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REPORT

EUROPEAN OUTDOOR WEEK 2026

ENGLISH
EDITION



OUTDOOR
IMPACT SUMMIT

OUTDOOR
& ORBDAYS

INNOVATION
FOR OUTDOOR

EUROPEAN
OUTDOOR AWARD

ACTIVATION
DAYS

OFFICIAL
PARTY

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KAYLAND

Behind the Performance

TUONO E TUONO GTX

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AN UNPRECEDENTED WEEK

Over 8,000 industry professionals from 60 countries, more than 400 brands, nearly 2,700 retailers and buyers, as well as tests, workshops, and summits. That's why OUTDOOR & ORBDAYS and the European Outdoor Week were a global success

by Claudio Primavesi

It is the numbers that determine whether an event is a success or not. But there is something that goes beyond cold mathematics: an atmosphere of widespread enthusiasm which had hardly been seen at a trade show in our sector for quite some time. This is the prevailing sentiment following the twelfth edition of the Outdoor & Running Business Days (ORBDAYS) trade show in Riva del Garda, which this year merged with the historic OUTDOOR trade show. From May 17 to 19, Riva del Garda and its exhibition center became the global capital of the outdoor and running industry, with over 8,000 industry professionals coming from 60 countries, more than 250 exhibitors, over 400 brands, and dozens of workshops and activities for buyers, retailers, media, and all other types of industry professionals attending. An event that, for the first time, was included within European Outdoor Week, a new and ambitious project organized by MagNet together with its strategic partner, the European Outdoor Group. A full week that began with the Outdoor Impact Summit—two days of high-level meetings on sustainability—and continued with the European Outdoor Awards, recognizing the most innovative products, and the European Outdoor Media Day. The goal of the initiative was to foster dialogue and create new opportunities for exchange between media from across Europe and the 45 brands that joined the project this year. Approximately 110 journalists, bloggers, and content creators attended the event, followed by a networking reception reserved for them, hosted by Garda Trentino, and the European Outdoor Awards ceremony. Additionally, the Activation Days, scheduled

8.010
REGISTERED
OPERATORS

407
BRANDS

2.690
RETAILERS & BUYERS

534
DISTRIBUTORS

60
COUNTRIES
ATTENDING

4.332
BRAND
REPRESENTATIVES

301
JOURNALISTS

for Saturday, May 16, and Sunday, May 17, allowed enthusiasts to try out the latest innovations and participate in guided runs as well as climbing, trail running, via ferrata, trekking, nordic walking, and yoga experiences.

A GLOBAL EVENT

The agreement between MagNet, organizer of ORBDAYS, and the European Outdoor Group (EOG) served as a further catalyst to accelerate the trade show's internationalization process, which had already begun in recent years. Since the last edition, in fact, thanks to a significant organizational and communication effort, a substantial increase in international buyers could be seen. The numbers and quality of the industry professionals who attended the 2026 edition mark a striking turning point and speak for themselves: OUTDOOR & ORBDAYS has become the leading European event in the outdoor and running world, but its impact extends far beyond the continent's borders. Of the nearly 2,700 registered retailers and buyers, about half come from abroad. The presence of operators from the DACH region (Germany, Austria, Switzerland), Europe's most important market, counting over 400 attendees, including retailers and buyers.

The trade show's transformation is also evident when looking at the business names of the exhibitors, which saw parent companies participating instead of Italian subsidiaries and distributors.

"When we decided to join forces with the European Outdoor Group to launch the ambitious project of an entire week dedicat-



Christian Schneidermeier,
Director of the European Outdoor Group



Bowie Miles, one of the moderators at the Impact Summit



Rachel Brine, senior brand & communication of Sea to Summit Global
and Dan Yates, executive director & communication of EOCA

NUMBERS



On the right, Marco De Gasperi



McKinsey's workshop



The boulder contest

ed to all players in the outdoor industry—from operators in every segment to end consumers—we were convinced of the great potential of this evolution, built on the solid foundation of the 12 editions of the Outdoor & Running Business Days,” said Benedetto Sironi, CEO of Magnet.

The enthusiasm and response shown by the entire sector toward this ambitious project exceeded all expectations. This success is also the result of excellent teamwork by the respective teams, each of which contributed extremely significant added value. Bolstered by the excellent feedback, impressive numbers, and energy generated by the Outdoor Impact Summit, the Activation Days, Media Day, and the European Outdoor Awards, we enthusiastically tackled three intense days of trade show activities, opening our doors to industry professionals from 60 countries, with the goal of establishing ourselves as the essential reference event for the European and international outdoor industry, in the extraordinary setting of Riva del Garda, a place where the outdoor spirit is expressed in its most authentic form.”

THE ROLE OF EOG AND OTHER PARTNERS

Christian Schneidermeier, managing director of the European Outdoor Group, also expressed satisfaction at the conclusion of the trade show and European Outdoor Week. “When we presented the concept for the European Outdoor Week, we were confident that the proposed format would meet the needs of our industry colleagues; however, the true critical factor for success would be their participation. It was a rich and varied week, with OUTDOOR & ORBDAYS at the heart of the concept. Everywhere I went, I met a positive atmosphere and a constant buzz of discussion and dialogue around each event. All of this confirms the clear understanding that has taken root within the European Outdoor Group: the industry wants—and needs—in-person events like this. Our task is to ensure that such events are organized to the required standards, offering relevant and truly valuable content.” Significant partnerships like the one between MagNet and the European Outdoor Group show the entire industry that collaboration is always the path to success.

A UNIQUE FORMAT

At the heart of OUTDOOR & ORBDAYS’ success lies its unique format, which combines a trade show layout—with pre-fitted booths where brands can preview their collections and retailers can place orders in a functional and inspiring setting—



The adidas shoe Sebastian Sawe wore when he ran the London Marathon under 2 hours

NETWORKING

The future of major trade shows is increasingly tied not only to product exhibitions but also to networking opportunities among industry professionals, brands, and trade associations. This is a key focus at OUTDOOR & ORBDAYS, featuring various formats and events. One of the key hubs for networking was the Outdoor Network Lounge, a true gathering space created through collaboration with Assosport’s Italian Outdoor Group (IOG), the Scandinavian Outdoor Group, and Outdoor Sports Valley (France). The collaboration with the Scandinavian Outdoor Group also led to the creation of the Scandinavian Outdoor Village, featuring leading manufacturers from Sweden, Norway, Finland, and Denmark.



WORKSHOPS AND PRESENTATIONS

Numerous panels were organized during the three-day event, with a focus on training and internationalization. The highlight was the presentation by McKinsey on Monday morning, a well-attended workshop on the latest trends in the outdoor and running markets and the role of artificial intelligence in reshaping the sector. You’ll find articles on the most important events in the following pages. Also worth noting is the highly anticipated screening of the film “Oltre i Venti del Sud,” about the first winter ascent of the Via Casarotto on Pilastro Goretta in Patagonia, organized in collaboration with HDry and Vibram and attended by the film’s protagonist and mountaineer Matteo Della Bordella.

CIRCULARITY AT THE HEART OF THE EVENT

Always committed to sustainability, MagNet brought the concept of circularity to the trade show through various collaborations. In addition to the presence of Patagonia’s Worn Wear mobile tailoring service, where visitors could have their sportswear repaired for free, the collaboration with Reju and Rematrix allowed for the placement of special containers to collect unusable garments, which will be transformed into high-quality new polyester for new sportswear.

OFFICIAL OUTDOOR PARTY BY POLARTEC

With the partnership between OUTDOOR and ORBDAYS, the famous closing party format, the Official OUTDOOR PARTY by Polartec, also made its way to Riva del Garda. Access to the evening was granted by purchasing the trade show’s official T-shirt. Held in an entire pavilion decked out in the style of a Berlin nightclub, the party featured a rich dinner followed by a bouldering contest with internationally renowned athletes and a DJ set by DJ Aladyn. A total of 1,700 people attended the event.



The official OUTDOOR PARTY by Polartec



EUROPEAN OUTDOOR WEEK AT A GLANCE

Facts and figures behind an international success

1,700 T-SHIRTS

SOLD AT THE OFFICIAL OUTDOOR PARTY BY POLARTEC AND JUST AS MANY PEOPLE WHO DANCED TO THE MUSIC OF DJ ALADYN AND WATCHED...

...9 ATHLETES

COMPETE IN THE BOULDERING CONTEST AND GET THE PARTY STARTED!

60 COUNTRIES

FROM ARGENTINA TO VIETNAM, A TOTAL OF 59 NATIONALITIES, IN ADDITION TO ITALIANS, HAVE PARTICIPATED IN OUTDOOR & ORBDAYS

226

INCLUDING MOUNTAIN GUIDES, ATHLETES, AND AMBASSADORS HELPED MAKE THE THREE-DAY EVENT A TECHNICAL AND EDUCATIONAL EXPERIENCE



3 MOVIES WATCHED

BETWEEN THE MOVIE NIGHT AND THE SCREENING WITH MATTEO DELLA BORDELLA

27 EXPERIENCES

FILLED THE ACTIVATION DAYS

17 STARTUPS + 1 NGO

PARTICIPATING TO INNOVATION FOR OUTDOOR

55+ SPEAKERS

SPOKE AT THE OUTDOOR IMPACT SUMMIT



14 PRODUCT TESTS + 10 WORKSHOPS AND PRESENTATIONS

SCHEDULED FOR THE TRADE SHOW IN RIVA DEL GARDA (PLUS 3 APERITIFS IN ADDITION TO THE PARTY!)

THE MAN OF THE HOUR

Honorable mention goes to **Isaac McAully**, who traveled from the United Kingdom through five countries, cycling over 100 km a day to cover a distance of 1,450 km in 13 days and arrive in time for the opening of OUTDOOR & ORBDAYS to land his dream job. Beyond the numbers, his dedication makes us feel honored to be a true hub for the exchange of ideas and connections.



OUTDOOR
THE PLATFORM FOR OUTDOOR BUSINESS



#THEPLACETOBE

SAVE THE DATE

May 10th-12th 2027

Riva del Garda

400+
BRANDS

8000+
INDUSTRY
EXPERTS

2100+
RETAILERS

2600+
BUYERS FROM
60 COUNTRIES

BUSINESS • NETWORKING • EXPERIENCES • WORKSHOPS



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POSTCARDS FROM THE WEEK

No longer just a three-day trade show, but an entire week dedicated to the outdoor and running community. Outdoor Impact Summit, Media Day, Awards, Activation Days, and OUTDOOR & ORBDAYS: here is a series of photos that captured the essence of the event—networking, international flair, new products, and a shared sense of belonging



POSTCARDS FROM THE WEEK





Garda Room

“NO EXCUSES”

More than 220 professionals and 30 international speakers gathered in Riva del Garda for the second edition of the Outdoor Impact Summit, an event that shed light on the new responsibilities facing the sports industry. The focus was on corporate strategies, innovation, and sustainability across the entire supply chain

by Davide L. Bertagna and Sara Fumagallo

There was great anticipation for this second edition of the Outdoor Impact Summit (the first in Italy following Munich in 2025), which drew an international community of over 220 professionals from the sports industry (and beyond) to Riva del Garda. The event officially kicked off European Outdoor Week and transformed the Trentino city's Convention Center into a global hub for discussion on sustainability issues within the sector. Organized by the European Outdoor Group and MagNet, in collaboration with Green Media Lab, the Summit featured keynotes, panels, and workshops spread across two parallel rooms: the Garda Room, dedicated to plenary sessions, and the Ledro Room, focused on operational insights and case studies. At the heart of the discussions were the major themes that are redefining the future of the sector: the circular economy, traceability, governance, responsible communication, extended producer responsibility, and the transformation of industrial supply chains.

This edition confirmed the format's continued growth, as it is increasingly recognized as a leading platform for dialogue among companies, associations, and stakeholders committed to the ESG transition in the outdoor industry. The entire program was conducted in English, reinforcing the Summit's international scope and the commitment to fostering direct exchange among diverse markets, experiences, and perspectives. In this context, over 30 speakers took the stage, contrib-

“The second edition of the Outdoor Impact Summit was a huge success. A larger number of participants, high-profile speakers, a wide range of topics, and a fantastic lakeside atmosphere made it possible to forge truly valuable connections. We will continue to develop the Outdoor Impact Summit so that it becomes the go-to event not only for discussing and exploring pressing issues, but also for launching initiatives that generate a positive impact for the sector.”

Christian Schneidermeier, Director of the European Outdoor Group



Christian Schneidermeier

uting to a two-day event that was particularly rich and diverse in terms of topics and viewpoints.

THE EVENT TAKES SHAPE ON THE TRAILS

The event was symbolically kicked off by the “Hike and Talk” on the morning of May 14, which brought together over 40 participants along the trails of Riva del Garda. The inclement weather did not deter the opening event, which immediately embodied this year's theme: “No Excuses.” A message that ran through the entire two-day event, translating into a concrete approach to sustainability, more action-oriented than theoretical. The Hike and Talk, led by Cira Riedel and Anna Rodewald of GreenroomVoice along with Gabriel Arthur of Suston Magazine, took the discussion out of the conference halls and into the natural setting of the local area. It was an immersive experience that addressed the themes of sustainability and responsible communication directly in the field.

PROJECTS, SUPPLY CHAINS, AND MEASURABLE IMPACTS

Among the most interesting keynote speeches was that of Bowie Miles, one of the Summit's moderators, who sparked a broad and almost provocative discussion on the concept of impact: who decides what “impact” really means? Not only the positive outcomes generated, but also what is avoided or reduced throughout the entire supply chain.



The Decathlon workshop at Ledro Room



Sylvie Goulard, professor of practice SDA Bocconi, geopolitics and global issues & co-chair of the International Advisory Panel on Biodiversity

During the two-day event, a contribution with a strong institutional focus came from the presentations by SDA Bocconi professor Sylvie Goulard and economist and former minister Enrico Giovannini, who offered a broader perspective on the theme of sustainability. Goulard drew on the work of Partha Dasgupta, emphasizing the need to view the biosphere as natural capital to be preserved and urging companies to rethink their relationship with environmental resources, balancing impact reduction with the management of systemic risks. Giovannini, on the other hand, proposed a holistic interpretation of the transition, starting with the 2030 Agenda, highlighting the role of organizations in driving a change that is no longer merely environmental but structural.

Significant attention was given to the environmental projects of the European Outdoor Conservation Association (EOCA) and to the sustainable transformation of trail running events promoted by Protect Our Winters (POW). Of particular note was the presentation of the results of the Single Use Plastics Project, which exceeded its initial goals for reducing single-use plastics throughout the supply chain. The project was presented by Verity Hardy (EOG), Debbie Read (Rab), and Marta Pellegrino (The North Face), highlighting the value of collaboration between brands and the industry in achieving concrete results. Among the most anticipated presentations was that by Pitt Grewe (AllTrails), dedicated to the role of public-private partnerships in trail conservation, and the presentation of the “Care for the Outdoors” report, led by Fredrik Ekström of Above the Clouds.

CIRCULARITY AS AN INDUSTRIAL DRIVER

One of the most structured themes of the Summit was the one dedicated to circularity as an industrial driver. From the end-of-life economy with Reju and Rematrix, to presentations by Gianluca Pandolfo and Enrico Soffiati, to the Cradle to Cradle approach promoted by the Cradle to Cradle Products Innovation Institute and Decathlon’s experiences with repairability integrated into the retail model. The Summit also included a session dedicated to Extended Producer Responsibility (EPR), featuring an update on the international regulatory framework and the operational and strategic implications for brands and retailers.



Ledro Room



Arianna Colombari, Marketing Director, Tecnica Group

“This second edition of the Outdoor Impact Summit has confirmed the growth and maturation of the format, both in terms of the quality of the presentations and the strong international presence of speakers. We are particularly pleased with the networking that took place among the more than 220 professionals in attendance, as direct interaction between industry professionals is one of the event’s most valuable aspects. From the very beginning, we wanted to build a Summit with a strong identity, capable of addressing even unconventional topics and broadening the debate on sustainability, innovation, and the transformation of the sports sector as much as possible. The feedback we’ve received confirms that this direction has been appreciated. Now we’re already looking ahead to the next event, with the goal of continuing to grow the platform and meeting again in Riva del Garda in 2027.”

