Scott, Smith, Tecnica, Völkl



ON MY BIKE I MET THE WORLD

And in the same way, he met me

text and photos by Dino Lanzaretti

I have traveled the world by bicycle. Not as a sporting feat, not as an athletic gesture, but as a natural way of being in places. The bicycle has always been my tool for understanding the world: slow, essential, honest. It does not isolate you, it does not protect you, it does not create distance. It exposes you. To the unforgiving wind, to the cold that gets into your bones, to the rain that comes when you least expect it, to the dust that gets everywhere. It forces you to feel every kilometer and to earn every arrival. Cycling means accepting reality as it is. You can't speed up when you're tired, you can't skip a difficult stretch, you can't cheat. Every day is made up of simple, continuous choices: when to stop, when to eat, when to push a little harder. It is a school of patience and listening. And perhaps that is why the bicycle, more than any other means of transport, teaches you to live in the present. Over time, I have come to understand that the bicycle is a universal language. Wherever you are, a bike loaded with bags tells the same story. It says you're there to travel, not to consume. That you accept the effort, that you're not in a hurry, that you're willing to stop. Cycling starts conversations without the need for words, builds trust, and lowers defenses. That's how I met the world, one pedal stroke at a time. And that's how the world met me. I have always felt incredibly lucky. Blessed by God, without fear of using big words. Because traveling by bike has taken me exactly where I needed to be: among people. Not in iconic places, not in spots marked on maps, but in homes, in courtyards, along side roads where no one expects to meet a stranger. The encounters I have had while cycling have left a deeper impression than any landscape. Simple gestures, unexpected help, sudden invitations, looks that come when you are tired and vulnerable. Cycling doesn't make you special, but it makes you accessible, human, recognizable. While traveling, I learned that you don't need to speak the same language to understand each other. You need time. You need presence. You need to show yourself for who you are, without roles and without masks. When you arrive by bike, you represent nothing but yourself. And this is perhaps its greatest strength: it strips you of everything superfluous and puts you on the same level as those you meet. Over the years, I realized that all this could not remain mine alone. Cycling had given me so much that sharing it became a necessity. I started participating in events, meetings, and informational evenings, trying to explain that you don't need to do anything extraordinary to get started. You need a bike, honest preparation, the ability to accept the unexpected, and the willingness to step outside your comfort zone. Travel is not heroism, it is a choice. It is deciding to listen. Then the message spread. With the advent of social media, I spent hours responding to people I didn't know, but who always asked me the same question: "How do you get started?" In those words there was desire, curiosity. I saw myself at



BIO DINO LANZARETTI

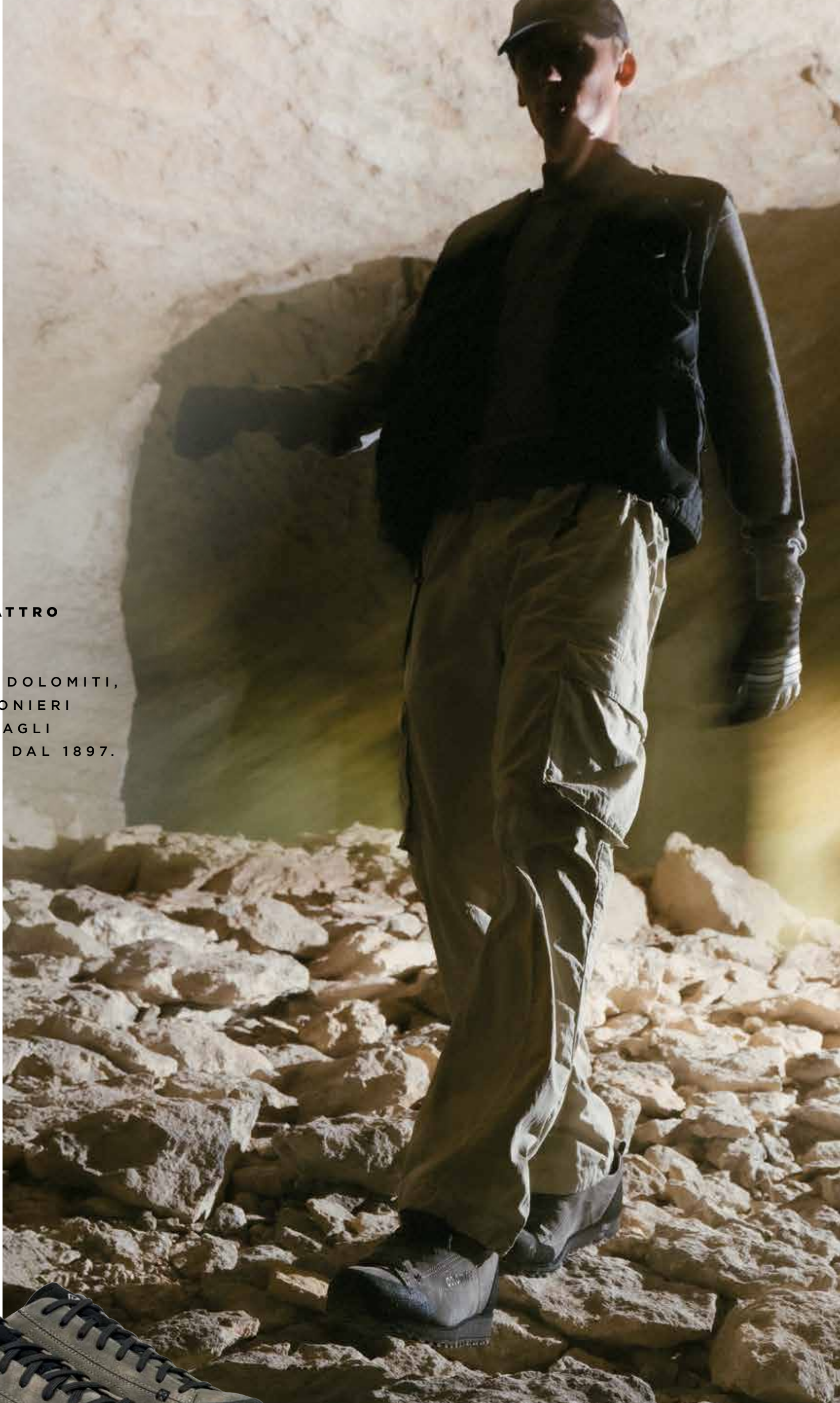
Born in Schio (VI) in 1977. He initially approached the mountains as a mountaineer, but over time he found cycling to be the most authentic way to explore the world, choosing to travel by bike as a form of listening and relating. For years he has been cycling in often extreme conditions, experiencing things that cannot be defined as feats, but rather as processes of knowledge. Over time, his desire to travel has come together with an urge to share: today he accompanies people on their cycling trips and creates training spaces dedicated to preparation, awareness, and autonomy. A Montura ambassador for over 10 years, he believes in a way of traveling that is essential, respectful, and capable of changing one's view of the world forever.

the beginning, with the same insecurities and the same need for freedom. I realized that the bicycle was not only my means of travel, but also the bridge through which I could help others take their first step. Many people think that setting off is an act of courage. I believe it is above all an act of trust. Trust in yourself, in others, in the fact that solutions come along the way. Traveling by bicycle does not remove difficulties, but it teaches you how to manage them. To break problems down into small pieces, just as you do with a long climb: meter by meter, breath by breath. Today, I continue to share this in a tangible way. I accompany people on bicycle trips around the world, experiencing with them the fatigue, the doubt, the slowness, and the wonder. I create training opportunities where we talk about preparation, safety, equipment, and informed choices. Because getting on a bike and setting off is not a heroic act: it is a skill that can be learned, a process that makes you more independent and more present. Seeing other people set off is one of the most powerful things that has ever happened to me. Watching them change day by day, becoming more confident, more curious, more open. That's what cycling does: it tests you without judging you, it teaches you to trust your body and your decisions. It gives you back a form of freedom that is not escapism, but awareness. Cycling has taught me that traveling is not about escaping. It's about slowing down, observing, really putting yourself out there. Because only when you expose yourself do you begin to understand people. And when you understand people, you begin to understand the world. From that moment on, your life will never be the same again.

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**

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





© Maximilian Gierl

NO PLACE TOO FAR

Selva di Cadore also seemed closer during the SCARPA Ice Days at the end of January, when over 200 enthusiasts skied and climbed on ice with the brand's strongest ambassadors. Who, for once, seemed less unreachable

by our correspondent Benedetta Bruni

Nestled in the Belluno Dolomites, at the end of a road that climbs up behind Monte Civetta and the fashionable Cortina d'Ampezzo, there is a gem of just 500 inhabitants that finds its home just below the nearby Passo Giau. This is Selva di Cadore, a quiet village that changed its appearance over the weekend of January 30 to February 1, hosting some of the world's best-known mountaineers and freeriders, winter outdoor professionals, and enthusiasts from all over Italy for the SCARPA Ice Days. An event characterized by sharing, fun, technical advice, snow (luckily), and above all, a strong sense of community.

THE EXPERIENCES

With Ice Days, SCARPA has taken an unusual (and not easy to follow) direction in the outdoor industry: organizing an event that brings together ambassadors, mountain guides, brand partners, brand representatives, and fans from all over Italy and Europe (this year with an audience that was half national and half international, with an increasing focus on foreign countries). This

is the fourth time that this three-day event has welcomed mountain enthusiasts and those curious about winter sports to the Dolomites, in 2026 in Selva di Cadore after the three previous editions in Cortina.

Participants could choose between four different disciplines: ski mountaineering, freeriding, telemark skiing, and ice climbing—the latter being the reason why the first Ice Days were created, with other sports being added over the years—divided into activities for beginners and experts, accompanied by certified Alpine Guides and SCARPA-sponsored athletes such as Hervé Barmasse, Matteo Della Bordella, Bruno Compagnet, Will Gadd, Nikolai Schirmer, Mathieu Maynadier, Mathis Dumas, and Kristin Harila, to name but a few. Such a large turnout from the Asolo brand's "family" was made possible by the appeal of the event, now a fixture in the ambassadors' calendar, and the commitment of the SCARPA athlete community. The success of the event was also helped by the limited number of 200 participants, a figure that was nevertheless exceeded, with an average attendance of around 90 people per day.

During these days, Selva di Cadore became the official open-air base camp for all the experiences, a meeting point for daily activities and the venue for workshops and product presentations, such as those by BOA and Vibram. They were joined by other partners who have shared SCARPA's values for years and who have been fundamental to test gear and equipment: RECCO,



© Clemens Plaschke



© Roberto De Pellegrin



HDry, Black Crows, C.A.M.P., Norrøna, 22 Designs, Inwild, INEOS Automotive. Finally, on Friday evening, the Vittorino Cazzetta conference room hosted "Rooted in What Matters": a talk moderated by Hervé Barmasse with Matteo Della Bordella, Will Gadd, Nikolai Schirmer, and Mathieu Maynadier, in which the five ambassadors recounted their exploits and shared their approach to the mountains, its opportunities as well as its dangers. We would like to remember, as Gadd said: "Danger is not the whole meal, it's just the spice." Danger should never be the ultimate reason for going to the mountains, but rather the occasional—and controlled—adrenaline rush that colors the experience.

A PARADIGM SHIFT

This event was not just a celebration of winter outdoor activities. Nor was it simply an opportunity to try out new materials. Ice Days is actually the manifestation of a deeper change that SCARPA is undergoing. The Asolo-based company has in fact embarked on a process that will shift its focus increasingly towards people, acting more as a "brand" and leveraging the values of its DNA, and less as a simple manufacturer of mountain equipment. This involves shortening the distance between the community of enthusiasts and the brand itself: an operation that is more common across the Alps, where brands are often at the forefront when it comes to organizing meetings between practitioners, companies, and athletes, but which does not always find a similar response in Italy. SCARPA gives value to its claim "No place too far" by showing its followers that it is not impossible to ski with Hervé Barmasse, draw lines in the powder with Nikolai Schirmer, discover the beauty of free heel skiing with the best telemarkers on the market, or learn the secrets of ice climbing with Will Gadd. All in a single weekend. This is not just one of many tests, but a way to understand the soul of SCARPA, which this year is in a more authentic location, less invaded by mass tourism and therefore closer to the authenticity of a brand that now, finally, announces loud and clear that it is, to all intents and purposes, "accessible."



SKI TOURING WITH HERVÉ BARMASSE AND MASSIMO PELLIZZER

Among the activities we took part in, on Saturday we went ski touring with Hervé Barmasse, accompanied by Massimo Pellizzer, SCARPA's ski boot category manager. Just behind Passo Giau, on providentially pristine snow, we wore Gea boots, a model specifically designed for women, which are central to the brand's ski touring range (corresponding to the unisex Maestrale model). It was an opportunity to ask Hervé for some advice to keep in mind before a trip, regardless of experience level. "We know that we cannot control nature. Even if this is part of its charm, we must always remember that we are moving in terrain that presents dangers and we are taking risks," explained Hervé. He continued: "In ski mountaineering, there are some fundamental things to know: your equipment, first and foremost your ARTVA, shovel, and probe, but also your skis, boots, bindings, and skins; the snow conditions and the route you are going to take, asking experts for information, as we Alpine Guides do; and the avalanche bulletin, remembering that with a risk level of 4 or 5, you stay at home."



From left: Bruno Compagnet and Hervé Barmasse

Following Hervé's advice, we asked Massimo Pellizzer for some more information about SCARPA products and the evolution of Ice Days over the years. "The 'zero' edition of the event focused mainly on ice climbing. It seemed natural to add the other disciplines we cover," he explained. "One of our main goals is to make athletes seem less unattainable than people think, in three days of fun and community." And so it is: having outdoor sports legends so close creates a short circuit in enthusiasts that is not easy to recover from, even after three days of close contact. Pellizzer continued on this involvement: "We try to involve more and more people and realities that revolve around the world of SCARPA: our brand partners, giving visibility to the materials and technologies we use in our products; the Alpine Guides, who can work in a context that is probably more relaxed than their usual routine, in a festive atmosphere where they can also find new customers; and, of course, enthusiasts, who, thanks to the complete rental of equipment and the advice of professionals, can more easily try new sports such as telemark skiing, which is gaining more and more interest every year. We have offered this complete package from the very beginning. Putting everything together is our added value." Even at the product level, having a large and highly targeted consumer sample is essential: Ice Days are a moment of contact between the brand's R&D department and enthusiasts, to discuss the requests and needs of practitioners. This allows SCARPA to always live up to expectations and continue to raise the bar. Close contact with customers provides input that can be processed in the future, encouraging continuous constructive discussion to make every goal achievable.

SAVE THE DATE



EUROPEAN OUTDOOR WEEK

A project born from the strategic partnership between the European Outdoor Group and MagNet, which focuses on the trade show (ORBDAYS & Outdoor), but also includes several other events dedicated to a wider audience

by Karen Pozzi

From May 14 to 19, Riva del Garda will become the beating heart of the global outdoor and running world with the first edition of the European Outdoor Week. Six days designed to bring the entire industry together in one major event combining strategic vision, business, and networking. The highlight of the week will be the ORBDAYS & Outdoor trade show, scheduled from May 17 to 19. The decision to

concentrate everything into a single week responds to a specific need in the sector: fewer occurrences on the calendar and more effective events, in order to optimize time, costs, and resources. With this format, the European Outdoor Week is set to become a new international benchmark for the sector, a strategic moment to build a network and chart the future of outdoor and running around the world.



THE PROGRAM

>> THURSDAY, MAY 14

- Outdoor Impact Summit Day 1
Conference Center

>> FRIDAY, MAY 15

- Outdoor Impact Summit Day 2
Conference Center

>> SUNDAY, MAY 16

- Activation Days
(b2c Events & Activities) Day 1
Riva del Garda/Arco
- European Outdoor Media Day
by Garda Trentino
Exhibition Center
- European Outdoor Group Assembly
Exhibition Center
- European Outdoor Awards Ceremony
Exhibition Center

>> SUNDAY, MAY 17

- Activation Days
(b2c Events & Activities) Day 2
Riva del Garda/Arco
- ORBDAYS & Outdoor Trade Show
Exhibition Center

DOWNLOAD THE
PROGRAM



>> MONDAY, MAY 18

- ORBDAYS & Outdoor Trade Show
Exhibition Center
- ORBDAYS & Outdoor Official Party
by Polartec
Exhibition Center

>> TUESDAY, MAY 19

- ORBDAYS & Outdoor Trade Show
Exhibition Center



OUTDOOR IMPACT SUMMIT MAY 14 AND 15 – RIVA DEL GARDA CONFERENCE CENTER

The second edition of the Outdoor Impact Summit will open EOW and offer key players in the supply chain the opportunity to engage in concrete discussions on sustainability and its integration with business competitiveness.

