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outdoor

magazine

Year 19 - Issue 4 - 2026





THE NEXT GRADE.

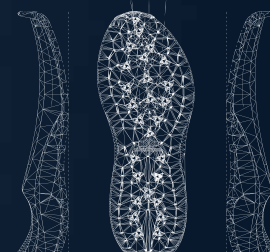
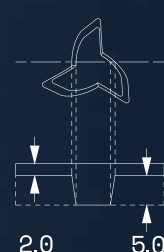
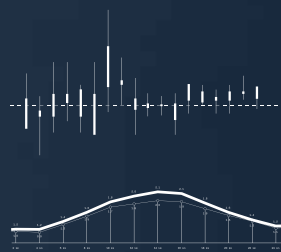
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WELCOME TO RIVA!

"We are all extremely different, but it is precisely this diversity—when acknowledged—that puts us on equal footing and serves as a starting point for building, not for dividing." This quote from Giuseppe Di Bella—who, together with Davide Spaccasassi, stretched a slackline between the arid peaks of the Sinai, a place with profound layers of meaning (even more so these days) from religious, political, social, and historical perspectives—opens the door to reflection. You can find the interesting article on the Sinai featured on page 42, but, looking beyond the purely sporting aspect, it offers a profound vision and creates a metaphor linking physical spaces and human connections. The principle underlying this reasoning is not so far removed—albeit in different times, contexts, and ways—from that of the founding fathers of the European Economic Community. Connecting physical spaces, through the creation of a common market, to foster human connections. These encompass shared values, common institutions, and political decisions. The metaphor rings even truer when we revisit Di Bella's quote. When the EEC was founded, Europe was emerging from a fratricidal war. Yet that diversity served as a starting point for building. After this flight into the highest realms of politics—understood in its purest and deepest sense, that is, governing the community for the common good—it might seem out of place to write about a trade fair. And we do so on tiptoe because we do not like to speak of ourselves. Yet the moment justifies this parallel.

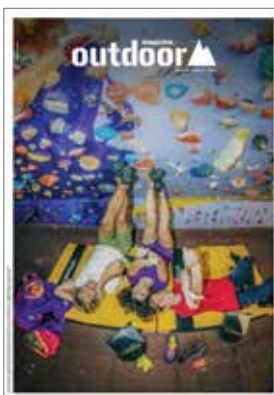
By the time you're reading this, you're probably packing your bags for Riva del Garda. Or perhaps you've already arrived on the northern shore of the Lake. From May 14 to 19, the Trentino destination will become—at least for us professionals in the outdoor world—the European capital, thanks to European Outdoor Week, which encompasses not only the ORBDAYS & OUTDOOR trade show, a leading continental B2B event, but also the European Outdoor Awards and the Outdoor Impact Summit. The return of OUTDOOR—which we all still remember well from its edi-

tions on the shores of another lake, Lake Constance—combined with the well established ORBDAYS formula, marks a historic moment for the outdoor sports industry. Once again, there is a focal point for the entire continent, and it is part of an entire week of meetings. This is thanks to the European Outdoor Group, which has successfully created a network that brings together and condenses the needs of various national trade associations. And it had the foresight to see the event in Riva del Garda as an opportunity.

Those who, like me, have experienced many editions of the Friedrichshafen trade fair can sense that invigorating atmosphere that only an outdoor destination like Garda Trentino can offer a B2B event. And that, setting aside issues of accommodation capacity and overtourism, was the key to the trade fair's initial success on the shores of Lake Constance. Returning to Riva del Garda—if not everyone, then certainly many, given that the fair has expanded from two to five halls—holds even deeper significance at this moment when the dark clouds of protectionism, denialism, and arrogance loom over the world. The celebration of the Outdoor Impact Summit, featuring top-tier guests, is no coincidence and sends a message as heavy as the stones of Mount Sinai to a world that seems to have sidelined environmental issues—a threat to its very survival, even before that of outdoor sports. Building relationships, bridges between places and people, when you think about it, is what you do even when walking. *"On foot, you truly go into the countryside, take the trails, walk along the banks, see everything. It's the same difference as looking at water or jumping into it,"* wrote Cesare Pavese.

Along with this issue, you'll find our Trekking & Walking special: 44 pages dedicated not only to the latest footwear models, but also to a world filled with itineraries and people who feel richer just by walking them—a world that's growing rapidly. To all our walkers, we say: Welcome to Riva!

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RIMINIWELLNESSOFF: A PROGRAM RICH WITH OUTDOOR ACTIVITIES

In addition to the event taking place at the Rimini Exhibition Center, many outdoor activities will be addressed specifically to athletes and enthusiasts: from May 28 to 31, RiminiWellnessOFF returns—the off-site four-days event dedicated to fitness, wellness, and sports that will transform Rimini’s historic center and the Riviera into a massive open-air gym, featuring a rich program of running experiences, trail running, and training sessions, along with workshops, classes, talks, and initiatives open to everyone. A unique experience that invites enthusiasts to explore the Rimini area on the move, plunged in its wonders and promoting a healthy lifestyle.

riminiwellness.com



SCOTT'S 20 YEAR IN OFF-ROAD RUNNING CELEBRATED IN VAL DI SOLE

Scott Sports chose Val di Sole, Trentino Alto-Adige, Italy as the setting for the debut of the new Kinabalu Trail and Kinabalu Ultra, which are hitting the market to coincide with the brand’s 20th anniversary in trail running. On April 14 and 15, the brand invited a group of journalists on a press tour to test the new Kinabalu models in their natural environment. The route, approximately 15 kilometers long on the Tour Malè, was the perfect setting to test the shoes real and varied conditions: from technical single tracks to more open, scenic sections, passing through the villages of Commezzadura-Mestriago, Deggiano, and Montes, all the way to the Church of San Valentino and the descent to Malè. Here, on the most challenging and technical downhill sections, the shoes delivered grip, responsiveness, and protection—qualities that the participants were able to evaluate firsthand.

THE SCARPA CLIMBING DEMO TOUR IS BACK

The SCARPA Climbing Demo Tour is back—an international calendar of climbing events that will take the brand to selected indoor climbing gyms across Europe and the U.S. Designed to engage the climbing community, the tour offers climbers of all levels the chance to test SCARPA’s top climbing shoe models for free in an actual setting. Among the models: Drago, Instinct, Veloce, Vapor, along with the new FURIA AIR and ORIGIN VS. Each event is structured as a gathering, featuring open climbing sessions, support from technical staff, and dedicated activities. The tour will make stops in the United Kingdom, Slovenia, Switzerland, Austria, France, and the United States, strengthening the bond between the brand and the local climbing communities. As part of the international calendar, the tour will also travel through Italy, with a series of events scheduled between spring and fall that will span the entire peninsula.



ledrosky.it - gardatrentinotrail.it

THE TRAIL RUNNING SEASON IS IN FULL SWING IN GARDA TRENTINO

In Garda Trentino, May comes alive with trail running-dedicated events: the Ledro Sky Trentino and the Garda Trentino Trail. The first race, now officially part of the Golden Trail World Series circuit, returns on May 24 with a new 21 kilometers trail featuring 1,700 meters of elevation gain, starting and finishing in Pieve di Ledro, alongside the Mini Ledro Sky, scheduled for May 23, which will allow young runners to explore the world of mountain running and have fun surrounded by nature. Scheduled for May 15-17 is the Garda Trentino Trail, featuring six distances, all finishing in the historic center of Arco in the Sarca Valley. Enriching the lineup of events are the Activation Days, to be held in Riva del Garda from May 16-17 during European Outdoor Week, with a program of activities for allrounder running-lovers.

RESPONSIBILITY

F.LLI CAMPAGNOLO CREATED A PARK TO SAVE THE BEES AND BOOST BIODIVERSITY

With spring coming, the Bee Park created by F.lli Campagnolo in the green area adjacent to the company’s headquarters in Romano d’Ezzelino is now fully operational. The balance of pollinating insects is increasingly fragile, considering that about 30% of species are at risk of extinction. The company’s project fits into this context; it covers an area of approximately 10,000 square meters and aims to encourage the presence of these animals by creating a habitat capable of ensuring continuous flowering. The park was created in November 2025, when volunteers from the social promotion association 4TREE APS planted native trees and shrubs, transforming a previously uncultivated area into a space of ecological value. A total of 96 native plant species were planted.



PATAGONIA CALLS FOR AN END TO INTENSIVE SALMON FARMING IN ICELAND

Patagonia has launched a global campaign to encourage everyone take concrete action to protect the future of the fjords and wild salmon by opposing open-net salmon farming. In doing so, the U.S. brand has once again reaffirmed its commitment to protecting Iceland’s seas. In collaboration with local communities and NGOs, Patagonia is ramping up pressure on the Icelandic government to stop this destructive practice, rallying the global community at a crucial moment. Starting April 9, the campaign has gained momentum with a new coordinated push. As the Icelandic Parliament debates the new aquaculture bill—whose implications will determine the future of the island’s biodiversity—it is crucial that the public makes its voice heard.

CIAO SERGIO

The news hit the newsroom like a punch in the stomach just hours before going to press with this issue, and it's the kind you never want to receive. Sergio Longoni passed away on April 29th. Anyone who reads *Outdoor Magazine* knows exactly who Sergio was. The first definition that comes to mind is "inventor of large-scale organized sports distribution in Italy." Starting from a shoe shop in a town like many others in the Brianza area of Lecco, in the space of a few years he transformed those few shop windows and that town, Barzanò, into a place of pilgrimage, with a bus arriving on autumn weekends to do the shopping like those that took thousands of Italians skiing on weekends. Then he built an empire under the Longoni Sport brand, sold it, and instead of enjoying the money in some tax haven, he invested it again to build another empire as DF Sport Specialist.



It is not easy to write the obituary of a giant like Sergio Longoni. It's not easy because before being a visionary entrepreneur, Sergio was a person with profound human qualities. If I think about 30 years in which our paths crossed, the first memory I have is when I met him among the overcrowded ISPO stands and didn't have time to say goodbye, because he was always the first to do so. Humility is rarely the endowment of great characters, and Sergio was an exception in this. He combined that humility with kindness. Until recently, it was not uncommon to see him on Sunday afternoons in Bevera's shop serving customers. In the afternoon, because the morning was reserved for a few steps in Grigna. The first

time I met him, I had an appointment at the Longoni Sport store on Viale Fulvio Testi in Milan, at 12. As soon as I showed up at the store, a clerk asked me, "Do you have an appointment with Sergio?". "Yes," I replied as a shy, young reporter. "He'll be there in at least an hour," she told me, smiling. After an hour he arrived in one of the first minivans, took an energy bar from the checkout counters and invited me to follow him into the offices. The result was one of the most beautiful interviews I've ever written, in which he told me about the beginnings, the courage to buy large quantities of shoes from the stocks of bankruptcies, and the little shop in the center of Barzanò. Another time, invited to Engadine for the ski tests, he showed up at Corvatsch climbing with skis and skins, punctual like the others who had taken the cable car.

Last memories are linked to events with the mountaineers and the sportspeople he organized in the shops. Last summer, in Bevera, already marked by illness, with Hans Kammerlander, Simone Moro and Krzysztof Wielicki. "We will pass this one too," he said with that incurable optimism that distinguished him before going on stage, visibly excited, to deliver the famous golden ice axe to those who were friends to him before mountaineers. A few weeks ago, in Lissone, a fleeting appearance before the evening with Franco Collé, wearing a mask and gloves to protect him. I didn't even have time to say goodbye. Hi Sergio, you'll always be an inspiration. (c.p.)

PARTNERSHIP

EUROPEAN OUTDOOR WEEK, A NETWORK OF MEDIA PARTNERS

It's now on everyone's calendar: May 14-19, Riva del Garda, European Outdoor Week and the ORBDAYS & OUTDOOR trade show. This issue of *Outdoor Magazine* was released just a few days before the continent's most important B2B and B2C event dedicated to outdoor sports and is also available at the trade show. The significance of this lakeside event is such that it is being covered by a network of media partners not only from Italy but also internationally: 4Outdoor, 4Running, Correre, Diffusion Sport, La Rivista del Podista, Mountainreview, Outdoor Industry Compass, Outdoortest, Runnea, Runner's World, Outdoor Markt, Sportdimontagna, Sportmarkt, SAZ Sport, Suston. "I can't wait to reconnect with partners across the entire outdoor sector, in a setting that truly reflects the values of this industry," says Claudia Klingelhöfer of Outdoor Industry Compass and SGI Europe. "I'm eager to get a clear picture of the sector's current situation and how brands and retailers are tackling today's challenges. I also hope to see clear, forward-looking signals demonstrating how the outdoor sector continues to take a stand and commit to a more sustainable future." Sustainability is indeed one of the central themes of the week, with the European Impact Summit. "The

combination of high-level discussions on sustainability and outdoor activities, alongside the trade show, looks truly promising," says Gabriel Arthur, editor-in-chief of Suston Magazine. "Finally, the European outdoor world is coming together in an environment that feels just right," comments Andreas Leucht, editor-in-chief of Outdoor Markt. "Trade shows have always been a time for gathering and reflection, and today, ORBDAYS & OUTDOOR perfectly meets the needs of industry professionals and the media," says Marco Melloni, director of 4Outdoor and 4Running. "Mountainreview is a go-to resource for many enthusiasts looking to navigate the world of mountain sports equipment, and it is only natural for us to partner with an event like the European Outdoor Week. This event serves as a showcase for the best products of the upcoming season and a compass for understanding the direction the market is taking. For our part, we are happy to contribute our expertise and ability to convey to the public the enormous amount of research and development work carried out by companies in the sector. This work deserves respect and should be explained to consumers, so as to help them choose the solution best suited to their needs," says Gianfranco Bo of Mountainreview.

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THE RUNNER'S REVIEW
LA RIVISTA
DEL PODISTA

SportMarkt

SALES AND PROFITS ON THE RISE FOR DECATHLON

The French sports retail giant closed out 2025 with a 4% increase in net sales (€16.8 billion) and positive results for EBITDA (€1.8 billion, up by 21%) and net income (€910 million, up by 16%). Gross merchandise volume (GMV) grew by 7.1%, reaching €20.7 billion. Decathlon, which is pursuing alternative retail projects—including store openings at IKEA and Media Markt—operates in 80 countries with 1,902 stores and employs over 100,000 people worldwide. Digital sales (e-commerce, mobile orders placed in-store, and external marketplaces) accounted for 20.2% of revenue, up from last year's 20%.



RECORD INCREASE FOR BERGZEIT

The German brand specializing in online sales of outdoor gear and apparel closed the 2025/26 fiscal year (ending in late February) with record profits. Net revenue rose by 17% (€207 million), and—according to the company—profitability also improved. Over 70% of revenue was generated by loyal customers. Bergzeit also has two physical stores in Bavaria, in Großhartpenning and Gmund am Tegernsee, and was acquired in 2012 by Obfinim SpA, a subsidiary of the Oberrauch family (Sportler). The company's headquarters and logistics operations are located in Otterfing.

INTERSPORT AT 14.1 BILLION

Intersport International Corporation GmbH (IIC) announced a slight increase in sales in 2025 (+0.4%, +1.2% at constant exchange rates), totaling 14.1 billion euros. The gross margin also rose. 2025 was also a year of leadership change with the arrival of Tom Foley as CEO, replacing Steve Evers, who stepped down at the end of 2024 after a six-year tenure. Furthermore, in early 2026, Intersport Austria completed the acquisition of Intersport Slovenia and now operates a network of over 500 stores across 12 countries: Austria, Slovakia, the Czech Republic, Hungary, Slovenia, Croatia, Bosnia and Herzegovina, Montenegro, Serbia, Albania, Kosovo, and North Macedonia. Intersport operates 5,260 retail locations in 40 countries.



EUROPE PLAYS A KEY ROLE IN THULE'S GROWTH

The Swedish company Thule Group has reported its financial results for 2025. Net sales totaled 10,429 million Swedish kronor (910 million euros), up by 9.3% and by 14% excluding currency effects. EBIT rose to SEK 1,671 million (€146 million) from SEK 1,622 million, while adjusted EBIT fell from 17% to 16%. Net profit remained stable at 1,114 million Swedish kronor (97 million euros), compared to 1,122 million Swedish kronor in 2024. The majority of sales (67%) were generated in Europe.

NIKE SHARES RISE AFTER MASSIVE PURCHASES BY THE CEO

On April 14, Nike's stock rose by \$1.29 (+3.01%, to \$44.20) after news broke that CEO Elliott Hill and Apple CEO Tim Cook, an independent director at Nike, had purchased shares. According to SGB Media, Hill purchased 23,660 Class C common shares (for a total of approximately \$1 million) and Cook purchased 25,000 Class B common shares. The media outlet reports that Cook had already purchased shares worth several million dollars on December 22 and Hill on December 29. After closing at \$52.82 on March 31, Nike's stock fell after management provided lower-than-expected guidance during the presentation of its third-quarter fiscal results.



STEADY DEMAND FOR E-COMMERCE IN GERMANY

According to the latest data from bevh—the German trade association for e-commerce and distance selling—the Q1 2026 for online retail in Germany closed with stable demand despite economic challenges and global geopolitical uncertainty. Total online sales reached €19.7 billion, a slight increase year-over-year. Among key categories, apparel remains the leading segment with €4.3 billion in online sales. This is followed by footwear at €1.5 billion and hobby and leisure equipment at €2 billion.

MAGNET: AN INCREASINGLY INTERNATIONAL IDENTITY

A new chapter is beginning for MagNet. Over the years, our group has become a leading name in B2B publishing (and beyond) in Italy, and we now aim to expand our reach to an international audience. We are proud to announce that all digital editions of our magazines are now available to read and download entirely in English. This natural evolution aims to broaden our editorial reach and create networking and visibility opportunities for professionals around the world. It is an ambitious step to meet the needs of an increasingly interconnected global market.

MagNet can currently count on a readership of over 2 million readers, including companies, agents, retailers, buyers, opinion leaders, influencers, agencies, journalists, bloggers, VIPs, athletes, event organizers, managers, and the general public. The international editions of our magazines aim to further expand our content reach, transcending language barriers—which, now more than ever, can be overcome with increasing ease. And we won't be doing this solely through print magazines.

In fact, our digital ecosystem is now fully available in two languages. On our websites, the dedicated language option will switch easily the content into English, allowing people to stay up to date on a daily basis. In addition, external partners will periodically receive a special newsletter in English featuring a selection of the most interesting news from their sectors.

Ranging from print magazines to our website, including newsletters and social media, our goal is to double the reach and value of all our assets.



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CHALLENGES AND RESPONSES IN THE EUROPEAN INDUSTRY

Five questions to some of the leading outdoor industry associations
of the continent to understand similarities, differences, and their vision

by Sara Canali

In a constantly evolving outdoor sector, where product innovation, shifts in distribution models, and changing consumer attitudes intertwine, the role of national trade associations is becoming increasingly central. To assess the state of the industry—from retail dynamics to the evolution of e-commerce, as well as consumer trends and production outlooks—we asked the same five questions to the leading European outdoor industry clusters. The goal is to build a comparative overview

across different markets, highlighting similarities and differences on key issues such as the relationship between specialty stores and brand-direct channels, as well as the delicate balance between globalized production and a return to more sustainable and localized supply chains. This overview aims to anticipate the direction in which the entire outdoor ecosystem is heading over the next five years, both in Europe and in the individual countries analyzed.

THE QUESTIONS

1. In your country, what role do specialty retailers play, and what is their general attitude toward brands' direct e-commerce channels?

2. What are the main trends in outdoor activities?
Which sectors are growing the most?
Have you noticed any changes in consumer purchasing behavior?

3. What specific benefits do outdoor brands gain by joining your association?
What services do you offer?
Are there different membership levels?

4. From a production standpoint, what are the main trends today?
Is the industry increasingly focusing on sustainability and local supply chains (locally produced), or does global outsourcing still prevail?

5. How do you see the outdoor sector evolving over the next five years in your country and in Europe?



CHRISTIAN SCHNEIDERMEIER,
DIRECTOR OF THE EUROPEAN OUTDOOR GROUP (EOG)



1. Specialty retailers are at the heart of the outdoor community and play a vital and highly active role throughout the sector in Europe. Direct e-commerce is now an established reality that is here to stay. For this reason, it is best to adapt to the current situation by highlighting the unique advantages of specialty stores and fostering strong partnerships between brands and retailers.

2. Running in general, and trail running in particular, is one of the main drivers of the market. Consumer behavior is beginning to change, partly due to the growing influence of artificial intelligence tools. The entire outdoor industry will need to transform itself to adapt to these new shopping habits.

3. At EOG, we are the voice of the entire European outdoor sector and represent the entire value chain. Our role is to facilitate business by offering various services and a platform for collaboration. The more members we have, the stronger our

voice is at the European legislative level. We offer unique networking and collaboration opportunities across various fields, as well as member discounts to our events: European Outdoor Week, the ORBDAYS & OUTDOOR trade show, and the Outdoor Impact Summit. We also offer discounts on a unique market report based on European sell-out data. We carry out various sustainability-related projects, such as the Sustainable Data Exchange and the Solar Rooftop program. The benefits of membership should be easily recognizable. Depending on the organization, we can offer standard, associate, or free membership for NGOs.

4. Global sourcing remains the dominant approach, as pressure on margins and prices continues to be one of the key factors in a company's success.

