



13-16 JULY 2016

# OUTDOOR 2 GO

THE TRENDBOOK



# the intro

## **Sustainability Trend**

The outdoor industry has become active! With sustainability top of the agenda, the debate over PFC-free, water-repellent equipment is starting to be taken seriously. Changes made by leading brands increasingly have a knock-on effect beyond the reaches of Outdoor and find a ready market, particularly among the younger generation of outdoor enthusiasts who are inclined to support eco-friendly labels.

## **Mountain Athletics Trend**

Outdoor is going all out: speed hiking & climbing, trail running, mountain biking. Next to classic mountaineering with its predominantly technical innovations, the "Mountain Athletics" theme strikes one as bold, daring and – fabulously young.

## **Trend Lounge**

The Trend Lounge brings innovations to life. Sporting a new design in the East Foyer, it invites visitors to explore materials, colour ways, textures and cuts, and find inspiration in the design of trend products. The Trend Lounge was arranged by trend scouts and fashion insiders.



## OutDoor Blogger Base

As a first this year, the international blogger scene will be reporting about the OutDoor right from the Blogger Base next to the Trend Lounge. It offers a meeting point for bloggers to network and exchange experiences, while a social media wall keeps everyone updated on the latest chat under the hashtag #OutDoorFN. This is rounded out by inspiring talks and discussion forums. More on page 52.

## Trend & Brand Shows

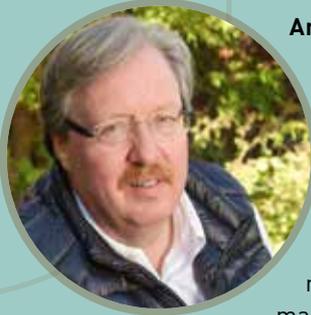
The Trend Show opens daily at 11:00, 14:00 and 16:00. Taking part this year are Allrounder, Chillaz, Fift Fivy, Jack Wolfskin, Redfox, Schöffel, Shimano, Vaude. The exclusive Brand Show by Schöffel takes place at 12:30 on the first trade fair day and at 15:00 on all other days.

## Trend Windows

Four Trend Windows take visitors on an immersive tour of the season's upcoming trends in "City Life & Travel", "Hiking & Trekking", "Mountaineering" and "Trail Running", offering information, inspiration and food for thought as well as unique trend insights.



# trend statements 1



**Andreas Bartmann** Globetrotter

The outdoor industry needs to draw on its strengths! The parameters are right, people are as keen to travel and relax in nature as they are to spend. Brands provide products that promote adherence to social and environmental standards. How retail responds to this is just sad, outdoing each other with discounts and promotions, giving 10, 20, 30 per cent – virtually on everything. You get pre-sales, mid-sales, sales bonanzas with prices slashed by up to 70 per cent. Every retailer knows this price spiral is neither lucrative nor does it cover expenses, not to mention that retailers and brands want to reflect quality. Quality is what has made us great. Competent customer advice at the POS is a critical aspect and increasingly important in order to compete with online retail. We are all responsible to make sure that outdoor maintains its quality image in order for the market to survive and to promote customer confidence. We can do this, but please, not with 20 per cent off on everything!



**Mathias Boenke** Managing Director of INTERSPORT Austria

Consumers are increasingly concerned with knowing how and where their outdoor products are made. Sustainability and “made in Europe” are now hugely important. We want to respond to this by expanding our range to outdoor products made from sustainable materials. There is an obvious change here in both industry and retail in terms of their consumer approach. The buzzword is now sustainability. Footwear, for instance, is once again increasingly made of leather – both inside and out. The leather can in some cases be traced back, as it were, to the exact cow. Outdoor apparel has become more lightweight and resilient, with colourful designs. Outdoor gear is bought not just for sport anymore, but increasingly for leisure. Consumers like to take short breaks and city trips kitted out with urban outdoor products that are

both functional, in other words, breathable, water- and windproof, as well as fashionable and casual.

**Frank Geisler** Managing Director of Ochsner Sport

The traditional outdoor market is saturated. Customers want new trends. Sustainability is a mega-trend today, with consumers picking their products very carefully. The market for sustainably made products is growing fast, driven by a number of pioneers in the sector. Public criticism and the Greenpeace Detox campaign for eco-friendly PFC-free alternatives in waterproof textiles have accelerated the issue. Urban outdoor is another major trend. People now like to wear outdoor apparel for everyday activities, products are integrated in daily life. The multifunctional parka and sports shoes are great for the commute to work. Functionality meets fashion. Products once designed for nature have now become fashionable urban apparel. "Mountain Athletics" is another important line geared towards interfacing with other types of sport and silhouettes of running and fitness that appeal to fast-forward mountaineers and trail runners.