Benedetto Sironi, CEO of MagNet



NETWORKING AND COMMUNITY BUILDING

In addition to the content, one of the aspects most appreciated by all participants was the networking, which took place through both formal and informal settings: from the Hike and Talk to the dinner at Spiaggia Olivi, including the event’s structure itself—divided between the Garda Room and the Ledro Room—which fostered a continuous dialogue between strategic vision and practical application.



Enrico Giovannini, Scientific Director of ASviS

PARTNERS

The 2026 edition is supported by a network of partners including Samsara Eco, YKK, Fair Wear, 3M, IGOT, Protect Our Winters (POW), Rematrix, and EOCA—organizations that represent the entire value chain of innovation, production, and sustainability in the outdoor sector.

The feedback gathered from participants and speakers was extremely positive, with widespread recognition of the quality of the content and the event’s ability to combine strategic vision with practical application.

With over 220 participants, more than 30 speakers, and a strong international presence, the Outdoor Impact Summit reaffirms its role as a leading platform for the sustainable transition of the sports industry. A journey that is already looking to the future: the next event is scheduled for May 12 and 13, 2027, in Riva del Garda.



EXCELLENCE REWARDS INNOVATION

Just at the center of the first European Outdoor Week, the European Outdoor Awards made their return with a completely updated format

by Pietro Assereto

Born out of a partnership between the European Outdoor Group, the MagNet group, and the Future of Sports Collaborators Hub, the awards have established themselves as the industry's most prestigious recognition, celebrating innovation, research, and technological excellence in the outdoor world. The awards ceremony took place on the evening of May 16 as part of an exclusive networking event, preceded by Outdoor Media Day, which brought together over 110 representatives from the European media. The awards covered 10 product categories—from Mountaineering to Trail Running, from

Camping & Travel to Cycling & Bikepacking, and including Kids & Family and Materials—with the aim of highlighting the most advanced products and solutions in terms of design, performance, functionality, and sustainability. The entries were evaluated by an international and independent jury composed of industry journalists, sports retail experts, sustainability specialists, and members of the Future of Sports Hub Collaborators Club, representing the end consumer's perspective. Christian Schneidermeier, director of the European Outdoor Group, was also in attendance.

MOUNTAINEERING

GOLD: SCARPA RIBELLE GTX

The Ribelle GTX is a technical mountaineering boot designed for efficient movement. The introduction of Gore-Tex Invisible Fit to this category (with the membrane integrated directly into the upper) reduces weight and pressure points while maintaining waterproof protection and a natural fit. The Dynamic Tech Roll system supports a smoother heel-to-toe transition, reducing fatigue on extended outings without compromising technical precision. Weight: 720 grams.

SILVER: MAMMUT EIGER SPEED 18

BRONZE: MAMMUT EIGER SPEED LIGHT DOWN IN JACKET MEN



GOLD MOUNTAINEERING

GOLD
HIKING



HIKING

GOLD: SIDAS T-FREE HIKE

The Sidas T-Free Hike separates only the big toe instead of all five toes, focusing on its key role in propulsion, balance, and stability. This design eliminates the bulk typical of traditional toe socks and simplifies wearing them on, without compromising performance. A seamless cuff, targeted cushioning zones, and a blend of Tencel, cotton, and polyamide complete a product designed specifically for long-distance hiking.

SILVER: HANWAG LIGHTSTONE LOW

BRONZE: SIDAS CUSTOM LIVE HIKE

CLIMBING

GOLD: MOUNTAIN EQUIPMENT TUPILAK 37+

The Mountain Equipment Tupilak is an ultralight climbing backpack designed for the most demanding technical routes. The breakthrough lies in the use of ALUULA 97 and 115 UHMWPE composite fabrics: minimal weight, exceptional resistance to tearing, abrasion, and UV rays. The one-piece front and side panels reduce seams, improving weather resistance, while the bonded attachment points eliminate additional perforations in the material. The result is a reliable and durable pack, designed for high-altitude expeditions and extended use in the mountains. Weight: 800 grams (500 grams stripped), volume 37–45 liters.

SILVER: C.A.M.P. AERIS

BRONZE: N/A



GOLD
CLIMBING



GOLD
TRAIL RUNNING

TRAIL RUNNING

GOLD: RAB VALKYR 12

The Rab Valkyr 12 is a 12-liter trail running vest designed exclusively for women, developed with inputs from female athletes and running clubs in 29 countries. The body-mapped fit—achieved with zoned stretch fabrics and a mono-mesh back panel—addresses the most common issues women face with traditional vests: chafing on the chest and shoulders, bouncing flasks, and an unstable closure. The six-point front system and custom-fit soft flask pockets ensure load stability over any distance. It also features a built-in passive RECCO reflector for emergency location. Weight: 238 grams (size M, without flask).

SILVER: SIDAS T-FREE TRAIL

BRONZE: SCARPA ALIEN SKY / MERRELL MTL SPEEDARC PEAK

CAMPING & TRAVEL

GOLD: NORDISK TYGE -5

The Nordisk TYGE -5 redefines sustainability in the premium sleeping bag segment. The outer shell and lining are made of 100% bio-based nylon, dyed with natural pigments derived from onion skins, completely eliminating the use of synthetic dyes. The down comes from a single certified farm in Denmark and is processed at the Nordisk facility in Germany, ensuring full traceability from source to finished product. Despite the natural approach, performance is uncompromised: temperature rating -6 °C, weight 875 grams. Technical quality and environmental responsibility go hand in hand.

SILVER: MARMOT WRAPTOR DOWN

BRONZE: KATADYN EXPLORER PRO PURIFIER



GOLD
CAMPING
& TRAVEL

CYCLING & BIKEPACKING

GOLD: BBB BACKSTREET LED ERT

The BBB BackStreet LED ERT is a helmet designed for everyday urban mobility: cyclists, commuters, and e-bikers. The dual focus of the design combines safety and circularity: ERT technology manages linear and rotational impact forces through a flexible polymer system, while the RMR (Removable, Modular, Recyclable) construction eliminates adhesives, allowing for manual disassembly and more effective material separation at the end of the product's life. An integrated rechargeable rear LED light completes the package, improving visibility in urban traffic. Safety, everyday usability, and circular design in a single, cohesive platform.

SILVER: MOUNTAIN EQUIPMENT XENITH I

BRONZE: N/A



GOLD
CYCLING & BIKEPACKING



GOLD
KIDS & FAMILY

KIDS & FAMILY

GOLD: REIMA KULKURI MID REIMATEC

The Reima Kulkuri Mid ReimaTec is a waterproof mid-cut sneaker designed for children ages 3 to 12, suitable for both everyday use and family outings. The Rolling Steps sole promotes a natural stroll, while the reinforced toe cap and non-slip sole ensure protection and grip on any terrain. The wavy laces ensure a precise and secure fit. In terms of sustainability, the upper is made from at least 50% recycled material, the lining is 100% recycled, and the sole is 30% recycled rubber. A practical detail: the removable Happy Fit insoles are graduated to allow parents to easily monitor foot growth.

SILVER: REIMA VIRTIA SANDAL

BRONZE: VIKING PLAY REFLEX GLITTER GTX 2V

MULTISPORTS

GOLD: ORTLIEB PACKMAN 23L / 35L

The Ortlieb Packman is a technical, IP64-rated waterproof backpack, available in two sizes (23L and 35L), designed for a wide range of outdoor activities: hiking, kayaking, climbing, winter sports, and travel. Its key strength lies in the exceptional level of supply chain control: the TIDURA outer fabric, back padding, and plastic components are all manufactured directly at the Heilsbronn plant in Germany, using 100% renewable electricity. The two-point adjustment system on the shoulders ensures an ergonomic fit for any body type, while the modular design is compatible with a range of expandable accessories. 5-year warranty, replacement parts available for at least 10 years.

SILVER: UYN PHASE SELF LAYER T-SHIRT

BRONZE: UYN BEEMOTION BAREFOOT SHOES



GOLD
MULTISPORTS

OUTDOOR LIFESTYLE

GOLD:

PEAK PERFORMANCE 40Y R&D GORE-TEX SET

Created to celebrate the brand's 40th anniversary, the Peak Performance 40Y R&D Gore-Tex Set reinterprets the philosophy of the legendary R&D Long jacket with contemporary materials and construction. The modular 3-in-1 system combines an outer shell made of Gore-Tex C-Knit Stretch, developed exclusively, with a detachable liner that incorporates Polartec Alpha insulation and Solarcore Aerogel in targeted areas. The shell and liner can be worn, washed, and repaired separately, extending the product's lifespan. The result is an alpine system that combines total protection, freedom of movement, and adaptability.

SILVER:

THE NORTH FACE UNIVERSAL 20L DAYPACK

BRONZE: N/A



GOLD
OUTDOOR
LIFESTYLE

MATERIALS

GOLD:

QUECHUA / SIMOND LEAK DETECTION

At Decathlon, an air mattress is returned every eight minutes. The real obstacle to repair has never been the repair itself, but finding the leak: a slow and uncertain process that has so far prevented any scale of circular economy. The new real-time acoustic detection system solves the problem: inflation, precise leak localization, and deflation in less than two minutes. The technology, based on industrial acoustic imaging and adapted for outdoor use with 3D-printed connectors for every type of valve, transforms returns and waste into products that can be repaired, resold, or rented. Not a traditional product, but a new systemic approach to circular maintenance. Launch planned in select Decathlon stores in 2027.

SILVER: CRAGHOPPERS NOSILIFE

SOLARSHIELD+

BRONZE: IMBOX PROTECTION



GOLD
MATERIALS



A MEETING PLACE FOR THE COMMUNITY

The first edition of the Activation Days, open to the general public, brought all the energy of the outdoor and running world to Riva del Garda

by Matilde Marelli



On May 16 and 17, the Giardini di Porta Orientale in Riva del Garda hosted the first edition of Activation Days, a two-day event held as part of European Outdoor Week and designed to give enthusiasts the chance to test new products for various outdoor disciplines for free in their natural setting. The event featured 35 of the industry's leading brands, which brought the lakefront to life with 27 experiences organized in collaboration with MagNet. Over 700 people participated in the activities, and more than 6,000 visitors stopped by the village, where they had the chance to check out the season's new offerings and discover the latest technologies.

Rock climbing, introductory road running classes, trail running experiences, scenic hikes, and via ferrata routes in the Arco mountains: all outings were led by Alpine Guides or instructors. In some cases, alongside the professionals, ambassadors and athletes also made themselves available to participants, offering technical advice, sharing stories, or simply running together. Among them were Marco De Gasperi, Carlotta Montanera, Massi Milani, Michele Evangelisti, Kurt Biesemans, and Daniel Antonioli.

"The Activation Days were a fantastic event that brought the outdoor community together in a stimulating and engaging setting. We are proud to have participated as a safety partner and to have helped raise public awareness of the importance of being traceable during outdoor activities."

Fredrik Steinwall, CEO of RECCO



THE ROLE OF RECCO, SAFETY PARTNER

Speaking of safety, RECCO, a global leader in outdoor rescue and location technologies, participated in the event as a safety partner. Present throughout all activities, the brand highlighted the topic of safety, emphasizing its importance and explaining to participants how the technology integrated into RECCO reflectors works and how these solutions facilitate search and rescue operations, making them faster and more efficient.



ACTIVATION DAYS



ALL THE EXPERIENCES

For trail running enthusiasts, La Sportiva, in collaboration with On Your Legs, organized two camps (for beginners and intermediate runners) led by Michele Evangelisti, while Sport di Montagna, together with Marco De Gasperi, ran along the Monte Brione route. The collaboration between Mount to Coast and RECCO offered runners an outing with Kurt Biesemans. Eros Grazioli, a fitness trainer, led the warm-up on the Maddalena trail guided by Daniel Antonioli, a SCARPA athlete, while the Sterrato community traversed the tunnels and switchbacks of the Ponale trail, testing the adidas Terrex shoes.

For those who wanted to take in the view from above, the Activation Days offered the chance to tackle the Colodri via ferrata while testing Skylotec Outdoor gear—but that wasn't all: the German company also organized a climbing experience at the Belvedere crag in Nago. La Sportiva, on the other hand, chose the Policromuro crag to test its climbing shoes. Children also had the opportunity to climb on routes set specifically for them.

There were also plenty of road running events organized by the leading road running brands. Mount to Coast invited Carlotta Montanera, running coach from 4Running, to lead a beginner's class on the shores of Lake Garda. Massi Milani, on the other hand, ran a five-kilometer race, testing the Ulysses shoes alongside the participants. On Sunday, there was a group run with a choice between two routes: five and eight kilometers.

For those who wanted to explore the area at a more leisurely pace, the Activation Days program included several hikes and nature walks in Riva del Garda, starting with the Citizen Science Bioblitz Walking Workshop organized by EOCA in collaboration with The River Collective, which introduced participants to the biodiversity of the area's rivers. Outdoortest, Lyofood, Gregory, PeakVisor, and Hydro Flask, on the other hand, collaborated to let participants test various products during the scenic hike above Riva del Garda, all the way to the Bastione. AllTrails did the same, combining its technology with the technical innovation of Dolomite's Vernale Hike in a guided excursion, while Cinzia Corona, a Nordic walking instructor and Campo Base collaborator, led an introductory lesson on the discipline using Fizan poles. The KOM – Kulture of Mountain project also participated in the event with the Tagliata del Ponale, a hike along a path carved into the rock that winds between the lake and the mountains, led by historical and cultural experts who explained the route's significance during World War I. To make the experience even more immersive, the event concluded with a shared moment: a happy hour with a lake view and live music (featuring a surprise artist).

Finally, Flavia Chiarelli led a yoga class on the shores of Lake Garda to relax both body and mind. This experience added a wellness element to the Activation Days.

BRANDS AT THE VILLAGE

adidas Terrex, AllTrails, Arcade Belts, Cotopaxi, Dolomite, Ferrino, Gregory, Grivel, Hanwag, HOVERAir, i-eXe, KEEN, La Sportiva, LOWA, Lyofood, Merrell, Mount to Coast, NNormal, Outrills, Patagonia, RECCO, Rossignol, Salomon, SCARPA, Skylotec Outdoor, Spider Slacklines, Stance, Ulysses, UYN, Versante Sud, WISE, YETI



>> MOVIE NIGHT

It wasn't just about dynamic activities and product testing: the Activation Days also featured a free evening dedicated to outdoor cinema. Organized in collaboration with Vibram at the Sala della Comunità cinema in Riva del Garda, the evening allowed the public to first watch the screening of "Energia Vitale - A visual journey between Milan and the Alps," a film that explores the deep connection between the city and its mountains, weaving together different perspectives. This was followed by "Cycle to Summit, a bike to ski adventure across the Lofoten Islands," which chronicles the 180-kilometer bike journey undertaken by Giulio, Francesco, and Alessandro to witness the Northern Lights.

Attending the event also Matteo Bramani, the great-grandson of Vittorio Bramani—the mountaineer and founder of Vibram to whom "Energia Vitale" is dedicated—and Giulio Ballardini, one of the three protagonists of "Cycle to Summit", who shared his experience.



