

SPRING 2016 • A FORMULA4 MEDIA PUBLICATION

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embracing
sport lifestyle
trends

key pieces
for the
workout

PREMIERE
ISSUE

**the retailer's
guide to yoga**

participation trends
the yoga lifestyle

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footwear
sneaker
sizzle



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Lukka Lux is an activewear brand with roots in NYC offering high-end fashion activewear and athleisure apparel.
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TR&FE4W Booth #700
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sportstyle

NOTES

Athleisure is a curious word. It doesn't roll off the tongue and doesn't do justice to the trend that captures the way consumers dress and indeed live in today's world. We believe "sportstyle" is a more accurate, more poetic description. Sport because the apparel performs in any athletic setting. And style because modern workout wear has never looked better. It has a taste level and design integrity that makes the apparel suitable for almost any leisure occasion. In fact, workout apparel may be breaking through to the next frontier. Our hometown newspaper *The New York Post* recently ran a story showing how employees at Manhattan creative companies were wearing Yoga pants to work and reported that they were happier and more productive.

We're currently living through the biggest expansion in the active category since the original sportstyle boom in the 1970s. Back then, there was a shortage of merchandise for retailers. At one point, executives at some of the larger stores famously wooed key brands by taking them to dinner to insure they'd receive deliveries.

Today, there's no shortfall of merchandise for retailers and no shortage of choices for consumers. That's one of the reasons we decided to publish this magazine: to help retailers navigate the abundance of choices available to them by learning about key trends in the marketplace, new brands and how other retailers are making sense of it all.

Our efforts extend into trade show and conferences as well. Our parent company, Formula 4 Media, produces The Running Event, which over the past five years has been named

one of the Fastest 50 Growing Trade Shows in the country by *Trade Show Executive* magazine. This June 9th and 10th, we will produce the third edition of The Running & Fitness Event For Women at McCormick Place in Chicago. This event will bring together a curated group of brands and retailers in a lively setting that will feature great speakers such as Robyn Waters, the former VP of Trend for Target stores, and Tess Roering, who was on The Gap's launch team for Athleta, and is now CMO of CorePower Yoga.

These speakers will share ideas on today's active female consumer—and most importantly why, where and how she'll shop in the coming year. The trade show will feature a curated roster of brands that includes some of the biggest athletic footwear and apparel brands in the world as well as a selection of innovative fashion activewear companies, with which you may not be as familiar, but would certainly add to the excitement on the shelves of your stores and the closets of your shoppers. You can learn all about the event (and register to attend) at www.therunningandfittesseventforwomen.com

If you have any other questions about this event, please contact Beth Gordon at bgordon@formula4media.com

We hope you enjoy premiere issue of *sportstyle*. If you have any feedback on this publication, please contact Mark Sullivan at msullivan@formula4media.com or Jeff Nott at jnott@formula4media.com.

Mark



On the cover: TLF Apparel is a premium women's and men's athletic and athleisure brand known for bright colors and eccentric details. The brand's retail prices range from \$50-\$100.

the business of yoga

By Leslie George

The statistics indicate that yoga is a growing market. No less than \$27 billion a year is spent on yoga classes and gear—up 88 percent from 2008. This growth is fueled by at least 20 million Americans who practice yoga, according to a *Yoga Journal* study.

The Sports and Fitness Industry Association (SFIA) reports that yoga has not only become one of the fastest-growing activities in the last year, but it's also one that people are adding in addition to other workouts. Forty-four percent of boot camp style cross-training participants also practice yoga. Forty-five percent of cardio kickboxing participants do yoga, as do 43 percent of tai chi practitioners.

Yoga has become a lifestyle. This is perhaps more important to retailers than any statistics. Yoga pants, which are more apt to come in muted tones and soft prints than typical running apparel, for example, have become the very definition of athleisure wear. “What’s happened is that jeans are over and yoga pants have become the new jeans,” says Joanna Feldheim, founder of the Priti Collection of yoga accessories, which makes high-end cotton yoga blankets. “When you come out to the suburbs, 90 percent of the moms are wearing yoga pants all the time, maybe with a dress or skirt over them,” she says.

“Top designers are delving into this athleisure

market too,” adds Feldheim, pointing to the Stella McCartney yoga apparel for Adidas. “Eileen Fischer and Donna Karan are also finding their little space in that yoga comfort zone,” she notes.