5. We expect the entire sector to grow, as the need for outdoor physical activity will continue to be a driving force behind outdoor products and activities.



CÉLINE BRUNEL,
EXECUTIVE MANAGER OSV (OUTDOOR SPORTS VALLEY)



1. Specialty retailers remain a cornerstone of the French outdoor ecosystem. They play a vital role in terms of product expertise, customer education, and engagement with local communities—aspects that are essential to our industry and difficult to replicate online. At OSV, we work closely with both brands and retailers—over 500 members across the entire supply chain—to maintain a balanced dialogue. While direct-to-consumer channels have caused some tension in the past, we have observed a more mature approach in recent years. The focus is shifting toward omnichannel complementarity, where physical retail, brand websites, and marketplaces each play a specific role. Through initiatives such as our retail-focused working groups and discussions on distribution strategies, we actively support this transition toward more collaborative and sustainable business relationships.

2. Outdoor activities in France keep diversifying. Trail running, hiking, cycling, and rock climbing are particularly popular, while winter sports such as ski mountaineering are attracting new participants. Through market research and ongoing dialogue with members, we clearly see a shift in consumer behavior. Customers are more cautious about spending, but also more discerning. There is growing attention to product durability, versatility, and environmental impact, while maintaining a strong interest in items with “fashionable” design and aesthetics. Circular economy models are gaining ground. At OSV, we support them with dedicated programs and collaborative projects on repair, second-hand goods, and eco-design. These are no longer niche markets: they are structural trends for the entire sector.

3. OSV brings together over 500 companies, ranging from startups to major international brands, representing a significant portion of the French outdoor industry. Joining us means becoming part of a dynamic ecosystem focused on collective performance and innovation. We offer practical services such as market data and analysis, networking events, thematic working groups, and access to collaborative innovation projects, particularly in the areas of sustainability, the circular economy, and industrial transformation. For example, we

coordinate collective programs on eco-design, CSR strategies, and circular models, as well as workshops on artificial intelligence, and we actively participate in European projects from which our members can benefit. We also provide support on strategic issues such as human resources, training, and innovation. Our membership model is inclusive, with different tiers designed to adapt to the size and needs of companies, allowing both SMEs and large corporations to participate actively.

4. Production models are clearly evolving in response to sustainability challenges and recent supply chain disruptions. At OSV, we support brands through programs dedicated to industrial transition, focusing on traceability, impact measurement, and responsible sourcing. There is renewed interest in “Made in France” and European manufacturing, particularly for strategic, high-value products or small-batch production. However, global supply chains remain predominant due to existing industrial ecosystems and cost constraints. What we are seeing is the emergence of hybrid models: brands are seeking to combine the advantages of global sourcing with more local, agile, and sustainable solutions. It is a gradual but tangible transformation.

5. The outdoor sector is structurally sound, driven by deep-seated trends such as the pursuit of well-being, health, and a connection with nature. Over the next five years, we expect to see a significant transformation of the industry. Sustainability and the circular economy will evolve from distinguishing features to standard requirements. Business models will continue to evolve, incorporating repair, rental, and second-hand options on a large scale. At OSV, we are already supporting this transition through collective initiatives and European collaborations, helping companies anticipate regulatory changes and accelerate innovation. At the same time, the sector will face economic uncertainties and climate-related challenges. In this context, collective intelligence and cooperation—at both the national and European levels—will be key elements in building a more resilient and competitive outdoor industry.



STEFAN ROSENKRANZ,
MANAGING DIRECTOR OF BSI SPORT (GERMANY)



1. Specialized outdoor retailers—whether physical stores, multichannel retailers, or purely online players—remain the backbone of the German market. They are essential for conveying the outdoor experience, as well as brands and products, to consumers through various touchpoints. At the same time, the presence of brands' e-commerce platforms is widely accepted as part of a seamless and integrated user journey. Ultimately, the shared goal is clear: to inspire consumers not only with innovative products, but also with the emotional appeal of the outdoor lifestyle.

2. One of the most dynamic areas is the growth of performance hiking and fast hiking, driven by demand for lightweight gear and technical apparel. Another key trend is the increasing integration of outdoor aesthetics into urban environments, accompanied by a new generation of versatile products designed for both the city and the outdoors. The design language is evolving toward a cleaner, more understated aesthetic, following trends previously seen in the cycling segment. Consumers are paying increasing attention to quality, durability, and repairability, confirming the shift toward products that are not only sustainable but also innovative.

3. As the federal association of the German sporting goods industry, the organization offers its members a comprehensive portfolio of services. These focus on key areas such as sustainability, digital transformation, political advocacy, and business development. Support ranges from training sessions, seminars, and webinars to practical consulting on strategy development. A dedicated clearinghouse also allows members to exchange sales data with retail partners. In addition to its historic headquarters in Bonn, the association has expanded its

presence with an office in Berlin, strengthening its ability to represent the sector's interests at the political level. We have regular members, that is companies in the sporting goods industry, according to our guidelines, as well as associate members who are partners in our network, such as MagNet.

4. There is generally growing interest in building production facilities in Europe, driven by the need for greater flexibility and shorter delivery times, especially during crises such as the COVID-19 pandemic or the current conflict in the Middle East. However, Eastern Europe suffers from a shortage of skilled labor, as well as the expertise and machinery needed to finish high-end technical fabrics. For this reason, Asia remains the primary manufacturing hub, particularly for textiles and footwear, with countries like Vietnam and Indonesia playing an increasingly important role. At the same time, companies are prioritizing closer, more collaborative relationships with their manufacturing partners. Ensuring fair and equitable working conditions throughout the supply chain has become a central issue—especially for outdoor brands—and is often supported through partnerships with independent organizations such as the Fair Wear Foundation and the Fair Labor Association.

5. After a period of relative stagnation over the past two or three years, the industry is cautiously optimistic about a return to growth. New developments in technology, design, and communication are expected to generate fresh momentum. More broadly, growing social interest in health, physical activity, and contact with nature is creating favorable conditions for the outdoor sector. Thanks to its ability to adapt to different performance levels and lifestyles, the industry is well-positioned to benefit from these long-term trends.



MARTA MERCADER,
SECRETARY GENERAL OF SPAIN IS SPORT (AFYDAD)



1. In Spain, specialty retailers continue to play a very important role in the outdoor market. They are not just a sales channel, but also a key hub for advice, product education, and community building. In categories such as hiking, trail running, climbing, and technical outdoor gear, consumers continue to value staff expertise, the ability to physically compare products, and after-sales service. This is particularly relevant for technical footwear, backpacks, apparel, and high-performance gear, where trust and expertise remain essential. At the same time, the Spanish retail landscape has become more demanding, with consumers being more selective and price-conscious than in previous years.

When it comes to brands' direct e-commerce channels, the general sentiment among specialty retailers is mixed. They understand that direct online sales are now a reality in the market, but they are concerned when brands compete too aggressively on price or use their own online channels without protecting retailers' margins and positioning. The relationship works best when brands adopt a true omnichannel approach: differentiated product assortments, clear pricing discipline, support for sell-through, and dedicated services for retailers such as training, events, and in-store activations. In Spain, the strongest partnerships are those in which brands view specialty retail as a strategic partner for credibility and brand building, not simply as a transactional channel.

2. The outdoor sector is benefiting from a broader shift in lifestyle toward health, nature, and active leisure. Hiking, mountaineering, trail running, rock climbing, and cycling remain among the areas of greatest interest, supported by the country's geography, its diverse climate, and a strong culture of outdoor activities. From the consumer's perspective, we are seeing a more informed and cautious buyer. Spanish consumers are still willing to invest in outdoor products, but they compare offers more closely, wait for promotions more often, and seek versatility and durability. Demand is growing for products suitable for various contexts of use, from sports to travel to everyday life. Sustainability is increasingly valued, but performance, price, and longevity remain the decisive factors in most cases. In other words, consumers are becoming more rational: fewer impulse purchases, greater attention to the product, and higher expectations in terms of quality and value.

3. For outdoor brands, being part of SPAIN IS SPORT means joining a national platform that connects companies with international opportunities, industry insights, and institutional representation at both the national and international levels. As an association, our role is to help brands enhance their visibility, compe-

titiveness, and international reach. We support companies through participation in trade shows, export promotion, consulting, information sharing, networking, connections with public institutions, and collaboration with leading national and European industry bodies. We are also active at the European level thanks to our ties with organizations such as FESI and the European Outdoor Group—a particularly important aspect in a context of rapidly evolving regulations and market transformation.

4. From a production standpoint, the Spanish outdoor industry is clearly moving toward more responsible models, but the reality is complex. Sustainability is no longer a niche issue; it is becoming a structural one. Brands are paying much closer attention to traceability, material selection, product durability, packaging, reparability, and regulatory compliance. This shift is driven not only by consumer expectations but also by the European regulatory agenda, which is pushing companies to rethink product design and supply chain transparency. Spanish industry still has significant room for improvement in this area. That said, global outsourcing continues to prevail across much of the sector, especially where economies of scale, cost efficiency, and technical specialization are critical factors. What we are seeing is not a complete return to local production, but a gradual diversification of supply chains and a more strategic approach to sourcing. Some brands are exploring nearshoring or selective European production for specific categories, small runs, or premium collections, while maintaining broader international sourcing structures. In Spain, therefore, the trend is not so much to replace global production as to make it more resilient, transparent, and sustainable.

5. Over the next five years, we expect the outdoor sector in Spain to continue to grow significantly, driven by wellness, active lifestyles, sports tourism, and consumers' ongoing interest in outdoor activities. We also anticipate a strengthening of the ties between the outdoor, running, travel, and lifestyle sectors already evident in the way companies and industry events are positioning themselves.

At the European level, the sector is likely to become more professionalized, more data-driven, and increasingly influenced by sustainability regulations. Brands will need to combine innovation, channel management, responsible production, and community engagement. In our view, the brands that succeed will be those capable of offering technical credibility, an authentic purpose, and a strong omnichannel relationship with both consumers and retail partners.



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TRAIL RUNNING MODE: ON

The number of races is increasing, the movement is growing, but beware of false myths

by Maurizio Torri

For several years now, thanks to rising temperatures, athletes' habits have been changing: people are running year-round without pause. However, it's in spring that events really start to proliferate. Despite an increasingly packed calendar, the number of participants is growing, and this is an extremely interesting trend for interested companies.

RACES AND TRAINING SESSIONS? IMPOSSIBLE TO ESTIMATE THEM

Not all trail running races are affiliated with FIDAL; in fact, most are organized by various sports promotion bodies. There is therefore no reliable national calendar, and keeping track of all the events would be an impossible task. However, based on data from the major timing services, we can state with absolute certainty that more than 700 races are held each year in Northern Italy alone. The movement is growing at an average rate of +15%, with the number of participants well exceeding 50,000. In the post-COVID era, several new races have emerged; some of these have endured and made a name for themselves... others could not withstand the competition and have already been canceled. The causes of their early failure can be traced to unappealing locations and poorly organized events, perhaps created more to satisfy the organizers' egos than to meet an actual demand. Those who have managed to carve out a niche for themselves, however, have focused on clear growth plans, the right locations, consistent communication, timely social media engagement, and local communities. Mapping out trail running practice in Italy, the most active regions geographically are Piedmont, Lombardy, Trentino, Liguria, and Valle d'Aosta. Central and Southern Italy, on the other hand, are still up for grabs.

TRAIL PEOPLE ARE INCREASINGLY CROSS-CUTTING

The veteran runners who refuse to give up help keep the average age of competitors high, but more and more young people are taking up long-distance running; a trend that, until a few years ago, we mostly saw abroad is now becoming popular here as well. Perhaps because of the strong appeal trail running has on media and sponsors, but more and more young people who used to train with mountain running and skyrunning first, now they're starting directly with trail running races, even tackling significant distances. While for "short" races (under 42 km) the target age group is between 25 and 30, an analysis of the rankings shows that for long-distance races (ultramarathons), the average age shifts to between 35 and 40. A very interesting finding is that the proportion of female participants has grown significantly, rising from 15% to 20%. Further analysis of the rankings reveals another interesting fact: women have not only increased in number but have also raised the bar.



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

ARE WE ALL CHAMPIONS? ABSOLUTELY NOT

An increasingly packed calendar, with rising participation numbers despite peaks of 6-7 events every weekend, is certainly of great interest to sports companies, but it creates confusion and some challenges for those like myself who work in communications and for those tasked with evaluating athletes based on their performance. Since the level of competition is inversely proportional to the number of events, it is difficult to see noteworthy head-to-head matchups or fields with a decent number of top runners. It is therefore better to carefully analyze the placings, evaluating successes based on the level of the opponents and chrono data, before proclaiming false heroes. Winning minor races is good for morale, but an athlete's true caliber is revealed in the moments that matter. It is in major events that a champion knows how to shine. To celebrate the exploits of Francesco Puppi and Cristian Minoggio at the 2025 UTMB Finals, no epic photos or catchphrases were needed. The standing ovation came regardless.

EVENTS YOU WON'T WANT TO MISS IF YOU WANT TO STAND OUT

So, which events should you definitely not miss if you want to make a lasting impression in the 2026 season? In Italy, the Lavaredo Ultra Trail and the Monterosa Walser Waeg are definitely must-sees. On the international stage, in addition to some all-time classics like Zegama and Sierre Zinal, the continental races in Slovenia and the Chamonix race week will once again reshape the rankings.





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MICRO-CRAMPONS: A SAFETY ISSUE FOR THE ENTIRE RETAIL SECTOR

Selling a product without a CE marking or a declaration of conformity, or with incomplete information, may result in legal liability for retailers and pose risks to the end consumer

by the Italian Outdoor Group

In recent years, micro-crampons have seen significant growth, particularly in the online market, driven in part by changes in outdoor activity habits during and after the pandemic. Despite their commercial success, several companies affiliated with Assosport and the Italian Outdoor Group have reported issues related to the proper classification and marketing of these products.

For this reason, last February Assosport organized an online meeting that brought together its member companies—manufacturers and distributors of micro-crampons. The goal was to share information and experiences to ensure safety, regulatory compliance, and fair business practices in a rapidly growing market.

The comparison revealed that micro-crampons, often marketed as simple accessories for leisure and outdoor activities, are by nature Category II Personal Protective Equipment (PPE) under Regulation (EU) 2016/425. Their function is clearly to protect the user from the risk of slipping on snow and ice, preventing even serious accidents that can occur on seemingly simple trails too. For this reason, their design, marking, and accompanying documentation must comply with specific requirements to ensure safety.

One critical issue highlighted by companies is the lack of a specific harmonized technical standard for micro-crampons. This creates confusion among consumers and industry stakeholders and leads to the presence on the market of products lacking CE marking or a declaration of conformity issued in accordance with the aforementioned EU Regulation. Some micro-crampons, sold mostly online, for example, are still marketed as “sports accessories” or “leisure items,” without clear information on their intended use or on the responsibilities related to product safety.

Retailers also play a crucial role in this context. Selling micro-cram-

pons that lack CE marking, a declaration of conformity, or have incomplete information can result in legal liability for retailers and pose safety risks to the end consumer. For this reason, Assosport urges all retailers to educate themselves and carefully review the technical specifications and regulatory requirements of the products they offer. It is essential they recommend only products that possess the appropriate certifications and they clearly communicate the different uses to the customer.



Among the initiatives undertaken in collaboration with manufacturers and distributors:

- Improve communication throughout the supply chain—from manufacturers to distributors, retailers, and e-commerce operators—by clarifying roles and responsibilities in the sale of PPE.
- Promote proper CE marking and raise awareness among online platforms on the need to comply with the obligations set forth in Regulation (EU) 2023/988 on product safety.
- Initiate a Europe-wide discussion to assess, over time, the adoption of a dedicated technical standard that clarifies the classification and safety requirements for micro-crampons.

The meeting marked a first concrete step toward creating a safer and more transparent supply chain. Assosport will continue to monitor this issue and provide updates to member companies and retailers on regulatory developments, operational guidelines, and dedicated training initiatives, in order to protect both consumers and the integrity and reputation of the outdoor industry.

Understanding and complying with the regulations governing micro-crampons is not merely a legal obligation: it is a collective commitment to ensuring the safety of the end consumer, as well as transparency and fair business practices throughout the entire supply chain.



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THE CONQUERORS OF THE USELESS

Reflections on why we climb mountains

by Nives Meroi – Photo from the Benet-Meroi archive

The great Lionel Terray once said that mountaineers are the “conquerors of the useless.” Indeed, there is nothing on a summit; there is only the Earth coming to an end. Climbing mountains is also a physically demanding activity because it exposes the body to risks and physical fatigue that can sometimes be extreme. Above 8,000 meters, in what is called the “death zone,” a person climbing without oxygen support—even if in perfect condition—will not survive more than two or three days at most. So why climb mountains? In my opinion, the story of a defeat best explains it.

So I’ll start with my first expedition to an eight-thousander. It was back in the last century; there were 11 of us, and we wanted to climb a partially new route on the north face of K2—the almost unknown “Italians’ mountain.” We knew that in such a remote area, we wouldn’t just have to face the difficulties of the approach, the challenges of the climb, the dangers, and the risks of the “death zone.” There, for nearly two months, we would be completely alone. Alone and isolated. Without a satellite phone, without any connections, without knowing if the world outside still existed. For 50 days, we would live in the world as it was before; and as it will be afterward, when we humans are out of the way.

After a couple of weeks of hiking, we had reached the foot of the mountain, and after another month of gradually gaining altitude, on July 31 we were ready to attempt the summit. There were three of us in the advance party: Romano, Filippo, and me. After a final bivouac at 7,800 meters, we set off at a freezing dawn. The difficulties were demanding for those altitudes: a 70-degree slope on ice, up to grade 5 rock climbing. Ours were the first human footsteps to ever touch that pristine white cover. At 2:00 p.m., having reached 8,450 meters, we discovered that our route ended there: on a tower detached from the wall, 150 meters from the summit.

Back then, there were no Google Earth images, not even drones to send up for a look. I remember the other two just shrugged and brushed it off with a “Well, we tried.” My reaction wasn’t quite as graceful. That was the first lesson the mountain taught me: “Embrace failure without getting discouraged.”

It took me quite a while to swallow that bitter pill; I just couldn’t understand why it had ended that way: we were only 150 meters short, we were feeling good, it was early, and conditions were good. A cruel twist of fate. But it was that very twist that sparked our wanderings through the eight-thousanders, mine and Romano’s. And not out of defiance or spite, but out of curiosity: out of the desire to get back in the game and keep exploring. We’re all born with curiosity, and it never stops tantalizing us. And when it grabs us, we’re not afraid to turn our backs on the comforts and set out. Or rather,

BIO | NIVES MEROI AND ROMANO BENET

When we were 18, we tied ourselves together with a rope and started exploring the Julian Alps—the peaks near our home—together. Our activities are wide-ranging, from rock climbing in the Alps to ice climbing and “winter ascents,” such as the first ascent of the “Pilastro Piussi” on Piccolo Mangart in Coritenza and that of the “Cengia degli Dei” on Jof Fuart. Over time, our love for the mountains has driven us to explore distant horizons, in the thin air of South America, the Himalayas, and the Karakoram, practicing mountaineering “by fair means”: without the use of supplemental oxygen, high-altitude porters, or pre-established camps. On May 11, 2017, with the ascent of Annapurna, Romano and I completed our “chain of the 14 eight-thousanders,” the first climbing team in the world to have accomplished it together. In 2023, we climbed the unclimbed west face of Kabru South (7,318 meters). And in 2025, we climbed Kabru Main (7,412 meters), again via the previously unexplored face. We are both members of the Italian Academic Alpine Club, and in 2016 we were awarded the King Albert Award. On March 8, 2010, I was awarded the title of Commander by the President of the Republic, and in 2024 I received the Piolet d’Or, with a Special Mention for women’s mountaineering.



maybe there is fear: of the unknown, of getting lost, but we accept it as a travel companion.

And so we carried on, through a series of successes and failures, and the years flew by. Expedition after expedition, the mountain taught me many more lessons—lessons that were useful not only for climbing. It taught me the economy of movement and thought; it showed me the power of patience and humility; and it made me realize that freedom entails shared discipline and responsibility.

And then up there, in the “death zone,” I experienced the strength that comes from climbing together toward a summit. Because it was that energy that allowed us to weather storms, obstacles, and uncertainties, until we seized those fleeting moments of opportunity that sometimes turned the tide in games that had already seemed lost. No feat is accomplished by a single person; alliance is the strongest bond that exists in nature. At 8,000 meters just as at sea level. Climbing mountains produces nothing tangible; it is merely the pleasure of a simple luxury, an end in itself. But so too is sketching a landscape, singing a song, telling a story... these too are useless luxuries that yield no profit, yet perhaps they serve only to ignite within the soul that feeling which makes us human.

“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.

