

THE PERFECT MIX: SPORT & LIFESTYLE



SPORT

Running. Hiking. Pickleball. Tennis. Fitness. Training.

FOOTWEAR

ALL ABOUT THE RUN

INNOVATION ABOUND IN THE NEWEST PERFORMANCE RUNNING SHOES, FROM MAX CUSHION ROAD SHOES, TO LIGHTWEIGHT TRAIL PERFORMERS TO SPEED DEMONS AND SUPER SHOES. TAKE A LOOK AT WHAT'S NEW AND WHAT'S NEXT. BY CARA GREEN



BELOW: GENESIS 5
The Spring 2025, Nike's new trail runner, the Genesis 5, is a trail runner with a cushioned midsole and a lightweight upper. The shoe is designed for long-distance trail running and is available in a variety of colors. It features a cushioned midsole and a lightweight upper. The shoe is designed for long-distance trail running and is available in a variety of colors.

AIMING HIGH

Innovation, sustainability, and inclusivity lead the way in performance outdoor apparel for Fall 2025. By Mackenzie Henry



As we head into the cooler months, outdoor apparel is a hot topic for many consumers. Innovation, sustainability, and inclusivity are leading the way in performance outdoor apparel for Fall 2025. Brands are focusing on creating pieces that are not only functional but also stylish and eco-friendly. This includes using recycled materials and incorporating sustainable practices into their production processes. Inclusivity is also a key focus, with brands offering a wider range of sizes and colors to cater to a diverse audience.

SPECIAL REPORT / PICKLEBALL

10 THINGS YOU NEED TO KNOW ABOUT PICKLEBALL

BY LAURA GAINOR

The nation's fastest growing sport is taking Americans by storm and growing more every single day. With over 4 million players and permanent courts located throughout all 50 states, Pickleball is officially here to stay. There's no doubt that the sport captivates players from the moment they step foot on a court for the first time with its social yet active nature, pickleball is making a name for itself among other major sports. Have you had a chance to get out on a pickleball court yet? If not, or even if you have and we all getting to know the game, here are 10 Things You Need to Know About Pickleball.



- 1. What is pickleball?** Pickleball is a combination of tennis, badminton, and table tennis. It is played on a court that is smaller than a tennis court and is played with a paddle and a ball.
- 2. The History of Pickleball** Pickleball was invented in 1965 on Bainbridge Island, Washington, by two fathers and a son. The name 'Pickleball' was chosen because the ball's sound was similar to a pickleball used in the military.
- 3. How to Play Pickleball** Pickleball is played on a court that is 18 feet wide and 44 feet long. The court is divided into a 20-foot wide outer court and a 20-foot wide inner court. The ball is served from the baseline and must be hit over the net and into the opponent's court.

FITNESS

WIPAC NEXT.



WIPAC is a fitness brand that focuses on providing high-quality, affordable fitness equipment. Their 'NEXT' collection includes a variety of items such as resistance bands, yoga mats, and fitness trackers. The brand is committed to making fitness accessible to everyone, regardless of their budget or fitness level.

WIPAC NEW!



The WIPAC 'NEW!' collection features a variety of new styles and colors. These shoes are designed for comfort and durability, making them perfect for everyday wear. The brand is excited to introduce these new additions to their collection and hopes they will be a hit with their customers.

FOOTWEAR

Running. Hiking. Comfort. Sandals. Recovery. Sneaker Style.

ALL DAY EVERY DAY:

CHIC COMFORT GOES THE DISTANCE

Style is as important as ever for shoppers heading into 2022 — whether brand-right clips, rugged boots or sleek slip-ons, the consumer demand for chic hasn't changed. What is different? Consumers aren't interested in compromise. If the shoes don't feel right, they're not an option. Luckily, comfort brands are more than ready to deliver, with fashion-forward silhouettes packed with enough smart construction, technical materials and clever design to make these styles women will reach for, no matter what the day brings. **BY JENNIFER BRUNT BRADY**

WOODS
They do, and you'll love it without anything too heavy like Timberland boots. The chic, well-ventilated leather boots are perfect for hiking and also feature the extra grip, which is a welcome bonus for hiking.