The Outdoor Impact Summit 2026, organized by MagNet 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, is aimed at corporate 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 guide change. After a first edition held in Munich in 2025, the Impact Summit in Riva del Garda in 2026 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 the slogan of this

edition of EOW: "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.

Participating means not only keeping up to date with industry trends, but also actively contributing to defining the responsible future of the sports industry.

BUY
TICKET



DOWNLOAD
PROGRAM



SAVE THE DATE

EUROPEAN OUTDOOR MEDIA DAY

MAY 16 – RIVA DEL GARDA CONGRESS CENTER

Riva del Garda is preparing to host the first edition of the European Outdoor Media Day by Garda Trentino, a new strategic event included in the European Outdoor Week calendar. The event will be held on the day of the European Outdoor Award ceremony and on the eve of the official opening of the ORBDAYS & Outdoor trade show, scheduled for Sunday, May 17. Designed as a highly effective meeting and networking platform, the European Outdoor Media Day will bring together the entire international outdoor and running communication ecosystem in a single space. The brands exhibiting at the trade show and their PR agencies will have the opportunity to meet journalists from specialist and generalist publications, content creators, and influencers in a concentrated but highly effective format: four hours of targeted networking and one-to-one meetings. A unique opportunity designed to foster the development of new b2c and b2b media relationships and strengthen dialogue between companies, stakeholders, and the international outdoor and running community.

TO PARTICIPATE:

IF YOU ARE A MEDIA OUTLET
OR INFLUENCER



IF YOU ARE A BRAND
EXHIBITING
AT THE TRADE SHOW



ACTIVATION DAYS

MAY 16 AND 17 – RIVA DEL GARDA/ARCO CITY CENTER

In addition to the operators to whom the trade show (ORBDAYS + Outdoor) is entirely dedicated, European Outdoor Week also caters to the public and outdoor sports and running enthusiasts, who will be able to enjoy experiences in the field and test new products directly in their natural environment. A village will be set up in the center of Riva del Garda, where various brands will be present, offering products to test during the scheduled experiences (registration will open in the coming weeks) related to various disciplines and led by exceptional ambassadors. Garda Trentino is a unique destination where lake and mountains meet, offering a wide range of sports activities: trekking, trail running, climbing, biking, and water sports. A short distance away, Arco, the world capital of climbing and home to the Rock Master, completes the offer with excellent outdoor shops. It is the perfect place to enjoy specialized sports and running, with the opportunity to meet the brands in the sector.

DOWNLOAD THE PROGRAM



EUROPEAN OUTDOOR AWARD

MAY 16 – RIVA DEL GARDA CONGRESS CENTER

The European Outdoor Award (EOA) is the new award dedicated to excellence and innovation in the outdoor sector. EOA will be a platform designed to promote the most innovative products and, in general, developments in the entire sector. The aim is to give concrete visibility to new products on the market, reinforce their relevance, and effectively support both sell-in and sell-through activities. The award will also shine a spotlight on key issues such as diversity and inclusion, as well as best practices in environmental, social, and governance (ESG) areas. Operational management has been entrusted to MPM AG, already known for organizing internationally renowned awards such as the ISPO Award. The highlight will be in Riva del Garda, during the European Outdoor Week, with the official ceremony scheduled for Saturday, May 16, followed by an exhibition dedicated to the award-winning products.

ARE YOU A COMPANY AND WOULD LIKE TO APPLY WITH YOUR PRODUCTS?
REGISTER HERE



AN EVENT DESIGNED FOR RETAILERS

- Perfect timing - mid-May is the ideal time to place orders and define strategies for the coming seasons.
- An authentic outdoor location - Riva del Garda is the home of outdoor culture and running, where products are not only discussed but also tested in the field and in real conditions.
- Products and commercial opportunities - get a preview of collections, materials, and technologies. Meet brands, place orders, and explore new business categories.
- Test & experience - try out next season's products on dedicated trails. Meet athletes, ambassadors, and prominent sports personalities.

- Networking that matters - meet colleagues, brands, and industry experts. Discover new suppliers and strengthen long-term partnerships. Join in socializing and community events such as the famous party.
- Workshops and insights - discover panels with industry leaders. Take part in sessions on trends, innovations, and retail management.
- Accommodation and logistics - the organization is committed to encouraging retailers to participate with special hospitality packages and other benefits. From a logistical point of view, it provides shuttles and clear directions on how to reach Lake Garda from the nearest airports, as well as from train



TRADE SHOW (ORBDAYS + OUTDOOR)

FROM MAY 17 TO 19

RIVA DEL GARDA EXHIBITION CENTER

In a very varied event landscape and following the cancellation of the 2025 edition of the Outdoor trade fair, industry players such as the European Outdoor Group began to ask themselves what retailers were really looking for in a trade fair today. The answer was clear: a practical, useful, and authoritative event that would bring together business, relationships, and a genuine passion for the outdoors and running. This led to a collaboration between the European Outdoor Group and MagNet, which created a single trade show combining Outdoor and Outdoor & Running Business Days. The summer trade show, which for years has been a benchmark for the entire European and international outdoor industry, took place in Friedrichshafen from 1994 to 2018 and in Munich from 2019 to 2024 (cancelled in 2025), has chosen to restart in Italy, specifically in Riva del Garda, together with ORBDAYS, the industry's leading event for over 10 years. This collaboration strengthens Italy's role in the European trade fair scene and positions Riva del Garda as a hub for outdoor and running on a continental level. Thanks to this partnership, the fair is part of a broader vision, communicating directly with the main European players in the sector and consolidating its international profile.

Brands and associations

More than 300 brands from around the world have already confirmed their participation in ORBDAYS and Outdoor, with most registrations made directly by parent companies rather than through distributors or subsidiaries. At the same time, partnerships have been signed with important national associations, including BSI Fachgruppe Outdoor (Germany), Outdoor Sports Valley (France), Outdoor Industries Association (United Kingdom), Spain is Sport - Afydad, Polish Outdoor Group, and Scandinavian Outdoor Group. Contacts are also underway with associations in Korea and China.

THE COMPLETE LIST
OF CONFIRMED
EXHIBITORS

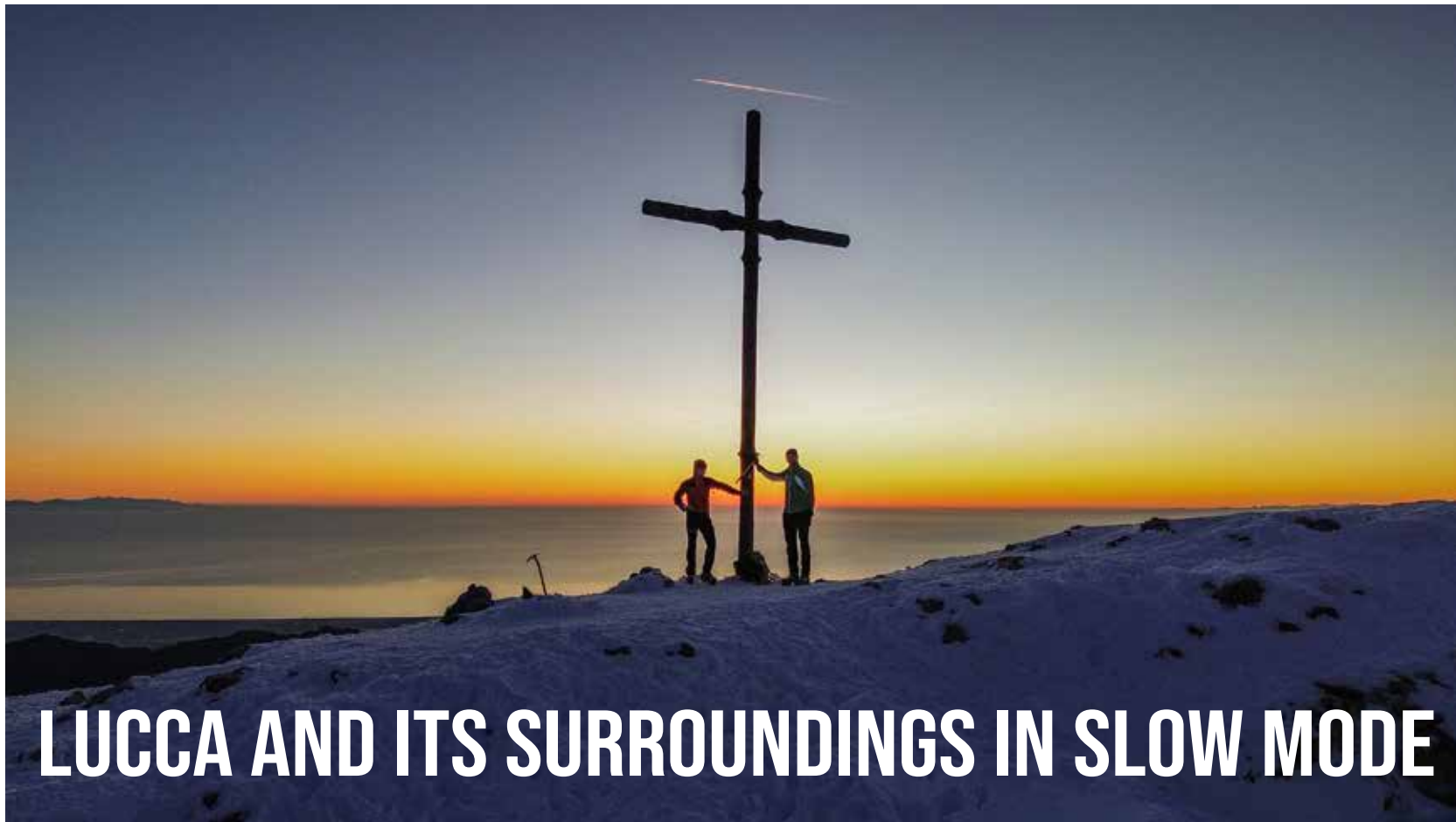


IF YOU ARE A COMPANY
AND WANT TO EXHIBIT



IF YOU ARE A STORE AND
WANT TO PARTICIPATE

For further information: +39 02 99220427 - info@outdoorbusinessdays.com



LUCCA AND ITS SURROUNDINGS IN SLOW MODE

Discover one of the most interesting corners of Tuscany with your hiking boots, among ancient aqueducts, villas, olive groves, and Apennine peaks that are every bit as impressive as those in the Alps

by Davide Orlandi and Filippo Osimanti

Lucca and its surrounding area form a rare, coherent, and deeply inspiring whole. A concentration of landscapes, stories, and paths that reveal themselves fully to those who take the time. The Tyrrhenian Sea draws a perfect line of over 40 kilometers of sand, naturally oriented towards the sunset: Versilia, bright and elegant. Behind it rises a mountain range which, although geographically belonging to the Apennines, fully deserves the name of Alps for the ruggedness and majesty of its peaks: the Apuan Alps. Then there is Lake Massaciuccoli, located slightly below sea level. A place that gives a feeling of infinity, especially when you cross it along its long white roads, accompanied by the geometric flights of over 300 species of birds. The Lucchesia is a network of paths that touch unique historic villas, run alongside ancient aqueducts, and follow routes traveled by pilgrims for over 2,000 years. And then, at the center of it

all, there is Lucca, the nerve center and natural crossroads of all the paths. Perfect as it is. Elegant without ostentation. Proud by nature, never arrogant. It welcomes travelers into the ancient embrace of its walls, towers, and palaces. It observes with benevolent curiosity those who walk on its ramparts or lose themselves in the labyrinth of its centuries-old streets. Welcoming, always. All this enclosed in a single province, in the land of Tuscany. A territory to be experienced without haste, with attention, as only walkers know how to do. Or, at most, bikers. Filippo, sommelier, engineer, and ambassador of Lucca's culture and territory on social networks, has chosen five itineraries to discover the territory on foot. Five carefully selected routes, accompanied by practical advice and useful information, divided by level: easy, intermediate, and expert. A common thread: timeless beauty and the possibility of traveling them almost all year round.

PAROLE D'ORO AND NOTTOLINI AQUEDUCT - EASY

Just few minutes from the historic center of Lucca is one of the easiest and most fascinating itineraries in the area. The route follows the elegant arches of the Nottolini Aqueduct, immersed in the Lucca countryside, along a flat and perfectly maintained path. The starting point is convenient and easily accessible, making this walk ideal for families, children, and walkers who are not used to long distances. The route leads to the Tempietto di Guamo, from where you can enjoy a pleasant view of the surrounding hills.

Why do it: a relaxing walk that combines nature, history, and maximum accessibility.

Tip: before setting off, a stop in the center of Lucca is a must to buy some focaccia from Forno Giusti or Forno Casali. A small pleasure that makes the experience even more special. The water, among the best in Tuscany, can be found in the fountain at the base of the aqueduct, so stock up!



LOOP OF THE LUCCA VILLAS: MARLIA, MATRAIA, AND VAGLIANO - EASY

This circular route winds through the rolling horth of Lucca and starts from the splendid Villa Reale in Marlia. The route climbs gradually through olive groves, vineyards, and ancient historic villas until it reaches the village of Vagliano. From the church, there is a wide and bright view of the Lucca plain. The return journey passes through Matraia, closing the loop without any particular technical difficulties.

Why do it: a peaceful and scenic excursion, ideal for discovering the typical landscape of the Lucca hills.

Tip: the route alternates between paved sections and well-trodden dirt roads. Comfortable shoes with good soles suitable for natural terrain are sufficient.

LUCCA: TIPS FOR USE

WHERE TO EAT WITHIN THE CITY WALLS

• Da Gigi – A trattoria with character. Attentive service and competent, welcoming staff. Local flavors. Meatballs in sauce... unforgettable. FB: gigitrattorialucca

• Da Giulio in Pelleria – A great trattoria reminiscent of Sunday family lunches in the 1980s. Amarcord! Friendly and pleasant staff. Excellent red meat in various cuts. WEB: trattoriadagiulio.it

• Da Umberto la pizzeria contemporanea – When you walk in and hear a Neapolitan family showering owner Umberto with compliments for his magnificent pizza, you know what they say about this restaurant is true. Top pizza. WEB: pizzeriadaumberto.it

• Ristoro Miglio 50 – The different note that was missing from the restaurants in the center of Lucca. A unique vision of local cuisine. We chose a typical, revisited tasting menu. What can we say, this version of rustic-ciana, made elegant without distorting it, is truly excellent. WEB: miglio50.it

WHERE TO EAT OUTSIDE THE CITY WALLS

• Ristorante Tambellini dal 1870 – Don't be put off by the difficult parking, the tobacco shop sign, or the main road it's located on. Once you enter, you'll forget everything else. It's absolute paradise for the eyes, the spirit, and the palate. WEB: tambellini1870.it

• Osteria Le Colonne a Matraia – In the realm of one of Tuscany's most noble build-

ing stones, overlooking the plain of Lucca; relax and order the Tordelli or Tortelli, whichever you prefer: the best in the Lucca area! WEB: lucca.com/14741_it_ristorante_le_colonne_matraia.htm

WHERE TO STAY

We stayed at B&B Villa Anna da Max. Spacious rooms, parking where you can forget about your car since you are a stone's throw from the walls and Porta Elisa. WEB: villaannalucca.it

BIKE SERVICE

Among the many, we recommend Ciclismo-plus by Gabriele Mirra, creator of Lucca Bike Hub, among other things. It is excellent, as are all the others listed on the web: stradediluccabikehub.it

MONTE FORATO DA PALAGNANA
(VIA FOCE DELLE PORCHETTE) **INTERMEDIO**

Monte Forato is one of the most iconic mountains in the Apuan Alps, recognizable by the large natural arch carved into the rock. The climb from the village of Palagnana, passing through Foce delle Porchette, is less frequented than the classic routes and offers numerous panoramic viewpoints that ease the effort of the ascent. The trail alternates between wooded sections and open spaces, with views of Versilia and the surrounding mountains. A minimum level of fitness is required, but the reward is great.

Why do it: the natural arch is a unique sight and the view from here of Pania della Croce, the "queen" of the Apuan Alps, is truly impressive.

Parking: maps.app.goo.gl/v2FW4kmaU6koHf2Y8

GPS track: shorturl.at/NfT7v

Tip: take the climb slowly and patiently. Bring water and food: there are no sources or refreshment points along the route.