THE GREAT OUTDOORS

International retailers on their participation in the Riva del Garda trade show
and the state of the outdoor market in their countries

by Benedetta Bruni

The inclusion of ORBDAYS within the European Outdoor Week and the integration of the OUTDOOR trade show have undoubtedly made the 2026 edition the most international in the event’s history. Business, networking and knowledge exchange extended far beyond European borders, bringing together representatives from 59 countries in addition to Italy. With 2,156 retailers attending, the trade show became a true global hub for the outdoor and running industries. But how was the three-day event in Riva del Garda perceived abroad? We asked several retailers from outside Italy why they chose to attend OUTDOOR & ORBDAYS and how they assess the current health of the outdoor sector in their respective countries. Much like the findings of “101 points of view”—MagNet’s survey of 101 Italian retailers—the responses reveal a strong dependence on weather conditions, more cautious purchasing behavior due to geopolitical uncertainty, and a decline in foot traffic in physical stores as consumers increasingly turn to the convenience and speed of e-commerce. Despite these challenges, retailers remain optimistic, especially when it comes to trade shows. The desire to meet face-to-face and connect directly with brand representatives remains strong. Not only do in-person meetings make it easier to place orders and build business relationships, but they also create a unique atmosphere where everyone is united by the same passion for outdoor sports and activities.

THE QUESTIONS

1. How is the outdoor market in your country performing?
2. How did 2025 end and how did 2026 start?
3. In Italy, sales are mostly influenced by weather conditions: is this trend also familiar in your country’s market? Do you have other trends that influence sales?
4. Why did you decide to participate to OUTDOOR & ORBDAYS?



JOAKIM KELLER
CEO AND OWNER OF OUTDOOR XTREM ÖREBRO AB, SWEDEN

1. It’s been good for us; we’re growing and looking to expand in Stockholm and Gothenburg. At the moment we already have two physical stores and one online shop with over 11,000 products in stock.
2. The warm weather made the sale slow in the end of the year. 2026 started well instead, and we saw a growth in online business and a small increase in physical trade too.
3. I would say that the outdoor retail is as dependent to weather like farmers: all kind of weather is needed to have the possibility a good harvest in the end of the year!
4. The trade show happily invited us there through a special support program.



THOMAS RETTENWENDER
CEO OF BERGFUCHS GMBH, AUSTRIA

1. I think the outdoor market in our country is decreasing. Brick and mortar shops are losing to online platforms.
2. The turnover has been rising in both sections slowly. Costs seem to rise faster.
3. As we are a specialist for outdoor and mountaineering gear, we rely quite a bit on snow in winter. Ski mountaineering was very poor in all of the Northern Alps which is an important factor for us. In summer the weather situation is less important, as it seems.
4. We came to OUTDOOR & ORBDAYS for two reasons: we wanted to feel the tradeshow feelings again after many years, and we were about to look if we can find by now unknown suppliers. For both reasons it was very successful.



RUDI BOLLAERT
MANAGER OF DE BERGHUT, BELGIUM

1. The shoes' sector is definitely ok: many customers still need assistance by retailers in finding a suitable pair. For the other product groups, however, it's not the same. There's uncertainty and procrastination among customers. We are facing fierce competition from foreign webshops (and online brand shops) that are aggressively targeting our market.

2. The end of 2025 and the start of 2026 were very good. But from March onwards, things are going downhill.

3. The weather is important, but so is media coverage of political reforms and budget cuts.

4. To stay informed about trends and product developments early in the buying season. Now we can start placing orders and restocking the store with confidence. It's also nice to have a personal connection with the brands and the people behind them. And last but not least, there's the atmosphere. We run a store, but beyond the business side of things, we also have our passion.



BRANKO ARANDJELOVIĆ
DIRECTOR WINN SPORT, SERBIA

1. It's rising a bit, but it's still far from even Croatia and Slovenia. Low average wage and there is not true education what is it that they are supposed to pay for when it comes to true outdoor brands.

2. Winter was finally a good one and it helped in sales of skiwear. Outdoor is doing fine, but people are not that eager to spend money because of the overall situation in the world.

3. The weather of course is crucial, but in Serbia sales are more dependent of the salesperson and their ability to infiltrate different groups of organized hiking and trekking... Other trends see sales of most expensive brands that are simply advertised as the ones of highest quality.

4. I had four meetings scheduled and ISPO died two years ago, so for me it was an easy decision to make. It is close so the costs of visiting the show were rather low... To be honest, the glamping site by Nordisk helped a lot in the final decision – it saved a decent amount of money in comparison to booking a hotel.



SIMEON PANOV
BRAND MANAGER OUTDOOR AND SKI SPORT DEPOT, BULGARIA

1. I would say the market is stable and solid, with a slight upward trend.

2. In recent years, market trends have been heavily influenced by the weather. However, in our case, there was an additional factor: Bulgaria's entry into the Eurozone. The end of 2025 was very positive, as many consumers rushed to make purchases to use up their Bulgarian leva before the currency changeover. In contrast, 2026 got off to a slower start due to price increases associated with the transition to the euro. As a result, people adopted a more cautious approach to spending, compounded by a winter marked by unusually mild temperatures.

3. Absolutely. As I mentioned earlier, the weather is a key factor, especially for the winter market and snow sports. When snowfall is abundant and consistent, the ski season performs very well. As for consumer trends, the market largely follows those already seen in the rest of Western Europe: running and trail running are gaining increasing popularity, as is indoor climbing, which continues to grow in terms of both participants and interest.

4. In recent years, we hadn't participated in any major outdoor trade shows, especially following the gradual decline in interest in OutDoor by ISPO, particularly among brands in the sector. For a retailer, it is essential to be able to see new collections and emerging trends in person, as well as to have the opportunity to interact directly with business partners. At the same time, it is always interesting to observe how competing brands are positioning themselves, discover new products, and get a sneak peek at colors, styles, and trends for upcoming seasons.



TYLER MORRISSEY
RETAIL DIRECTOR, CITYROCK, SOUTH AFRICA

1. In South Africa, there is a clear distinction between the chain stores, who mostly sell entry level budget gear, and the independent stores like ourselves, who take pride in stocking only the best gear from premium reputable outdoor brands. The premium market fluctuates quite drastically, while the budget market is booming. There is a heightened sense of curiosity amongst the population, and the desire to lead more healthy lifestyles has a large part of the demographic exploring the opportunities that await them outdoors. This market naturally makes the shift from these entry level budget brands to our offering of more premium products once they make the progression to becoming more serious about the outdoors. The climbing market is growing at a steady pace with more facilities becoming available in the country. This leads to our climbing sales growing steadily each year.

2. The year of 2025 ended with a slight decline in revenue due to increased pressures from the macro environment – which led to a reduction in purchasing power. However, the beginning of 2026 has seen this trend reversed with consumers spending more freely. Our average order value and basket size has increased and led to higher revenue during the Q1 of 2026.

3. Our trends are heavily affected by seasonality. We conduct most of our business in the climbing industry which usually trends upwards during the warmer months at the beginning and end of each year. During the colder spells, we see an uptick in the trekking and mountaineering spaces, which also leads to higher revenue generation thanks to the higher value products being front and centre. Products such as technical sleeping systems, technical tents, and technical winter apparel usually experience the highest turnover during these colder months.

4. We have partnered with a number of internationally based outdoor brands such as Wild Country, La Sportiva, Elderid, and DMM. Many of these were exhibitors at the trade show and we took this opportunity to journey out and connect with these brands in person in order to build and strengthen our professional relationships.



MARGIT GOSAU
CEO SPORT 2000 GROUP INTERNATIONAL, GERMANY

1. As an international retail service organisation connecting around 2,000 retailers and nearly 3,000 stores across 17 countries, we see different developments from market to market. Looking across our network, however, one trend is particularly clear: outdoor has become the largest category within SPORT 2000 Group International, accounting for 26 per cent of total category sales in 2025. While the overall outdoor market developed largely steadily, the segment grew at an above-average rate, particularly in Germany. The addition of major outdoor retailers further strengthened this development.

2. We closed 2025 with strong growth and significantly outperformed the market. Outdoor was the strongest growth driver within SPORT 2000 Group International and grew by 56 per cent, driven in particular by the addition of major outdoor retailers to our network. The positive momentum has continued into 2026. Outdoor continues to benefit from broader societal trends around health, wellbeing and active lifestyles, which support the category's long-term relevance and growth potential.

3. Weather conditions certainly influence parts of the outdoor business. However, outdoor is generally less dependent on weather than categories such as winter sports. Many outdoor activities, including hiking and trekking, can be enjoyed in a wide range of conditions and are therefore less dependent on specific weather windows. At the same time, we see longer-term trends shaping the category. Consumers are increasingly looking for expertise, quality products and authentic outdoor experiences.

4. OUTDOOR & ORBDAYS brings together many of the key players from the outdoor and running industry in one place. For SPORT 2000, it was a valuable opportunity to strengthen partnerships, exchange perspectives and gain insights into the trends shaping the future of the market. As the "Home of Experts", we strongly believe that close collaboration between brands, retailers and industry experts is essential to further develop specialised sports retail and create value for consumers.



MARCO RAPPOLD
BUYER TEXTILE INTERSPORT OKAY E SPORTOKAY.COM, AUSTRIA

1. This segment is of high importance to our company, both from a strategic perspective and as a significant contributor to revenue. Following the exceptionally strong growth experienced during the COVID-19 years, the business has now stabilized at a more sustainable level. At the same time, we are observing a noticeable shift within the market: while highly technical outdoor brands drove demand in previous years, consumer preferences are increasingly moving toward urban outdoor concepts. Today's customers are looking for products that combine functionality, comfort, and a modern lifestyle appeal, enabling them to transition seamlessly between outdoor activities and everyday urban life. This development creates attractive opportunities for our company to further refine our product offering and strengthen our market position in an evolving and increasingly competitive environment.

2. The first months of 2025 performed better than expected, marking a very positive start to the year. Favorable market conditions and solid consumer demand enabled an early start to the summer season, which had a clearly positive impact on overall business performance. At the same time, the sell-through of winter products developed satisfactorily, contributing to healthy inventory levels and ensuring a smooth seasonal transition. Overall, this encouraging start to the year highlights both the resilience of the market and the continued strong appeal of our product range. The combination of stable demand, a well-balanced product strategy, and disciplined inventory management provides a solid foundation for the remainder of the year. Against this backdrop, we remain optimistic about the months ahead and see strong potential to further build on this positive momentum,

continue our growth trajectory, and further strengthen our market position in a sustainable way.

3. Weather is a key success factor for a strong seasonal performance. In particular, periods of unfavorable or rainy weather have a noticeable positive impact on consumer purchasing behavior, as demand for functional and weather-appropriate products increases during such conditions. At the same time, these situations create more favorable conditions for achieving higher average selling prices, as customers facing immediate needs are more inclined to choose higher-quality or performance-oriented products. Overall, these effects contribute positively to revenue development and highlight the importance of weather patterns as a key external driver of seasonal business performance.

4. The event provides an excellent opportunity to gain a comprehensive overview of the collections at an early stage of the ordering season and to engage in direct, personal exchange on site. This early access to relevant information supports well-informed decision-making and contributes to a more efficient and structured ordering process. At the same time, the face-to-face exchange during the event is of particular value, as it strengthens existing relationships and enables a deeper understanding of market needs as well as customer requirements across different regions. Looking ahead, it would be highly desirable to welcome an even greater number of contacts and representatives from the respective countries on site. A stronger presence would further enhance the quality of exchange, intensify cross-border communication, and provide additional impulses for future product and business development.

DUE VERSANTI, UNA SFIDA.



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THE DATA-DRIVEN SHIFT

Introducing OMIS, EOG’s platform designed to provide companies with a concrete and up-to-date snapshot of European consumers’ purchasing behavior

by Sara Canali

The economic data for the first quarter (Q1) of 2026 took center stage at the panel discussion hosted by the European Outdoor Group in Riva del Garda, but that wasn’t all. One of the strongest messages that emerged is that the sector is entering a new phase, shifting from an approach built on intuition, enthusiast culture, and relationships between brands and retailers to a greater need to rely on data to understand consumers, trends, and market transformations. According to the two speakers, Hannah Piatok, Head of Data & Insights at EOG, and Marc Anderman, Head of Outdoor & Cycling at Sporting Insights, the European outdoor market has become more complex and competitive, with increasingly fragmented businesses, diverse audiences, and constantly evolving distribution channels. For this reason, the trade show was the perfect opportunity to present the Outdoor Market Intelligence Service (OMIS) project, described as the first European platform capable of collecting real monthly sell-out data directly from the outdoor market. The service monitors monthly sales data from retailers and brands to help companies understand consumer behavior and mitigate risks.

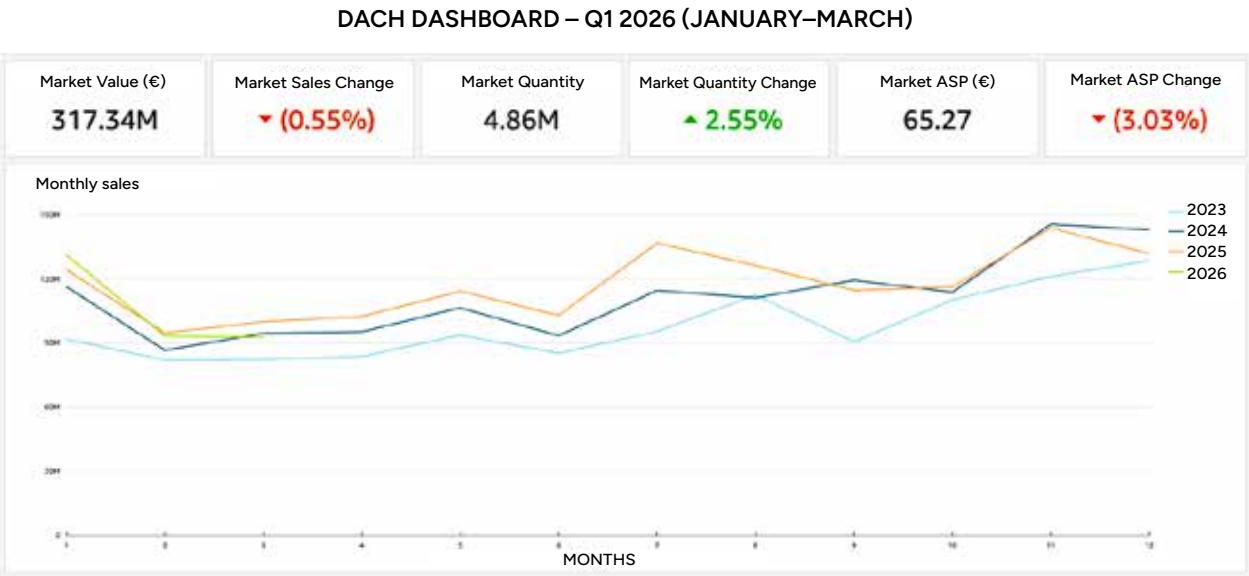
OMIS

The scope of the Outdoor Market Intelligence Service (OMIS) clearly illustrates the ambition of the project promoted by the European Outdoor Group: to build the first European panel of sell-out data—that is, actual sales to consumers—fed directly by retailers and brands in the sector. Today, the system tracks over 7 billion euros in sales through a database comprising 10 million SKUs (product codes), more than 2,000 physical retail locations, and over 1,000 outdoor brands represented. The service covers the United Kingdom, France, and the DACH region (Germany, Austria, and Switzerland), with an expansion into the winter sports sector already planned. To make the data truly readable and comparable, the market is divided into six macro-categories defined directly by outdoor brands and retailers: apparel, footwear, camp (camping gear), verticality (climbing and bouldering), packs & luggage (backpacks and luggage), and equipment (various technical gear).

REGIONAL OVERVIEW

Preliminary data for Q1 2026 paint a picture of a European outdoor market that is still finding its footing following years of strong post-pandemic growth. What stands out most is the differing resilience between the DACH region and the United Kingdom, with consumer behavior beginning to point toward distinct trends. In the DACH market, which includes Germany, Austria, and Switzerland, outdoor sell-out remains largely stable: total value shows a slight year-on-year decline of 0.55%, while volumes grow by 2.55%. The report describes this as “resilient,” especially given the challenges currently affecting much of the European retail sector. The growth in units sold suggests that outdoor consumers in Central Europe continue to maintain a strong propensity

to purchase, albeit with greater attention to price and the perceived value of products.



