

## THE PERFECT MIX: SPORT & LIFESTYLE







## STYLE

Active Style. Run Style. Outdoor Style. Life Style.

[illegible][illegible]

# RUN STYLE

## RABBIT

**You Run the Way You Think**  
 While it's true that the mind is as important as the body in running, you can use small performance adjustments to boost athletic ability. Long ago, the Chinese proverb said, "You are what you eat." Now, take it a step further: You are what you think. The more you think about your run, the more you'll improve. The Rabbit is a great example of this. It's a minimalist shoe with a lot of thought put into it. The Rabbit is a minimalist shoe with a lot of thought put into it. The Rabbit is a minimalist shoe with a lot of thought put into it.

## ADIDAS SPINNOVA

Eight months after Adidas announced its partnership with French textile company L'Oréal, the company has unveiled a new line of running shoes. The Adidas Spinnova is a concept of a minimalist of 17% hand-knitted fibers and 17% organic cotton. The subtle reds and oranges of the Adidas Spinnova are a nod to the company's partnership with L'Oréal. The Adidas Spinnova is a concept of a minimalist of 17% hand-knitted fibers and 17% organic cotton. The subtle reds and oranges of the Adidas Spinnova are a nod to the company's partnership with L'Oréal. The Adidas Spinnova is a concept of a minimalist of 17% hand-knitted fibers and 17% organic cotton. The subtle reds and oranges of the Adidas Spinnova are a nod to the company's partnership with L'Oréal.

28 • May 2012

adidasrunning.com | adidas.com | adidas.com

Photo: David LaRocca



**FUTURE  
FABRICS**

# A NEW DRESS CODE

INNOVATING LAYERS OF PERFORMANCE, REFINEMENT & ECO RESPONSIBILITY. BY EMILY WALZER

I used to be that kid in track in elementary school who'd wear a pair of sneakers that were so old they were a size and a half too big. I'd be the only one in the class with a pair of sneakers that were so old they were a size and a half too big. I'd be the only one in the class with a pair of sneakers that were so old they were a size and a half too big.

These factors, both performance and environmental, should both weigh in on the fabric of the modern industry. (Cue

the recent ENDS Institute report that offers statistics and strategies relating to what we're wearing and how it's made.)

Consider, for example, the fact that the average person in the U.S. owns 11 pairs of shoes. That's a lot of shoes. And that's a lot of shoes that are sitting in the closet, waiting to be worn.

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ENTREPRENEUR | MARCH 2014

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## 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 2012—whether trendlight clings, rugged boots or sleek slip-ons, the consumer demand for chic hasn't changed. What if it did? Consumers aren't interested in compromise. If the shoe 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 the style women won't want to let go. No matter what the day brings. **BY JENNIFER KENT BRADSHAW**

**CHOCOA**  
 They fit and comfortable without sacrificing any style. The CHOCOA boots have a thick, smooth leather material with two-tone laces, rugged soles for stability and a drop heel for extra height. With a sewing team behind for crafting.

**SEVO**  
 Get in and lace this day with the SEVO Chelsea boot. The design and construction make for the best fit, durability, comfort and a little edge. For long-term hard work.

# SNAKER STYLE

# LOWERS & SHAKERS

New year, new takes on the red-hot casual sneaker style trend. Whether for light workouts, walks around the block, looking for 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 2023's latest athletic sneaker offerings.



**ASICS** The ASICS Gel-Kinetic sneaker has GEL-Cushion technology and OrthoLite® soft-foam insole. Kinetic is great for long-distance athletes. See [ASICS Past insole product](#), and a [sneaker list](#).

**NIKE** The Nike Zoom Racer 5, ASICS® and iStock, casual athletic for your next run. The Kinetic model upper features both a zip and lace closure, giving you the choice of how to secure the shoe. The Zoom Racer 5 has a soft, cushioned midsole and a responsive foam sole with a wide, open design for stability.

**Adidas** Adidas® Freshly Breatheable, the Primeknit™ 4 Ultra 10000 features a mesh upper, a soft foam insole, and a wide, open design. An all-around sneaker for flexibility and style.

