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outdoor magazine

Year 19 - No. 3 - 2026

DATA & STATISTICS
China: The Outdoors
Is the New Luxury

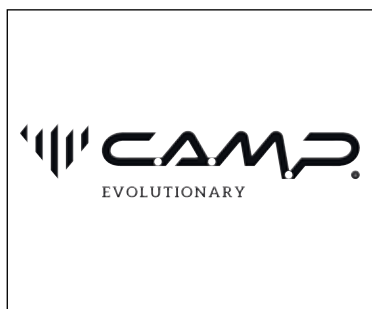
ACTIVE TRAVEL
Etna Skimo
Trip

SNOWBUSINESS
The Impact of Winter
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THE MATH OF THE OUTDOORS

Nature is a book written in mathematical characters. Galileo Galilei was certainly no outdoor enthusiast, and the concept of leisure time and sports outside of competitions did not exist to his days; yet this famous quote conceals a profound truth that also applies to our industry. Behind the passion—which fuels the work of those in the sports equipment and apparel industry—lie the numbers. Because running, climbing, and skiing are increasingly becoming lifestyles and cherished dreams for those who work behind a desk Monday through Friday, but they are also, and above all, incubators of economic growth and jobs. Every euro of revenue by ski resort operators generates over five euros in tourist spending, approximately eight euros in turnover, and creates more than 68 jobs. This is one of the figures compiled by PwC Italy on behalf of ANEF, the trade association of cable car operators (we cover this on page 50).

There's another significant figure emerging from the study: each day of skiing generates approximately €15.5 in tax revenue, and €549 million in revenue from winter tourism remains within the region. Italy's mountain regions have also been revitalized by the promotional boost that the Milano Cortina Olympic Games will provide for several years to come. This momentum indirectly benefits sports equipment manufacturers. Looking beyond the narrow confines of Italy, there are other figures worth noting: those of the Chinese outdoor market. "Active lifestyle is the new luxury," we headline on page 10. Market research by Hot Pot, in collaboration with Outdoor Industry Compass and SGI Europe, reveals that sports apparel and equipment are growing like never before—a phenomenon seen years ago with luxury brands, which are now slowing down. Sales on the three major online shopping portals exceeded \$40 billion for the first time in 2025. A "new luxury" within reach of hundreds of millions of people. Provided one understands the tastes and habits of consumers in the Land of Lanterns.

Chinese brands—many of which generate hundreds of millions of dollars in revenue but are often unknown in Europe—are reaping the greatest benefits from this growth. However, they rely on European or North American ingredient brands. There is no shortage of examples of significant growth among certain Western brands, which have successfully focused on innovation and leveraged their premium positioning. Sales analysis shows that local brands dominate the mid-price range, while foreign brands hold a stronger presence in the high-price segment. This is a massive market where influencers play a key role in shaping the choices of outdoor enthusiasts, and social media platforms—led by the Chinese version of TikTok—function as virtual stores. A market that, beneath the surface, hides challenges and opportunities for Italian and European companies as well. Dark clouds are gathering over all these figures, which in turn conceal other numbers: those of production and raw material costs rising due to the war in Iran and the blockade of the Strait of Hormuz. In this case, certainly not opportunities, but further challenges.

Opportunities arise mainly from the events that fill the spring season—a time traditionally dedicated to the Trento Film Festival, which we cover on page 20—but also from major sporting events such as the Garda Trentino Trail (on page 23), one of the trail running races with the highest number of participants, and the Terres Monviso Outdoor Festival, one of the most interesting B2C events in our field. Not to mention the Millet Tour du Rutor Extrême, one of the iconic ski mountaineering races, which matched the attendance record set in 2018.

We don't like to toot our own horn, so we've deliberately saved two events organized by our publishing house for the closing lines of this editorial: Skimofestival and ORBDAYS & OUTDOOR trade show. We'll take stock of the first one, and for the second, we'll provide the latest practical information since the event is just around the corner. See you in Riva!

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COTOPAXI'S FIRST EUROPEAN POP-UP
STORE IN MILAN

Milan reaffirms its status as a strategic hub for international retail and welcomes Cotopaxi, which has chosen the Central Station to open its first pop-up store in Europe. Located in the Galleria dei Mosaici, it will remain open until April 4: a high-traffic location that attracts travelers, commuters, and enthusiasts of contemporary lifestyle, in line with the brand’s DNA. The opening represents a significant step for the brand, bringing its sustainable products to Italy and marking the beginning of a direct dialogue with the European public, which is increasingly attentive to environmental issues and the quality of outdoor products. The pop-up store aims to convey the brand’s identity through vibrant colors, versatile collections, and a narrative centered on responsible adventure.



RAB WINS THE DRAPERS POSITIVE CHANGE
AWARD 2026

Rab is the winner of the 2026 Drapers Positive Change Award, an acknowledgment recognizing its sustainability strategy, measurable progress, and engagement with suppliers toward a greener future. The 114 nominations across the various awards demonstrate the growing interest in ethics, sustainability, and circularity within the fashion industry. According to the organizers, Rab was chosen for its approach to environmental, social, and governance (ESG) criteria and for initiatives such as the Material Facts program, which focuses on transparency and impact measurement. The jury highlighted the brand’s “clear” strategy and the progress made in environmental and social areas, emphasizing its role as a leader in responsible business practices within the outdoor sector.

VIBRAM AND NATURAL SELECTION TOUR
WORKING TOGETHER FOR SAFETY

Vibram has announced a partnership with the Natural Selection Tour, the premier adventure sports circuit founded by Travis Rice, underscoring its commitment to developing innovative solutions for challenging environments where reliability and safety are paramount. For Rice, this safety begins with contact with the ground: whether traversing exposed ridges, tackling icy sections, or navigating technical runs, Vibram soles ensure grip, durability, and stability. At the heart of the partnership is the new Union Reset Pro snowboard boot, featuring a Vibram XS Trek Evo outsole and Vibram SD midsole, designed for riders who demand uncompromising precision and control.



MERRELL LAUNCHES THE BRAND PLATFORM
“IT STARTS OUTSIDE”

Merrell is celebrating its 45th anniversary with its first global brand platform, titled “It Starts Outside,” which is based on the idea that time spent outdoors can influence people’s perspectives, emotions, and behaviors. Developed in collaboration with Uncommon Creative Studio, the campaign explores the physiological and emotional changes that occur when moving from indoor to outdoor spaces. Rather than relying on extreme narratives or spectacular scenarios, it prioritizes simplicity and accessibility, with the goal of making the outdoor experience more inclusive. At the same time, Merrell is also launching “Merrell Outside: Futures Project,” an initiative aimed at young designers who draw inspiration from the outdoor environment, integrated within the “It Starts Outside” platform.

PEOPLE

CAROLINE BROWN IS STEPPING DOWN AS GLOBAL PRESIDENT
OF THE NORTH FACE

Caroline Brown, global brand president of The North Face, is leaving the company and will be replaced by Chris Goble. The announcement was made by VF Corp. CEO Bracken Darrell during a “fireside chat” held on March 10. Caroline Brown joined The North Face in 2024 and helped revitalize the brand, which returned to revenue growth during her tenure, posting an increase of approximately 8% in the last quarter. Her successor, Chris Goble, joined VF Corp. in 2024 and currently leads the group’s emerging brands segment. Goble’s experience in sales and merchandising is a key element for the brand’s next phase of development.



SCARPA NORTH AMERICA:
NEW CEO AND INTERNAL PROMOTIONS

SCARPA has announced Jonathan Degenhardt as its new CEO and the promotion of two managers to new leadership positions with additional responsibilities at its North American subsidiary. Mark Mathews becomes Chief Commercial Officer, while Joe Higby will serve as Vice President of Finance and Operations. For Degenhardt, this marks a return to the company, having previously worked in sales for SCARPA in North America 20 years ago. Mathews’ responsibilities in his new role will expand to include product category development, line planning, merchandising, market research, and go-to-market strategy, while Higby’s responsibilities will grow to include SCARPA North America’s operations, oversight of supply chain and logistics, distribution, and systems administration.

THE M DI MONTAGNA FAIR IS LAUNCHING IN BRESCIA

On March 6, the Auditorium of the Brixia Forum in Brescia hosted the presentation of the first edition of M di Montagna, an event organized by Pro Brixia dedicated to high-altitude vacations, wellness, sports, and outdoor activities, scheduled for November 14 and 15. M di Montagna aims to provide a two-day celebration of the region's precious mountain heritage. "M di Montagna was created to highlight the businesses, professionals, and regions that make this sector a strategic resource for the local economy. The goal is to create a meeting point between the public and industry professionals, but also a moment for growth and awareness, where we can discuss tourism, safety, sustainability, innovation, and wellness," stated Roberto Zini, president of Pro Brixia.



THE SALOMON CAPPADOCIA ULTRA-TRAIL WAS HONORED AT THE UN TOURISM AWARDS



The Salomon Cappadocia Ultra-Trail received the highest score in the "Community Impact in Sports Tourism" category at the first edition of the UN Tourism Awards for Excellence in Sustainable Sports Tourism. This award recognizes its ability to integrate sports, sustainability, and regional development, distinguishing itself through its strong environmental commitment, contributions to local economic development, sensitivity in ecosystem management, and strategic role in strengthening Turkey's position as a global sports tourism destination. The race, scheduled for October 16-18, is now one of the most significant events on the international trail running calendar, where over 2,000 runners compete on courses that traverse volcanic valleys, natural canyons, and the rock formations of Cappadocia, including areas of extraordinary value such as the Göreme Open-Air Museum, a UNESCO World Heritage Site.

The Salomon Cappadocia Ultra-Trail received the highest score in the "Community Impact in Sports Tourism" category at the first edition of the UN Tourism Awards for Excellence in Sustainable Sports Tourism. This award recognizes its ability to integrate sports, sustainability, and regional development, distinguishing itself through its strong environmental



ROSSIGNOL X-COLOR, THE COLORS OF SOLIDARITY

To help those less fortunate discover and fall in love with winter sports. With this goal in mind, Rossignol has been partnering with the Verona-based nonprofit "Continuando a Crescere Onlus" for nine years to give children with disabilities the gift of a day on the snow. And the two-day Rossignol X-Color event is the perfect celebration of this journey toward mountain sports, which takes place over several days on the snow throughout the winter thanks to the instructors from the "Scie di passione" ski school. X-Color took place on March 21 and 22 in Folgaria and, once again, saw a large turnout. A group of over 15 young people with disabilities and their families enjoyed an action-packed weekend of fun and sports on the snow, and the traditional X-Color Fun Race was also held—a sort of treasure hunt on skis in search of colors scattered throughout the Alpe Cimbra ski area, which saw the participation of over 50 teams and 150 people. In addition to Rossignol, this year's event also received support from two new sponsors: Out-of and Milka. "We thank Rossignol for continuing to believe in the value of our charitable projects for many years. Thanks to this initiative, we have been providing moments of joy and sports for many years, helping children develop greater awareness of their bodies and balance in a sport that is often limiting due to disability," stated Monica Meda, director of the "Continuando a Crescere Onlus" association. "Rossignol is delighted to stand alongside this association, which is committed to making skiing truly accessible to everyone," added Simone Mancini, marketing manager at Rossignol Italia.

RIMINIWELLNESSOFF: LOTS OF OUTDOOR ACTIVITIES

From May 28 to 31, Rimini once again becomes the international capital of wellness with RiminiWellness, the leading event for the, fitness, and sports industry. An annual event that draws professionals, companies, and enthusiasts from around the world to discover the latest trends, cutting-edge innovations, and training opportunities in the sector. The beating heart of the event will be the Rimini Exhibition Center, where all facets of the wellness universe—from gym equipment manufacturers to training organizations and trade associations, to medical spas and health centers—will showcase their latest offerings to the fitness community. With the growing connection to disciplines such as running, trail running, trekking, walking, and outdoor sports, RiminiWellness has confirmed the RiminiWellnessOFF for the fourth time: four



days outside the exhibition grounds where the event's energy will spread throughout the region, transforming the Riviera into Europe's largest open-air gym. The off-site program, organized in collaboration with the Italian Exhibition Group and the City of Rimini, offers a packed calendar of events across Parco del Mare, the beaches, the city center, and the surrounding countryside, engaging an increasingly large and international outdoor and fitness community. Among these, the most anticipated event of the 2026 edition is the Running Club Reunion, organized in collaboration with OLA Movement and featuring special guest The Fashion Jogger. The run will take place along the Rimini seafront and bring together running clubs from all over Italy, creating a moment of sport, sharing, and socializing.



**BOA IS PICKING UP SPEED
IN THE FOURTH QUARTER**

Revenue rose by 2.4% to a total of \$49.3 million, with adjusted EBITDA of \$8.1 million. These are the fourth-quarter 2025 results for BOA, a subsidiary of Compass Diversified, whose portfolio also includes 5.11 Tactical, PrimaLoft, and Velocity Outdoor. The 2025 full-year results show essentially stable sales, with a year-over-year decrease of 0.2%, from \$190.8 million to \$190.5 million. EBITDA increased from \$73.6 million to \$75.8 million. "Athletes equipped with the BOA Fit system at the 2026 Winter Games won more than 100 medals in cross-country skiing, snowboarding, and freestyle skiing," said Elias Sabo, ceo of Compass Diversified, on the sidelines of the earnings announcement.



**PRIMALOFT: +15.8%
IN Q4 2025**

PrimaLoft, a subsidiary of Compass Diversified, reported growth for the 2025 fiscal year and the fourth quarter. In the fourth quarter, PrimaLoft's revenue increased by 15.8%, rising from \$12.7 million to \$14.7 million. Adjusted EBITDA rose by 6.5%, from \$3.1 million to \$3.23 million. Revenue for the full year 2025 grew by 3.1%, from \$74.2 million in 2024 to \$76.5 million, while adjusted EBITDA was \$27.9 million compared to \$27.4 million in 2024, an increase of 1.9%. The increase in revenue is due to new programs launched with brand partners in Europe and Asia, offset by a decline in orders from partners in the United States.



The Indulti family. From left, Guerrina Amorotti (CFO), Davide (CEO), and Giovanni (founder)

Siparex ETI is taking over from the Progressio Sgr fund, which has been the largest shareholder since 2021. ATK closed 2025 with nearly €19 million in revenue, €6.3 million in EBITDA (with forecasts around €10 million for 2026), and net cash of €8.2 million.

**SIPAREX GAINS ATK'S
MAJORITY STAKE**

On March 23, the French private equity firm Siparex ETI announced that it had signed an agreement to acquire a majority stake in ATK Sports, the Maranello (MO)-based company and leading manufacturer of ski touring bindings. According to press reports, the deal calls for Siparex to acquire a 65% stake, while the Indulti family will retain a 35% stake and operational

**AFTER MAXI SPORT,
FRASERS GROUP INVESTS IN PUMA**

Fraser's Group, the British holding company that owns Sports Direct and recently acquired a majority stake in Maxi Sport, has purchased a stake of nearly 6% in Puma, becoming the brand's second-largest shareholder. The move comes after a difficult year for the German brand, which reported a net loss of over 640 million euros, primarily attributable to the fourth quarter of 2025. Fraser's move comes in the wake of a major change in Puma's ownership structure that is already underway. In late January, the Chinese brand Anta Sports Products announced its intention to acquire a stake of more than 29%, becoming the largest shareholder. Fraser's Group is controlled by Mike Ashley.



Margit Gosau, CEO of Sport 2000 International

**OUTDOOR DRIVES THE GROWTH
OF THE SPORT 2000 GROUP**

On March 16, Sport 2000 Group International released its financial results for the 2025 fiscal year, reporting gross retail sales of €5.3 billion, an 8.2% increase on a like-for-like basis compared to the previous year. According to the company, this performance significantly outperforms the overall market trend. The organization brings together approximately 2,000 independent sports retailers, totaling nearly 3,000 stores across 17 countries. In 2025, outdoor emerged as the fastest-growing category within the network, accounting for 26% of total sales. Particularly strong performance was recorded in Germany, bolstered in part by the entry of large independent retailers specializing in the segment.

**LYCRA USES CHAPTER 11
TO RESTRUCTURE DEBT**

In March, The LYCRA Company filed for voluntary Chapter 11 bankruptcy protection in a Houston, Texas, court with the aim of reducing its \$1.2 billion debt. The company will continue to operate as usual during the restructuring process, including the full payment of debts owed to suppliers and business partners. The LYCRA Company expects to complete the restructuring quickly and eMERGE from the proceedings within 45 days. In 2025, revenue reached \$724 million. Today, it has eight manufacturing sites, three research centers, and 11 offices across North America, Europe, Asia, and South America, with a total of approximately 2,000 employees.





ENERVIT EXCEEDS 100 MILLION

2025 closed with growing results for Enervit, a leading company in the sports nutrition sector for endurance athletes. The group reported revenues of €103.2 million, surpassing the €100 million mark for the first time (+6.7% compared to the previous year). EBITDA was €10 million (+5.1%). The positive trend spans all business areas. The Italian market remains dominant, but international sales are growing at a faster pace, up 12.5%. The direct channel also made a significant contribution, driven by e-commerce, which saw a 40.6% increase—a sign that more and more runners and trail runners are purchasing training and race products directly online.

HELLY HANSEN INCREASES BY 7%



Helly Hansen posted positive results in the fourth quarter and for the full year 2025. In the final quarter of the year, sales rose 10% on a pro forma basis, reaching \$251 million. On a reported basis, revenue totaled \$254 million, with the sportswear and workwear segments generating \$194 million and \$54 million, respectively. On a pro forma basis for the full year, Helly Hansen’s revenue, totaling over \$700 million, increased by 7%. Since June 2025, the brand has been owned by Kontoor, a spin-off of VF Corp—which also controls Wrangler and Lee—and which acquired it from Canadian Tire Corporation.

GREGORY IS THE BRIGHT SPOT FOR SAMSONITE IN 2025

Samsonite Group SA reported a 2.5% decline in revenue in 2025, from \$3.58 billion to \$3.49 billion, with EBITDA falling 11.2% to \$606.8 million. The non-travel category bucked the trend, including the outdoor backpack brand Gregory, which recorded a 3.5% increase compared to the previous year and accounted for 36.4% of total sales, up from 34.3% in 2024. The group’s results varied by region. North America saw a 5.6% decline, driven by cautious consumer spending and a decrease in inbound tourism, while Europe posted 1.3% growth, supported by strong demand in the travel sector.



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ACTIVE LIFESTYLE IS THE NEW LUXURY

In China, the sports apparel and equipment sector is experiencing unprecedented growth driven by local brands. However, there is no shortage of opportunities for international brands

by Claudio Primavesi

Health, wellness, and the freedom to explore are the new status symbols. No longer are luxury goods—whose sales have stagnated—the top choice; instead, sports apparel and equipment lead the preferences of the vast Chinese market. In this case, the market is even “vaster” because, unlike the luxury sector, the target audience expands to include hundreds of millions of people with lower purchasing power than that of millionaires. “With the decline in purchases of traditional luxury items—such as high-fashion clothing—a portion of that budget has shifted toward products related to an active lifestyle,” says Valentina Giannella of SGI Europe. “High-end sportswear costs much less than luxury fashion, making it an accessible form of new luxury that directly promotes health and personal improvement. This reflects a deeper social shift: wellness and self-care are becoming the ultimate status symbols.” According to research by Hot Pot, a company specializing in marketing and commercial strategies in the Chinese market, in collaboration with SGI Europe and Outdoor Industry Compass, in 2025, for the first time, sales of sports goods and services on the three major e-commerce platforms exceeded \$40 billion. This represents a 10% increase over 2024 and nearly 50% growth since 2021. Sportswear accounts for the largest share of the market, generating nearly half of the revenue, but the fastest-growing segments are outdoor apparel (+15%) and sports equipment (+21%).

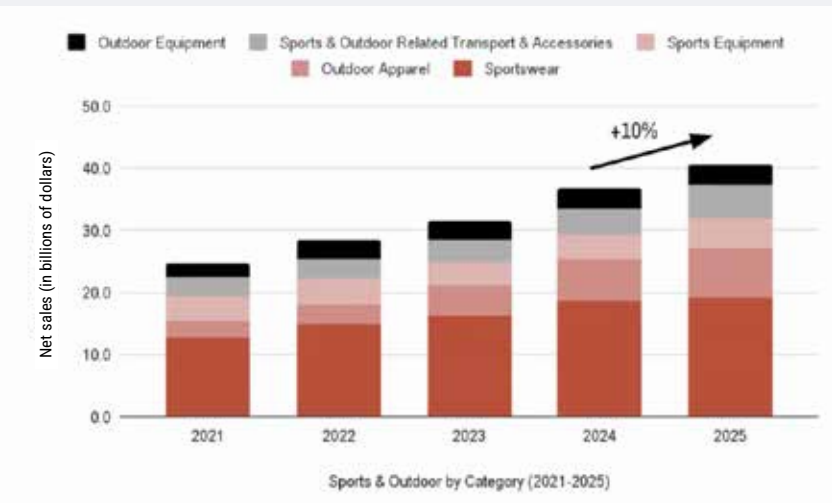
EVERYONE’S RUNNING

The best-selling product is the running shoe, which, with over \$3 billion in sales, accounts for 36% of the sports footwear market, followed by multifunctional jackets and down jackets, which have grown by 18%. The passion for running is also confirmed by a study conducted by Hot Pot in collaboration with the China Outdoor Association and presented at ISPO 2025: running is the most popular sport, closely followed by hiking, with cycling in third place. Trail running trails behind, in sixth place. The passion for the outdoors is also clearly evident in the strong growth of the outdoor footwear (+45%) and hiking boots (+51%) subcategories.

CHINESE LEADERSHIP AND INTERNATIONAL OPPORTUNITIES

The top ten brands by sales volume in the running and trail running shoe category include only four non-Chinese brands and two non-Asian brands. Anta, Li-Ning, and Nike have all surpassed the 300-million-yuan threshold. However, when looking at brands outside the top ten with the highest growth in the multi-functional jacket segment, the mix is more diverse, and innovation is the decisive factor. The top three spots are held by Arc’teryx, Descente, and Fila. “There has often been talk of ‘premiumization’ regarding the sports and outdoor market in China, but over the past year we’ve identified an interesting trend: mid-price products are the ones driving the highest sales volume, but they’re also growing faster

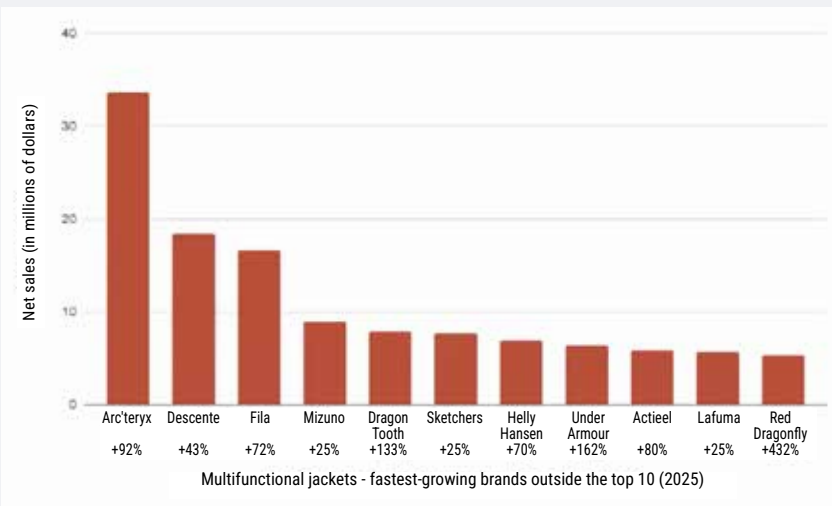
US\$40 BILLION E-COMMERCE SALES IN 2025



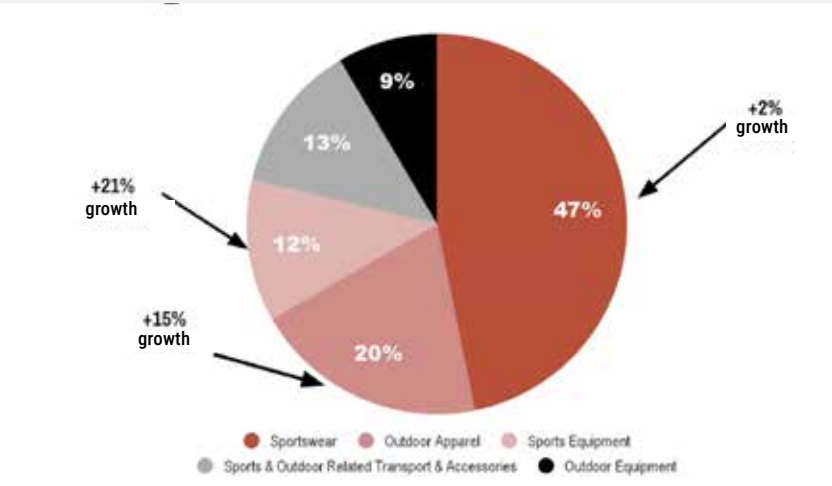
LOCAL BRANDS FUELLING BEST-SELLING PRODUCT PERFORMANCE WITH A CLEAR COMPETITIVE ADVANTAGE