Source:
Sporting Insights
European Outdoor Group

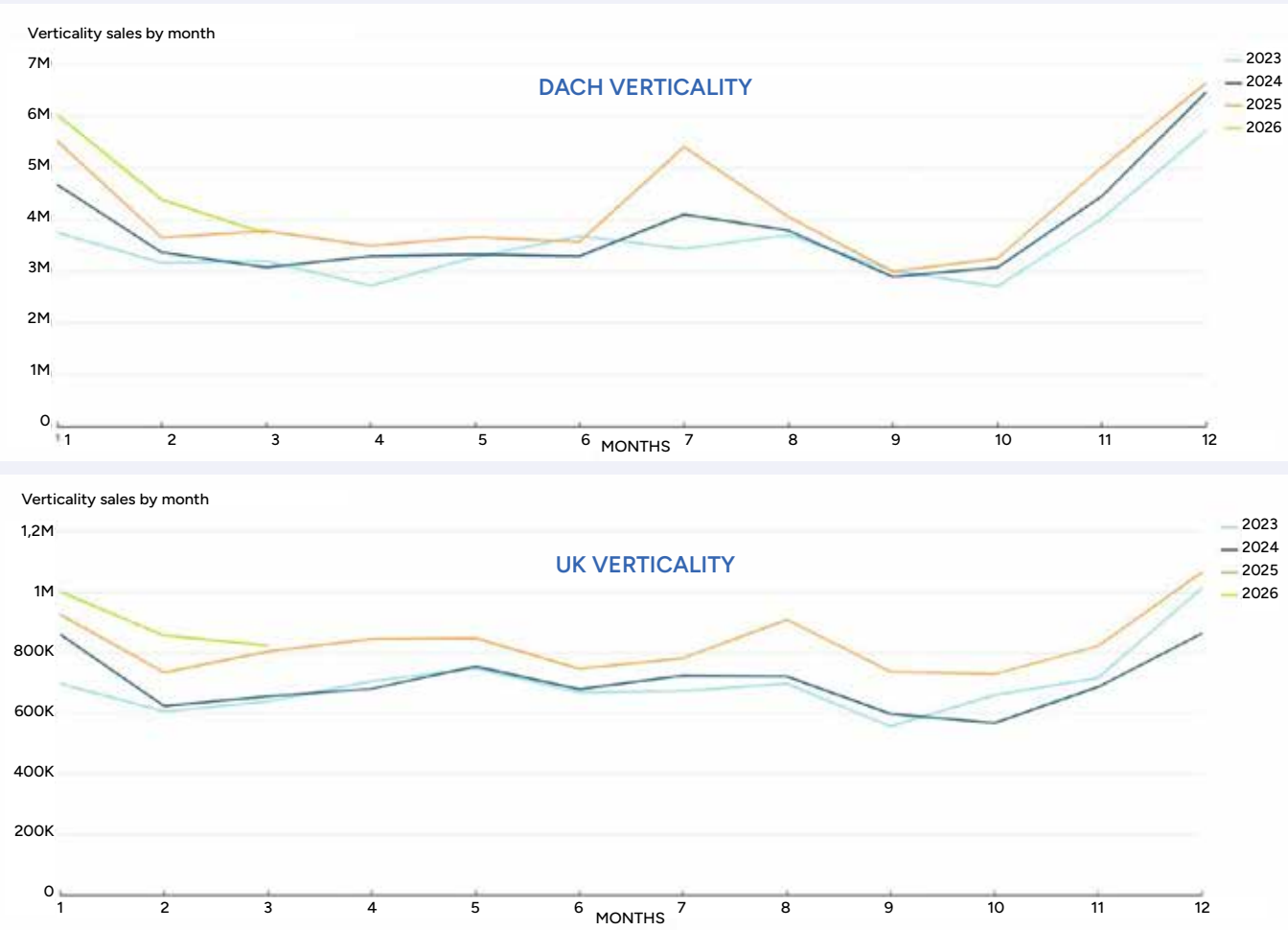
omisdata.com

The picture in the United Kingdom, however, appears more subdued, with sell-through value down 4.21% compared to the same period in 2025. At the same time, however, the Average Selling Price is rising (+1.87%), a sign that British consumers are reducing the frequency of their purchases but continue to invest in premium or more technically advanced products: fewer impulse buys and greater selectivity in spending decisions. In both markets, therefore, a more informed consumer is emerging, one who tends to prioritize quality, durability, and technical specialization over occasional purchases. This shift could significantly influence product assortments, pricing strategies, and brand positioning in the coming years.

CLIMBING IS THE FASTEST-GROWING CATEGORY

While the overall European outdoor market appears to be slowing down, climbing continues to buck the trend. According to data presented by the Outdoor Market Intelligence Service, the “Verticality” category, which includes climbing and bouldering, was the top performer in the first quarter of 2026 in both the United Kingdom and the DACH region. Specifically, the sector recorded 13% growth in the UK market and 9% in Central Europe, figures that make it the most dynamic segment of the entire market analyzed by EOG. The growth of climbing confirms a transformation the sector has been observing for several years now: climbing is no longer just a technical discipline linked to the mountains, but an increasingly cross-cutting phenomenon, capable of uniting sport, training, community, and urban lifestyle. The proliferation of climbing gyms in European cities, the sport’s Olympic status, and its strong social media presence have contributed to a massive expansion of the participant base, particularly among younger consumers. For many industry professionals, climbing now represents one of the main entry points into the outdoor world for Gen Z and for an urban audience that often approaches the sport indoors before even experiencing the mountains in the traditional sense.

VERTICALITY DASHBOARD – Q1 2026 (JANUARY–MARCH)



Fonte: Sporting Insights - European Outdoor Group - omisdata.com

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WHAT HAPPENS WHEN THE OUTDOORS BECOMES MAINSTREAM?

During the panel discussion held on Monday, May 18,
Brandwave took stock of a highly topical issue

by Sara Canali

From a niche passion centered on the mountains and endurance sports to a global language capable of influencing fashion, design, the automotive industry, and wellness. This is the focus of the workshop “The Mainstreaming of Outdoor Culture: Balancing the Risk and Reward,” a panel discussion held in Riva del Garda during European Outdoor Week and organized by Brandwave in collaboration with key players in the international outdoor industry. Leading the discussion was Dan Macaulay, founder of the agency specializing in sports and outdoor marketing, joined by Jonathan Quint, Head of Product & Marketing EMEA at Merrell, Markus Hefter, former Exhibition Group Director of ISPO Munich and OutDoor by ISPO who now serves as Head of Sales & Operations Europe for Helinox, and Anna Buchel, Brand Manager at FAZUA. The panel addressed one of the most sensitive issues facing the sector today: does the mainstream growth of outdoor culture represent an extraordinary opportunity or a real risk of losing authenticity?

FROM TECHNICAL OUTDOOR GEAR TO GLOBAL LIFESTYLE

In recent years, the gorpcore phenomenon—the trend that transforms technical clothing and accessories designed for hiking, trail running, and climbing into elements of urban style—has become the most visible symbol of this cultural shift. A significant example involves trail running shoes, originally designed for alpine environments and technical trails, which now regularly appear at fashion weeks and in streetwear culture. Brands like Merrell, Salomon, HOKA, and On are now perceived not only as performance brands but as true lifestyle symbols. The same is true for certain clothing items, such as down jackets designed for expeditions and extreme climates, which have become status symbols in major cities. Outdoor functionality has evolved into a contemporary identity marker, capable of conveying well-being, freedom, authenticity, and a connection with nature. During the panel, it emerged that even accessories from the mountaineering world have become true cultural objects. Technical hiking and mountaineering backpacks have profoundly influenced the design of work and travel bags, gradually replacing the traditional concept of the 24-hour business briefcase or school backpack with more modular, lightweight, and functional products. The sports watch segment also reflects this evolution. Devices like those from Garmin, Suunto, and COROS are no longer tools exclusively for endurance athletes but have become lifestyle products linked to wellness, sleep tracking, recovery, and health optimization in a culture increasingly focused on longevity. The workshop then expanded the discussion to

the automotive sector, which is placing a strong emphasis on outdoor culture. “SUVs, in particular, are increasingly marketed through concepts such as freedom, exploration, well-being, and escape, rather than through traditional metrics related to automotive performance. Even luxury automotive brands are drawing on the aesthetics and values of the outdoors. You see it everywhere: from all-terrain design to camping-related collaborations and adventure-oriented communication campaigns,” says Daniel Macaulay. According to the speakers, what makes this trend particularly interesting is that consumers are not just buying products, but also values and identities.

THE RISK

Outdoor culture increasingly embodies balance, health, authenticity, simplicity, freedom, and a connection with nature, and social media has certainly accelerated this transformation enormously. But it is precisely here that the first signs of something that could spiral out of control are beginning to emerge. According to many consumers in the sector, the risk is that, by chasing these trends, brands will become too commercial and end up distancing themselves from their core communities. “There is a delicate balance between making outdoor culture more inclusive and accessible while, at the same time, maintaining authenticity and technical legitimacy,” Dan continues. Outdoor enthusiasts don’t want to wear the same clothes as people who have never seen a mountain—a dynamic that the panel described as the risk of losing the very authenticity that made these products desirable before their mainstream explosion. The conclusion reached by the workshop is that the future of the outdoor industry will depend on brands’ ability to maintain an increasingly delicate balance: growing commercially without losing the technical credibility and authenticity that made them relevant in the first place. Because today the real question is no longer whether the outdoor sector has become mainstream, but whether it will manage to do so without losing its true nature.



Dan Macaulay

THE BRANDWAVE AGENCY

Brandwave is an international agency specializing in marketing, communications, and PR for the sports, outdoor, and active lifestyle sectors. Founded in the United Kingdom by Dan Macaulay, it works with some of the leading global brands in the sports and outdoor industries, developing branding strategies, creative campaigns, PR activations, storytelling, and cultural consulting. The tagline is: “We understand your target market, because we are your target market.”

CASE HISTORY: MERRELL

The idea behind this panel stems from a discussion between Dan Macaulay of Brandwave and Jonathan Quint of Merrell

We decided to ask Jonathan Quint a few questions to understand the perspective of a brand with a strong outdoor focus that has ventured into the lifestyle sector.

What is Merrell's stance on the mainstream adoption of outdoor culture?

We've been watching this trend grow for years, and now the data confirms it. According to a Blacks study published in May 2026, 74% of Britons regularly wear outdoor clothing in their daily lives, and 29% do so several times a week. It's no longer a niche market—it's gone mainstream. Just as with down jackets, backpacks, and water bottles, outdoor footwear is following the same path. Two factors are driving this change. The first is the product's practical utility, since features designed for the trail make perfect sense even when walking the kids to school or commuting to work. The second concerns outdoor culture itself, which has become a stylistic benchmark. In short, the line between outdoor footwear and everyday footwear will continue to blur. For us, the opportunity lies in bringing outdoor innovation to a wider audience, without losing the technical credibility that made it relevant in the first place.

How does Merrell stay connected to its outdoor community while continuing to evolve culturally?

It all starts with authenticity. With the "It Starts Outside" campaign, we want to convey the idea that being outdoors can mean different things—from a multi-day hike to a run before work or a simple stroll. The benefits of being outdoors begin the moment you step out the front door. This is a deliberate shift in how we frame the category: from the idea of "outdoor" as a destination requiring commitment and expertise, to "outside" as something immediate, accessible, and available to everyone. Data shows that more and more people are turning to the outdoors for mental well-being, social interaction, and the desire to escape the urban routine. That's why we also want to speak to a new audience, without straying from our roots. Technical innovation, functional design, and field testing remain the foundation of every product. The ability to capture the spirit of the times and outdoor authenticity can coexist.

"As outdoor culture gradually becomes mainstream, there is a great opportunity to introduce new people to the category. But trends come and go, and we are careful not to chase after them."

Is there a risk that an outdoor product with a stronger lifestyle focus might lose its technical credibility?

Yes, of course. And it should be taken seriously. The history of the action sports industry serves as a useful point of reference. Brands that moved too quickly toward the mass market, chasing distribution and volume at the expense of their original credibility, discovered that the



Jonathan Quint

"The greatest risk is entering fields where you lack a track record, expertise, or genuine legitimacy. Every opportunity must pass a simple test: can we bring genuine value, or are we simply following a trend?"

mainstream consumers they acquired weren't loyal enough to make up for the long-time customers lost along the way. To avoid this, authenticity is key. If a product stems from a real outdoor need and offers concrete benefits, it maintains its credibility even in urban contexts. The moment you move into categories that have no connection to your DNA, you risk compromising credibility built over decades of work. In short, brand modernisation is a positive step, but it must be grounded in authentic expertise. This is what protects both the product and the brand.

Where is the line between product evolution and brand dilution?

It depends on staying true to what the brand stands for and the people it designs for. Today, we primarily target "experience seekers"—people who incorporate various outdoor activities into their urban lifestyles. In terms of demographics, this group is roughly between the ages of 25 and 44; they aren't just hikers but also ride mountain bikes, go for walks, and attend outdoor festivals. This influences how we develop our products. Merrell has always been a brand focused first and foremost on performance. What has changed is that today's consumers also expect excellent design and refined style, and we do not view these aspects as a compromise. Comfort and aesthetics must come first; performance comes right after. Evolution is natural as long as it remains consistent with the brand's essence. It becomes a risk when we lose sight of what made the brand relevant in the first place.

Do consumers buy outdoor products more for their practical value or for the sense of identity they provide?

In the minds of consumers, performance and style have now become one. People don't buy products despite their technical features—they buy them because of them. Today, these two aspects are increasingly intertwined. Comfort and functionality remain key factors in purchasing decisions, but the cultural and stylistic value of outdoor gear is also recognized. People are looking for high-performance products that also express a lifestyle and a set of values. The brands that are succeeding are those capable of offering both: technical credibility and genuine cultural resonance. When this balance is achieved, a product offering is created that goes far beyond the trail and is significantly harder for brands that rely solely on trends to replicate.

IS THIS THE FUTURE?

A McKinsey report tries providing clarity on the data and outlook for the outdoor and running markets. From consumers who prioritize quality over brands, through the growth of communities, to the AI revolution in the sector’s companies

by Daniele Pansardi



Confidence in the European market remains fragile, yet the growth of outdoor sports and running shows no signs of slowing down. What is driving this favorable momentum for both sectors? A study by McKinsey & Company, titled “Outdoor & Running: From Evolving Market Dynamics to AI-Driven Opportunities,” identifies six key trends: the rise of emerging brands; an increase in financial deals and market consolidation; the growing centrality of sports communities; the new global role of Chinese brands; and the identity-building aspect of sports participation.

To this list—which is not yet exhaustive—we must add the missing piece, and perhaps the most important one of all: the increase in the number of participants over the years, the key driver enabling the market to generate greater value throughout the entire supply chain. The report highlights that 31% of respondents worldwide have increased their physical activity over the past 24 months, representing a net gain of 9% compared to those who reported exercising less. Twenty-eight percent exercise two or three times a week, 27% complete one workout per week, and 23% engage in an outdoor sport once or twice a month.

87 BILLION TURNOVER IN EUROPE IN 2025

Running remains the most popular sport, widely practiced across all age groups, from Boomers (19% have run more than once in the past 12 months) to Gen Z (33%). Hiking and trekking have lost some ground among younger people (16%) but are the favorites of Boomers alongside cycling (30% for both). Cycling is actually the second most frequently mentioned sport overall, with a demograph-

ic trend that runs counter to that of running. Outside the top three, still quite far behind the main categories, we find trail running and climbing. However, despite being behind in terms of popularity, the buzz and interest in both are growing rapidly, and medium- to long-term forecasts could benefit from the momentum built up in recent years.