BOOTS
The 100 Series for women from 100% is a solid and comfortable boot that's perfect for hiking. It's a great choice for hiking and also features the extra grip, which is a welcome bonus for hiking.

MOVERS & SHAKERS

Some year, new takes on the red-hot casual sneaker style have. Whether for light workouts, walks around the block, taking it on the couch or at the office, these new styles combine a cool factor to go along with innovative tech. There's comfort, cushioning, breathability, and more in 2022's trendiest sneaker offerings.

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FLYING HIGH

Highly and innovatively as ever for shoppers heading into 2022 — whether brand-right clips, rugged boots or sleek slip-ons, the consumer demand for chic hasn't changed. What is different? Consumers aren't interested in compromise. If the shoes don't feel right, they're not an option. Luckily, comfort brands are more than ready to deliver, with fashion-forward silhouettes packed with enough smart construction, technical materials and clever design to make these styles women will reach for, no matter what the day brings. **BY JENNIFER BRUNT BRADY**

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STEP INTO STYLE

Looking good and feeling good are the goals of the summer season. The perfect pair of sandals is a must-have for anyone looking to step up their style. The perfect pair of sandals is a must-have for anyone looking to step up their style. The perfect pair of sandals is a must-have for anyone looking to step up their style.

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TRENDS

Insight and analysis of key markets and categories.



IN PURSUIT OF MOVEMENT & THE WAY WE MOVE NOW

BY EMILY WALZER

More than 1 million hula hoops sold last year and a new category of jump rope influencers took Instagram by storm. Walks around the neighborhood replaced crowded boutique fitness classes and bike racks were back ordered for six months. As the pandemic upended our daily routines, changing our approach to exercise, "movement goals" became the pathway to a healthy lifestyle.



THE IMPORTANCE OF WELLNESS

WITH WELLBEING TOP OF MIND, WE EXPLORE HOW STANDOUT BRANDS HIGHLIGHT HEALTH AND HAPPINESS IN THEIR FOOTWEAR. BY SUZANNE BLECHER




RED HOT RECOVERY

THE RECOVERY CATEGORY IS EXPANDING & EVOLVING. BY SUZANNE BLECHER

When Nike CEO Terry Selman was a collegiate runner at Dartmouth in the 1990s, he would take his shoes off after a hard workout and jog or walk barefoot on the grass to recover. In 2012, Selman went on to create a brand based on that barefoot feeling, yet with added supportive shock-absorbing propulsion. Recovery products were prevalent in 2012 — supplements, socks, hydration drinks, cooling towels — but there were not a lot of footwear options. Fast forward ten years, and product is proliferating not only for runners, but nurses, teachers, production line workers and more. Today's recovery category is for everyday athletes — which pretty much means each and every person who spends a significant amount of time on their feet. This new definition has opened up a wide variety of options to explore from a slew of brands. Here's a snapshot of the newest and most innovative.



PERFORMANCE TODAY

MESSAGE RECEIVED

WHAT WE SAY WHEN WE TALK PERFORMANCE IN 2022

BY EMILY WALZER

STRATEGIES/TRENDS

In a Challenging Environment, Brands Try New Techniques to Engage the Consumer

THE ABC OF BRAND STRATEGY



CONSUMER/TRENDS

What you need to know about the group that makes up a quarter of the population.

GEN Z EXPLAINED



IN THE STUDIO: DESIGN INFLUENCERS

The force behind what's new and exciting in today's marketplace.