PANIA DELLA CROCE FROM PIGLIONICO /
CANALE DELL'INFERNO **EXPERTS**

Pania della Croce is one of the most important peaks in the Apuan Alps. The classic route from Piglionico, passing by the Rossi Refuge and climbing up the Canale dell'Inferno, is challenging and reserved for experienced hikers. The route is steep and requires sure footing and experience in a mountain environment, but offers views of extraordinary beauty. From the summit, the view encompasses the entire Tyrrhenian coast, Liguria, the islands of the Tuscan Archipelago, and, on clear days, even Corsica. Behind you lies the Garfagnana, framed by the other Apuan peaks. The sunsets seen from here are unforgettable.

Why do it: an intense hike and one of the most scenic in the entire region.

Parking: maps.app.goo.gl/1bceCpJwLYwMSoZ7

GPS track: komoot.com/it-IT/tour/1249259589

Tip: if you return after sunset, bring a headlamp with you.

MONTE PRADO LOOP FROM CASONE
DI PROFECCHIA **EXPERTS**

At 2,054 meters, Monte Prado is the highest peak in Tuscany. The loop starting from Casone di Profecchia is one of the most complete and fascinating hikes in the Tuscan-Emilian Apennines. The route crosses scenic ridges, historic refuges, and high-altitude lakes such as Lago della Bargetana, offering a long, varied, and rewarding experience. From the summit, you can take a unique photograph that captures the entire ridge line of the Apuan Alps in a single glance.

Why do it: a symbolic hike in the Tuscan Apennines, ideal for those seeking wide open spaces and authentic environments.

Parking: maps.app.goo.gl/5rbbcRnc1P5xuEC06

GPS track: komoot.com/it-IT/tour/1203571835

Tip: it is essential to always bring a good waterproof jacket, even in summer. At high altitudes, the wind can be strong and sudden storms are not uncommon.



Video of the hike

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 continues its exclusive inquiry into market sales trends in 2025. Over to the retailers

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 third chapter 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 sentiment of this issue



15 HAPPY



11 NEUTRAL



2 SAD



CAMPO BASE ROMA
ROMA - PUNTI VENDITA: 2
GIULIANO MANZONE - TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +3%
- L'online
- L'abbigliamento
- Giacenza in aumento
- Voto: 7
- Tutto sommato il 2025 è stato positivo

SERVIZI

- Sì, vendiamo anche online (da 11 a 20%)
- No, non abbiamo un servizio noleggio

TREND D'ACQUISTO

- Calzature
- Climbing

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No

CONSUMATORE

- Performance, famiglia
- Che sia utilizzabile anche in città, quindi bello esteticamente; la durabilità; che sia di uso comune, riconosciuto e indossato anche da altre persone
- Sì, confermiamo: è più importante di quanto vorremmo

SOCIAL MEDIA

- Instagram, Facebook
- Sì, abbiamo notato un incremento

SCELTA DEI MARCHI

- Affidabilità negli anni, customer service, ottimo markup
- MILLET - LA SPORTIVA - PATAGONIA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (=) SCARPA (=)
- Calzature mountain lifestyle: LA SPORTIVA (+) SCARPA (+)

- Calzature climbing: LA SPORTIVA (+) SCARPA (+) TENAYA (+)
- Calzature trail running: LA SPORTIVA (=) SCARPA (=) ALTRA RUNNING (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: MONTURA (-) MILLET (-) PATAGONIA (-)
- Abbigliamento intimo tecnico: CRAFT (=) ORTOVOX (=) MILLET (=)
- Accessori: OSPREY (+) LEKI (+) GREGORY (+)
- Attrezzatura climbing: PETZL (=) BLACK DIAMOND (=) C.A.M.P. (=)

BRAND RIVELAZIONE

- BLUE ICE

FUTURO DELLA DISTRIBUZIONE

- Mi aspetto che le aziende distribuiscano meno online e che siano meno concorrenti



ZENDRI SPORT
RIVA DEL GARDA (TN) - PUNTI VENDITA: 1
STEFANO ZENDRI - CO-TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- L'allungamento della stagione estiva con incremento nei mesi di settembre e ottobre
- La vendita online, anche da parte diretta dei nostri fornitori
- Giacenza stabile
- Voto: 6

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trail running, trekking, camminata in pianura, lifestyle

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Dipende, a volte la sostenibilità è un upgrade al prodotto, ma purtroppo non è ancora richiesto e non fa la differenza sull'acquisto. Però quando viene presentato un articolo "eco" il cliente ne resta positivamente colpito

CONSUMATORE

- Performance, esperienziale/benessere, urbano
- Comfort, estetica e performance
- Sicuramente negli ultimi anni il camminatore urbano è diventato un cliente in più

SOCIAL MEDIA

- Instagram
- Sì, abbiamo notato un incremento, a volte può essere uno strumento per interagire con il cliente

SCELTA DEI MARCHI

- Tecnicità, marginalità e presenza social
- DARE2B - SALOMON - HOKA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: SALOMON (=) NNORMAL (+) LOWA (=)
- Calzature mountain lifestyle: : HOKA (+) SALOMON (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: HOKA (+) SALOMON (=) NNORMAL (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: SALOMON (=)
- Abbigliamento outdoor: COLUMBIA (+) MILLET (+) DARE2B (=)
- Abbigliamento intimo tecnico: CRAFT (+) DARE2B (=)
- Accessori: SALOMON (=) LEKI (=) JULBO (+)
- Attrezzatura climbing: C.A.M.P. (=)

BRAND RIVELAZIONE

- JULBO

FUTURO DELLA DISTRIBUZIONE

- Penso che stiamo vivendo ancora in una bolla post covid, con armadi pieni e pochi soldi da investire, ma sicuramente il vivere lo sport all'aria aperta continuerà a essere presente nella vita delle persone



OUTDOOR COMANO
COMANO TERME (TN) - PUNTI VENDITA: 1
 FABRIZIO MORINI - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Meteo estivo positivo
- Poca neve da dicembre in poi
- Giacenza stabile
- Voto: 6
- Il meteo ha influenzato moltissimo l'andamento del negozio essendo noi in valle. L'estate è andata bene e fino a novembre non abbiamo avuto gravi cali. Da dicembre, a causa della poca neve, abbiamo venduto meno

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento e accessori
- Trail running, trekking e alpinismo

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Sì

CONSUMATORE

- Performance
- Qualità e tecnicità
- Sì, è un trend in aumento anche se noi lo viviamo poco essendo lontani dalle città

SOCIAL MEDIA

- Non utilizzo social media
- No, non abbiamo notato un incremento, utilizziamo Facebook ma in modo molto poco costante

SCELTA DEI MARCHI

- Qualità, tecnicità ed estetica
- MONTURA - LA SPORTIVA - SCARPA E HOKA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (+) SCARPA (=)
- Calzature mountain lifestyle: MONTURA (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: HOKA (+) LA SPORTIVA (+) SCARPA (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo

- Abbigliamento outdoor: MONTURA (+) MILLET (+) RAB (+)
- Abbigliamento intimo tecnico: DEVOLD (+) MONTURA (+) MICO (+)
- Accessori: PETZL (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

- Spero che il meteo aiuti. Il mercato outdoor, soprattutto i negozi, sono molto influenzati dalle previsioni



SPORT NATURA
ROCCA DI MEZZO (AQ) - PUNTI VENDITA: 2
 PIERO DI BIASE - TITOLARE

BILANCIO DI FINE ANNO

- Stabile, +2%
- Il clima e il ritorno di entusiasmo da parte della gente: c'è stata più motivazione all'acquisto
- Principalmente la concorrenza dei siti delle aziende. Alcune sono praticamente esagerate e infatti le stiamo abbandonando
- Giacenza in svuotamento
- Voto: 8½
- In generale siamo contenti. Per noi è stato anno di cambiamenti: abbiamo tolto aziende con cui facevamo anche un fatturato importante, ma di cui abbiamo risentito l'aggressività sui loro canali di vendita online. Nonostante le preoccupazioni iniziali, abbiamo recuperato la quota di fatturato senza problemi, tanto che abbiamo registrato un piccolo 2% in più rispetto al 2024

SERVIZI

- Sì, vendiamo anche online (da 21 a 40%)
- Sì, abbiamo un servizio a noleggio (da 6 a 10%)

TREND D'ACQUISTO

- Calzature, abbigliamento
- Trail running, scialpinismo, trekking

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No. Abbiamo pochissima richiesta, e la cosa ci amareggia. Il nostro negozio è molto attento alla sostenibilità, abbiamo per esempio dei pannelli solari e spingiamo il cliente a fare scelte più consapevoli, ma la gente è ancora poco attenta a questi temi. Soprattutto non riesce a comprendere che un prodotto sostenibile costi di più di uno che non lo è. La percentuale di chi è disposto a pagare di più è bassissima, circa il 5%

CONSUMATORE

- Performance, famiglia
- Tecnicità, affidabilità, assistenza
- Assolutamente sì. Lo abbiamo visto e lo confermano i dati delle vendite delle aziende che fanno quel tipo di prodotti. Anche per noi è importante perché è anche un po' meno esigente, è più facile da accontentare

SOCIAL MEDIA

- Instagram
- No, non abbiamo notato un incremento

SCELTA DEI MARCHI

- Che siano nostri partner, con una politica dei prezzi sui loro siti non aggressiva; le caratteristiche del prodotto, quindi capire se è sostenibile o durevole; e il servizio post-vendita
- ATK BINDINGS - SKI TRAB - NORRØNA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (+) SCARPA (=) KAYLAND (=)
- Calzature mountain lifestyle: SCARPA (=) NORDA (+) KAYLAND (=)
- Calzature climbing: LA SPORTIVA (=)
- Calzature trail running: LA SPORTIVA (+) SCARPA (+) NORDA (+)
- Scarponi da scialpinismo/freeride: SCARPA (+) ATOMIC (+) LA SPORTIVA (-)
- Sci: SKI TRAB (+) ATOMIC (+) K2 (+)
- Abbigliamento outdoor: NORRØNA (+) MONTURA (+) E9 (+)
- Abbigliamento intimo tecnico: ORTOVOX (=)
- Accessori: PETZL (+) BLACK DIAMOND (+) SKI TRAB (+)
- Attrezzatura climbing: PETZL (+) BLACK DIAMOND (+)

BRAND RIVELAZIONE

- E9

FUTURO DELLA DISTRIBUZIONE

- Ci aspettiamo dei cambiamenti molto importanti nel brevissimo periodo, perché notiamo che stanno mutando molto velocemente sia la distribuzione sia la clientela e il tipo di vendita



PRUSIK OUTDOOR
VILLA CARCINA (BS), ISEO (BS),
DARFO BOARIO TERME (BS) - PUNTI VENDITA: 3
DAVIDE BONFANTI - TITOLARE

BILANCIO DI FINE ANNO

- Incremento
- Il meteo in estate e la voglia della gente di andare in montagna
- Sempre il meteo e la presenza di competitor online
- Giacenza in aumento
- Voto: 7
- È andato bene, abbiamo aperto anche un nuovo negozio. In questi ultimi anni abbiamo fatto un buon lavoro e stiamo iniziando a vedere i risultati

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento, attrezzatura climbing
- Trail running, climbing, alpinismo, lifestyle

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Dipende. Se non gli si dà l'alternativa più economica allora sì, sono disposti

CONSUMATORE

- Performance, famiglia
- Qualità, vestibilità, prezzo
- Sì, esiste ed è importante da consolidare. È più un consumatore moda che sportivo

SOCIAL MEDIA

- Instagram
- Sì, abbiamo notato un incremento. Non sono metriche sempre facili da vedere, ma alcuni clienti ci dicono che ci hanno visto su Instagram

SCELTA DEI MARCHI

- Credibilità, qualità dei prodotti, prezzo
- KARPOS - HOKA - MONTURA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: FITWELL (=)
- Calzature mountain lifestyle: HOKA (+) BROOKS (+) TOPO ATHLETIC (+)
- Calzature climbing: SCARPA (-) OCÚN (+) TENAYA (+)
- Calzature trail running: HOKA (+) BROOKS (+) TOPO ATHLETIC (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: KARPOS (+) MONTURA (+) MAMMUT (+)
- Abbigliamento intimo tecnico: MICO (=) DEVOLD (=) REWOOLUTION (=)
- Accessori: LEKI (+) JULBO (+) THE NORTH FACE (+)
- Attrezzatura climbing: BLACK DIAMOND (+) OCÚN (+) SINGING ROCK (+)

BRAND RIVELAZIONE

- HOKA

FUTURO DELLA DISTRIBUZIONE

- Secondo me i piccoli negozi andranno sempre più in crisi con la grande distribuzione, e quelli che resisteranno saranno quelli in una catena



AVVENTURA DUE
TRIESTE - PUNTI VENDITA: 2
ANTONELLA TIZIONEL - AMMINISTRATORE UNICO

BILANCIO DI FINE ANNO

- Decremento, -15%
- Non ci sono stati fattori positivi
- Internet, pubblicità e meteo instabile
- Giacenza stabile
- Voto: 5
- La contrazione di vendite è aumentata parecchio. A dicembre, contrariamente al solito, non abbiamo venduto

SERVIZI

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

TREND D'ACQUISTO

- Abbigliamento, accessori
- Trekking, camminata in pianura, outdoor in generale

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Dipende, il cliente compra se un brand fa pubblicità. Patagonia, ad esempio, sta pubblicizzando la sua anima sostenibile e i clienti vogliono comprare i suoi prodotti per questo

CONSUMATORE

- Clienti fidelizzati
- Riparazioni gratuite e notorietà
- Non abbiamo notato una grande crescita

SOCIAL MEDIA

- Facebook
- No, non abbiamo notato un incremento, per lavorare sui social bisogna essere in grado di farlo. Fino all'anno scorso facevo pubblicità, ma c'era un altro tipo di risposta

SCELTA DEI MARCHI

- Qualità e notorietà del marchio
- PATAGONIA - E9

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LOWA (-) LA SPORTIVA (-) BOREAL (-)
- Calzature mountain lifestyle: nessun marchio in particolare
- Calzature climbing: BOREAL (-) LA SPORTIVA (-) SCARPA (-)
- Calzature trail running: LA SPORTIVA (-) KAILAS (-)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: PATAGONIA (-) E9 (-) CRAZY (-)
- Abbigliamento intimo tecnico: DEVOLD (-) ODLO (-)
- Accessori: OSPREY (-)
- Attrezzatura climbing: PETZL (-) CT/SKYLOTEC (-) C.A.M.P. (-)

BRAND RIVELAZIONE

- E9

FUTURO DELLA DISTRIBUZIONE

- Cercare di difendersi dai big della distribuzione, da internet e dalle aziende, che sono i nostri più grandi rivali



2001 SPORT
CARRARA (MS) - PUNTI VENDITA: 1
MICHELE BIANCHI - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Nessun fattore specifico
- Nessun fattore specifico
- Giacenza stabile
- Voto: 8
- Da dopo il Covid la situazione è rimasta stabile, senza incrementi o decrementi importanti

SERVIZI

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

TREND D'ACQUISTO

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

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, purtroppo il prodotto sostenibile ha un prezzo fuori mercato e quindi il cliente non lo acquista

CONSUMATORE

- Famiglia, urbano
- Qualità con il giusto compromesso con il prezzo e notorietà mediatica del brand
- Sì, anche noi abbiamo notato una crescita del trend

SOCIAL MEDIA

- Non utilizziamo social media

SCELTA DEI MARCHI

- Condizioni commerciali, aiuto che fornisce il brand a livello di vendite e notorietà del brand
- CMP - THE NORTH FACE - PATAGONIA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: AKU (=) LA SPORTIVA (-) SALOMON (=)
- Calzature mountain lifestyle: AKU (=) LA SPORTIVA (=) DOLOMITE (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: LA SPORTIVA (=) BROOKS (+) HOKA (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: THE NORTH FACE (+) PATAGONIA (=)
- Abbigliamento intimo tecnico: MICO (=) CMP (=) IRON-IC (+)
- Accessori: CMP (=) IRON-IC (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- THE NORTH FACE

FUTURO DELLA DISTRIBUZIONE

- Al momento non mi aspetto grandi evoluzioni del mercato



VALLÉE SPORT
PONT-SAINT-MARTIN (AO) - PUNTI VENDITA: 1
 DAVIDE LAZZARIN - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Il meteo
- La situazione in Italia in generale
- Giacenza stabile
- Voto: 7

SERVIZI

- No, non vendiamo online
- Sì, abbiamo un servizio a noleggio (da 11 a 20%)

TREND D'ACQUISTO

- Calzature
- Trail running

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, non è disposto a spendere di più