But yoga is more than just a fashion phenomena. The Yoga Alliance reports that the number of newly registered yoga teachers in the U.S. rose by an average of 18 percent every year from 2008 to 2014. The *Wall Street Journal* reports that more than 14,700 new teachers registered last year with Yoga Alliance, saying that industry insiders estimate that just as many people completed teacher training but didn't register as teachers.

Well-established sports apparel companies have taken note. Columbia Sportswear purchased PrAna in 2014 for \$190 million, reporting at the time that prAna's sales grew at a compound annual growth rate of more than 30 percent between 2010 and 2013, and was on pace to surpass \$100 million in 2014.

Retailers have taken note, as well. Lululemon accelerated the New York City launch of its first men's store, Lululemon Athleta – that was reportedly originally slated to open in 2016 – to open last year on Black Friday. The company, which offers video yoga classes on its website, also offers free weekly yoga classes at some store locations. +

STATS



The Wall Street Journal reports that more than

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registered last year with Yoga Alliance, saying that industry insiders estimate that just as many people completed teacher training but didn't register as teachers.



the different types of yoga

From the outside looking in, yoga can either seem super generic or incredibly complicated. While it's true that all yoga styles basically require the same gear—apparel, mat, water bottle, towel—there are nuances of different yoga lineages that are important to your customers and may be helpful for you to understand. Most yoga classes taught in the U.S. are called Vinyasa, named not for a lineage, but for a type of class. Vinyasa classes contain a sequence of postures that flow from one to another, with each transition made on an inhale or an exhale. Many practitioners choose to follow a specific lineage, even though most postures in classes everywhere come from the same root—Hatha yoga. Below, we describe some popular yoga lineages:



Those who practice yoga who earn over \$75,000 annually.

45%

Bikram Yoga

The Bikram yoga sequence is comprised of 26 yoga postures, each one done twice, in a hot room of about 105 degrees. Bikram yoga teachers are specially trained to guide students in and out of the poses using a specific dialog that is meant to maximize each 90-minute class. Students work hard. The series contains breathing exercises, standing and floor poses. The heat is used to increase flexibility and stretching and to help students develop determination and focus. The class is done with eyes opened, facing a mirror so that students can learn to focus their gaze enough to induce a meditative state, and also check alignment when necessary.



Women are four times more likely than men to participate in yoga.

41%

are under age 34.

Where it's practiced: Bikram yoga studios.

Gear and apparel: Any workout apparel can be worn in class, but most students quickly abandon any body-shyness they may have in favor of wearing as little as possible because of the intense heat. Women tend to wear shorts and yoga bras and men often just wear shorts. Tank tops and Capri length yoga pants are also worn. Other gear: Yoga mat, yoga towel, water bottles, mat carriers and bags.

Brands: Onzie, Mika Yoga Wear, Nike's Dri-Fit hot yoga apparel; Gaiam and Jade mats; Yoga Rat and Manduka yoga towels; Kulae hot hybrid yoga mat towel; Dragonfly yoga mat bag. Waterbottles: Camelback Edy, the Square (spill and leak-proof.)

Iyengar Yoga

Known as a good yoga for beginners, Iyengar yoga focuses on the structural alignment of the physical body in every yoga posture, starting small and moving through to more difficult postures over a span of months and years. B.K.S Iyengar wanted everybody in any physical condition to benefit from yoga, so he introduced props to the yoga studio—yoga bricks, blankets, bolsters, eye pillows and straps—so that students could get as much physical alignment with as little strain to the body as possible. In each class a particular sequence of breath exercises and yoga poses are taught. Each pose is held for several breaths and sometimes several minutes.



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LINEAGES

DEFINING IT



Most yoga classes taught in the U.S. are called

VINYASA

named not for a lineage, but for a type of class. Vinyasa classes contain a sequence of postures that flow from one to another, with each transition made on an inhale or an exhale.

Where it's practiced: Iyengar Yoga Studios, yoga studios who bring in Iyengar teachers

Gear and apparel: Form-fitting yoga pants or shorts and tops so it's easier to see the body's alignment.