**Markus Rech** Managing Director of SportScheck

The digital age has reached outdoor. There are groups chatting on Facebook, manufacturers link their websites to social media platforms, retailers use training videos to market their products, cabins offer charging points, and people use smartphones to share their experiences with friends. The younger generation of athletes is motivated by measuring their performance with 24/7 Wearables or GPS multisport watch. We connect this community and want to offer a meeting point. Our Outdoor-Festivals in Trentino and GlacierFestivals in Stubai are taking us in the right direction. Last year, we also started our HikingFestivals. These 12-hour walks were fully booked in no time. I believe long-distance hiking is a major new trend in outdoor. The average age of the 1,000 participants was 20 – 30 years – the outdoor world is focused on lightness, speed and colour.



# trend statements 2



**Björn Köcher**, Blogger, [www.st-bergweh.de](http://www.st-bergweh.de)

After every manufacturer has spent the last few years going all out to combine garishly luminescent colours with highly functional materials, 2017 will be the year they finally take their foot off the accelerator. People want to switch off mentally and pare back on the pressure to perform that drives our society. 2017 will be a year for closeness to nature, reduction and reflection. Reflection on our own actions: do we really need more climbing centres? Why don't we use the cliffs available to us? Reduction to what's important: why spend money on a ski lift when we can already reach the most beautiful runs under our own steam? Closeness to nature, not performance: why wear a jacket that's manufactured (and will later be disposed of) using processes that contaminate more water, release more chemicals and contribute to the exploitation of more workers than any nature lover could ever feel comfortable with? It is my hope that 2017 will be more honest.



**Holger Lapp**, Blogger, [Trampelpfadlauf.de](http://Trampelpfadlauf.de)

I wonder if trail running as a competitive sport is approaching an important crossroads. In 2017, it will have barely hit puberty and is still trying to define its limits. How much more material do we really need? How far do we take competitions in an extreme direction: higher, longer and more technical? There will still be a growing number of runners and events for athletes who want to finish as extreme a race as possible to top off their sporting CVs. This has created an unnatural quest for the fastest finish times. Old hands barely recognise themselves in this new trend. For them, it's all about running in nature – they want to get back to their roots. Trends like trail running in the city, on tarmac roads and between rows of houses, are still not an established pastime. It is and remains a sport based on running in nature. Over time, there will be more and more running meetups where members show each other cool trails and it's not about finishing first.

**Hendrik Morkel**, Photographer & Blogger

Outdoor goes digital. Anyone who uses social networks will know that more and more people love the #outdoors and this is especially noticeable on Instagram. Whenever I see this, I always get a slight negative aftertaste, since it's always the same photo of marginally different locations, which I find really boring. However, I'm thrilled that more people are enjoying their leisure time outside because: #ItsGreatOutThere! While ultralight hiking will still be relevant in 2017, glamping is also becoming more popular. Glamping stands for luxurious camping: you sleep in a top-quality cotton tent you can stand up in, cook on a barbecue, eat from a plate with a knife and fork at the table, and sleep in a comfy camp bed. This is an interesting prospect for indulgent individuals and older people alike, who want to enjoy camping without sacrificing their creature comforts. A glamping basecamp is a great starting point for a beautiful day's hiking in the surrounding area.



**Thomas Rouault**, [www.snowleader.com](http://www.snowleader.com)

In the French market, I'm increasingly seeing growth in the technical product segment, particularly in products that allow us to measure our athletic performance, e.g. watches with integrated GPS systems. Particularly on-trend watches can display your route and incline and share your data on social networks. A few urban outdoor brands have already positioned themselves to promote this trend and this is expected to continue into summer 2017. However, summer is a more complicated outdoor season than winter. I think that Urban Outdoor is not that popular due to our French mentality and way of life. You can't compare France with other European markets. Outdoor brands should reflect on their roots. We need to be careful not to drift towards ready-to-wear fashion and must remain primarily technical brands that take responsibility accordingly.