CONSUMATORE

- Famiglia
- L'innovazione
- Non abbiamo questo tipo di cliente

SOCIAL MEDIA

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

SCELTA DEI MARCHI

- La richiesta della clientela
- HOKA - SALOMON - CRAZY

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: SCARPA (=) SALEWA (=) LA SPORTIVA (=)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: non le trattiamo
- Calzature trail running: KAILAS (+) HOKA (=) LA SPORTIVA (=)
- Scarponi da scialpinismo/freeride: SCARPA (-) DYNAFIT (-)
- Sci: SALOMON (=) ROSSIGNOL (=) ATOMIC (=)
- Abbigliamento outdoor: CRAZY (=) THE NORTH FACE (=) KARPOS (=)
- Abbigliamento intimo tecnico: MICO (=)
- Accessori: EISBÄR (=) BUFF (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- KAILAS

FUTURO DELLA DISTRIBUZIONE

- Il mercato è sempre un po' oscillante, ma al momento sembra più stabile



ALONZI OUTDOOR
SORA (FR) - PUNTI VENDITA: 1
 ARMANDO ALONZI - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Nuovi clienti fidelizzati, nuove collezioni
- Potere d'acquisto contratto durante il periodo natalizio
- Giacenza stabile
- Voto: 8
- L'annata è stata tutto sommato stabile, anche se sotto Natale le vendite sono calate rispetto allo scorso anno

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento
- Trekking, camminata in pianura

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Dipende, l'esempio di Patagonia riflette tanto il concetto del marketing sulla sostenibilità: tanti clienti sostengono il brand ma poi alla fine non comprano a causa dei prezzi troppo alti

CONSUMATORE

- Famiglia, cliente fidelizzato
- Visibilità del brand, estetica e comfort
- Sì, anche noi abbiamo notato una crescita del trend. Sempre più clienti tendono a vestire con capi tecnici contestualizzabili anche nell'ambiente urbano. Le aziende, inoltre, creano sempre più collezioni urban

SOCIAL MEDIA

- Instagram

- Sì, abbiamo notato un incremento, utilizziamo i social occasionalmente, ma questo ci ha dato comunque una visibilità maggiore rispetto allo scorso anno (+10%)

SCELTA DEI MARCHI

- Diversificazione prodotto, visibilità del brand, rapporto qualità-prezzo
- THE NORTH FACE - MONTURA - PATAGONIA - CMP

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: AKU (=) LA SPORTIVA (=) ALTRA (=)
- Calzature mountain lifestyle: AKU (=)
- Calzature climbing: LA SPORTIVA (=)
- Calzature trail running: LA SPORTIVA (=) ALTRA (=) MERRELL (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: THE NORTH FACE (=) MONTURA (=) PATAGONIA (=)
- Abbigliamento intimo tecnico: CMP (=) MICO (=) LA SPORTIVA (=)
- Accessori: PETZL (=) C.A.M.P. (=) GRIVEL (=)
- Attrezzatura climbing: PETZL (=) EDELRID (=)

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

- Spero che ci sia una regolamentazione dei maxi sconti che permetterebbe una crescita generale dei retailer



CRESPI SPORT
LUINO (VA) - PUNTI VENDITA: 1
 SILVIA MERONI - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Assortimento vasto, prodotti diversi dai classici e la nostra accoglienza
- Meno gente per le strade che entra in negozio e incertezza dei clienti sugli acquisti
- Giacenza stabile
- Voto: 7
- Siamo felici di aver terminato l'anno senza calare nelle vendite, quindi per noi il 2025 è stato un anno tranquillo nonostante il mercato instabile

SERVIZI

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

TREND D'ACQUISTO

- Abbigliamento
- Trekking, camminata in pianura e lifestyle

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, noi abbiamo un grande assortimento di prodotti sostenibili perché fa parte della nostra identità, ma il cliente non è interessato all'acquisto a causa del prezzo troppo alto

CONSUMATORE

- Esperienziale/benessere
- Qualità, notorietà del marchio (trend in discesa) e gusto estetico
- Vivendo in città siamo stati indirizzati verso l'urban outdoor, ma abbiamo comunque notato una crescita maggiore rispetto agli scorsi anni

SOCIAL MEDIA

- Instagram
- Sì, abbiamo notato un incremento. In alcuni casi i social media ci facilitano il lavoro perché il cliente arriva già preparato in negozio

SCELTA DEI MARCHI

- Differenziazione estetica, qualità, appeal del brand e rapporto qualità/prezzo
- MONTURA - PATAGONIA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (=)
- Calzature mountain lifestyle: LA SPORTIVA (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: NEW BALANCE (=) ON (=) BROOKS (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: MOUNTURA (=) PATAGONIA (=)
- Abbigliamento intimo tecnico: FALKE (=) SUPER.NATURAL (=)
- Accessori: GIPRON (=) GABEL (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

- Non mi aspetto nulla di nuovo. Faccio quello che trovo più giusto per la crescita del mio negozio perché difficilmente oggi trovi il grande brand che ti aiuta. Infatti ci stiamo rivolgendo sempre di più ai brand più piccoli e meno competitivi



CAMPO BASE RUN CARVICO (BG) - PUNTI VENDITA: 1 ALESSANDRO CHIAPPA TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +20%
- Grande lavoro sui social, clienti fidelizzati, passaparola e la nostra accoglienza
- Concorrenza sleale
- Giacenza in aumento
- Voto: 9
- Utilizzare i canali social ha dato una svolta alle vendite e l'engagement del negozio. Inoltre ci permettono di mostrare il nostro modo di essere al di fuori del nostro territorio. Vengono clienti anche da molto lontano e questo, ovviamente, fa la differenza anche nelle vendite

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trail running, trekking, camminata in pianura

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Dipende, il cliente si sta avvicinando e sta diventando un po' più sensibile a questo tema e qualcuno inizia a voler comprare anche prodotti sostenibili

CONSUMATORE

- Esperienziale/benessere, famiglia
- Comfort, leggerezza e prezzo
- Sì, anche noi abbiamo notato la crescita del trend e infatti lo stiamo introducendo sempre di più in negozio

SOCIAL MEDIA

- Instagram, TikTok
- Sì, abbiamo notato un incremento: dal 2025 abbiamo fatto grandi investimenti (anche del personale) nei social, che ci stanno aiutando moltissimo a livello di pubblicità, community e numero di clienti e, di conseguenza, vendite

SCELTA DEI MARCHI

- Rapporto con le aziende (noi ricerchiamo tanto il rapporto umano) e qualità dei prodotti
- ICEBUG - REDELK

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: SCARPA (+) LA SPORTIVA (+) GARMONT (+)
- Calzature mountain lifestyle: HOKA (+) BROOKS (+) SCOTT (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: HOKA (+) BROOKS (+) ICEBUG (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: REDELK (=) NORDSEN (=) SCOTT (=)
- Abbigliamento intimo tecnico: OXYBURN (+) MICO (+) ICEBREAKER (+)
- Accessori: LEKI (=) SEA TO SUMMIT (=) C.A.M.P. (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- ICEBUG

FUTURO DELLA DISTRIBUZIONE

- Mi aspetto più rapporto tra i vari negozi tecnici sportivi, non c'è bisogno di creare una rete per andare d'accordo



SPORTMARKET CORNUDA (TV) - PUNTI VENDITA: 1 ANDREA GALLINA - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Le giuste condizioni meteo, che invogliano a fare sport e muoversi
- Purtroppo è un periodo difficile in generale, fattori come le guerre e il caro vita rallentano un po' le vendite e rendono i clienti più attenti alle spese. Noi siamo un negozio tecnico molto specializzato, con una clientela di livello alto che cerca il prodotto di qualità, una varietà di assortimento e personale competente, di conseguenza abbiamo un'arma in più rispetto alla grande distribuzione. È anche vero però che i materiali non costano poco e diversi consumatori fanno un passo indietro perché non possono sostenere la spesa, aspettando invece i saldi
- Giacenza in svuotamento
- Voto: 7
- Sono ormai tre anni che l'estivo parte a luglio e per noi è un problema perché la merce arriva molto prima. L'inverno invece è iniziato

bene grazie alle nevicate, poi è rallentato un po'. Novembre però è stato molto positivo e quindi siamo riusciti a chiudere in pari rispetto al 2024. Siamo anche fortunati perché possiamo contare su partner che ci aiutano a svuotare i magazzini e ci permettono di fare conto vendita quando necessario. Per il resto, utilizziamo molto i social e investiamo sugli eventi organizzati da noi, mentre non abbiamo un e-commerce perché con la concorrenza online delle aziende non riusciremmo a starci dietro

SERVIZI

- No, non vendiamo online
- Sì, abbiamo un servizio noleggio (da 11 a 20%)

TEND D'ACQUISTO

- Abbigliamento, accessori, scarponi
- Sci alpino, snowboard

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Alcuni clienti sono contenti di sapere che un prodotto è sostenibile se glielo si propone. Non sono però disposti a pagare di più

CONSUMATORE

- Performance
- Qualità
- Sì, confermiamo il trend ma non è un cliente fondamentale per noi

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- Sì, abbiamo notato un incremento

SCELTA DEI MARCHI

- Qualità: cerchiamo un prodotto tecnico che dia sicurezza e comfort
- MONTURA - KAPPA - SALEWA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: SALEWA (+) AKU (+) FITWELL (+)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: LA SPORTIVA (=)
- Calzature trail running: LA SPORTIVA (+) SALOMON (+) NEW BALANCE (+)
- Scarponi da scialpinismo/freeride: TECNICA (-) DALBELLO (-)
- LA SPORTIVA (-)
- Sci: ROSSIGNOL (+) HEAD (+) VAN DEER (+)
- Abbigliamento outdoor: MONTURA (=) SALEWA (=) KARPOS (=)
- Abbigliamento intimo tecnico: ODLO (+) LÖFFLER (+) IRON-IC (+)
- Accessori: ALPIK (+) CALZE GM (+) MICO (+)
- Attrezzatura climbing: KONG (=) C.A.M.P. (=) PETZL (=)

BRAND RIVELAZIONE

- FITWELL

FUTURO DELLA DISTRIBUZIONE

- Spero che vengano salvaguardati i negozi sportivi tecnici



K&K SPORTS ALPE DI SUISI (BZ) - PUNTI VENDITA: 5 MARKUS KARBON - TITOLARE

BILANCIO DI FINE ANNO

- Decremento, -3%
- Nel 2025 l'andamento positivo è stato favorito dall'arrivo di molti turisti da tutto il mondo, dall'alta frequenza alla cabinovia e dal conseguente aumento delle vendite nei nostri negozi
- Nel 2025 l'andamento negativo è stato influenzato dall'aumento dei costi legati al personale, marketing e software, nonché della chiusura parziale del negozio principale per lavori di ricostruzione
- Giacenza stabile
- Voto: 7

Nel complesso il 2025 è stato un anno positivo, con un inverno stabile e un'alta richiesta di noleggio; sono andati bene accessori e scarpe, mentre l'abbigliamento ha registrato un andamento un po' più difficile

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento e accessori
- Trail running, trekking, lifestyle e multisport

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, spesso il prezzo incide in modo determinante sulle decisioni d'acquisto, soprattutto perché i prodotti sostenibili che offriamo regolarmente hanno generalmente un costo più elevato

CONSUMATORE

- Esperienziale/benessere, famiglia e occasionale
- La notorietà del brand, il consiglio del venditore e un design accattivante
- Confermiamo questo trend: l'urban outdoor è in forte crescita e, trovandosi i nostri negozi in zone turistiche, i global brand di urban

outdoor sono particolarmente richiesti anche da un pubblico internazionale. È quindi molto importante consolidare questo consumatore, poiché rappresenta una clientela trasversale con un elevato potenziale di continuità negli acquisti

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- Sì, abbiamo notato un incremento

SCELTA DEI MARCHI

- Notorietà del marchio, qualità dei prodotti e il design. Naturalmente il margine è importante
- LA SPORTIVA – SALEWA – ON

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (+) SALEWA (=) LOWA (=)
- Calzature mountain lifestyle: LA SPORTIVA (+) ON (=) DOLOMITE (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: LA SPORTIVA (+) ON (=) THE NORTH FACE (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: facciamo solo noleggio
- Abbigliamento outdoor: SALEWA (=) ORTOVOX (=) ARC'TERYX (+)
- Abbigliamento intimo tecnico: ORTOVOX (=) ODLO (=) MONS ROYALE (=)
- Accessori: ATOMIC (+) SALOMON (+) GIRO (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- LA SPORTIVA

FUTURO DELLA DISTRIBUZIONE

- Ci aspettiamo che in futuro i termini degli ordini vengano posticipati, poiché attualmente sono fissati troppo presto rispetto alle reali esigenze del mercato



MASSI SPORT
BORGO SAN DALMAZZO (CN) – PUNTI VENDITA: 1
MASSIMILIANO GIRAUDO – TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +30%
- Il bel tempo in estate; il fatto che dopo il Covid è stato venduto tanto materiale che dopo 2-3 anni si è consumato e ora è da ricomprare; in inverno la neve, che quest'anno si è fatta vedere nella nostra zona, e ha portato a una crescita a livello di pratica outdoor e soprattutto di sci
- Il mercato online e la grande distribuzione che vende con poca competenza e qualità, solo seguendo i prezzi e i prodotti in stock. Noi negozianti facciamo la differenza per assistenza e professionalità
- Giacenza in svuotamento
- Voto: 8
- Quest'anno ci siamo ripresi un po' da quanto successo negli ultimi tre anni. La neve ci ha aiutato molto, ma nonostante questo abbiamo continuato a vendere anche scarpe e non solo attrezzo invernale

SERVIZI

- No, non vendiamo online
- Sì, abbiamo un servizio a noleggio (da 11 a 20%)

TREND D'ACQUISTO

- Calzature, sci
- Trail running, scialpinismo, sci alpino

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No. I clienti non sono realmente interessati al tema: quando gli si dice che un prodotto costa di più perché sostenibile o perché prodotto in Italia, non sono disposti a fare questa spesa

CONSUMATORE

- Performance, esperienziale/benessere, abituale
- L'immagine, quindi quanto l'azienda riesce a comunicare col marketing; la qualità del prodotto; la consulenza del venditore, che alla fine è ciò che fa la differenza
- No, da noi viene poco questo tipo di acquirente. Vendiamo prodotti tecnici per clienti che li usano in ambiente tecnico

SOCIAL MEDIA

- Instagram, Facebook
- Sì, abbiamo notato un incremento. Se si fanno le cose fatte bene con i post giusti, allora i social aiutano

SCELTA DEI MARCHI

- La marginalità, ma solo in parte; un prodotto che funzioni; il marketing, cioè se il prodotto viene spinto in maniera giusta
- SALOMON – HOKA – KARPOS

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (+) TECNICA (+) SCARPA (+)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: LA SPORTIVA (+)
- Calzature trail running: HOKA (+) LA SPORTIVA (+) ALTRA (+)

- Scarponi da scialpinismo/freeride: SCARPA (+) TECNICA (+) DYNAFIT (+)
- Sci: SALOMON (+) FACTION (+) BLACK CROWS (+)
- Abbigliamento outdoor: KARPOS (+) SALEWA (+) CRAZY (+)
- Abbigliamento intimo tecnico: ORTOVOX (+) BIOTEX (+)
- Accessori: REUSCH (+) SALOMON (+) BUFF (+)
- Attrezzatura climbing: C.A.M.P. (=) PETZL (=) GRIVEL (=)

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

- Mi auguro un po' di pulizia. Si può lavorare tutti e bene, ma bisogna fare un ripensamento sui margini e accantonare chi non paga o lavora male. Non possiamo continuare a non guadagnare, considerando anche i diversi e-commerce. Spero ci sarà più buonsenso a livello commerciale, non solo sul prezzo



BRUNELLO SPORT
MANTOVA – PUNTI VENDITA: 1
BARBARA SPAGNA – TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +5-10%
- Il lavoro sui social, la diversificazione delle proposte e iniziative/eventi e le collaborazioni con punti vendita anche di altri settori
- Il meteo, la situazione geopolitica generale e il fatto che i clienti stanno spendendo meno in questo settore, virando sempre di più all'acquisto di vacanze/esperienze
- Giacenza stabile
- Voto: 7

- Il 2025 ha retto bene: abbiamo vissuto una fase di incremento costante per tutto l'anno, tranne gli ultimi mesi che hanno visto un calo di vendite. Ci riteniamo soddisfatti per il lavoro compiuto sui social, che ci ha portato una clientela affezionata anche non della nostra zona, una community e una fidelizzazione del cliente

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento, accessori
- Trekking, camminata in pianura e lifestyle, anche se le discipline variano in base alle esperienze che i clienti vanno a fare (legate al tipo di vacanza)

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, quando abbiamo prodotti sostenibili in negozio cerchiamo di promuoverli, ma il cliente, nonostante apprezzi il fatto che un prodotto sia green, guarda più al costo finale