A MIX OF LOCAL AND GLOBAL ACCOUNT FOR THOSE CHALLENGING THE STATUS QUO WITH PRODUCT INNOVATION KEY

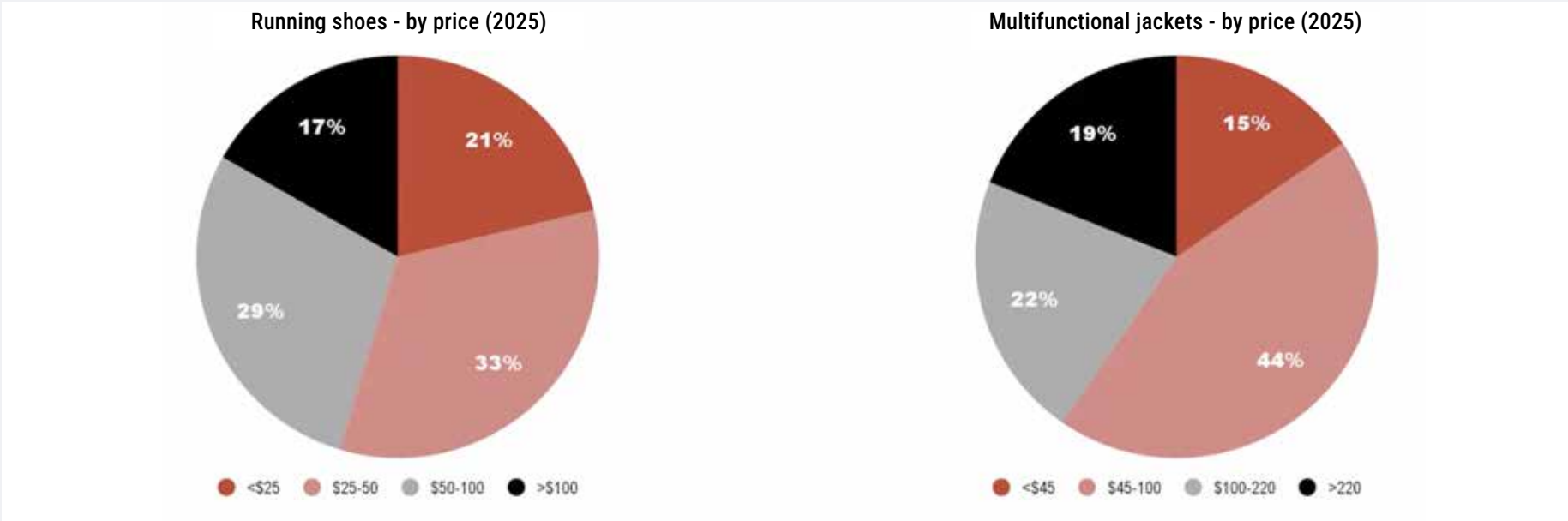


SPORTSWEAR DOMINATES, BUT OUTDOOR APPAREL & SPORTS EQUIPMENT ARE BUILDING SHARE



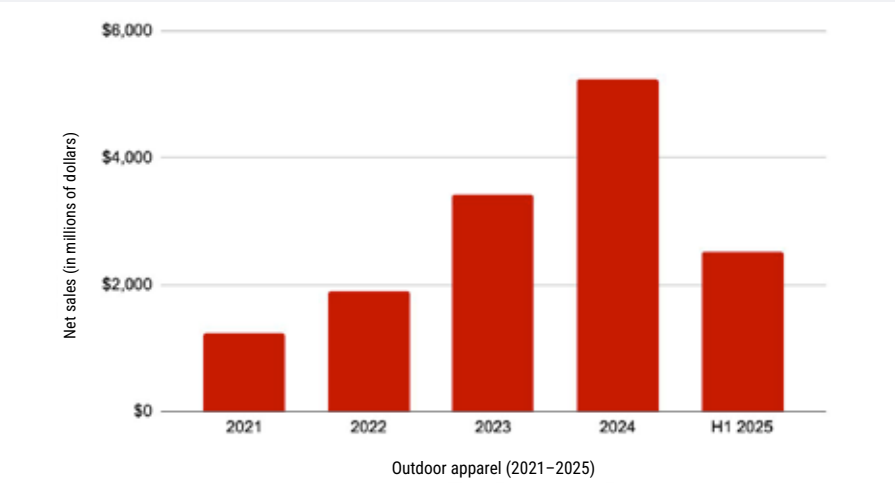
Source: Hot Pot in partnership with Outdoor Industry Compass & SGI Europe (2026)

IN A DIFFICULT ECONOMIC CLIMATE, MID-PRICED PRODUCTS
ARE GAINING MARKET SHARE

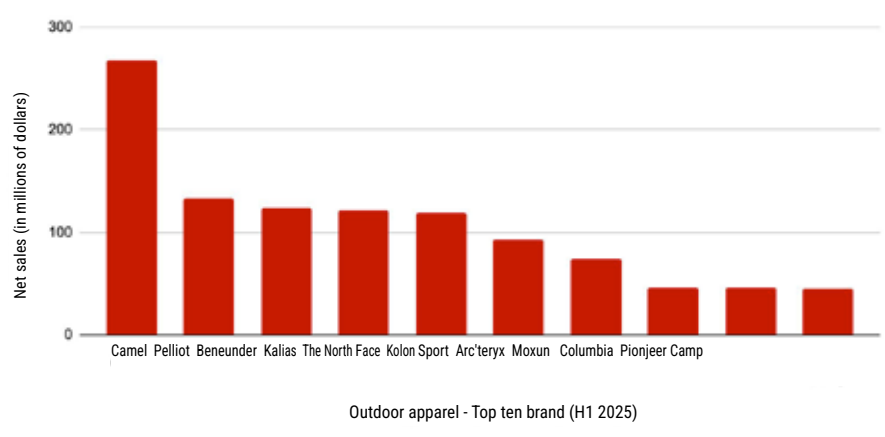


Source: Hot Pot in partnership with Outdoor Industry Compass & SGI Europe (2026)

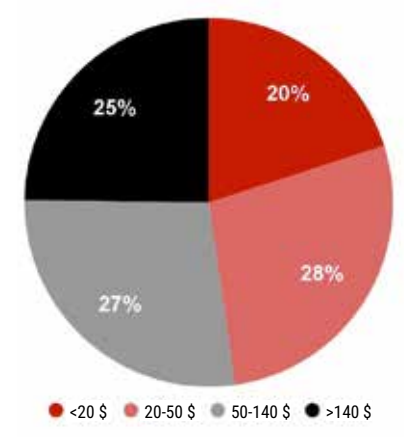
E-COMMERCE SALES OF OUTDOOR APPAREL



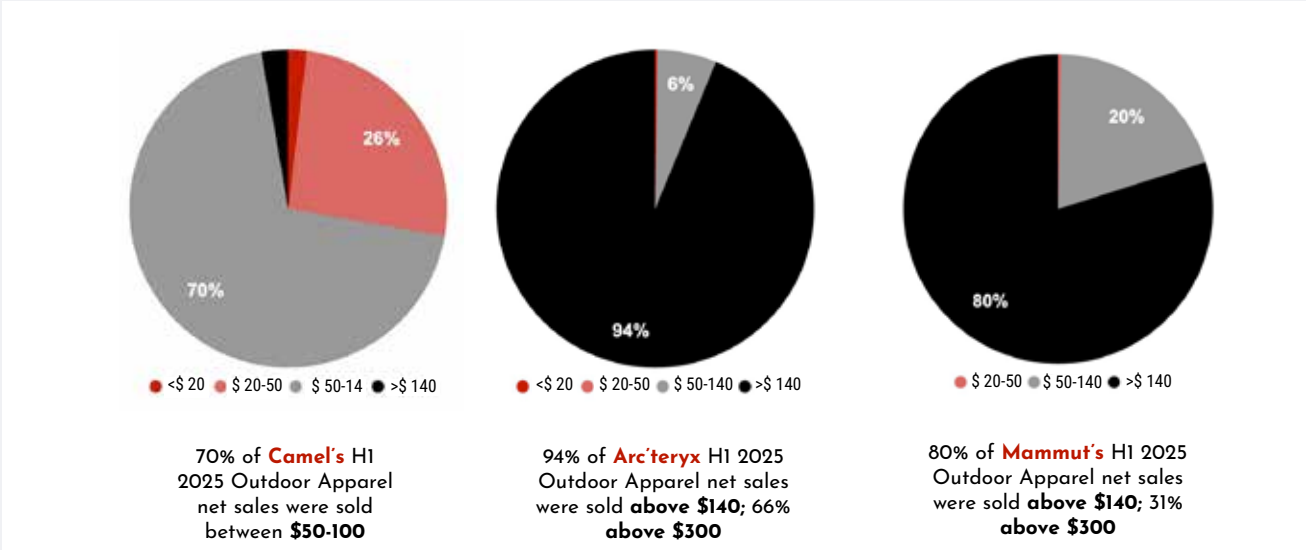
SALES OF OUTDOOR APPAREL BRANDS



MARKET SHARE
IN RELATION TO THE PRICE



MARKET SHARE AND PRICES: A COMPARISON OF THREE BRANDS



Source: Hot Pot in partnership with Outdoor Industry Compass & SGI Europe (2025)

than mass-market and premium products,” says Adam Sanzer, head of strategy at Hot Pot China. “This is where the growth of Chinese brands is concentrated, but it also represents an opportunity for international brands, by focusing on the supply chain and margin optimization.”

OUTDOOR APPAREL:
PREMIUM TREND

The picture is different when looking at the outdoor apparel segment, which, based on the first half (H1) of 2025 alone, rose by 26% and had increased by 53% in 2024. By comparison, in the first half of 2025, the sports footwear segment grew by 4% and athleisure wear by 6%. Market shares by price point are more closely clustered, with the two highest segments showing the strongest growth: products priced over \$140 at +79% and those between \$50 and \$140 at +43%, while the \$20–\$50 price range remains stable. Here too, local brands dominate the scene (15 of the top 25 and 4 of the top 5), with Camel in first place for the half-year (268 million dollars), but it is Kailas that recorded the most significant growth: +178%, 122 million dollars. Among foreign brands, the three with the highest growth in the first half of 2025 are Mammut (+174%, \$18 million), Descente (+142%, \$27 million), and the Korean brand Kolon Sport (+107%, \$93 million). The top 25 brands accounted for 59% of sales volume on the three main online platforms, while the top 10 accounted for 43%. Interesting data also emerges from a comparison of market shares across different price segments between the leading Chinese brand, Camel, and two international brands, Arc'teryx and Mammut. It emerges that Camel generated 70% of its sales in the \$50–\$100 price range, while Arc'teryx and Mammut generated 94% and 84%, respectively, with products priced over \$140. Looking at the segment above \$300, Arc'teryx holds a 66% share and Mammut a 33% share.



CHINA: SOCIAL MEDIA AND OPINION LEADERS ARE DRIVING SALES

Douyin, the Chinese version of TikTok, combines entertainment and shopping, while influencers have a direct impact on the choices of outdoor enthusiasts. Alessandro Perseo, global marketing director at Polartec, speaks out

by Claudio Primavesi

The strong growth in sales of sports equipment and apparel in China cannot fail to catch the attention of international brands—and Italian brands in particular. This is provided they adapt to the preferences and habits of consumers in the Land of Lanterns, where online platforms and social media are the most important sales channels—even for outdoor gear—but physical stores remain a powerful tool for product promotion and brand awareness. We asked Alessandro Perseo, global marketing director at Polartec—an ingredient brand with established partnerships in the vast Asian market—to provide an in-depth analysis of the consumer and the shopping experience.

Which e-commerce platforms do Chinese people use?

In China, e-commerce has historically been dominated by platforms such as Tmall and JD.com, which serve as the primary channels for most outdoor and sportswear brands. These have been joined by Douyin (the Chinese version of TikTok), which has experienced explosive growth by combining entertainment with direct purchasing. For Polartec, our presence often comes through partner brands that use these platforms to sell garments made with our technologies. The Chinese market offers much greater integration between content and commerce. Douyin is not just a social media platform, but a true sales platform where live streaming plays a central role. Compared to Europe, the purchasing process is much faster and more impulsive. Furthermore, key opinion leaders (KOLs) have a more direct impact on sales than Western influencers, proving to be one of the most significant marketing expenses in the Chinese and Asian markets in general.

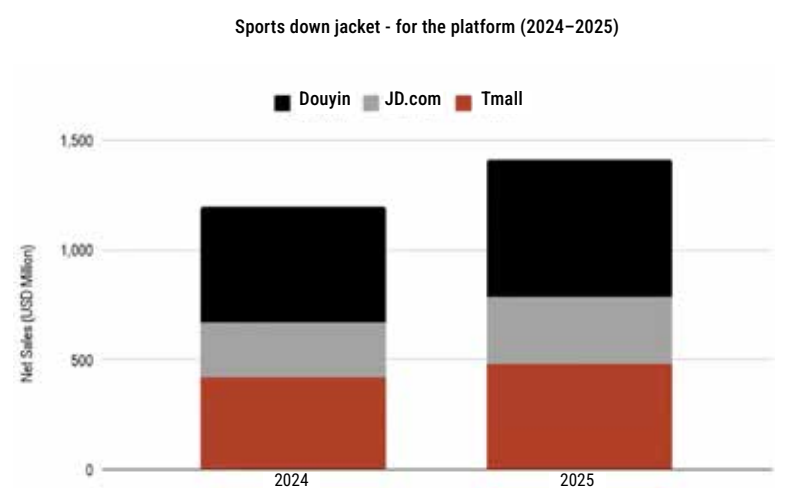


technologies like Polartec. The key is to work closely with local and international brand partners, highlighting the brand's presence on product merchandise and through targeted digital campaigns and educational storytelling.

How are local and international brands perceived?

Local brands are gaining a lot of credibility and are perceived as innovative and culturally relevant. However, international brands continue to be associated with quality, heritage, and technology. For Polartec, this translates into a premium positioning as a technology partner for both, and as a guarantee of performance and brand credibility.

DOUYIN IS THE MOST POPULAR SHOPPING PLATFORM, BUT TMALL AND JD.COM CONTINUE TO GROW



How does online shopping compare to in-store shopping in terms of volume?

Online sales account for more than 50-60% of sales in many outdoor and sportswear categories. However, for technical products such as those made with Polartec materials, brick-and-mortar retail continues to play an important role in providing a hands-on experience with the brand and the product.

How do Chinese consumers learn about products and brands?

Chinese consumers primarily get their information through social media and content platforms such as Xiaohongshu and Douyin. User reviews, KOLs, and live streams are essential. Technical communication, such as that related to fabric performance, must be translated into simple, visual, and immediate messages. Recent studies also highlight how word-of-mouth remains highly influential in purchasing decisions, indicating a true multi-channel approach to information that occurs simultaneously online and offline.

Physical stores remain important for brand awareness and promotion. But what about sales? What are Chinese consumers looking for?

Physical stores remain crucial for building a community through brand awareness and trust, especially for an ingredient brand like Polartec. They are experiential spaces where customers can touch and feel the quality and understand the technology. Chinese consumers seek innovation, performance, design, and, increasingly, sustainability, but they also want a strong aesthetic and lifestyle component.

Are consumers familiar with ingredient brands? Do they ask for them?

The concept of ingredient branding is still in its early stages compared to Europe, but it is growing rapidly. Savvy consumers recognize and seek out

Is outdoor clothing meant for sports, or is there also a gorpcore trend?

Both. Outdoor activities are experiencing strong growth as a sport, but there is also a lifestyle trend very similar to European gorpcore. In China, however, it is often more “urbanized”: technical clothing is worn in the city as a symbol of status and modernity. Over the years, the decline in spending on luxury brands has given way to a rise in the active lifestyle, leading this phenomenon to be considered the “new luxury” trend.

How did the market and consumer habits change in recent years?

Over the past 5 to 7 years, we have seen a rapid surge in interest in outdoor activities, a trend that has accelerated even further since the pandemic. At the same time, e-commerce and social commerce have become dominant. Awareness of materials and technologies has also grown, opening up opportunities for ingredient brands like Polartec, which today simply cannot afford not to focus on the Chinese market in its medium- and long-term business strategy.

How is the Chinese market expected to change, and what opportunities are there for international brands?

We anticipate continued growth in the outdoor market and greater consumer maturity. There will be greater focus on sustainability, performance, and authenticity. For international brands, the opportunities are significant, but they require a strong adaptation to local culture and experience, an advanced digital presence, and solid partnerships with Chinese players. For Polartec, this means continuing to invest in market education and strategic collaborations that can increasingly make the brand part of the everyday vocabulary of Chinese consumers.





RESET AND RESTART

The ski mountaineering season isn't over yet, but for the community, it's already time for assessments and reflections

by Maurizio Torri



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

While athletes are split between the final World Cup races and the major classics, the ski mountaineering community is abuzz. The fallout over the Olympic formats was quickly followed by opinions on technical direction, but as we all know, we Italians are a nation of coaches, and it's a short leap from soccer to "sealskins."

COULD THINGS HAVE GONE BETTER IN BORMIO? MAYBE

One thing is certain: Lady Luck wasn't on our side, because a medal was well within reach in the sprint. In 2025, I would have been much more sarcastic and disillusioned. This year, however, Giulia Murada's World Cup results had convinced me that a podium finish was possible. The CS Esercito athlete leads the overall World Cup standings, and in the sprints she has always competed on equal footing with the women who made history at this Olympic debut in Bormio. What let her down—and let us down—was the emotion. Racing at home in front of all those fans ultimately backfired. Too bad; a medal would have been a real boost for

the entire Italian team.

But let's take a step back. Have you ever heard the saying that the only reason to go to competitions is to collect medals? It's obviously a catchphrase, but there's some truth to it. If we analyze the work done by other top nations, their approach to this major event was completely different from ours. They were able to focus on the goal without losing sight of the rest of the team. They worked methodically, with a clear understanding of the situation, professionalism, and above all with a budget that we don't have and that, unfortunately, it seems we won't have in the years to come either. We're left without medals, and by failing to clearly distinguish between the Olympic team and the World Cup team, we've squandered an entire generation of excellent athletes in the classic and vertical events. However, we shouldn't be overly pessimistic. Giulia Murada is in contention for the overall cup, an event in which we've secured several podium finishes, and there's no shortage of talent among the young athletes; the potential of the under-20 and under-18 teams is remarkable.

WHAT'S WRONG

The first area where our staff needs to improve is internal communication. When speaking with the athletes, it's immediately apparent

that there isn't an open and relaxed dialogue between the coaches and the players. Over the past few years, a rift has formed at every level—both vertically and horizontally among the various members of the team—and rebuilding the harmony of the past won't be easy. Having such a limited roster certainly didn't help; as the Olympic debut and the dreaded team selections approached, it turned into an "everyone against everyone" situation that left scars not easily healed. Looking at the more organized teams, we lack basic services like a professional ski technician who, in sprint races, would have made all the difference: when time gaps are measured in seconds, transitions are just as important as fast skis. Behind Olympic medals lies an almost obsessive attention to detail. Take the example of Spain's Oriol Cardona: his sprinter's skills have been honed to the highest level. This young man was also an excellent trail runner and a decent ski mountaineer in classic races; for at least the past two years, he has staked everything on a single goal. An "all-in" move that paid off. Could we have done more with our young athletes? The answer is yes, but placing all the blame on the technical staff is simplistic and wrong. To achieve significant results and bring home medals, you do need to be in the best possible conditions, but you must also have a hunger for victory, make choices that sometimes take you away from the interests of private sponsors, possess an immense spirit of sacrifice, and have an endless desire to excel. All things that I struggle to find in many of our young athletes today.

WE NEED A REAL PLAN, THE RIGHT PEOPLE, AND MONEY

Four years go by quickly, but we have plenty of time to adjust our course and get back on track. Since our opponents won't just sit idly by, it will take greater commitment and a tremendous effort to close the gap. At the moment, the FIS elections have everything on hold. Whether Fabio Meraldi is at the helm or not, it will be important to build a young, motivated staff focused on the goal—one capable of making a clean break from the old guard, investing in young talent, and securing the budget without which every effort will be in vain. Right now, we're the weak link: the Federation has gone out on a limb to sponsor ski mountaineering's entry into the Olympics, but the results of recent years have significantly dampened enthusiasm. This isn't right. Seeing talents of the caliber of Davide Magnini (world runner-up) left out of the national team, extremely limited quotas for every trip, and excellent athletes like William Boffelli, Nadir Maguet, Ilaria Veronese, Federico Nicolini, and Alex Oberbacher sidelined too soon hurts (is it a coincidence that five out of six of these athletes are not part of a military unit? A word to the wise...). Whoever is called upon to lead the Italian team must have the strength to secure what is needed to work with peace of mind. We have long been the best in this discipline. We have fallen, but now is the time to wipe the slate clean, learn from our mistakes, focus on the young athletes, and look to the future with confidence.

RIMINIWELLNESS

THE WELLNESS EXPERIENCE SHOW

GO

28-31 MAGGIO 2026

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DI RIMINI

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THE STATE OF PLAY BY IOG

A FLEXIBLE FORMAT

Accademia Outdoor Pro goes online: training evolves, value remains

by the Italian Outdoor Group

For over 15 years, the Outdoor Pro Academy has served as a key meeting point between the industry and retailers: a day spent in direct contact with designers, R&D managers, and marketing executives from leading brands, designed to provide retailers with the best technical insights into the season's new products. Today, in 2026, that historic project is not coming to an end: it is evolving. Born with the first generation of the IOG experience, the initiative has had to contend in recent years with declining participation and a profoundly changed market landscape. The survey conducted by MagNet in the fall of 2025 was clear: training remains a strategic priority for 75% of companies, but more flexible, digital formats are needed—ones compatible with the schedules and resources of brands and retailers. The value of product culture is not in question; rather, it is the methods used to convey it.

THE ACCADEMIA OUTDOOR PRO WEB IS BORN

In response to the feedback from the survey, the IOG Group Committee has decided to expand the project by launching the "Accademia Outdoor Web" in 2026: an online multi-brand platform, accessible

via the IOG website, dedicated to the ongoing training of retailers, which will complement the in-person training format. Participating companies will be able to upload technical video tutorials, in-depth analyses of materials and technologies, and up-to-date training materials. Content will be continuously updated, offering practical, specific, and always current materials throughout the year.

NEW FORMULA, SAME MISSION

The goal remains the same: to support retailers and sales staff in improving product presentation and sales, while strengthening technical expertise as a competitive advantage. No longer a one-time in-person event, but a permanent platform for professional development. The Italian Outdoor Group has therefore chosen to invest in a project that complements existing corporate academies and serves as a service for the retail sector, aimed at fostering technical knowledge and product expertise. Accademia Outdoor Pro is not standing still, but evolving. Because in an increasingly dynamic outdoor market, professional expertise remains the true distinguishing factor.

ACCADEMIA OUTDOOR PRO

ACCADEMIA OUTDOOR PRO DIGITAL



TECHNICAL TRAINING SPRING SUMMER 2026

Esplora i contenuti formativi dei brand per la stagione 2026: prodotti, tecnologie e aggiornamenti prodotti per supportare al meglio la vendita.



Scopri la nuova formula



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"SEE YOU IN RIVA"

European Outdoor Week is a project born from a strategic partnership between the European Outdoor Group and MagNet. The heart of the event is the trade show ORBDAYS & OUTDOOR and it also includes events aimed at a wider audience

by Karen Pozzi

From May 14 to 19, Riva del Garda will become the beating heart of the outdoor and running world with the first edition of European Outdoor Week. Six days designed to bring the entire industry together in a single major event that combines strategic vision, business, and networking. The centerpiece of the week will be the ORBDAYS & OUTDOOR trade show, scheduled for May 17-19. With this format, European Outdoor Week aims to become a new international benchmark for the sector—a strategic moment to build connections and chart the course for the future of the outdoor and running industries worldwide. In this article, we'll focus on the B2C event and one of the B2B events scheduled at the trade show.

THE EUROPEAN OUTDOOR WEEK PROGRAM

OUTDOOR IMPACT SUMMIT
MAY 14 AND 15 – Riva del Garda Convention Center

EUROPEAN OUTDOOR MEDIA DAY
MAY 16 – Riva del Garda Convention Center

ACTIVATION DAYS
MAY 16 AND 17 – Riva del Garda/Arco City Center

EUROPEAN OUTDOOR AWARD
MAY 16 – Riva del Garda Convention Center

TRADE SHOW (ORBDAYS & OUTDOOR)
MAY 17-19
Riva del Garda Exhibition Center

WATCH
THE GENERAL PROGRAM



ACTIVATION DAYS FOR THE GENERAL PUBLIC - MAY 16 AND 17

In addition to industry professionals—to whom the ORBDAYS & OUTDOOR trade show is entirely dedicated—European Outdoor Week is also aimed at the general public and enthusiasts of outdoor sports and running, who will have the opportunity to participate in hands-on activities and test new products directly in their natural environment. Garda Trentino is a unique destination where lake and mountains meet, offering a wide range of sporting activities. During the Activation Days, a village will be set up in the center of Riva del Garda, in the Giardini di Porta Orientale, featuring booths from various brands. From here, various free activities will depart for each discipline (hiking, trail running, climbing, road running), led by exceptional ambassadors and Alpine Guides. Each of these will be supported and promoted by media partners and exhibiting brands, which will provide test equipment upon registration.

CHECK OUT THE PROGRAM
AND SIGN UP HERE



INNOVATION FOR OUTDOOR - 18 MAGGIO

Startup & Innovation Day is the event that will bring the trade show to life on Monday, May 18. It is a key event of the Innovation for Outdoor initiative, centered on new ideas, connections, and a vision for the future. This afternoon will bring together startups, investors, corporations, and industry enthusiasts to explore the future of outdoor innovation in Europe. Organized in collaboration with the European Outdoor Group, MagNet, and SKInnovation, the event was created to provide a dedicated space where emerging companies can engage directly with decision-makers and key players in the ecosystem.

From 2:00 p.m. to 4:00 p.m. on Monday, May 18, in the Theatre Hall of the Riva del Garda Exhibition Center, 10 selected startups will present their solutions on stage, five at a time, receiving real-time feedback from a panel of experts and investors. In addition, there will be a larger presence in the exhibition area, with up to 20 innovative companies participating throughout the day.

Between pitch sessions, there will also be a panel discussion titled "The Future of Outdoor Innovation," featuring representatives from startups, companies, and the investment community who will discuss key industry topics such as sustainability, new materials, digitalization, and emerging business models.