Brands: Any major brand that makes form-fitting yoga apparel: Lucy, Lululemon, Athleta, Yoga Smoga, prAna, Alo, Adidas, Sweaty Betty, Onzie. For the accessories: Hugger Mugger cork yoga blocks, Gaiam Cork Yoga Brick, Priti blankets; Gaiam, Jade, Manduka, Sporti yoga mats and straps.

Ashtanga Yoga

Ashtanga, the mother of "Power Yoga" is a vigorous vinyasa flow meant to build "internal heat" to detoxify the body and calm the mind. The practice builds arm and upper body strength as well as flexibility. Students begin and end classes with a mantra. In the words of the late Shri K. Pattabhi Jois who brought Ashtanga to the West, the key to Ashtanga practice is the vinyasa.

Where it's practiced: Gyms and yoga studios. Ashtanga yoga studios will often offer classes in what is known as the Mysore tradition, in which students do the practice in a silent daily class (open to students who know the sequence by heart.)

Gear and apparel: Ashtanga postures require a lot of twisting, stretching and movement so students need ultra comfortable, moisture-wicking apparel that breathes.

Brands: Any major brand that makes form-fitting yoga apparel: Nike, Lululemon, Athleta, Yoga Smoga, prAna, Alo, Lucy, Sweaty Betty, Onzie. Gaiam, Jade, Manduka, Sporti yoga mats. Sahara, Yogi Toes, Yogi Earth, Kulae yoga towels. Waterbottles: Camelback Edy, the Square (spill and leak-proof.)

Kundalini Yoga

Known as "the yoga of angles and triangles," or for

those with a more spiritual bent "the yoga of awareness," Kundalini yoga classes are less athletic than other yoga styles, but still vigorous enough to make students sweat. Yoga classes are comprised of a yoga "set" or "kriya" which vary in every class. Each benefits the entire body, but also has a specific focus. Students can expect strong breathing exercises, repetitive motions within poses and mantra in each class.

Gear and apparel: Students are asked to wear any loose, comfortable clothing to class. The yoga sets can be done on mats or yoga towels; and props such as yoga bricks, and straps can be used.

Brands: Any major brand that makes soft, comfortable workout apparel: Nike, Lululemon, Athleta, prAna, Alo, Adidas, Lucy; Jade, Manduka, Sporti yoga mats. Sahara, Yogi Toes, Yogi Earth, Kulae yoga towels. Waterbottles: Camelback Edy, the Square (spill and leak-proof.)

Yin Yoga

Perhaps the most restorative yoga that exists, Yin Yoga is often referred to as yoga for the joints, not the muscles. The postures are supportive, passive and held for long periods of time so that connective tissues of the ligaments, fascia, joints and bones can stretch and be released. For anyone who thinks this is "easy" yoga be warned: the poses can be very trying due to the long duration of the postures.

Gear and apparel: Loose, comfortable clothing. Yoga sets can be done on mats or yoga towels. For props: yoga bricks and straps can be used.

Brands: Any major brand that makes soft, comfortable workout apparel. Nike, Lululemon, Athleta, prAna, Alo, Adidas, Gaiam,; Jade, Manduka, Sporti yoga mats. Sahara, Yogi Toes, Yogi Earth, Kulae yoga towels. Waterbottles: Camelback Edy, the Square (spill and leak-proof.) +



living in an athleisure world

It is no secret that people are spending far more money on workout apparel than working out. In the universe of the humble yoga pants, the stats are staggering.

According to the *Wall Street Journal* the number of people signing up for yoga in 2012 rose just 4.5 percent while the sale of yoga pants rose 45 percent in that time frame.

Analysts at Barclays estimate that the U.S. athletic apparel market will increase by nearly 50 percent to more than \$100 billion at retail by 2020; money spent predominantly by people who are not wearing the clothing to fitness centers or yoga studios.

What's so great about yoga pants? The perception is that they make everyone's backside look better. With a longer and sometimes folded-over waistband and sturdier seams made durable enough for constant stretching, yoga pants were quickly adopted by consumers as a more flattering choice than running or sweat pants, and leading athletic apparel manufacturers took note. Available today in flared or boot-cut styles – both long and cropped – and in all measure of specialized fabrics from high tech moisture-wicking offerings to organic cotton blends, the pants also come in flattering tones and non-neon hues preferred by moms for their kids' soccer games or grocery shopping.