CONSUMATORE

- Esperienziale/benessere
- Originalità, utilità, durabilità e rapporto qualità/prezzo
- Sì, anche noi abbiamo notato che questo trend è in aumento

SOCIAL MEDIA

- Instagram
- Sì, abbiamo notato un incremento: utilizziamo i social più che altro per creare una community di clienti fidelizzati, ma capita di fare qualche vendita tramite Instagram e WhatsApp

SCELTA DEI MARCHI

- Originalità (non mi interessa avere in negozio un marchio noto, ma un brand particolare e originale)
- TEVA – CMP

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: CMP (=) TEVA (+)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: non le trattiamo
- Calzature trail running: non le trattiamo
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: CMP (=) NORDSEN (=)
- Abbigliamento intimo tecnico: CMP (=) NORDSEN (=) CALZE GM (=)
- Accessori: CMP (+) NORDSEN (+) CALZE GM (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- Non saprei

FUTURO DELLA DISTRIBUZIONE

- Le aziende dovrebbero seguire di più loro rivenditori, mentre invece sono spesso i nostri più grandi concorrenti. Con sconti continui e newsletter riescono a vendere di più rispetto a noi, che limitiamo i ribassi tranne che in casi particolari



COSIMO SPORT

OSIMO (AN) - PUNTI VENDITA: 1

COSIMO MORICCA - TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +5%
- Il settore outdoor, con il trekking in particolare, ha influenzato positivamente le vendite
- Rispetto al 2024 siamo leggermente calati nella sezione abbigliamento
- Giacenza stabile
- Voto: 8
- Siamo contenti dell'anno 2025, ma speriamo di fare sempre meglio

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento, accessori
- Camminata in pianura, trekking

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, il cliente apprezza l'idea del prodotto sostenibile (come quella del made in Italy), ma poi alla fine decide cosa acquistare in base al prezzo

CONSUMATORE

- Performance
- Comfort, estetica e notorietà del brand
- Sì, confermo anche io la crescita dell'urban outdoor

SOCIAL MEDIA

- Instagram, Facebook
- Sì, abbiamo notato un incremento, in alcuni casi i social ci facilitano il lavoro perché il cliente arriva già preparato. Devo dire che comunque sono utili perché ci fanno pubblicità

SCELTA DEI MARCHI

- Performance, estetica e prezzo
- BROOKS - SALOMON - SCARPA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: SCARPA (=) AKU (=) SALOMON (=)
- Calzature mountain lifestyle: DOLOMITE (+) CMP (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: SALOMON (=) BROOKS (=) SCARPA (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: CMP (+) MICO (+)
- Abbigliamento intimo tecnico: MICO (+) CMP (+)
- Accessori: FERRINO (-) GABEL (-) CMP (-)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- CMP - BROOKS

FUTURO DELLA DISTRIBUZIONE

- Spero che la gente si avvicini di più all'outdoor e alla visione sostenibile del mercato, ma sempre con consapevolezza e sicurezza



FREE SPORT

PARMA - PUNTI VENDITA: 1

MASSIMO IVALDI - SOCIO TITOLARE

BILANCIO DI FINE ANNO

- Decremento, -10%
- Nessuno in particolare
- C'è un po' di stanchezza generale. Stiamo sentendo ancora la coda dell'entusiasmo post-Covid, ma stiamo anche notando un po' meno voglia di andare in giro e fare acquisti dedicati all'outdoor. Inoltre, negli ultimi anni l'inverno in Emilia-Romagna non c'è praticamente stato: abbiamo visto pochissima neve
- Giacenza stabile
- Voto: 6
- Essendo un negozio storico, bene o male restiamo in bolla. Non abbiamo alti e bassi enormi a meno di cause di forza maggiore

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trekking

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- No, non sono disposti a spendere di più. D'altronde c'è poca richiesta. I clienti sono contenti di sapere se un prodotto è sostenibile, ma non è un criterio che influenza la vendita

CONSUMATORE

- Esperienziale/benessere, fidelizzato
- Qualità, rapporto con il prezzo, moda
- Per noi è da sempre ciò che dà davvero il pane al negozio. Il pregio di aziende che ne hanno fatto la propria forza, come Patagonia, è che questi prodotti outdoor si possono usare anche in città senza sembrare degli alieni e il cliente è comunque contento di avere un capo tecnico, funzionale e leggero. La chiave di questo trend è la lana Merino: finché l'intimo termico restava sintetico, veniva limitato all'uso sportivo, ma con l'introduzione della lana è stato sdoganato il suo utilizzo anche nel quotidiano

SOCIAL MEDIA

- Instagram, Facebook
- Siamo poco presenti perché ci concentriamo di più sul negozio fisico. Quando dedichiamo più tempo notiamo una risposta maggiore. Questo però non porta necessariamente persone nel punto vendita

SCELTA DEI MARCHI

- Rapporto qualità/prezzo e tipo di offerta, ovvero che includa prodotti possibilmente utilizzabili nella vita di tutti i giorni
- PATAGONIA - MONTURA - THE NORTH FACE

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: SCARPA (=)
- Calzature mountain lifestyle: SCARPA (=) ALTRA (+) THE NORTH FACE (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: ALTRA (+) NNORMAL (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: PATAGONIA (+) MONTURA (=) THE NORTH FACE (-)
- Abbigliamento intimo tecnico: DEVOLD (+) SMARTWOOL (+) LÖFFLER (-)
- Accessori: OSPREY (=) GREGORY (=) LEKI (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

- Ci vorrebbe più presa di coscienza delle aziende sulle aspettative reali della clientela. Molte propongono troppe cose e non sempre tarate sulle effettive necessità del consumatore, sia come gamma, sia come singoli prodotti e a livello di forme. In quest'ultimo caso, l'ho riscontrato in tanti marchi, a parità di taglia i capi vestono più stretti e più alti; questo corrisponde a un mercato scandinavo, non italiano, e questo aspetto è evidente. Finisce che capi di 10 anni fa risultano tagliati meglio di quelli di oggi



SPAZIOUTDOOR

PONTE SAN GIOVANNI (PG) - PUNTI VENDITA: 1

MARCO CHINI - TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +3%
- Abbiamo mantenuto coerenza nella proposta del prezzo
- A dicembre siamo stati penalizzati dal fatto che a novembre i clienti hanno approfittato di un lungo Black Friday che li ha spinti ad acquistare altrove
- Giacenza in aumento
- Voto: 7
- Da luglio a novembre le vendite sono andate molto bene. C'è stato poi un calo a dicembre, ma tutto sommato l'anno è stato positivo. Tengo a specificare che non aderiamo al Black Friday

SERVIZI

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

TREND D'ACQUISTO

- Calzature, accessori (nello specifico zaini)
- Trekking

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Non riscontro una grande sensibilità sul tema: la discriminante è sempre il punto prezzo. Chiaramente noi proponiamo articoli responsabili, ma alla fine la scelta dipende sempre dal costo

CONSUMATORE

- Esperienziale/benessere, occasionale
- Qualità, punto prezzo, continuità (ovvero i carryover: apprezzano il fatto che un prodotto sia fatto per restare a lungo)
- È un trend che abbiamo riscontrato e su cui stiamo investendo. Secondo me le aziende che si stanno avventurando hanno un limite oggettivo, cioè che ci si confronta con un'offerta merceologica molto alta e le dinamiche attuali di mercato imporrebbero di proporre continue novità. C'è chi ce la fa e ha una spinta maggiore, ma c'è anche chi non ci sta dietro

SOCIAL MEDIA

- Instagram, Facebook

• Sì, abbiamo notato un incremento. I risultati ci sono: questi strumenti veicolano in negozio molta clientela

SCELTA DEI MARCHI

- Qualità, servizio post-vendita, punto prezzo
- LA SPORTIVA – PATAGONIA – OSPREY

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (+) SCARPA (=) LOWA (=)
- Calzature mountain lifestyle: SCARPA (+)
- Calzature climbing: SCARPA (+) LA SPORTIVA (+) EVOLV (=)
- Calzature trail running: LA SPORTIVA (=) SCARPA (=) DYNAFIT (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: PATAGONIA (+) KARPOS (+) SALEWA (=)
- Abbigliamento intimo tecnico: DYNAFIT (+) KARPOS (+)
- Accessori: OSPREY (+)
- Attrezzatura climbing: PETZL (=) CT/SKYLOTEC (=) WILD COUNTRY (=)

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

- Ci aspettiamo un mercato più stabile: al momento è troppo altalenante e non sono dinamiche facili da comprendere. Trovo che le aziende dovrebbero puntare più sul negozio fisico e garantire una maggiore tutela. Alla fine siamo noi che mostriamo e spediamo il prodotto al cliente, facendo pubblicità ai brand



3 PASSI PATAGONIA
MORBEGNO (SO) – PUNTI VENDITA: 1
MICHELE CORNALI – TITOLARE

BILANCIO DI FINE ANNO

- Incremento
- A livello di brand Patagonia c'è sempre più richiesta, anche del vintage e dal punto di vista sostenibile
- L'aumento dei prezzi, il clima incerto e la mancanza di mezze stagioni
- Giacenza stabile
- Voto: 8
- Per quanto riguarda Patagonia, c'è talmente tanta richiesta che mi manca merce, invece la giacenza delle calzature resta stabile. La mia esperienza come monomarca di abbigliamento è iniziata nel 2015, e questa scommessa si è rivelata vincente. Pur con i cambiamenti nella clientela degli ultimi anni, che ormai è sempre più influenzata dall'online

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento
- Trail running

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Sì: ho sposato questo marchio proprio perché credo molto in questo aspetto e il cliente quando entra da noi sa cosa aspettarsi

CONSUMATORE

- Urbano
- Sostenibilità, durabilità, comodità
- Sì, confermo questo trend ed è molto importante: è un traino che porta in negozio anche clienti più urbani

SOCIAL MEDIA

- Instagram, Facebook
- Sì, abbiamo notato un incremento: capita che i clienti entrino in negozio cercando una promozione che hanno visto sui nostri social

SCELTA DEI MARCHI

- Comodità, sostenibilità, durabilità
- PATAGONIA – NNORMAL – HOKA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (+)
- Calzature mountain lifestyle: LA SPORTIVA (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: HOKA (+) NNORMAL (+) LA SPORTIVA (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: PATAGONIA (+)
- Abbigliamento intimo tecnico: PATAGONIA (+) SMARTWOOL (+)
- Accessori: GARMIN (=) PIEPS (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- NNORMAL

FUTURO DELLA DISTRIBUZIONE

- Che i prezzi si abbassino e i prodotti siano sempre più durabili ed ecosostenibili



DUE ELLE SPORT
VARESE – PUNTI VENDITA: 1
MARCO SANTAMBROGIO – TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Il noleggio che è aumentato tantissimo; la vendita di attrezzatura da sci alpino
- La vendita dell'abbigliamento un po' calata rispetto all'anno precedente, la concorrenza folle per via di Internet
- Giacenza in aumento
- Voto: 8½
- La nostra fortuna è che siamo in una città al confine con la Svizzera dove non abbiamo i rivali: siamo i più grandi noleggiatori del nord milanese e ogni anno andiamo sempre meglio proprio per questo servizio. Ma se non avessi il noleggio farei molta fatica, soprattutto per quanto riguarda la vendita dell'abbigliamento, che viene fatta prevalentemente online. Inoltre, la principale problematica è che spesso alcuni brand fanno delle manovre commerciali che vanno contro gli specializzati a favore invece della grossa distribuzione. Ciò che ci premia però è la storia, la professionalità e la clientela che si fida di noi da 40 anni. Il nostro è un negozio di famiglia dal 1986: siamo dunque altamente formati perché è sì la nostra vita, ma è soprattutto la nostra passione, ci piace conoscere a fondo i materiali anche più delle case madri, e investiamo molto sull'attrezzo per poter proporre ai clienti sempre il meglio e nuovo di pacca

SERVIZI

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

TREND D'ACQUISTO

- Accessori da sci alpino, sci, scarponi
- Sci alpino

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No. Ogni tanto proponiamo dell'attrezzatura che presenta alcune parti riciclate, ma per il cliente è più un fattore estetico che di responsabilità

CONSUMATORE

- Esperienziale/benessere
- Fiducia nel negoziante
- Non abbiamo nulla di urban, siamo più specializzati sull'attrezzo. L'abbigliamento su cui ci concentriamo è tecnico e richiama il mondo dello sci. È quindi difficile che un cliente entri da noi cercando il trend del momento o l'estetica, è più probabile che ci chieda un prodotto funzionale alla disciplina che vuole fare

SOCIAL MEDIA

- Instagram, Facebook
- No, non abbiamo notato un incremento. Per un negozio come il nostro, con una storia così lunga e così radicato nel territorio, il passaparola vince su tutto. I clienti che entrano da noi sono i fidelizzati oppure quelli che vengono su consiglio altrui perché sanno di poter trovare attrezzatura nuova e un parere professionale. I social quindi li usiamo con moderazione, dato che nel nostro caso non ci servono molto

SCELTA DEI MARCHI

- Valutazione personale sulle caratteristiche tecniche, marginalità
- SALOMON – BLIZZARD – ATOMIC

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: CMP (=) KAYLAND (=)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: non le trattiamo
- Calzature trail running: non le trattiamo
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: BLIZZARD (+) SALOMON (+) ATOMIC (+)
- Abbigliamento outdoor: RH+ (+) CMP (+)
- Abbigliamento intimo tecnico: HP (+) X-TECH (+)
- Accessori: SALOMON (+) ATOMIC (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- BLIZZARD, che piace ai bambini che lo noleggiavano quanto agli adulti, in particolare le donne, e SALOMON perché mi piace come lavora

FUTURO DELLA DISTRIBUZIONE

- Spero che ci sia più correttezza tra collaboratori. Non li considero concorrenti: se non ho un prodotto in negozio, mando il cliente da un altro specializzato che so che potrebbe averlo. Perdo una vendita ma ne guadagno sulla fiducia. E poi auspico più correttezza e trasparenza sui prezzi, non questi ribassi folli che creano un monopolio tra i grossisti e fanno del male agli specializzati. Per quanto riguarda Internet, non usandolo non è una cosa che mi spaventa: i nostri prezzi sono anche più bassi



FREE TIME SPORT & STYLE ASIAGO (VI) - PUNTI VENDITA: 1 GABRIELE RIGONI - TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +20%
- La neve, le manifestazioni organizzate in paese
- Sotto le feste di Natale un po' la mancanza di neve
- Giacenza stabile
- Voto: 9

SERVIZI

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

TREND D'ACQUISTO

- Accessori
- MTB, sci alpino, sci di fondo

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili

CONSUMATORE

- Occasionale, turista
- Produzione italiana, la visibilità del marchio e la qualità
- Sì, è così anche nell'abbigliamento, tanto che sto abbandonando un po' il prodotto molto tecnico e mi sto concentrando più sull'urban

SOCIAL MEDIA

- Instagram, Facebook
- Sì, abbiamo notato un incremento. Alcune persone entrano in negozio proprio perché hanno visto i nostri post

SCELTA DEI MARCHI

- Produzione italiana, la visibilità del marchio e che si veda sia di qualità
- MCKEES - X-TECH

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: GARMONT (+)
- Calzature mountain lifestyle: W6YZ (-)
- Calzature climbing: non le trattiamo
- Calzature trail running: SCOTT (-)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: FISCHER (+) SALOMON (+) ATOMIC (+)
- Abbigliamento outdoor: MCKEES (=) OAKLEY (=)
- Abbigliamento intimo tecnico: X-TECH (+)
- Accessori: FERRINO (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- KÄSTLE, che inizierò a proporre nel noleggio sci dalla prossima stagione

FUTURO DELLA DISTRIBUZIONE

- Mi aspetto una crescita per la parte dello sci di fondo, su cui investirò molto: era già un trend in forte aumento, ma non avevo la scelta che invece avrò a partire dall'anno prossimo



THE PEAK LIVIGNO (SO) - PUNTI VENDITA: 1 FABIO BIESUZ - TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +15%
- Clientela fidelizzata, brand, mondo outdoor
- L'unico problema è trovare personale affidabile e stabile con voglia di lavorare
- Giacenza stabile
- Voto: 9

Per noi il 2025 è stato molto positivo, i brand che abbiamo in negozio hanno investito molto in novità e marketing e i nostri clienti nuovi e fidelizzati hanno trovato ciò che stavano cercando. Ovviamente il più grande problema è sempre mantenere un prezzo corretto: oggi il cliente entra con lo smartphone in mano e riesce a conoscere all'istante il prezzo degli articoli. Non sempre però guarda la disponibilità, quindi nascono discussioni sul prezzo. Il mercato online e la sua comodità distruggono purtroppo il negozio fisico