THE SELECTION

One of the key elements of the format is the three-stage selection process. In the first stage, startups apply to secure an exhibition space. Of these, between 15 and 20 are selected based on their outdoor relevance, level of innovation, and maturity. From this pool of exhibitors, 10 companies are then chosen to take the stage for the Innovation Day pitches, divided into two sessions. The selection process considers innovative potential, the quality of the presentation, and alignment with the audience of investors in attendance.

The competition concludes with further recognition, as the top three startups will be awarded Gold, Silver, and Bronze prizes during the European Outdoor Awards, scheduled for Saturday evening, and will also receive a dedicated communications package.



OPEN APPLICATIONS FOR STARTUPS AND INVESTORS

Interested startups can apply by April 20th at 11:59 PM, with the possibility of any extensions. Applications will be evaluated on a rolling basis: for this reason, it is recommended to apply as soon as possible without waiting for the final deadline.

For more information
about the initiative



To apply
as a startup



To participate
as an investor





WHAT DOES “IMPACT” REALLY MEAN?

This question will serve as the starting point for the second edition of the Outdoor Impact Summit, an event taking place in Riva del Garda on May 14 and 15, which aims to bring together the global sports industry to address the issues of sustainability and how to integrate these with business competitiveness

by Davide L. Bertagna

Following its debut in Munich in 2025, the Outdoor Impact Summit returns for its second edition in Riva del Garda on May 14 and 15. Organized by the European Outdoor Group and our publishing group MagNet, in collaboration with Green Media Lab, the event remains a key forum for the sports industry supply chain to discuss sustainability and its integration into business models. A space for informed and actionable dialogue, aimed at corporate executives, decision-makers, and ESG professionals, where tools, data, experiences, and solutions applicable throughout the entire value chain can be shared.

THE HEART OF THE SUMMIT

Under the new slogan “No Excuses,” the event will take place at the Riva del Garda Convention Center (certified to ISO 20121, the international standard for sustainable event management) and will officially kick off European Outdoor Week, which from May 14 to 19 will transform the Garda Trentino region into an international hub for the world of sports in all its forms. A week that will bring together industry professionals, companies, institutions, and enthusiasts, creating a unique ecosystem of exchange and cross-pollination.

TOPICS AND SPEAKERS

What does “impact” really mean for the outdoor industry? It’s a word that’s everywhere in strategies, financial reports, and marketing claims, but all too often it remains abstract. At the Outdoor Impact Summit 2026, the term will be put under the microscope with a direct, critical, and, above all, actionable approach. Kicking off the event on May 14 will be EOG Director Christian Schneidermeier, who will welcome an audience called upon not only to listen but to redefine the very scope of responsibility within the sector. Among the keynotes to mark on your calendar is the presentation by textile innovation and sustainability expert Bowie Miles, who will start with a question as simple as it is unsettling: who decides what impact really is? It is not just what positive outcomes are generated, but also what negative impacts are avoided or reduced.

CASE STUDIES AND REAL-WORLD PROJECTS

Next, three case studies will bring the topic to life: the environmental projects of the European Outdoor Conservation Association (EOCA), the sustainable transformation of trail running events with Protect Our Winters (POW), and the inclusive approach of Un Para Ltd. There will also be a celebration of the Single Use Plastics Project, with a presentation of results that exceeded initial targets for reducing single-use plastic throughout the supply chain, led by Verity Hardy (EOG), Debbie Read (Equip), and Marta Pellegrino (VF Corp). Among the most anticipated presentations is Pitt Grewe’s (AllTrails) talk on the value of public-private partnerships for trail con-

servation, and the presentation of the “Care for the Outdoors” report, led by Fredrik Ekström of Above the Clouds. The central theme: trust is fragile, and sustainability must be communicated with credibility, clarity, and consistency. Thursday evening will conclude with a networking dinner at Spiaggia Olivi, dedicated to speakers and participants—a unique opportunity to discuss the topics that emerged and make a concrete contribution to the sector’s responsible future.

LEADERSHIP, ESG, AND INCLUSIVE GOVERNANCE

The second day of the Summit will open with a presentation by Hannah Worthington (Astraia), who will present an analysis of 100 leading global brands highlighting the growing integration of ESG objectives into executive compensation systems. Particular attention will be given to the role of women on boards and the correlation between inclusive governance, financial performance, and sustainability outcomes. This theme will be revisited in a panel discussion on women’s leadership, featuring Nat Jackson (The Outward Bound Trust), Patagonia, and Global Game Shapers, where concrete tools to support the advancement of women in governance roles will be shared.

CIRCULAR ECONOMY AND INDUSTRIAL INNOVATION

Significant attention will be devoted to circularity as an industrial driver: from the end-of-life economy with REJU and Rematrix (featuring presentations by Gianluca Pandolfo and Enrico Soffiati), to the design approach promoted by the Cradle to Cradle Products Innovation Institute, and Decathlon’s experience with reparability integrated into its retail model. The day will continue with a session dedicated to Extended Producer Responsibility (EPR), which will provide an update on the international regulatory framework, highlighting operational implications and strategic opportunities for brands and retailers. The Summit will address other crucial topics such as responsible withdrawal, led by the Fair Wear Foundation; digital traceability with Peak 63 and Swedish Textile & Fashion 2030; and the social consequences of circular transitions, analyzed in a panel discussion with SLCP, Textile Exchange, the Fair Wear Foundation, and BSR. To conclude, the Astraia Collective workshop will demonstrate how to communicate sustainability credibly, avoiding greenwashing and building trust with stakeholders and consumers.

The Outdoor Impact Summit 2026 will not only be an opportunity to stay up to date on industry trends and challenges, but also a true hub for ideas, experiences, and concrete solutions to guide the sustainable transition of the sports industry. Participating means connecting with key industry leaders, exchanging knowledge, sharing best practices, and actively contributing to building a more responsible, inclusive, and circular future for the entire supply chain.



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PUTTING DOWN ROOTS IN THE FUTURE

MGM announces a partnership with Treedom for a reforestation project in Nepal, combining environmental conservation with support for local communities

by Sara Canali

In 2026, MGM—a company with over a century of experience in the outdoor footwear sector through its proprietary brands Trezeta and Kayland—continues its commitment to sustainability by announcing a partnership with Treedom, the international platform that enables individuals and companies to fund tree planting in various parts of the world. In this way, MGM has chosen to actively contribute to reforestation and CO₂ emissions offset projects by planting trees in collaboration with local communities, generating environmental, economic, and social benefits in the regions involved. For this year, the company has decided to focus its efforts on Nepal, a choice that is by no means random. The Himalayan country is, in fact, a landmark in the global outdoor imagination, known for major mountaineering expeditions and extraordinary biodiversity. At the same time, it is an area particularly vulnerable to the effects of climate change and deforestation, which have direct consequences on ecosystems and rural communities.

WHAT TREEDOM DOES

According to data released by Treedom, every tree planted helps absorb CO₂ throughout its life cycle, while also promoting soil fertility, protecting biodiversity, and ensuring food security for local communities. Tree species



are selected based on the environmental and agricultural context, integrating into existing agroforestry systems without disrupting their balance. The project developed with MGM is based on a three-year agreement and focuses on Nepal for the first year, where, on World Forest Day, a forested area was regenerated with trees cultivated directly by local farmers on behalf of Trezeta. Over time, these plantations will also serve as a source of income for the communities, contributing to a more balanced development of the regions.

A DIGITAL CORPORATE FOREST

The partnership also includes the creation of a digital corporate forest, called “Off the Beaten Track,” a tool that allows for monitoring tree growth and the resulting impact. Each plant is geolocated and documented, providing transparency and traceability—elements that are increasingly in demand even in the outdoor sector, where consumers are attentive to the actual sustainability of the initiatives claimed. The partnership between MGM and Treedom is a concrete example of how the industry can actively contribute to the protection of the ecosystems on which it depends.



Off the Beaten Track

REPAIR SO AS NOT TO REPLACE

This is the philosophy behind Patagonia’s Worn Wear project, which will be showcasing its mobile repairing service at Skimofestival and is set to appear at the Activation Days in Riva del Garda

by Sara Canali

Among the highlights of the latest edition of Skimofestival, held from March 6 to 8 in Santa Caterina Valfurva, was Patagonia’s Worn Wear project, which brought the event village to life with its traveling van. The winter tour brought the now-iconic “tailor shop on wheels” to Europe’s most beautiful Alpine destinations, offering a free repair service for damaged technical gear and reaffirming its status as one of the public’s most beloved events. The presence at the Valtellina festival is part of a broader calendar that has seen the Worn Wear Tour evolve into a true meeting point for the outdoor community, where sustainability, sharing, and mountain culture come together in a tangible and accessible experience.

WORN WEAR

Launched in 2013, the project is one of Patagonia’s most significant environmental initiatives. The idea is as simple as it is revolutionary: to extend the life of technical clothing through repairs, thereby reducing the need for new purchases and the overall impact on the planet. The tour’s mobile units are traveling workshops, equipped to fix broken zippers, tears, missing buttons, and other minor damage, regardless of the garment’s brand. In addition to repairs, the Patagonia team also promotes



a culture of maintenance, sharing practical tips for caring for technical clothing in line with the “less waste, more awareness” philosophy. According to some estimates, in fact, extending the life of a garment by even just a few months can significantly reduce its environmental impact in terms of emissions, water use, and waste.

REPAIRED ITEMS

The figures collected during the tour clearly reflect the public’s response. During the Climbing Festival in Valle Orco, approximately 120 repairs were carried out over three days, 70 at the Pescara Show in Rimini, and 105 during the three-day in-store event in Bologna. At Skimofestival as well, over the course of three days in Santa Caterina Valfurva, the mobile workshop worked nonstop (123 repairs), confirming the growing interest in a more sustainable approach to outdoor living. The Worn Wear Tour’s journey doesn’t stop here. Among the upcoming stops, the Activation Days scheduled for May 16 and 17 in Riva del Garda, as part of European Outdoor Week, stand out. These two days open to the public will offer the chance to test products, participate in outdoor activities, and, of course, take advantage of Patagonia’s free repair service.



MONTURA AT THE 2026 TRENTO FILM FESTIVAL

For the 74th edition, from April 24 to May 3, the brand remains
the main sponsor of the world's longest-running mountain film festival

by the editorial staff

Returning once again this year at the end of April—as punctually as it has since 1952—is the Trento Film Festival, the world's longest-running event dedicated to cinema and literature focused on the mountains, exploration, and adventure. And as has been the case for over 10 years now, Montura will be the main partner of this popular and well-attended 10-day event in Trentino. A long and fruitful collaboration for both parties. For the brand, it is also an opportunity to showcase the works supported by Montura Editing, which for 25 years has served as its creative workshop and publishing house: among the dozens of events on the program (trentofestival.it), Montura has the opportunity to create its own artistic journey—almost a “festival within the festival”—in which films, books, exhibitions, and conferences compose the “narrative” of the company's commitment to sustainability and “caring for” mountain communities, a mission declared in its manifesto.

To highlight the connection between cinema and literature and the friendship with leading figures in contemporary fiction, following Erri De Luca (in 2024) and Mauro Corona (in 2025), this year Matteo Righetto will present his own vision of mountaineering and the mountains with a world premiere film that will open the festival program on April 25. Righetto, a champion of direct action to safeguard the “sacred” heritage of the mountains, is taking on the roles of screenwriter and director for the first time, in collaboration with Marco Zuin, for the film “Per silenzio e vento,” produced by Albolina in co-production with L'Eubage and distributed by Wanted, which will bring the film to theaters in Italy and abroad.

But Righetto's film won't be the only premiere at Montura, which will also feature some of its best-known ambassadors, such as Hervé Barmasse. On April 28, he will headline an evening dedicated to exploration and will present a preview of the film “Barren Lands,” which chronicles his work in Africa with AMREF. Also in attendance will be Fausto De Stefani, known for the films shot in Asia by the theater company (S)legati and directed by Alessandro de Bertolini, and Valeria Margherita Mosca, a cultural anthropologist who will speak on the theme of this year's guest country, South Korea (also featured in Manuele Fior's beautiful poster), and who will lead a trekking and foraging excursion in the Upper Garda area, around the enchanting village (and lake) of Tenno. Another famous Montura ambassador, Maurizio

Zanolla, known as Manolo, will star in Trento in Emanuele Confortin's series “Dolomitismo,” produced on behalf of the UNESCO Dolomites Foundation. On May 1, it will once again be Mauro Corona's turn, joined this year by his daughter Marianna. Also screening will be “Play Off” by Gael Truc, which won an award last year in Cervinia, and two new films will premiere, both closely tied to the brand for different reasons: “La Cima” by Simone Cargnoni, dedicated to the protagonists of Dolomiti Open, an event promoting inclusion in the mountains supported by Montura for 10 years, and “Anime libere” by Andrea Azzetti, a tender story of affection between the Vicenza-based musher Lisa Bonato and her team of sled dogs.

A particularly moving moment will be the screening of the film “142 Seconds: The Heartbeat of the Earth,” a tribute by Simone Alessandrini of the Rifugi d'Italia association marking the tenth anniversary of the earthquake in central Italy and celebrating the resilience of the local population, as well as the rebirth of the mountain huts and shelters in the Apennines. The film will be accompanied by a photography exhibition, on display throughout the festival in the central Piazza Cesare Battisti, underscoring the importance that Trento, too, has chosen to recognize on this occasion. And another square will feature Montura: Piazza del Duomo, where the company's booth will be located, hosting events dedicated to meetings with key figures, discussions on its cultural and social commitments, and the “No crowds, just memories” campaign, launched earlier this year. The same square will host the 40th edition of MontagnaLibri, one of the leading international events in the sector. In the “literary salon,” David Bellatalla's new work, published by the Trento-based publisher Saturnia, “Ande '89”—a diary of the first complete traverse of the Andes mountain range—will be presented.

With a cultural output that, over the past 25 years, has included more than 100 films supported and 100 books published and distributed—all in support of charitable projects—Montura is once again poised to demonstrate its pioneering role in social and cultural engagement through the events of the Trento Film Festival. This same commitment, embodied in the motto “Searching for a new way,” has led the company to achieve recognized innovation in the clothing used in the mountaineering and outdoor sectors.

“Montura People” is the brand's column in Outdoor Magazine. It's a space dedicated to people—the people of Montura. Anyone who feels, in any way, connected to the company's values is part of its community. Here, their stories are shared so that they may inspire others.

GARDA TRENTINO TRAIL

EDIZIONE UNDICI

15.16.17 MAGGIO 2026



62 KM
3.800 M D+



44 KM
2.400 M D+



30 KM
1.600 M D+



12 KM
700 M D+



150 KM
10.000 M D+
100 KM
7.000 M D+



LOOKING IN THE SAME DIRECTION

Matteo Della Bordella, one of Italy's top mountaineers and a member of the Ragni di Lecco—of which he has also served as president—has chosen C.A.M.P. for his new adventures around the world

by Sara Canali

After a long partnership with Kong, which has supported him since his early days on the international climbing and mountaineering scene, Matteo Della Bordella has chosen C.A.M.P. for his new adventures in the mountains around the world. "Change is never easy... At the end of 2025, I said goodbye to Kong, my first sponsor (along with DF Sport Specialist), my climbing partner for 17 years!" writes the mountaineer on his social media page, highlighting the depth of a bond that lasted nearly two decades. And so a new chapter begins for him, starting with his addition to the roster of athletes for the historic company based in Premana (Lecco), founded in 1889, which produces equipment for climbing, mountaineering, skiing, and the outdoors. This collaboration stems not only from technical and performance goals but, above all, from a shared vision between the athlete and the brand. Della Bordella stated that with C.A.M.P., he feels a deep connection to the brand's history, mountain culture, commitment to the quality of its gear, and human-centered approach to work.

IDENTITY CARD

Internationally renowned for his radical and high-impact mountaineering projects, Matteo Della Bordella boasts an impressive list of achievements, including ascents in Patagonia, new routes in Greenland, climbs in Pakistan, and, more recently, feats such as the winter traverse of Fitz Roy and various first ascents in the Alps. Born in 1984, Matteo Della Bordella was born and raised in Varese. He took his first steps on the vertical face at around age 12, alongside his father Fabio, on the cliffs near home. "At first," he says, "climbing didn't particularly excite me. Only over time, after many climbs always roped up with my father, did my passion for this discipline become all-consuming." In 2006, Matteo joined the Ragni di Lecco climbing club; in 2008, he earned a degree in management engineering and continued his studies through 2012 with a Ph.D. However, he felt his true path lay elsewhere and decided to pursue it with courage, determination, and without compromise: "I've always dreamed of the most remote vertical rock faces, where the challenge lies first in reaching them and only later in climbing them via highly difficult routes, preferably free-climbing and with gear reduced to a minimum. I prefer a minimalist, lightweight, and 'practical' style of mountaineering, constantly seeking a fair contest—on equal terms—with the mountain." Today, his philosophy is one of lightweight, minimalist mountaineering, where the challenge lies as much in reaching the summit as in climbing it, and where minimal environmental impact is an integral part of the endeavor. This vision aligns perfectly with C.A.M.P.'s technical and cultural approach, as the company is not merely a "supplier of equipment" but has, for over a century, fostered a direct dialogue between designers and mountaineers. Della Bordella



Matteo Della Bordella

"We are delighted and proud to welcome Matteo to our team of athletes: we know his worth as an athlete and as a person, having also served as president of the Ragni di Lecco. We have followed him for years on his expeditions from the Alps to Patagonia, from Greenland to the Himalayas, often alongside mountaineers who are already members of our team, such as Matteo De Zaiacomo, David Bacci, and Nicolas Favresse. For us, this partnership represents a welcome milestone after years of mutual respect."

Eddy Codega, CEO of C.A.M.P.

himself highlights this very point in his comment: "First and foremost, I share values with a climbing partner. We believe in what we do and trust one another. Together, we can achieve goals that would be unthinkable alone." Furthermore, Matteo joins a team of illustrious names in mountaineering such as Ines Papert, Luka Lindič, and Nicolas Favresse.

>> TWO QUESTIONS FOR MATTEO

"What I'm looking for is a human connection"

What made you decide to choose C.A.M.P.?

First of all, its history, which has always impressed me. C.A.M.P. is a company that has been "breathing" the mountains for generations, and it doesn't take much to realize that: when you talk to anyone—whether a designer or a sales representative—you can tell that on the other end of the line is someone who knows what it means to be in the middle of a rock face. Beyond technical excellence, what I'm looking for is a human connection. I immediately liked the idea of joining a real family, where there's constant interaction. I feel like I'm part of an innovation process, happy

to be able to make a direct contribution to the people who design my gear.

While in Scotland, you had the chance to try out the new X-Dream ice axes from C.A.M.P.. How did you like them?

Very good indeed. These have been the go-to tools for years now, and I can't imagine any better ice axes, especially now that they've been completely redesigned. But the Alpinist Tech crampons are also exceptional: just as lightweight as they are effective. Among the other products, in addition to the Dyon quickdraws, I really like the Escape harness, which I find truly comfortable.



A RACE THAT SHOWCASES THE REGION

The Garda Trentino Trail is much more than just a race; it is an expression of a passion and a project born from a group of friends. President Matteo Paternostro speaks

by Sara Canali

The packed schedule of events for the first European Outdoor & Running Week, taking place in Riva del Garda from May 14 to 19, also includes the 11th edition of the Garda Trentino Trail, which is increasingly becoming a flagship sporting event in the world of trail running. Thanks to a partnership between the race organizers and MagNet, a limited number of free race bibs will be made available to registered operators (by emailing info@mag-net.it by April 30, 2026). We asked Matteo Paternostro, president of Garda Trentino Trail a.s.d., to tell us about the origins and evolution of a competition that is carving out an increasingly important place in the trail running landscape.

How, when, and by whom did the idea for the Garda Trentino Trail come about?

In 2014–2015, there was a group in Arco called “Va Piam che te te strachi” (meaning “Take it easy or you’ll get tired” in the local dialect), which organized monthly trail running outings. Among the participants was Manuel Peroni, who owned a store selling shoes and sports apparel. After he had suggested organizing a race to me numerous times, one day I told him, “If I can find three other people besides the two of us, I’m in.” It was the spring of 2015, and in May, at a pizzeria in Torbole, the first informal meeting took place among these five people, who, spreading a map on the table, outlined the race route. In August, we organized what we called “Edition 00,” because it preceded Edition 0, which took place on November 1st. The two trials were different: in August, a group of local friends participated, while in November we invited about ten experienced athletes, who gave us feedback from a different perspective. The first edition then took place on May 7, 2016, one year after the first meeting.

What kind of competition did you initially have in mind?

We didn’t have any grand ambitions in mind; we just wanted to create a race that would grow over time and feature a course that wasn’t too technical, so that most people could participate. Right from the start, we realized that to “compete” with other major international events held in Garda Trentino (such as the Bike Festival), we needed to grow in both size and quality.

Eleven years later, what has changed, and how much has the event grown?

After 11 years, GTT has more than tripled its number of participants (1,728 in 2025) and significantly increased the proportion of international athletes, which has risen to about 30% (from an initial 17%), with athletes coming from over 40 countries. A race weekend was also created featuring six different distances (the three original ones, concentrated on Saturday), spread out between Friday and Sunday. The turning point was 2020: we managed to organize the race anyway, moving it to September, and this gave us significant visibility, with positive effects in the following years. What has changed the most is the commitment required, in terms of time and professionalism. Today, mine is a full-fledged part-time job, while the team consists of seven department heads who manage the various areas. The organizing team has 14 members, plus over 400 volunteers, who are

the true architects of the event. While maintaining a spirit of volunteerism, increasing professionalization has become essential to managing an event of this caliber.

What kind of terrain does the Garda Trentino Trail cover?

It is one of the most beautiful regions on the continent and one of the best suited for outdoor activities. A destination for millions of tourists every year, especially from Northern Europe, it offers water sports, mountain biking, rock climbing, and hiking. In recent years, trail running has also gained traction, both due to the growing popularity of the sport and the visibility brought by GTT. Furthermore, even in winter it is possible to run on trails at mid-altitudes, which are often snow-free and feature mild temperatures. This is also demonstrated by the Garda Trentino Xmas Trail, which every December brings over 1,300 athletes to the starting line in Torbole.

Has your race also helped foster a trail running culture in the area, or is it simply an expression of this passion?

I’d say the former. We weren’t founded 20 years ago, but 2015 isn’t exactly recent either. The race helped foster a culture of trail running as an off-road alternative to road running. Furthermore, Garda Trentino is relatively far from areas like the Turin-Venice corridor, where there were already many races and self-organized trails a decade ago.

How is the local trail running community changing?

The data shows that many runners are shifting from road running to trail running, tackling the trails with ever-increasing speed and in lighter gear. Manufacturers are also offering more running shoes than hiking boots, even for hikers. In Garda Trentino, it’s now common to see runners setting off from lakeside hotels toward the trails. Locals also make the most of the area year-round. Arco, with its strong presence of outdoor stores, helps fuel this steady growth.

Looking ahead, what are your goals?

The goals are similar to those of 10 years ago: to grow gradually, strengthen the technical aspects, and enhance the non-racing experiences. The idea is to make the event appealing to companions and families as well, by offering side activities and opportunities for socializing that will encourage them to return.

Would you like to be part of a national or international long-distance race series?

We’ve had some initial discussions, but it’s a delicate decision. We consider GTT our home, and we’re concerned that outside parties might introduce complications, even if they bring benefits. For now, we’ve set the idea aside: GTT ASD is solid and doesn’t need outside intervention. We may reconsider it in the future, perhaps with local support, but our goal remains to grow independently.



Matteo Paternostro,
President of Garda
Trentino Trail a.s.d.



AN EXPERIENTIAL WORKSHOP

The Terres Monviso Outdoor Festival is not just another event, but an exhibition that operates on multiple levels, bringing together sports, tourism, education, the community, organizations, and industry professionals

by Matilde Marelli

The 2026 edition of the Terres Monviso Outdoor Festival took place in Saluzzo (CN) from Friday, March 13, to Sunday, March 15. Over 8,000 visitors and more than 6,000 attendees over the three days, along with school participation that reached 1,867 students and teachers in a single morning: numbers that reflect not only the turnout but also the event's excellent organization and appeal. The heart of the event was the Exhibition Hall, which, as every year, hosted the most renowned clothing and equipment brands, along with various booths from tourism, educational, and cultural promotion organizations. The outdoor experience moved from concept to reality, offering the chance to enjoy outdoor adventures in the local valleys and test technical gear. To make this happen, a network involving mountain safety associations, Alpine Guides, park management agencies, and tour operators meticulously organized these days. They even made provisions to reschedule any activities canceled due to bad weather.

rides and bike tours, as well as sensory activities. All these experiences successfully immersed participants in the local nature and culture. Among the most popular events were the Street Boulder Festival, with over 250 participants, and the return of the Antiche Mura race, both of which engaged the public and transformed the historic center into a dynamic, sports-filled space.



SIDE EVENTS AND FOOD & WINE

Not to be overlooked is the food sector, which, with its seven "islands" dedicated to the seven valleys of Monviso, brought local products and culinary identities to the fair, enhancing the experiential aspect and helping to showcase the region through its flavors. Rounding out the picture were the side events and the festival preview that began on Monday, the 9th: four evenings of film screenings and storytelling, photography exhibitions, and cultural gatherings expanded the event, transforming it into a truly widespread project.