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(2) • [Business Daily](#) (2023)

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## RUN / FOOTWEAR

# FLYING HIGH

High-tech running footwear is going to be the most important shoe you own this year. Thanks to all the new technology, almost every shoe is able to reduce your impact on the road. The problem is that finding a running shoe seems so easy, but determining how much shock a shoe can absorb is a science. The science is becoming solid, but it takes a while to get it right. For now, making sure you're wearing tech shoes with soft cushion, shock absorbers, and energy returning properties, is one of the best ways.



### Brooks

Brooks is the only shoe, the *Brooks i-Flow*, that features the Brooks' self-cushioning technology called DNA LOFT, which allows your foot to breathe while being lightweight, responsive and stable. The shoe also has a lightweight and shock absorbing mid-sole. The *Brooks i-Flow* comes in men's and women's sizes and is available in [black/white](#).



### Asics

Asics is the only shoe that provides the maximum cushioning provided by its Gel-Insert, part of its new *Metaspeed+*. It's known as an ultra-lightweight shoe, but it's not the only shoe that's light. The *Asics i-Flow* has a 2.8mm sole height, Asics' lightest shoe that's suitable for a variety of running styles. The *Asics i-Flow* is available in men's and women's sizes and is available in [black/white](#), [blue/white](#), [blue/black](#), [white/black](#), [white/blue](#), [white/red](#), [white/grey](#) and [white/yellow](#).



### Slushes

Slushes is the only shoe that has a 100% recycled midsole. The *Slushes i-Flow* is an eco-friendly, soft midsole with cushioning that is a carbon-fiber infused knit mesh, a shock absorber, and a cushioning system. The *Slushes i-Flow* is a lightweight shoe that's suitable for a variety of running styles. The *Slushes i-Flow* is available in men's and women's sizes and is available in [black/white](#), [blue/white](#), [blue/black](#), [white/black](#), [white/blue](#), [white/red](#), [white/grey](#) and [white/yellow](#).

BY JEFFREY MAYER

slushes.com | asicsusa.com

[illegible]

**FOOTWEAR**

# STEP INTO STYLE

Looking good and feeling good – the name of the game in sandal styles for this summer and next spring. In this week of Spring ’23 sandal styling along with some current innovations, it’s sandal season renaissance in materials, uppers, fit and include tech in sandals built for a range of uses – from recovery to the trail. Its design catches the breeze.

Karen W. Brown

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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 STANOUT BRANDS HIGHLIGHT HEALTH AND HAPPINESS IN THEIR FOOTWEAR. BY SUZANNE BLECHER

**RED HOT RECOVERY**

THE RECOVERY CATEGORY IS EXPANDING & EVOLVING. BY SUZANNE BLECHER

When Telis CEO Terry Tillman 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, Tillman 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 roundup of the newest and most innovative.

**DESIGN / PERFORMANCE**

**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 Differentiate. By Suzanne Blecher

**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

Accessory Take Color Stage with Innovative Sustainable Materials. By Suzanne Blecher

## GEAR GETS GREEN



When it comes to sustainability in accessories, the most common misconception is that it's all about using recycled materials. In reality, it's about using materials that are sustainable in the first place. That's why the most innovative designers are looking for ways to create accessories that are both sustainable and stylish.

**Head Stage Accessory Take Color**

Head Stage Accessory Take Color is a line of accessories made from sustainable materials. The line includes a variety of items, including bags, wallets, and keychains. The materials used are all sustainable, including recycled plastic, bamboo, and organic cotton.

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IN THE STUDIO: UP AND COMING

Entrepreneurs Arrive with Exciting Ideas at an Opportunity Time. By Suzanne Blecher

## Incubator Innovators



Incubator Innovators is a program that helps entrepreneurs develop their ideas into viable businesses. The program provides a variety of resources, including mentorship, funding, and marketing support. The goal is to help entrepreneurs succeed in their businesses and create jobs.