In at least some quarters, yoga pants are replacing jeans in popularity. A recent Piper Jaffray study of teenagers reveals that not only are teens spending

22 percent more on activewear than they did in 2008, but athleisure apparel is now more popular than denim for teens. (The teens surveyed cited Nike, Lululemon, Athleta, Adidas and Juicy Couture as their top athleisurewear brands.)

The impact of yoga pant style has been so pervasive that it is now hard to distinguish between yoga pants and running or aerobics pants.

With companies as disparate as Victoria Secret and L.L.Bean manufacturing athletic bras and pants for yoga it may seem as if everyone is making yoga apparel. (According to Indix, the cloud-based product intelligence gatherers, there are 117 brands that manufacture yoga pants alone.) +



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Names that pop up on "best of" yoga apparel lists online.

- Athleta
- Under Armour
- Nike
- Lululemon
- Zobha
- Mika
- Lily Lotus
- Prana
- Adidas
- Juicy Couture
- Anjali
- Cozy Orange
- Earth Yoga
- Lucy
- Aerie
- Action Sports Brands
- American Eagle
- Zella

Designers including Calvin Klein, Stella McCartney



BEYOND YOGA

NUMBERS

beyond the demographics

Percent of people more likely to do yoga than the general population.



San Francisco

56%

Seattle

46%

Philadelphia

42%

DC & NYC

34%

Baltimore

28%

Boston

26%

Portland

23%

San Diego & Boise

21%

Most fitness activities, whether it's a daily run, a team sport or the quest to be front and center at a Soul Cycle class, require a push for excellence. In yoga, the opposite is true. While the rigors of the teachings may be challenging and specific, the goal of each class is not to be perfect, but to be present. There is no competition in a class, no comparing; no stats or personal bests. There is only the student on the mat, unwinding and letting go.

By now, the measurable health benefits of a yoga class are clear, as scientific research corroborates what many have intuitively known forever, that regular yoga practice is good for you. Studies show yoga can lower blood pressure, alleviate chronic pain, increase poor circulation, improve joint flexibility as well as help alleviate depression, anxiety and sleep disorders. Medicare has covered yoga practice in cardiac rehabilitation programs since 2012. Meditation, meanwhile, has been shown to increase cortical gray matter density in the brain, which results in reduced stress and self-centric internal "talking."

But those are just some of the "proven" benefits of yoga. Scores of yoga practitioners find themselves drawn to regular practice for more esoteric benefits, saying they use yoga to help break through emotional blocks, heal from trauma and grow spiritually. In that same vein, a textbook version of a yogi is one who not only practices the postures, breathing exercises and meditations that can be found in a typical yoga class, but who also lives by certain principles and

values, called yamas: Ahimsa, which is non-violence; Satya, which is truthfulness; Asteya, which means non-stealing; Brahmacharya, which is faithfulness and Aparigraha, which is defined as "non-greed."

We don't have statistics on "why" any of the 20 million-plus yoga practitioners in this country practice yoga, whether it's for heart health, abdominal strength, slimmer hips or spiritual enlightenment. But with yoga touching people at their cores, one way or another, it's now known that the practice is far from being a fad. And its popularity shows no signs of abating. *Yoga Journal* did a survey two years ago that found that of those polled who at that time didn't practice yoga, nearly half (44 percent) said they'd like to, making them "aspirational yogis." Industry execs believe that the business will only get bigger.

Yoga Insight

Once a customer identifies with any form of yoga, she walks into a world that can transcend other gym class offerings – or not. There are the apparel and accessories required for class, including mats, props, mat carriers and yoga bottles. (There are also the extras: like plush after-class sweaters and soft yoga socks.) And there are a hundred opportunities to delve deeper. There are books to read, teachers to follow, yoga retreats to attend; there is often a community, a diet, a discipline, as well as an ever-present opportunity to take teacher training. Or, yoga can simply be fun. And it is a \$27 billion industry. +



on the mat

Q&A WITH DEAN JERREHIAN OF JADE YOGA

Philadelphia-based Jade Yoga manufactures one of the most popular high-end yoga mats. The products are beloved by beginners and hard-core yogis alike. Sold in 1,500 retail outlets worldwide, Jade mats are made from natural rubber, a sustainable, rapidly renewable, non-toxic material. The company takes the environment seriously and plants one tree for every mat sold; they are up to about 1 million. Privately-held, the company won't reveal annual revenue but says sales have increased 23 percent from 2009 to 2014, the last year sales were available. Here, Dean Jerrehian, founder of Jade Yoga, discussed the yoga market with us.