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FOR THE LOVE OF MOUNTAINS

Room Service is AlpineStandards' project dedicated to cleaning up five bivouacs in remote locations in the Val d'Ayas and Monte Rosa areas. Yet under no spotlight, with no marketing agenda

by Benedetta Bruni - photos by Agostino Chiarucci

The consumerism and individualism of recent decades have exacerbated the sense that everything is owed to us—and immediately too—with no interest at all for any given consequence. As inaccessible as they often are, the mountains have obviously not been spared and episodes linked to overtourism are recent, including the trend of treating a bivouac as a final destination rather than a fall-back option in case of emergency. Reports of structures vandalized or simply left to fend for themselves, even after people have spent the night there, have increased exponentially. It was from a similar incident that the idea for Room Service by AlpineStandards—the technical mountaineering apparel brand based in Val d'Ayas—was born. On their first outing of the season, Matteo Mendiola and Matteo Upinot—the brand's founders—didn't want to simply note the pitiful condition of the bivouac where they eventually stopped. Aware that it is not the only one in such a state, the question arose spontaneously: since we have the desire and the means, why don't we go clean them up ourselves? Driven by a healthy dose of optimism and a love for the mountains, but also with support from Akta for freeze-dried products, MSR for stoves, and Outback 97 for logistics, through September Mendiola, Upinot, and the entire AlpineStandards team will visit five unmanned bivouacs in remote areas of the Aosta Valley and the Monte Rosa massif with the aim of performing minimal, temporary maintenance. A true "Room Service" through which they hope to create a virtuous cycle—provided it is based on genuine values and not just for show.

MATTEO MENDIOLA, FOUNDER

Was there a "zero" bivouac from which Room Service later evolved?

There have been many, but the one that officially sparked the Room Service project was the highest of the Monte Rosa massif, which we found in terrible condition. That's what convinced us to start with the most remote, least accessible, and therefore hardest-to-maintain structures. However, we are not the only ones carrying out independent maintenance, and we do not wish to replace the CAI, which does a difficult job managing a significant number of bivouacs. Ours was the spontaneous reaction of simple mountain lovers: to clean up our own tracks and those of others, in the hope of setting a good example for those who come after us. With the rise of overtourism, bivouacs are increasingly seen as anything but a place to seek shelter in an emergency, so people often don't even bother to tidy them up or leave supplies.

Picture this: on our first visit, we were worried that everything might already be in order, but instead, not only did we find no supplies, we came back down with over 20 kilos of trash.

So what does the procedure involve?

These are all temporary, non-structural measures that do not involve any repairs. We clean the inside of the shelter (we shake out the blankets, flip the mattresses, and tidy up the room just like in a hotel), collect the trash and organize the space, check the existing supplies, and leave an emergency kit containing three packets of Akta freeze-dried food, an MSR stove, a gas canister, a fork, a spoon, a small pot, and three thermal blankets. The label lists everything we're leaving in the bag, and I've also written my email address so I can be contacted if the contents don't match. And in that case, I'll return to restock the kit with whatever has been taken.



The name "Room Service," on the other hand, evokes a very specific image.

Yes, it's clearly quite ironic: it stems precisely from the tendency to treat "bivouacking" as a leisurely stay—something I consider misguided precisely because of its nature, since it's not the ultimate goal of a hike. Or a sort of "free hotel." This is also why we decided not to provide information about the structures we'll be visiting with Room Service, and to announce the project with some delay. We're afraid that otherwise people will immediately recognize the bivouacs and that they'll quickly revert to their original condition. Beyond these precautions, however, I hope this initiative creates a virtuous cycle. I'm convinced that if I arrive at a place and it's already dirty, I'll never feel like cleaning it up; but if it's already clean, I'm motivated to leave it as I found it—if not better.

Are you open to other collaborations?

Yes, but with reserve. The synergy we've found with Akta, MSR, and Outback 97 isn't the result of a commercial partnership, but rather a shared desire to give something back to the mountains without seeking the spotlight or looking for a return in terms of image. Right now, I'm motivated by my love for the places I cherish and spend my time in. Also because we don't use mechanical means to reach the bivouacs: we skin up glaciers or climb walls because we feel compelled to do good. It is on these terms that we began our collaboration. We are, however, more open to reports of bivouacs that need a fix-up.



THE TRANSPARENCY THAT REALLY MATTERS

Rab's Material Facts, a project designed to clearly share information on product sustainability, has evolved into an international collective with a standardized methodology for the entire industry

by Benedetta Bruni

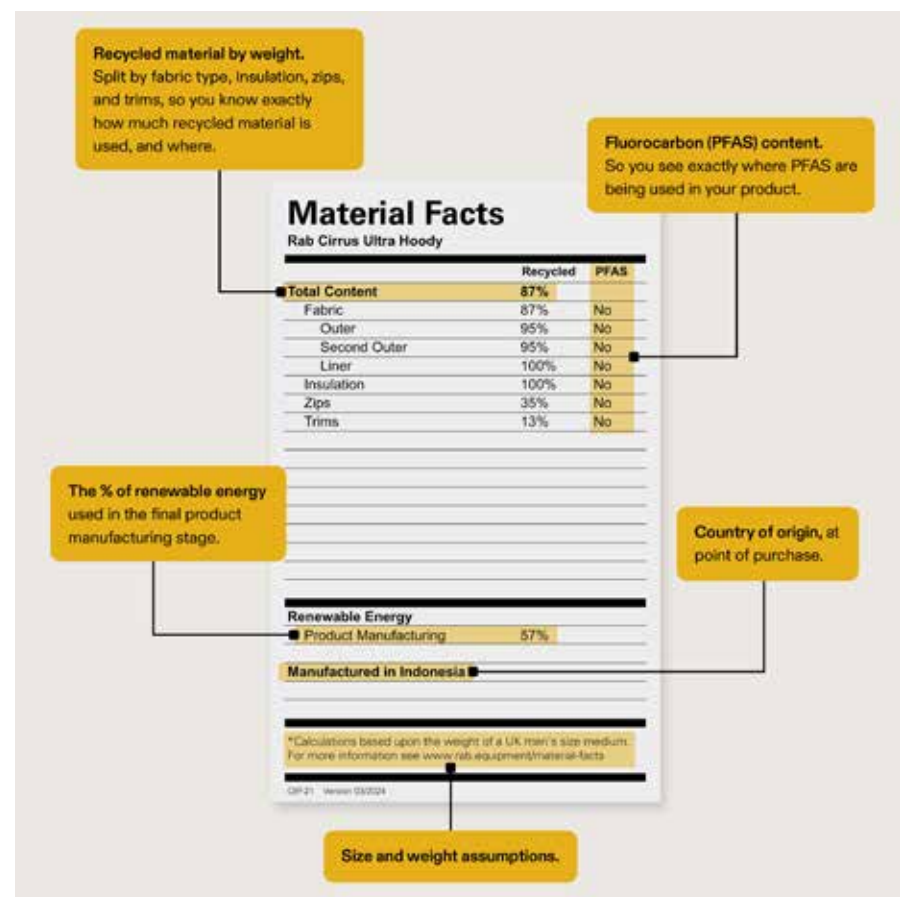
For an outdoor brand to truly call itself such, a focus on sustainability must be at the core of its production; at the same time, this must be accompanied by a commitment to transparency and respect for consumers. Thus, in 2023, Rab created the Material Facts method, a transformative approach that enables the sharing of clear, standardized data with customers and retailers.

RAB'S MATERIAL FACTS METHOD

Material Facts supports responsible decision-making in sourcing and procurement, in accordance with ESG standards. Thanks to this methodology, consumers have access to clear and transparent product information, including details such as the percentage of recycled content, PFAS, and country of origin. In the future, the plan is to also include information on material type, certifications, sources, repairability, and durability.

THE EVOLUTION INTO MATERIAL FACTS COLLECTIVE

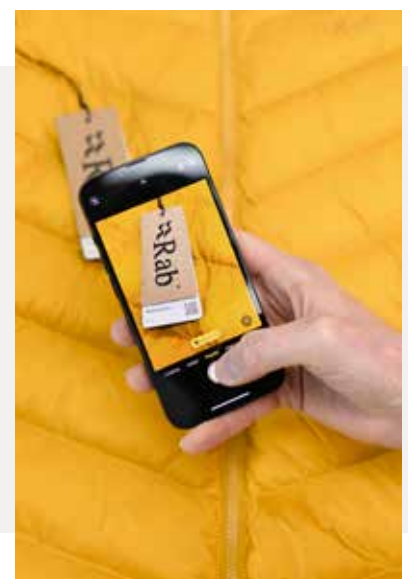
Also on Rab's initiative, the Material Facts Collective was launched in 2024, supported by the European Outdoor Group and now including retailers and brands across the United Kingdom, Europe, the United States, and Canada, such as Go Outdoors, the Oberalp Group, and, of course, Rab. Drawing on the British brand's experience, the collective has created a standard applicable to the entire outdoor industry that clearly and comprehensibly presents a product's sustainability data. The initial methodology, which has been revised, was tested and refined to arrive at a robust, scalable solution that can be applied to other data and categories beyond gear and apparel.



THE IMPLEMENTATION TOOL

To help brands adopt this methodology and facilitate the sharing of standardized data on product sustainability, an implementation support kit has been developed that includes:

- Methodological documentation: a detailed explanation of the steps, calculations, and assumptions
- Calculation templates to help brands track results as they engage with the new methodology
- New criteria: proposals for future roundtables
- Communication guidelines that define how brands should disclose information related to Material Facts
- A business case to support internal buy-in and secure the necessary resources



TECHNICAL FABRIC AIMS TO THE FUTURE

We saw it in Frankfurt at the two trade shows Techtextil and Texprocess, where we experienced innovation at the intersection of sustainability, performance, and artificial intelligence

by our correspondent Sara Canali – photos: Messe Frankfurt, Thomas Fedra

A total of approximately 1,700 exhibitors representing 54 countries from around the world. They were the stars of the two trade shows, Techtextil and Texprocess, which, during the event held from April 21 to 26, aimed to give a voice to the entire technical textiles sector. Over the course of four days at the Messe Frankfurt exhibition halls, new materials and recycling technologies were showcased, along with finishing solutions and high-performance technologies for textile production and processing, all the way to the latest developments driven by automation, digitalization, and artificial intelligence. Today, in fact, these two biennial trade shows are considered among the most innovation-focused in the world. The sentiment we picked up while visiting is that today, whether it involves sports, outdoor, fashion, and workwear applications or safety-critical sectors, the demand for highly functional textile solutions is high. Not to mention the importance of technologies—and, increasingly, applications derived from artificial intelligence—capable of shaping this market segment as well. We explored this and other topics with Donald Wich, CEO of Messe Frankfurt Italia.



Donald Wich

What trends are emerging from this year's Techtextil and Texprocess?

Once again this year, the major trend is sustainability, accompanied by the concept of multifunctionality. We are also placing a strong emphasis on manufacturing technology. This includes digitalization, smart manufacturing in general, but above all artificial intelligence applied to manufacturing technology. And our final focus is on the convergence of electronics and textiles.

What role does the sports sector play at the trade show, and how is it evolving?

The sports sector has always played a significant role at this trade show, and in recent years it has grown even further, thanks in part to the global trend toward outdoor activities. It is therefore a valuable segment in terms of experimentation and research, capable of developing expertise that can be applied to other sectors.

We found a lot of Italy among the pavilions. What role do we play in the sector?

Italy has traditionally been a highly advanced country in terms of technology in the technical textiles sector, as well as in production processes and machinery. Along with Germany, Italy is one of the market leaders.

How can Italian competitiveness be combined with the manufacturing expertise of the Far East, particularly China?

In recent years, China has made tremendous strides, particularly in terms of quality and innovation, which are now at a highly competitive level. It there-



fore represents a formidable competitor for all European companies. On the other hand, China is also a crucial market for various sectors—from leisure and sports to Made in Italy—as there is a huge amount of demand coming from there. The ability to combine innovation, quality, and what we might call “branding” are certainly competitive strengths that Italy possesses and that currently make it still quite unassailable.

Should artificial intelligence scare us, or could it be an opportunity?

Artificial intelligence is undoubtedly the hot topic of the moment. In the most advanced sectors, such as the software industry, but also in fields like banking and insurance—that is, in the service sector—we are already seeing a tangible impact, with jobs being cut significantly, and the replacement of humans by AI is, to some extent, already a reality. The situation is different in industry, where the logic of application is distinct. Although there is much talk of humanoid robots, the prevailing trend is toward collaboration between humans and machines, rather than replacement. For this reason, at present, the adoption of artificial intelligence in the industrial sector is more gradual and “soft” compared to what is happening in the service sector.

How important is human interaction still in an increasingly digital world, even in the context of trade shows?

That's a question we've asked ourselves, too, and it's absolutely central. After COVID, when all in-person activities had come to a halt in favor of exclusively digital interactions, we really wondered if we'd ever return to our previous levels. In reality, we were surprised ourselves: not only did we return, but we even surpassed our pre-COVID results. This shows that human connection remains essential. We don't know if this will always be the case in the future, but for now, we can rest easy. After all, today a trade show is no longer just a place for buying and selling, but a space where culture is built: workshops, meetings, and opportunities for discussion are becoming increasingly central.

What will the industry trends be in the coming years?

We will certainly continue to talk about sustainability, because it is an issue we cannot ignore. Artificial intelligence will have evolved even further, and we will likely find ourselves at a stage where the replacement of human workers becomes a reality in the industrial sector as well, not just in the service sector. At the same time, outdoor activities and sports will remain strong and established megatrends. It is therefore reasonable to expect that, eight years from now, this segment will carry even greater weight within the two trade shows. In the meantime, I look forward to seeing everyone at Techtextil & Texprocess 2028, scheduled for April 4–7.





GLITCH CAMP: CAMPING IN THE CITY

During the Design Week, Ferrino transformed the former slaughterhouse in Porta Vittoria, Milan into an urban campsite

by Claudio Primavesi

Transforming the tent into a space for sharing, experimentation, and community life. For the 2026 edition of the IED (European Institute of Design) Glitch Camp, the initiative has found a new home at the former Porta Vittoria slaughterhouse, within an urban regeneration project that will see the future IED campus take shape. A post-industrial space that becomes a meeting place for the creative community, the local area, and contemporary design. In this setting, Ferrino contributed by supplying technical tents for 300 people, designed for trekking and camping activities, creating a true urban campsite. A project that reinterprets the outdoors in a contemporary key, bringing an iconic object into the language of design and temporary living. Within Glitch Camp, Ferrino also took center stage with Re-Life, an upcycling workshop dedicated to the creative reuse of outdoor

materials. The event took place on April 25, with two four-hour sessions (morning and afternoon), for a total of 16 participants divided into small groups. The workshop aimed to breathe new life into discarded outdoor products, transforming them into unique objects through a conscious design process. "For over 150 years, the tent has been at the heart of our projects and the dna of our brand. We design solutions to accompany people on authentic experiences, from the mountains to the most extreme environments, and we develop reliable systems for civil protection and emergency management. That is why we are proud to have supported the IED creative community in a project that brings the tent into the urban context of Milan Design Week, transforming it into a space for experimentation and dialogue," stated Anna Ferrino, CEO of the brand.

ICAPPAK ●

IT'S OUT THERE



CLIMB WORLD TOUR IN & OUT-DOOR

La Sportiva's event is changing its format. At the Turin stop, we met Elias Iagnemma, the Abruzzo-born climber who proposed the world's first 9A+ boulder problem

by our correspondent Sara Canali

On Wednesday, April 8, a van is parked outside the historic B-Side gym in Turin, with a sunshade, deck chairs, and beanbags at the entrance. This is the latest addition to La Sportiva's Climb World Tour, one of the most important events fostering dialogue between the brand and the climbing community. This year, the tour has been revamped into a traveling van tour with multiple stops, creating a common thread connecting communities, athletes, and regions. Leading the tour are some of the brand's most iconic athletes, including Caroline Ciavaldini, James Pearson, Siebe Vanhee, Klaas Willems, and Lara Neumeier, who also serve as the tour's voice and the link between indoor and outdoor climbing. The event's goal is precisely to foster dialogue between the indoor gyms' world and crag enthusiasts, in keeping with the brand's dna.

THE TURIN STOP

Starting in Arco, one of the iconic locations of Italian climbing, the tour made a stop in Turin at one of the city's best-known climbing gyms, which is popular with both beginners and experienced climbers. The B-Side, which specializes in bouldering, provided the ideal setting to showcase the feat of Elias Iagnemma, a climber on the La Sportiva team who, on November 10, 2025, proposed the world's first 9A+ (V18) boulder route. It is called Exodia and is located in Val Pellice, Piedmont, at the Barbara Mountain Hut. The challenge is the result of four years of attempts and approximately 200 days of work on the project. The athlete himself recalled the story through interviews and climbing sessions with enthusiasts attending the tour stop. A 20-minute documentary film was also presented, tracing all the stages of the Exodia ascent—from moments of difficulty to those of great joy, through the long waits—demonstrating how this sport is often a delicate balance between body and mind. We interviewed him to delve deeper into this historic achievement.

Hi Elias, how and when did your passion for climbing begin?

I was born in Abruzzo, but I first tried rock climbing at age 12 in Switzerland with my uncle, who was a member of the CAS, the Swiss Alpine Club, and took me on a mountain route along a ridge. When I returned to Abruzzo, I found out that a girl I knew from school climbed, and I wanted to try going with her. According to my instructor at the time, however, I wasn't cut out for it and would have been better off playing rugby.

Thank goodness you didn't listen to him...

In fact, his comments really struck a chord with me, as if I had to prove myself. So I kept climbing. From there, I became passionate about it, even though, unfortunately, in 2009, after the earthquake in L'Aquila, I had to stop for two and a half years—almost three. Then I picked it up again and haven't stopped since.

How did the Exodia project come about?

One day I went climbing at the Barbara Hut in Piedmont because I wanted to try Chimera, an 8C problem by Christian Core. On that occasion, I also met Stefania, who would later become my wife and who, like any true Piedmontese, knew a lot about the boulders in the area. Once, as I was heading home, she pointed out a boulder that Core himself hadn't been able to climb. It was Exodia.

211 days of training and four years of sacrifice. On paper, it seems crazy.

I went there all the time, even when the weather was bad. The process with Exodia was complicated because sometimes I could execute that single move easily, while in other sessions it seemed impossible. Everything had to be perfect: the weather, my physical condition, the shoe rubber; and Val Pellice is known for being a very humid valley. But it was all necessary.

You've been on the La Sportiva team for about four years: what did it mean for you to join?

I'm really enjoying it here. From the very beginning, they've welcomed me with open arms and supported me in everything. They're always more than willing to help with changes on the shoes to send my projects. The materials are fantastic, and as people, they truly understand what it means to be an athlete. For Exodia, they created two custom heels for me, with a grippier rubber compound. It was truly a collaborative research and development effort.

Would you like to have your own climbing shoe, like Ondra?

Yeah, that would be nice, maybe call it Exodia. I've been studying high-difficulty shoes a lot lately: in my opinion, there's still a lot of room for improvement to create something truly specific.



Elias Iagnemma

>> THE TOUR AND THE SHOE

The tour kicks off in several major European cities, including Turin, Paris, Brussels, Stockholm, Munich, and Vienna, but between each stop, the route winds through outdoor settings deeply rooted in the history of climbing, which become an integral part of the tour's narrative. Additionally, as part of the Climb World Tour, La Sportiva is introducing Skwama Lite, the new climbing shoe designed to keep pace with the technical evolution of climbers. This model was developed to offer a balanced blend of comfort, sensitivity, and precision—even during the longest sessions—ensuring stability on the hold and control during movements.





THE MOUNTAINS AS AN OPEN-AIR LABORATORY

ALPI+MILANO, the organizer of the ALPI DESIGN AWARDS

and the CORTALP mountain short film festival, is looking at the future with the MONTALENT project

by Claudio Primavesi

Transforming the highlands into a space for social and cultural experimentation, by investing in the talent of young videographers and designers. Exploring new forms of expression, creating innovative products for daily life and sports, designed to coexist with and safeguard the fragile Alpine biodiversity. Because the future of the mountains is already here, and it is a collective project that begins in the city and with young people. This is the mission of ALPI+MILANO, an association founded in the Lombard capital in 2024 based on an idea and project by Aldo Faleri with Armida Armellini and Adalberto Muzio. The acronym ALPI stands for Alpi Laboratorio Progetto Identità + Milano (Alps Laboratory Project Identity + Milano), and behind it lies the creation of events, exhibitions, and conferences dedicated to young people with projects that foster a dialogue between the city—Milan and beyond—and the mountains. For example, the non-profit association created the ALPI DESIGN AWARDS, in partnership with *Outdoor Magazine* and our publishing house MagNet, together with ARCA WEB and the most important institutions dedicated to the preservation and promotion of the mountains. ALPI+MILANO also organizes, together with the national CAI and the School of Design at the Politecnico di Milano, the CORTALP Festival/Competition “Manlio Armellini” Award, dedicated to young videomakers from national and international universities. Now in its third year of activity, ALPI+MILANO looked back on its history and presented its new projects at a press conference in mid-April at Milan’s Palazzo Reale.

ALPI DESIGN AWARDS

This is the association’s international award, which aims to recognize designers, professionals, institutions, and companies that create projects, products, and services promoting sustainability and innovation in mountain regions. For the 2025 edition, some of the most distinguished figures in the mountain world were honored. The Lifetime Achievement Award went to Gioacchino Gobbi and Alfonso Gallo of Grivel and to the writer Paolo Cognetti. The Architecture and Environment Award went to Studio Snorre Stinessen (Studio SS), the Product and Innovation Award to Aldo Anghileri (Ande), and the Communication Award to Valeria Margherita Mosca (Wild Food).