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento, accessori, sci, scarponi
- Trail running, scialpinismo, climbing, trekking, alpinismo

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No. Secondo noi, in Italia, non siamo pronti. Il nostro potere d'acquisto purtroppo tende più ai saldi

CONSUMATORE

- Performance, esperienziale/benessere, famiglia
- Sostenibilità, durata, supporto
- Sì, confermiamo questo trend e la sua importanza

SOCIAL MEDIA

- Instagram
- No, non abbiamo notato un incremento

SCELTA DEI MARCHI

- Livello, storicità, performance
- LA SPORTIVA - JULBO - DYNAFIT

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (+) NNORMAL (+) DYNAFIT (=)
- Calzature mountain lifestyle: LA SPORTIVA (+)
- Calzature climbing: LA SPORTIVA (=)
- Calzature trail running: LA SPORTIVA (+) NNORMAL (+) DYNAFIT (+)
- Scarponi da scialpinismo/freeride: TECNICA (+) DYNAFIT (=) LA SPORTIVA (=)
- Sci: DYNASTAR (+) NORDICA (+) K2 (-)
- Abbigliamento outdoor: DYNAFIT (=) LA SPORTIVA (=) BLACK DIAMOND (=)
- Abbigliamento intimo tecnico: DEVOLD (+) ODLO (=) DYNAFIT (-)
- Accessori: LEKI (+) JULBO (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- LA SPORTIVA

FUTURO DELLA DISTRIBUZIONE

- Un miglior posizionamento dei prodotti di riferimento: il cliente deve trovarli solo nei negozi fisici e specializzati



SPIT SPORT OUTDOOR FANO (PU) - PUNTI VENDITA: 1 GIACOMO BERLIOCCI - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Ho fatto meno ordini
- Uno stock ancora troppo elevato
- Giacenza in svuotamento
- Voto: 7
- In generale bene. Il periodo natalizio è andato come al solito, ma continuo a notare che i clienti acquistano solo nel periodo di saldi

SERVIZI

- Sì, vendiamo anche online (da 21 a 40%)
- Sì, abbiamo un servizio a noleggio (da 0 a 5%)

TREND D'ACQUISTO

- Abbigliamento
- Trekking

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Dipende

CONSUMATORE

- Famiglia
- Comfort, estetica e prezzo
- Sì anche noi abbiamo notato la crescita del trend: la gente sta iniziando a indossare abbigliamento sportivo tutti i giorni, non solo durante le uscite outdoor

SOCIAL MEDIA

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

SCELTA DEI MARCHI

- Importanza e notorietà del brand
- MONTURA - E9 - REDELK

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (=) SCARPA (=) KAYLAND (=)
- Calzature mountain lifestyle: SCARPA (=)
- Calzature climbing: LA SPORTIVA (=) SCARPA (=)
- Calzature trail running: non li trattiamo
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: MONTURA (=) E9 (-) REDELK (=)
- Abbigliamento outdoor: MONTURA (=) ALPENPLUS (+)
- Abbigliamento intimo tecnico: MONTURA (=) ALPENPLUS (+)
- Accessori: C.A.M.P. (+) SALICE (=) PETZL (=)
- Attrezzatura climbing: PETZL (+) C.A.M.P. (+)

BRAND RIVELAZIONE

- ALPENPLUS



FRANCO SPORT
BIELLA – PUNTI VENDITA: 1
 ROBERTO FRANCO – TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +20%
- Campagna promozionale più intensa, aumento della pubblicità e della visibilità sui social, e il boom di vendite di Kailas che quest'anno ci ha fatto guadagnare tanto
- Il grande centro commerciale di Biella ci ha limitato a livello generale perché ha dirottato tanti clienti al di fuori della città. È sovradimensionato rispetto a Biella. Un altro elemento negativo sono gli sconti online
- Giacenza in svuotamento
- Voto: 7
- Venivamo dal 2024 che è stato un anno abbastanza complicato. Grazie a piccoli progetti siamo riusciti ad aumentare le vendite e siamo riusciti a salvarci. Posso ritenermi soddisfatto, ma si può sempre fare di più

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento
- Trail running

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, io ritengo che sia giusto tutto ciò che è migliorativo, ma senza esagerare. La mia attenzione è rivolta al benessere della persona, che credo sia la cosa più importante. L'attenzione del cliente è invece rivolta principalmente al rapporto qualità/prezzo, non alla sostenibilità. Sarebbe più interessante proporre più prodotti made in Italy, che sono più richiesti dai clienti

CONSUMATORE

- Esperienziale/benessere. Noi abbiamo tanti clienti attenti alla prevenzione e all'acquisto mirato
- Il fattore moda, la comodità e l'indossabilità. Da parte mia, quello che voglio far capire alla gente è che le scarpe non devono essere solo belle, ma anche avere una tecnica specifica. Se non si prendono le calzature giuste si rischia di creare problemi seri ai piedi
- Noto che c'è una tendenza a usare delle scarpe comode, la gente si sta

rendendo conto che indossare modelli da running/trail running quotidianamente fa la differenza. C'è molta più attenzione, ma è necessario far capire alle persone la differenza tra calzature sportive che vanno di moda e quelle adatte ai propri piedi

SOCIAL MEDIA

- Instagram, Facebook
- No, non abbiamo notato un incremento, non facciamo grandi campagne vendite digitali e io non sono tanto affine al mondo social. Il mio negozio è un po' particolare perché si rivolge a persone che danno attenzione alla sostanza. Credo che sia importante utilizzare i social per farsi pubblicità, perché è innegabile che aiutino. Non li trovo, però, adatti al mio negozio, che invece si basa tanto sui consigli e sulle analisi fatte direttamente nello shop

SCELTA DEI MARCHI

- Tecnicità, comfort, estetica (anche se non punto tanto su quest'ultimo)
- TOPO ATHLETIC – KAILAS – ANDE

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: KAILAS (+) TOPO ATHLETIC (+) ASOLO (+)
- Calzature mountain lifestyle: ASOLO (+) ANDE (+) TECNICA (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: KAILAS (+) TOPO ATHLETIC (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: ANDE (+)
- Abbigliamento intimo tecnico: CIMALP (+)
- Accessori: FERRINO (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- KAILAS

FUTURO DELLA DISTRIBUZIONE

- Mi aspetto un po' più di collaborazione tra i negozi e le aziende, anche se onestamente non mi posso lamentare perché con quelle con cui lavoro mi trovo bene. Le scelgo per il rapporto familiare, infatti preferisco le aziende un po' più piccole con cui riesco a parlare rispetto a quelle molto grandi che non mi ascoltano



LARIO

climbing line

«Quel ramo del lago di Como, che volge a mezzogiorno,
 tra due catene non interrotte di monti...»
 A. Manzoni





VEGHER SPORT
PELLIZZANO (TN) - PUNTI VENDITA: 2
 MAURO VEGHER TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +10-15%
- Social, servizio noleggio e l'incremento delle vendite
- Mancanza di neve nei momenti giusti, potere d'acquisto inferiore e il fatto che il cliente sia più interessato ad altro
- Giacenza stabile
- Voto: 8
- Il 2025 è stato un anno positivo per quanto riguarda il servizio di noleggio (bici-clette in estate e sci/scarponi in inverno). Nelle vendite, invece, non abbiamo avuto crescite importanti, ma siamo rimasti più o meno stabili

SERVIZI

- Sì, vendiamo anche online (da 0 a 5%)
- Sì, abbiamo un servizio a noleggio (da 11 a 20%)

TREND D'ACQUISTO

- Calzature, abbigliamento, accessori
- Trekking, sci alpino

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, siamo più noi negozianti a dare importanza alla sostenibilità dei prodotti, mentre ai clienti non interessa tanto

CONSUMATORE

- Esperienziale/benessere, famiglia
- Comfort, qualità, estetica originale e diversificata
- Sì, è un trend in crescita, ma da noi non in modo esponenziale

SOCIAL MEDIA

- Instagram, Facebook
- Abbiamo notato un incremento, le nostre pagine sono seguite soprattutto quando lanciamo i nuovi prodotti, ed effettivamente poi i clienti vengono in negozio apposta per vederli

SCELTA DEI MARCHI

- Comfort, performance, prestazioni
- CRAZY - HOKA - SCARPA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: HOKA (+) THE NORTH FACE (+) SCARPA (+)
- Calzature mountain lifestyle: SCARPA (=) LA SPORTIVA (=) SALOMON (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: HOKA (=) LA SPORTIVA (=) SALOMON (=)
- Scarponi da scialpinismo/freeride: ATOMIC (-) DYNAFIT (-)
- Sci: HEAD (-) SALOMON (-) ATOMIC (-)
- Abbigliamento outdoor: CRAZY (=) THE NORTH FACE (=)
- Abbigliamento intimo tecnico: ODLO (=) LUZZARDI (=)
- Accessori: OAKLEY (=) LEKI (=) RH+ (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- THE NORTH FACE

FUTURO DELLA DISTRIBUZIONE

- Mi aspetto che la gente torni a spendere di più nel nostro settore. Il fatto che il potere d'acquisto si sia ridotto è il problema principale al momento



GO UP MOUNTAIN
COLICO (LC) - PUNTI VENDITA: 1
 CHRISTIAN VERGOTTINI - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Meteo favorevole: non trattando lo sci, per noi è positivo che le temperature siano più alte
- Il cliente è più attento alle spese e seleziona ciò che vuole comprare, tanto che spesso rinuncia ad acquistare
- Giacenza stabile
- Voto: 8
- Il 2025 è andato abbastanza bene: c'è stato un piccolo decremento sotto Natale perché qui a Colico, sul confine con la Valtellina, abbiamo avuto dei disagi causati dalle Olimpiadi

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento, accessori, attrezzatura climbing
- Climbing, trekking

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No. La mia proposta di prodotti sostenibili non interessa molto perché si cerca principalmente l'estetica e il prezzo basso. Pochissimi clienti cercano articoli responsabili

CONSUMATORE

- Performance, esperienziale/benessere
- I miei clienti scelgono un brand affidandosi più ai miei consigli che alle sue

caratteristiche. Ho notato che quando si trovano bene con un marchio che gli ho consigliato, tornano per acquistare altri articoli della stessa azienda

- Sì, abbiamo notato la crescita del trend. Nello specifico E9 per il suo stile

SOCIAL MEDIA

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

SCELTA DEI MARCHI

- Qualità del prodotto, rapporto qualità/prezzo, estetica
- E9 - SINGING ROCK - KAYLAND

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: ICEBUG (+) KAYLAND (=) BOREAL (=)
- Calzature mountain lifestyle: ICEBUG (+) KAYLAND (=) BOREAL (=)
- Calzature climbing: TENAYA (+) BOREAL (+) OCUN (+)
- Calzature trail running: non le trattiamo
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: E9 (+) RAFIKI (=) TRANGOWORLD (=)
- Abbigliamento intimo tecnico: SMARTWOOL (=)
- Accessori: GREAT ESCAPE (+) FERRINO (+) KONG (+)
- Attrezzatura climbing: SINGING ROCK (=) C.A.M.P. (=) PETZL (=)

BRAND RIVELAZIONE

- RAFIKI

FUTURO DELLA DISTRIBUZIONE

- Mi aspetto che alcune aziende possano darci una mano ampliando la loro disponibilità di magazzino



BIBO SPORT
BIELLA - PUNTI VENDITA: 1
 CRISTINA CIBIEN - TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +15%
- Abbiamo venduto bene sci, scarponi e attrezzatura da sci alpino
- Cali di vendite nella categoria abbigliamento
- Giacenza stabile
- Voto: 9
- Direi che il 2025 è andato bene. La clientela era meno attenta al prezzo e più orientata verso la qualità. C'è stato questo cambio di tendenza verso i negozi, i clienti cercano i consigli degli specialisti e spesso decidono di spendere un po' di più se un prodotto ha una qualità alta

SERVIZI

- No, non vendiamo online
- Sì, abbiamo un servizio a noleggio (da 11 a 20%)

TREND D'ACQUISTO

- Calzature, accessori, attrezzatura climbing, sci, scarponi
- Trail running, climbing, trekking, sci alpino

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Dipende, è aumentata l'offerta di articoli responsabili e noi cerchiamo di stare attenti a questo aspetto. La sostenibilità però non è un fattore che influenza il cliente: è disposto a spendere di più se il prodotto gli piace, ma se poi è anche sostenibile è solo un punto in più

CONSUMATORE

- Famiglia, clienti abituali
- Notorietà del brand, stile estetico, tecnica
- Sì, confermiamo questo trend. Stiamo riscontrando che, rispetto al passato, oggi il cliente tende a vestirsi sportivo anche in città. Nel nostro caso siamo fortunati perché da Biella partono molti percorsi trekking e quindi la gente è più motivata a comprare

SOCIAL MEDIA

- Instagram, Facebook
- Sì, abbiamo notato un incremento. Dipende da cosa pubblichiamo e pubblicizziamo. È innegabile che i social siano utili per farsi conoscere a un pubblico più ampio

SCELTA DEI MARCHI

- Notorietà del marchio, estetica, tecnica, sostenibilità (un fattore in più)
- PATAGONIA - MONTURA - TECNICA

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (=) TECNICA (=) SALEWA (=)
- Calzature mountain lifestyle: LA SPORTIVA (=) TECNICA (=) SCOTT (=)
- Calzature climbing: LA SPORTIVA (+)
- Calzature trail running: NEW BALANCE (=) LA SPORTIVA (=) SCOTT (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: SALOMON (+) VÖLKL (+) HEAD (+)
- Abbigliamento outdoor: PATAGONIA (+) MONTURA (=) PICTURE (-)
- Abbigliamento intimo tecnico: MICO (=) UYN (=) MONTURA (=)
- Accessori: LEKI (+) SALICE (+) GIRO (+)
- Attrezzatura climbing: PETZL (+) SINGING ROCK (+) GRIVEL (+)

BRAND RIVELAZIONE

- PATAGONIA

FUTURO DELLA DISTRIBUZIONE

- Vorrei avere un po' più di margine tra il prezzo di acquisto e quello di vendita, perché le spese sono aumentate e il ricavo effettivo per noi negozianti non è alto



CARAFFA SPORT & RUN
MAROTTA (PU) - PUNTI VENDITA: 2
 DAVIDE CHIACCHIARINI - TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +20%
- L'apertura del secondo punto vendita nel centro storico, gli eventi organizzati con la nostra associazione affiliata che sta crescendo esponenzialmente, e le varie collaborazioni con il CAI e altri club escursionistici e turistici
- Le scontistiche molto alte sugli e-commerce online promosse dalle aziende, che diventano in questo modo le nostre principali concorrenti. C'è una battaglia di prezzo tra l'online e la distribuzione
- Giacenza in aumento
- Voto: 7
- Nel secondo semestre abbiamo aumentato la giacenza dei magazzini per l'apertura del nuovo negozio a fine anno. Il 2025 è stato positivo, ma speriamo di fare sempre meglio. Nel 2024 abbiamo eliminato l'e-commerce e investito sugli eventi, puntando sempre di più sulla clientela locale che viene fisicamente in negozio e sul nuovo punto vendita (che diventerà in parte un hub). Siamo riusciti a incrementare le vendite sia nel negozio storico di Marotta sia in quello nuovo. Inoltre, stiamo per aprire un servizio di noleggio

SERVIZI

- No, non vendiamo online
- No, non abbiamo un servizio noleggio, ma lo stiamo per offrire

TREND D'ACQUISTO

- Calzature, abbigliamento
- Trail running

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Dipende. Noi abbiamo molto a cuore il tema sostenibilità, e infatti il nostro negozio è progettato in tal senso. Anche alcuni dei nostri clienti sono interessati all'argomento e due su 10 ci chiedono prodotti sostenibili, ma comunque devono avere anche un ottimo rapporto qualità/prezzo, che alla fine è ciò che li influenza di più. Noi, però, cerchiamo di farli avvicinare al tema

CONSUMATORE

- Performance, esperienziale/benessere
- Comfort, qualità, notorietà del brand (tra i più giovani), ciò che consigliamo (siamo una realtà storica e possiamo vantarci di avere una buona credibilità)
- Sì, è un trend in crescita, ma noi da sempre vendiamo in questo campo. Abitando immersi nelle campagne, i clienti locali utilizzano capi sportivi come abbigliamento quotidiano. In particolare, noi vendiamo tante scarpe da trail running che però sono usate più come calzature da tutti i giorni (60%) che come scarpe da corsa (40%)

SOCIAL MEDIA

- Instagram, Facebook
- Sì, abbiamo notato un incremento

SCELTA DEI MARCHI

- Qualità dei prodotti, condizioni di vendita/acquisto (le aziende devono proporre una buona marginalità), e rapporto umano con le imprese
- BROOKS - ADIDAS - CMP

MARCHI PIÙ VENDUTI

- Calzature hiking-trekking: LA SPORTIVA (=) CMP (=) ALTRA (+)
- Calzature mountain lifestyle: LA SPORTIVA (=) CMP (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: LA SPORTIVA (=) BROOKS (=) ADIDAS (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: CMP (=) ADIDAS (+)
- Abbigliamento intimo tecnico: CMP (=) X-TECH (=) MIZUNO (=)
- Accessori: FERRINO (+) CMP (=) BV SPORT (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- BROOKS

FUTURO DELLA DISTRIBUZIONE

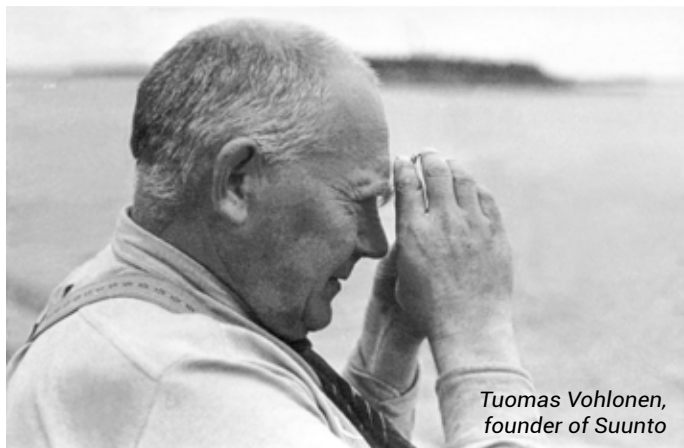
- Mi aspetto che le aziende tornino effettivamente a fare le aziende: devono essere i nostri produttori, non i nostri concorrenti. Spero che continui anche la tendenza ad avvicinarsi sempre di più ai negozi rispetto che all'online e agli influencer, una tendenza che abbiamo notato durante il 2025

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FALL/WINTER 26/27 COLLECTION

Racconti di leggende in terre nordiche e mattine illuminate dal sole riflesso sulla neve.