The increase in participation has gone hand in hand with an increasingly social dimension to sports activities. A term to which we can assign a dual meaning: that of social media, given the influence of Strava, Instagram, or TikTok, and that linked to the social interaction and camaraderie that sports can generate. It thus anchors itself to a community of enthusiasts and the creation of shared experiences, as evidenced by the phenomenon of running clubs and crews, which are now increasingly widespread. Suffice it to say that about 40% of Gen Z participates in mass events and activities (e.g., half-marathons, trail running races, long-distance cycling events, etc.). The percentage decreases as we move from one generation to the next, but even 25% of Boomers said they intend to consider participating in such events in the future.

UNDERSTANDING PURCHASING BEHAVIORS

McKinsey segmented the survey respondents into four clusters of athletes: occasional (15% of respondents), amateur (52%), enthusiasts (31%), and competitive (2%). The higher the consumer’s technical level, the greater the tendency to purchase gear specific to a particular activity rather than versatile products. 65% purchase new equipment to replace worn-out products. This indicates that the market is based primarily on replacement cycles, rather than on the search for innovations or upgrades. When a product wears out, in fact, most people replace

A STUDY ON PARTICIPATION

D | Running and hiking remain the largest participation categories, some of the strongest momentum is now coming from Trail running, Climbing, Winter sports

Level of participation by sport type and generation¹

Level of participations: Niche Popular

Trajectory: Strong increase Slightly increase Stable

Sport type	Gen Z	Millennials	Gen X	Boomers	Trajectory ²
Running	33%	31%	27%	19%	
Cycling/mountain biking	19%	21%	23%	30%	
Hiking/trekking	16%	23%	24%	30%	
Trail running	10%	8%	8%	4%	
Climbing	7%	5%	3%	2%	
Skiing/snow-boarding	6%	5%	5%	5%	
Water sports	5%	4%	4%	2%	

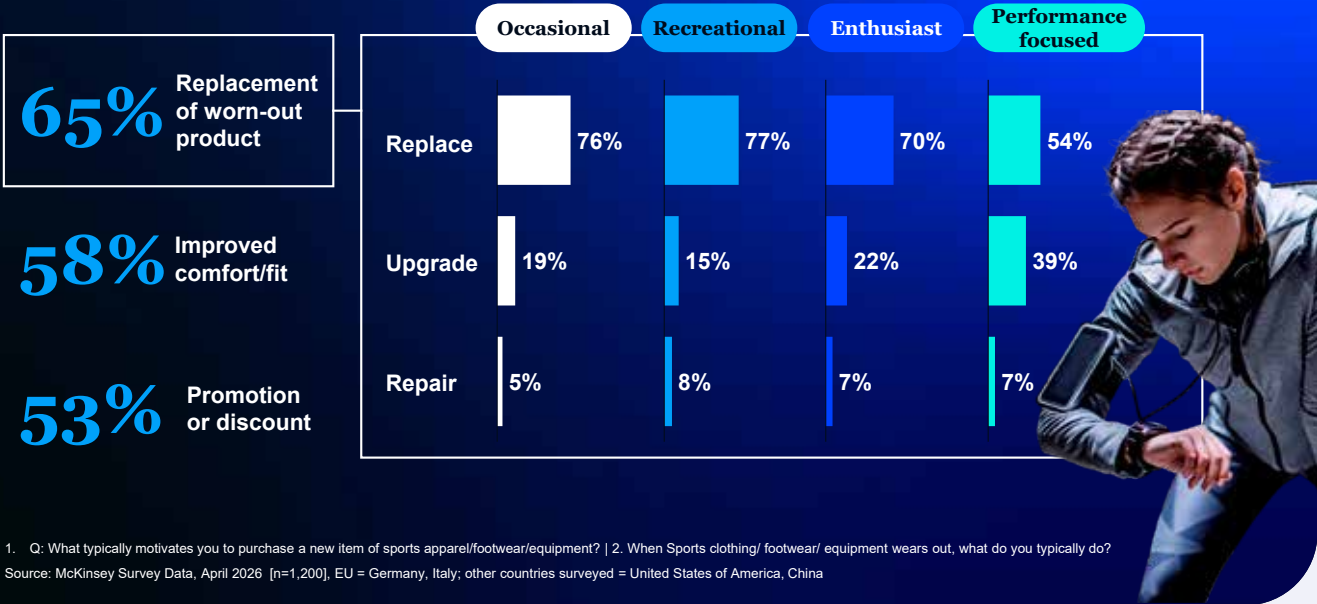


1. Q: Which of the following outdoor sports have you practiced more than once in the last 12 months? | 2. "Which of the below best describes your running and outdoor sports habits over the past 24 months?"
Source: McKinsey Survey Data, April 2026 [n=1,200]. EU = Germany, Italy; other countries surveyed = United States of America, China

THE MAIN REASONS
THAT LEAD
A CONSUMER TO
BUY NEW PRODUCTS

Replacement cycles dominate, with consumers typically
replacing like-for-like rather than upgrading

Purchasing motivations¹, %



it with a similar one, while only a small niche of people (whether casual or competitive athletes) opts for repair.

Whether we're talking about apparel, footwear, or gear, the main reasons for purchasing across all categories are a product's comfort and fit. For shoes, this factor accounts for up to 63%. In second place are quality and long-term durability, which is becoming a key factor, while value for money is particularly relevant in the case of gear (cited by 50%). Also worth noting is the category at the bottom of the ranking: brand. It accounts for 14% in clothing choices, 18% in footwear, and 21% in equipment. This is one of the most interesting findings in the report, as it highlights how brand-driven choices are becoming increasingly less important.

As for the place of purchase, the two main segments (casuals and enthusiasts, who account for 83% of the survey) are divided almost equally between on-line marketplaces and specialty stores. In third place are multi-brand shoe stores, cited by 29% of casual consumers and 36% of enthusiasts. Multi-brand retail thus remains the dominant channel, while the small performance-oriented niche is increasingly turning to brand-direct sales channels.

HOW TO MAKE THE MOST OF AI?

The question that serves as the title of this section already hints at an evolution in the AI debate: it is no longer a question of whether to use it, but how best to integrate it into corporate production processes. The proliferation

of increasingly powerful and sophisticated LLMs (large language models) offers the potential to accelerate analysis and decision-making, transforming vast amounts of data into personalized insights in a matter of seconds. According to McKinsey, artificial intelligence cannot be viewed merely as an advanced technological tool, but as a strategic turning point that can involve people, processes, and data.

How? The report calls for training employees and updating their skills so that they can accept, learn, and effectively incorporate new AI tools into their daily work. Adoption would be followed by scalability: expanding the use of LLMs from a single pilot project or a single department to the entire company, standardizing processes to handle larger workloads. The benefits could be particularly significant for small and medium-sized enterprises, which often have small, understaffed teams relative to their workload. And it's not hard to imagine that marketing and communications departments are the ones suffering the most in this regard; "outsourcing" certain tasks to AI—including leveraging agent-based capabilities—could optimize internal workflows and enable the creation of more complex communication campaigns. A marketing strategist, for example, could focus more on high-level objectives, while the AI agent could automatically take charge of the complex execution process, coordinating various software tools and data analysis. From start to finish. Who's ready for the revolution?

CONSUMERS'
PREFERRED
SHOPPING
DESTINATIONS

Multi-brand retail remains the dominant channel,
but more performance-driven consumers look
toward direct-to-brand options

Top 3 channels by customer segment¹, %



35% of enthusiasts shoppers use Brand website

BUILD TO INVENT

At the heart of Innovation For Outdoor were the future of the industry and its ability to reinvent itself and embrace technological progress. Such as that driven by the 17 participating startups

by Daniele Pansardi

Who are the market players that truly drive innovation in an industry? On one hand, there are the most renowned companies, which enjoy consumer trust and are capable of operating on a large scale with ease. Looking up from below are the startups, which try to break into already saturated markets in the hope that a brilliant idea will attract interest and, above all, investors. Private equity funds, venture capitalists, and institutions decide where to direct money and technological development. These players do not always manage to connect with one another, creating the risk that some projects fall by the wayside or simply fail to gain the momentum they might deserve. Based on this observation, ORBDAYS & Outdoor (in collaboration with SKINNOVation) hosted Innovation For Outdoor in Riva del Garda, with the goal of bridging this gap and distinguishing between true innovation—which adds real value to the consumer experience—and lazy, armchair

innovation, pursued mostly to generate hype in the market.

The highlight of the event, which centered on 17 selected startups, was Innovation Day on Monday, May 18, during which 11 of these startups had the opportunity to present on stage before a panel of senior investors and experts. No voting and no scores, just candid questions and honest feedback at the end of each pitch. Sandwiched between the two presentation sessions was a panel discussion addressing innovation in the outdoor sector, ranging from sustainability to materials used, to digital solutions and new business models. Earlier, during an informal lunch, founders, decision-makers from major companies, and investors had the opportunity to meet and take advantage of a dedicated time slot to get to know one another in a more relaxed setting.



Flo Akinbiyi, host of Innovation Day

THE KEY PLAYERS IN INNOVATION FOR OUTDOOR

From augmented-reality ski goggles to smart ski racks, goose down recycling and cleaning, futuristic exoskeletons, and training platforms that reduce injuries, all the way to digital courses on avalanche management, Inno-

vation For Outdoor showcased a diverse and wide-ranging array of projects. It served as a forum for anyone seeking new ideas or partnerships, or for those simply curious to discover what the future holds for the outdoor industry.

Provuu (Switzerland)

Augmented reality ski goggles to improve visibility on the slopes

ANavS (Austria)

High-precision satellite navigation and tracking systems

Z-Plus/Skilok (Italy)

Smart and secure ski racks with an automated anti-theft system

Mamba (Austria)

New generations of skins for ski mountaineering, inspired by the scales of a mamba

Sustaero Solutions (Austria)

Development and production of eco-sustainable, high-performance next-generation composite materials

Untuvia (Finland)

Recycling and cleaning goose down for outdoor clothing

Arvic (Italy)

A platform for planning training programs for endurance athletes with the goal of reducing injuries

ActiveHop (Italy)

Flavored beverages designed for outdoor enthusiasts

Outzip (Germany)

Circular platform and marketplace for outdoor equipment rentals

Data Crunch (Italy)

Video analysis of events for brand recognition,



shoe counting, and real-time market data extraction

schneeWISE (Austria)

Online avalanche courses with personalized feedback from professional mountain guides

Hypershell (China)

A wearable motorized exoskeleton designed to assist leg movements and reduce fatigue

einfallsschmiede (Germany)

Consulting agency, a German creative collective specializing in the development of physical products and e-commerce launches

SORI (Italy)

A platform for finding and booking sports facilities and gyms in your area

Skiwio (Austria)

Management software designed for ski schools and providers of activities and experiences

Wish Gravity (Germany)

An app designed to help people find new friends, hobby partners, and interesting activities in their area

Forge Minerals (United Kingdom)

Advanced carbon dioxide removal solutions for industrial and biogenic emissions

PANEL PARTICIPANTS “Innovation for Outdoor – Bridging Brands, Startups & Capital”



Antonio Dus, operating partner at NUO, with Eva Ogriseg, CEO of TBA Network, members of the jury at Innovation Day

Flo Akinbiyi - moderator

Christian Schneidermeier - managing director EOG

Eva Ogriseg - CEO of TBA Network, an investment firm

Antonio Dus - Operating Partner at NUO, an investment firm

Marian Hund - CTO Sustaero Solutions



GIVING VOICE TO THE ENVIRONMENT

The Sustainability Hub has moved to OUTDOOR & ORBDAYS to establish a direct channel of communication with retailers—those with the power to raise consumer awareness

by Benedetta Bruni

When GreenroomVoice launched the Sustainability Hub in 2010, the goal was to create a space dedicated to environmental responsibility within trade shows. Where business could be organically integrated with the creation of an environmentally sustainable future—one that makes the very existence of the outdoor sector possible. In May, the Sustainability Hub took on a new challenge by moving to Riva del Garda for OUTDOOR & ORBDAYS: a new setting and a new audience, engaging in direct dialogue with retailers—the link between the two ends of the market and the key to steering the public toward potentially more sustainable choices. We spoke with Cira Riedel, co-founder of GreenroomVoice.

CIRA RIEDEL: "ALARMIST RHETORIC DOESN'T HELP"

Since its creation in 2010, how has the Sustainability Hub evolved over the years?

The Sustainability Hub was launched at ISPO in 2010 and, starting with about 12 partners, grew to attract 50 participants in a single edition: service providers, certification bodies, developers of tools and solutions, manufacturers, brands, and media outlets, becoming the go-to platform for anyone seeking to understand the direction the industry was taking. The flagship event has always been the Guided Sustainability Tour, now an institution capable of drawing as many as 80 people. It remains the format for which we are best known and the one that best captures the essence of the Sustainability Hub: an activity that brings people together around topics of discussion and makes them accessible, engaging, and applicable. We kick off these tours with a brief introduction and then guide the audience through the Hub, stopping at each exhibitor who explains how their work helps address today's challenges. We knew we were creating something from scratch with the OUTDOOR & ORBDAYS audience, who were unfamiliar with our format. Retailers come to the trade show to do business, understandably, but we must capture their attention by demonstrating that the Sustainability Hub is one of the most useful and strategic events of the entire show.

Today, are retailers sensitive to issues and challenges related to sustainability, especially in light of the new European directives? How can we raise awareness, and why is it so important to involve retailers in this process?

Larger retailers are very attuned to these issues and are increasingly using their influence to make a difference. Some are even committed to establishing common standards, such as the stores that are part of the Outdoor Retailer Climate Commitment. The situation is different for smaller businesses, which often view sustainability as an issue for larger companies rather than an immediate priority of their own. We believe that, when it comes to raising awareness, alarmist rhetoric isn't helpful, even if it raises valid points. What does work, however, is meeting retailers in person and tailoring the goals to their day-to-day reality. Retailers have enormous influence: they're the ones who decide which products to sell and which brands to support. They are the direct link to consumers: they answer their questions, offer advice, and gather feedback to pass on to parent companies. The more



Cira Riedel

prepared and attuned retailers are to environmental responsibility issues—beyond mere marketing facades—the better the service they can offer customers. And this has a direct impact on market trends. If not the most important driver, then they are at least one of the most powerful amplifiers we have for building an industry prepared for a future that protects the environments and ecosystems that allow the outdoor business itself to exist.

Why did you decide to come to OUTDOOR & ORBDAYS?

It was strategic in the best sense of the word—organic and obvious at the same time. The outdoor sector is our market and our core community. With the relocation of European Outdoor Week to Riva del Garda, it felt natural to bring our project to Italy as well and start building a new audience. The timing also felt right: we've been talking about sustainability in the outdoor sector for over 10 years now, and being able to engage with retailers through a platform designed specifically for them seemed like an opportunity we couldn't pass up.

In Riva del Garda, you also launched the daily Round Table Workshops: what is their main benefit, and how do you choose the topics?

We are strong believers in the workshop format: a roundtable for about 12 participants that combines an informative introduction with an interactive exchange of ideas. These are more intimate settings where participants truly learn from one another. Especially in these times, it becomes essential to tap into everyone's collective intelligence to tackle increasingly complex issues. This format facilitates the implementation of concrete actions, builds connections, and answers the questions that arise; for organizers, it's an opportunity to understand the market's real needs, clarify ideas, and get a firsthand sense of industry sentiment. When it comes to choosing topics, our work operates on two levels. The first concerns the educational posters, the result of in-depth research that we strive to synthesize into clear and accessible tools. This year, the focus was on the path toward a "Nature Positive" approach and navigating the European regulatory landscape. The second level consists of the workshop themes, organized into daily macro-areas. In this edition, we addressed three major areas: Biodiversity and the Empowering Consumers Directive, Social Transition, and Climate and Nature. These are the main lenses through which we interpret sustainability today: not separate compartments, but closely interconnected dimensions of the same challenge.