CORTALP

The name is an acronym for “Cortometraggi Alpini” (“alpine short-films”) and refers to the festival and competition for young video designers from Italian and international universities. Launched in 2021 at the School of Design of the Politecnico di Milano as part of the Alpine Design course, based on an idea by Aldo Faleri and with the support of Dean Francesco Zurlo, it is also supported by the CAI (Italian Alpine Club) with Angelo Schena, former head of the CAI Film Archive,

and General President Antonio Montani. The fifth edition, featuring the “Manlio Armellini” award, will conclude with an awards ceremony at the Testori Auditorium of the Lombardy Region on December 11. This year’s goal is to involve five countries beyond the Alps and their universities (France, Switzerland, Austria, Croatia, and Slovenia) to tell the story of the “Alps of proximity”—those we don’t see, but which have always been there. The title of the 2026 edition is “Mountain Place to be” and aims to tell the stories of people, artisans, artists, champions, workers, and young people who want to stay in the highlands.

ALPI:THE WAY OF MOUNTAIN DESIGN

Another successful initiative by the association was the event held during Design Week, from April 22 to 26 (the photos show two moments from the opening), hosted by Milan’s 6th City District at the Ex Fornace on the Naviglio Pavese, featuring the multidisciplinary showcase “ALPI:The Way of Mountain Design” and the exhibition “L’altra montagna,” featuring the design “visions” of students from the Alpine Design course at the School of Design of the Politecnico di Milano. These include product and service concepts, video projects, short films, and objects of Alpine culture.

MONTALENT

ALPI+MILANO is already looking to the future, and its next initiative is called MONTALENT—a workshop and contest designed to identify young talent and projects and connect them with brands in the outdoor industry. This initiative is organized in collaboration with our publishing house and *Outdoor Magazine*. We’ll be revealing the details soon, stay tuned.



ALDO FALERI, THE MOUNTAIN AT THE CENTER

An architect and professor at the Polytechnic University of Milan-Scuola del Design of the specialized Alpine Design course, where concepts for mountain products and services are developed, he has also been president of ALPI+MILANO since 2024. The topic of the course is no coincidence because for Aldo, the mountains have been a passion first and foremost, ever since he was a child, which he also tries to bring to life for his students, organizing 4000UPs every year, excursions to four thousand and iconic mountains of the Alps.



TRENTINO CREATOR SUMMIT, LIFE ON FOUR WHEELS

Swedish outdoor technology-specialized brand Dometic brought six influencers from the vanlife community and their vehicles to the heart of Trentino for a three-day event rich with nature, adventure, and innovation

by Tatiana Bertera

Three days immersed in Val di Non, Paganella, and Val di Ledro, in the heart of Trentino, to showcase not only the products but above all the brand's driving philosophy. This is the goal of the Dometic-born experience held in late April, which brought together six well-known creators from the vanlife community and journalists from Europe's top specialized magazines on a trip designed to exhibit the vehicles in their most authentic setting: the real world. An opportunity to experience the Trentino region through outdoor activities, discussions, and field tests, but also to understand deeply the dna of a company that today represents one of the leading global players in the mobile living sector—that is, everything that makes life on the move more comfortable. The six invited creators are people who, for various reasons, live (or have lived) around the world in their motorhomes. As representatives of the global “vanlife” trend, some of them have truly exceptional stories to tell.

The company has become a global leader in solutions for motorhomes, caravans, recreational and commercial boats, trucks, and the outdoor world in general. Millions of people worldwide use its products during road, motorhome, and boat trips, as well as for camping. With approximately 9,000 employees globally, Dometic markets its products in over 100 countries. The most thriving one being the U.S., while Germany leads the European area. In 2025, the company reported net sales of 21 billion Swedish kronor, equivalent to approximately \$2.3 billion, and is headquartered in Stockholm. Its European facilities are primarily located in Sweden, Germany, and Hungary, while part of its production is based in China.

TRENDS AND OPPORTUNITIES

Dometic occupies a unique global position thanks to a strong identity, long-standing customer relationships, and an extensive market presence. Combined with ongoing investments in innovative outdoor products—distributed across all sales channels and strongly focused on consumers—this creates a solid foundation for profitable long-term growth, even though the market demand has

declined in recent years. Dometic operates in a changing global landscape driven by several key trends, six of which identified as major global drivers to create opportunities for growth in both existing and new markets.

1. Increased spending on leisure activities:

more and more people are spending time and money on outdoor activities, driven by urbanization and demographic changes. This is expanding the market to include both adventure-seeking consumers and families.

2. Market consolidation:

many sectors remain fragmented and dominated by local players. In this context, companies with strong brands and a global presence, such as Dometic, can further strengthen their leading position through strategic acquisitions.

3. The growing importance of innovation,

which today encompasses design, quality, sustainability, customer experience, and connectivity. The rise of electric vehicles is also driving innovation in the industry.

4. Greater global mobility:

there is growing interest in more flexible lifestyles, such as remote work and travel.

5. Sustainability:

increasingly important due to environmental regulations, electrification, and changing consumer preferences.

6. Digitalization and the growth of e-commerce:

consumers are better informed and are shopping online more and more. That is why Dometic is investing in direct online sales (through its own website, Amazon, and various retailers' online stores), social media, and programs designed to strengthen its direct relationship with customers.



MARKETING STRATEGY

Looking at Dometic from the outside, impressive numbers, steady growth, and high-quality products are the first things one sees. But, as the company's managers explained during the event, the true heart of the brand lies elsewhere. "If you look at Dometic from the outside, you see numbers, growth, and quality products. But the core is what you see here, what you're experiencing right now: understanding how our products are used in people's daily lives. The goal isn't simply to sell technology, but to create tools that allow people to have authentic experiences. A refrigerator is a beautiful piece of engineering, but people don't pay for that. They pay to have fresh food in the forest or in the desert. The same goes for air conditioning systems. People don't buy air conditioning for the technology, but to stay cool." This is a very practical approach—explained during the meeting for creators and journalists—that puts the real user experience at the center. "We, too, are travelers and share the same passion. We don't do this business just for profit, but to create opportunities to live experiences."

SUSTAINABILITY AND DURABILITY

The company works to make campers, vans, and other vehicles more self-sufficient through systems that provide electricity, ventilation, and comfort for increasingly longer periods, enabling longer trips and greater autonomy. But sustainability also means creating products that last. The ability to repair items and extend their lifespan is considered a true form of innovation. "In some ways, true innovation is making something that already exists last longer."

A BIT OF HISTORY

Dometic has its roots in innovation and in one of the most revolutionary inventions of the 20th century in the field of refrigeration. It all began in 1922, when two Swedish students, Baltzar von Platen and Carl Munters, developed the first absorption refrigerator with no moving parts. An extraordinary invention for the time. That technology was later acquired by Electrolux, which further developed its applications, particularly within the mobile refrigeration sector. Over the years, the company grew until becoming a leader in the production of compact appliances designed for life on the go.

THE ROLE OF AMBASSADORS

During the event, the relationship between the brand and its ambassadors was also deeply explored. The process starts with selecting people who truly share the brand's values. Ambassadors, who are regularly involved within the company, are first asked to test the products and provide authentic, real feedback. They are chosen based on their desire (or in some cases need) to travel and Dometic is one of the means that allows them to do so. The content is then used on websites, catalogues, social media, and at trade shows and exhibitions to show how the products are truly used.

THE CREATORS

HENRIK SZOKOLL, originally from Sweden, is a carpenter who specializes in transforming unconventional vehicles into fully livable homes on wheels. He is currently designing and building his dream van from scratch, fully customized. The project is a real example of a handcrafted camper designed for travel and long-term living, where design, functionality, and durability are tested in real conditions through the use of several Dometic solutions.



STEFF GUTOVSKA AND CHRISTIAN EKDAHL are a very practical couple: he is Swedish, she is Ukrainian, they live in Norway, and they chose to build their daily lives around the outdoors. Their van was converted from an armored police truck: reinforced, 4x4, and ideal for tackling any adventure. As new parents, their son has also become part of this nomadic lifestyle. While he is a full-time dad on parental leave, she is currently an interpreter for the Ukrainian army and is working on-call. They share their family van life experience on social media, balancing nature and daily routines.



DOMINIK FREUND, originally from Germany, is a YouTuber and content creator. Specializing in the world of van life, he takes a practical and creative approach, which could be summed up by the German motto "einfach machen" ("just do it"). As a new father himself, he has adapted his vehicle for "life as a family of three." In fact, he is well known for his unconventional conversions, ranging from ambulances to buses converted into vehicles for traveling and seeing the world.



LEANDER AND MARIA NARDIN, along with their son Lennox, have traveled the world for seven years without ever stopping. Their vehicle is called Akela, after the wolf from "The Jungle Book", and their story is perhaps the craziest and most incredible of all. In a completely converted expedition truck, traveling the world, they raised their son until he was 12 years old. Everything, including his schooling, was part of their adventure and has been recounted by the couple, who are currently settled in Austria but will soon set off again for Greece. Over the past seven years, their journey has taken them from Europe along the Silk Road to Asia, Australia, and the United States. Their experience is not an adventure, but a true way of life.



TOM JÜNEMANN AND JULIA HAASE, a German couple, document their life on the go through photography, travel, and digital content. Their vehicle is undoubtedly the most stylish, featuring spotlights and "luxury" interiors. All-black both inside and out, it aims to convey elegance and comfort because, as they told us, what's the point of traveling in discomfort when you can have every comfort instead? Tom is a photographer specializing in landscapes and the outdoors with over a million followers on Instagram. Together with Julia, he documents their life on the road and the places they explore. For them, traveling is a real job.



ANDREA HITZEMANN AND JOCHEN live near Nuremberg and have been sharing a deep passion for the outdoors, travel, and long bike rides for 30 years. He is retired, she is a photographer, and together they have seen much of the world in a van: from Iceland to New Zealand, with decades of mountaineering, trekking, and cycling. Their trips don't last years (as in Akela's case) but months, during which they plan their adventures thanks to their van and Dometic.



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

BREAKTHROUGH BRAND OF 2025

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

FUTURE

What do you expect from the future of distribution?



101 POINTS OF VIEW

Outdoor Magazine's exclusive inquiry comes to an end 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 MagNet trademark), 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 fifth and final episode of our survey, offering interesting food for thought for all outdoor market operators.

The sentiment in this issue



12 HAPPY



12 NEUTRALS



1 SAD



VERTIGO

LIVIGNO - LOCATIONS: 2
PAOLO FIORE - OWNER

END-OF-YEAR REVIEW

- Stable
- Rental of high-end equipment (mountain bikes and skis), demand for exclusive brands (Stöckli), and a consistent commitment to maintaining high-quality services such as repairs and after-sales support
- Limited staff, who are hard to find and train
- Stable inventory
- Rating: 8
- After 20 years of hard work and sacrifice, 2025 has finally paid off. We're thrilled to have a loyal customer base that frequently returns to our store and brings in new customers

SERVICES

- No, we don't sell online
- Yes, we offer a rental service (over 50%)

PURCHASING TRENDS

- Accessories, skis, boots
- Mountain biking, alpine skiing

RESPONSIBILITY

- No, we don't have any requests for sustainable products

THE CONSUMER

- Family
- Credibility, reliability, and reputation
- Yes, we also confirm that the trend is on the rise

SOCIAL MEDIA

- Instagram, Facebook
- Yes, we've noticed an increase

BRANDS CHOICE

- Customer requests, product design, and functionality
- STÖCKLI - SALOMON - BLACK CROWS

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: we don't sell them
- Mountain lifestyle shoes: we don't sell them

- Climbing shoes: we don't sell them
- Trail running shoes: we don't sell them
- Ski touring/freeride boots: we don't sell them
- Ski: STÖCKLI (+) BLACK CROWS (+) ARMADA (+)
- Outdoor clothing: HAGLÖFS (-)
- Technical underwear: CRAFT (=)
- Accessories: LEKI (=) SALOMON (+) ATOMIC (+)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- ARMADA

THE FUTURE OF RETAIL

- More events



OUTDOOR EXPERIENCE STORE

ROMA - LOCATIONS: 1
ANTONIO MATRANGA - OWNER

END-OF-YEAR REVIEW

- Stable
- Tourism
- Online marketplace linked to large-scale retail
- Stable inventory
- Rating: 8
- 2025 was a stable year, even though we sold more abroad than in the past

SERVICES

- No, we don't sell online
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear, clothing, accessories, skis
- Hiking, walking on flat terrain, lifestyle, downhill skiing

RESPONSIBILITY

- Yes, we have a demand for sustainable products
- It depends; attention is focused primarily on brands that can verify the authenticity of their sustainable production practices

THE CONSUMER

- Family, urban, casual
- Product quality, versatility, and value for money
- We confirm this trend and believe it could be an excellent investment for our industry, provided that companies do not lose sight of the nature of their products

SOCIAL MEDIA

- Instagram
- No, we haven't noticed an increase, but we're trying to find a way to reach our customers in an increasingly direct and personal way

BRANDS CHOICE

- Build quality, performance, and value for money
- SALOMON - SCARPA - RAB

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: SALOMON (=) SCARPA (=) AKU (=)
- Mountain lifestyle shoes: MERRELL (=) SCARPA (=)
- Climbing shoes: SCARPA (+) LA SPORTIVA (-)
- Trail running shoes: SALOMON (+) TOPO ATHLETIC (=)
- Ski touring/freeride boots: SALOMON (+)
- Skis: SALOMON (+) HYRA (+) PEAK PERFORMANCE (+)
- Outdoor clothing: SALOMON (+) ARC'TERYX (+) RAB (+)
- Technical underwear: MICO (+) IRON-IC (=)
- Accessories: SALOMON (+) OAKLEY (=) C.A.M.P. (=)
- Climbing gear: C.A.M.P. (=) PETZL (-) CLIMBING TECHNOLOGY (=)

BREAKTHROUGH BRAND

- RAB

THE FUTURE OF RETAIL

- I expect companies to focus more on specialized activities and less on large-scale distribution



GARY'S

SAN CASSIANO IN BADIA (BZ) - NUMBER OF STORES: 1
GERHARD CANINS - OWNER

END-OF-YEAR REVIEW

- Stable
- Increase in foreign tourists
- Too many sales in cities, online sales, and difficulties finding staff

- Increasing inventory
- Rating: 7
- 2025 turned out pretty well thanks to foreign tourists from overseas who still appreciate our products and services. Italians, on the other hand, no longer have any respect for our work

SERVICES

- No, we don't sell online
- No, we don't offer a rental service

PURCHASING TRENDS

- Clothing, accessories
- Trail running, trekking, lifestyle

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- It depends

THE CONSUMER

- Performance, experiential/wellness, urban
- Brand recognition and quality
- Yes, we've noticed this growing trend too

SOCIAL MEDIA

- Instagram

BRANDS CHOICE

- Brand recognition, value for money
- MONTURA - CRAZY - LOWA

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: LOWA (=)
- Mountain lifestyle shoes: LOWA (=)
- Climbing shoes: we don't sell them
- Trail running shoes: LOWA (+)
- Ski touring/freeride boots: we don't sell them
- Skis: We don't sell them
- Outdoor clothing: MONTURA (-) CRAZY (+) ORTOVOX (-)
- Technical underwear: ICEBREAKER (+) X-TECH (+) FALKE (-)
- Accessories: GABEL (=) OUT OF (=)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- None

SILVA

Smini - Silva's most lightweight headlamp

THE LIGHT
EXPERIENCE.

**FRAANDREA MOUNTAIN AND CLIMBING**FIVIZZANO (MS) – LOCATIONS: 1
ANDREA JACOMELLI – OWNER**END-OF-YEAR REVIEW**

- Stable
- Favorable weather conditions
- A complicated geopolitical situation
- Decreasing inventory
- Rating: 6
- It was a year of consolidation rather than a "boom": the market is growing, but it is changing. Those who managed to adapt to a more diverse consumer base—one focused on style, sustainability, and everyday use—achieved better results than those who remained tied to an overly technical or traditional product offering

SERVICES

- Yes, we also sell online (6–10%)
- Yes, we offer a rental service (6–10%)

PURCHASING TRENDS

- Footwear, clothing
- Hiking, mountaineering, lifestyle

RESPONSIBILITY

- Yes, we have a demand for sustainable products
- Yes, customers are generally willing to pay more for a sustainable product because there is a growing awareness of the environmental and social impact of purchasing decisions. Consumers recognize the added value of high-quality materials, ethical production processes, and greater product durability. Furthermore, especially in the outdoor sector, buyers tend to be more environmentally conscious and view sustainability as an investment that aligns with their values

THE CONSUMER

- Performance, experiential/wellness
- Reliability and quality: consumers choose brands that guarantee high performance, long-lasting durability, and consistent results, especially in technical fields such as outdoor gear. Values and identity: a brand that communicates clear values (sustainability, respect for the environment, or ethical production) creates an emotional connection with the customer and positively influences their choice. Reputation and credibility: positive reviews, word of mouth, and brand recognition increase consumer trust and reduce uncertainty at the time of purchase.
- Yes, I agree that urban outdoor is an increasingly significant trend. In recent years, we've seen growing interest from urban consumers who are looking for technical apparel and gear not only for sports activities but also for everyday use in the city. This phenomenon is linked both to a greater focus on "functional" style and to a growing appreciation for quality, comfort, and versatility. Consolidating this type of consumer is very important because it expands the traditional target audience of sports stores and offers new opportunities for growth. These customers are attentive to brand, design, and sustainability, and have a high propensity to spend. Building their loyalty means creating an offering that combines technical performance and aesthetics, as well as effectively communicating the product's values even in an urban context.

SOCIAL MEDIA

- Instagram, Facebook
- Yes, we've noticed an increase. This trend is set to grow even stronger, as consumers increasingly expect a seamless shopping experience that bridges online and offline channels. Digital platforms are no longer just an initial point of contact; they actively influence the entire decision-making process, making it essential for retailers to invest in content, engagement, and channel integration

BRANDS CHOICE

- Product reliability and quality, brand values and identity, reputation and credibility
- SCARPA – MOUNTAIN EQUIPMENT – BLACK DIAMOND

TOP-SELLING BRANDS

- Trekking and hiking shoes: SCARPA (+)
- Mountain lifestyle shoes: SCARPA (=)
- Climbing shoes: SCARPA (=)
- Trail running shoes: SCARPA (=)
- Ski touring/freeride boots: SCARPA (=)
- Skis: We don't sell them
- Outdoor clothing: BLACK DIAMOND (+) MOUNTAIN EQUIPMENT (+) ALPINESTANDARDS (+)
- Technical underwear: ICEBREAKER (=)
- Accessories: SALICE (+) BLACK DIAMOND (+) C.A.M.P. (+)
- Climbing gear: BLUE ICE (+) BLACK DIAMOND (+) EDELRID (+)

BREAKOUT BRAND

- ALPINESTANDARDS

THE FUTURE OF DISTRIBUTION

- We expect the future of retail in the outdoor market to increasingly shift toward an omnichannel model, in which physical and digital channels work seamlessly together. The store will continue to play a central role, but it will evolve from a simple sales space into a place for experiences, expert advice, and customer engagement

**DAMENO SPORT**MILANO – LOCATIONS: 1
PIERFERRUCCIO POZZI – OWNER**END-OF-YEAR REVIEW**

- Stable
- Growth in rental services and an increase in repairs
- Online shopping
- Decreasing inventory
- Rating: 6
- In 2025, there was an increase in demand for services and rentals, but a decline in sales, particularly of clothing

SERVICES

- No, we don't sell online
- Yes, we offer a rental service (from 21% to 40%)

PURCHASING TRENDS

- Boots
- Alpine skiing

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- No, I think that, in the end, price is the main factor influencing the purchase

THE CONSUMER

- Experiential/wellness, family
- Brand awareness and reach
- In our case, since we're a store that specializes mainly in skiing, we haven't noticed this trend gaining momentum

SOCIAL MEDIA

- Instagram, Facebook
- Yes, there has been an increase. If you have the right strategies, social media can generate revenue and boost visibility

BRANDS CHOICE

- Technical expertise, innovation, price
- SALOMON – FISCHER – SCARPA

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: SALOMON (-) SCARPA (=)
- Mountain lifestyle shoes: we don't sell this product
- Climbing shoes: we don't sell them
- Trail running shoes: we don't sell them
- Ski touring/freeride boots: SCARPA (=)
- Skis: FISCHER (=) SALOMON (=) MOVEMENT (=)
- Outdoor clothing: KARPOS (-)
- Technical underwear: MICO (=) ODLO (=) LÖFFLER (=)
- Accessories: SALICE (=) UVEX (=)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- No one in particular

THE FUTURE OF RETAIL

- I expect online sales to continue to grow, putting physical retailers at a disadvantage

**PROCURSU**ORA (BZ) – LOCATIONS: 1
HANSJÖRG PICHLER – OWNER**END-OF-YEAR REVIEW**

- Increase, +7%
- Word of mouth, race analysis, wide selection of brands
- Aggressive discounting on brand e-commerce sites, excessively high taxes
- Increasing inventory
- Rating: 8
- Overall, it was a good year

SERVICES

- No, we don't sell online
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear, clothing, accessories
- Trail running, trekking, lifestyle

RESPONSIBILITY

- Yes, we have a demand for sustainable products
- Yes, especially if they're made in Italy, they're even more successful