DESIGN / SUSTAINABILITY
Activewear Gets Color Magic with Innovative Sustainable Materials. By Suzanne Richter

GEAR GETS GREEN



When it comes to activewear, there's no question that the industry is moving in a greener direction. From recycled polyester to organic cotton, brands are finding ways to reduce their carbon footprint while still delivering on performance and style. In this special report, we explore the latest in sustainable activewear, from eco-friendly fabrics to innovative manufacturing techniques. We'll also look at how these changes are influencing the way we think about our wardrobe, and why it's never been more important to choose gear that's good for you and the planet.

Recycled Polyester: The New Black
Recycled polyester has become a staple in activewear, offering a familiar feel and performance while being kinder to the planet. Brands like Patagonia and Allbirds have led the way, showing that recycled polyester can be soft, stretchy, and durable. The key is in the manufacturing process, which uses less energy and water than virgin polyester. Look for this material to continue to dominate the market, with brands like Nike and Adidas pushing the boundaries of what's possible with recycled fibers.

Organic Cotton: A Breath of Fresh Air
Organic cotton is another sustainable option, offering a soft, breathable feel that's perfect for everyday wear. Brands like Patagonia and Eileen Fisher have been pioneers in this space, using organic cotton for everything from t-shirts to dresses. The benefits of organic cotton go beyond sustainability; it's also free of pesticides and synthetic fertilizers, making it a healthier choice for both the environment and the wearer.

Technical Fabrics: Innovation in Motion
Technical fabrics are pushing the boundaries of what's possible in activewear, offering performance and durability in a sustainable way. Brands like GORE and Polartec are leading the way, creating fabrics that are lightweight, breathable, and moisture-wicking. These fabrics are perfect for outdoor activities and high-intensity workouts, offering the best of both worlds: performance and sustainability.

IN THE STUDIO: UP AND COMING
Innovators Drive with Existing Ideas as an Opportunity. By Suzanne Richter

Incubator Innovators



When it comes to innovation, the line between idea and reality is often blurry. For many entrepreneurs, the journey from concept to product is a long and challenging one. This is where incubators come in, providing a supportive environment for startups to develop their ideas and bring them to market. In this special report, we explore the world of incubators, from their benefits to the challenges they face. We'll also look at how these organizations are helping to shape the future of business, and why they're becoming an increasingly important part of the startup ecosystem.

Benefits of Incubators
Incubators offer a wide range of benefits for startups, including access to mentorship, networking opportunities, and shared resources. They provide a safe space for entrepreneurs to test their ideas and receive feedback, helping them to refine their products and business models. Additionally, incubators often offer access to funding and other financial resources, which can be a game-changer for early-stage startups.

Challenges of Incubators
While incubators offer many benefits, they also face several challenges. One of the biggest is the high cost of operation, which can limit the number of startups that can be supported. Additionally, incubators often face competition from other organizations, making it difficult to stand out in a crowded market. Finally, the success of an incubator depends heavily on the quality of its mentors and the support it provides to its startups.

IN THE STUDIO: BACKPACKS
The Good, the Bad, and the Efficiency of Climate-Winning. By Emily Miller

Making an Impact



Recovery after a long day of work or a weekend of adventure is a common theme. One way to make that recovery easier is by investing in high-quality gear that's designed to support your lifestyle. In this special report, we explore the world of recovery gear, from massage guns to compression socks. We'll look at how these products are helping people to relax and recover faster, and why they're becoming an essential part of many people's routines. We'll also look at the latest innovations in this space, and how they're changing the way we think about recovery.

Massage Guns: The New Massage
Massage guns have become a popular choice for people looking to relieve muscle pain and tension. These devices use percussive therapy to target specific areas of the body, providing a deep massage without the need for a human touch. Brands like Theragun and Hypervolt are leading the way in this space, offering a wide range of options for different budgets and needs.

Compression Socks: Support on the Go
Compression socks are a simple but effective way to improve circulation and reduce swelling. They're perfect for people who spend a lot of time on their feet, whether they're traveling or working long hours. Brands like CEP and Sigvaris are leading the way in this space, offering high-quality socks that provide real relief.