THE CHALLENGES OF E-COMMERCE

The conversation between La Sportiva and ESW explores how growth strategies are changing for brands in the industry, spanning DTC, wholesale, and global markets

by Sara Canali

E-commerce is one of the hottest topics in the outdoor industry, especially when it comes to international growth. How to expand while maintaining control, profitability, brand consistency, and a direct relationship with users was the concept behind the panel “La Sportiva & ESW: Unlocking Global Growth through eComm DTC,” held on May 18 in Riva del Garda. On stage, Giulio Cancelli, ESW’s senior sales director for Italy, and Jessica Genta, La Sportiva’s director of e-commerce strategy and sustainability, discussed how direct-to-consumer is redefining brand development strategies. The point, however, is no longer about choosing between DTC and wholesale. The challenge is to integrate them, ensuring they reinforce each other and help build a consistent brand experience. Using the La Sportiva case study, the discussion also highlighted the more practical aspects of international expansion, from logistics to payments, from tariffs to compliance, and all the way to localizing the customer experience. One message stands out above all: growing beyond borders requires much more than commercial ambition. It requires method, expertise, and the ability to execute. Giulio Cancelli interviewed Jessica Genta in a conversation that underscores how DTC is a strategic tool for building brand value and fostering a direct relationship with those who choose it.

DTC is often presented as a growth driver. In your experience at La Sportiva, what role does it actually play within the overall business strategy?

DTC is certainly a driver of growth, but not in isolation. For us, it means building a more direct relationship with the customer, having greater control over data, identifying trends early on, gaining a deeper understanding of the market, and expressing the brand more fully, thereby strengthening its value over the long term. That said, DTC does not replace wholesale, which remains fundamental and continues to be our primary sales channel, especially in a technical sector like the outdoor industry, where expertise, service, and local communities play an essential role. To ensure market coverage and visibility, the real change lies in the integration of the two models. We are moving toward a holistic hybrid approach, in which DTC complements wholesale, strengthening the brand’s entire ecosystem and helping to create greater consistency across all touchpoints users encounter, allowing us to be more strategic in entering and developing different markets. In practice, this involves rethinking internal processes, organization, and investment priorities. It is a transformation, not a simple channel evolution.

International expansion brings with it significant complexity. What were the main operational challenges in scaling up DTC globally?

The complexity is significant and often underestimated. It’s not simply a matter of launching an e-commerce site in a new market, but of managing multiple operational variables: cross-border logistics, local currencies, payment methods, local regulations, duties, returns, and, increasingly, sustainability requirements. One of the main challenges is ensuring consistency across different markets while adapting to local expectations. The end customer expects a seamless experience, but behind the scenes lies an extremely complex operational architecture. Another challenge is speed. Markets evolve rapidly, and brands must be able to test, learn, and scale without being slowed down by operational constraints. This is precisely where the right partnerships and infrastructure become essential: the ability to execute consistently on a global scale is what truly makes growth possible.

In this context, what role does ESW play, and what value can it bring to brands looking to expand internationally?

From our perspective, ESW plays a key role in simplifying complexity. The combination of merchant-of-record capabilities, cross-border logistics management, and localized payments—along with compliance oversight—allows us to focus on what truly matters: brand development, user experience, and building a direct relationship with our users globally. What makes the difference isn’t just operational execution, but flexibility. As a brand, it’s essential to have a model capable of evolving over time—whether to enter new markets, adapt to regulatory changes, or revise our go-to-market strategy. Ultimately, scaling internationally isn’t just about selling more, but about making the brand accessible to an ever-growing number of users worldwide while maintaining consistency, authenticity, and control over the experience. And the operating model plays a key role.

LET’S CONTINUE THE CONVERSATION

If you’re considering how to expand internationally or evolve your DTC strategy in tandem with your wholesale operations, these are exactly the challenges ESW tackles every day alongside brands. Contact ESW to learn more about how to build a scalable and flexible operating model for global growth.





ISPO IS BACK WITH THREE MILLION

The first edition, organized by Raccoon Media Group, will take place in Amsterdam on November 4 and 5 and will be preceded by a summit for industry decision-makers

by Claudio Primavesi

OUTDOOR & ORBDAYS provided an opportunity to learn about the programs of other trade shows in the sector, all in an atmosphere of collaboration and networking. So on Sunday, May 17, Mike Seaman, CEO of Raccoon Media Group—which will organize the first edition of ISPO in Amsterdam on November 4 and 5—presented the new era of the historic Munich trade show. Seaman led a data-rich workshop and, with six months to go before the event, announced the participation of more than 850 exhibitors, 280 brands, and 450 retailers. About 5,000 retailers are expected to attend, while brands that have already confirmed their participation include Rab, Bergans, Icebug, Suunto, Lowe Alpine, and Hestra. The investment to relaunch the trade show has been estimated at three million euros, covering content and benefits for buyers. The platform will feature stages for talks with industry leaders, spaces reserved for fashion shows, a podcast studio to host live sessions with voices from the outdoor world, a Peak Reality Climbing Experience, and a rail jam to transform the fair's entrance into a mini snowpark. A global marketing and PR campaign has also been planned to promote the fair, and over 40 collaboration agreements have been established with industry publications and trade organizations. Until June 30, you can purchase tickets to the fair and to attend the Leaders Summit at heavily discounted prices.

A SUMMIT FOR DECISION-MAKERS

The ISPO Leaders Summit, scheduled for November 3, is a symposium for C-level executives, founders, and policymakers designed to address the most pressing issues that will shape the future of the industry: participation, sustainability, and fair

trade. Confirmed speakers include Tom Foley, CEO of Intersport International Corporation; Hap Klopp, founder of The North Face; Avi Samtani, CEO of Amazon Sports; Laura McAllister, Vice President of UEFA; John Lacy, CEO of Burton Snowboards; and Jimmy Chin, filmmaker and mountaineer.



“It was fantastic to reconnect with the European outdoor community in Riva.

We are grateful to our partners at the European Outdoor Group for the warm welcome and for the opportunity to update the industry on the exciting next chapter in ISPO's development.”

Tracy Bebbington,
joint managing director of ISPO



ISPO IMPACT FOUNDATION

Raccoon Media Group has announced the creation of a new €1 million fund aimed at supporting environmental sustainability projects related to the worlds of sports and the outdoors. Applications for the first funding cycle will close on June 30 and are open to nonprofit organizations. The fund will provide micro-grants of €2,000 for local projects and multi-year grants of up to hundreds of thousands of euros for international initiatives. The fund is chaired by Andrew Denton, and the advisory board also includes industry brands and organizations such as Ortovox, Intersport, Salomon, Specialized, and W.L. Gore & Associates.



THE STATE OF PLAY BY IOG

NETWORKING, VISION AND COLLABORATION

The trade show in Riva del Garda featured
 the new Outdoor Network Lounge, an evolution of the traditional Piazza IOG

by the Italian Outdoor Group

From May 17 to 19, an edition of OUTDOOR & ORBDAYS took place that is sure to leave its mark. For nearly a week, Riva del Garda became the meeting point for the entire European and international outdoor community, confirming the event's central role within our sector and ushering in a new phase of growth and collaboration among the market's key players.

The numbers clearly illustrate the scale of the event: over 8,000 industry professionals from 60 countries, more than 250 exhibitors, over 400 brands represented, and 2,700 international buyers brought the 12th edition of the event to life. But beyond the statistics, what was most striking was the energy that filled the pavilions, exhibition areas, and networking spaces.

The 2026 edition marked a particularly significant milestone thanks to the European Outdoor Group's involvement in organizing the trade show and the launch of the first European Outdoor Week. This strategic move helped further strengthen the event's international scope, responding to a long-standing market demand: to create a meeting place capable of representing the entire European outdoor ecosystem.

As Italian Outdoor Group, we have been a steadfast supporter of this initiative from its very inception, working alongside MagNet over the years to foster the event's growth and helping to establish a platform that today serves as a key reference point for companies, distributors, buyers, and industry professionals.

As part of this initiative, the traditional Piazza IOG has evolved into the new Outdoor Network Lounge, created in collaboration with the Scandinavian Outdoor Group (SOG) and Outdoor Sports Valley (France). A networking space that has established itself as one of the event's most popular spots: a dynamic, international meeting place where companies, buyers, media, and industry professionals could come together, exchange ideas, and develop new business opportunities. The collaboration between European associations has clearly demonstrated just how essential it is today to work as a team to give strength and vision to our sector. During the three days of the fair, the Lounge hosted nu-



Vittorio Forato, Vice President of IOG

merous networking events. Among these: the Outdoor Groups Breakfast, a breakfast where the Italian, Scandinavian, and French associations presented an analysis of their respective markets and key outdoor trends; the Aperitivo hosted by IOG, SOG, and OSV, organized at the end of the first day to foster relationships among members from the three countries; and the International Buyers Welcome, organized in collaboration with the ICE Agency and MagNet to welcome foreign industry professionals attending the fair through the international incoming program.

On Monday, May 18, the Italian Outdoor Group also held its annual meeting, an important opportunity for member companies to discuss current activities and the challenges facing the sector in the coming months, underscoring the value of increasingly active participation in the association's activities.

The National Association Meeting, organized by the Italian Outdoor Group in collaboration with the European Outdoor Group, was also particularly significant. The meeting brought together the leading European outdoor associations—including those from Scandinavia, France, Germany, Spain, and Poland—to discuss strategic issues such as the future of trade shows, market data analysis, and the development of joint projects. This valuable opportunity for dialogue highlighted how the future of the outdoor sector increasingly depends on the ability to build networks, synergies, and joint initiatives across national borders.

If there is one message that this edition of OUTDOOR & ORBDAYS leaves us with, it is that the value of relationships remains an essential element for the sector's growth. In an ever-changing economic landscape, direct dialogue, networking, and the sharing of visions and projects remain fundamental tools for addressing market challenges.

OUTDOOR & ORBDAYS has proven itself to be the place where all of this comes together. It is not just a trade show, but a European platform for networking, dialogue, and development for the entire outdoor industry.





We gathered feedbacks from several member companies exhibiting at the fair, which were at the heart of an edition that reaffirmed our industry's dynamism and innovative ability

LA SPORTIVA

"The new scale achieved by OUTDOOR & ORBDAYS and European Outdoor Week marks a significant step forward, strengthening the event's role as an international benchmark for the outdoor industry. A concrete opportunity to discuss strategic industry issues and a genuine gathering for the outdoor community, where product innovation and field testing foster dialogue, connections, and inspiration. For La Sportiva, it was an opportunity to showcase the brand's evolution and present its innovations in a context that is increasingly relevant to the market."

Vittorio Barrasso, brand & communication manager

DOLOMITE

"The experience at OUTDOOR & ORBDAYS was definitely positive; there was a truly impressive turnout over all three days, with high-quality meetings involving Italian and international participants, confirming the growth and strategic value of the event. Special praise goes to the Italian Outdoor Group's Lounge area, which succeeded in offering a welcoming and professional environment, ideal for high-level networking."

Cristina Bonora, head of marketing

MARSUPIO

"OUTDOOR & ORBDAYS 2026 saw strong international growth, thanks to the presence of new B2B operators and foreign distributors. The trade show allowed us to develop promising contacts and engage with a qualified audience genuinely interested in our products. The Outdoor Network Lounge was also very positive, confirming itself as an important hub for networking and professional meetings. There are still some organizational aspects that could be improved, particularly in terms of logistics and managing visitor flow across the different days."

Mary Fusco, general manager

MONTURA

"This year's edition of OUTDOOR & ORBDAYS was undoubtedly a great success. We saw significantly higher attendance than in previous years, particularly among international operators and industry professionals. From an organizational standpoint as well, the event seemed well-structured and efficient to us, while the Outdoor Network Lounge made a tangible contribution to increasing networking, foot traffic, and opportunities for meetings. The feeling is that the trade show now has all the potential to establish itself as a true international benchmark for the outdoor sector."

Denis Lunardon, sales director



MUCH MORE THAN AN AGENCY

Thanks to its relationships with parent companies and the development of a Business Intelligence platform, B-Factory is evolving into a strategic partner for international outdoor brands

by Sara Canali

The trade show in Riva del Garda has become a hub where global brands, distributors, and new market strategies come together. For B-Factory, a distribution agency based in Lissone (MB), the 2026 edition marked a further leap in quality, featuring direct involvement from parent companies and new digital tools to support decision-making. This evolution aligns with the growth of the Brianza-based company, which has evolved from a simple sales agency into a true strategic partner for international brands. We spoke with Pietro Colturi, founder and CEO of B-Factory.

How did this year's trade show go, and what did it mean for B-Factory?

The fact that the Riva del Garda trade show has become increasingly international has given us the opportunity to collaborate with brands in a much more structured way. In previous years, management was primarily Italian, whereas this year we worked side by side with headquarters, raising the quality and organizational standards of our presence at the fair.

Can you give me a few examples?

In the case of Rab, the brand decided to invest in a prominent area with a booth designed by its European headquarters. B-Factory was fully involved in the design, assembly, and launch of the entire project. With Osprey, however, the collaboration was even more comprehensive. During the event, they also organized the summer meeting, and we collaborated on every aspect of it. For the other brands in our portfolio, the approach was more traditional. This was the case, for example, with Endura, a brand not specifically designed for this type of trade show but which, thanks to a collection increasingly geared toward versatile bicycle use, chose to be present. Finally, excellent synergy as always with Crazy and NNormal.

Would you say it was a "joint effort" between the parent companies and B-Factory? How did you work together, and what added value did you bring?

Absolutely. A trade show of this caliber involves many stakeholders, especially corporate marketing departments, and requires constant coordination. We organized weekly meetings to ensure we were as prepared as possible. For us, it was a stimulating challenge because it

raises the bar for our work and collaboration. It's also a source of pride to see our credibility recognized. Our parent companies have placed great trust in us and, in some cases, even given us carte blanche in operational and strategic management.



Among the new features introduced by B-Factory is a new system based on artificial intelligence. What is it?

This is a Business Intelligence platform that allows us to track everything that happens season after season for each brand. As an agency that manages multiple brands, we don't have access to the proprietary software used by individual companies, which is why we developed a BI platform capable of collecting and organizing all market data. The system analyzes sales figures, regions, provinces, sales representatives, retail locations, and brand performance. It is a tool we are very proud of and one that is also generating interest among parent companies. We also have a history spanning over thirty years: from 1995 to 2026, we have been collecting data on our brands, customers, sales representatives, areas of expertise, and geographic mapping of the territory. By integrating this data with AI-based connectors, we can gain an extremely in-depth understanding of the Italian market. This allows us to identify developments, trends, and geographic areas with the greatest growth potential.

It is a tool that offers significant added value. What will the next steps be?

Advances in artificial intelligence will allow us to directly connect data from our parent companies, giving us an even more comprehensive view. Until recently, business intelligence relied on manually importing massive Excel files containing thousands of rows, which carried a high risk of human error. Today, however, data is channeled and managed in an increasingly automated manner.

How has B-Factory changed over the years, and how do you envision its future?

Until a few years ago, we did very traditional work, but today our agency uses completely different tools. Even seemingly simple tasks, such as organizing sales visits and reports, have become more automated. Our employees now have access to professional tools that are far more advanced than in the past. I believe that an agency like ours must continue to integrate all the possibilities offered by automation and artificial intelligence. This means increasing productivity and freeing up time to focus on activities with higher added value.

Precision Lightness Comfort

Croda BOA^{GTX}
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RUNNING TO BREAK DOWN BARRIERS

The Kilian Jornet Foundation, It's Great Out There Coalition, and REMOOVE are joining forces to promote a more inclusive and responsible outdoor culture

by Manuela Barbieri

Running as a platform to connect people with environmental and social challenges and reflect on how sports can drive positive change. This is the idea behind Running Minds, an initiative created by the Kilian Jornet Foundation (KJF), which, for the first time, right here in Riva del Garda, on May 18, launched a special edition in collaboration with the It's Great Out There Coalition (IGOT), a European association committed to promoting a more inclusive and responsible outdoor culture.