What is the retail landscape like for Jade?

Independent yoga studios are our backbone for sales, but our mats are available at REI and online at Amazon.

How important is the small retailer for Jade?

As our mats are sold mostly by word of mouth, a small retailer, where the sales staff actually uses our product so can talk knowledgeably about it, is absolutely key. Without those people sharing their love of our mats, we never would have been successful.

For sporting goods retailers who want to get into yoga, what is important for them to know? Are there any pitfalls?

The key is to have products that you use and believe in. There are \$25 and \$75 mats on the market and if the store staff doesn't really understand the difference, it will be hard to help a consumer make the right choice so the decision may come down to cost, which is good for neither the consumer or the retailer. This is why we always offer demo mats to our retailers so they have an opportunity to use our mats, and even let the consumer try it right in the store. As for apparel, all I can say is that

there are lots of great choices out there. You have to know your clientele to know which way to go. Personally, I would stay with U.S. made goods to better ensure workers are treated better.

How can retailers develop a point of view on what direction they want to go into with yoga? Do you have a breakdown of business by apparel vs. accessories vs. mats?

As most of our retailers are studios, they will tell us that mats are key to retail. Mats likely amount to more than 50 percent of their sales. Part of this is likely because studios don't usually have the space for broad apparel offerings. With an apparel-based store, the mat may become a smaller percent of sales as there would be a wider range of apparel offerings.

Do the many different types of yoga matter when it comes to deciding which yoga gear to sell?

Other than a few obvious items—towels are important for hot yoga and props such as blocks and straps are important for Iyengar yoga—most forms of yoga really only require a mat. There may be occasions when a block, blanket, bolster or strap is used, but most studios will stock these items, so

You have to know your clientele to know which way to go.



LUCY

KNOWLEDGE



There are

\$25
and
\$75

mats on the market and if the store staff doesn't really understand the difference, it will be hard to help a consumer make the right choice.

The decision may come down to cost, which isn't good for the consumer or the retailer.

if the customer is practicing in studio they may not need those items.

How would you describe the ebb and flow of yoga gear? Is there a repeat business throughout the year for retailers?

Yoga gear does very well for holiday (easy gift item) and January ("new year, new you"). We have not had a lot of luck with general sporting good stores for the reason mentioned previously – you really need someone in the store who does yoga to explain the difference between a \$25 mat and a \$75 mat to the consumer. If you have that person, they can do great business, but if your staff doesn't do yoga, it is going to be harder. That being said, I should note that more and more athletes are including yoga in their training. In fact, last year we published a calendar that featured a number of elite athletes who incorporate yoga into their training. This includes a number of Olympic gold medalists and professional athletes.

Do you, as a manufacturer, make a distinction between the serious yoga customer (who practices 3-4 times a week for example) versus a weekend warrior-type customer who may take one or two classes a week?

No, providing the best gear we can helps both the everyday yogi and the occasional yogi – and probably makes it more likely that the weekend warrior's practice expands. I think of a yoga mat like a good pair of running shoes. Whether you run twice a week or seven days a week, a good shoe is much better than a bad shoe.

Describe the Jade Yoga customer.

Jade customers can be anyone from a beginning

yogi to a long time practitioner. Beginners often start with a cheap mat, but because a cheap mat does not provide the grip and comfort of a high quality (Jade) mat, the beginner may struggle with certain poses and find themselves worrying about slipping (or what toxic substances may be in their cheap mat), which will detract from the practice. My fear is that if a beginner starts out with a bad mat, they may not stick with yoga – but if they had invested in a quality mat, they would have enjoyed their practice more. The other key attribute of a Jade customer is it is usually someone who cares about the environment and loves that our mats are made sustainably and that we plant a tree for every mat sold. Most also appreciate the other ways we give back such as our Color Causes campaign in which for each pink, teal and saffron mat sold, we donate \$5 to breast cancer, ovarian cancer and autism support, education and research.

Where are people most often doing yoga? In their homes? In gyms? In yoga studios?