THE CONSUMER

- Performance, experiential/wellness
- Price, quality, brand origin
- We have noticed this growing trend and believe it is very important to build a strong relationship with this type of consumer

SOCIAL MEDIA

- Instagram, Facebook

SPORTWAY

CONEGLIANO (TV) - LOCATIONS: 1
ROBERTO SALES AND ROBERTA BITTUS - OWNERS

BRANDS CHOICE

- Quality, terms and conditions, design
- SAUCONY - MERRELL - ALTRA RUNNING

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: LA SPORTIVA (=) HOKA (-) ALTRA RUNNING (+)
- Mountain lifestyle shoes: we don't sell this product
- Climbing shoes: we don't sell them
- Trail running shoes: LA SPORTIVA (=) HOKA (-) ALTRA RUNNING (+)
- Ski touring/freeride boots: we don't sell them
- Skis: We don't sell them
- Outdoor clothing: CMP (+) DYNAFIT (=) SCOTT (-)
- Technical underwear: CRAFT (-) LA SPORTIVA (+) X-TECH (+)
- Accessories: JULBO (=) LEKI (+) MASTERS (+)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- 361°

THE FUTURE OF RETAIL

- It's always difficult to make predictions



FORCHINI DI TUTTO DI PIÙ

SOVERE (BG) - LOCATIONS: 1
ALBERTO FORCHINI - OWNER

END-OF-YEAR REVIEW

- Decrease, -5%
- We have started focusing on specific sectors such as mountaineering, and we are beginning to see the first results
- Since March 2025, we have seen a decline in sales
- Stable inventory
- Rating: 6
- As mentioned earlier, we are trying to boost sales of mountaineering gear, since I have become a CAI instructor

SERVICES

- Yes, we also sell online (0-5%)
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear, clothing, climbing gear
- Trail running, climbing, trekking

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- No

THE CONSUMER

- Urban wearing sportswear also in the city
- Price, quality, style
- Yes, in recent years people have been wearing technical sportswear even in their everyday urban lives, probably for the sake of comfort

SOCIAL MEDIA

- Instagram, Facebook
- Yes, we've noticed an increase; in recent years, consumers have been relying heavily on what they see on social media, which serves as excellent advertising for retailers

BRANDS CHOICE

- Quality, price, design
- NORDSEN - MCKEE'S - GARMONT

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: JOMA (+) GARMONT (=)
- Mountain lifestyle shoes: JOMA (+)
- Climbing shoes: we don't sell them
- Trail running shoes: JOMA (+)
- Ski touring/freeride boots: we don't sell them
- Skis: We don't sell them
- Outdoor clothing: NORDSEN (=) MCKEE'S (+) HANNAH (=)
- Technical underwear: DEVOLD (=)
- Accessories: FERRINO (-) BRUGI (=) MCKEE'S (=)
- Climbing gear: EDELRID (+) KONG (+)

BREAKTHROUGH BRAND

- JOMA

THE FUTURE OF RETAIL

- I expect competition with brand-owned online stores to become even fiercer



END-OF-YEAR REVIEW

- Increase, +12%
- An increase in the number of walkers compared to runners (who remained stable)
- Rising production and logistics costs, leading to higher prices for end products, which negatively impact consumers. An excessive focus on marketing at the expense of product quality. Changing consumer habits: some products perform exceptionally well in terms of comfort and aesthetics, but then brands alter them, causing frustration and disaffection among customers. This, of course, also affects the retailer's business
- Stable inventory
- Rating: 7
- The running shoe market is currently expanding, with significant growth projected for 2025. This positive trend stands in contrast to the overall decline in the footwear sector, highlighting running as one of the main pillars of the sports retail industry. The sector is poised for growth, driven primarily by the walking market. There is also a noticeable shift in market leadership, with established brands (Nike and adidas) losing ground to newer, more dynamic brands

SERVICES

- Yes, we also sell online (6-10%)
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear
- Trail running, flat-terrain walking, road running

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- No. The data shows that, despite growing interest in sustainability, the main challenge remains price, as many consumers are not willing to pay more for eco-friendly products. The use of sustainable materials remains, for now, a niche market rather than the norm.

THE CONSUMER

- Performance, experiential/wellness
- In the competitive running market, the factors that most influence a consumer's decision to purchase are based on a combination of technical performance, comfort, and style. Runners make their purchases based on promises of improved performance and reduced risk of injury, a stylish design, and versatility for both running and everyday use
- Yes, we've noticed the brand's growth, and we believe it's very important to retain this type of customer

SOCIAL MEDIA

- Instagram, Facebook
- Yes, there has been an increase. Using social media for sales is a key strategy that combines content marketing, community management, and targeted advertising to connect with fans. Successful brands don't just showcase elite athletes; they celebrate the everyday moments of running, making their content authentic and engaging

BRANDS CHOICE

- Technological innovation and performance: We feature brands that invest in research and development, improving shock absorption and energy return. Technical expertise and material quality: the brand must offer apparel and shoes made with breathable fabrics and durable, lightweight materials. Community and identity: we choose brands that connect with runners, offering compelling stories, values, attractive designs, and a strong community, allowing the store to tell a story—not just sell a product
- NEW BALANCE - BROOKS - MIZUNO

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: NEW BALANCE (+) BROOKS (+) MIZUNO (+)
- Mountain lifestyle shoes: we don't sell this product
- Climbing shoes: we don't sell them
- Trail running shoes: NEW BALANCE (+) BROOKS (+) ASICS (=)
- Ski touring/freeride boots: we don't sell them
- Skis: We don't sell them
- Outdoor clothing: NEW BALANCE (+) MIZUNO (+)
- Technical underwear: OXYBURN (+) UYN (=)
- Accessories: OXYBURN (=) ITALBASTONI (=) SHOKZ (=)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- NEW BALANCE

THE FUTURE OF RETAIL

- Retail stores will no longer be merely places to shop, but experiential hubs dedicated to the community where customers can test equipment and receive expert advice. Retailers will use apps and augmented reality to bridge the in-store and online experiences. The retailer of the future must be an experience facilitator, capable of blending the physical and digital worlds while actively supporting a circular economy and an increasingly personalized offering



VILLA 1928 – ALPINE SHOP

BOLOGNA – LOCATIONS: 1
MASSIMO VILLA – OWNER

END-OF-YEAR REVIEW

- Stable
- Revenue remained stable; there were no increases and therefore nothing of note to report
- A volatile market compared to 2024, with some profitable months and others resulting in losses
- Stable inventory
- Rating: 6

SERVICES

- No, we don't sell online
- Yes, we offer a rental service (0–5%)

PURCHASING TRENDS

- Footwear, clothing, accessories, climbing gear, skis, boots
- Trail running, ski mountaineering, rock climbing, hiking, mountaineering, walking on flat terrain, lifestyle, alpine skiing

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- No

THE CONSUMER

- No one in particular
- Brand awareness

- I confirm that this trend is on the rise, and I believe it is very important to retain these customers

SOCIAL MEDIA

- Instagram, Facebook
- No, we haven't noticed an increase

BRANDS CHOICE

- At this time, I do not plan to add any new brands
- No notable brands

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: LA SPORTIVA (=) SCARPA (=) KAYLAND (=)
- Mountain lifestyle shoes: SCARPA (=) AKU (=)
- Climbing shoes: LA SPORTIVA (=) SCARPA (=)
- Trail running shoes: LA SPORTIVA (=)
- Ski touring/freeride boots: SCARPA (-) LA SPORTIVA (-)
- Sci: STÖCKLI (=) K2 (-)
- Outdoor clothing: ARC'TERYX (=) KARPOS (=) RAB (=)
- Technical underwear: DEVOLD (+) ODLO (-) CRAFT (-)
- Accessories: JULBO (=) POC (=) LEKI (=)
- Climbing gear: PETZL (=) EDELRID (=) BLACK DIAMOND (=)

BREAKTHROUGH BRAND

- No one in particular



SPORTART

SAVONA – LOCATIONS: 1
PAOLO PREFUMO – OWNER

END-OF-YEAR REVIEW

- Increase
- Favorable weather conditions with plenty of snow, growing demand for service and a sense of tradition, and the selection of resorts
- Undecided customers, direct competition with other companies, occasional customers
- Stable inventory
- Rating: 8
- We have been rewarded by a growing focus on customer service, combined with the dedication of all our employees to the company

SERVICES

- No, we don't sell online
- Yes, we offer a rental service (6–10%)

PURCHASING TRENDS

- Footwear, clothing, accessories, climbing gear, skis, boots
- Trail running, ski mountaineering, rock climbing, hiking, mountaineering, walking on flat terrain, multisport, alpine skiing

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- It depends on the customer's sensitivity and availability

THE CONSUMER

- Performance, experiential/wellness, family, urban
- Comfort, technical features
- Yes, we also confirm this trend. Retaining this type of customer has become essential for the store's survival

SOCIAL MEDIA

- Instagram, Facebook
- Yes, we've noticed an increase. I think social media is most effective when the content is engaging and not solely focused on discounts or price

BRANDS CHOICE

- Technical features for comfort, performance, and style
- HOKA – HEAD – CMP

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: LA SPORTIVA (+) HOKA (+) CMP (+)
- Mountain lifestyle shoes: DOLOMITE (=)
- Climbing shoes: LA SPORTIVA (+)
- Trail running shoes: HOKA (+) BROOKS (=) TOPO ATHLETIC (+)
- Ski touring/freeride boots: LA SPORTIVA (=) HEAD (+)
- Sci: HEAD (+)
- Outdoor clothing: CMP (+) LA SPORTIVA (=) FERRINO (=)
- Technical underwear: ORTOVOX (+) MICO (+) CMP (+)
- Accessories: LEKI (+) HEAD (+) SALICE (=)
- Climbing gear: EDELRID (+) OCUN (+)

BREAKTHROUGH BRAND

- There's no such thing as a "must-have" brand—we're the ones who make the difference

THE FUTURE OF RETAIL

- I expect and hope that companies will pay more attention to us retailers and our professionalism



POLO SPORT

MILANO – LOCATIONS: 1
ANDREA DE MASIS – OWNER

END-OF-YEAR REVIEW

- Increase, +30%
- Increased demand for hiking boots, a rise in travel and related purchases (safari clothing), and growth in urban outdoor activities (customers are wearing hiking boots even in the city)
- There were no negative factors
- Decreasing inventory
- Rating: 8
- In 2025, we observed a return of consumers to physical stores, where they want to compare products and receive guidance during the purchasing process directly from industry experts. However, there remains a segment of customers who test products in-store and then search online for the best deal.

SERVICES

- No, we don't sell online
- Yes, we offer a rental service (6–10%)

PURCHASING TRENDS

- Footwear, clothing, skis
- Hiking, walking on flat terrain, multisport, alpine skiing

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- It depends

THE CONSUMER

- Experiential/wellness, family
- Product quality, advertising, and the company's marketing. When we recommend a product, it's usually purchased because our customers trust us
- Yes, we can confirm that this trend is gaining momentum even in major cities

SOCIAL MEDIA

- Instagram, Facebook, TikTok, LinkedIn

BRANDS CHOICE

- Product quality, company reliability (the company should not compete with our online store)

- GOLDBERGH – STÖCKLI – HYRA

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: SCARPA (+) MERRELL (+) MEINDL (=)
- Mountain lifestyle shoes: SCARPA (+) MERRELL (+) AKU (-)
- Climbing shoes: we don't sell them
- Trail running shoes: SCARPA (+) MERRELL (=) ADIDAS (=)
- Ski touring/freeride boots: we don't sell them
- Skis: STÖCKLI (+) NORDICA (+) ROSSIGNOL (=)
- Outdoor clothing: COLUMBIA (+) 2117 OF SWEDEN (+) BOGNER FIRE+ICE (=)
- Technical underwear: MIZUNO (+) VIKING (+) OXYBURN (=)
- Accessories: POC (+) OUT OF (+) CAIRN (=)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- STÖCKLI

THE FUTURE OF RETAIL

- I expect sales to increase as a result of the growth in the urban outdoor trend



MOUNTAIN STORE

GAGLIANICO (BI) - LOCATIONS: 1
GIOVANNI MOZZONE - OWNER

END-OF-YEAR REVIEW

- Stable
- There were no positive factors
- A winter with mild temperatures and little snow, especially in January, and online shopping
- Stable inventory
- Rating: 5
- More and more people are shopping online

SERVICES

- No, we don't sell online
- No, we don't offer a rental service

PURCHASING TRENDS

- Clothing
- Trekking, lifestyle, multisport

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- No, my customers are very committed to circularity and sustainability, but unfortunately I can't afford to buy these kinds of products because they're so expensive

THE CONSUMER

- Experiential/wellness, family
- Quality, value for money, and originality. I sell a lot of 4 Seas*ns, a clothing brand I conceived and designed myself. I'm the only retailer, and it's only available in my physical store. My customers really appreciate the fact that it's unique
- This isn't new to us; we've always had this kind of clientele

SOCIAL MEDIA

- Facebook
- No, we haven't noticed an increase

BRANDS CHOICE

- Aesthetics, quality of materials, usability
- 4 SEAS*NS

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: FITWELL (+) OLANG (=)
- Mountain lifestyle shoes: we don't sell this product
- Climbing shoes: FITWELL (+)
- Trail running shoes: we don't sell them
- Ski touring/freeride boots: we don't sell them
- Skis: We don't sell them
- Outdoor clothing: 4 SEAS*NS (=)
- Technical underwear: 4 SEAS*NS (=)
- Accessories: SALICE (=)
- Climbing gear: we don't sell them

BREAKTHROUGH BRAND

- 4 SEAS*ON

THE FUTURE OF RETAIL

• I've been in the industry for 40 years and have witnessed the generational shift in production across all brands. By now, every company buys materials from China—even those who claim they don't. I know this because I do the same with my own brand. The immediate future will be in the hands of major distributors, who will gradually acquire all the brands in their portfolios. The distributors will in turn be bought out by Chinese manufacturers, who will then control both production and distribution, eliminating the entire supply chain. As a result, physical stores, salespeople, distributors, and marketing strategies will disappear, making way for e-commerce and online sales, where the manufacturer will enjoy higher profit margins and the end customer will spend less.



EMME RUNNING

SAN GIUSEPPE DI CASSOLA (VI) - LOCATIONS: 1
MIRKO CHEMELLO - CO-OWNER

END-OF-YEAR REVIEW

- Increase, +20%
- Loyal customer base, our ability to recommend products, and targeted purchasing decisions
- Online competition from companies that offer excessive discounts
- Decreasing inventory
- Rating: 7

SERVICES

- Yes, we also sell online (6-10%)
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear
- Trail running, hiking, walking on flat terrain, road running

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- No, they're not willing to spend more

THE CONSUMER

- Performance, experiential/wellness
- Technical performance, lightness, comfort, and style
- Yes, I agree with this trend, and I believe it will continue to grow because more and more people are taking up hiking and walking

SOCIAL MEDIA

- Instagram, Facebook
- Yes, we've noticed an increase. They're a way for us to get our name out there

BRANDS CHOICE

- The prices and discounts the company offers, the brand's reputation, and my personal belief in the brand's products
- HOKA - BROOKS - SAUCONY

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: HOKA (+) BROOKS (=) SAUCONY (=)
- Mountain lifestyle shoes: HOKA (+) BROOKS (=) SAUCONY (=)
- Climbing shoes: we don't sell them
- Trail running shoes: HOKA (+) BROOKS (=) NNORMAL (+)
- Ski touring/freeride boots: we don't sell them
- Skis: We don't sell them
- Outdoor clothing: BROOKS (=)
- Technical underwear: OXYBURN (=)
- Accessories: SHOKZ (+)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- None

THE FUTURE OF RETAIL

- We expect growth among the average consumer—walkers and runners who seek high-quality products and want to engage in sports in a mindful way



PUNTO SCARPE NICOLI

ALBINO (BG) - LOCATIONS: 4
OSCAR NICOLI - OWNER

END-OF-YEAR REVIEW

- Stable
- Product selection, new arrivals, product availability
- Unfavorable weather, geopolitical situation, high cost of living
- Stable inventory
- Rating: 7
- We have maintained our revenue by doing our very best

SERVICES

- No, we don't sell online
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear, clothing, accessories
- Trail running, hiking, flat-terrain walking, lifestyle, multisport

RESPONSIBILITY

- Yes, we have a demand for sustainable products
- It depends

THE CONSUMER

- Family, urban
- Brand recognition, variety of models, price
- We confirm the trend; it is very important for the breadth of our sales

SOCIAL MEDIA

- Instagram, Facebook
- No, we haven't noticed an increase. Purchases aren't always linked to social media unless the customer specifically mentions it

BRANDS CHOICE

- Brand awareness, customer demand, market signals
- CMP

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: SCARPA (=) LA SPORTIVA (=) SALOMON (=)
- Mountain lifestyle shoes: DOLOMITE (=) SCARPA (=) TIMBERLAND (=)
- Climbing shoes: we don't sell them
- Trail running shoes: SCARPA (=) LA SPORTIVA (=) JOMA (+)
- Ski touring/freeride boots: we don't sell them
- Skis: We don't sell them
- Outdoor clothing: CMP (+) NORDSEN (=)
- Technical underwear: we don't sell it
- Accessories: GABEL (+)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- JOMA

THE FUTURE OF RETAIL

- More specialized stores and higher average sales

**KAPPAEMMESPORT**

PARRE (BG) - LOCATIONS: 1
MAURIZIO BONETTI - OWNER

END-OF-YEAR REVIEW

- Stable
- Growing demand for footwear, increased sales on our online store, and a rise in events and special days dedicated to product testing and community engagement
- Declining household purchasing power, unfavorable weather conditions (lack of snow and an excessively rainy spring), and too many general promotions that obscure the product's true value
- Increasing inventory
- Rating: 6
- As this was our second year at the new location, we expected sales to increase, but that didn't happen. However, we are satisfied with our e-commerce platform

SERVICES

- Yes, we also sell online (11% to 20%)
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear, clothing, accessories, skis, boots
- Trail running, ski mountaineering, hiking, mountaineering

RESPONSIBILITY

- Yes, we have a demand for sustainable products
- It depends

THE CONSUMER

- Performance, experiential/wellness, family
- Aesthetics, reliability, and brand recognition
- Given our geographical location, the trend isn't felt as strongly here

SOCIAL MEDIA

- Instagram, Facebook
- Yes, the visibility provided by social media allows us to have a 24/7 showcase

BRANDS CHOICE

- Sound business strategy, financial stability, brand recognition
- HOKA - DYNAFIT - MONTURA

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: LA SPORTIVA (+) SCARPA (=) SALEWA (=)
- Mountain lifestyle shoes: SCARPA (+)
- Climbing shoes: LA SPORTIVA (+) SCARPA (+)
- Trail running shoes: HOKA (+) LA SPORTIVA (+) SALOMON (=)
- Ski touring/freeride boots: TECNICA (+) SCARPA (+) DYNAFIT (=)
- Skis: SKI TRAB (=) DYNASTAR (=) BLACK CROWS (-)
- Outdoor clothing: MONTURA (=) SALEWA (=) CMP (=)
- Technical underwear: MICO (+) ORTOVOX (+) MIZUNO (=)
- Accessories: LEKI (+) JULBO (=) RUDY PROJECT (=)
- Climbing gear: C.A.M.P. (=) GRIVEL (+) BLACK DIAMOND (=)

BREAKTHROUGH BRAND

- ORTOVOX

THE FUTURE OF RETAIL

- Make the product more exclusive and place orders again toward the end of the season with the assurance that the product will be available. Make sure the price is right

**MIRAFIORI SPORT**

CUMIANA (TURIN) - LOCATIONS: 1
MARIA SALA - OWNER

END-OF-YEAR REVIEW

- Stable
- Ski rental
- Direct online competition among companies
- Stable inventory
- Rating: 6
- The snow really helped us out, even though we barely sold any clothing. There was too much unfair competition from brands that impose very high minimum order quantities. I won't invest in those companies again if they continue down this path.