THE ROLE OF REMOOVE

During the event, Mattia Bonanome of REMOOVE presented the company's mission: to bridge the gap between accessibility, barrier-free environments, and outdoor experiences. At the NNormal booth, participants had the opportunity to learn about various solutions for inclusive mobility, including the Joëlette Adventure, adapted bicycles, and the XROVER postural stroller. The experience then moved outdoors, where participants took part in an inclusive trail activity using the Joëlette and the XROVER stroller, taking turns in the roles of puller, pusher, and passenger, thus allowing everyone to experience different perspectives on mobility and accessibility. Along the route, three discussion sessions prompted reflection on the themes of accessibility, social sustainability, and participation in outdoor activities. The conversations explored the visible and invisible barriers that people with disabilities may encounter, highlighting the differences between urban environments and natural trails. Participants also reflected on how cultural barriers, cognitive biases, and preconceived notions can often be more limiting than physical obstacles. The activity demonstrated how shared experiences in nature can foster empathy, strengthen a sense of community, and inspire more inclusive approaches to sports, leisure, and participation in outdoor activities.



“What I found most inspiring was not just sharing REMOOVE's work, but hearing the perspectives of participants from different countries and cultural backgrounds. Accessibility is often treated as a technical issue, but this experience showed that it is first and foremost a cultural issue. When people have the opportunity to experience different forms of mobility and reflect together, barriers become visible, empathy grows, and new possibilities open up. Creating accessible, meaningful, and shared outdoor experiences is one of the most effective ways to build stronger, more inclusive communities.”

Mattia Bonanome, REMOOVE

THE CADI TEST BY NNORMAL

Participants had the opportunity to test the NNormal shoes, the first model from the brand founded by Camper and Kilian Jornet, designed for a broad audience and intended to make trail running more accessible and inclusive. The focus is on comfort, balanced cushioning, a wider fit with a spacious toe box, and a minimalist design that prioritizes functionality. Cadi is also available in women's-specific versions, featuring dedicated volumes, sizes, and colorways designed to better adapt to the anatomy of the female foot.

**WANT TO KNOW
MORE ABOUT
CADI
BY NNORMAL?**



Download Running Magazine 02_2026 and read the article on page 41 of the "Trail Special"

IN RIVA DEL GARDA, TRAIL RUNNING FOUND ITS GROOVE

Merrell brought the new Agility Peak 6 to the trails of Garda Trentino. Participants to the test run also wore technical socks by BV Sport

On the afternoon of Sunday, May 17, as part of OUTDOOR & ORBDAYS, the Agility Peak 6 took center stage in a trail running test led by Merrell and Vibram technical representatives on the trail leading to Tenno Castle in Riva del Garda. An experience designed to allow participants to test the shoe's comfort, stability, energy return, and adaptability to different types of terrain firsthand in the field.

The Vibram Megagrip outsole with 5-millimeter Traction Lug technology helps ensure safety and performance; it is designed to provide superior grip and consistent traction even on wet, rocky, or unstable surfaces, while also improving push-off on gravel and loose terrain. But the Agility Peak 6 isn't just about protection: when you wear it, it feels like a smooth run, with more natural transitions even when the terrain becomes particularly technical or uneven.

In addition to the Agility Peak 6, participants also wore BV Sport technical socks, specifically the Run Marathon Collector and Trail Ultra Collector models. Manufactured in France, both models feature a 3D anatomical sole that enhances grip and comfort, 360° stabilizing support for greater foot support, and targeted reinforcements in the most sensitive and stress-prone areas. The breathable fabric also helps ensure ventilation and freshness during every phase of the activity.



**WANT TO LEARN MORE
ABOUT THE MERRELL
AGILITY PEAK 6?**

Download Running Magazine 02_2026 and read
the article on page 36 of the "Trail Special"



THREE TESTS IN ONE

Mammut, in partnership with Bauerfeind and Out Of, organized a trail running experience together with athlete Anna Hahner

During the trail running experience organized by Mammut, participants had the opportunity to try out the Aenergy 2026 collection. This line is designed for various trail running styles and distances, all united by a single goal: to ensure fast and safe movement on mountain terrain. Also present at the event was German long-distance runner Anna Hahner, who, along with her twin sister Lisa, represented Germany in the marathon at the 2016 Rio Olympic Games.

AENERGY TRAIL SPEED AND AENERGY TRAIL ENDURANCE ULTRA LOW BY MAMMUT

Designed to be lightweight and agile, the Aenergy Trail Speed is ideal for fast, technical runs. Featuring an AECORE Plus midsole made of supercritical EVA foam, a Flextron PRO propulsion plate, and a Vibram Megagrip Litebase outsole, it delivers precision and speed. The Aenergy Trail Endurance Ultra Low, on the other hand, is designed to offer maximum cushioning and stability over medium-long and ultra distances, thanks to its dual-density midsole and Vibram Megagrip Litebase outsole with Traction Lug technology.

TRAIL RUN COMPRESSION SOCKS AND TRAIL RUN MID CUT SOCKS BY BAUERFEIND

Designed specifically for trail running, Bauerfeind socks provide enhanced stability around the ankle thanks to Infinity Zone X-TREME technology. Comfort zones on the forefoot, heel, toes, and instep ensure a pleasant, soft feeling while running, especially on the most challenging sections and steepest descents. The targeted compression zones in the Trail Run Compression Socks improve the efficiency of the calf muscles during long runs.



Anna Hahner



THE PIUMA SUNGLASSES BY OUT OF

Weighing in at just 16.1 grams, Out Of's Piuma is among the lightest sunglasses in the world in its category. Made from carbon fiber-reinforced Grilamid, they feature "The One" photochromic polarized lenses, which eliminate glare and automatically adapt to UV intensity. The adjustment system also allows for a customizable fit, improving ergonomics and adaptability to different nose shapes, with a secure grip even during intense sweating.

MORNING RUN, GOOD VIBES

In the darkness before dawn, 30 runners tested La Sportiva's new Prodigio 2 and Petzl headlamps on the scenic trails between Pregasina and Punta Larici

Perched on the mountainside overlooking Lake Garda, the small village of Pregasina seems almost suspended in mid-air. It is from here that La Sportiva, in collaboration with Petzl, chose to start the Morning Run on Monday, May 18, at 5 a.m. Destination: Punta Larici, along one of the most spectacular and scenic routes in the area.

Elevation gain, changes in pace, technical terrain, and long scenic stretches provided the ideal setting to "put to the test" the new Prodigio 2, the natural evolution of the Val di Fiemme brand's first model. Now even more responsive, stable, and comfortable thanks to the upper's ergonomic wrap-around system that ensures a precise and secure fit, La Sportiva's Prodigio 2 is capable of adapting to every type of terrain, from the most runnable to the most technical. This is thanks to the dual-compound outsole with 4 millimeter lugs, which ensures optimized grip on the midfoot and forefoot.

The Morning Run by La Sportiva also provided an opportunity to test Rudy Project's Astral Sphere and Turbolence sunglasses (with photochromic lenses) and four different models of Petzl headlamps. Alongside the well-known IKO CORE, NAO RL, and SWIFT RL (already available on the market), participants got a sneak peek at the new NAO LT on the trails of Riva del Garda, which will hit stores starting in August.

The experience concludes with breakfast at the crack of dawn.



**WANT TO LEARN MORE ABOUT
PRODIGIO 2 BY LA SPORTIVA?**

Download Running Magazine 02_2026 and read the article on page 45 of the "Trail Special"



A SWITCH RUN UNDER THE BANNER OF ON LIGHTNESS

From Arnedo, in the heart of Spain's La Rioja, to the trails of Riva del Garda to try out Atom shoes and Bliz sunglasses

Atom, a Spanish brand specializing in road and trail running shoes, returned to Riva del Garda this year for the second consecutive year. And it did so not only with an exhibition booth, but also by organizing, on Monday, May 18, an experience designed to let visitors experience the brand firsthand. It was a unique opportunity to immerse oneself in the world of Atom, learn more about the features of the new Terra 3—one of the flagship models of the Fluchos Group brand—and network with other retailers, media representatives, and industry professionals.

One of the most significant updates to the Atom Terra 3 is undoubtedly its reduced weight: 272 grams for the men's version and 225 grams for the women's version. The result? A more agile and dynamic run, with faster transitions and a smoother feel. The 8-millimeter drop ensures comfort and protection, both uphill and downhill. The upper

structure has also been redesigned, optimized to improve foot support without making the fit stiff. Supporting this is the Low Density Plus midsole, designed to offer balanced cushioning, effective impact absorption, and consistent stability even during prolonged use. The Terra 3 features the Atom Grip outsole with 4-millimeter lugs, designed to ensure traction and reliability on any type of terrain, from the most runnable sections to the most technical passages.

As part of the event, Bliz also brought its take on performance eyewear to Riva del Garda, featuring models designed to support runners at every stage of their

athletic activity: from those built for speed—optimized to reduce aerodynamic drag while chasing every second—to those that ensure clear vision in various weather conditions, all the way to the most versatile solutions for those who practice more than one sport, from running to cycling.



**WANT TO LEARN MORE
ABOUT ATOM'S EARTH 3?**



Download Running Magazine 02_2026 and read the article on page 39 of the "Trail Special"



Watch the reel on Instagram



A MATTER OF NATURAL SUPPORT

In an exclusive event for industry professionals, media representatives and retailers had the opportunity to discover and try out KEEN's new trail running collection

A unique opportunity to get in touch with KEEN's universe, discover or explore in detail the features of the Portland-based brand's new trail running collection, and share an authentic experience with other industry professionals. This was the spirit of the KEEN B2B Run Experience, which took place on Monday morning, May 18, along the picturesque route leading to Tenno Castle, in the hills above Riva del Garda. The run test was led by the Verona-based running crew MyPace.

An immersive product test covering approximately 6.5 kilometers with 300 meters of elevation gain, designed to put the two models that currently make up KEEN's trail running collection to the test in the field: Seek, the ultra-durable shoe that guarantees maximum comfort, and Roam, the daily trainer designed to adapt to any type of terrain. Both models feature KEEN's signature wide forefoot, designed to promote a natural foot strike and proper toe spread, thereby improving stability and control even on the most technical and uneven terrain.

The first 20 registrants received a complimentary premium running kit consisting of a T-shirt, bag, and cap, while all 40 participants received the official event jersey and a pair of RUN Marathon High technical socks by BV Sport. Designed for the most demanding runners, they guarantee optimal ankle support with every stride, protecting sensitive structures and effectively absorbing impact during the run.



"ORBDAYS has once again proven to be an unmissable event. For KEEN's debut at the Trail & Running Village, we organized a B2B Run Experience, allowing participants to test two trail models on one of the courses set up by the organizers. It was a valuable opportunity for us to connect and engage with the community, made even more special by the setting in Riva."

Sara Barbieri, Brand Manager at KEEN Italy



WANT TO LEARN MORE ABOUT KEEN'S TRAIL RUNNING SHOES?

Download Running Magazine 02_2026 and read the article on page 32 of the "Trail Special"



LET'S RUN WITH MARCO DE GASPERI

We headed straight to the picturesque ruins of the Venetian Bastion in Riva del Garda to test out i-eXe's technical apparel, wearing Merrell shoes

What made the experience even more special was the presence of athletes from the i-eXe trail team—including Matteo Anselmi from the Elite team and Matteo Gianguala from the Ambassador team—as well as Marco De Gasperi, the brand's product and performance consultant and a true icon of international trail running. His list of achievements includes six world mountain running titles, making him one of the most influential figures in the outdoor world.

The event, limited to a select group of participants, brought together 40 industry professionals who received a complimentary exclusive test kit consisting of a SIMBYOPTIX technical t-shirt, X-GRAVITY running shorts, and the new X-TALON toe socks to wear during the run.



"Every product experience in Riva del Garda, during ORBDAYS & OUTDOOR, has the power to leave a lasting impression on those who take part. When a run, a climb, or a hike manages to engage a large number of enthusiasts, the excitement is shared by everyone. This was certainly the case with the run organized with i-eXe, an Italian apparel brand that has been active in the outdoor world for over 10 years and is now increasingly focused on trail running. Testing the new technical t-shirts and latest-generation 2-in-1 shorts gave participants the opportunity to truly appreciate the benefits of the technologies used in the garments, even on a particularly hot day. The seven-kilometer route also proved to be an excellent opportunity to meet retailers from different regions and discuss, between walking and running, the needs and habits of trail runners at different altitudes and latitudes. It was probably the experience that, over all these years of ORBDAYS, has allowed me to connect and engage with the greatest number of people."

Marco De Gasperi

FAST HIKING REVOLUTION

The Furiosa BOA GTX represents the perfect blend of BOA's innovative technology and AKU's technical expertise in sports hiking

During the event on Monday, May 18, at the OUTDOOR & ORBDAYS trade show, AKU chose to put its latest innovation in the world of fast hiking to the test: the Furiosa BOA GTX. This decision was made not only to showcase the product's technological innovation but also because it is particularly well-suited to the terrain where the event took place.

It's a comfortable shoe that delivers agility and precision, designed for dynamic hiking where speed, control, and lightness truly make a difference. Its standout feature is the micro-adjustable BOA dial, which, combined with the wrap-around system on the instep, ensures a personalized fit, guaranteeing precision on any terrain, even during changes in pace or slope.

The Supercritical Foam midsole, on the other hand, provides responsive cushioning, excellent energy return, and high compression resistance, delivering consistent comfort on any type of terrain. The Vibram Megagrip outsole with Traction Lug design ensures grip and precision even on the most technical sections, while the fabric upper with welded PU film ensures lightness, durability, and additional protection on the most technical trails. The Gore-Tex Most Breathable lining keeps the foot dry and promotes breathability even during the most intense activities. The 2-millimeter polypropylene insole with die-cut EVA ensures stability and support, while the partially recycled Ortholite Hybrid footbed offers extended comfort and cushioning. Weighing just 400 grams per shoe, the Furiosa BOA GTX is designed for those seeking lightness and precision.



In the center is Vittorio Forato, AKU's marketing manager, with Andrea Schiavo on the left and Wolfgang Hell, both technical representatives



HIGHLIGHTS

- Adjustable with BOA technology
- Vibram Megagrip sole with Traction Lug design
- Breathable Gore-Tex lining
- Ortholite Hybrid insole



From left: Massimiliano Trois, SCARPA's climbing product manager, and Corrado Giambalvo, Vibram's brand technical representative

IN SEARCH OF THE BEST

SCARPA has unveiled its new climbing models for SS 26: Blackbird and Furia Air, both stemming from the iconic Drago and designed for the highest performance

On Sunday, May 17, beneath the indoor bouldering wall set by Work Less Collective, SCARPA unveiled its new climbing products for the 2026 season. These are two evolutions of the concept of performance and sensitivity born with the iconic Drago: the Furia Air, updated with functional improvements, and the high-performance Blackbird climbing shoe. In fact, both share the same shape as the model that made the Asolo brand famous: a strongly arched asymmetrical design, both at the toes and the sole of the foot. Unlike the Drago, however, the Furia Air and Blackbird offer a new fit, lightweight materials, and a more snug heel. Following the presentation, retailers had the opportunity to test the Furia Air on the wall and appreciate its grip on various holds.

FURIA AIR: EVEN MORE RESPONSIVE

Designed for intermediate to advanced use, the Furia Air returns for the 2026 season in a revamped version that stays true to its DNA: a soft, responsive, and lightweight shoe that has been a benchmark in the brand's performance segment since its launch in 2019. The main update concerns the closure system, now featuring a polymer-reinforced Velcro strap and a Z-shaped lacing pattern, designed to ensure greater



Furia Air

durability and more precise adjustment. The fit has also been updated: the foot is wrapped like a glove, increasing sensitivity and precision. Finally, the upper in the heel area is now made of microfiber paired with a TPU coating to improve abrasion resistance without compromising on lightness.