It is hard to say, but with 4-8,000 yoga studios in the U.S., my best estimate is only about 15 percent of people are practicing in studios. This leaves 85 percent in gyms and homes. That is 17 million people who don't go to studios to get yoga gear—so they have to get it somewhere.

What's the future for Jade Yoga?

As we close in on one million trees planted, we are starting to think about the next million trees and how we can continue to give back to the earth. We are always listening to our customers to find out about needs in the market and we will continue to do so. +



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SPIRITUAL GANGSTER

Spiritual Gangster is known for their fun slogan apparel. Inspired by the sun, the sea and a deep devotion to yoga, the creators of Spiritual Gangster offer the brand as a material manifestation of a sacred intent: simply put, to spread Good Vibes. Manufactured in sunny Los Angeles, Spiritual Gangster offers a complete collection of original tees and crops, sweats, maxi dresses, jumpsuits and loungewear for women, men and children.
www.spiritualgangster.com

LOLĚ

At Lolē, wellness is more than an activity. The brand says “it’s the way we Live Out Loud Every Day.”

Lolē’s feminine, functional activewear is designed to support the quest for a healthy lifestyle balancing city living, love of nature and physical movement. Inspired by urban women, Lolē creates innovative, versatile and fashion-forward collections that look as modern on the street as they do in the studio.

www.lolewomen.com



MARIKA

Marika features active and yoga wear for the fit, stylish woman who wears the collection for yoga, Pilates, running and other sport and fitness pursuits. Looks are varied so that Marika can be worn throughout the day from home to studio and various errands and activities. Fashion and function come together in this brand. www.marika.com



PRISMSPORT

The brand designs and manufactures women's activewear in performance fabrics and sophisticated prints, colors and silhouettes. PRISMSPORT activewear is designed to hold up to the toughest workouts, yet look great as streetwear, taking a busy woman through her day fashionably and effortlessly. Retail Price Range: \$52-\$158. www.prismsport.com





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Women's Participation and Activities in Health Clubs and How It Impacts Your Business

Griff Long / VP of Operations, Equinox

The Art of Tracking and Translating Trends into Sales and Profit

Robyn Waters / Former VP of Trend, Design and Product Development at Target

The Future of Shopping and the Active Woman's Path to Purchase

Tom Flierl / VP of Marketing & Business Strategy, Hanson Dodge

A Conversation with Tess Roering of CorePower Yoga

Tess Roering / CMO at CorePower Yoga

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Soybu (Soy-boo) is active fashion apparel designed for performance, style and fit to outfit every aspect of your day: Performance Styles for everyday workouts. Crossover: Transitional pieces for after workouts and life on the go. Lifestyle: Stylish activewear apparel for work or a night out. www.soybu.com





TYR

Named for TYR, the Norse god of warriors, the brand is committed to cultivating a culture of greatness, both in and out of the water. Through vision, pursuit and American ingenuity, TYR has become a brand synonymous with the athlete. From the planning stages to the production floor, everything TYR does revolves around synthesizing creativity, experience and sheer will power. For TYR, engineering the fastest, most advanced performance products is more than just a goal, it's a requirement. TYR is always in front.

www.tyr.com

TR&FE4W Booth #600

LUCY

At Lucy, women have always been at the heart of what we do. We understand the demands of her life and what she demands from the fit of her clothes. We offer a range of size and fit options to get the fit just right, with style and performance to support her active life. So although trends come and go, we continue to bring her quality workout wear that makes her feel as strong and beautiful as we know she is. www.lucy.com
TR&FE4W Booth #512



KARI TRAA

Kari Traa is the number one baselayer brand for girls in Scandinavia and Europe's fastest growing sports brand for women. The brand's selection of technical qualities and styles allow adventurous, sporty girls to find the perfect item for all types of activities on warm or cold days. Made for girls by girls. Retail price range: Tee-shirts, \$49.95-\$69.95; Singlets, \$29.95-\$69.95; Fleece, \$69.95-\$84.95. www.karitraa.com TR&FE4W Booth #813

SHAPE

SHAPE is a vibrant new activewear collection woven with all the personality and style of SHAPE magazine. Fabric innovation like 3-color glow-in-the-dark and high-performance qualities, stretch to make technology and beauty coalesce. Signature features like our flattering S-curve detail further illustrate how beauty plus innovation is our comfort zone. Pricing: \$45 - \$100
www.shapeactive.com