CULTURE AND SPORTS

With a program that seamlessly blends educational sessions, hands-on experiences, and entertainment, the festival kicked off with "Didattiland," a project designed for schools that engaged students in outdoor activities focused on inclusion, disability, and sustainability. Alongside the educational aspect, the program featured a packed schedule of talks, conferences, and documentary films, addressing topics such as sustainable mobility, mountain tourism, inclusion in sports, and the relationship between humans and the environment; it also provided industry professionals with the opportunity to discuss hot topics and the latest market developments. A wide range of activities was also offered, organized by local residents in collaboration with brands and industry professionals: from ski mountaineering to gravel biking, from guided hikes to birdwatching, all the way to immersive experiences like hot-air balloon



STRENGTH IN NUMBERS

The most interesting aspect, however, is the one that isn't immediately apparent: the Terres Monviso Outdoor Festival's ability to bring together diverse stakeholders. Public agencies, associations, schools, businesses, tour operators, and international organizations find a concrete meeting point here: from its collaboration with the Interreg Alcotra program—created to promote the sustainable development of the area around Monviso—to the direct involvement of local governments, the festival becomes a tool for regional governance as well as an event. In five years, the transformation is clear: from a local initiative to a structured platform capable of attracting audiences, generating content, and building networks. The result is a format that does not merely showcase the outdoors but uses it as a lever to build territorial identity, the local economy, and community.



FIND SOLACE IN THE MOUNTAINS

The Cholitas Escaladoras are a symbol of social and economic empowerment: historically discriminated Aymara indigenous women who are now aspiring international mountain guides sponsored by SCARPA and Gore-Tex

by Benedetta Bruni

For some, the beloved mountains are not just a pastime, a chance to unwind, an excuse to stay in shape, or their favorite place in the world. There are those who make them their workplace, with all the risks that entails. And then there are people who risk their lives for this work without receiving any recognition, because in reality climbing would be forbidden for them, and their presence is accepted only when it is aimed at assisting others, leaving them invisible. This is where the story of the Cholitas Escaladoras begins: indigenous Bolivian women from the Aymara community, historically discriminated against and confined to the home, who originally experienced the high peaks only as “mere” cooks for male-dominated Andean mountaineering expeditions. In 2015, they managed to change their lives and become protagonists of the mountains they already loved. Today, their story is told in ASCENSIO, the short film produced by SCARPA and Gore-Tex.

WHO ARE THE CHOLITAS ESCALADORAS?

On March 10, Milan's Teatro Arsenale hosted Dora and Liita, mother and daughter, two members of the Cholitas Escaladoras: a group of women—ranging in age from 14 to over 50—who have transformed the derogatory term “chola,” meaning “mixed-race” in colonial Spanish, into a means of reclaiming their identity. Traditionally tied to the home and the kitchen, in 2015 they had the opportunity to climb Huayna Potosí (6,088 m) completely on their own and as mountaineers, accompanied by a photographer. From there began their “ascent,” which led them to reach peaks such as Illimani (6,438 m) and Aconcagua (6,961 m), the highest mountain in South America. Over the years, the group has grown and sub-groups have emerged: Dora and Liita, for example, are part of the Cholitas Escaladoras Khunu, which means “daughters of the snow.” All of them, however, share a spiritual approach to the mountains and a deep connection to their culture. That's why they wear traditional clothing even when they're wearing harnesses, crampons, and ice axes: the *pollera*, the voluminous skirt associated with Andean women, or the aguayos, the shawls. A way to affirm their identity as women, Bolivians, Aymara, and mountaineers in a male-dominated world. A way to answer the questions that started it all:

Traditional clothing represents our Aymara roots. Once upon a time, we were confined at the home and in the kitchens, and we weren't allowed to dream. That's why the *pollera* gives us so much strength: it reminds us of who we are, of our connection to the earth and the mountains we are going to greet, just as we would a living being.

Ana Lia Gonzales (Liita)



“What's at the top of the mountain?”, and immediately after: “Why can't we find out for ourselves?”.

SUPPORT FROM SCARPA AND GORE-TEX

Starting this year, the Cholitas Escaladoras will serve as ambassadors for SCARPA and Gore-Tex, sharing their experiences through initiatives dedicated to the outdoor world and promoting values such as inclusion, sustainability, and respect for nature. The partnership, which will take the form of a long-term project, creates a shared journey capable of conveying a common vision based on trust, responsibility, respect, and the strength of the community. These are values shared by all the protagonists of this story: a love for the mountains, human connections, and respect for the environment. The initiative that launched the collaboration is the documentary filmed in February in Bolivia, produced by SCARPA and Gore-Tex: ASCENSIO portrays the Cholitas Escaladoras in their natural environment, capturing daily life on the Andean plateau and their climbs up the mountains that are part of their history and identity, offering a glimpse into the human and mountaineering experience.



Watch
ASCENSIO,
the short film
produced by
SCARPA
and Gore-Tex



SKIMO MON AMOUR

With over 3,000 visitors to the village, 800 registered participants, and 400 people taking part in the experiences organized in collaboration with the Bormio Alpine Guides, Skimofestival reaffirms its status as a leading event for ski mountaineering in Italy

by Sara Canali - photo by Giacomo Meneghello

Three days filled with passion and good weather were the hallmarks of the third edition of Skimofestival, which, from March 6 to 8, brought the Santa Caterina Valfurva ski area in Valtellina to life. Italy's first ski mountaineering festival served as the perfect showcase for the discipline, which made its Olympic debut this year at the Milano Cortina Games, sparking curiosity and enthusiasm. The experiences offered by the organizers in collaboration with the Bormio Alpine Guides allowed both experts and newcomers to fully immerse themselves in this discipline, with trails of varying difficulty levels, as well as film screenings and meetings with snow scientists and mountain experts. It is not just about sports, then, but also the culture and philosophy of moving slowly and mindfully in the mountains, where exploration and fun go hand in hand with respect for the environment. This is what makes Skimofestival an event capable of inspiring and winning over everyone: enthusiasts, athletes, companies, shops, the media, and local partners.

WHAT'S NEW AT SKIMOFESTIVAL 2026

Among the new features of this edition was a large tent set up in the test area, which served as a gathering place for all participants. Here, they were always able to enjoy hot tea and mulled wine, as well as a pleasant refreshment area featuring local specialties. But that's not all: the tent served as the meeting point for all briefings with the guides, as well as a venue for presentations and screenings, offering participants the chance to experience everything that ski mountaineering has to offer. Additionally, this year a partnership was established with the Meteomont Carabinieri, who conducted snow study activities with hands-on practice for participants in the Valle dell'Alpe area—a transit zone for the experiences heading up toward Sunny Valley and Sobretta. Furthermore, an activity was organized simulating a high-altitude base camp, with an overnight stay in tents in the wilderness, which concluded a technical ascent and served as a prelude to the climb to the summit the following day, followed by the descent. Skimo Peak & Base Camp, designed for expert ski mountaineers, was supported by Ferrino, which also provided tents for all participants, as well as by Lyofood with its excellent, tasty, high-quality meals for outdoor consumption. Finally, for March 8, International Women's Day, a special outing was organized, sponsored by the LaMunt brand—designed by women for women—which gifted each participant a thermal shirt. The ARTVA by ARVA camp and the Skimo School were also confirmed successes, along with the test village where participants could try out the latest gear, from boots to skis, to apps like NIVA and PeakVisor. From Friday to Sunday, Patagonia's Worn Wear was on-site—a mobile tailoring service that gave a second life to broken or damaged technical gear through a free service. The Skimo Party held at the Terrazza was also a huge success, featuring a pasta party and DJ set, and was completely sold out.

The highlight of the festival was the guided ski mountaineering and splitboarding tours in the Stelvio National Park, which were fully booked even before the event began. In total, 13 mountain guides led three Skimo Schools, several avalanche transceiver (ARTVA) courses, and nine guided tours of varying difficulty levels and elevation gains. The "Skimo sotto le stelle by La Sportiva" kicked off the season, taking 40 participants on a night hike up to an elevation of 2,000 meters in the Plaghera area. From the La Fonte base (or via chairlift)

THE EXPERIENCES

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EVENTS



other experiences set off for Monte Sobretta and the Sunny Valley refuge, supported by La Sportiva, PeakVisor, SCARPA, and Fischer. Among the other outings offered was one in collaboration with the Stelvio National Park and naturalist Marta Tognetti, who provided insights into the local flora and fauna.

EQUIPMENT TEST

Some of the top ski mountaineering brands brought their latest collections or previews to the test village. Enthusiasts registered for Skimofestival had the chance to get an early look at the products, and the brands were able to gather feedback. This was a significant opportunity for the participating companies, which were able to introduce themselves and showcase their new products to a diverse audience: from beginners without their own gear to experts eager to try something new.

ENTERTAINMENT

A variety of side events were offered, starting with daily entertainment in the Village of Santa Caterina Valfurva. On Friday, March 6, an evening event hosted by Patagonia took place. A total of 150 people attended the screening of “Le Moulin des Artistes,” which tells the story of Peter and Anati, who transformed a 16th-century mill in the Chamonix valley into a workshop where they build handmade skis, paint, play music, and build community, and of “Simple as a Turn,” a tribute to the essence of snowboarding according to Nicholas Wolken. On Saturday afternoon, there was a double feature with the screening of the documentary film “Cycle to Summit” – a bike-to-ski adventure across the Lofoten Islands by Giulio Ballardini, and the talk “Winter Mountains: Understanding Risk, Choosing Safety” organized by CAI and ARPA Lombardia, both held inside the village tent; the most anticipated moment arrived in the evening with the Skimo Party, featuring dinner and a DJ set at the Terrazza venue. Before kicking off the party, Marco Colombo of Società Multiservizi Alta Valle Spa took the stage to present Stelvio Natural Skimo Trails: a project that brings together various local stakeholders toward a shared goal: to offer marked ski mountaineering routes, with an ascent through the woods and a descent on the slopes.

>> WHAT IS SKIMOFESTIVAL?

The project was launched in 2024, born from the vision and successful collaboration between the MagNet Group (publisher of *Outdoor Magazine* and organizer of the Outdoor & Running Business Days in Riva del Garda, among other initiatives) and Altracom Sas (home to OutdoorTest.it, the go-to portal for outdoor sports enthusiasts), with the aim of providing a “home” for a constantly growing community.

A special thanks to all the brands and partners of Skimofestival 2025

4Outdoor, APF Valtellina, Arva, Cimalp, Municipality of Bormio, Municipality of Santa Caterina, Alta Valtellina Mountain Community, El Camós, Faction, Ferrino, Fischer, Bormio Foundation, Bormio Alpine Guides, Kästle, LaMunt, La Sportiva, Majesty, Lyo, NIVA, Panorama Diffusion, Stelvio National Park, Patagonia, Santa Caterina Pro Loco, Santa Caterina Ski Lifts, SCARPA, Alta Valtellina Ski Club, Ski Trab, Alpine Rescue, Società Multiservizi Alta Valle Spa, Mountain Sports, Van Deer.



MILLET TOUR DU RUTOR EXTRÊME BEHIND THE SCENES

Over 200 volunteers, the same title sponsor for 15 years, and strong ties with local authorities:
that's the secret to the success of the Aosta Valley ski mountaineering race

by our correspondent Tatiana Bertera

The 22nd edition of the Millet Tour du Rutor Extrême also served as the grand finale of the La Grande Course calendar. It was a record-breaking Tour, with 278 two-person teams at the start, whose first stage retraced the inaugural route from 1933. A total of 19 nations were represented. Thanks in part to favorable weather conditions, the course setters—coordinated by Alpine Guides and Millet ambassadors Marco Camandona and Roger Bovard—put on an event that matched the 2018 attendance record, with a significant increase in female participants, whose share reached 10%. Dominating the field and claiming victory were the pairs Davide Magnini-Anton Palzer in the men's category and Axelle Mollaret-Alba De Silvestro in the women's. Concurrently with the senior race, the youth event also took place, featuring dedicated courses and more moderate elevation gains. On Sunday, the "Team TDRX85" initiative was held again for amateur skiers who, despite using touring skis, wanted to put themselves to the test: an independent start from Planaval, followed by an ascent using climbing skins to Plan Petet Alta (2,360 m), tracking the key stages of the race, and winning a Millet Prolighter 22 L backpack as a prize. A lot of effort, but also a lot of satisfaction, as evident from the comments of director Marco Camandona.



Frame
Camandona

How far in advance do you start planning the Millet TdR, and what are the various factors you need to take into account?

Planning an event like the Millet TdR begins more than a year in advance; for example, at the end of 2024, together with our main sponsor, Millet, we selected the prizes for participants. We also have to work on new graphics and handle administrative tasks, such as grant applications—ensuring we meet municipal deadlines—and reaching out to sponsors. About six months before the event, the website is updated, and starting in January, the organizational machine is in full swing because we need to confirm registrations, check payments, and plan catering and aid stations. The course setters' work begins the week before the event and is concentrated into a few intense days.

How many people work behind the scenes?

Behind the scenes, seven members of the organizing committee work year-round. During the race days, there are over 200 volunteers. Each person has a specific role, and there is a coordinator for every task. We have course setters and those responsible for course adjustments, Alpine Guides for the most technical sections, those handling athlete accreditation, and the "ground volunteers," as we call them, who are in charge of the starts and finishes, aid stations, and catering.

How do you manage your relationships with local governments, mountain rescue services, and authorities?

We have a great working relationship with the three municipalities involved, one that goes beyond financial support: we collaborate on decisions and promote both the local area and the event. The Alpine Guides who work with us are part of the Alpine Rescue Service, with whom we have an excellent relationship. In addition, we work closely with the Valle d'Aosta Region's Operations Center, which prepares the snow and weather reports.

What happens in the "control room" while the athletes are on the course?

I stay in the start/finish area and maintain radio contact with all the checkpoints, which keep me constantly updated on the trail conditions and the athletes' progress. This allows me to keep the aid station staff informed so that everything is ready when the first ski mountaineers arrive.

How do you ensure the safety of the athletes along the entire course?

We monitor the terrain and the route starting several weeks in advance through regular site inspections: this is made possible by the in-depth knowledge of the area possessed by both the Alpine Guides and the volunteers. All changes in conditions are monitored, and those in charge remain in constant radio contact.

What happens immediately after the last athlete crosses the finish line?

For the athletes, the curtain falls quickly, but for us organizers, the work isn't over. We have to clean up the mountain by retrieving the bivouacs, dismantle the finish area structure and all the infrastructure, and starting the following week, we have to handle the accounting, pay the suppliers, and prepare the financial statements. After the event, we're still working for at least three months.

What do you focus on most during your daily debriefings?

Every day, each team leader holds a debriefing session with their volunteers to review any issues that arose and identify areas for improvement.

How did the partnership with Millet come about, and what does the brand's contribution actually entail?

Il rapporto con il marchio francese è nato oltre 15 anni fa e per noi è un'importante collaborazione in quanto condividiamo molti valori, come l'amore e il rispetto per la montagna.



From left: Romain Millet, Marco Camandona, and Roger Bovard



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ACTIVE TRAVEL Etna Skimo Trip





ETNA MARENEVE

Three days in Catania, among the fumaroles of one of the world's most active volcanoes and the sea at Aci Trezza. With skis, climbing skins, and a splitboard

from our correspondent
Claudio Primavesi - photo by Gero Soldini

Words are like stones. That's the first thought that comes to mind as we climb toward the summit of Mount Etna on skis and skins, above Piano Provenzana, passing every now and then by the black rocks that catch the sunbeams and pierce through the thick blanket of snow. To gain elevation, we took the "Puchoz - Tanaurpi" chairlift and the "Coccinelle" ski lift in the Etna Nord ski area. What's wrong with that? The ascent is quite long: from the base, at 1,810 meters, to the Northeast Crater (3,324 meters), it's more than 10 kilometers. With the lifts, the elevation gain is reduced by nearly 500 meters and four kilometers. After all, this is one of the two reasons for our early March "expedition": to explore different forms of tourism, in which skiing becomes an alternative means of exploration, yet one that does not conflict with more established forms. "There's a unique natural environment here, with an active volcano, snow—often abundant—and the sea just a few kilometers away. However, climate change and weather variability call for us to also consider different travel packages that can combine what's always been here—on-piste skiing and snowboarding—with ski mountaineering and splitboarding, and perhaps even snowshoeing," as Marco Gerosa, sales manager at Blackhole Snowboards, told me the evening before, in the heart of Catania, over a plate of horse meat with onions. "We need to take a step forward and stop thinking only of traditional ski-week packages, but instead combine two or three days on the snow with culture as well as food and wine, bringing together the mountains and the sea." Marco stopped at Piano Provenzana, but joining us—in addition to Dario Teri, ski instructor, coach, and volcanological guide—are the "guys" from EtnaSnow and "Zibi" Bellati, a Blackhole ambassador and avid splitboarder and water sports enthusiast. The snow underfoot has a pleasant texture: the base is compact, but enthusiastic when they come with a board. To the left, the Northeast Crater puffs conspicuously under the southern sun. To the right, a gap in the clouds diverts the gaze all the way to the sea. Ahead of us are two pitch-black mounds about fifteen meters high rising between walls of snow at least three meters thick. We pass between them, cre-





FUN FACTS



Ice from Mount Etna

Until World War II, generations of people living on the slopes of Mount Etna made their living as nevaroli. The snow was transported down to the valley, stored in caves—some of which can be visited in the woods just below Etna Nord—and used to keep food fresh in homes. Many blocks of ice were shipped to Malta.

ating a very aesthetic setting for Gero's video and photos. "These are the Frati Pii, eruptive cones that remained active for a full ten years, between 1614 and 1624, and nearby there's also the Grotta del Gelo, where ice remains all year round," says Dario with a smile peeking through his sunburned skin. Today the alert level has risen to F1 and it's not possible to reach the crater, so we decide to explore the old craters to paint our descent toward the valley. The highest level, for the record, is F2: eruption. Skiing on this side of the volcano is like carving your own line in a giant snowpark because the old craters form very aesthetic "shoulders" that "Zibi" takes full advantage of. Further down, a dense forest on a steep slope puts our legs to the test before we emerge onto the final stretch of the slopes under a pesky drizzle. This first taste of Etna skiing/splitboarding has whetted our appetite, and we can't wait to climb higher the next day.

40 HOURS, NO MORE

As I board the ski lift departing from Monte Conca, also in the Etna Nord ski area, my gaze cannot help but linger on the slope to my left, which descends from the plateau near the Volcanological Observatory. It is a massive "face" with a gentle slope, furrowed by dozens of wide gullies, almost like a rippling sea on an inclined plane. There is no shortage of snow. "This year, we couldn't ski until January 20, then Cyclone Harry hit, dumping meters of snow in a single storm, and it took days to clear the road," Luca Garofalo of EtnaSnow tells me. Joining him are Saro, Salvo, and Riccardo. Their group of snowboarders, formed 20 years ago around a website to provide information on snow conditions, lift openings, and weather, has become a very active community on social media and... in real-life social settings. A true go-to resource for planning a ski vacation and a summit hike, from lodging to guiding. Today we set off from the Anfiteatro area, climbing to the left compared to the first day, heading more directly toward the summit. However, we won't reach the crater, but rather the Volcanological Observatory, to ski down the Canale delle 40 Ore to where we left the car, 1,200 meters below. The ascent is more direct, on slopes that are never steep. "The angle rarely exceeds 30 degrees, and this, combined with the fact that the snow changes quickly, reduces the risk of avalanches," whispers Dario as he rubs a bit of wax onto the skins to prevent a crust from forming. The large, smoking crater seems closer and closer, yet it is far away; still, heat rises from the ground. A crack that smells of sulfur cuts through the snow. It's a fumarole; down there, the rocks would be perfect for a



barbecue: temperatures between 80 and 100 degrees. Once we reach the plateau, the wind starts blowing hard and the crater is obscured. We hear thunder. The bizarre shapes of the Observatory appear to us like a mirage amid the clouds and snow trenches. They look like two igloos and were built that way to withstand the weight of the white blanket. We are at an altitude of 2,840 meters. Dario urges us to adjust our gear and be ready to set off as soon as the sky clears.



Almost a race against time. And we don't have 40 hours... but why 40 hours? "When the snow melts, a fleeting stream runs through the couloir," the "guys" from EtnaSnow say in unison. The sun peeks through the clouds. We start a traverse to the right, then a dream couloir opens up to the left: it must be a 40-degree slope, on a wide face. Fresh snow, not a single track. Almost unreal. It's compact below, with three centimeters of powder on top. Halfway down the slope, we shift to the right. The base remains hard, the surface gradually turning to firn. Then fog envelops us and the white blanket becomes more chalky, but still fun and easy. Finally, a forest that looks like it came straight out of *The Chronicles of Narnia*. First over small, incredibly fun ridges, then slalom-ing between native pines and birches. The most beautiful descent of the season, but we have to hurry to reach Aci Trezza, because we want to combine skiing and the sea, a bit like Fosco Maraini did in the 1950s with his documentary "Etna Mareneve": "Old Etna, prodigious—only on you is it possible to conquer a peak in the morning on skis and descend in the evening for underwater hunting in the depths at your feet." We arrive in time for sunset. It is a magical place, one that conveys a special atmosphere. "Fleeting images, which already replace the noble churches of Acireale, the curved beach of Aci Trezza covered with painted boats, the Cyclops' rocks thrown by Polyphemus from Etna into the sea, the castle of Aci standing tall and black on the great basalt rock," wrote Carlo Levi in the 1950s.

APRES-SKI IN CATANIA

Staying in Catania, in an apartment in the historic centre, as we did, heightens the exoticism of the experience and gives it a different flavour. Etna Nord is just over an hour's drive away and 1,800 metres higher, and here the climate and atmosphere are quite different. On our last evening, we meet up at a restaurant just a stone's throw from the sea.

There is that bustling energy that only southern cities can convey. "It is the first evening; Via Etnea is filled with a countless crowd, as if the city had not just its three hundred thousand inhabitants, but a million, two million, perhaps more, and everyone had come down to that street to look at one another, scrutinise one another, and converse in the twilight," writes Carlo Levi once more. We too scrutinise one another. The primary reason for our expedition was to combine skiing and the sea, traditional tourism and new ideas. And the second? To explore the possibility of bringing a spin-off of Skimofestival to Mount Etna. Why not? Promises must be kept. And words are stones. Like those formed by solidified lava. Like the title of Carlo Levi's essay on Sicily in the 1950s. After all, Etna has always been there. As early as the 1950s, Maraini had sensed the revolutionary potential of a holiday combining sea and snow. It is simply a matter of rediscovering it.

INSTRUCTIONS FOR USE

We stayed at Le Casette apartments (lecasettecatania.it), in the heart of Catania.
The go-to shop for snowboard and splitboard enthusiasts in Catania is Windsurf Center (FB Windsurf Center).

Watch the video
of our expedition
to Mount Etna



For information, tours, guides, equipment rentals, and advice, please contact Etna Snow:

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THE QUESTIONS

END-OF-YEAR REVIEW

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

SERVICES

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

PURCHASING TRENDS

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

RESPONSIBILITY

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

CONSUMER

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

SOCIAL MEDIA

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

BRAND CHOICE

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

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

BEST-SELLING BRANDS IN 2025

What are your top three brands in order of:*

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

(*+ growing, = stable, - declining)

BREAKTHROUGH BRAND OF 2025

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

FUTURE

What do you expect from the future of distribution?



101 POINTS OF VIEW

Outdoor Magazine's exclusive investigation continues on market sales trends in 2025. Retailers have their say

by the editorial staff

Our magazine always keeps retailers and their needs in mind. Retailers are the cornerstone of the supply chain, which is precisely why it is important to gather their perspectives, listen to their requests, and take their needs into account. The first issues of the new year feature the customary "101 points of view" (now a trademark of MagNet), through which we conduct a

comprehensive market survey, taking stock of the year just ended and looking ahead to the one just begun. News, trends, challenges, opportunities, and proposals: with 2025 now in the books for retail outlets, what is the sentiment among retailers?

Here is the fourth chapter of our survey, offering interesting food for thought for all outdoor market operators.