LADYBUG WOMAN JKT
 reversibile, idrorepellente
 antivento, un abbraccio
 caldo e accogliente
 contro il gelo.



Tuomas Vohlonen,
founder of Suunto

NEVER OUT OF FOCUS

Throughout its 90-year history, Suunto has been a pioneer in the field of orienteering and then outdoor sports in general. With an ability to evolve without losing sight of its identity

by Benedetta Bruni

For 90 years, Suunto has been supporting athletes with precision and reliability. Since its founding in 1936, it has evolved through different instruments, segments, and technologies, taking the best from each stage and developing it into the next. From the first liquid compasses in the 1930s to the launch of the Vector, the "wrist computer" that kicked off the production of the watches we know today. With a pioneering approach to innovation.

everyone as "the Suunto system." At the same time, the very first hint of a sports wristwatch took shape: Suunto designed a diving compass at the suggestion of divers themselves and at the instigation of a British diver who attached a "standard" compass to his wrist and found it to be water-resistant and very useful for orientation at depth. The SK-4, the first diving compass, was a very durable and reliable product that guaranteed safety and was affordable: all features that helped spread the name of Suunto among both professionals and enthusiasts. By 1968, the company was already exporting to over 40 countries.

THE TURNING POINT: THE PMI COMPUTER

In the 1970s, Suunto's exports made it the best-known Finnish company internationally. Its good reputation has always been based on the quality of its products and word of mouth, from sportsman to sportsman. But it was the sailing instruments that marked a watershed between the Suunto of compasses and the Suunto we know today. It was in this segment that the company introduced the PMI Dive Computer in the 1980s. This revolution not only opened up markets such as the United States, Japan, and Australia to Suunto, but also laid the foundation for the development of wrist-worn sports devices. PMI was also the first case in which the brand introduced industrial design, which earned it further international development: in those years, 90% of the production of the Juvankka factory in Espoo was dedicated to exports to around 100 countries.

THE ARRIVAL IN THE OUTDOOR MARKET

However, it was not until 1998 that the first product dedicated to the world of "land-based" outdoor sports was launched. Technological and economic developments in those years allowed Suunto to resume a project that had been started in the previous decade but abandoned due to excessive costs: an electronic compass. Building on the know-how gained in the sailing sector and 60 years of product development, the company "extended" the use of the Spyder diving computer to land; after all, its shape, size, and design could easily be adapted for use outside of the water. Thus, Vector was born, a wrist computer entirely designed and developed for outdoor and leisure use, already capable of recording atmospheric pressure and altitude and displaying barometric trends. Its launch in 1998 was an immediate success, especially in North America and Central Europe. "It was a unique opportunity: we had carte blanche, and the goal was to create a completely new product from scratch," explained Tapio Savolainen, who, together with his team, played an important role in launching one of Suunto's most important product successes: the outdoor category. Vector was the first in a long line of models that have brought benefits, enjoyment, and safety to many thousands of mountain and outdoor enthusiasts.



Vector



Vertical 2
Titanium Limited
Edition (limited
production of
1,936 pieces in
homage to the
year the brand
was founded)



Compass
calibration

STARTING WITH COMPASSES

Suunto was founded in the 1930s when Tuomas Vohlonen, a civil engineer and orienteering champion, developed the first liquid-filled compass, designed to overcome the problem of needle sticking and with the desire to create a product that was durable, lightweight, and easy to use. In 1936, Suunto was founded on the shores of Lake Saimaa in Finland. From 1939, production flourished thanks to supplies to the national army. However,

an anecdote from the conflict between Finland and the USSR remains: it is said that during the Winter War, a Soviet sniper shot at a Finnish soldier. The soldier survived: the bullet hit the Suunto M-311 magnetic compass he had in his pocket. But at the end of the war, Suunto was not left empty-handed: in the meantime, the number of sports enthusiasts had grown, particularly orienteering enthusiasts, who promoted the marching compass.

THE PARTNERSHIP WITH SKIING

Suunto's first foray into the world of mountaineering came in 1951, when the new owner, Elli Vohlonen, agreed with three physicists and chemical engineers—Paavo Kajanne, Arne Mahnala, and Veli-Jussi Hölsö—to purchase the property. It was a quick deal: the three young men were looking for a location for the production site of their company Rex, which manufactured ski wax, while Elli Vohlonen was looking for buyers for Suunto. Thanks to their scientific training, the three young men immediately appreciated the precision of the company's instruments. In addition, their business strategy included a desire to combine the seasonality of the products: compasses in the summer and ski waxes in the winter. This was Suunto's first step towards opening up new markets for civilian use, such as the nautical market. Production developed to such an extent that in 1959 the company expanded to Helsinki.

"THE SUUNTO SYSTEM"

In the 1960s, the brand's range of precision instruments expanded and, as a result, so did the market. During those years, an entire measurement methodology was developed around the new altimeter introduced in 1957: it was quickly adopted worldwide and became known to

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THE VALUE OF TIME

To design and produce the technical garments and accessories used by some of the world's strongest mountaineers, Rab focuses on a lengthy process involving collaboration and field testing

by Claudio Primavesi

In the world of technical outdoor gear, speed is not always synonymous with innovation. For Rab, product development requires time, method, and a deep understanding of the environment for which it is designed. From the initial idea to market launch, the process can take up to two years. This timeframe allows the brand to work on testing, prototypes, materials, and construction details with a rigorous approach focused on real performance.

FROM IDEA TO CREATION

Every product is born from a real and tangible need: a new way of using it, a request encountered on an expedition, a technical evolution tested by athletes or the outdoor community. The initial analysis translates into research on materials, pattern development, and the study of weights, seams, and fit. The process includes prototyping and field testing in real conditions. These are not simple laboratory tests: the garments are used in the mountains, on ice, during climbs, or technical ski mountaineering and trekking activities. Only after complete validation does the production phase begin.

EXPERIENCE-DRIVEN DESIGN

A distinctive feature of Rab is the profile of its employees. Many team members, especially the designers, regularly practice outdoor sports: mountaineering, ski mountaineering, climbing, and technical trekking. This direct experience has a decisive influence on product development. Knowing the sport means understanding the various details that make the difference: from the real needs of movement

to the stress points of the garment, from thermoregulation management to the need for lightness and compressibility and the importance of ergonomics under a backpack or harness. It is not a theoretical approach, but a design based on real use and targeted research that translates into products by "The Mountain People" for "The Mountain People."

COLOR ACCURACY AND IDENTITY

Even color definition follows a structured process. Rab works with specific Pantone codes, ensuring color consistency throughout the production chain. The choice of palettes is not just aesthetic: it responds to the needs of visibility in the alpine environment, brand recognition, and alignment with market trends, without ever compromising technical identity.

A MODEL OF RESPONSIBLE DEVELOPMENT

The two years it takes to bring a product to market is not a delay, but a strategic choice. In a b2b context that is increasingly focused on quality, durability, and technical credibility, this approach allows retailers to offer garments with a solid life cycle, designed to perform over time and not to follow a fleeting seasonal logic. The product design process follows ambitious corporate social responsibility goals and includes product transparency (Material Facts), the use of recycled materials, and PFAS-compliant fabrics. For Rab, innovation means building methodically. And time is an integral part of the process.

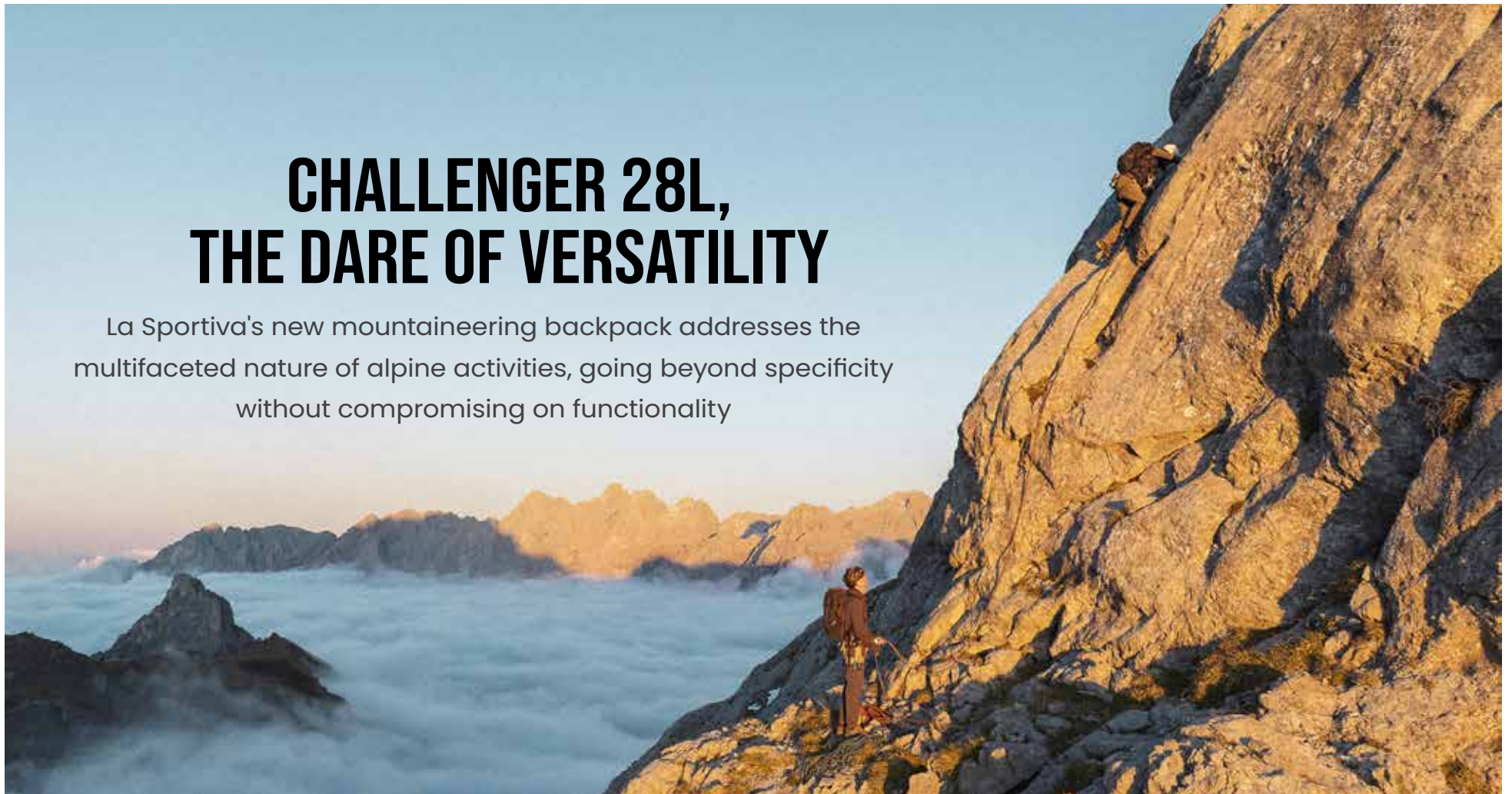
FROM ARGENTINA TO SHEFFIELD

In 1973, Rab Carrington was stranded in Buenos Aires while traveling to Patagonia on an expedition. Needing money, Rab turned to his friend Hector Vieytes, who taught him the skills that would redefine the future of technical sleeping bags. So, upon returning to Sheffield, he began making sleeping bags in his family's attic and soon had to move to a real factory. This is how the brand that made The Mountain People its claim to fame was born, appreciated by many athletes and mountaineers, such as Jeff Mercier, Tom Randall, and Eva Walkner, to name a few.



CHALLENGER 28L, THE DARE OF VERSATILITY

La Sportiva's new mountaineering backpack addresses the multifaceted nature of alpine activities, going beyond specificity without compromising on functionality



Versatility is increasingly at the heart of outdoor products. Versatility does not mean lowering the bar in terms of functionality, but offering specific products for multiple activities. One of the paradigms of this philosophy is the new Challenger 28L backpack, which rises to this challenge. Designed for the modern mountaineer, it is adaptable to ski mountaineering, alpine climbing, and long multi-pitch routes. Because, without encroaching on other activities, mountaineering itself has many faces and is constantly evolving and being influenced by other disciplines.

Made from Challenge Sailcloth Ultra fabric, it is the perfect solution to the growing demand for highly resistant yet lightweight materials. This fabric offers unprecedented tear resistance, making it highly reliable even in the most difficult conditions, withstanding rocks, ice, and snow over time.

The structure features a tubular sack design with a roll-top closure accessed from the top, allowing the backpack to expand or compress depending on use, quickly changing from a 28L to a 32L capacity. The roll-top can be closed from the top or compressed with removable side straps when not needed. The main compartment is divided into two sections by an additional drawstring closure, which ensures precise separation of storage areas for better organization. Both compartments are also accessible from the side via a water-repellent YKK zipper.

MODULAR DESIGN

Versatility is enhanced by fully removable or adjustable accessories, depending on the intended use. The front chain allows you to attach your helmet and secure an elastic cord, useful for quickly storing a layer of clothing on the outside. The side straps help compress the bag when it is not fully loaded and can also be used in winter to carry skis in an A-Style configuration (ski straps included). Alternatively, skis can be carried diagonally using the expandable lower straps. The ice axe holders are fully removable and can also be used to carry trekking poles. The top strap is used to compress the roll-top and attach a carrying cord.

DIFFERENT CONFIGURATIONS

The back panel features a thermoformed design with a removable rigid inner panel made of Challenge Sailcloth Ultra 200 fabric, which provides additional support when carrying heavier loads. Removing the panel when not needed reduces the weight by 70 grams. The shoulder straps are minimal but fully adjustable to distribute weight effectively.



**PESO FULLY
EQUIPPED /**
1.200 grams

- + 28L volume, expandable to 32L with roll-top closure system
- + main compartment divided into two sections with drawstring closure
- + water-repellent YKK side closures for easy access to both main compartments
- + removable thermoformed back panel with structured insert for added support
- + waist belt with double D-ring closure system and adjustable, removable hip pads with tool loop and zippered pocket + fully adjustable shoulder straps with load adjustment system and chest strap with safety whistle
- + spring chain with attachment points for the helmet holder included
- + adjustable and removable front elastic cord, ice axe holder, compression strap, and ski strap for carrying skis in an A-frame or diagonal position
- + internal pocket with key holder
- + PFAS free

FOR THE MOST CHALLENGING CONDITIONS

Icepeak's Dix and Dassow are a hybrid jacket for women and a shell jacket for men designed to cope with the most variable weather conditions without weighing down the wearer

DIX W HYBRID JACKET



W

For Icepeak, clothing should adapt to the wearer's style. That's exactly what Dix does, a women's hybrid jacket that supports every movement with reliability and performance. This technical garment combines an elastic fit with articulated elbows for unlimited freedom of movement in any activity, whether walking or performance-oriented outings. It is made from a variety of materials that balance protection, comfort, and functionality. The windproof outer fabric and waterproof finishes offer shelter from sudden gusts of wind or passing showers. The lightweight thermal padding provides warmth without being heavy. Finally, the jacket is quick-drying, breathable, and suitable for unstable weather: exactly what you need for intense activities.