BELABELA

Belabela offers soulful fashion featuring Bela's hand-drawn, original art. Each design tells a story inspired by Bela's life, East-Indian roots and growing up in the west. The brand's super stylish, soulful, and comfy clothing is the perfect way to explore, dream, and play.
www.belatees.com

PRANA

prAna clothing and gear is made with intention. Since 1993, prAna clothing has been designed in Southern California with style and versatility in mind. prAna is deeply committed to mitigating the impact it has on the environment ensuring its clothing and products are made and delivered in safe, fair working conditions. www.pranacom

PUMA

For over 65 years, PUMA has been known for its performance and sport-inspired lifestyle products. Most recently, PUMA has created plenty of buzz with its partnership with Rihanna. Pictured here is Rihanna wearing PUMA's Fur Slide by FENTY, which puts a twist on the PUMA Leadcat performance silhouette worn by soccer players off the field. It has a FENTY PUMA by Rihanna sign off on the heel and footbed. www.puma.com



sneakerhead culture gets a

In 2007 Susan Boyle opened RIME's first location in Brooklyn. The sneaker and sportswear shop has become a go-to spot for women and men to find trendsetting footwear. She opened a second location on the Upper East Side of Manhattan in 2012.

Boyle's customers are looking for shoes with swag and style. It's no secret that sneaker styles from athletic brands need to deliver more than just performance for the consumer. And while the "sneak-

erhead" consumer has long been around, nowadays those sneaker-obsessed consumers are not just male. Boyle answers a few of our questions below:

Are you seeing more female sneakerheads out there?

I cater to men, but I also have a large female clientele. I don't fit the traditional sneakerhead mold - I'm a mom, older, and not a jock. Women have always been out there collecting, but the market wasn't making it for her. Most girls couldn't fit into the men's sizes. If it were for women, they would shrink it and pink it. Brands are realizing that women buy sneakers and we buy what we like.

BY SUZANNE BLECHER

SNEAKER STYLE: Women have always been out there collecting sneakers, but brands have only recently begun targeting the female sneakerhead as a legit customer.

feminine twist

Why are women becoming interested in “sneaker style” now?

The way athleisure has hit the market and fashion has come into play are important. Then there are girls who just want to wear what they like.

Which brands/styles do you think are resonating with women?

I did a collaboration with Puma and we were really surprised at how well that did. The Rihanna shoes, I can't keep in store. When I got the [Puma] Creeper, it wasn't even advertised and I sold it out in hours. I told them to send me as much as you can! My girls were in

line waiting for it. With Adidas and Rita Ora, the Stan Smith's fly out the door.

How are social media and sneaker boutiques changing the way women look at sneakers and the way brands see female consumers?

Bloggers are showing other women how to wear shoes and it's becoming a community. For me, I have a newsletter for my customers, but they always know what's coming out and the first question is, 'did they make it for me?' If she's spending \$1000 on a pair of heels for their red bottoms, if you give her something sexy and comfortable, she'll spend \$200 on it. +