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

The feeling in this issue



10 HAPPY



12 NEUTRAL



5 SAD



SPORT3K
BOLOGNA - PUNTI VENDITA: 1
FRANCESCO SICURELLI - AMMINISTRATORE

BILANCIO DI FINE ANNO

- Incremento, +10-15%
- Aumento delle persone che si avvicinano al running e quindi ai running club. Anche l'esplosione del fenomeno Hyrox ci ha portato profitto
- Principalmente la situazione geopolitica instabile che ha causato un caro prezzi
- Giacenza in aumento
- Voto: 8
- È stato un anno positivo: dopo anni di calo siamo riusciti a riprenderci. La riscoperta della corsa ci ha fatto bene, in aumento anche la camminata tra gli anziani. Inoltre, c'è una tendenza a tornare a fare acquisti in negozio più che online: le persone apprezzano i consigli degli esperti. Ci sono state anche tante novità di prodotto e tecnologie

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento e accessori
- Trail running e triathlon

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, anche se molte aziende stanno puntando sullo sviluppo responsabile. I brand stanno aggiornando i materiali eliminando le plastiche e sostituendole con materiali riciclati (soprattutto nel packaging)

CONSUMATORE

- Performance, urbano, occasionale
- Estetica, tecnologia e notorietà del brand
- Sì, confermiamo la crescita del trend

SOCIAL MEDIA

- Instagram
- No, non abbiamo notato un incremento, abbiamo pochissimi follower

SCELTA DEI MARCHI

- Richiesta di mercato, specifiche tecniche, condizioni commerciali
- MIZUNO - ASICS - BROOKS

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: LA SPORTIVA (+) ALTRA (+) NEW BALANCE (=)
- Calzature mountain lifestyle: TECNICA (è un nuovo brand)
- Calzature climbing: non le trattiamo
- Calzature trail running: LA SPORTIVA (+) ALTRA (+) ASICS (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: MIZUNO (=) CRAFT (=) BV SPORT (=)
- Abbigliamento intimo tecnico: CRAFT (=) MIZUNO (=) BV SPORT (=)
- Accessori: OAKLEY (+) CRAFT (+) BV SPORT (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- MIZUNO - ADIDAS



GIANNONE SPORT
TORINO - PUNTI VENDITA: 1
ANA CASPUTIN - SOCIA

BILANCIO DI FINE ANNO

- Stabile
- Aumento della ricerca del benessere, incremento generale dell'attività all'aperto e di eventi sportivi. Noi in primis promuoviamo lo sport outdoor direttamente a contatto con le persone
- Le scontistiche del web e la sua forte influenza, le aziende stesse che stanno diventando i nostri primi competitor e i costi molto più elevati, sia di prodotto sia di lavoro
- Giacenza stabile
- Voto: 7
- Direi che il 2025 è andato abbastanza bene, senza picchi di crescita, ma nemmeno con cali evidenti

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trail running, road running

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Dipende, fino a qualche anno fa il cliente era più disposto a spendere per un prodotto responsabile. Oggi invece, a causa dei costi elevati e della scarsa comunicazione riguardo la responsabilità ambientale, tende ad acquistare meno prodotti sostenibili

CONSUMATORE

- Performance, esperienziale/benessere
- La clientela si affida principalmente ai nostri consigli, un vantaggio che abbiamo solo in quanto negozio fisico
- Sì, confermiamo che questo trend è in crescita: il cliente si sta spostando verso il mondo urban, anche se il nostro consumatore primario rimane quello che cerca la performance

SOCIAL MEDIA

- Instagram, Facebook
- Sì, abbiamo notato un incremento. Dal 2024 abbiamo chiuso l'e-commerce, ma abbiamo attivato un servizio clienti tramite cui le persone ci possono contattare sui social e sulle chat (principalmente WhatsApp) e comprare i nostri prodotti. È importante dire che quasi tutti i clienti che entrano in negozio fanno prima una ricerca sui nostri canali social/ sito web

SCELTA DEI MARCHI

- Inseriamo i brand basandoci soprattutto sulle richieste dei clienti
- ADIDAS - SAUCONY - ASICS

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: ADIDAS (+) HOKA (+)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: non le trattiamo
- Calzature trail running: ASICS (+) HOKA (+) SAUCONY (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: NIKE (=) ADIDAS (=) PUMA (=)
- Abbigliamento intimo tecnico: GIANNONE SPORT (nostro brand) (=) IRON-IC (=) I-EXE (=)
- Accessori: NIKE (-) GARMIN (-) JULBO (-)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- ASICS

FUTURO DELLA DISTRIBUZIONE

- Mi aspetto maggiore collaborazione tra aziende e negozi, nonché più rispetto da parte dei brand nei confronti del nostro lavoro



IL CORRIDORE
FROSINONE - PUNTI VENDITA: 2
 CRISTIANO BOCCIA - TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +2-3 %
- Vendite online
- Marginalità sui prodotti
- Giacenza in aumento
- Voto: 6
- In generale il 2025 è stato un buon anno. Siamo stati costanti durante tutto il periodo, senza alti e bassi e nessun mese in negativo

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trail running, trekking e camminata in pianura

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, alla fine al cliente interessa il prezzo, anche sui prodotti sostenibili che costano di più chiede sempre lo sconto

CONSUMATORE

- Famiglia
- Delle caratteristiche di prodotti specifici, in questo periodo sto ricevendo molte richieste per le maxi suole di HOKA
- Sì, anche noi confermiamo questo trend

SOCIAL MEDIA

- Instagram
- No, non abbiamo notato un incremento di engagement, ma in generale di vendite online sì

SCELTA DEI MARCHI

- Qualità, richieste del consumatore, serietà dell'azienda ed efficacia della sua strategia di marketing
- BROOKS - HOKA - MIZUNO

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: HOKA (=) LA SPORTIVA (=) SALOMON (=)
- Calzature mountain lifestyle: SALOMON (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: BROOKS (+) HOKA (+) SAUCONY (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: UNDER ARMOUR (-) BROOKS (-) HOKA (-)
- Abbigliamento intimo tecnico: SPRING REVOLUTION (-)
- Accessori: SCOTT (=) LEKI (=) GRIVEL (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- MIZUNO

FUTURO DELLA DISTRIBUZIONE

- Credo che la situazione peggiorerà dal punto di vista della distribuzione



LATINI SPORT
SERRA SAN QUIRICO (AN) - PUNTI VENDITA: 2
 GABRIELE LATINI - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Di fattori positivi ce ne sono pochi. Il fatto che le vendite siano rimaste stabili è già positivo. L'elemento trainante è il nostro e-commerce
- Il prezzo di vendita si è abbassato. Ho notato che le persone cercano sempre di più prodotti a basso costo
- Giacenza stabile
- Voto: 7

SERVIZI

- Sì, vendiamo anche online (oltre il 50%)
- No, non abbiamo un servizio noleggio

TREND D'ACQUISTO

- Calzature, abbigliamento
- Trekking, alpinismo, camminata in pianura

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, credo che solo un cliente su 100 s'interessa alla sostenibilità, gli altri ci attribuiscono poca importanza e non credono a tutti gli effettivi cambiamenti che le aziende stanno cercando di fare per ridurre i consumi

CONSUMATORE

- Performance, famiglia, occasionale
- Comfort, prezzo, estetica
- Sì, confermo la crescita di questo trend e anche l'importanza di questo nuovo tipo di cliente. Noi, ad esempio, vendiamo tante scarpe da trekking a consumatori urban

SOCIAL MEDIA

- Instagram, Facebook
- No, non abbiamo notato un incremento, non abbiamo ancora puntato tanto sui social

SCELTA DEI MARCHI

- Notorietà del brand, buon rapporto qualità/prezzo e alta qualità
- CMP - LA SPORTIVA - MONTURA

MARCHI PIÙ VENDUTI

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

BRAND RIVELAZIONE

- ON

FUTURO DELLA DISTRIBUZIONE

- Innanzitutto mi aspetto e spero che aumenti la qualità dei prodotti e che si abbassino un poco i prezzi. Da anni i prodotti costano sempre di più ogni stagione e la situazione sta diventando difficile



ELIO SPORT 82
EMPOLI (FI) - PUNTI VENDITA: 1
 PAOLO PICCHI - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Lavoro positivo sui social, qualità dei prodotti in aumento e la nostra storicità che dà fiducia al cliente
- Disinteresse delle istituzioni riguardo al commercio e alle vendite online, che non sono regolarizzate, e la situazione geopolitica internazionale
- Giacenza in aumento
- Voto: 7

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento, sci
- Trail running, lifestyle, sci alpino

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, nonostante le aziende e anche i negozi cerchino di promuovere prodotti più sostenibili, al consumatore finale non interessa

CONSUMATORE

- Esperienziale/benessere, famiglia
- Qualità, estetica e fiducia verso il negozio (spesso vendiamo prodotti di brand sconosciuti ai clienti proprio per la fiducia che ci danno)
- È un trend talmente in crescita che per noi l'outdoor puro sta diventando praticamente uno sconosciuto. I prodotti vengono usati nella quotidianità urbana, non più come equipaggiamento per esperienze all'aria aperta

SOCIAL MEDIA

- Instagram, Facebook
- Sì, abbiamo notato un incremento. Noi, inoltre, lavoriamo tanto con le recensioni di Google, abbiamo notato che ci fanno una buona pubblicità

SCELTA DEI MARCHI

- Qualità, notorietà del brand ed estetica dei prodotti
- ON - NIKE

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: THE NORTH FACE (=) DOLOMITE (=) MCKINLEY (=)
- Calzature mountain lifestyle: THE NORTH FACE (=) DOLOMITE (=) MCKINLEY (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: ON (-) BROOKS (-) HOKA (-)
- Scarponi da scialpinismo/freeride: HEAD (+) K2 (+)
- Sci: HEAD (+) ATOMIC (+) K2 (+)
- Abbigliamento outdoor: THE NORTH FACE (=) MCKINLEY (=)
- Abbigliamento intimo tecnico: MIZUNO (=) NIKE (=) ENERGETICS (=)
- Accessori: BLIZ (-)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- HOKA

FUTURO DELLA DISTRIBUZIONE

- Vorrei che le aziende non continuassero a essere i nostri primi competitor, ma che ci venissero incontro



ALTA QUOTA
ROMA - PUNTI VENDITA: 1
 FRANCESCA GRANIERI - SOCIA

BILANCIO DI FINE ANNO

- Stabile
- Il meteo favorevole durante l'inverno, l'incremento dei viaggi sia invernali che estivi e l'esigenza dei clienti di acquistare prodotti di qualità
- Caro dei prezzi
- Giacenza stabile
- Voto: 7
- Sicuramente il nostro settore risente dell'influenza del meteo, che in inverno è quasi sempre instabile. Nel 2025 il clima ci ha aiutato, abbiamo visto un'intensificazione delle richieste di sci, soprattutto scialpinismo, ma anche la pista ha avuto una risalita rispetto agli anni passati. Nell'estivo i cammini rimangono stabili e includono sempre più pubblico, mentre sono in aumento i viaggi dedicati al trekking e alle attività outdoor, con clienti sono sempre ben disposti a spendere qualcosa in più per avere una qualità maggiore. Inoltre, dobbiamo continuare a selezionare prodotti di fascia prezzo medio-bassa per il pubblico nuovo che si sta approssimando all'outdoor e che non vuole

spendere tanto per un articolo che non sa se utilizzerà in futuro. In questo senso è molto comodo il nostro servizio di noleggio

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trail running, trekking, alpinismo

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Dipende, qualcuno è disposto a spendere di più, ma la percentuale è ancora molto bassa a causa dei prezzi più alti della media. Nonostante questo, noi cerchiamo sempre di spingere su questo tipo di prodotti

CONSUMATORE

- Performance, esperienziale/benessere
- Il cliente informato dà importanza alla qualità dei prodotti. La donna sceglie spesso, oltre alla qualità, in base al fit e all'estetica del capo. Se l'utente non è esperto e informato si affida a noi e ai nostri consigli
- Sì, confermo che la crescita del trend urban è sempre più importante

SOCIAL MEDIA

- Instagram, Facebook
- No, non abbiamo notato un incremento. Onestamente non ho un grande riscontro proveniente dai social media

SCELTA DEI MARCHI

- Attenzione per l'ambiente, richieste della clientela, linea urban style
- PATAGONIA - MONTURA - MOUNTAIN EQUIPMENT

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: LA SPORTIVA (=) SCARPA (=) MERRELL (+)
- Calzature mountain lifestyle: SCARPA (=)
- Calzature climbing: LA SPORTIVA (+)
- Calzature trail running: MERRELL (+)
- Scarponi da scialpinismo/freeride: solo noleggio
- Sci: solo noleggio
- Abbigliamento outdoor: PATAGONIA (+) MONTURA (=) MOUNTAIN EQUIPMENT (=)
- Abbigliamento intimo tecnico: MICO (=) SMARTWOOL (=) ORTOVOX (+)
- Accessori: DEMON (=)
- Attrezzatura climbing: BLACK DIAMOND (-) C.A.M.P. (-)

BRAND RIVELAZIONE

- MERRELL

FUTURO DELLA DISTRIBUZIONE

- Cerco di essere sempre positiva. Spero nella volontà da parte delle aziende di tutelare i negozi che sono penalizzati dalla vendita online dei brand stessi. I marchi dovrebbero rendersi conto che sono i negozi fisici a fare loro da vetrina. Non ha senso questa concorrenza interna



AREA SPORT
TAVAGNACCO (UD) - PUNTI VENDITA: 1
 DANIELE PIVISORI - SOCIO TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +15%
- Competenza sulla tecnicità dei prodotti
- Vendite online da parte delle aziende (nostri primi competitor), Black Friday e situazione geopolitica internazionale che porta la gente a spendere meno
- Giacenza stabile
- Voto: 8

Abbiamo rinunciato alla scontistica e stiamo attenti anche agli ordini. Nonostante siamo da 30 anni sul mercato, continuiamo a essere influenzati dai grandi saldi fatti online. Abbiamo dei prezzi d'acquisto più alti rispetto alle grandi catene e, benché siamo un punto vendita di media grandezza, non possiamo permetterci di ordinare troppi prodotti da mettere in magazzino. Vendiamo anche tramite Amazon, ma stiamo pensando di abbandonarlo e investire quei guadagni per curare di più il nostro sito online

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento, accessori
- Trail running, trekking, road running

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, il cliente finale, al momento, non è attento alla sostenibilità dei prodotti. Al contrario, dà più importanza alle questioni internazionali (capita che alcuni clienti non vogliano acquistare prodotti americani)

CONSUMATORE

- Performance, esperienziale/benessere
- Estetica, conoscenza del marchio, qualità, necessità di utilizzo

• È sicuramente un trend in crescita che porta profitto alle aziende, ma spesso a rimetterci sono i negozi perché capita che i clienti che sono davvero appassionati di outdoor smettano di acquistare prodotti che sono diventati di moda

SOCIAL MEDIA

• Instagram, Facebook
• No, non abbiamo notato un incremento, ma abbiamo visto una crescita costante di clienti nuovi che entrano in negozio dopo avere guardato i nostri canali social. Direi che li utilizziamo più per farci pubblicità che per vendere, anche se postiamo spesso video di presentazione dei nuovi prodotti

SCELTA DEI MARCHI

• Qualità, particolarità, distribuzione e svendita non troppo aggressiva
• BROOKS – SAUCONY – LA SPORTIVA

MARCHI PIÙ VENDUTI

• Calzature trekking-hiking: LA SPORTIVA (+) HOKA (=) NNORMAL (+)
• Calzature mountain lifestyle: non le trattiamo
• Calzature climbing: non le trattiamo
• Calzature trail running: HOKA (=) LA SPORTIVA (=) BROOKS (=)
• Scarponi da scialpinismo/freeride: non li trattiamo
• Sci: non li trattiamo
• Abbigliamento outdoor: NNORMAL (=) LA SPORTIVA (=)
• Abbigliamento intimo tecnico: MICO (=) OXYBURN (=) LURBEL (=)
• Accessori: LEKI (+) NOENE (+)
• Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

• Nessuno

FUTURO DELLA DISTRIBUZIONE

• Spero non peggiori, sono anni che si parla sempre degli stessi problemi, ma comunque non è mai cambiato niente. In compenso credo che ci sia più attenzione da parte dei negozi: se un'azienda ascolta e capisce i problemi dei negozianti, sono gli stessi shop a investire su quel brand. Noi, per esempio, abbiamo appena inserito Diadora innanzitutto perché è made in Italy, e poi perché ci tutela



ALTA QUOTA OUTDOOR

ISERNIA – PUNTI VENDITA: 1
MARCO DE LELLIS – TITOLARE

BILANCIO DI FINE ANNO

• Decremento, -10%
• Clienti fidelizzati e presenza di consumatori che ancora preferiscono acquistare nel negozio fisico al dettaglio, se la vendita viene fatta con un certo criterio
• Aspetto demografico e minor presenza di viaggiatori
• Giacenza stabile
• Voto: 6
• L'attività continua a funzionare principalmente grazie alla clientela fidelizzata che acquista i prodotti che proponiamo. C'è stato un ridimensionamento degli affari, ma rimango fiducioso per il 2026, perché nonostante le minori vendite ci sono stati comunque dei segnali positivi. Abbiamo anche chiuso il nostro e-commerce perché mi sono reso conto che, oltre a non dare grandi profitti, credo che comprometta l'essenza dello shop fisico, soprattutto nell'ambito tecnico

SERVIZI

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

TREND D'ACQUISTO

• Abbigliamento
• Trekking, camminata in pianura

RESPONSABILITÀ

• Sì, abbiamo richiesta di prodotti sostenibili
• Sì, in negozio la maggior parte dei prodotti esposti è sostenibile. È una scelta etica e morale che i miei clienti apprezzano

CONSUMATORE

• Esperienziale/benessere
• Funzionalità, tecnica, sostenibilità ed esclusività del prodotto
• Sì, confermo la crescita del brand e noto sempre di più che i clienti cercano prodotti sportivi per usarli anche in ambienti urbani

SOCIAL MEDIA

• Instagram, Facebook, WhatsApp
• No, non abbiamo notato un incremento. Stiamo lavorando per mettere un catalogo su WhatsApp per dargli maggiore visibilità e magari riuscire a vendere ai nostri clienti che si trovano lontani dal negozio

SCELTA DEI MARCHI

• Sostenibilità, funzionalità ed esclusività
• PATAGONIA - MOUNTAIN EQUIPMENT - SCARPA

MARCHI PIÙ VENDUTI

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

• Calzature climbing: non le trattiamo
• Calzature trail running: LA SPORTIVA (=) SCARPA (=)
• Scarponi da scialpinismo/freeride: non li trattiamo
• Sci: non li trattiamo
• Abbigliamento outdoor: PATAGONIA (+) MOUNTAIN EQUIPMENT (+) LA SPORTIVA (=)
• Abbigliamento intimo tecnico: PATAGONIA (=) LA SPORTIVA (=)
• Accessori: GRIVEL (=) PETZL (=)
• Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

• PATAGONIA

FUTURO DELLA DISTRIBUZIONE

• Spero che le aziende inizino a dare più importanza agli shop fisici e a tenere conto dell'autorevolezza dei negozi tecnici



FUN SPORT

CODIGORO (FE) – PUNTI VENDITA: 2
PAOLO BORGHETTI – TITOLARE

BILANCIO DI FINE ANNO

• Decremento, -20%
• Non ci sono stati fattori positivi
• Inasprimento della concorrenza delle aziende con le loro dinamiche di sconti online, minore vendita di calzature che ci hanno sempre dato profitto
• Giacenza stabile
• Voto: 5
• Credo che il problema principale sia stato il cambiamento repentino da parte delle aziende verso noi negozianti. Rispetto al passato hanno molte più pretese, meno apertura al dialogo e sono meno disposte ad aiutarci. Non hanno ben presente la situazione dei negozi fisici in Italia

SERVIZI

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

TREND D'ACQUISTO

• Abbigliamento
• Trekking, alpinismo, camminata in pianura, lifestyle

RESPONSABILITÀ

• No, non abbiamo richiesta di prodotti sostenibili
• No

CONSUMATORE

• Performance
• Qualità ed estetica, anche se si basa sui nostri consigli
• Sì, è un trend in forte aumento

SOCIAL MEDIA

• Instagram, Facebook
• No, non abbiamo notato un incremento. I consumatori vanno sui nostri canali per informarsi più che altro sulla posizione e sugli orari di apertura. Pubblichiamo anche le novità di prodotto, ma la clientela preferisce scoprire le nuove tecnologie direttamente in negozio

SCELTA DEI MARCHI

• Sto puntando a tornare un negozio di nicchia e puramente outdoor. Per questo cerco principalmente qualità e tecnica, sempre però tenendo conto del rapporto qualità/prezzo

• UNDER ARMOUR – ROCK EXPERIENCE – AUSTRALIAN

MARCHI PIÙ VENDUTI

• Calzature trekking-hiking: GARMONT (=) MERRELL (=)
• Calzature mountain lifestyle: GARMONT (=) MERRELL (=)
• Calzature climbing: non le trattiamo
• Calzature trail running: SAUCONY (=) ASICS (=) MERRELL (=)
• Scarponi da scialpinismo/freeride: non li trattiamo
• Sci: non li trattiamo
• Abbigliamento outdoor: ROCK EXPERIENCE (=) AULP (=) REDELK (=)
• Abbigliamento intimo tecnico: ODLO (+) MICO (+) X-TECH (+)
• Accessori: GABEL (=) RH+ (=) NEON (=)
• Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

• REDELK, AULP

FUTURO DELLA DISTRIBUZIONE

• Mi aspetto e spero che le aziende facciano un passo indietro, che ritornino ad ascoltare i negozianti. Vorrei che si rendessero conto che gli shop fisici sono fondamentali anche per la loro stessa crescita



BIG WALL **FOSSATO DI VICO (PG) - PUNTI VENDITA: 1** PAOLO CASSALI - SOCIO

BILANCIO DI FINE ANNO

- Stabile
- Aumento dei viaggiatori, una categoria ben disposta a spendere per avere dei prodotti di qualità. Come ogni anno vendiamo sempre molto bene regali e buoni
- Scontistiche online, concorrenza delle aziende, zona geografica svantaggiata, periodo natalizio e dei saldi andato male rispetto al solito
- Giacenza in aumento
- Voto: 5
- È stato un anno difficile, tanti capi che solitamente andavano a ruba sono rimasti invenduti. La clientela è cambiata, è sempre meno tecnica e più orientata verso lo stile urban, ma proprio per questo non è disposta a spendere tanto per un capo tecnico. La calzatura è andata abbastanza bene, mentre l'abbigliamento sta vivendo un periodo di crisi

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trekking, camminata in pianura, lifestyle, attrezzatura per viaggi

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, molto spesso capita che il cliente non ci dia nemmeno la possibilità di fare proposte

CONSUMATORE

- Occasionale
- Prezzo, estetica e rapporto qualità/prezzo (solo alcuni)
- Sì, confermiamo anche noi questo trend: il cliente cerca prodotti (specialmente abbigliamento) che vadano bene sia per la città che per le uscite all'aria aperta

SOCIAL MEDIA

- Instagram, Facebook
- Sì, abbiamo notato un incremento, anche se al momento non c'è tanto riscontro con le sponsorizzate perché non capiamo quale sia la strategia più adatta da utilizzare

SCELTA DEI MARCHI

- Rapporto qualità/prezzo e tecnica
- CMP - MONTURA - SALOMON

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: SALOMON (=) LA SPORTIVA (=) KAYLAND (=)
- Calzature mountain lifestyle: SALOMON (=) LA SPORTIVA (=) KAYLAND (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: SALOMON (+) LA SPORTIVA (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: MONTURA (+) CMP (+) GREAT ESCAPE (+)
- Abbigliamento intimo tecnico: LURBEL (+) CMP (+)
- Accessori: C.A.M.P. (+) GREAT ESCAPE (+) FERRINO (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- MILLET

FUTURO DELLA DISTRIBUZIONE

- Vorrei che le aziende diminuissero le scontistiche online e capissero che se il negozio fisico sta vivendo una crisi non è solo colpa dei negozianti, ma anche della loro poca collaborazione



MAX SPORT **SCHIO (VI) - PUNTI VENDITA: 1** MARCO SIGNATO - TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +30%
- Investimenti ad hoc, apertura del nuovo sito, aumento del catalogo che ha generato più visibilità
- Le aziende non riescono a leggere bene il mercato. Forse non per colpa loro, ma perché è sempre più difficile da comprendere
- Giacenza stabile
- Voto: 7
- Il risultato del 2025 è frutto principalmente dell'apertura del nuovo sito e di investimenti mirati. Di fatto, se dovessi guardare le vendite di tutti i miei canali online, supererebbero quelle del negozio fisico

SERVIZI

- Sì, vendiamo anche online (oltre il 50%)
- No, non abbiamo un servizio noleggio

TREND D'ACQUISTO

- Calzature
- Trekking

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Sì, c'è molta richiesta a livello di abbigliamento. Per i nostri clienti è ormai un fattore consolidato e, soprattutto i giovani, ci chiedono prodotti vegani e sono disposti anche a pagare di più per ottenerli

CONSUMATORE

- Performance, famiglia
- Estetica, prezzo, comfort
- Sì, ma nel nostro caso è il consumatore "montanaro" che vuole usare lo stesso capo tecnico anche nel tempo libero

SOCIAL MEDIA

- Instagram, Facebook
- No, nessun incremento in particolare. Alla fine i social media ci permettono di fare brand awareness ed essere presenti anche sulle piattaforme, ma non ne risulta quasi mai una vendita diretta

SCELTA DEI MARCHI

- Vendibilità, post-vendita, marginalità
- PATAGONIA - THE NORTH FACE - MONTURA

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: LA SPORTIVA (+) SCARPA (=) KAILAS (+)
- Calzature mountain lifestyle: DOLOMITE (=) SCARPA (=)
- Calzature climbing: LA SPORTIVA (+) SCARPA (=) FIVE TEN (-)
- Calzature trail running: LA SPORTIVA (+) KAILAS (+) SCARPA (-)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: PATAGONIA (+) THE NORTH FACE (=) MONTURA (-)
- Abbigliamento intimo tecnico: ORTOVOX (+) MONTURA (=) ICEBREAKER (=)
- Accessori: FERRINO (+)
- Attrezzatura climbing: C.A.M.P. (+) PETZL (=) BLACK DIAMOND (=)

BRAND RIVELAZIONE

- PATAGONIA

FUTURO DELLA DISTRIBUZIONE

- Spero che si aggiornino un po' le aziende, in particolare dal punto di vista tecnologico: sono uno dei nostri principali limiti, specialmente su Internet



CALZATURE BAGATTI ALDO **MONTEFIORINO (MO) - PUNTI VENDITA: 1** ALDO BAGATTI - TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- L'outdoor si vende sempre abbastanza bene
- Il meteo: l'inverno è stato asciutto e con poca neve
- Giacenza stabile
- Voto: 6

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trekking

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili

CONSUMATORE

- Esperienziale/benessere, famiglia
- Qualità
- Sì, confermo: cercano sempre scarpe comode per la montagna da usare anche in città. E se si rovinano, non si fanno problemi a ricomprarle

SOCIAL MEDIA

- Non li utilizziamo

SCELTA DEI MARCHI

- Un brand che funziona e che la gente conosce
- LA SPORTIVA - SCARPA - AKU

MARCHI PIÙ VENDUTI

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

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

Mi auguro di andare avanti come abbiamo fatto fino adesso. Nel mondo delle scarpe è un periodo di bonaccia, ma si tiene duro con l'outdoor



SAN MARTINO SPORT
SAN MARTINO DI CASTROZZA (TN) – PUNTI VENDITA: 1
MAURO CAUFER – TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Clima, aumento degli stranieri
- La scarsa tendenza a entrare nei negozi specializzati ed essere serviti, a fronte invece di un'abitudine all'acquisto online
- Giacenza in svuotamento
- Voto: 8