DASSOW M SHELL



M

Designed for the most demanding outdoor activities, this men's shell is the ideal combination of unrestricted mobility and total protection from the elements. With a water column of 10,000 mm, breathability of 10,000 g/m2/24h and fully taped seams, this two-layer waterproof garment keeps you dry even in unstable conditions. The outer fabric is windproof and water-repellent, while the lightweight thermal padding adds warmth without weight, supported by a soft-touch lining for extra comfort. Smart details and a snow gaiter with a non-slip silicone band meet the needs of outdoor enthusiasts in all conditions.

info@luhta.it - luhta.com

BETWEEN TRAILS AND RELAX

Nordsen offers two garments that combine style, comfort, and functionality for versatile use in outdoor activities such as trekking: a warm and breathable midlayer and a practical wool-effect sweater

BADGER & LARK



M



W

Nordsen men's midlayer without hood in soft medium-weight fleece, designed to offer balanced warmth and greater breathability. The front pockets with hidden zippers, elasticated cuffs, and adjustable hem with drawstring and stopper ensure functionality and a personalized fit. The geometric print enhances the style, giving it energy and a sporty dynamism. Versatile and easy to care for, this garment is ideal as a midlayer for trekking, outdoor activities, or moments of relaxation. Also available in the women's Lark version.

SORAPISS & MANTIS



M



W

Men's Nordsen sweater in melange wool-effect fabric, with a breathable open structure, designed to promote moisture wicking and keep the body dry. The soft inner brushing ensures warmth and comfort against the skin. Complete with elasticated cuffs and hem, front pockets and mesh-lined chest pocket for added practicality and ventilation. Versatile and functional, ideal as a mid-layer or outer layer on milder days. Also available in the women's Mantis version.

Nordsen - +39.045.8299289 - nordsen.it

READY TO REUSE

Ternua prepares for SS 26 with a second layer and jacket made using circular manufacturing techniques, with a single-material fabric that facilitates recycling at the end of their life

XENON HOOD JKT MEN & WOMEN

Second layer with multi-activity hood made with Dryshell technology, which absorbs moisture and allows for quick drying, providing comfort and warmth. The garment follows a circular philosophy thanks to its bluesign-certified fabric, which is made from a single material and is 100% recycled polyester obtained from post-consumer plastic bottles, facilitating recycling at the end of its useful life. Ideal for year-round use, it features functional details such as elasticated hems, cuffs, and hood for a perfect fit. The Xenon Hood also features flat seams, YKK Flat Vislon zippers, reflective prints for increased visibility, pockets with invisible zippers, chin protection to prevent rubbing against the zipper, and thumb holes. The fabric and sporty design ensure excellent freedom of movement.



- **Treatments:** anti-bacterial/anti-odor Polygiene, good pilling resistance
- **Sizes:** S-3XL (M); XS-XXL (W) Ultra-lightweight 2.5-layer technical

CYCLONE PRO JKT MEN & WOMEN

Jacket made with proprietary Shelltec Active Flex technology, waterproof, breathable, durable, and highly compressible. The pre-shaped design and bi-elastic fabric offer a good level of comfort and freedom of movement. It uses a single-material fabric that is recyclable at the end of its life, following a circular approach. The water-repellent treatment does not use PFCs and the fabric is bluesign certified. The seams are heat-sealed and the zippers are water-resistant. The hood with visor is easily adjustable thanks to the side elastic bands. A ventilation system on the chest allows to regulate airflow without opening the jacket completely. Adjustable hems with cord locks, elastic cuffs, and reflective prints for increased visibility complete the features. A compression bag is integrated into the jacket for transport and storage. The Cyclone Pro is particularly suitable for outdoor aerobic activities, where the balance between protection and lightness is essential.



- **Water column:** 20,000 mm
- **Breathability:** MVP 20,000 g/m²/24h
- **Fabric:** 20D and 60 g/m² recycled (post-industrial) stretch nylon
- **Sizes:** S-3XL (M); XS-XXL (W)



Inauguration of the new logistics hub

GROWTH, COMMITMENT, AND INVESTMENT

For Kong, the future is not simply an extension of the present, but a conscious strategic choice that integrates innovation, corporate culture, and responsibility towards future generations

Kong is embarking on a new phase in its industrial journey with a series of structural investments that strengthen its position in the outdoor and professional sectors.

In recent months, the company has obtained UNI EN ISO 14001 certification, which attests to the adoption of an environmental management system geared towards continuous improvement, and UNI/PdR 125:2022 certification, relating to gender equality. These two achievements consolidate an industrial approach that focuses not only on the product, but also on the context in which it operates. The implementation of a photovoltaic system, designed to further reduce energy impact and make the industrial structure more efficient and autonomous, is also part of this approach.

At the same time, the Logistic Hub was inaugurated, a modern facility designed to optimize flows, improve inventory management, and reduce fulfillment times. The development plan continues with significant investments in new machinery and production technologies, with the aim of increasing process efficiency and further raising quality standards.

To support this evolution, Kong has also added new personnel in key areas such as purchasing, quality, research and development, marketing, and production. This organizational enhancement integrates strategic and operational skills,

strengthening the ability to innovate and respond quickly to market needs. This investment in human capital continues with ongoing training, individual coaching, team building activities, and psychological support services, in the belief that company growth depends on the well-being and awareness of its people.



The focus on the future also extends to the sectors that will drive the energy transition. Kong is investing heavily in the renewable energy sector, particularly wind and photovoltaic energy, developing dedicated solutions designed to meet the operational needs of those working in these strategic areas. To support this, the Training Center has been expanded, with new spaces and programs dedicated to the sector.

Tradition, innovation, responsibility, and strategic vision: Kong's new phase builds on yesterday's experience and looks toward tomorrow's challenges, with the goal of generating lasting value for the market and for future generations.

THE NORTH FACE ALTAMESSA 500 V2: RUN WITHOUT WORRIES

Running on uneven terrain has never been easy—until now. The trail running shoe designed by The North Face transforms rocky trails into soft peaks thanks to Dream Foam, the lightest and most comfortable midsole technology ever developed by the brand. Nitrogen-infused TPU cushioning absorbs impact, making every step light, while the wider platform underfoot, combined with a 36 mm heel height and 6 mm drop, provides stability without adding weight, supporting runners for hours on uneven terrain, where comfort and continuity make all the difference. The upper is lightweight yet durable thanks to targeted reinforcements, as is the toe cap, which provides protection on the toughest trails. The sole is made of Surface CTRL SC2 rubber and features 4 mm lugs, ensuring traction and durability on soft terrain. The Altamessa 500 V2 is designed to allow runners to focus solely on the trail, with the shoe doing the rest.

The North Face - +39.0423.683100 - thenorthface.it



DOMINATE THE ICE WITH THERMIC GRIP SHIELD BY HDry

Technical gloves designed for ice climbing and mountaineering, developed to offer protection, precision, and reliability even in the most extreme conditions. Ideal for tackling ice falls, ridges, and alpine walls, they guarantee a perfect balance between protection from external agents and operational sensitivity, which is essential for handling ice axes, ropes, and carabiners. They feature HDry technology, which includes a waterproof and breathable membrane laminated directly to the glove shell using a three-dimensional process. This construction eliminates the space between the membrane and the outer shell, preventing water from penetrating or accumulating inside the glove and reducing moisture absorption, ensuring your hands stay dry even in wet snow, melting ice, and prolonged use. The technology maintains internal comfort and reduces heat loss, helping to preserve sensitivity and operational precision. The result is a reliable and durable glove with a high level of grip on the palm, promoting precision and sensitivity when handling ice axes, carabiners, and other technical equipment on ice and rock.



Altexa - info@altexa.it

X-BIONIC TERRASKIN X03: UNLOCKING ULTRA-DISTANCE RUNNING

Perfect for your hundredth Ultra race, as well as your first trail run. Thanks to the Skin-to-Trail system, it is the ideal shoe for tackling long distances. The basic idea is to perfectly harmonize your foot with the terrain. The system offers four times more control thanks to the interaction between socks and shoes: better foot wrap, stability, traction, and grip. The ingredients? Hi-rebound EVA midsole with IPEVA frame that offers optimal energy return, making it perfect for ultra-distances; wider fit for increased comfort; high-quality materials, starting with the Vibram outsole designed for maximum durability.

Available in five colors (X-White/Silver Grey, X-Black/Rhino Grey, Digital Lime/X-Black, Electric Energy/Dark Green, Deep Purple/X-BI), the TerraSkin X03 weighs 315 g.



Manifattura Mario Colombo & C. - +39.039.39431 - customer-care@colmar.it

KINABALU: LIGHT AND CUSHIONED RUNNING ACCORDING TO SCOTT

Featuring Kinetic Fusion Foam midsole for responsive cushioning and a versatile Traction outsole for stable footing and improved grip, this shoe is designed to be fast, fun, and agile, responding well to every trail running challenge. Rocker technology reduces heel impact and increases efficiency, while Fusion Kinetic foam combines EVA and Pebax to ensure the perfect balance between lightness, responsiveness, and durability. The model is also available in Gore-Tex Invisible Fit to keep the feet dry throughout their run. The drop is 8 mm and the weight is 250 g in the men's version and 220 g in the women's version.



W



W



W



M



M



M

SCOTT Sports Italia - +39.035.756000 - marketing@scott-sports.it



REMOTE AND INACCESSIBLE

For a new comfort zone

edited by Marrano

There are places where people in the past seem to have taken on a challenge that borders on the impossible. Seen through today's eyes, it is natural to wonder what drove certain ancient communities to stake their lives on the unstable balance of remote slopes, inhospitable and inaccessible territories that were certainly not originally intended for human habitation. Places of refuge, sometimes temporary transits to escape danger or for hard work, but which over time became permanent homes for lives destined for the extreme. Extreme in terms of adaptation and endurance, or resilience, as it is fashionable to say today. Lives that did not even contemplate the idea of comfort or regeneration in nature, to which the deceptive narrative of our age has accustomed us to think.

In "Fazzoletti di terra" (Patches of Land), a delightfully heartbreaking documentary by the neorealist master Giuseppe Taffarel—those who do not know him would do well to read up on him—we are told of the harsh and mortifying life of a couple climbing the dramatic slopes of the Valbrenta. A couple kept alive, if you can call it that, by a small piece of land, laboriously carved out of the mountain on an uncertain terrace. A woman and a man punished by life, condemned to that remote and inaccessible dimension that led them, with no way out, to a premature old age, made up of hard work and resignation in contact with nature.

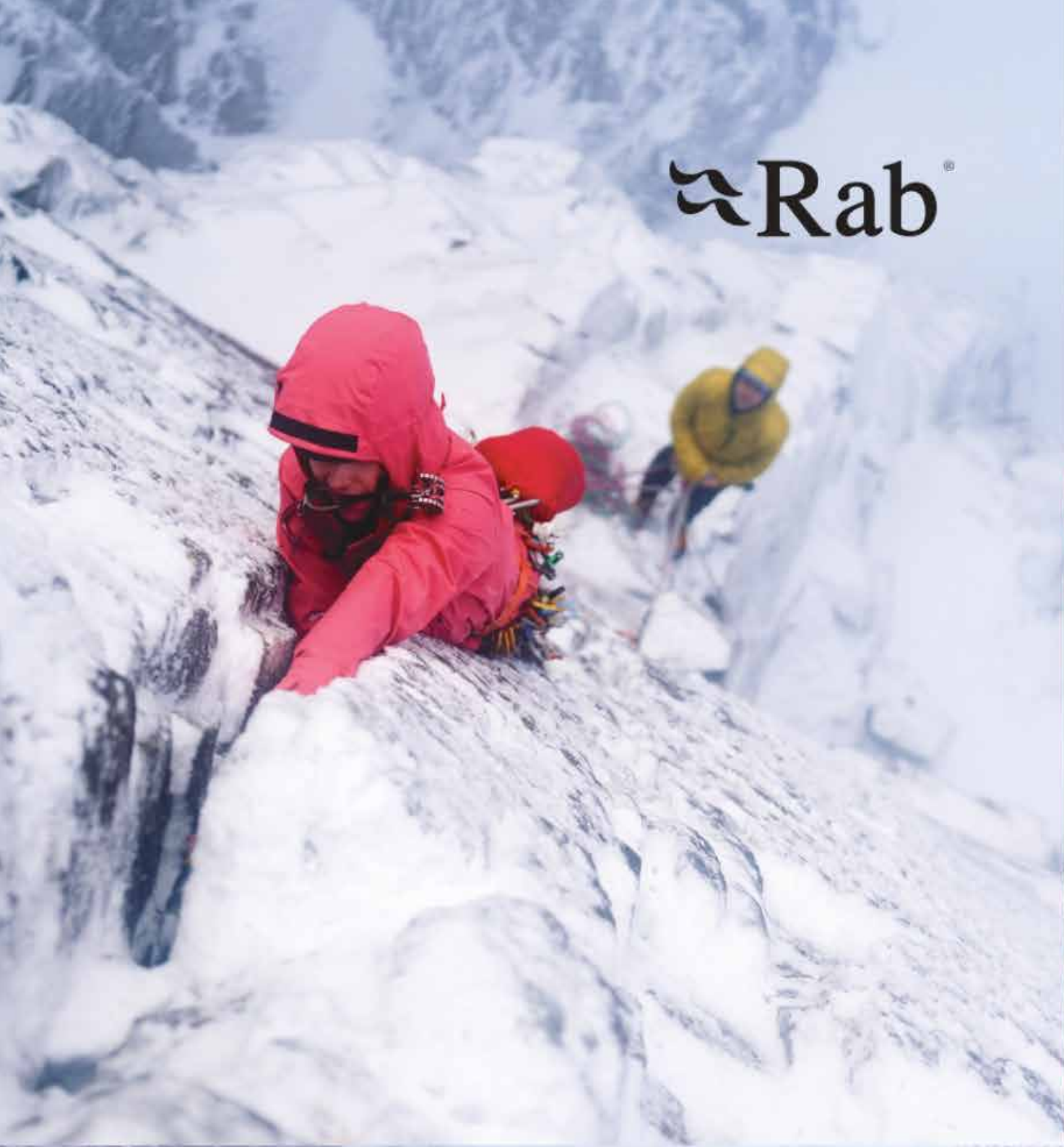
Yet, for some time now, perhaps since the Covid gastric lavage, remote and inaccessible places seem to be exerting an ever-greater fascination on an outdoorsy people, unknowingly addicted to comfort and mystification. Videos of lives 'off the grid', i.e. outside the urban services grid, follow one another relentlessly with stories from all latitudes. Writers afflicted with environmental embolism rediscover themselves as

children of the remote, seeking refuge in the harsh and minor mountains, from which to release their fragile lament. Weekend athletes point their skis straight towards their latest steep Instagram gully, while the sight of an ancient farmhouse, hanging from a cliff in the Val Venosta, equally excites the lively imagination of bio-architects in the mood for experimentation and the spirit of daring neo-rural families, fascinated by the idea of finally being able to eat a potato without pesticides, dug out with their own (fragile) bare hands from uncontaminated soil, precisely because it is far from everything and everyone. For some, this seduction becomes a fatal attraction, pushing them to the point of the fateful "I've decided to change my life," while for others it stops at pure contemplation, a cherished dream that feeds an aesthetic desire rather than a real need for action.

Dream for dream, what remains and makes us reflect is the amazement that always pervades us when we learn about the history of certain places, of those who really lived there out of necessity or because they had no alternative, in contrast to what, more often than not, turns out to be the ridiculous epilogue of those who, without ever having even peeled a potato bought at the Coop, decided that this would be their "new life." A new life sought outside the comfort zone, to escape what, over time, our time, has transformed for some into a tasteless broth, where the fake becomes increasingly indistinguishable from the real every day. Starting with the very idea of life in nature, represented by yet another commercial as a comfortable "playground" where anything is possible, you just have to imagine it. Only to find themselves hanging on to a tiny piece of land, in a remote and inaccessible place, with no way out, not even thanks to the new perfect outfit bought especially for the occasion.

***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. *Off The Grid 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



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