SERVICES

- Yes, we also sell online (0-5%)
- Yes, we offer a rental service (from 21% to 40%)

PURCHASING TRENDS

- Footwear, skis, boots
- Trail running, hiking, mountaineering, flat-terrain walking, lifestyle, multisport

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- No

THE CONSUMER

- Experiential/wellness, family, urban, casual
- Comfort, material, and style
- The trend has grown, but it's not essential for my shop. The internet is driving the growth of urban outdoor fashion, and I don't want my store to become just a place where people try on clothes only to buy them online

SOCIAL MEDIA

- Instagram, Facebook

**PUNTO SPORT**

ALBINO (BG) - LOCATIONS: 1
ELENA BERERA - OWNER

END-OF-YEAR REVIEW

- Stable
- Ideal weather conditions (snow), our professionalism, and our range of equipment
- Too much time spent on tasks unrelated to direct sales, competition, and a poor strategic position
- Stable inventory
- Rating: 8
- We are a store specializing in alpine skiing, and in 2025 we realized that, in addition to the steadily declining number of skiers, the few who remain are paying ever greater attention to detail. I believe that ski and outdoor clothing in general shouldn't be sold just anywhere, especially if the stores aren't specialized

SERVICES

- Yes, we also sell online (0-5%)
- Yes, we offer a rental service (0-5%)

PURCHASING TRENDS

- Accessories, skis, boots
- Hiking, downhill skiing

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- It depends

THE CONSUMER

- Performance, experiential/wellness
- Value for money, brand recognition, aesthetics
- I would say it's very important: it reaches a wider audience than just technical consumers

SOCIAL MEDIA

- Instagram, Facebook
- Yes, social media is a very broad yet highly targeted platform that captures the attention of customers interested in what you're promoting

BRANDS CHOICE

- Brand recognition, design, and fair pricing
- ICEPEAK - ATOMIC - SILVERSKIN

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: HOKA (=) MERRELL (+) SALOMON (-)
- Mountain lifestyle shoes: HOKA (+)
- Climbing shoes: we don't sell them
- Trail running shoes: HOKA (=) SALOMON (-)
- Ski touring/freeride boots: we don't sell them
- Skis: ATOMIC (+) ROSSIGNOL (=) NORDICA (=)
- Outdoor clothing: KARPOS (-) ICEPEAK (=) PEAK PERFORMANCE (=)
- Technical underwear: SILVERSKIN (+) ACCAPI (=) IRON-IC (=)
- Accessories: LEKI (=) POC (-) UVEX (=)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- SILVERSKIN

THE FUTURE OF RETAIL

- A more carefully curated, less over-saturated, and higher-quality selection



JUSTRUNBG

PONTERANICA (BG) - LOCATIONS: 1
MATTEO AMBROSINI - OWNER

END-OF-YEAR REVIEW

- Increase, +25%
- Our expertise, positive reviews, and professionalism. We know every shoe model inside and out and describe it to the customer in detail
- In recent years, and even more so in 2025, brands have been imposing increasingly demanding purchasing requirements on retailers. Demands to restock are increasing, and payment terms are getting shorter. This puts a lot of pressure on distribution, especially on specialty stores that focus on service rather than high volumes. It's a dynamic we're all experiencing, and one that requires a delicate balance: on the one hand, maintaining a complete product range; on the other, not compromising the store's financial sustainability
- Decreasing inventory
- Rating: 9
- JustRunBg was born from a very simple idea: to help walkers and runners find the shoe that's truly right for them. Not the trendiest one, but the one that takes into account each person's posture, gait, height, weight, and unique characteristics. In our store, we take the time to work with every customer. We don't just show them the models: we conduct tests, evaluations, and personalized analyses to truly understand what that person needs. It's an approach that requires attention and expertise, but that's what makes the difference

SERVICES

- No, we don't sell online
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear
- Trail running, hiking, walking on flat terrain, road running

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- No. Today's customers don't make their choices based on sustainability—they don't even think about it. They're looking for a shoe that provides comfort and improves their posture. That's why I always start with the person and their actual needs

THE CONSUMER

- Performance, experiential/wellness, with issues related to support and pain
- The right support: customers want a shoe that helps them move comfortably and safely. Immediate comfort—that feeling of well-being the moment they slip the

shoe on. Shock absorption—that is, the shoe's ability to reduce impact and fatigue while walking or running. When a brand delivers on these points, customers trust it and make a purchase

- Yes, I can confirm this trend. In 2024, urban outdoor wear brought a new type of consumer into stores—one who isn't coming from the running or outdoor sectors, but who is looking for comfort, protection, and quality for everyday use in the city. This is an audience that is discovering technical footwear because they want to feel comfortable during their daily commutes.

SOCIAL MEDIA

- Instagram, Facebook
- Yes, we've noticed an increase. Platforms like Instagram and Facebook have played a significant role, as many customers discovered JustRunBg through the content I post. Social media allows us to showcase our work, the tests we conduct, the care we put into selecting shoes, and upcoming releases. This has brought new customers into the store, including those who weren't previously familiar with the world of running and the outdoors.

BRANDS CHOICE

- Technology, models, and materials
- 361° - TOPO ATHLETIC - FILA

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: 361° (+) KAILAS (+)
- Mountain lifestyle shoes: we don't sell this product
- Climbing shoes: we don't sell them
- Trail running shoes: 361° (+) KAILAS (+)
- Ski touring/freeride boots: we don't sell them
- Skis: We don't sell them
- Outdoor clothing: no specific brands, but sales are down
- Technical underwear: we don't sell it
- Accessories: we don't sell them
- Climbing gear: we don't sell it

BREAKOUT BRAND

- KAILAS

THE FUTURE OF RETAIL

- I expect an increasingly specialization-oriented distribution. Outdoor customer seeks expertise, real tests and products that solve specific needs

ORBDAYS & OUTDOOR trade show
Booth C2/B01

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TECNOSPORT

PISTOIA - LOCATIONS: 2
FAUSTO INNOCENTI - OWNER

END-OF-YEAR REVIEW

- Increase, +10%
- Demand for technical gear for everyday use, a rise in the number of people participating in outdoor sports, and the perception of specialty stores as places that promote well-being
- Global economic trends that also affect Italy
- Decreasing inventory
- Rating: 9

SERVICES

- No, we don't sell online
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear
- Trail running, flat-terrain walking, power walking, road running

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- It depends. The demand is really minimal.

THE CONSUMER

- Performance, experiential/wellness, urban
- Comfort, softness, and aesthetics
- Yes, I confirm the trend

SOCIAL MEDIA

- Instagram, Facebook
- No, we haven't noticed an increase. We mainly use social media to promote our brand and advertise the shop

BRANDS CHOICE

- Visibility, marginality, and support
- ASICS - NEW BALANCE - BROOKS

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: CMP (=) DOLOMITE (=) MERRELL (=)
- Mountain lifestyle shoes: we don't sell this product
- Climbing shoes: we don't sell them
- Trail running shoes: ASICS (=) BROOKS (=) HOKA (=)
- Ski touring/freeride boots: we don't sell them
- Skis: we don't sell them
- Outdoor clothing: CMP (=)
- Technical underwear: UNDER ARMOUR (=)
- Accessories: GARMIN (=) BV SPORT (=)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- ASICS



CENTROSPORT

OVADA (AL) - LOCATIONS: 1
JESSICA ROSSELLI - OWNER

END-OF-YEAR REVIEW

- Increase, +4.5%
- A focus on services, including the presence of a certified ski technician and a certified hiking guide in-store, and the development of the Outdoor 4PASSI project, which involves organizing hikes to explore the Ovada area
- Rising prices for both goods and services
- Stable inventory
- Rating: 8
- 2025 saw an excellent summer season, while the winter fell short of expectations despite favorable weather conditions. We saw growth in ski maintenance services, but a slowdown in outerwear sales. Although we chose not to raise in-store prices, the general increase in the cost of external services and the cost of living led customers to avoid non-essential purchases. Accessories and thermal underwear performed well

SERVICES

- No, we don't sell online
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear, accessories
- Trail running, hiking, flat-terrain walking, lifestyle, multisport, alpine skiing

RESPONSIBILITY

- Yes, we have a demand for sustainable products
- It depends; sports enthusiasts are concerned about sustainability, but the general public is not, and both groups buy from us

THE CONSUMER

- No one in particular
- Our professional expertise, brand recognition, and pricing
- I confirm the trend. By the winter of 2025, demand had grown even stronger. Customers are looking for a garment they can wear in a variety of settings

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- Yes, we've noticed an increase. I've always used social media to bring new customers into the store

BRANDS CHOICE

- Reliability, style
- No one in particular

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: DOLOMITE (=) KAYLAND (+) ANDE (+)
- Mountain lifestyle shoes: DOLOMITE (-) ANDE (+) KAYLAND (+)
- Climbing shoes: we don't sell them
- Trail running shoes: MIZUNO (+) 361° (=) ICEBUG (=)
- Ski touring/freeride boots: we don't sell them
- Skis: we don't sell them
- Outdoor clothing: REGATTA (+) REDELK (+) ANDE (+)
- Technical underwear: MICO (+) MIZUNO (+) TRS (+)
- Accessories: GIRO (+) JOLUVI (+) REBELL (+)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- TRS

THE FUTURE OF RETAIL

- We will focus more on services and activate a rental offer



KM SPORT

SAN MARTINO BUON ALBERGO (VR) - LOCATIONS: 2
EMANUELE MARCHI - OWNER

END-OF-YEAR REVIEW

- Increase, +5%
- Expert advice, a wide selection of products, in-stock availability, our team of nearly 500 athletes, and our partnership with a running club
- Online competition
- Stable inventory
- Rating: 8
- Sales of the technical product are going well, but they require a great deal of attention—both in the advice and support we provide to customers and in the products we offer

SERVICES

- Yes, we also sell online (21% to 40%)
- Yes, we offer a rental service (0-5%)

PURCHASING TRENDS

- Footwear
- Trail running, flat-terrain walking, road running

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- It depends; they appreciate it when we point it out, but in the end, it doesn't affect their final choice of product

THE CONSUMER

- Performance, experiential/wellness
- Shoe cushioning, comfort, stability
- Yes, I agree with this trend, and I believe that both retailers and companies need to develop marketing campaigns targeted at this type of consumer

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- Yes, we've noticed an increase. New customers come to us in two ways: either through word of mouth or through social media

BRANDS CHOICE

- Product technical specifications, restocking service, profit margins
- HOKA - BROOKS - ASICS

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: HOKA (=) BROOKS (=) ASICS (=)
- Mountain lifestyle shoes: HOKA (=) LA SPORTIVA (+) SALOMON (=)
- Climbing shoes: we don't sell them
- Trail running shoes: HOKA (=)
- Ski touring/freeride boots: we don't sell them
- Skis: we don't sell them
- Outdoor clothing: we don't sell it
- Technical underwear: CRAFT (=) OXYBURN (=) MIZUNO (=)
- Accessories: we don't sell them
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- ADIDAS

THE FUTURE OF RETAIL

- I hope to keep attracting new customers



ZECCHIN SPORT

CHIAMPO (VI) - LOCATIONS: 2
GIANMARCO ZECCHIN - OWNER

END-OF-YEAR REVIEW

- Stable
- Favorable weather conditions starting in the summer months, improved order planning, and the team's ongoing development and growth in response to new developments
- Unfavorable weather conditions in the early months of the year and a complicated geopolitical situation that affected prices and promotions
- Decreasing inventory
- Rating: 8
- 2025 was a year of ups and downs. After an exciting start, positive and negative months alternated: a favorable January was followed by a damaging February, marked by warm weather and rain at high altitudes that cut the winter season short. Spring, summer, and fall, on the other hand, were excellent seasons. In December, we experienced a significant slump due to Black Friday, which now lasts practically a month

SERVICES

- Yes, we also sell online (0-5%)
- Yes, we offer a rental service (11% to 20%)

PURCHASING TRENDS

- Footwear, accessories
- Trail running, ski mountaineering, hiking, mountaineering, flat-terrain walking, multisport, alpine skiing

RESPONSIBILITY

- No, we don't have any requests for sustainable products
- No. We've added brands with a strong focus on environmental sustainability, but the customer response hasn't been as positive as we expected. We have eco-friendly products, but customers often ask for a specific item; they aren't interested in where it comes from or what materials it's made of

THE CONSUMER

- Performance, experiential/wellness

- Durability, comfort, and fit, along with positive feedback from our team
- The use of technical products in everyday life is certainly a trend that has grown in recent years, so it is important to build a loyal customer base. I believe this approach is effective for expanding our customer base and, as a result, introducing our products to more people

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- Yes, we've noticed an increase. We manage our social media channels completely on our own, striving to keep them up to date. We've found that a post about a specific product—one that's well-designed and features high-quality content—combined with our experience and professionalism, can spark curiosity and drive sales

BRANDS CHOICE

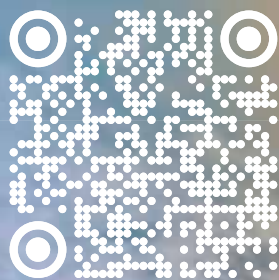
- Hands-on product testing, brand history, design, and comfort
- BROOKS - KAILAS - MONTURA

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: LA SPORTIVA (=) MEINDL (+) SALOMON (-)
- Mountain lifestyle shoes: LA SPORTIVA (=) SALOMON (-) MERRELL (+)
- Climbing shoes: LA SPORTIVA (=)
- Trail running shoes: BROOKS (+) TOPO ATHLETIC (=) SALOMON (=)
- Ski touring/freeride boots: TECNICA (=) LA SPORTIVA (=) DYNAFIT (=)
- Skis: HEAD (+) ATOMIC (+) BLIZZARD (=)
- Outdoor clothing: MONTURA (-) KARPOS (-) TERNUA (-)
- Technical underwear: MICO (=) ICEBREAKER (=) OXYBURN (=)
- Accessories: LEKI (=) POC (=) GABEL (+)
- Climbing gear: CLIMBING TECHNOLOGY (=)

BREAKTHROUGH BRAND

- BROOKS



“Quel ramo del lago di Como, che
volge a mezzogiorno, tra due
catene non interrotte di monti...”

A. Manzoni

LARIO
climbing line



**MOUNTAIN HOME**ALBA (CN) – LOCATIONS: 2
LUIGI POZZO – OWNER**END-OF-YEAR REVIEW**

- Increase, +10%
- Favorable weather with plenty of snow, the shop's move to a more central location in town, and consistent hard work
- Seasonal fluctuations, material recovery from suppliers, and sales margins
- Stable inventory
- Rating: 8

SERVICES

- No, we don't sell online
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear, clothing, accessories
- Trail running, ski mountaineering, hiking, mountaineering, lifestyle

RESPONSIBILITY

- Yes, we have a demand for sustainable products
- It depends. Ultimately, what matters to the customer is the price and how they can use the product

THE CONSUMER

- Performance, experiential/wellness, urban
- Advertising, brand ambassadors, and current trends
- Yes, it's a growing trend for us, too. Not all of our customers are athletes, and

they don't all use the clothing for sports

SOCIAL MEDIA

- Instagram, Facebook
- Yes, we've noticed an increase

BRANDS CHOICE

- Innovation, performance, durability
- No one in particular

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: ARC'TERYX (+) SCARPA (=) ZAMBERLAN (=)
- Mountain lifestyle shoes: SCARPA (=) ZAMBERLAN (=) NORDA (+)
- Climbing shoes: we don't sell them
- Trail running shoes: KAILAS (+) NORDA (+) TOPO ATHLETIC (+)
- Ski touring/freeride boots: SCARPA (+) NORDICA (=)
- Skis: ZAG (+) NORDICA (+) KÄSTLE (=)
- Outdoor clothing: ARC'TERYX (+) PATAGONIA (+) RAB (+)
- Technical underwear: SMARTWOOL (+) REWOOLUTION (+) REDA (+)
- Accessori: BLACK DIAMOND (=) OUT OF (+) GABEL (=)
- Climbing gear: PETZL (+) BLACK DIAMOND (+) EDELRID (=)

BREAKTHROUGH BRAND

- RAB

**RUNAWAY**MILANO – LOCATIONS: 1
LUCA PODETTI – FOUNDER AND OWNER**END-OF-YEAR REVIEW**

- Increase, +15%
- Brand investments, custom events, and the overall growth of running
- Too many free products at running crew events, Vinted
- Increasing inventory
- Rating: 6
- Overall, things are going well because sales have increased, mainly thanks to events organized by Runaway, both independently and in collaboration with brands. Very often, other brands have preferred to invest in running communities (some of which have already gone out of business) by giving away products, thereby preventing small businesses from increasing their sales. A persistent problem remains the lack of specialization among certain stores—both online and physical—that consider themselves specialty shops but only offer discounted products.

SERVICES

- Yes, we also sell online (6–10%)
- No, we don't offer a rental service

PURCHASING TRENDS

- Footwear, clothing, accessories
- Trail running, flat-terrain walking, lifestyle, multisport, road running

RESPONSIBILITY

- Yes, we have a demand for sustainable products
- Yes

THE CONSUMER

- Performance, experiential/wellness, urban, casual
- Technical performance, comfort, style
- It is very important to build a loyal customer base among this type of consumer; both runners and non-runners use technical products in their daily lives

SOCIAL MEDIA

- Instagram
- Yes, we've noticed an increase. Our follower count has grown thanks to the many events we've organized, and even though we almost never post technical content, this is something I'd like to improve.

BRANDS CHOICE

- Uniqueness, technical expertise, and specific customer requests
- NORDA – DIADORA – HOKA

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: we don't sell them
- Calzature mountain lifestyle: NORDA (+) HOKA (=) SATISFY (+)
- Climbing shoes: we don't sell them
- Trail running shoes: HOKA (=) NORDA (+) SALOMON (+)
- Ski touring/freeride boots: we don't sell them
- Skis: we don't sell them
- Outdoor clothing: SATISFY (+) NNORMAL (-) SALOMON (+)
- Technical underwear: UYN (-) DIADORA (+)
- Accessories: COROS (+) ALBAOPTICS (+) LEKI (+)
- Climbing gear: we don't sell it

BREAKTHROUGH BRAND

- NORDA

THE FUTURE OF RETAIL

- I expect more awareness both in proposing and selling technically valid products

**EUROSPORT**PINZOLO (TN) – LOCATIONS: 1
ALBERTO MAGANZINI – OWNER**END-OF-YEAR REVIEW**

- Stable
- A growing number of international tourists, high-quality and reputable brands sold in-store, and an excellent team
- A snowless winter, a decline in Italian customers, and high temperatures early in the year, which contributed to low sales of warm technical clothing
- Stable inventory
- Rating: 8
- Overall, 2025 was a positive year for our business. We saw a slight decline in Italian customers, which was offset, however, by a significant increase in international visitors. The town is doing a good job of promoting itself locally, and this gives us confidence for the future

SERVICES

- No, we don't see it online
- Yes, we offer a rental service (6–10%)

PURCHASING TRENDS

- Footwear, clothing
- Trail running, ski mountaineering, hiking, alpine skiing

RESPONSIBILITY

- No, we don't have any requests for sustainable products

THE CONSUMER

- Performance
- Quality, durability, comfort
- I agree. It's a great opportunity because people can wear these items not only in the mountains but also for leisure and travel. Of course, they work best when they come in more natural tones and colors that are suitable for the city

SOCIAL MEDIA

- Instagram, Facebook
- Yes, we've noticed an increase

BRANDS CHOICE

- Product quality, attractive design, and after-sales service
- CMP – MONTURA – SALOMON

BEST-SELLING BRANDS IN 2025

- Trekking and hiking shoes: SALOMON (=) LA SPORTIVA (+) AKU (=)
- Mountain lifestyle shoes: SALOMON (=) LA SPORTIVA (+) AKU (=)
- Climbing shoes: we don't sell them
- Trail running shoes: SALOMON (=) LA SPORTIVA (+) THE NORTH FACE (-)
- Ski touring/freeride boots: SCARPA (-) DYNAFIT (-) K2 (-)
- Skis: K2 (-) SKI TRAB (-) DYNAFIT (-)
- Outdoor clothing: MONTURA (=) CMP (+) ORTOVOX (-)
- Technical underwear: MICO (=) ORTOVOX (=) LUZZARDI (+)
- Accessories: LEKI (=) GABEL (=) FIZAN (-)
- Climbing gear: PETZL (=) C.A.M.P. (=)

BREAKTHROUGH BRAND

- CMP

THE FUTURE OF RETAIL

- We expect the market to become increasingly dynamic, with a strong integration between physical and digital stores. It will be essential to focus on quality, expert advice, and customer service—elements that truly set us apart from online retailers. Tourism will continue to be a key factor for our region and the development of the outdoor sector

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the everyday, so you can comfortably carry
what matters most with confidence.



W E L C O M E T O
G R E G O R Y



*Davide
Spaccasassi*



*Giuseppe
Di Bella*

BETWEEN SKY AND SAND

Davide Spaccasassi and Giuseppe Di Bella explore the Sinai beyond stereotypes and borders, using the slackline as a tool to connect extreme landscapes and people

by Sara Canali

Combining exploration, aesthetics, and technical challenges. This idea gave rise to the latest project featuring slackline athletes Davide Spaccasassi and Giuseppe Di Bella, along with German fixer Timo Elony, who, in Egypt—and specifically on the Sinai Peninsula—have achieved a series of high-altitude feats in the heart of one of the planet’s most extreme and symbolic territories, amid forgotten canyons, abandoned mines, and desert dunes. The Sinai, often associated with spiritual and historical imagery, becomes here the stage for a completely new narrative, made up of lines suspended in the void and almost unreal visions.

“The idea came from a desire to portray sports in a different way—not just as a performance, but as something connected to a place and its culture,” says Alice Rosano, director and producer at Planet TV Productions, who oversaw the filming in the desert as the crew explored the arid mountains. “The Sinai immediately struck us as interesting. It’s a place often portrayed solely from a political or religious perspective, but in reality, it’s a meeting point

for different cultures. Mount Sinai, in particular, holds strong symbolic significance for multiple religions,” Alice continues. The starting point was Dahab, a small retreat on the Red Sea that became the team’s operational base and gathering place. The expedition then ventured into the wildest heart of the peninsula. From the remote Wadi Shellal, with its fragile cliffs and echoes of the colonial past, to the suspended, metallic atmosphere of the Um Bogma mines. Each location presented a different challenge, both technical and visual. “The core team consisted of six people: myself as director, two camera operators (Laura and Ramy), two Italian athletes (Giuseppe and Davide), and a German athlete/fixer (Timo). During the trip, we met local slackliners and international athletes with whom we shared part of the experience,” says the director. The project then raised the bar even higher among the dunes and crumbly rocks of Matameer, where the idea of setting up a highline over the sand pushed the team into uncharted territory. The final act took place in the protected area of Saint Catherine, at the foot of the legendary Mount Sinai, where altitude, cold, and the sacredness of the place completely redefined the rules of the game.