SERVIZI

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

TREND D'ACQUISTO

- Calzature, accessori
- Trekking, sci alpino

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili

CONSUMATORE

- Famiglia
- Prezzo, pubblicità e riscontro che hanno dalle campagne marketing del marchio, fidelizzazione a un brand
- Per noi no, siamo prettamente incentrati sul segmento specifico per la montagna e lavoriamo ancora col prodotto tecnico

SOCIAL MEDIA

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

SCELTA DEI MARCHI

- Rapporto qualità/prezzo, marketing, gestione della filiera distributiva
- LA SPORTIVA – PEAK PERFORMANCE – SCOTT

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: LA SPORTIVA (+) SCARPA (=) FITWELL (-)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: non le trattiamo
- Calzature trail running: LA SPORTIVA (=) SCARPA (=) THE NORTH FACE (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: THE NORTH FACE (=) CRAZY (=) JACK WOLFSKIN (=)
- Abbigliamento intimo tecnico: ODLO (+) DEVOLD (+) THE NORTH FACE (+)
- Accessori: OSPREY (+) SCOTT (+) ALPINA (+)
- Attrezzatura climbing: C.A.M.P. (=)

BRAND RIVELAZIONE

- PEAK PERFORMANCE

FUTURO DELLA DISTRIBUZIONE

- Ci aspettiamo un aumento della richiesta di capi tecnici per quanto riguarda il segmento montagna, perché non si trovano, ma anche una grossa concorrenza dei negozi low cost



VERONA VERTICALE
AFFI (VE) – PUNTI VENDITA: 2
DONATELLI LUCA – SOCIO TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +8%
- Il lavoro fatto sull'online
- Crisi generale, situazione geopolitica e caro prezzi
- Giacenza stabile
- Voto: 7

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trekking, alpinismo, camminata in pianura

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, non c'è interesse alla sostenibilità perché il prezzo è troppo alto

CONSUMATORE

- Performance
- Qualità, estetica e rapporto qualità/prezzo
- Da noi non è un trend in forte crescita

SOCIAL MEDIA

- Instagram
- Sì, abbiamo notato un incremento dato da un maggiore impegno e dall'attività online

SCELTA DEI MARCHI

- Qualità, notorietà, rapporto qualità/prezzo
- PATAGONIA – ARC'TERYX – KARPOS

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: FITWELL (+) LA SPORTIVA (+) SCARPA (+)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: LA SPORTIVA (=) SCARPA (=)
- Calzature trail running: LA SPORTIVA (=) SCARPA (=)
- Scarponi da scialpinismo/freeride: SCARPA (-)
- Sci: K2 (-) BLACK CROWS (-)
- Abbigliamento outdoor: PATAGONIA (+) ARC'TERYX (=) MAMMUT (=)
- Abbigliamento intimo tecnico: ICEBREAKER (+) SMARTWOOL (+) ORTOVOX (+)
- Accessori: JULBO (=) LEKI (=) C.A.M.P. (=)
- Attrezzatura climbing: PETZL (=) EDELRID (=) BLACK DIAMOND (=)

BRAND RIVELAZIONE

- EDELRID

FUTURO DELLA DISTRIBUZIONE

- Mi aspetto e spero di vedere maggiore coerenza da parte di chi abbassa troppo i prezzi



SFIDA 2.0
MESENZANA (VA) – PUNTI VENDITA: 1
ROBERTO AGOSTI – TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Chiusura di due negozi competitor vicini a noi, professionalità nei confronti dei clienti che porta alla fidelizzazione
- Aumento prezzi soprattutto nel campo dello sci alpino e caro vita generale che porta le persone a spendere meno
- Giacenza stabile
- Voto: 8
- Il 2025 è stato in generale un anno positivo perché, alla fine, se le cifre aumentano vuol dire che si sta facendo un buon lavoro

SERVIZI

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

TREND D'ACQUISTO

- Sci, scarponi
- Scialpinismo, sci alpino

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, le persone non riescono completamente a capire il concetto di prodotto sostenibile

CONSUMATORE

- Esperienziale/benessere
- Notorietà del brand e rapporto qualità/prezzo
- Il negozio è specializzato in scialpinismo e sci alpino, quindi questo trend non ci tocca in modo significativo

SOCIAL MEDIA

- Instagram, Facebook, Thread
- No, non abbiamo notato un incremento. Inizialmente avevamo pensato di puntare di più su online e social, facendo anche degli investimenti, ma vedendo che la conversione era nulla abbiamo deciso di tornare sui nostri passi

SCELTA DEI MARCHI

- Rapporto qualità/prezzo, materiali e notorietà
- HEAD – MICO – LEVEL

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: AKU (=)
- Calzature mountain lifestyle: trattiamo solo su richiesta del cliente
- Calzature climbing: WILDCLIMB (=)
- Calzature trail running: non le trattiamo
- Scarponi da scialpinismo/freeride: HEAD (=) SCOTT (=)
- Sci: HEAD (=) SCOTT (=) BLACK CROWS (=)
- Abbigliamento outdoor: non lo trattiamo
- Abbigliamento intimo tecnico: MICO (=)
- Accessori: SALICE (=) HEAD (=) COBER (=)
- Attrezzatura climbing: C.A.M.P. (=) EDELRID (=) CT/SKYLOTEC (=)

BRAND RIVELAZIONE

- EDELRID

FUTURO DELLA DISTRIBUZIONE

- Non saprei cosa aspettarmi



VOGUE SPORT
ORVIETO (TR) – PUNTI VENDITA: 1
 NADIA ERMINI – COLLABORATRICE

BILANCIO DI FINE ANNO

- Stabile
- Vari eventi organizzati in città che hanno portato turisti e persone in negozio
- Aumento generale dei prezzi (la gente spende meno)
- Giacenza stabile
- Voto: 8
- Come ogni anno, essendo noi in una città turistica, siamo molto influenzati dai periodi. Se in estate c'è movimento e maggiore profitto, altri momenti sono un po' più tranquilli e con meno affluenza

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trekking, trail running, road running

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Dipende, alla fine è il prezzo che incide tanto sulla scelta finale di acquisto e i prodotti sostenibili costano di più

CONSUMATORE

- Esperienziale/benessere
- Abbiamo una clientela più attenta alla qualità che all'estetica
- Nel nostro caso il trend non è cresciuto, si è stabilizzato

SOCIAL MEDIA

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

SCELTA DEI MARCHI

- Qualità e versatilità: cerchiamo prodotti adatti sia ad attività outdoor sia alla quotidianità urbana
- SALEWA - CMP

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: CMP (=) SALEWA (=)
- Calzature mountain lifestyle: CMP (=) SALEWA (=)
- Calzature climbing: SALEWA (=)
- Calzature trail running: NIKE (=) UNDER ARMOUR (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: CMP (=) SALEWA (=)
- Abbigliamento intimo tecnico: non lo trattiamo
- Accessori: CMP (=) SALEWA (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

- Mi aspetto e spero che il mercato diventi più equo: le aziende molto spesso prediligono i grandi negozi o le catene, mentre noi più piccoli siamo lasciati ai margini anche se facciamo da vetrina alle aziende



ARCO SPORT
ALESSANDRIA – PUNTI VENDITA: 2
 WALTER PIVOTTI – TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +10%
- Il mercato funziona anche in relazione a quello che succede in giro, e al momento ci sono diversi problemi. Tuttavia ciò che ha contribuito alla nostra crescita è stato l'avvicinamento della gente all'outdoor in generale. Noi non siamo prossimi alle montagne, ma abbiamo l'Appennino ad appena 30 minuti di distanza e le colline del Monferrato ancora più vicine, dove oltretutto vengono organizzate delle passeggiate a cui i clienti partecipano volentieri. Abbiamo infatti molta richiesta di persone che hanno semplicemente piacere di stare all'aria aperta, senza particolari performance o senza andare troppo in quota
- Il meteo, ma d'altronde non è una cosa che possiamo controllare
- Giacenza in svuotamento
- Voto: 7

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trail running, trekking, camminata in pianura

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No. In effetti ho letto diverse interviste a colleghi in merito e direi che sono abbastanza sull'ordine delle loro idee: l'aspetto green, in funzione dell'acquisto di un prodotto piuttosto che di un altro, non è una priorità nella scelta del cliente

CONSUMATORE

- Esperienziale/benessere
- Qualità del prodotto, credibilità del marchio
- Non è un trend che riconosciamo tanto. Nella nostra zona, l'abbigliamento da montagna è usato in montagna, non in città. E anche se vengono comprati prodotti urban, finisce che poi non si indossano ad Alessandria, ma in città più montuose. Noi siamo i primi a cercare di fare cultura in questo senso: vogliamo vendere prodotti tecnici, ma utilizzabili anche in ambienti urbani

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- Sì, abbiamo notato un incremento nel negozio legato alla parte sport-swear, che in effetti è il trend che viene più seguito a livello digitale

SCELTA DEI MARCHI

- Qualità del prodotto, marginalità
- PATAGONIA – MOUNTAIN EQUIPMENT – CMP

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: SCARPA (=) LA SPORTIVA (=)
- Calzature mountain lifestyle: SCARPA (+)
- Calzature climbing: SCARPA (=)
- Calzature trail running: LA SPORTIVA (+) HOKA (+) BROOKS (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: PATAGONIA (+) MOUNTAIN EQUIPMENT (+) CMP (+)
- Abbigliamento intimo tecnico: CRAFT (+) PATAGONIA (=) REWOOLUTION (=)
- Accessori: JULBO (+) SALOMON (+) LEKI (+)
- Attrezzatura climbing: PETZL (=) C.A.M.P. (=)

BRAND RIVELAZIONE

- MOUNTAIN EQUIPMENT

FUTURO DELLA DISTRIBUZIONE

- Il problema è sempre lo stesso: possiamo impegnarci a vendere e lavorare sui social quanto vogliamo, ma alla fine a me piacerebbe solo che ci fosse una situazione più serena intorno, che in definitiva è ciò che porta il cliente a spendere di più. Dall'inizio di marzo si è un po' fermato tutto: la gente ha paura perché non sa cosa succederà tra un mese, quanto aumenteranno le bollette e, in queste condizioni, anche chi ha i soldi tira il freno sulle spese non indispensabili. E quindi ci andiamo di mezzo noi



MOUNTAIN SICKS
RIVAROLO CANAVESE (TO) – PUNTI VENDITA: 1
 LUCA PONZIANI – TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +10%
- La neve
- Per lo più fattori esterni e non legati alla montagna, come le guerre e il caro prezzi
- Giacenza in svuotamento
- Voto: 8

SERVIZI

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

TREND D'ACQUISTO

- Abbigliamento
- Scialpinismo, lifestyle, arrampicata su ghiaccio

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No, non è un aspetto che ricercano

CONSUMATORE

- Performance, esperienziale/benessere
- La moda del momento
- Sì, c'è stato un aumento di questo tipo di consumatore

SOCIAL MEDIA

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

SCELTA DEI MARCHI

- Prezzo coerente, assistenza post-vendita, qualità del prodotto
- MONTURA – DYNAFIT – MOUNTAIN EQUIPMENT

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: SCARPA (-) LA SPORTIVA (-) HOKA (-)
- Calzature mountain lifestyle: SCARPA (-)
- Calzature climbing: LA SPORTIVA (=) SCARPA (=)
- Calzature trail running: TOPO ATHLETIC (+) HOKA (+) LA SPORTIVA (=)

EXCLUSIVE FEATURE

- Scarponi da scialpinismo/freeride: SCARPA (+) DYNAFIT (+) ATOMIC (+)
- Sci: SKI TRAB (+) BLACK CROWS (+) K2 (+)
- Abbigliamento outdoor: DYNAFIT (+) MONTURA (+) MOUNTAIN EQUIPMENT (+)
- Abbigliamento intimo tecnico: MICO (+) REDA (+)
- Accessori: C.A.M.P. (+) MONTURA (+) DYNAFIT (+)
- Attrezzatura climbing: BLACK DIAMOND (+) PETZL (+) C.A.M.P. (+)

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

- Un rientro nei negozi fisici più che sulle piattaforme online



LA BOTTEGA DI ILDE
DELEBIO (SO) - PUNTI VENDITA: 1
ROBERTA FISTOLERA - PROPRIETARIA

BILANCIO DI FINE ANNO

- Incremento, +10%
- La varietà dell'offerta, in quanto cerchiamo di offrire prodotti sempre nuovi, abbinata a eventi promozionali in negozio inerenti alla montagna che attirano nuovi clienti
- Forse ho comprato troppo e la giacenza di magazzino è rimasta alta
- Giacenza in aumento
- Voto: 7

SERVIZI

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

TREND D'ACQUISTO

- Abbigliamento, accessori, intimo sportivo
- Scialpinismo, camminata, lifestyle, sci alpino

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Sì, quando proponiamo capi sostenibili i clienti li apprezzano e sono disposti a pagare di più, ma non è una caratteristica che ricercano. Si lega inoltre

più a un discorso sulla salute ed eventuali allergie che alla responsabilità di un prodotto

CONSUMATORE

- Esperienziale/benessere
- Qualità del tessuto, vestibilità, colore
- Sì, entra anche molta gente neofita che ci fa richieste su capi sportivi da utilizzare nel quotidiano

SOCIAL MEDIA

- Instagram, Facebook
- Sì, abbiamo notato che taggare i partner è una strategia che ripaga e che porta i clienti in negozio, cosa per noi utile perché il punto vendita non si trova in centro città

SCELTA DEI MARCHI

- Il rapporto qualità/prezzo, la possibilità di fare dei minimi d'ordine senza cifre esagerate, il ritiro dell'inventario (anche se è sempre meno frequente), e che le aziende non facciano da competitor ai negozi, visto che spesso sono i primi a vendere i loro prodotti online a metà prezzo rispetto a noi
- MICO - ALPENPLUS - HANNAH

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: ALPENPLUS (=)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: non le trattiamo
- Calzature trail running: ALPENPLUS (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: ALPENPLUS (=) HANNAH (+) ALPINE PRO (=)
- Abbigliamento intimo tecnico: MICO (+) ALPENPLUS (=)
- Accessori: ALPENPLUS (=) C.A.M.P. (=) MICO (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- MICO

FUTURO DELLA DISTRIBUZIONE

- Evitare la concorrenza con i canali di vendita online delle aziende. Noi abbiamo un target d'acquisto di persone dai 30 anni in su: i più giovani tendono a comprare molto su Internet. Mantenere delle politiche corrette nei confronti dei negozianti è un aspetto che riscontriamo ad esempio con Hannah ed è una strategia che risulta vincente

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PER LA
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COLOMBO SPORT
TRENTO – PUNTI VENDITA: 1
 MARCO COLOMBO – PROPRIETARIO

BILANCIO DI FINE ANNO

- Stabile
- Stiamo alleggerendo i settori, riducendo un po' la parte sport per dare maggior risalto allo sportswear, sia a livello di abbigliamento che di calzature
- Sono tutti fattori esterni: accade molto spesso qualcosa di brutto e la gente si preoccupa, si sfiducia facilmente, non trova più la soddisfazione nell'acquisto
- Giacenza stabile
- Voto: 6-

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Lifestyle, hiking

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Dipende. Noi cerchiamo di sensibilizzare sul tema, ma non è un elemento determinante nella scelta

CONSUMATORE

- Esperienziale/benessere
- Estetica, il brand in sé
- Sì, non per niente ci stiamo muovendo in quella direzione

SOCIAL MEDIA

- Instagram, Facebook
- Sì, ma abbiamo cambiato strategia: ora spingiamo meno sul sito e sui post di Instagram, mentre lavoriamo molto con le stories. Abbiamo ottenuto molto più seguito da quando ci dedichiamo a questo tipo di comunicazione e convertono molte più visualizzazioni in visite al negozio. Questo turnover è più veloce rispetto ai post, che diventano ingombranti, e personalmente lo troviamo un vantaggio

SCELTA DEI MARCHI

- Distribuzione, marginalità, e ovviamente ci deve piacere
- SALOMON – NEW BALANCE

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: SALOMON (-) NEW BALANCE (+)
- Calzature mountain lifestyle: SALOMON (-) NEW BALANCE (+)
- Calzature climbing: non le trattiamo
- Calzature trail running: NEW BALANCE (+) SALOMON (-)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: COLUMBIA (=) GREAT ESCAPES (+)
- Abbigliamento intimo tecnico: DIADORA (-) LÖFFLER (=)
- Accessori: LÖFFLER (+) COLUMBIA (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

- Che ci sia più selezione, sia dei venditori che dei punti vendita. Il mercato non è così florido e trovo che abbia bisogno di più distinzione



ARTICOLI DA MONTAGNA
BARI – PUNTI VENDITA: 1
 VINCENZO D'ADDUZIO – TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +10%
- Molta gente in più che vede la montagna come luogo di relax
- Nessuno in particolare
- Giacenza in aumento
- Voto: 8

SERVIZI

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

TREND D'ACQUISTO

- Abbigliamento
- Lifestyle, sci alpino

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili

CONSUMATORE

- Esperienziale/benessere, occasionale
- Il cliente guarda al rapporto qualità/prezzo, alla comodità e che rispetti le sue caratteristiche, e lo fa solo entrando in negozio
- Sì, è un trend che riconosco ma non posso soddisfare la richiesta per mancanza di spazi

SOCIAL MEDIA

- Instagram, Facebook, WhatsApp
- Sì, i social mi fanno da vetrina, ma alla fine è grazie a WhatsApp che riesco a concludere le vendite. I clienti cercano la voce e il contatto, tanto che ormai faccio preventivi in questo modo, da telefono. Oppure invio le disponibilità di prodotto via messaggio, così poi i consumatori passano in negozio per comprarlo

SCELTA DEI MARCHI

- Il rapporto qualità/prezzo
- CMP – SCARPA – PETZL

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: CMP (+) SCARPA (=) FITWELL (=)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: EB SPORT (+)
- Calzature trail running: SCARPA (=) CMP (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: CMP (+) RH+ (=)
- Abbigliamento intimo tecnico: MICO (+)
- Accessori: MICO (+) BUFF (+)
- Attrezzatura climbing: PETZL (+) SINGING ROCK (+) KONG (+)

BRAND RIVELAZIONE

- Nessuno



LA CRÈTSA BIKE & SKI
BRUSSON (AO) – PUNTI VENDITA: 1
 MAURA VOLPI – TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Il clima favorevole in estate
- Nella nostra vallata il settore neve fa un po' più fatica rispetto ad altre zone nella regione, dove c'è un potere d'acquisto più alto
- Giacenza stabile
- Voto: 6
- L'andamento generale dell'anno è stato salvato dall'estivo, perché l'inverno per noi è stato negativo

SERVIZI

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

TREND D'ACQUISTO

- Abbigliamento
- Trail running, trekking

RESPONSABILITÀ

- Sì, abbiamo richiesta di prodotti sostenibili
- Dipende, cerchiamo sempre di inserire nell'offerta del negozio aziende che realizzano prodotti sostenibili. Anche perché i prezzi, alla fine, sono abbastanza allineati con quelli degli articoli non green

CONSUMATORE

- Esperienziale/benessere, urbano
- Prezzo, sostenibilità, made in Italy
- Sì, abbiamo tanti capi del mondo outdoor che hanno anche un gusto cittadino e perciò spesso vengono usati in città

SOCIAL MEDIA

- Instagram, Facebook
- Sì, ma c'è un incremento solo legato ai clienti già fidelizzati, non ci allarga il bacino di consumatori

SCELTA DEI MARCHI

- Sostenibilità, made in Italy, rapporto qualità/prezzo
- AKU – REGATTA OUTDOOR

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: SALOMON (=) AKU (=) REGATTA OUTDOOR (+)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: non le trattiamo
- Calzature trail running: SALOMON (=) AKU (=) REGATTA OUTDOOR (+)
- Scarponi da scialpinismo/freeride: solo su ordinazione
- Sci: solo su ordinazione
- Abbigliamento outdoor: SALOMON (=) REGATTA OUTDOOR (=) CRAFT (+)
- Abbigliamento intimo tecnico: CRAFT (+) REGATTA OUTDOOR (+)
- Accessori: REGATTA OUTDOOR (+) SALOMON (=) LEKI (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

- C'è una concorrenza spietata su Internet, dove le aziende vendono a prezzi assurdi che non potremo mai eguagliare. Dunque ho iniziato a usare questa tecnica: se un'azienda, sul suo sito, vende prodotti sotto-costi fino al 60% in meno rispetto a quanto lo possiamo offrire noi, tolgo il marchio dalla mia selezione. Di recente anche i grandi brand fanno dei prezzi bassissimi sui loro e-commerce. Mi aspetto che in futuro possano dare una mano a tenere in piedi il settore, non ad affossarlo

EXCLUSIVE FEATURE

BILANCIO DI FINE ANNO

- Decremento, -15%
- Alcuni brand hanno funzionato di più rispetto ad altri
- Sono aumentate troppo le spese legate alla vita quotidiana e la gente ha meno interesse per l'abbigliamento in generale
- Giacenza in aumento
- Voto: 4

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trail running

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili

CONSUMATORE

- Esperienziale/benessere
- Qualità, il brand in sé
- Non è un trend rilevante per noi

SOCIAL MEDIA

- Instagram, Facebook
- No, non abbiamo notato un incremento, però è veramente difficile capirlo. Anche in questo caso i mercati sono saturi: ci sono troppe offerte e gli utenti sono bersagliati da talmente tante proposte che ne escono disorientati. Non so neanche se vale più la pena investirci

SCelta DEI MARCHI

- Gusto personale, che sia conosciuto, qualità
- MIZUNO - BROOKS

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: DOLOMITE (=) TECNICA (=) MIZUNO (=)
- Calzature mountain lifestyle: COLMAR (-)
- Calzature climbing: non le trattiamo
- Calzature trail running: SAUCONY (=) MIZUNO (=) BROOKS (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: ADIDAS (-) EA7 (-)
- Abbigliamento intimo tecnico: SPORTFUL (=)
- Accessori: MIZUNO (=) ADIDAS (=)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- Nessuno

FUTURO DELLA DISTRIBUZIONE

- Mi auguro che la situazione migliori perché sono state due stagioni complicate: purtroppo le nostre vendite sono influenzate molto dal meteo

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Do you want to participate
to the "101 points of view"?