SNEAKERS



DIADORA
V7000 Futurism

ADIDAS
PureBOOST X



VANS
SK8-Hi Slim Cutout

ASICS

GEL-Kayano EVO



SAUCONY

Bullet Dots

PUMA

Fierce

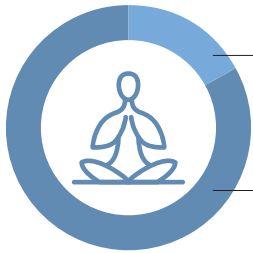


CONVERSE

All Star II Knit

yoga by the numbers

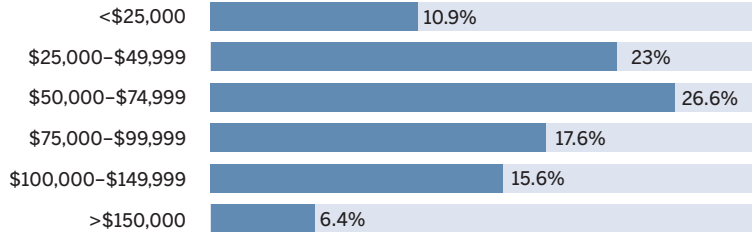
Over 20 Million Yoga Practitioners



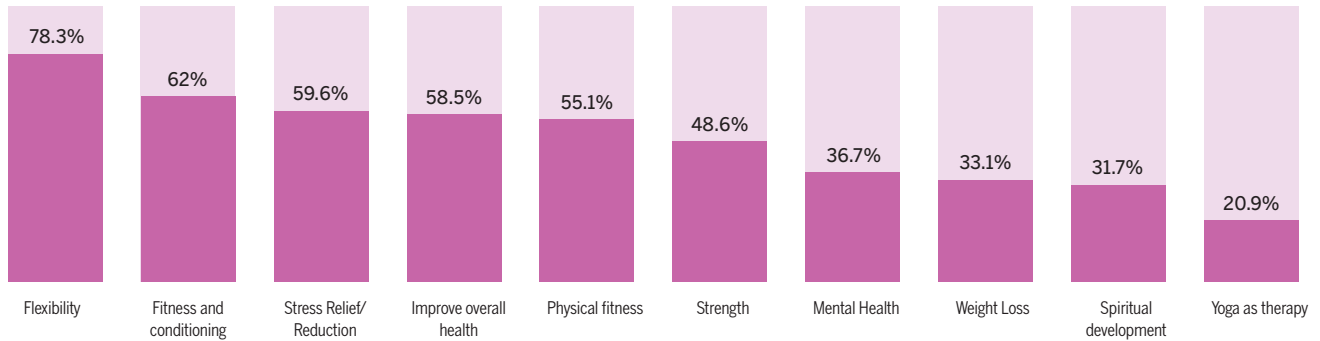
17.2 percent are men

82.8 percent are female

40% Make \$75,000+ a Year

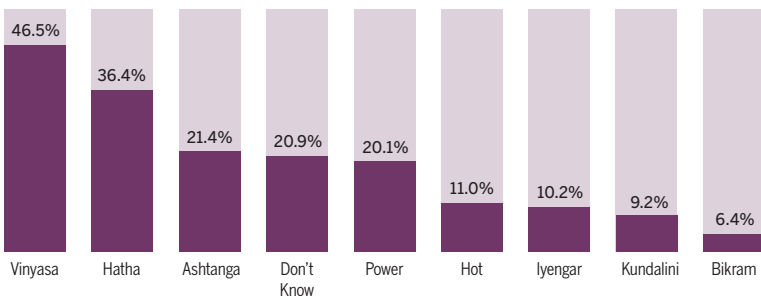


Why We Practice Yoga: The Top Reasons



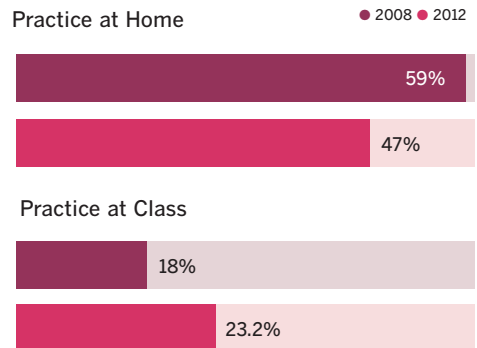
What Yoga We Practice

Nearly one-fifth of yoga practitioners don't know what style of yoga they practice. (Almost half practice what's known as vinyasa in most health clubs and fitness centers.)

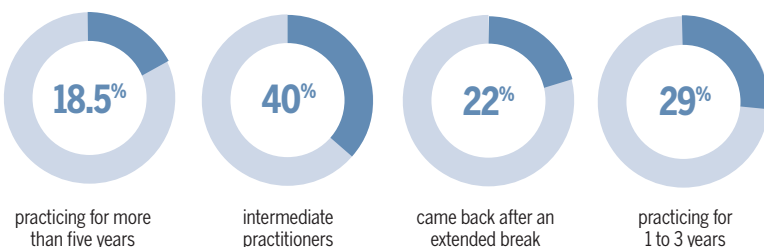


Where We Practice Yoga

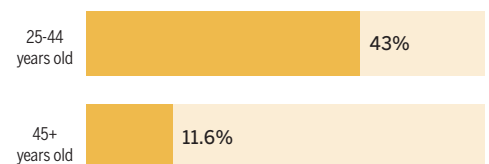
Most surveyed say they practice at home, but yoga classes at health clubs and fitness centers are on the rise.



We Are Serious About Yoga



When Practitioners Begin



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