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DESIGN / SUSTAINABILITY

The Good, the Bad, and the Effectiveness of Climate Branding. By Emily Weaver

## Making an Impact



Climate branding is a way for companies to show their commitment to sustainability. It involves using sustainable materials, reducing carbon emissions, and promoting environmental awareness. Climate branding can have a positive impact on the environment and society.

**Making an Impact**

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IN THE STUDIO: CROSS-FUNCTIONAL BRANDS

How Brands are Combining Climate Uncertainty with Style & Substance. By Suzanne Blecher

## Weather Report



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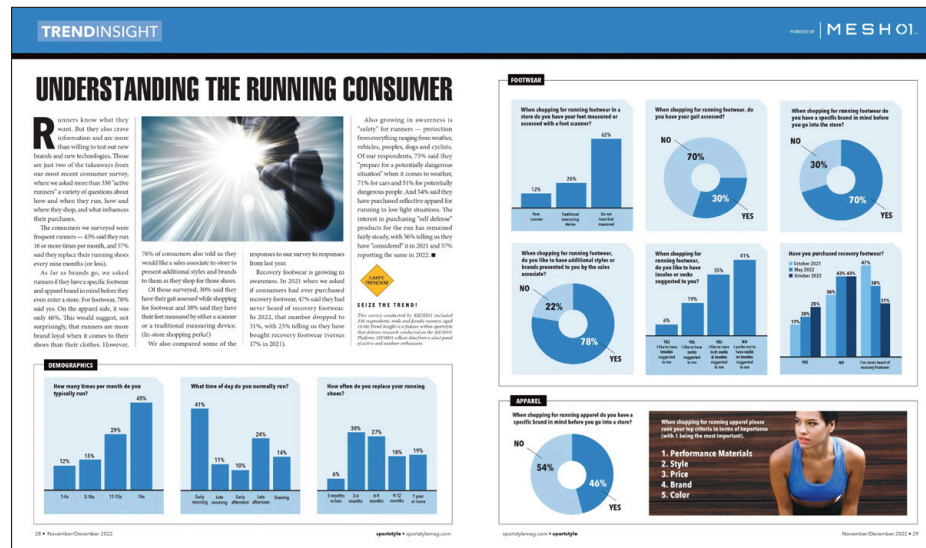
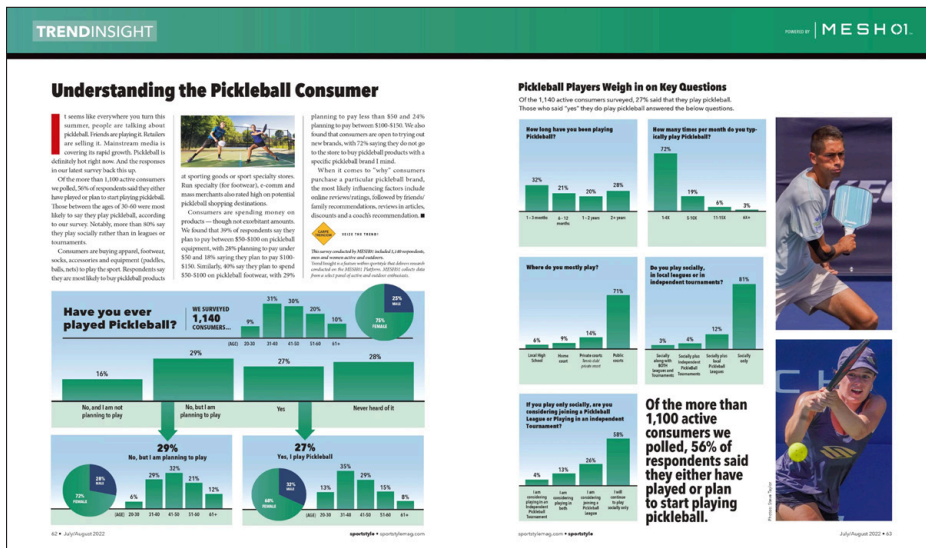
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# CONSUMER SURVEY

A snapshot of what's resonating with consumers to help inspire creative solutions.