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and fill out the form



JUST ADD WEATHER



MONDO MONTAGNA
VIGNOLA (MO) – PUNTI VENDITA: 1
 CHIARA BARBIERI – TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Una bella estate e la neve a dicembre
- L'aumento dei prezzi
- Giacenza in svuotamento
- Voto: 7

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento
- Trekking, alpinismo

RESPONSABILITÀ

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

CONSUMATORE

- Performance, esperienziale/benessere
- Comodità, moda, qualità
- No, non ho una richiesta di questo tipo perché ho un negozio tecnico

SOCIAL MEDIA

- Instagram, Facebook
- Sì, anche se non è stata una crescita significativa. Non punto molto sui social per mancanza di tempo, ma vedo che quando mi ci dedico di più i risultati arrivano

SCELTA DEI MARCHI

- Tecnicità (brand di alto livello), che sia un marchio conosciuto e già apprezzato, servizio post-vendita
- MONTURA - LA SPORTIVA - KARPOS

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: LA SPORTIVA (+) SCARPA (+) AKU (-)
- Calzature mountain lifestyle: non le trattiamo
- Calzature climbing: LA SPORTIVA (+) SCARPA (-)
- Calzature trail running: LA SPORTIVA (+)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: MONTURA (+) KARPOS (+) SALEWA (=)
- Abbigliamento intimo tecnico: LIOD (+) ODLO (+)
- Accessori: FERRINO (+)
- Attrezzatura climbing: PETZL (+) CT/SKYLOTEC (+) KONG (+)

BRAND RIVELAZIONE

- Nessuno



STILLYSPORT
ARZIGNANO (VI) – PUNTI VENDITA: 1
 RAFFAELLA FERRARI – TITOLARE

BILANCIO DI FINE ANNO

- Incremento, +20%
- Social, passaparola, qualità e prezzo prodotto
- Meteo
- Giacenza in svuotamento
- Voto: 8
- In generale è stato un anno molto soddisfacente, nonostante le condizioni meteo a volte avverse e la situazione economica generale incida negativamente sugli acquisti

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento, accessori
- Trekking, camminata in pianura, lifestyle, multisport

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili

CONSUMATORE

- Esperienziale/benessere, famiglia
- Comodità, traspirabilità, qualità
- Confermo. È molto importante consolidare questo tipo di consumatore che è più propenso a nuovi acquisti e a nuove esperienze

SOCIAL MEDIA

- Instagram, Facebook, TikTok

- Sì, abbiamo notato un incremento. Spesso gli articoli proposti sui social attirano clienti in negozio che richiedono proprio il prodotto già visto

SCELTA DEI MARCHI

- Prezzo, qualità, più destinazioni d'uso
- NORDSEN - LURBEL - KAYLAND

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: KAYLAND (+) MIZUNO (+) ANDE (-)
- Calzature mountain lifestyle: KAYLAND (+) MIZUNO (+) ANDE (-)
- Calzature climbing: non le trattiamo
- Calzature trail running: ANDE (-)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: NORDSEN (+) CMP (+) ANDE (-)
- Abbigliamento intimo tecnico: LURBEL (+) AST (=)
- Accessori: FIZAN (=) DEMON (+)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- LURBEL



ALBERT HERMANN & CO. SAS
SCENA (BZ) – PUNTI VENDITA: 1
 PAUL ALBERT – TITOLARE

BILANCIO DI FINE ANNO

- Decremento, -15%
- Stabilità prezzi, consegne puntuali e soddisfazione dei clienti
- Meteo, poche novità e situazione geopolitica mondiale
- Giacenza in aumento
- Voto: 5

SERVIZI

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

TREND D'ACQUISTO

- Calzature
- Trail running, trekking, alpinismo, lifestyle, multisport

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- Dipende

CONSUMATORE

- Performance, famiglia
- Calzata, design e durabilità
- Sì confermo la crescita del trend e l'importanza di questo tipo di consumatore

SOCIAL MEDIA

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

SCELTA DEI MARCHI

- Calzata, design e caratteristiche tecniche
- LA SPORTIVA - SCARPA - LOWA

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: LA SPORTIVA (+) LOWA (=) SCARPA (-)
- Calzature mountain lifestyle: LA SPORTIVA (+) AKU (=) SCRAPA (-)
- Calzature climbing: non le trattiamo
- Calzature trail running: LA SPORTIVA (+) DYNAFIT (=) SCARPA (-)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: non lo trattiamo
- Abbigliamento intimo tecnico: non lo trattiamo
- Accessori: non li trattiamo
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- LA SPORTIVA



841 SPORT LAB
MONGHIDORO (MO) - PUNTI VENDITA: 1
DIEGO DI VITO – RESPONSABILE ACQUISTI

BILANCIO DI FINE ANNO

- Stabile
- Meteo un po' più favorevole rispetto agli anni passati
- I consumatori hanno meno soldi da spendere, dinamiche online e scontistiche continue
- Giacenza stabile
- Voto: 6

SERVIZI

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

TREND D'ACQUISTO

- Calzature, abbigliamento
- Trekking, camminata e lifestyle

RESPONSABILITÀ

- No, non abbiamo richiesta di prodotti sostenibili
- No. Al contrario delle aziende che ci tengono molto alla questione sostenibilità, i consumatori non sono interessati

CONSUMATORE

- Esperienziale/benessere
- Rapporto qualità/prezzo, estetica e notorietà del marchio
- Sì, per noi è importante perché, essendo in montagna, vendiamo abbigliamento outdoor anche per un uso quotidiano

SOCIAL MEDIA

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

SCelta DEI MARCHI

- Vendibilità, servizio dell'azienda (magazzino e b2b) e rapporto qualità/prezzo
- CMP - PATAGONIA - THE NORTH FACE

MARCHI PIÙ VENDUTI

- Calzature trekking-hiking: CMP (=) LA SPORTIVA (=) SCARPA (=)
- Calzature mountain lifestyle: CMP (=) LA SPORTIVA (=) SCARPA (=)
- Calzature climbing: non le trattiamo
- Calzature trail running: SCARPA (=) CMP (=) SALOMON (=)
- Scarponi da scialpinismo/freeride: non li trattiamo
- Sci: non li trattiamo
- Abbigliamento outdoor: CMP (=) ROCK EXPERIENCE (=) PATAGONIA (=)
- Abbigliamento intimo tecnico: ODLO (=) TRS (=) CMP (=)
- Accessori: CMP (-)
- Attrezzatura climbing: non la trattiamo

BRAND RIVELAZIONE

- ROCK EXPERIENCE

FUTURO DELLA DISTRIBUZIONE

- Mi aspetto una distribuzione più monitorata, ma soprattutto un controllo capillare dei prezzi online, che è il vero problema del mercato outdoor

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

Scan the QR Code
and fill out the form



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AT THE HEART OF THE OUTDOORS

La Sportiva is opening a new brand store in Arco, one of the global hubs of climbing, and is reaffirming its presence in key areas for its sports and its brand identity

by Benedetta Bruni

A brand is defined as such when, in addition to its product, it has a deep-rooted history; when it is built on a solid identity that makes it instantly recognizable; and when it is easy to link it to its core business. Such is the case with La Sportiva, which, from its home in the mountains of Ziano di Fiemme, in the province of Trento, has expanded to become one of the first names that comes to mind when discussing climbing or high-altitude activities. It is within this context that the opening of the new brand store in Arco—one of the world's climbing capitals—takes place. A natural step, consistent with its identity. It is also part of a retail development strategy focused on major outdoor areas, including the Upper Garda region, strengthening La Sportiva's presence in key territories and its engagement with local communities.

AT THE HEART OF CLIMBING

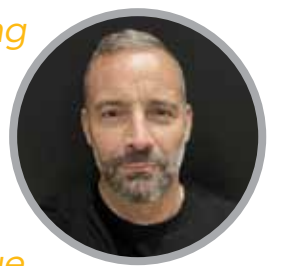
Famous for major events like the Rock Master, attended by stars such as Adam Ondra, Jacob Schubert, Janja Garnbret, and Brooke Raboutou, but also for its historic crags and routes climbed by rock-climbing legends—notably Excalibur, first free-climbed by Stefano Ghisolfi and later repeated by Brooke Raboutou, among others—Arco is, to all intents and purposes, the Mecca of rock climbing and an international landmark, as well as an Italian one. The opening of a brand store right here in Arco consolidates La Sportiva's presence in the area and is part of a broader expansion of the retail network, which on the one hand combines new openings in major global outdoor destinations, including Salt Lake City (Utah), and on the other continues the renovation of existing stores such as the one in Volpago del Montello (TV).

THE IDEA BEHIND THE ARCO STORE

The store's concept draws inspiration from La Sportiva's manufacturing heritage and the mountain setting where it has its roots.

"Investing in this location means establishing a presence in one of the most significant hubs of the international outdoor industry, positioning the store as a place for gathering, learning, and experiencing. A strategic hub that strengthens dialogue with professionals and enthusiasts and maintains a genuine connection with the brand's roots"

Andrea Ranalletti, Trade Marketing Manager



Materials and components sourced from the production lines at the Trentino factory have been adapted to the store's interior, evoking the connection to the headquarters in Ziano di Fiemme as a physical extension of its identity. Inside the store, you can find all La Sportiva product categories, from climbing to mountain running, hiking, and mountaineering: a go-to destination and meeting place for the outdoor community, a hub that brings together products, activations, events, and meet-and-greets with athletes and Alpine Guides.

The official grand opening of the brand store is scheduled for October 2026, coinciding with Rock Master. The event is designed to celebrate the opening at a time that embodies the brand's identity, alongside top climbers and the outdoor community.



WHEN PERFORMANCE BECOMES CREATIVE

Created by Matthieu Forichon, BV Sport's new Story Trailing collection captures the emotions we all feel when running on trails



Click

In trail running, every run is a story in itself. It is precisely from this vision that "Story Trailing" was born, the collection by BV Sport created in collaboration with illustrator Matthieu Forichon, the creative mind behind the "Des bosses et Des bulles" project. This collaboration demonstrates how technology and storytelling can coexist even in a high-performance product like a trail running sock. The result is a line that transforms the emotions of running into ironic and recognizable graphic symbols, without compromising on performance.

STORY TRAILING COLLECTION

The star of the show is a running shoe designed to support runners of all levels on any terrain. Manufactured in France, it also represents a significant step toward a more controlled supply chain and a greater focus on quality. At its technological core is the ultra-reinforced 3D anatomical outsole, developed at the brand's R&D center—a structure that combines mesh layers of varying densities to enhance grip, stability, and proprioception. The result is a more secure stride and a significant reduction in impact, especially on technical terrain. The 360° support for the foot and ankle is one of its distinctive features: the ribbed construction stabilizes without compressing,



Finisher

maintaining a feeling of freedom that proves essential over long distances. Added to this are targeted reinforcements in high-stress areas such as the Achilles tendon, ankles, heel, and toe, designed to protect against repeated friction and impact, reducing the risk of blisters and irritation. Another key feature is moisture management: the lightweight, breathable mesh promotes effective sweat wicking, keeping the foot dry even in the most demanding conditions. Furthermore, the asymmetrical design follows the shape of the right and left feet for a more precise and natural fit. Flat, anti-friction seams, a high cuff with a wide anti-compression edge, and reinforcements in the lacing area help keep the sock stable and comfortable throughout the activity.



Flow

ILLUSTRATIONS

Forichon's illustrations playfully capture the joys and challenges of trail running, transforming a technical accessory into a medium of expression. It is a vision that goes beyond pure performance and embraces a more personal and narrative dimension of outdoor sports. The packaging is made entirely from recyclable materials, underscoring an eco-responsible approach. With "Story Trailing," BV Sport demonstrates that innovation can be found even in the details, combining technology, sustainability, and identity.



Delighted

BV Sport - +39 335.5927456 - info@bv sport.it

EXTREMELY COMPACT

With Seek 320, Silva offers a headlamp designed to support every outdoor adventure, combining practicality, lightness, and performance in a single size

One of the standout features of the Silva Seek 320 is its balance between compact size and bright light output. Its 320 lumens ensure effective visibility in both urban settings and on the most technical trails, offering a versatile solution that easily adapts to everyday use and more demanding adventures without requiring bulky gear. The design is minimalist yet meticulously detailed. The compact, rounded headlamp is detachable and can also be attached to other mounts, from a backpack to a helmet. The 25-millimeter headband, which is slim and easily adjustable thanks to integrated buckles, ensures a stable and comfortable fit even during dynamic activities such as trail running or fast-paced hiking.

TECHNOLOGIES

From a technical standpoint, the Seek 320 incorporates Silva's proprietary Intelligent Light technology, which combines a long-range spot beam with a wider diffused light. The result is comprehensive visibility, with depth to spot distant obstacles and close-range illumination to navigate the terrain underfoot. Three brightness levels are available, designed to



Seek 320



adapt to different needs. The maximum 320-lumen mode offers up to 4 hours of runtime with a beam distance of 82 meters, ideal for the most technical sections. The intermediate mode (100 lumens) extends runtime to up to 11 hours, while the minimum 10-lumen mode lasts up to 110 hours, perfect for extended use or situations requiring a courtesy light. There is also a "super-low" mode to further maximize battery life. Another key feature is the hybrid technology: the headlamp is compatible with both traditional AAA batteries and the Silva Hybrid rechargeable battery (not included), offering great flexibility in power management, especially during trips or expeditions. The charge indicator helps monitor remaining battery life, preventing surprises in the field. Additionally, the Seek 320 is made from recycled plastic, a concrete step toward more responsible manufacturing, while IPX5 certification ensures good water resistance, making it reliable even in variable weather conditions. With a lightweight design—just 58 grams without batteries—and a color palette inspired by natural elements, the Seek 320 proves to be a smart choice for those seeking a versatile, lightweight headlamp ready for anything.

Ferrino & C. - +39 011.22300711 - info@ferrino.it - ferrino.it

RUN WITH THE FLOW

Rukka's trail running collection consists of lightweight garments with a loose fit, easily combined with one another and with UV protection achieved without the use of chemicals

As the warmer season approaches, off-road running gear must meet certain key requirements: lightweight construction, UV protection, a comfortable fit, and the ability to layer. These technical and design features result in a versatile product line, ideal for a variety of sports and training styles. Rukka offers this and much more in an organic trail running collection featuring lightweight garments with loose silhouettes designed to facilitate layering. And when the heat intensifies, the generous cut ensures excellent ventilation, while the fabric's unique weave provides natural UV protection without the use of chemical treatments. Finally, flatlock seams and closures contribute to added comfort.

MEN MUSTIS T-SHIRT

Breathable T-shirt for a cool and comfortable run: enjoy even long runs with ease thanks to the absence of annoying side seams, quick-drying mesh fabric, and side slits at the hem.

MAKULA SHORTS

The stretch fabric of these shorts moves with the runner, yet stays in place thanks to the built-in briefs. They feature a small pocket for storing small items, while the breathable material ensures quick-drying.

WOMAN

MALM TRAINING TOP

A slim-fit style designed for active wear: the stretchy fabric feels comfortable against the skin and moves with you during every workout. Made from durable, supportive fabric, this top is the perfect choice for running.

MANULA SHORTS

Perfect for the hottest summer days, these shorts are designed for high-intensity runs. They feature a small pocket for storing small items and built-in briefs for support. The high, elastic waistband provides extra comfort.



Mustis



Malm



Makula



Manula

Luhta - info@luhta.it - luhta.com

LIGHTNESS GUARANTEED

Ternua's trail running and high-intensity aerobic apparel offers excellent moisture management, ventilation, and quick-drying properties. All made with recycled and circular fabrics

XENON JKT MEN & WOMEN

A versatile mid-layer designed to ensure excellent freedom of movement. This crew-neck garment is made with Dryshell technology, which wicks away moisture and ensures quick drying while providing comfort and warmth, and features Polygiene's antibacterial and odor-control treatment. The 100% single-material fabric, made from post-consumer plastic bottles, facilitates recycling at the end of its useful life. The product features flatlock seams, YKK Flat Vislon zippers, reflective prints, chin protection, a thumbhole, and elastic cuffs. Bluesign-certified fabric.

LITHIUM SHT MEN & WOMEN

Technical shorts with a wide waistband for storing items, made from Shellstretch fabric and featuring built-in leggings. The ultra-lightweight outer fabric is perforated on the front to promote ventilation. The leggings are breathable, cool, and quick-drying, and keep the garment in place to prevent chafing. All fabrics are bi-elastic and ensure ample freedom of movement; the waist can also be adjusted thanks to a side elastic band and internal drawcord. Eco-designed to be circular, they use recycled fabrics and single-material fabrics that are recyclable at the end of their life. The external DWR water-repellent treatment is PFC-free, and the fabric is bluesign and Oeko-Tex certified.

RADON TEE MEN & WOMEN

Technical half-zip T-shirt designed to promote ventilation when the body overheats. This garment is also made using a circular production process: the single-material fabric is derived from post-consumer recycled plastic bottles and is recyclable at the end of its useful life. The garment is made with Dryshell Breathe technology, which wicks away sweat to the outside and dries quickly. It also features S-Cafe natural odor control. Bluesign-certified fabric.



Xenon



Radon



Lithium

Ternua.com

BUILT TO GO THE DISTANCE

Protection from the elements, sustainable materials, and freedom of movement: Picture Organic Clothing offers technical apparel designed for long hikes and challenging terrain

ABSTRAL JACKET



A versatile technical shell to always keep in your backpack: the Abstral Jacket is a waterproof and packable jacket designed to adapt to various weather conditions during outdoor activities. The jacket features a 2.5-layer stretch shell construction with a 20K/20K waterproof and breathable membrane, a level of protection that allows you to tackle rain and wind while maintaining good moisture management during hikes or more intense activities. The jacket is made from recycled polyester and Circular Polyester and features a PFC-free water-repellent treatment, a choice that reflects the brand's commitment to more sustainable materials. Fully taped seams, a visor integrated into the hood for added protection in the toughest conditions, and underarm ventilation zips that help regulate temperature during exertion are the details that make this garment a perfect companion for adventures.

SHOONER PANTS

Designed for long hikes and abrasive terrain, these technical pants are made of stretch nylon with a slightly crinkled texture. They feature Cordura panels in areas most prone to wear, such as the knees and high-friction zones. This design enhances abrasion resistance, allowing you to move with greater confidence over rocks, technical trails, or dense vegetation. The 4-way stretch fabric and the ergonomic, adjustable waist with an integrated belt offer exceptional freedom of movement—a crucial feature during long days of hiking. The water-repellent DWR treatment also helps protect against light moisture and splashes. For temperature management, the pants feature large side ventilation zippers that extend from the ankle to the calf, promoting air circulation during strenuous climbs or on hotter days.



Boardcore srl - +39 02.69017189 - info@boardcore.it

EVERYTHING-PROOF

Nordsen launches its collection of shell jackets and midlayers, which combine reliable technology, minimalist design, and targeted functionality. Striking a balance between performance, comfort, and versatility



Campanula

From waterproof jackets designed to withstand rain and wind to mid-layers engineered to optimize body heat, Nordsen's garments are designed to work together seamlessly. Each piece contributes to a complete, dynamic system ready to meet the needs of those who enjoy the outdoors year-round.

CAMPANULA AND GERANIO

Nordsen's Campanula and Geranio are two technical two-layer shells featuring an 8,000 mm waterproof membrane, designed for women and men. Both are lined and heat-sealed in the most exposed areas, combining breathability, wind protection, and rain resistance. The waterproof front zipper provides an effective barrier against the elements, while the pockets with hidden closures contribute to a minimalist and functional aesthetic. The fixed hood, the adjustable hem with drawcord and stopper, and the customizable cuffs with toggle and Velcro complete this versatile and reliable garment. Designed to accompany every hike, it is the ideal companion for enjoying the outdoors even in the most unpredictable conditions.



Geranio

MACLURA AND ORNIELLO

A midlayer crafted from a two-tone technical fabric, featuring a soft brushed inner lining that offers a cozy, skin-friendly feel. Maclura and Orniello are the models Nordsen has designed for women and men, respectively. Solid-color inserts enhance the design, maintaining a dynamic and contemporary style. Designed to provide targeted thermal insulation, they optimize body heat retention while promoting effective moisture management, with rapid vapor dispersion outward. Ideal as a second layer on colder days or as outerwear during transitional seasons. Elasticated hem and cuffs ensure a secure fit, while the front and chest zippered pockets add practicality and functionality. Easy to manage, comfortable to wear.



Maclura



Orniello

Nordsen - +39 045.8299289 - nordsen.it

NEVER CAUGHT OFF GUARD

Technical, lightweight, and versatile: CMP's new Unlimitech hybrid jacket with PrimaLoft insulation is designed for spring outings at high altitudes



Unlimitech Hybrid Jacket in PrimaLoft Black Rise

Woman

Spring has arrived, and the first signs of warmer weather are starting to show. However, those who regularly visit the mountains know full well not to be lulled by the milder temperatures: very early in the morning or as soon as the sun sets behind the peaks, as well as when you start gaining elevation, the cold sets in suddenly, and if you aren't properly prepared, you risk ruining your outing. Even when winter seems to have given way to spring. With the Unlimitech line, CMP meets this and many other needs of outdoor enthusiasts. A technical collection, designed for the most experienced, for challenging environments and high-intensity activities. It combines durability, breathability, waterproofing, and an ergonomic fit that perfectly balances performance and reliability.

UNLIMITECH HYBRID JACKET IN PRIMALOFT BLACK RISE

A garment designed to offer protection, comfort, and freedom of movement during the most demanding outdoor activities. The PrimaLoft Black Rise insulation—made from 100% post-consumer recycled materials—ensures high thermal performance, lightness, and breathability, retaining warmth even in damp conditions. The water-repellent and windproof membrane effectively protects against wind and light rain, making the garment ideal for variable weather conditions. The hood adds an extra layer of protection, enhancing fit and comfort. The design is completed by two front zippered pockets for storing essentials, plus a third chest pocket on the men's version. A technical jacket perfect for trekking, hiking, and outdoor activities that require preparation and the right gear.



Unlimitech Hybrid Jacket in PrimaLoft Black Rise

Men

CMP - info@campagnolo.it - cmpsport.com



SKY'S THE LIMIT

The Petzl Swift RL headlamp isn't intimidated by hiking in the dark, thanks to its 1,200-lumen output and a beam distance of up to 168 meters

The days are getting longer, and with them, the desire to head to the mountains. Despite the milder temperatures and the first signs of winter fading away, however, the sun still sets early and rises slowly—and often not when you expect it to. But that doesn't mean your outing has to end sooner than planned. Petzl introduces the Swift RL, a 1,200-lumen headlamp weighing just 92 grams with a beam distance of up to 168 meters. Designed for demanding nighttime outdoor activities such as ski mountaineering and mountaineering, this headlamp is ideal for extended outings thanks to a guaranteed minimum runtime of seven hours at medium power in Reactive Lighting mode. This mode, which complements the Standard Lighting mode, relies on a sensor that assesses ambient brightness and automatically adjusts the light output, optimizing battery usage. This translates to longer runtime, gre-

ater visual comfort, and fewer manual adjustments. Boost Mode, on the other hand, delivers maximum power for six seconds, accessible with a quick double-tap on the side of the headlamp. The high-performance low-temperature battery retains 90% of its runtime in temperatures as low as -5 °C. The Lock function prevents accidental activation during transport or storage. Ultra-thin, modular, and easy to adjust, its elastic headband is barely noticeable while ensuring optimal stability during dynamic and demanding hikes. Its slim design and comfortable removable padding also ensure maximum ventilation and lightness. The headlamp offers red lighting—steady or flashing as needed—is rechargeable via a USB-C port, and the battery level can be checked via a five-level power indicator.

TECHNICAL SPECIFICATIONS

- Brightness: 1,200 lumens (ANSI FL 1 Standard)
- Weight: 92 g
- Technology: Reactive Lighting o Standard Lighting
- Beam type: mixed
- Power supply: 2,250 mAh lithium-ion battery (3.85 V / 8.47 Wh), rechargeable via USB-C port
- Charging time: 5 hours
- Water resistance: IPX4 (weatherproof)
- Certification: CE



Dinamiche Verticali - +39 011.2732500 - info@petzl.it



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REDEFINING THE BOUNDARIES OF WHAT IS POSSIBLE

"Beyond Human Potential" is the project that enabled Michel Roccati, a paraplegic athlete with a complete spinal cord injury, to ski while standing

by Sara Canali - photo by Carlo Perazzolo

On Sunday, March 22, in Folgaria, Michel Roccati, a paraplegic athlete with a complete spinal cord injury, skied standing up on his own—a feat that marked a world first. The "Beyond Human Potential" project took place on the slopes of Alpe Cimbra, with the specific goal of achieving this feat, which was considered impossible just a few years ago. During the final on-slope test, the athlete managed to ski independently for 100 meters using a device that enables him to ski—the result of a research and development process involving progressive trials and on-slope testing.

BEYOND HUMAN POTENTIAL

This is an ambitious project in which people, science, and technology work together toward a future that is not only incredible but, above all, achievable—a future aimed at enabling a person with a complete spinal cord injury to ski standing up again, independently. At the heart of the project is the story of Michel Roccati, an Italian-German athlete and entrepreneur born on June 26, 1991, in Chieri (Turin), who was left paralyzed in 2017 following a motorcycle accident that caused a complete spinal cord injury. In 2020, he participated in the "Stimo" clinical trial, a project led by Jocelyne Bloch and Grégoire Courtine at EPFL in Lausanne, which involves implanting an array of electrodes on the spinal cord, controlled by personalized stimulation via a tablet. As early as the day after activation, he was able to stand and take his first steps with support. Within a few months, he was walking dozens of meters, climbing stairs, cycling, swimming, and eventually walking a kilometer. Today, Michel is at the forefront of one of the most advanced rehabilitation programs and is the first man in the world to have regained the use of his legs after a complete spinal cord injury. This incredible achievement has redefined what the human body is capable of.

SCIENCE AND MACHINES

The project is based on an integrated approach that brings together three dimensions: the human, science, and the machine. From a scientific standpoint, the work focuses on neurostimulation and the ability to reestablish functional communication between the brain and muscles. Electrodes implanted along the spine send



"When I started sliding on my feet, I felt something I hadn't felt in years: freedom. It wasn't just a descent; it was 100 meters during which my body was doing something that seemed impossible. At that moment, I wasn't thinking about the record; I was just thinking that it was really happening. It was an incredibly powerful emotion—hard to explain, but one that stays with you."

Michel Roccati, paraplegic athlete

impulses that reactivate complex motor patterns, which are essential for activities such as maintaining balance or coordinating movements. The machine, on the other hand, was designed to adapt to Michel's morphology and biomechanics and is the result of a research and design process in which every component—from structure to materials—serves a specific functional purpose: ensuring fluidity and control. The prototype evolved from an initial modified device, tested in a controlled environment and progressively refined. At the heart of the project is a high-tech system that integrates a structure with the skis—connected and built to respect the athlete's physicality and bodily needs—along with an intelligent braking mechanism that serves dual functions of safety and control. Battery-powered electric rear actuators adjust the skis' opening in real time, while a handlebar allows Michel to maintain balance and active control over his movements. It is the athlete who controls the equipment, managing the opening and closing of the skis and utilizing a custom-built braking system. The goal is not only stability but also the ability to choose, steer, and achieve natural movement progression. Placing the athlete at the center with his dream of returning to the snow, standing upright: a goal as symbolic as it is concrete.



From left, Michel Roccati and Tommaso Balasso (project manager)



Read the full interview with Tommaso Balasso



>> SKI AND BOOT TECHNOLOGY

This transition from theory to practice was also made possible by Nordica, which provided skis and boots that were integrated into the machine. We asked Vito Alberto Amendolara, Nordica's brand manager, to tell us how this collaboration came about:

"We were brought on board the project a year ago by Tommaso Balasso, a Nordica ambassador and a leading expert on all things Paralympic, because he was looking for the right equipment for the machine they were designing. We selected a Spitfire ski and an HF boot for Michel because the rear fit and wide opening make it easier to get the foot in, even without sensation."

MAY IT TRULY BE FOR EVERYONE

On the occasion of the Milano Cortina Paralympics, Salomon unveiled the latest installment of the Adaptive Project, a program dedicated to the development of sports prosthetics for running and wintersports

by Sara Canali – photo by Jeremy Pancras

Salomon's Adaptive Project has turned a new page in anticipation of the Milano Cortina 2026 Paralympics. On March 10, at the Grand Hotel Savoia in Cortina, the brand unveiled the latest evolution of the project: a comprehensive ecosystem of prosthetic solutions designed for running, trail running, alpine skiing, ski mountaineering, and snowboarding, now available on the market thanks to Hopper. This program was developed in collaboration with athletes and designed to combine performance, accessibility to mountain sports, and innovation, marking another step forward in the Shaping New Futures journey.

THE GENESIS

Adaptive Project was born from the dream of Jérôme Bernard, a Paralympic athlete who, at the age of nine, had both legs and one arm amputated following an accident. Living in Toulouse, near the aerospace giant Airbus, he contacted the company to see if he could use production scraps from the Airbus A350 to create a running prosthesis. Since a soleplate was needed for the prosthesis, Patrick Leick, Trail Running Athlete Services Manager at Salomon, stepped in. He became passionate about the idea and secured approval from the Annecy-based company to dedicate more and more time to the project. Today, this soleplate is available for purchase on the Hopper website, which sells it for just a few dozen euros—a fraction of the market price. This collaboration gave rise to the Adaptive Project, dedicated to people with disabilities who practice outdoor sports and supported by the Salomon Foundation, with the aim of making these aids increasingly accessible by minimizing production and marketing costs. “Between 2024 and 2025,



no sense. These products must be pushed to the limit, on the snow, by people who can perform at the highest levels, but also accurately describe the subtle interplay between body, equipment, and terrain,” Sylvain continues.