IN THE STUDIO: BACKPACKS
Hiker Brands Continue to Push the Limits of What's Possible. By Suzanne Richter

Leading the Pack



When it comes to hiking, the gear you choose can make a big difference in your experience. In this special report, we explore the world of hiking backpacks, from the latest innovations to the classic designs that have stood the test of time. We'll look at how these bags are helping hikers to carry more gear and travel more comfortably, and why they're becoming an essential part of every hiker's wardrobe. We'll also look at the challenges of backpack design, and how brands are working to overcome them.

Technical Features: Innovation in Motion
Technical features are pushing the boundaries of what's possible in hiking backpacks, offering performance and durability in a sustainable way. Brands like Osprey and Deuter are leading the way in this space, creating bags that are lightweight, breathable, and easy to use. These features are perfect for long hikes and outdoor adventures, offering the best of both worlds: performance and sustainability.

Comfort and Support: A New Standard
Comfort and support are becoming increasingly important in hiking backpacks, as hikers look for ways to reduce fatigue and travel more comfortably. Brands like Osprey and Deuter are leading the way in this space, offering bags with advanced suspension systems and ergonomic designs. These features are helping hikers to enjoy their trips more and travel more comfortably.

STYLE INSIGHT

Product presentations in a powerful cost-effective way. If you have the image, we've got the layout.

STYLE INSIGHT

Sorbothane® Ultra SOLE
 Personalized Performance for all Years.
 The Ultra SOLE™ features Sorbothane® shock absorber, which absorbs and disperses impact energy, reducing the shock to the joints, increasing circulation and overall health, and is ideal for people with arthritis, osteoporosis, osteoarthritis, and other conditions. Sorbothane® Ultra SOLE is available in a variety of colors and styles to match your footwear. [Learn more about Sorbothane.](#)



Sorbothane

STYLE INSIGHT

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 For Total Protection
 Custom-Denier Padding
 For Total Extra Protection

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 Visit us at wrightsock.com

STYLE INSIGHT

SKECHERS



SKECHERS VIPER COURT

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STYLE INSIGHT

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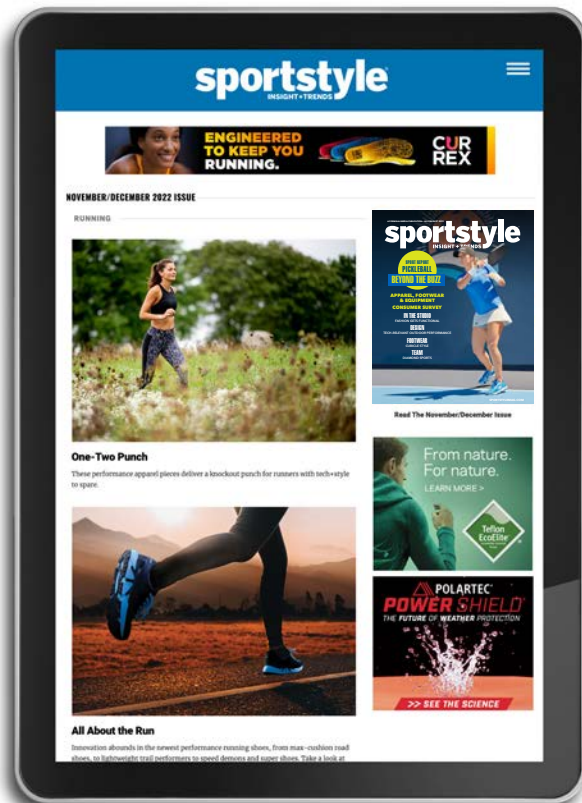
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ISSUE	AD CLOSE	MAT DUE
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MARCH/APRIL	3/30/26	4/6/26
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MAY/JUNE	5/29/26	6/5/26
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