THE INTERVIEW

“We are all different, but it is precisely this diversity that puts us on equal footing”

How much of this decision was pure experimentation, and how much was a calculated risk?

Davide - The line between pure experimentation and calculated risk is very fine in these environments, where there is no real rescue service, where no one has ever climbed this rock before, and where the nearest village is at least an hour’s walk away through the desert. Risk is an ever-present factor, especially on this kind of expedition, but it’s up to us—by experimenting and assessing the situation together—to try to minimize it.

What were you trying to “convey” with these new lines?

Davide - The initial idea was to portray Egypt—and the Sinai in particular—in a different light, using a more outdoor-oriented approach that wasn’t tied to resorts and pyramids. Thanks to this region, the local Bedouin communities, and slacklining, it turned out to be a true discovery rather than just research. On a metaphorical level, the slackline connects, uniting two distant points and filling a void. We wanted to see if it was possible to interpret Egypt through this lens. As we got to know the places and people, an even deeper desire emerged: not just to connect spaces, but to create human connections.

What kind of emotional impact did it have on you to work in a place so steeped in history and in a region that is currently such a geopolitical hotspot?

Giuseppe - I had no idea what lay ahead of us, but I knew for sure we were entering a place imbued with profound layers of meaning from a religious, political, social, and historical perspective. All of this stood in stark contrast to what would become our daily

routine—made up of simple actions like walking, setting up lines, and sharing time and space with others. I believe this was precisely the most powerful and defining aspect of the experience. We were never in direct danger, but at times we sensed the possibility of it. We immediately realized that our freedom of movement was by no means a given, but always depended on someone or something. On an emotional level, all of this led us to reevaluate our approach, including our view of the highline—no longer a tool to “dominate” a place, but to enter into a relationship with it.

What impressions did the people you met on this trip leave on you?

Giuseppe - The Bedouins who accompanied us taught us a fundamental connection with the environment, just as the Egyptian youths who helped us build some of the trails showed us that what is difficult for us can be almost unimaginable for them, even though our motivation is the same. This gives rise to the realization that we are all extremely different, but it is precisely this diversity, when acknowledged, that places us on equal footing and becomes a starting point for building, not for dividing.

Which brands or partners supported you, and how did they contribute to the success of the expedition?

Giuseppe - It wasn’t an easy project, either logistically or financially. Fortunately, we weren’t completely on our own. Some sponsors, such as Ande, Out Of Optics, Brazz, Spider Slacklines, and Slackhouse, believed in us from the very beginning, supporting us with high-quality technical equipment, which was essential to the project’s success. We owe them a huge thank you.



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BE SEARCHABLE

RECCO's mission is to make mountain rescue search operations safer and faster. Including summer sports.

To raise awareness they will serve as safety partner at the Activation Days in Riva del Garda

by Benedetta Bruni

When people think of mountain rescue, the first thing that comes to mind is finding someone buried in an avalanche. But you don't have to be an extreme winter sports enthusiast to find yourself in danger: even more accessible activities like hiking and trail running carry real risks that may require the intervention of mountain rescue teams. RECCO knows this well, and in fact, over the years, alongside its famous reflectors integrated into clothing and equipment, they have developed a helicopter-based search system, which allows for rapid scanning of larger, remote areas. In practice, the RECCO SAR helicopter detector transmits a cone-shaped signal, to which the reflector worn by the missing person passively responds by bouncing the signal back to the helicopter. Traveling at 100 km/h, the helicopter detector scans the area below with a width of up to 100 m, covering up to 1 km² in 6 minutes. Undoubtedly a useful tool for both mountain professionals and recreational users, even in summer. To raise awareness of this, RECCO will be the safety and technology partner at the Activation Days in Riva del Garda (May 16-17), two days of sports experiences dedicated to the general public as part of the first European Outdoor Week (May 14-19). It will be an opportunity to learn about the devices and equip yourself with a reflector so you can tackle your next outdoor and running adventures with greater piece of mind.



**SAID FREDRIK STEINWALL,
CEO OF RECCO**

RECCO technology is mostly known as a search-and-rescue tool for winter sports, but it is undoubtedly useful for activities such as hiking and trail running as well. What role does it play in these cases?

In the context of an avalanche, the goal is to locate the buried victim as quickly as possible within a relatively defined area. In summer sports, however, the search focuses on rescuing an injured or missing person in a much larger area and in complex terrain such as forests or steep slopes. The RECCO system serves as a complementary search tool and assists rescuers by significantly speeding up the process of locating the missing person, as it relies primarily on the use of helicopters, which are more powerful and faster than handheld devices.

Currently, helicopters equipped with RECCO SAR detectors cover the Central Alps, Scandinavia, North America, Nepal, and New Zealand. Are you planning to expand your coverage?

Yes, expanding our coverage and density in already established regions is our top priority. In addition, we've seen interest increasing in areas with a growing outdoor and tourism industry, such as certain mountain regions in Asia. We work closely with local teams to ensure not only that the technology is deployed, but also that it is properly integrated into their operations through training sessions and support. As more and more brands incorporate RECCO reflectors into their products, the value of having adequate coverage in new regions also increases, creating a natural momentum for our expansion.

How are your reflectors integrated in clothing and gear?

During the manufacturing process, outdoor and running brands place them in secure areas such as the tongue of the shoe, the upper part of the sleeve, or the backpack's structure itself. Integration is simple and long-lasting: reflectors are small, passive components that do not use batteries,

require no maintenance, and function for the entire lifespan of the product in which they are embedded. Additionally, if one does not own gear with a RECCO reflector, they can also purchase one separately to attach to their backpack or helmet.

Hiking and trail running are often considered low-risk activities compared to freeriding and ski mountaineering: how can awareness be raised?

Although hiking and trail running are more accessible, they are still activities that involve exposure to unpredictable weather, challenging terrain, and remote locations. Raising awareness starts with education—making people understand that accidents occur due to predictable factors such as poor planning, a lack of proper equipment, or underestimating conditions. For mountain rescue professionals, however, being able to quickly locate a missing person is essential. This is where technologies like RECCO become crucial. It's important to remember that "safety" doesn't just mean being well-prepared, but also having equipment that can assist rescuers during search operations.

Why did you decide to become the safety and technology partner for the Activation Days in Riva del Garda, and what will you be doing during the event?

Activation Days are a great opportunity to connect directly with consumers and the outdoor and running communities. Our goal is to raise awareness about the importance of being searchable. During the event, we'll have a booth in the Village where visitors can meet our team and learn how RECCO technology works. We will also be joined by local rescue experts from the Riva del Garda area to discuss search and rescue operations, demonstrating how proper preparation can make all the difference. Finally, we aim to create a space for dialogue, learning, and awareness, bringing together technology and rescue expertise with people who spend their time exploring and enjoying the great outdoors.



A NEW OUTDOOR PHASE

Skylotec's return to specialty stores marks the beginning of a strategic phase rooted in industrial heritage and European production. We spoke with Philipp Greilberger, global head of sales

by Sara Canali

Starting in spring 2026, Skylotec is bringing its outdoor line back to stores with a completely revamped concept. This is not just a simple comeback, but a broader strategy aimed at combining expertise in the professional sector with the needs of climbers and mountaineers. A German family-run company, Skylotec has been a global leader in the work & safety segment for over 75 years, offering advanced fall protection solutions used in industrial and professional settings. With the 2021 acquisition of Climbing Technology, a new vision of the outdoor sector is taking shape, where technology, on-field experience, and alpine culture converge. In this sense, the slogan “Forged in the Alps” becomes a direct reference to European manufacturing excellence, reinforced by the tagline “Made in Europe. Made by us. Made for you.”, which encapsulates supply chain control, production quality, and a genuine focus on the needs of those who use the equipment in often extreme conditions. The return to specialized mountain retail, therefore, is part of the brand’s maturation process and its natural evolution. We spoke about this with Philipp Greilberger, global head of sales for Skylotec Outdoor.



The acquisition of Climbing Technology marks a major milestone: what led Skylotec to choose this brand? What values do you share?

The acquisition of Climbing Technology was a natural choice. The brand brings with it a strong reputation in the outdoor and climbing worlds, as well as deep technical expertise and a strong commitment to innovation. Both companies share core values such as safety, quality, reliability, and a passion for the vertical environment. With the integration of this established brand, we benefit from expanded manufacturing capacity that is entirely based in Europe, reinforcing our commitment to high manufacturing standards and supply chain reliability. This is well represented by the “Forged in the Alps” concept, which embodies our shared heritage, expertise, and dedication to quality.

What is Skylotec’s strategic goal in the outdoor segment over the next three to five years?

We aim to strengthen our position in the outdoor segment by establishing as a premium and inclusive brand. The company’s goal is to inspire and engage a broad community of users, making outdoor sports more accessible while maintaining the highest standards of quality, safety, and innovation. By leveraging its own expertise and integrating Climbing Technology’s strengths, Skylotec aims to expand its presence in key outdoor categories, build deeper relationships with consumers, and drive sustainable growth in the segment.

How do you get to the physical stores?

Skylotec reaches retailers through a combination of direct sales and established distribution partners, depending on the market. Our primary direct markets are Italy, the DACH region, and France—key areas where we operate directly to ensure greater control, closer customer relationships, and consistent brand positioning. In other markets, we collaborate with distributors and specialized retailers who understand the technical nature of our products and can offer the right level of service and expertise to the end customer. This approach allows us to maintain strong relationships within the industry while ensuring efficient and scalable market coverage.



What role has the outdoor sector played in Skylotec’s history?

The outdoor sector has been an integral part of Skylotec’s dna since 2013. Although the company is widely recognized for its expertise in professional safety solutions, its roots are deeply rooted in climbing and mountaineering. This heritage has shaped our commitment to quality, reliability, and innovation—values that continue to define both our professional and outdoor product lines to this day.

Why has Skylotec gradually shifted its focus away from the consumer outdoor segment in recent years?

Since entering the outdoor business in 2008, Skylotec has never made it a primary goal to establish a strong presence in the consumer segment. Instead, the company has always focused on its core competencies in professional applications. With the acquisition of Climbing Technology in 2021, Skylotec strategically strengthened its position in the outdoor segment. This marked a turning point: the outdoor business has become a more significant and structured part of the overall portfolio. Looking ahead, and particularly from 2026 onward, Skylotec is further refining its focus in this segment by fully integrating CT into its broader portfolio. This allows the company to leverage synergies, optimize its product offering, and foster continuous and more targeted growth.



INSTANT VERSATILITY

Montura's Versante line redefines the rules of clothing: through a combination of adding, subtracting, and multiplying technologies, an urban garment can become a technical layer for the mountains

New ways of approaching work and city life have transformed the very way we spend our free time. Versatility is now the watchword: whether traveling for business or pleasure, after an eight-hour workday or before heading to the summit of the nearest mountain to catch the last rays of sunshine, it's essential to have clothing that saves precious time. And that, when combined, can adapt perfectly to any situation. Montura's Versante line is designed specifically for those who set out in the morning without knowing where the day will end, but want to be ready for anything without having to think too much about it.

FEATURES OF VERSANTE

Part of Montura's hiking & trekking line, Versante features compact, lightweight garments that pack down small enough to leave room for adjusting your gear on the go. The minimalist lines and

colors make it easy to pair with other clothing, creating a style that doesn't dominate but adapts to the wearer. Finally, the materials transition seamlessly into any setting, without the look or feel of technical gear but with all its functional benefits. Everything superfluous is eliminated: the result is freedom of movement, comfort, and a design philosophy where form always follows function.

THE MONTURA HERITAGE

Versante shares the same dna as Montura, which is also found in Vertigo: functionality, Ergofit, minimalist design, and a construction built to last. And while Vertigo was created for the most technical mountaineering, Versante carries on that legacy and reinterprets it in a more versatile style. The same principles of comfort, technicality, and precision in construction take on a new form, capable of moving naturally between the outdoors and the urban environment.

VERSANTE DRESS W

Designed to provide coolness and comfort, it is made from Thermo-adaptive fabric with a construction inspired by the Japanese "Sudare" technique: a structure featuring small channels and raised patterns that keeps the fabric slightly raised off the skin, promoting airflow and enhancing breathability. Lightweight and stretchy, it guarantees maximum freedom of movement and constant comfort even in hot and humid environments. The garment is quick-drying and offers high UV protection (UPF 50+), while remaining soft and breathable. The central front zipper makes layering easy, while the open pockets and zippered pocket keep your essentials within reach. The double yoke and back vent improve ventilation, making this minimalist garment easily packable into a backpack.



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VERSANTE UNISEX JACKET

Designed for everyday use, it can handle sudden downpours or windy days with ease. Montura's exclusive Weather-ready construction lets you face the elements with confidence. This is the brand's certified standard: maximum protection against the elements. Prometeo membranes offer unmatched waterproofing and breathability, while remaining lightweight and comfortable all day long. The elasticized hood features the innovative Sound Regulator System: small holes that maintain hearing even when the hood is on. The short front zipper ensures freedom of movement, while the double vent guarantees ventilation during intense activities. When the sky clears, the jacket folds easily into its zippered pocket, ready to be stowed in the backpack.





EVOLVING LIFESTYLE

Daniele Conzatti, Head of Product at Montura,
explain the origins and philosophy behind Versante

by Benedetta Bruni

Versante is a unique collection for Montura; it conveys a sense of movement and breaks away from a design focused on a single sport. How did this line come about?

The Versante line was created after observing how our consumers have evolved. We've noticed that the approach to the mountain world and related disciplines is changing, especially among younger generations. People are looking for a dynamic and versatile product that can meet a variety of needs when it comes to outdoor activities. The quest for adventure, exploration, and new experiences is at the heart of a new way of experiencing the outdoors. Versante meets these needs by representing a logical evolution of Montura's dna, marking the transition from designs tailored to specific sports to a vision of absolute versatility. This collection, in fact, combines the technical expertise and functionality of Vertigo—a benchmark in mountaineering—with a fresh, minimalist design.

Even in terms of design, it's very different from Montura's classic lines: what inspired you?

The design stems from a core principle of the brand: the ability to bridge different needs through research and experimentation. Unlike products focused on a single discipline, this collection is inspired by a vision of absolute versatility. The stylistic choice aims to translate the brand's signature technical functionality into a more minimalist and understated form. The idea is to offer a product that does not look or feel like technical apparel, yet still delivers the same performance. In line with the "Instant versatility" philosophy, the design adheres to the strict rule of essentiality: every superfluous element is eliminated to make room only for what truly matters.

What internal resources did you draw upon?

We drew on Montura's entire technical expertise, incorporating into Versante the core elements that made the Vertigo line famous: ergonomics, comfort, functionality, precision craftsmanship, and durable materials. First and foremost, we share the same materials: depending on the product and its requirements, we use the same technologies developed for the mountaineering collections and bring them into everyday life. This ensures that Versante inherits Vertigo's reliability, allowing the product to fulfill its primary function: protecting the wearer, regardless of the environment or situation.

Where does the research and development related to aesthetics and materials take place?

The driving force behind every project remains the same, staying true to our philosophy of "Searching for a new way." The real difference lies in the ultimate goal. With this line, we wanted to take the technical expertise that defines our products and apply it to a different context. We haven't changed the way we design, but rather the target audience: we've created a genuine connection between sports, work, and passions, offering our technology to those seeking a functional garment suitable for any everyday situation.

In recent years, there has been a growing trend toward "urban outdoor" clothing—that is, mountain wear that's also worn in the city, often with dedicated collections. Is Versante following this trend?

Versante wasn't created to chase trends, but rather to respond to the evolving lifestyle of the discerning and responsible consumer. Our goal isn't merely to "bring mountainwear to the city," but to offer a highly technical product that, thanks to its aesthetics and functionality, is practical and appropriate in a variety of settings—including urban environments. More than a fashion trend, for us it is a matter of observation, direct contact with end consumers, and vision: today's active and dynamic people prefer a few versatile garments that

"Precisely because there is no specific term in the industry to define this balance between extreme technicality and versatility, we have chosen not to label it: for us, this philosophy is simply called Versante"

Daniele Conzatti, Head of Product at Montura

can truly be put to use in the various contexts they find themselves in. Versante fits perfectly into this niche: it is a practical solution that transforms our performance expertise into an everyday tool, where the technical properties of the material ensure comfort and protection without imposing a "mountaineer" look.

Would you call it a lifestyle collection?

If we look at the etymology of the term, we could indeed define it as a lifestyle: it represents a way of life, a philosophy passing also through clothing and identifying those who are dynamic, active, and responsible. However, if we consider the common meaning of the term in the fashion market, the answer is no. The garments do not imitate a style, but offer real technical performance that is also applicable to everyday life. Precisely because there is no specific term in the industry to define this balance between extreme technicality and versatility of use, we have chosen not to label it: for us, this philosophy is simply called Versante.

How does it maintain the brand's identity?

Our brand identity is in our dna: seeking technical solutions that anticipate the user's needs. The goal is for those who wear Montura to forget they're wearing a garment until they truly need it—whether to shelter from bad weather, protect from the environment, or move with no burden or limit. Versante stays true to this promise: invisible functionality that adds value to the activity, without ever limiting movement.



CUSTOM-MADE IN THREE STEPS

Sidas' Custom Live technology transforms insoles customization from a lengthy process into an accessible and, above all, immediate experience

Foot care and wellness specialized company Sidas has reached, has reached a new level of innovation by making insoles customizable in just a few minutes. At the heart of the system is the ultra-compact Heat Cube device, which, thanks to its small size (24x24x22 cm) and weight of just 5.3 kilograms, can be used anywhere. In just two and a half minutes, thanks to forced-air heating that quickly reaches 80 °C, the insoles—selected based on the user's foot size—become moldable. The entire process is guided by an extremely simple interface, with just a few controls and a display that walks the user through each step: from the heating phase to automatic cooling, indicated by intuitive colored LEDs. Once heated, the EVA structure of the insole becomes malleable and



ready to adapt. Inserted directly into the shoe, the insoles mold perfectly to the foot under the user's weight: just 60 seconds standing and 60 seconds of walking are enough to achieve a precise result and a 100% natural stride.

If the insole were made solely from EVA, it would not be able to provide enough support for a firm walk. This is precisely why TPU reinforcement comes into play—a thermally stable material that independently maintains the structure of the arch, ensuring stability. The result

is an effective balance between adaptability and comfort, without compromising on performance. The final step is the cool down, which occurs automatically below 50 °C and hardens the insole without causing it to lose its shape. Available in six sizes, from XS to XXL, Custom Live is designed to fit any foot.



Sidas Italia - +39 035.4596078 - info@vichitalia.com

SS 27

CONSTANT TEMPERATURE

Whether in extremely cold conditions or an excessively hot environment, Therm-ic, through its technologies, ensures a stable body temperature

Therm-ic was born from a simple idea: to maintain a stable body temperature even in extreme conditions by incorporating technologies that promote thermoregulation. For cold environments, the brand has developed heating systems positioned in the most sensitive areas and powered by compact rechargeable batteries. The heat is adjustable to multiple levels, allowing it to adapt to the environment and physical exertion without causing excessive sweating. In this way, when the body can no longer regulate by itself, the technology kicks in to maintain a stable and constant temperature.

THERM-IC'S SUMMER OFFERINGS

Just as we need protection from the cold in winter, our bodies need help staying cool in summer. The body reacts to the heat by sweating, which helps lower skin temperature, and by dilating blood vessels, which allows excess heat to dissipate more quickly. But in extreme cases, it's helpful to cover one's head and wear breathable socks. That's exactly why, for SS 27, Therm-ic offers a headwear collection made with lightweight, breathable materials that



allow the emission of heat and sweat to evaporate quickly, while UPF 50+ protection reduces the harmful effects of sunrays. The socks, on the other hand, feature micro-channels and mesh inserts that wick away sweat, facilitating evaporation and keeping the foot dry. The anatomical design and reinforcements reduce friction and stress, while the materials—ranging from breathable linen to Merino wool—allow the socks to adapt to different temperatures and activity levels.

Therm-ic is no longer just a winter brand, but a comprehensive system designed to regulate body temperature in any conditions, from heat to extreme cold.



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“CONSCIOUSLY CREATED” FOR OFF-ROAD

Keen makes its Italian trail running debut with the Seek and Roam models



Keen has officially entered the world of trail running, bringing its “Consciously Created” approach to Italy—an approach that has already been tested in numerous races across the United States.

The Portland-based brand’s innovation team spent nearly two years developing the Seek model, a project that laid the groundwork for the launch of its trail running line. Today, the collection consists of two shoes—Seek and Roam—both of which are “Consciously

Created” because, thanks to the high-resistance formulation of KEEN.ALL-TERRAIN rubber, they offer superior durability. Independent tests conducted by Heeluxe (heeluxe.com) confirm this: it is, in fact, about twice as durable as a standard trail running shoe. Seek and Roam also feature Keen’s signature wide forefoot, the KEEN.ORIGINAL FIT, designed for a natural foot motion and proper toe spread, which improves stability on uneven terrain.