THE PRESENTATION

Four prosthetics were presented, each designed for a specific use. The Blade is designed for running and trail running, developed to provide stability and propulsion while running. The Pioneer is intended for alpine skiing and ski mountaineering and is designed to adapt to the stresses typical of mountain terrain. The Vanguard, on the other hand, is designed for snowboarding and aims to improve board control and fluidity of movement. Finally, alongside these solutions, Outsider was also presented—a prototype still in

“For Salomon, investing in and believing in a project like Adaptive is a way of affirming that every skier matters: a vision that brings people together through sport, reconnecting them with nature and a freedom yet to be explored—and this is part of our dna. It means pushing beyond limits and creating experiences that foster confidence, joy, and a genuine sense of belonging for everyone who experiences the mountains”

Sylvain Merlin, lead exploration designer for winter sports equipment at Salomon



Read the full interview with Sylvain Merlin and Romain Guillaume

the Adaptive Project experienced a real turning point,” says Sylvain Merlin, lead exploration designer for winter sports equipment at Salomon. “After an initial phase driven primarily by vision and exploration, 2025 marked the project’s transition to a much more structured approach, with a clear goal: to develop products and, eventually, bring them to market in partnership with Hopper. This evolution has led to a stronger integration of the project within Salomon, and Adaptive is now fully embedded in the brand’s global strategy.” In fact, since that first prototype, a more comprehensive system of prosthetic solutions designed for various activities—from trail running to alpine sports—has developed over time. Currently, the Adaptive program involves over twenty para-athletes competing in five sports disciplines who won two gold, three silver, and four bronze medals at the 2026 Paralympics. “From the very beginning, this project has been driven directly by the athletes: by their needs, their personalities, and the way they experience their sport. Because, ultimately, designing a prosthesis without the athletes makes

development that offers a multisport approach and represents a possible evolution of the project. “What’s striking about prosthetic design is how many of the traditional constraints suddenly disappear,” explains Sylvain. “When the biological foot is no longer there, many of the requirements that normally guide product design—comfort, insulation, waterproofing, cushioning—are no longer necessary. What remains is something much more essential: transmission. The ability to transfer movement, energy, and intention from the body to the equipment.”

The partnership with Hopper will continue in the coming years with the aim of expanding the use of these solutions. “Restoring access to sports isn’t just about enhancing performance; it’s about restoring space, visibility, and the opportunity for self-determination. Sports prosthetics thus become more than just a gateway to sports. They become a catalyst for transformation,” concludes Sylvain Merlin.



SKI RESORTS ARE THE DRIVING FORCE BEHIND THE MOUNTAIN ECONOMY

For every euro of tourism revenue made by facility operators, more than five euros of tourism spending, approximately eight euros of turnover, and more than 68 direct and indirect local jobs are generated. These are some of the findings from the study commissioned by ANEF from PwC Italia

by Sara Canali

The study commissioned by ANEF from PwC Italia is titled “The Mountain Economy: Impacts and Challenges of the Mountain System in Italy.” It analyzes the socioeconomic impact of mountain tourism linked to ski lifts in the regions of Valle d’Aosta, Lombardy, and Veneto, as well as the provinces of Trento and Bolzano. This report, particularly in the context of the Milano Cortina 2026 Olympic and Paralympic Games, aims to highlight how the mountain system continues to play a strategic role in activating extensive production chains, supporting local employment, and stimulating long-term infrastructure investments. According to this report, high-altitude tourism represents a vital resource for the complex economic ecosystem that sustains mountain communities.

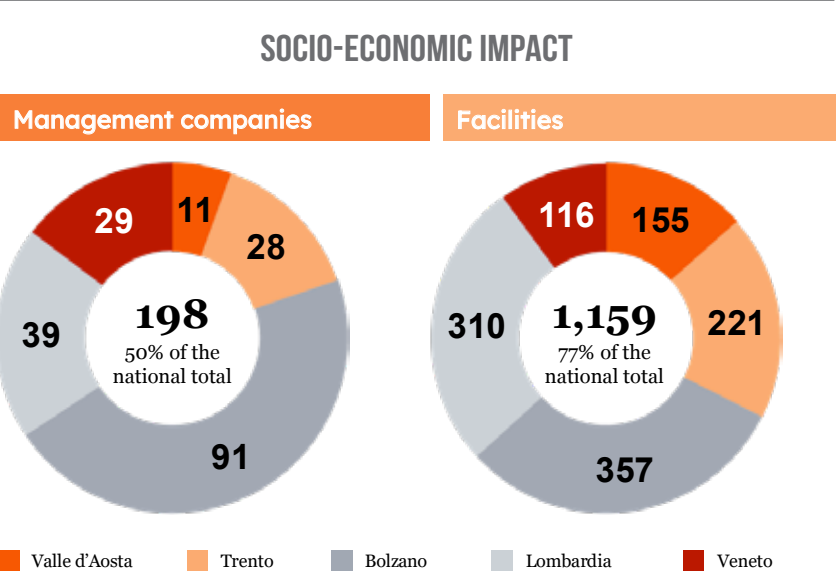
THE ITALIAN MOUNTAIN SYSTEM

According to Istat, the Libro Bianco sulla Montagna, and the Confartigianato Research Office, the mountain system in Italy is a structural component of great importance to the country’s economy and social fabric. There are approximately 2,500 mountain municipalities, covering 35.2% of the national territory, placing Italy fourth in Europe in terms of the extent of its mountainous areas and first in terms of the contribution to GDP generated by mountain provinces. Over 12% of the Italian population lives in these areas, amounting to more than 7 million inhabitants, confirming a presence that is anything but marginal. From a productive standpoint, the mountains are home to approximately 552,000 local business units, employing 1.8 million people and featuring a particularly well-established artisan sector: the roughly 171,000 artisan businesses account for 13.5% of the entire national sector. Rural tourism also plays a significant role: 31% of Italy’s more than 26,000 agritourism businesses are located in

mountainous areas, a sector that in 2023 recorded a 15.4% increase in production value compared to the previous year.

THE IMPACT OF TOURISM

In the PwC Italia report, the update of the socio-economic impact of mountain tourism is based on data referring to the 2022/23 summer seasons and the 2022/23 and 2023/24 winter seasons. Overall, the analysis covers 198 management companies, accounting for approximately 50% of the national total, and 1,159 ski lifts, or 77% of the Italian total. This is a highly representative sample that provides a reliable photograph of the sector.



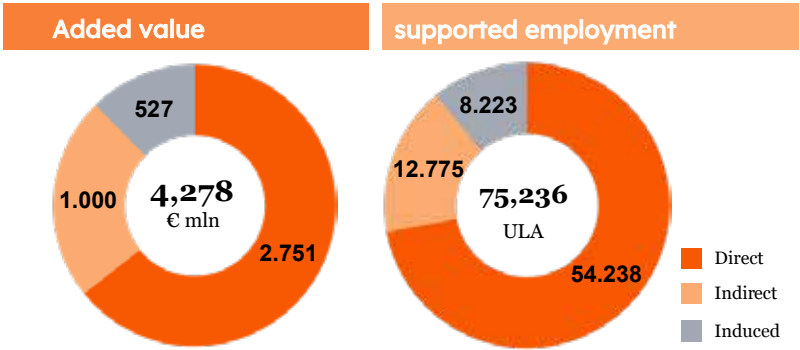
DATA & STATISTICS

From an economic perspective, what emerges is that total local tourism spending reaches €5.6 billion, of which €1.1 billion is directly linked to ski lift revenues, while over €4.4 billion is distributed across the entire local tourism ecosystem, generating value for accommodations, restaurants, and services. The analysis clearly demonstrates the strong multiplier effect of mountain tourism: every euro spent on tickets and ski lift-related services has a much broader economic impact, generating over five euros in local tourism spending and more than eight euros in total local turnover, understood as the value of production. Going into detail, in the areas analyzed, out of 1,111 million euros allocated directly to the facilities, total local tourism spending reaches 5,576 million euros, distributed across the entire hospitality and service ecosystem. This flow triggers a turnover of 8,941 million euros and supports over 75 thousand annual work units, between direct and indirect employment, confirming the sector as one of the economic pillars of mountain areas.

SOCIO-ECONOMIC AND FISCAL IMPACT

€ 5,576 million

Analyzed local tourism expenditure, VAT excluded



€ 548 milion

tax revenue of regions, provinces and municipalities

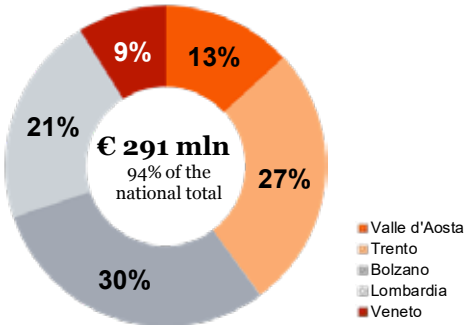
IRPEF	€ 249 mln
IVA	€ 153 mln
IRES	€ 61 mln
IRAP	€ 38 mln
Regional personal income tax surcharge	€ 12 mln
Municipal personal income tax surcharge	€ 3 mln
Tourist tax	€ 32 mln

This impact is also significantly reflected in tax revenues: the system generates a total of 548 million euros in tax revenue for regions, provinces, and municipalities. A particularly telling figure is the average contribution per user, with each day of skiing generating approximately €15.50 in tax revenue per skier, demonstrating how mountain tourism serves as a strategic lever not only for local economic development but also for the sustainability of local public finances.

INVESTMENTS

The investments in Italy's mountain regions analyzed in the study total 291 million euros, accounting for 94% of the national funds allocated to the sector. This represents a significant financial commitment, directed both toward the construction of new infrastructure and the renovation of existing infrastructure, such as ski lifts, snowmaking systems, snow groomers, machinery, equipment, and operational facilities, which constitute the main areas of focus.

Total investments in the analyzed area



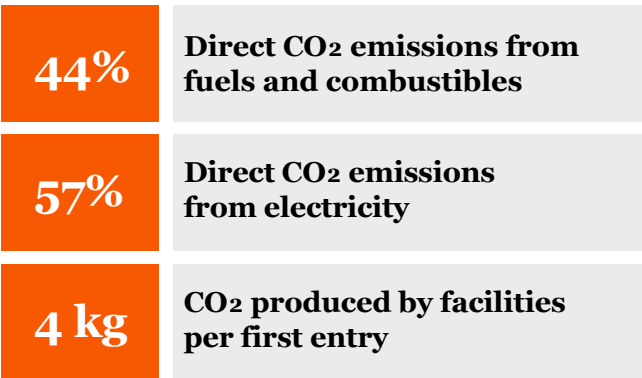
The sector also exhibits a structural propensity for reinvestment: for every million euros of output value generated by management companies, approximately 250,000 euros are reinvested in the local economy. Here too, the multiplier effect is significant: for every million euros of output value generated by management companies in the regions analyzed, 0.25 million euros were spent on investments.

SOCIAL AND ENVIRONMENTAL CHALLENGES

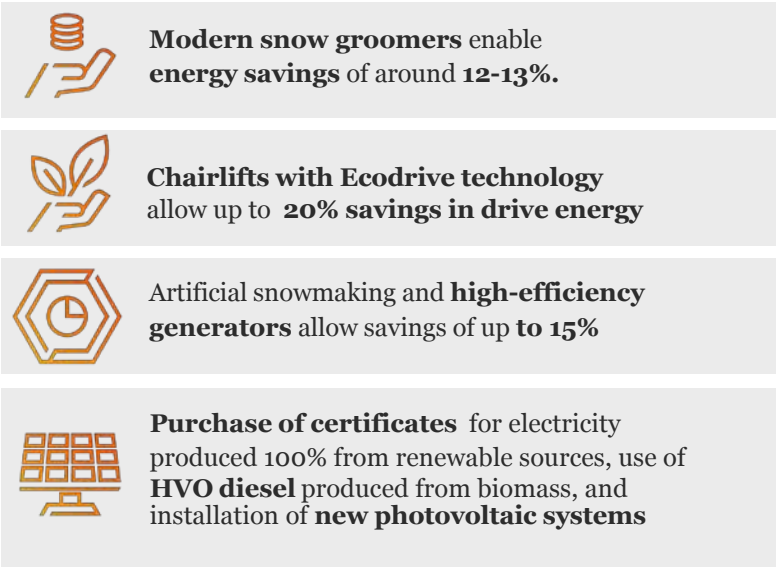
Italy's mountain regions are currently facing a complex set of challenges that simultaneously affect demographic, economic and environmental aspects. From a demographic and social perspective, the most striking trend is depopulation, given that over the last ten years the resident population in mountain municipalities has fallen by 5% – a significantly steeper decline than the 2% drop recorded in urban areas. Added to this is a progressive ageing of the population. The combination of these factors has a direct impact on the labour market, where 50.4% of mountain provinces report difficulties in finding qualified staff, a higher percentage than in the rest of the country. Furthermore, mountain tourism is called upon to address environmental challenges and the need to reduce its ecological footprint. Ski lifts account for around 6% of total CO₂ emissions generated by mountain tourism, with an estimated average of around 4 kilograms of CO₂ per skier. The main source of emissions is energy consumption, with 57% coming from the electricity used to operate the lifts and the remaining 44% from fuel use. To address these challenges, the sector is progressively adopting more sustainable technological and management solutions, such as snowmaking systems and high-efficiency chairlift motors capable of reducing energy consumption by between 15% and 20%, the use of energy sourced 100% from renewable sources, and the use of alternative fuels such as HVO for snow groomers. These are complemented by the installation of photovoltaic systems and the development of integrated and sustainable mobility schemes, elements that are becoming increasingly central to the ecological transition strategies of Alpine destinations.

CHALLENGES FOR LOCAL COMMUNITIES

Ski lift facilities account for 6% of the CO₂ emissions attributable to mountain tourism.



Industry Best Practice



ANOTHER TAKE ON THE MOUNTAINS

Legambiente has released *Nevediversa*, its annual report on the state of winter mountain tourism from a more sustainable perspective. And it features best practices worth emulating

by Benedetta Bruni

Once again, Legambiente has released **Nevediversa**, its report on winter tourism in the mountains, with a particular focus on the changes brought about by climate change. Specifically, it examines the impact that snow scarcity—defined as “infrastructure” rather than a natural phenomenon—has had on the operation of ski lifts and their conversion, where such conversions have taken place. As the report states, “in the Alps, snow cover has decreased by 5–6% every decade over the past 50 years, and half of Europe’s ski resorts would risk running out of snow without snow cannons and artificial reservoirs.” In an increasingly fragile context, ski resorts are often forced to rely on artificial snow and are not always able to spread out tourist arrivals over the year or, indeed, rethink a development model that is more inclusive, ecological,

and respectful of natural cycles—cycles that, for years now, have been becoming the norm rather than the exception.

But a different kind of mountain is possible, and *Nevediversa* highlights some examples, from which we have selected two best practices. While the culture of alpine skiing has been and remains one of the most important drivers of economic growth in mountain regions, the mountains can also offer beauty, experiences, and revenue year-round through a variety of activities—activities that simultaneously combat the depopulation of mountain villages. Also from *Nevediversa*: “Two months of snow are no longer enough; we need trails, scenery, family tourism, jobs, services, remote work, and residential living.” Among the best practices, one comes from France and one from Italy.

>> LE BEST PRACTICE



BOURG-SAINT-MAURICE – LES ARCS

The French resort, halfway between Chamonix and Courchevel, is a prime example of the transition toward a more integrated mountain model. Les Arcs is part of the larger Paradiski ski area, which spans over 425 kilometers of slopes all the way to La Plagne, ranging in elevation from 1,200 meters to 3,200 meters. According to climate forecasts, the resort will continue to have sufficient snowfall until 2050; beyond that, the future is uncertain. For this reason, Les Arcs has begun to diversify its tourism offerings. It is currently focusing on the summer season as well, with the development of dedicated trails, outdoor activities, and cultural events; at the same time, it has launched environmental sustainability projects and natural restoration of impacted areas, through habitat recovery efforts and the enhancement of surrounding landscapes. Buildings are therefore being renovated rather than expanded, while investments have been made in sustainable mobility such as free cable cars, train connections, and pedestrian paths. Strategies aligned with climate challenges and the vision of a responsible mountain destination: Les Arcs is certified with the prestigious Flocon Vert, recognizing its social commitment to high standards of environmental and social sustainability, and the destination has also obtained B Corp certification. Finally, initiatives such as the “Act for Glaciers” festival engage scientists, local stakeholders, citizens, and government bodies in an active dialogue on environmental protection.

NATURAVALP

Founded in the municipality of Valpelline, in the Aosta Valley, Naturavalp is an association that promotes responsible tourism. As stated on its website, residents, livestock farmers, farmers, artisans, and tourism operators have come together to launch a project that makes them “active participants in the development decisions of our community and, above all, proud of the places where we live.”



A way to protect their primary source of livelihood: the mountain environment. Naturavalp directly organizes activities for anyone wishing to explore the valley: snowshoeing with Alpine Guides, ski tours, ice climbing, as well as visits to mountain huts or to artisans who work with wood and wrought iron.

Farmers’ and ranchers’ direct-sales outlets allow for close contact with the local community; furthermore, thanks to small, family-run lodging facilities, a more intimate relationship with tourists is fostered, leading to an exchange of information that benefits both parties. The association has been recognized by the UN agencies FAO (agriculture) and UNWTO (tourism) and has been cited as an example of “responsible tourism promotion.”

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SKIING, WOMEN, AND INNOVATION

Pool Sci Italia's Prove Libere Tour is growing in terms of participation and expanding with themed events. The natural evolution of the premier event for equipment testing

by Sara Canali

The 2025-2026 edition of the Pool Sci Italia Prove Libere Tour concluded with record numbers: nearly 3,800 participants (a 44% increase compared to 2025) and nearly 10,000 pairs of skis tested (a 43% increase compared to 2025), marking a significant rise in participation at every stop. From the slopes of Cervinia to Tonale, enthusiasts of all ages had the opportunity to try out the season's new models, confirming the growing interest in hands-on skiing experiences. New this year was the tour's finale at Passo del Tonale on Saturday, March 7, and Sunday, March 8, featuring the "Women On Snow Experience Days" event: an experiential format specifically dedicated to women who love skiing, yet—as always—open to everyone and completely free of charge. To better understand the strategies behind this success and the upcoming innovations for enthusiasts, we met with Camilla Alfieri, marketing manager of Pool Sci Italia, who shares the behind-the-scenes details of the recently concluded edition and future projects.

Let's start at the end: how did the women's event go? How did the idea for a "themed" day come about?

This year, we tried assigning a theme to certain stops on the tour to attract a different audience and offer an extra service. The stop on March 7-8 came about almost by chance while talking with the staff at the booths: "Why don't we try organizing a stop dedicated to female attendees?" So we created an event where women could feel more valued. The companies brought a more curated selection of women's products, and we also invited female journalists to cover the village experience. The result was very positive; the participants appreciated the attention, and the feedback—including the turnout—was excellent.

What other themes did you explore during the tour?

In Folgaria, on February 14-15, we brought together national instructors from various brands. The first registrants were able to indicate their preferences, creating a personalized schedule for the day that included two or three guided runs led by the instructors. The feedback was extraordinary: despite the rain, the instructors stayed with the



participants until the resort closed. The experience was unique also because the national instructor interacted directly with the end consumer, a novelty compared to their usual work in schools or training programs. Companies invest in instructors as ambassadors, and making them available to customers creates a great synergy.

The numbers confirm significant growth—what is your take on this?

Yes, this year we saw a 44% increase in participants and a 43% increase in races compared to last year. Those are truly incredible numbers. In part, this result was helped by a winter that started early and brought good conditions. However, many of the races took place in the Northeast, which wasn't particularly lucky with snow during the Olympic period. Despite this, there was interest, and we worked on careful communication, clearly presenting each stage and establishing closer collaboration with the host towns. The result was incredible: achieving such significant growth is truly exceptional.

This year, the Pool welcomed a new member, Reusch: how much further do you plan to grow?

The Pool aims to be as inclusive as possible. Of course, corporate strategies at headquarters influence these decisions, but the primary focus is on Italian talent: the idea is to get the product into the feet of future champions or established champions. Seeing brands like Reusch, an international benchmark, demonstrates a genuine interest in high-level Italian competitive sports. This signals that more and more companies recognize the value of the sector: joining the Pool means making a serious investment, but also reaping rewards in terms of image and visibility. Therefore, all interested brands are welcome.

From what you've reported, it seems that skis are the main focus of the testing. Do you plan to expand the testing to include other equipment in future editions?

Skis remain the focus of our testing. Boots are a very complicated item to handle, especially for hygiene reasons, and would require a dedicated space to keep them warm. For this reason, there is still no official boot test today. Instead, we have poles, with brands like Leki and Gabel participating, and we're also starting to include gloves, helmets, and goggles. Skis, on the other hand, can be tried on and swapped out without any issues, while helmets require a bit more attention—for example, with the inner lining—to ensure the test is comfortable. Obviously, the medium-term goal is to continually enhance the experience.

How are you preparing for the next edition?

We're now going to hold a meeting with the entire team that worked on the tour to review what went well and what needs improvement. Some destinations have already asked to be included in the tour, so we're considering possible additions to the itinerary. We never stop completely, especially since we need to take advantage of these destinations during the winter season. The goal is also to plan further in advance: I joined in October, when everything was already set, and the tour kicked off in less than a month. For the next edition, we want to start earlier, better structure the stops, and make the most of the numbers we achieved this year. The idea is to expand not only the number of stops but also to improve the quality and variety of services offered—not in a rush, but with targeted planning.



Camilla Alfieri



ILL BEHAVED

Refugees are in a bad way, and their education is even worse

by Marrano

Listening to the stories told by mountain hut managers—especially in recent seasons—it’s hard to believe what they’re saying. One is left speechless by accounts of unreasonable demands at high altitudes, combined with instances of extreme arrogance on the part of newcomers to the mountains. Is it bad, then? Yes, very bad—in fact, worse—because to paint a complete picture of this grim scenario, we must honestly acknowledge that those who are the cause of their own misfortune have only themselves to blame. What? Are you suggesting that the fault for certain behaviors lies with the hut owners? Yes, once again. Perhaps not entirely and not all of them, but a certain degree of complicity in this degenerative process is indeed attributable to the managers of what have now become former mountain huts, deliberately transformed, little by little, into academies of taste for wealthy and idle vacationers. The phenomenon is observed in Italy more than elsewhere. In certain places that symbolize the successful mountain experience more than others, which have remained on the margins of this grotesque farce.

The most level-headed managers, when spoken to privately, have no trouble admitting that certain bitter pills we must swallow today are the result of ill-advised decisions made yesterday, without considering the harmful effects they would have over time, casually fueling the subculture of opulence. Opulence, indeed—a word synonymous with carelessness and worthlessness, combined with sloppiness and arrogance. Finally, rudeness. A fatal mix, a poisonous broth in which many of those who have always been the outposts of Alpine culture and of living in accordance with mountain values now find themselves immersed. Places where words like effort, sacrifice, respect, and awareness have resonated for decades in the silence of an evening warmed by human warmth and a wood-burning stove, over a simple bowl of minestrone or sausage with polenta. But to some, at a certain point, it seemed too little, too modest, and not very appealing. To some, it seemed that the standard service of a mountain hut—offering simple, wholesome food and drink—no longer held the allure that had always drawn true mountain lovers. A new formula was therefore

needed, calling upon some marketing whiz to be tasked with turning the ancient tradition inside out and transforming it, with diabolical ingenuity, into a new offering—capable, as they say in these cases, of creating a new *experience*, where the values of authenticity blend with the most refined innovative solutions. Well done, the job is done: the old dormitory becomes a dreadful place, a breeding ground for all sorts of miasmas. So off we go, converting it into double rooms or, where possible, singles—and perhaps with private bathrooms. And on top of that, cubic meters of reinforced concrete clad in larch! And down with the platforms to expand the outdoor restaurant space, because anyone arriving at high altitude will surely want to soak up the sun and drink plenty of beer while enjoying the view... Minestrone is just the usual reheated soup, so make way for shellfish, sea bass, or Alpine char—wherever they can still be found—mixed grills with Patagonian meats, and an endless variety of cheeses, made on both sides of the Alps. Finally, sparkling wine—lots of bubbles—before a barrique-aged red served by a sommelier. Naturally, the Chef (with a capital C...) reigns in the kitchen, because a regular cook is now nothing more than an old boiled chicken.

The knock-on effect of this misguided project is therefore inevitable, and it should come as no surprise that the expectations of the new mountain tourist have become dystopian, even leading to arrogant demands for the kind of service one would expect at a Michelin-starred restaurant—even in smaller establishments far removed from the epicenters of this ill-timed whirlwind of flavors and ostentatious opulence.

Of course, talking about this issue in times of war like the ones we’re going through might seem silly. I agree, it’s not the worst of problems; but the issue should nonetheless prompt us to reflect on the fact that rudeness, unfortunately, knows no bounds and becomes the sad common denominator—on a different scale, of course—that links those who destroy the planet and life on it with those who distort and degrade the values of the mountains and their healthiest traditions. The effects differ, but the principle does not. In both cases, people are simply rude.

***Off the grid.** One less ad, one more thought-provoking idea. Off the grid isn’t a new outdoor brand founded by two young mountain runners who are passionate about climbing. It isn’t an influencer’s Instagram account. Nor is it the name of a secret crag 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 editorial counterpoint. A free-spirited, unvarnished account of the outdoors written under a pseudonym.

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



COMPETITIONS GO
MOUNTAINS STAY