## STYLE INSIGHT

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





## DISTRIBUTION

### Six Digital Issues.

**6X**

PUBLISHED  
EACH YEAR

**7,500+**

DIGITAL  
DISTRIBUTION

**30.7%**

OPEN RATE

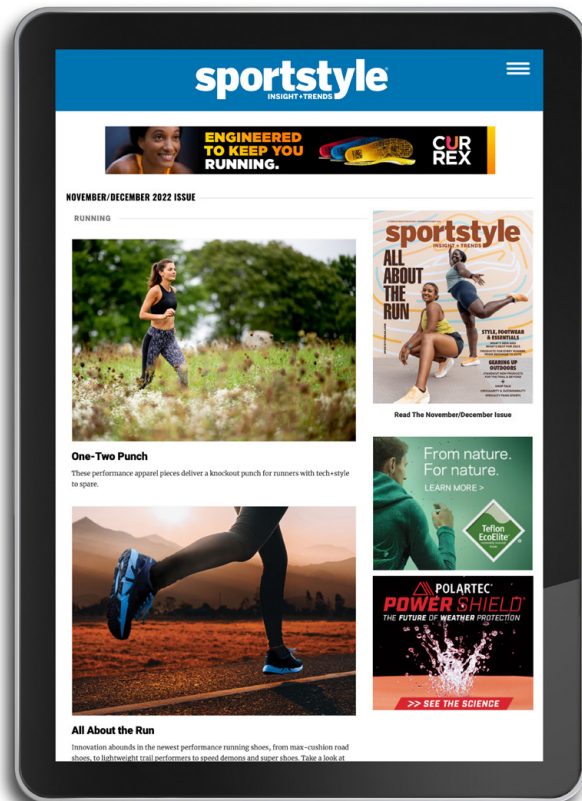
### Two Print Editions.

**2X**

PRINT  
EDITIONS

**5,000+**

MAILED  
DISTRIBUTION



May/June



November/December

## EDITORIAL CALENDAR

ISSUE	AD CLOSE	MAT DUE
<b>JANUARY/FEBRUARY</b>	<b>1/13/23</b>	<b>1/20/23</b>
<b>Outdoor Insight: Apparel, Footwear and Essentials</b> Design: Cross Functional Fabrics ▶ <b>SPORT REPORT: TRAIL RUNNING/HIKING</b>	Atlanta Shoe Market	
<b>MARCH/APRIL</b>	<b>3/10/23</b>	<b>3/17/23</b>
<b>Activewear: Fitness Apparel Trends</b> Footwear: Wellness/Walking Design: Advancing Performance Technologies ▶ <b>SPORT REPORT: FITNESS-TRAINING/STUDIO/YOGA/HOME</b>		
<b>MAY/JUNE</b>	<b>4/12/23</b>	<b>4/19/23</b>
<b>Outdoor Insight: Apparel, Footwear and Essentials</b> Design: Making Textile Recycling a Reality ▶ <b>SPORT REPORT: RUNNING</b>	Runchella, Chicago NSGA Management Conference OR Summer	

PRINT

ISSUE	AD CLOSE	MAT DUE
<b>JULY/AUGUST</b>	<b>7/7/23</b>	<b>7/14/23</b>
<b>On-Court Style</b> Footwear: Comfort Design: Modern Lifestyle Performance ▶ <b>SPORT REPORT: PICKLEBALL</b>	The iR Show Atlanta Shoe Market	
<b>SEPTEMBER/OCTOBER</b>	<b>9/14/23</b>	<b>9/21/23</b>
<b>Aprés Sports Trends: Sports Inspired by Lifestyle Apparel</b> Footwear: Sneaker Style Design: In The Studio ▶ <b>SPORT REPORT: RECOVERY</b>		
<b>NOVEMBER/DECEMBER</b>	<b>10/23/23</b>	<b>10/30/23</b>
<b>Outdoor Insight: Apparel, Footwear and Essentials</b> Design: The Age of Climate Consciousness ▶ <b>SPORT REPORT: RUNNING</b>	OR Winter The Running Event	

PRINT

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