BLACKBIRD'S HIGH PERFORMANCE

A top-of-the-line offering from SCARPA, the Blackbird is ideal for tackling technical rock routes that demand the highest level of precision and control. The result of six years of research and development led by Heinz Mariacher, this model introduces to the market for the first time a 3D-printed Pebax midsole reinforced with carbon fiber: a solution that allows for more efficient force distribution across the forefoot, improving support on minimal footholds and increasing precision during the most technical moves. Blackbird thus overcomes the traditional dichotomy between stiff and soft models, offering the stability and precision typical of structured footwear while maintaining adaptability and sensitivity on the rock, allowing for longer sessions with reduced foot fatigue even on demanding routes.



Blackbird



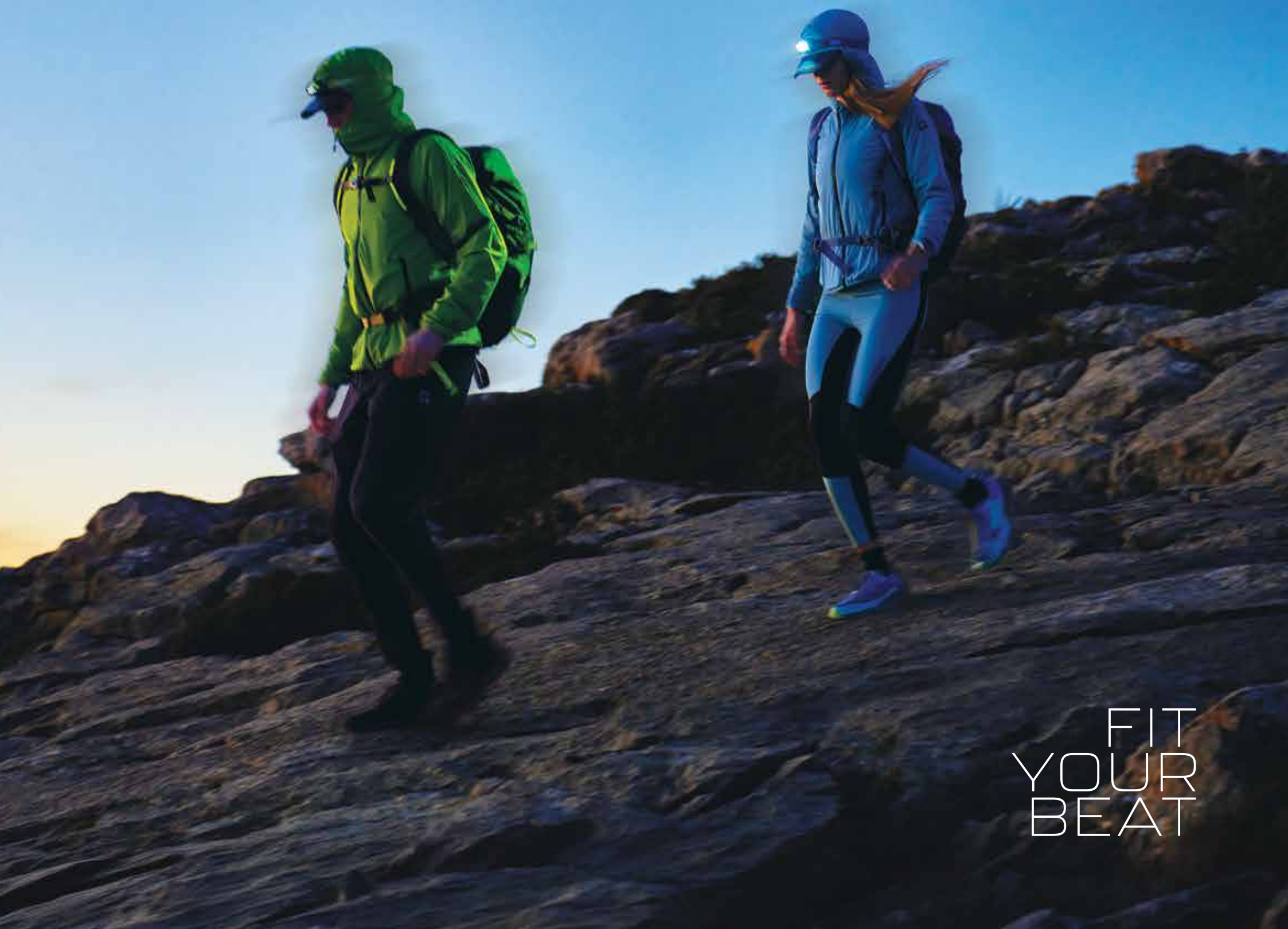
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FIT
YOUR
BEAT

TESTED ON THE GROUND

The Trekking Experience by Trangoworld was an opportunity to test in their natural setting the Spanish brand's products and more

by Sara Canali - photo by Tommaso Di Bert

The best way to showcase an outdoor product is to put it to the test in the environment for which it was designed. This is the philosophy behind the Trekking Experience by Trangoworld, one of the events that enlivened Monday afternoon at ORBDAYS & OUTDOOR 2026 in Riva del Garda, part of the European Outdoor Week program. The initiative brought together buyers, industry professionals, and enthusiasts for a roughly seven-kilometer hike along the trails of Garda Trentino, starting at the Trangoworld booth and ending at Tenno Castle. A scenic route chosen to offer an authentic setting in which to test technical clothing, footwear, and trekking poles on varied terrain and under real-world conditions. The hike was led by Alessandra Segantin, an International Mid-Mountain Guide (UIMLA) and Trangoworld ambassador, who also selected the route. "I chose the trail leading to Tenno Castle because it was the ideal route for a day with changeable weather: within just a few kilometers, it offered a wide variety of environments; the forest would protect us from the rain; and the trail, while not too long, still featured some challenging sections," says Alessandra. "The variety of terrain we tackled and the unstable weather put both the participants and the tested products to the test. We set off in the sun, sweating, and before long the wind picked up, the temperature dropped, and it started to rain. The T-shirt's breathability and quick-drying properties proved essential in preventing participants from staying drenched in sweat or feeling too cold. Some customers also appreciated the water-repellency of the hiking pants when the rain came," concludes Alessandra.

MALMO DF PANTS



The trekking experience provided an opportunity to test the new MALMO DF Pants from Trangoworld, a pair of pants for mountaineering, demanding treks, and technical mountain activities. Weighing just 340 grams, these technical pants are designed for summer and mid-season hikes. At the heart of the garment is the Free4Move fabric, made from recycled polyamide and elastane, a four-way stretch construction that follows the body's movements without creating tension or pressure points. In terms of practicality, the MALMO DF features two zippered side pockets, thigh pockets that are easily accessible even when wearing a harness or backpack, and a zippered back pocket for storing essentials during your activity.



ALWAYS UP TO DATE



Trezeta Ravik WP



Trezeta Ravik Mid WP



Kayland Duke Lite GTX

In the footwear sector, Kayland and Trezeta contributed by providing a selection of models for testing, giving participants the opportunity to try on shoes with different features but all designed to support the hike with protection, grip, and comfort. Kayland brought the Duke Lite GTX to the field, a model designed for hiking and fast hiking on mixed terrain, where lightness, foot support, and protection are key. Trezeta, on the other hand, offered a selection geared toward light hiking and versatile outdoor use: the Ravik Mid WP, Ravik WP, and Sekai. The Ravik Mid WP, with its mid-cut construction, offers greater ankle support on varied terrain, while the Ravik WP interprets the same concept in a low-cut version that is more agile and dynamic. The Sekai is the model designed for those seeking a versatile shoe, suited to a contemporary outdoor lifestyle centered on nature, movement, and everyday life.

FIZAN COMPACT: THE ULTRA-LIGHT BESTSELLER

As for trekking poles, the Compact—one of Fizan's most iconic products and its best-selling model—was tested during the trek. The Compact stands out as one of the lightest trekking poles in the world, weighing just 158 grams. Made of aluminum and consisting of three sections (17/16/14 mm), it extends from 59 centimeters when closed to a maximum length of 132 centimeters, thanks to the simple and reliable Flexy internal adjustment system with expanders. The soft and comfortable ergonomic EVA grip is paired with a custom polyester strap, while the graphics, created using sublimation printing, ensure vibrant colors and sharp details that last. The package is rounded out by a carbide tip, two sets of 35- and 50-millimeter baskets, and practical protective caps for the tips. A blend of lightness, functionality, and practicality designed to accompany every hike on the trails.



EASY CLIMBING

La Sportiva is expanding its shoe range with the new Skwama Lite, an update to the Solution line, and the innovative HyperEZ that eliminates discomfort from the very first use

On Monday, May 18, Francesco Delladio, climbing product manager, presented the latest additions and updates to the brand's climbing shoe lineup, followed by a test session on the Work Less Collective bouldering wall to explore both the theory and practice of the Ziano di Fiemme-based company's offerings.

Among the products showcased, Skwama Lite was a must-see—a shoe designed for intermediate climbers that facilitates technical progression without sacrificing comfort, thanks to an innovative last that, while maintaining an aggressive downturn, allows the toes to remain more extended. Next up was the renowned Solution line, which will celebrate its 20th anniversary in 2027: a benchmark for high performance, the new version revamps the lacing system with a less abrasive loop, making it more customizable.



Francesco Delladio, Product Manager at La Sportiva



HyperEZ

Special mention was made of HyperEZ, a true revolution in climbing comfort. In its ongoing quest—driven primarily by real-world experience—to bring more and more people to climbing, La Sportiva has opened the door to new climbers with a shoe that doesn't deter them with the foot pain typically associated with the sport. HyperEZ offers pain-free performance right from the first use thanks to a design with generous vol-

ume in sensitive pressure zones, ensuring control and responsiveness without constriction. The padded, cushioned collar—comfortable even when walking—supports movement progression from 4 to 6 routes and boulders, along with a rubber heel cup that offers exceptional stability during heel hooks. The patented SenseGrip midsole with soft EVA compresses under pressure, improving grip and security on footholds. Versatile and intuitive to wear, the HyperEZ supports the learning of basic climbing techniques by eliminating the annoying break-in period of a first pair of climbing shoes.

EVERYTHING FOR THE VERTICAL WORLD

Skylotec Outdoor presented the new additions to its SS 27 collection designed for technical mountaineering and climbing, also organizing an experience to allow participants to test its products in the field

The Rio Sallagoni via ferrata is one of the most scenic in the Garda Trentino area. And that is precisely why Skylotec Outdoor decided to organize its via ferrata experience here, allowing dealers and industry professionals to test three products from the line dedicated to vertical activities—already part of the current collection and carried over into the SS 27 line—in the field. An opportunity to evaluate their comfort, practicality, and performance in a real-world setting, featuring equipped passages, rock faces, and exposed sections.

GINGER

Designed for via ferratas, indoor climbing, adventure parks, and rock climbing courses, Ginger is a harness that prioritizes comfort, versatility, and ease of use. Its distinctive feature is the innovative sliding bridge that keeps the belay loop centered at all times, ensuring an optimal fit regardless of the user's body type. The harness is fully customizable thanks to three lightweight alloy buckles that allow for precise adjustment of the waistbelt and leg loops. Available in a single adjustable size, it weighs approximately 350 grams.

GALAXY 2.0

The Galaxy 2.0 is a versatile helmet designed for outdoor activities such as climbing, mountaineering, and via ferratas. Its hybrid construction combines an impact- and abrasion-resistant ABS outer shell with an EPS liner that enhances impact absorption from multiple directions. One of its standout features is the extensive and well-distributed ventilation system, designed to promote temperature regulation even on the hottest days or during



prolonged activities. The rear adjustment system allows for a quick and precise fit, while the removable and washable interior padding enhances comfort and functionality.

AVERENT

Averent is a via ferrata set designed to offer safety and ease of use. The system incorporates a progressive lacing energy absorber (EAS), which reduces the impact force in the event of a fall through controlled braking. The ergonomic double-lever carabiners make it easy to clip in and out of the cable even while wearing gloves, while the 180° anti-misclip system helps prevent incorrect connections. The kit is completed by an integrated rest loop, useful for lightening the load on the most challenging sections of the route.

THE PROBLEM IS THE SOLUTION

Thanks to Rematrix, Reju, and Patagonia, circularity in the textile industry has made its way to the European Outdoor Week

It takes millions of tons of resources to produce millions of tons of clothing. Every day. And only 1% is recycled. This fact alone should be enough to understand the importance of the end-of-life cycle of the jackets, sweat-shirts, and tracksuits we use to practice our beloved outdoor sports. It's not just a matter of sustainability, but first and foremost of shared responsibility. From the brands that produce technical apparel to the people who wear those garments.

Everyone needs to do their part. And that is precisely the powerful message that was conveyed during European Outdoor Week thanks to Rematrix, Reju, and Patagonia. Everyone could bring in their worn-out outdoor gear, and if possible, Patagonia repaired it for free at the Worn Wear mobile repair shop. Otherwise, they could be left in designated bins, and after processing, Rematrix collected them, while Reju will regenerate them, transforming them into secondary raw materials for new garments. Two bins were placed inside the ORBDAYS & OUTDOOR trade show, while a third was at the Activation Days village in the Giardini di Porta Orientale. "The problem is the solution." This is the message on the bins for collecting unusable clothing. Because Rematrix, a Vicenza-based consortium that supports companies in the proactive management of end-of-life textile waste, and Reju, a material regeneration company with an interna-



tional team of experts, share a clear goal: to build a system in which textile waste does not exist. The first step is the polyester produced by Reju at the Regeneration Hub Zero in Frankfurt: made entirely from garments destined for incinerators or landfills, it is fully traceable and reduces CO₂ emissions by 50% compared to traditional production.

BUILDING AN OFF-ROAD IDENTITY STARTING WITH THE ATHLETES

In Riva del Garda, Joma chose a high-profile platform to outline a key phase of its strategy: strengthening its presence in the running sector and, in particular, expanding into trail running with a well-structured and authoritative initiative

The brand presented its new collection to industry professionals, featuring the revamped TR line with updated designs, colors, and technical features. New materials—including the new JOMA GRIP sole compound—a fresh product concept, and a positioning increasingly focused on performance mark what the company describes as a true evolution of its trail running lineup.

But the highlight of the event was the official debut of the first Joma Italia Trail Team. This project was conceived with a focus on continuous development; it was launched last season with Sofia Toniolo and Francesca Rusconi and has now entered a new phase. The team consists of Caterina Stenta and Luca Merli, both of whom are also part of the international team, along with Sofia Toniolo, Camilla Rizzardi, Francesca Rusconi, Marco Zanga, Roberto Cassol, and Italo Cassol.

Eight athletes, eight distinct personalities, and just as many ways of experiencing the mountains and competition—yet all united by a competitive spirit, passion, and a sense of belonging. This is precisely one of the elements Joma is focusing on to build credibility in the trail

running segment: not just the product, but a local presence, involvement in events, and a group of ambassadors capable of representing the brand both on and off the course.

The decision to present them in Riva del Garda was no accident. The event's new international format offered the brand an ideal opportunity to showcase the project to retailers, industry professionals, and the media. And the weekend immediately yielded concrete results on the course: at the Garda Trentino Trail, Italo Cassol and Marco Zanga took first and second place in the 30 km race, while Francesca Rusconi claimed the women's victory over the same distance. The athletes were wearing the TR7 and TR6 models. Italo Cassol also raced on Sunday, taking third place in the fastest race while wearing the TR9. Gianni Poli, winner of the 1986 New York Marathon and creator of the Cortina Dobbio Run—an event for which Joma will be the new technical partner—was also present in Riva. This marks another step in a strategy that views trail running not merely as an extension of the product line, but as a foundation upon which to build identity, presence, and credibility.



On the left, Marco Piccolo, trail category manager, who introduced the team: Sofia Toniolo, Italo Cassol, Luca Merli, Roberto Cassol, Marco Zanga, Camilla Rizzardi



Marco Piccolo, Joma Trail Category Manager

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A person is sleeping on a white bag, wearing a green jacket and a yellow hood. Blue ropes are coiled around the bag. The person's head is resting on the bag, and their hands are tucked into their pockets. The background is dark, suggesting a night scene.

Good night, sleep tight.

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