SEEK: ULTRA-DURABLE WITH MAXIMUM COMFORT

WEIGHT	DROP	STACK
309 g (M) 248 g (W)	6 mm	39 mm (M) 36 mm (W)



UPPER
lightweight, featuring durable reinforcements and areas with enhanced breathability. It is complemented by:

- stretch knit collar, designed to prevent debris from entering
- padded tongue, for long-lasting comfort while running
- reflective laces for better visibility, with a design engineered to ensure a secure closure and a lace garage to secure them
- pre-formed TPU heel counter and a snug-fitting lockdown-knit, ensuring stability during rapid movements

QUANTUMFOAMX MIDSOLE /
designed for durability, it combines soft cushioning with high energy return, promoting a smooth and responsive ride

OUTSOLE /
attached to the upper using water-based adhesives (free of solvents and harmful chemicals), it features 4-mm rubber lugs with high abrasion resistance that ensure traction and durability (estimated by Heeluxe at approximately 1,490 km before complete wear)

ROAM: THE DAILY TRAINER DESIGNED FOR ALL TYPES OF TERRAIN

WEIGHT	DROP	STACK
300 g (M) 231 g (W)	6 mm	38.5 mm (M) 36 mm (W)



UPPER
lightweight, breathable, and abrasion-resistant, ideal for everyday use

QUANTUMFOAMX MIDSOLE /
balances cushioning, responsiveness, and durability on any terrain

OUTSOLE /
attached to the upper using water-based (solvent-free) adhesives, it features 3-mm abrasion-resistant rubber lugs optimized for gravel, dirt, and asphalt, providing traction and durability (estimated by Heeluxe to last approximately 1,500 km before complete wear). The heel strike zone is asymmetrical and abrasion-resistant, for greater durability and comfort during the heel strike phase

“Trail running has been a natural evolution for Keen. For over 22 years, we’ve been thoughtfully designing durable and comfortable outdoor footwear, continually innovating materials and construction techniques to make them lighter, higher-performing, and with a smaller environmental footprint. Today, we bring that same dna—along with our signature durability and comfort—to the world of trail running, with the goal of offering shoes suited to different terrains and performance levels.”

Shaun Bohnsack, vp of performance footwear of Keen

AS HIGH AS POSSIBLE

And yet to reach the summit the right equipment is needed: light, functional and smart such as the new SS 27 Xenith sleeping bags, warm and versatile, and the alpine pack Tupilak by Mountain Equipment

For over 60 years, Mountain Equipment has been crafting gear and apparel designed to support alpinists pushing beyond their limits, challenging both themselves and the environments they explore in pursuit of the wild and the extreme. Its products are highly technical, rooted in decades of real-world experience gained from ambitious

ascents, remote summits and pioneering routes undertaken by some of the world's most driven explorers. The SS27 collection builds on this legacy and takes it further, refining and advancing iconic product lines such as the Xenith sleeping bags and the Tupilak mountaineering packs.

XENITH COLLECTION

The Xenith sleeping bag range leverages Mountain Equipment's expertise in insulation to deliver maximum warmth with minimal weight and pack size. This makes the collection ideal for highly technical use, from high-altitude first ascents to remote backpacking expeditions. The Plasma 10D fabric is paired with a 950 fill power, water-resistant down, ensuring outstanding thermal efficiency even in challenging conditions. The range spans from Xenith I to Xenith IV, tailored to different disciplines and performance needs, and covering temperatures from +7°C comfort down to a -11°C limit. Key technologies include Alpine Fit, engineered to retain warmth despite low weight and compact dimensions, and Hexwave construction—a channel design that reduces weight, minimizes cold spots and enhances thermal efficiency, even in damp environments.

TECHNICAL FEATURES

- Fill: 90-10 | 950+ fill power Muscovy Down hydrophobic
- Shell: Plasma, 28g m2, 10D recycled polyamide with DWR
- Lining: Plasma, 28g m2, 10D recycled polyamide with DWR
- Baffle type and walls: Hexwave baffles with mesh stripping, 15 g/m2, polyamide
- Zip: YKK #Coil 2-way, 110 cm & 140 cm
- Construction: Ground Level Seams
- Footpiece: Sharks Toe anatomically shaped
- Hood: Down Control



TUPILEK 37+ | 45+

A backpack is more than just equipment; it's a long-term partner in one's adventures. That's why Mountain Equipment approaches its development with precision and attention to detail. The Tupilak packs, available in 37+ and 45+ litre versions, are the result of over two years of development, building on the three years invested in the original Tupilak. Today, they represent the brand's most advanced mountaineering packs to date. Constructed with Aluula fabrics, strategically mapped for lightweight performance and enhanced durability in high-abrasion areas, the packs feature a unified build with minimal seams to reduce water ingress. All components are fully removable, allowing the pack to adapt seamlessly from short missions to demanding alpine objectives. Dual-density EVA shoulder straps provide added comfort, while two zipped accessory pockets enhance functionality. Both versions are expandable, increasing capacity from 37 to 45 litres and from 45 to 55 litres respectively.

TECHNICAL FEATURES

- Fabric: main body Aluula 97, with 300N tear strength; base Aluula 115, maximum abrasion resistance in high wear areas
- Webbing: Custom Larksloop for secure retention, can be stripped completely
 - Buckle: Grappler 2, easy to use with gloves
- 38mm webbing hip belt with durable aluminium belt buckle
 - Custom metal axe toggles with Aluula pick slots
- Total weight: 800 g (Tupilak 37+) / 830 g (Tupilak 45+)
- Stripped weight: 500 g (Tupilak 37+) / 530 g (Tupilak 45+)





E9, AUTHENTIC AND COHERENT

A “kilometer zero” production system, material research oriented towards natural fibers and a responsible approach are just a few reasons why the brand is a benchmark in the climbing industry

E9 is an Italian company headquartered in Ascoli Piceno, founded in 1998 by the climber and first bouldering world champion Mauro Calibani. From the very beginning, the brand has established itself as a pioneer in the development of climbing-specific apparel, creating garments that combine freedom of movement, technical functionality, and a distinctive, creative aesthetic. Rooted in bouldering and sport climbing culture, E9 has cultivated a strong identity that has evolved over time while maintaining authenticity and coherence.

For nearly three decades, E9 has interpreted the evolution of the outdoor sector through an approach that integrates performance, identity, and environmental responsibility. Deeply anchored in the principles of made in Italy, the brand develops its collections through a short, closely monitored supply chain, with production taking place just a few steps away from its headquarters. This “kilometer zero” model concentrates the entire manufacturing process within a radius of approximately 30 kilometers, significantly reducing logistical impact, fuel consumption, and greenhouse gas

emissions, while simultaneously supporting and enhancing the local artisanal network.

Sustainability lies at the core of the brand’s philosophy and is reflected in concrete choices across the entire production chain. Material research prioritizes natural and low-impact fibers – including GOTS-certified organic cotton, linen, lyocell/tencel, modal, bamboo, and hemp – selected to deliver an optimal balance of comfort, durability, and technical performance. At the same time, the company is actively committed to reducing single-use plastics and participating in environmental protection initiatives, reinforcing a more conscious and responsible vision of outdoor activities.

Over the years, the brand has become a benchmark within the international climbing landscape, distinguished by its ability to merge stylistic creativity, technical innovation, and environmental stewardship. More than a clothing brand, E9 represents a way of experiencing climbing and the outdoors; authentic, free, and in harmony with both territory and nature.



RONDO BELT SHORT-VS

Corduroy shorts crafted from GOTS-certified organic cotton, featuring an integrated belt for a secure and adjustable fit. Designed to move naturally with the body, they deliver all-day comfort while maintaining technical performance. A buckle fastening ensures precise adjustment, while eco-leather details on the back and side brush holders provide essential functionality on the wall. Regular fit. Made in Italy.

PENELOPE

Corduroy shorts crafted from GOTS-certified organic cotton, designed to ensure comfort and freedom of movement in any setting. The clean, essential design is elevated by embroidered detailing and a logo patch on the front, complemented by a small label on the rear pocket. An adjustable waistband provides a flexible, comfortable fit. Regular fit. Made in Italy.





The Osprey Kestrel and Kyte backpacks are designed for those who stop at nothing. With a technical, body-hugging fit, they offer stability and reliability even on the longest days. Whether you're traversing rocky canyons or climbing snow-covered slopes, they're built to last, proudly bearing the marks of your adventures. Sturdy, functional, and ready for anything, they feature details designed for maximum practicality—from the included rain cover to intuitive attachment and organization systems—making them ideal for intense hikes, off-road explorations, and multi-day adventures.

TRUE ADVENTURE COMPANIONS

Osprey's Kestrel and Kyte carry one's gear off the beaten path, through wild and unpredictable landscapes



Kestrel 38 l



Kyte 38 l

DURABILITY

Built to withstand any outdoor environment, from rocky canyons to alpine trails through dense vegetation

DESIGNED FOR ACTION

For the most demanding days, featuring a built-in rain cover, a pole attachment system, and intuitive, easily accessible storage

RAIN COVER INCLUDED

Rain or shine, there's no excuse not to get out and about

AIRSCAPE BACKREST

The injection-molded AirScape back panel allows for torso length adjustment and ensures a stable, snug, and breathable fit even on the most technical trails

TRANSPORT

LIGHTWIRE SUSPENSION

- A 3.5-millimeter LightWire perimeter frame that effectively transfers the load from the shoulder straps to the hip belt
- Injection-molded structural panel with torso adjustment system

AIRSCAPE BACKREST

- Molded foam with a mesh overlay for optimal ventilation while keeping the load close to the body

SHOULDER STRAPS AND WAISTBAND IN SPACERMESH

- Padded, soft, seamless mesh for breathable comfort and excellent load support
- Adjustable chest strap with emergency whistle

B-Factory - +39 039.9193830



ITALIAN EXPERTISE

Attention to detail and thoughtful design are Nat's cornerstones, which draws inspiration from nature to create footwear that is both versatile and functional, ideal for uneven terrain as well as dynamic activities

Founded in 1993, Nat's—an Italian outdoor footwear brand whose name derives from "Natural Symbolology"—sees nature as a source of inspiration, balance, and meaning. It translates this philosophy by creating shoes that blend technical expertise, functional design, and refined craftsmanship for explorers seeking versatile yet reliable products for diverse environments and uneven terrain, from travel to mountain hiking. Its products are designed around the foot's natural movement for long-lasting comfort and stability on challenging terrain, all without compromising on style.

LAVAREDO SERIES

The flagship models of the collection inspired by the Tre Cime—the Lavaredo-Y and Lavaredo-X—combine robust performance with refined design, supporting confident and secure movement in a variety of environments.



X



Y

In the Lavaredo-Y, the Flyknit upper combined with Dyneema reinforcements offers flexibility, lightness, and wide toe space without compromising breathability and comfort. The Lavaredo-X, on the other hand, features an upper made entirely of Dyneema to provide maximum protection at the lowest possible weight.

Both feature a Vibram MegaGrip outsole to ensure traction, stability, and control, while the PU insole with high-rebound arch support absorbs over 97% of heel impact thanks to its combination with Artificial Cartilage Foam (ACF) cushioning. Finally, the midsole features Gait Control Technology, consisting of a 6-millimeter drop, a 15-degree forefoot curvature to facilitate toe-off, and an ergonomic TPU plate; these features improve foot stability even on uneven terrain by preventing twisting, maintain comfortable cushioning, and add a rebound effect that enhances walking efficiency.



NEVER IN THE DARK

Whether for everyday walks or intense activities, the Silva Seek 320, with its three brightness settings and lightweight design, is the perfect companion for any outdoor tour

The Seek 320 is a headlamp designed to get along with outdoor enthusiasts in any occasion, from everyday walks to the most challenging adventures. Compact, lightweight, and powerful, it delivers a impressive 320 lumens of output, making it a versatile solution for those seeking reliability without bulk. Design is one of its key strengths: the sturdy construction and detachable lamp body ensure practicality in both use and transport. The light beam uses Silva Intelligent Light technology, which combines long-range illumination with closer-range diffused light, ensuring optimal visibility in every situation.

From a technical standpoint, the Seek 320 offers three brightness levels. The maximum brightness is 320 lumens with a beam distance of up to 82 meters and a runtime of four hours; the medium intensity is 100 lumens, illuminating up to 50 meters and lasting 11 hours; the minimum power, on the other hand, is 10 lumens, with a runtime of 110 hours and a beam distance of up to 15 meters. These specs make it perfect for both dynamic activities like night trekking

and trail running, as well as more leisurely uses such as camping or simple evening walks. The materials chosen for production are primarily recycled plastics with IPX5 certification, offering durability and water resistance, as well as a more sustainable approach. Weighing just 58 grams without batteries, it ensures long-lasting comfort. The technology is hybrid: the Seek 320 works with both AAA batteries and Silva's proprietary rechargeable battery, offering total flexibility even while traveling or in situations where recharging isn't always possible.

TECHNICAL SPECIFICATIONS

- Weight: 58 g without battery, 92 g with AAA battery, 84 g with Silva rechargeable battery
- Three brightness levels: 320 lm, 100 lm, 10 lm
- Material: recycled plastic with IPX5 certification



RETAIL PRICE

- €24.99

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LIGHTER, BUT NOT WEAKER

Designed to venture into high-altitude environments, the Ortovox Trace Windbreaker line is engineered for every detail to provide protection against wind and changing weather conditions



M



W

At the heart of the line is the use of technical and natural materials: Merino Protect, featured on the chest, back, and under the arms, ensures temperature regulation, breathability, and moisture management, and provides comfort even during extended tours; Tec-Stretch, a lightweight, stretchy fabric, is used on the sleeves, sides, and hood for added protection.

TRACE WINDBREAKER JACKET

With their regular fit, the two Trace Windbreaker jackets—available in men's and women's versions—are lightweight (342 grams in women's size M and 389 grams in men's size M) and feature a pre-adjusted hood. The jacket is designed to be always within reach, folding into the chest pocket and transforming into a compact piece to slip into a backpack. Elastic hem and cuffs keep the jacket secure even during dynamic activities. The women's version is available in sizes XS through XL in chestnut, black raven, and green sage, while the men's version ranges from size S to XXL in white tea, blue nunatak, and black raven.

TRACE WINDBREAKER VST

Together with the jacket, the vest offers an even more minimalist design. Designed for high-intensity activities, it eliminates the sleeves to increase ventilation without sacrificing protection. The protective collar helps block the wind, while the packable construction allows folding the garment into the chest pocket. In this case too, the garment has a light weight (320 grams in women's size M and 325 grams in men's size M), and the regular fit ensures freedom of movement. The colors available for the vests lean toward neutral tones, with chestnut and sage green for women and white tea and blue nunatak for men.



M



W

PRODUCT FEATURES

- Merino Protect: windproof, highly breathable, regulates moisture
- Tec-Stretch: breathable, windproof, water-repellent, stretchy
- Fit: regular

Schwan Stabilo Outdoor Italia srl Ortovox – +39 035.008631 – info-it@ortovox.com

FOR EVERY PASSION

Kong introduces the Lario 4 multi-purpose harness, designed for year-round versatility in mountaineering, rock climbing, and via ferratas

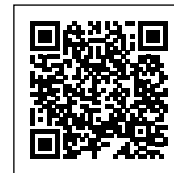


With the Lario 4, Kong offers a harness designed to accompany enthusiasts in a variety of settings, from sport climbing to mountaineering and via ferratas. An all-season model that prioritizes adjustability, comfort, and optimal load management. Available in three sizes (S, M/L, XL) and two color options, it stands out as a reliable and versatile solution for all-around outdoor use.

CONSTRUCTION

The Lario 4 is a fully adjustable four-buckle harness designed to accommodate various usage scenarios, including technical winter clothing or multiple layers. The ergonomic waistbelt features two lightweight alloy buckles that allow for precise centering, keeping the gear loops in the correct position even during activity. The new aluminum buckles allow for quick and intuitive adjustment, while the adjustable leg loops increase the system's versatility.

For the leg loops and waistbelt, the Lario 4 uses webbing of varying widths, while the EVA foam padding, combined with a breathable, abrasion-resistant PES fabric cover, helps improve comfort even during extended use or while resting on the wall. The Lario 4 features four contoured, ergonomic gear loops designed for organized gear management. These are complemented by two slots for attaching additional gear carabiners and a rear loop for securing a chalk bag or other accessories.



Discover the new Lario climbing line



Lario 4

"Lario, a region famous for its stunning landscapes, delicious food, Manzoni's *The Betrothed*, the lake, the mountains, and the skilled climbers who have always called our mountains home... We decided to celebrate our region—where Kong still maintains its headquarters today—by naming our new line of climbing products 'Lario'"

Enrico Ostidich, marketing & communication manager, Kong

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FREEDOM IN MOTION

Rock Experience's SS 27 blends outdoor performance and urban style through every moment of the day

For the SS 27 season, Rock Experience is launching a minimalist, lightweight, and contemporary collection that blends outdoor performance with an urban vibe. With this approach, the brand takes another step forward in its evolution, broadening its vision to encompass a more versatile and season-less aesthetic. The collection is designed to meet the specific needs of the warmer months, combining highly breathable technical garments with lightweight and versatile lifestyle pieces.

VISION

The "Fit Your Beat" concept has been refreshed for the summer season, focusing on lightness, breathability, and freedom of movement. The garments are designed to accompany the wearer through the most active days and highest temperatures, always ensuring a balance between thermal comfort and performance, with a clean, minimalist, and recognizable style. Crucial to this process is the collaboration with mountain professionals, such as the Ragni di Lecco alpinists, who contribute to the development of garments tested in real-world conditions, including during high-intensity summer activities. The result is reliable, high-performance products that are perfectly attuned to the demands of the season.

BETWEEN TECHNICAL AND URBAN

Technology remains a cornerstone of the brand and has evolved to meet the demands of spring and summer. Solutions such as Air Mesh 3D, Double Wave, and the Grid Flow System have been optimized to enhance ventilation, moisture management, and comfort even in the hottest conditions. Each product is the result of a careful analysis of real-world use, with a specific focus on summer performance. Together with the technical offerings, the lifestyle collection is growing significantly, featuring garments designed to accompany everyday life during the warmer months while maintaining a strong connection to the brand's outdoor identity.



Blackstone 2.0 Hybrid Man Vest

Observer SS Man Shirt

Re.half Dollar Man Pant

Diamonds Bucket Cap



Outlander Pack Hoodie Woman Jacket

Oriole 2.0 SS Woman T-Shirt

First Ascent 2.0 Woman Pant



Base SS Man Shirt

Melat SS Man T-Shirt

Gridline Bermuda Man Pant



Field Shirt Woman Jacket

Foundry Canvas Woman Pant

Drop SS Woman T-Shirt

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OA

Outdoor America

by Marrano

On December 3, 1960, the American writer Wallace Stegner—who is certainly unknown to most of his fellow Americans today—wrote the Wilderness Letter*. The recipient was David E. Pesonen, chairman of the Outdoor Recreation Resources Review Commission, a body established by then-President of the United States Dwight D. Eisenhower—a Republican, for the record—with the task of drafting a plan for the establishment of protected natural areas in the United States.

The Wilderness Letter, written with a vision and a strength of ideas as solid as the rocks of Monument Valley, became the guiding document for the program and remains to this day a cornerstone of what remains of the most authentic American environmentalist thinking. We are talking about that very same source of thought that nourished the legendary communities of climbers at the foot of El Capitan, surfers along the beaches of Baja California, and freeriders in the snows of Colorado—and from which some of today’s outdoor icons, along with their followers and rituals, have emerged.

In Stegner’s view, the defense of the wilderness represented, at that time, the very essence of life and a guiding principle for the salvation of modern man, who was already threatened then (let alone today) by a technocracy that, in the long run, would enslave him. It is 1960—I repeat this for those who may have been distracted—and Stegner, like many other writers who were children of an era when thought soared in complete freedom, had his gaze fixed squarely on the future, with a clear vision that was already understandably concerned. This was not some esoteric premonition, but a lucid thought born of the simple awareness of the inseparable bond between humanity and nature.

In light of what’s happening today, however, one must wonder what has survived of that era and that way of thinking. Certainly, the immeasurable magnificence of certain wild places in North America, which have remained as such to this day precisely thanks to a far-sighted vision of conservation—a vision now being challenged by the barbarism of our time.

In fact, if we were to ask the current president of the United States—or any one of the “yes men” he has surrounded himself with—to share a thought, for example, on the future of Yellowstone, it is likely that the topic would be dismissed with a quip along the lines of: “The U.S. government has far more important things to worry about than Yogi Bear cartoons.” Of course, talking about the environment and conservation at this moment in history may seem ridiculous or, at any rate, not a priority compared to the human tragedy that a collection of complete idiots is inflicting on entire peoples.

But one must also wonder what has become of American public opinion and, more specifically, of that progressive culture which—by championing the right to the wilderness as a place of renewal—laid the foundation for the way in which we, from here, have always viewed and dreamed of America.

It is moving to witness the decline of this legend, swept away by the ignorance in power—upon which one is tempted to invoke the wrath of Mother Nature—were it not for the fact that the consequences would ultimately punish everyone... even those few who, like us, still envision the vast expanses of the wilderness as the true symbol of the frontier.

**To learn more about Wallace Stegner and to read the Wilderness Letter*



***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

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