# trend statements 3



**Ralf Stefan Beppler**, Specialist Outdoor Journalist

The outdoor segment is like football. There are 80 million alleged 'national trainers' who all know the perfect plan of attack. In our segment, we have experts who can tell us exactly what trends we need to follow. Want some examples? "Outdoor must be open to new target groups", "Outdoor must be more fashionable", "Outdoor must be more urban", or "Outdoor must not shy away from virtual reality". But it's simple: nature is the real trend. Anyone who wants to change that will destroy the outdoor segment. There is no outdoor segment without going outside, leaving the city and car behind, and relying on your own strength and endurance. Outdoor means experiencing nature: the wind, the sun and the rain. The success of the outdoor segment doesn't lie in adapting it to everyday life or in staying one step ahead in the fashion stakes. Its success relies on nature and the seasons with their photos, peace and a slower pace. This must remain our guiding principle, or the outdoor segment will survive to see its demise.



**Ulrike Luckmann**, Trends-of-Sports.com

I'm impressed by how consciously younger generations are engaging with the issue of sustainability. Young climbers and mountaineers don't just talk the talk; they walk the walk. You can really sense their respect for nature. They ask brands about the manufacture and origin of outdoor products and shake their heads incomprehensibly at long transport routes and high water consumption. At the same time, they operate in the area of tension between the desire for natural materials and the demand for the synthetic functionality they need. The discussion surrounding CFC-free equipment is dear to their hearts. They have a vision of the future with a natural environment that works. The manner in which brands approach their resources, the environment and durability influences their purchase decisions. For me, this raises a critical question: why did

we not take the issue more seriously sooner? Why did Greenpeace have to stand over us and force us to change the way we think?

**Florian Schöps**, BBE Handelsberatung

Although sales are stagnating in the industry, the outdoors is the cornerstone of our society. Being active in nature, 'going outside' and travelling are – as they always have been – a top trend cutting across all age groups. Outdoor fashion is more firmly anchored in the DACH region than any other market and the IFH and BBE have forecast slightly improved sales. So far so good! However, the outdoor market is undergoing radical change. The location of brick-and-mortar stores is set to play an increasingly important role in an era of reduced footfall. The digitalisation of POS and omnichannel retail will be decisive factors in the industry's future success. Concepts must be overhauled and customer values must be questioned. Each retailer needs a clear strategy. This affects all processes and services as they relate to customers. Otherwise, times will be hard – because the market is also attractive to competitors and wealthy investors, whether at brick-and-mortar stores or online!



**Anna Stöhr**, Two-time Bouldering World Champion

I believe the outdoor trend is here to stay. It's becoming increasingly important for people to get outside, spend time in nature, do sports and unwind – a very positive development! I'm a big nature lover and grew up with climbing. Today, climbing has become a fashionable sport and more and more people are heading to popular climbing areas – some cliffs are practically overrun. Personally, it's important to me that everyone, including myself, follows the rules – and that we don't create new rules, but respect nature by ourselves. For example, I'd like to see everyone take their rubbish home with them and avoid being too loud and disturbing others. Everyone should be able to relax. There's room for everyone. Climbing is an ethical sport. It's about balance – and this also applies to developing new climbing walls. When doing so, it's important to always keep sustainability in mind.



# interview with trend expert nora kühner

## nora kühner



### More lifestyle in outdoor

Trend expert Nora Kühner produces biannual colour forecasts for sports labels, lectures on future trends, designs sports apparel and advises manufacturers on material development. At the OutDoor the designer will provide an exciting overview of the many new facets of outdoor sports on 13 July 2016 at 14:00 in the Berlin Room, and in a second lecture on 14 July 2016 at 13:00 in the Berlin/Paris Room introduce the colours and trends for summer 2018. Ulrike Luckmann spoke to her about the trends for 2017.

### Ms Kühner, what do you see as the key outdoor trends for summer 2017?

“Sport is a natural part of our lives. Unlike thirty years ago, where sport meant setting aside a specific time, exercise today is integrated in our daily lives – before work, during the lunch break, in the evening. We use any time slot we can get to break away, relax and keep fit. Sport is a lifestyle. We embrace it where, when and in whatever way we can: out in nature, in the city, on the water. We practise outdoor sports indoors, go bouldering at the gym 24/7.

We are highly flexible in this regard, and that includes nature. Sport widens our horizon, it is more than a passing fad or a hip trend. We want to stay fit and healthy for as long as we can. Sport per se has been elevated to a new status, and that must be reflected in outdoor clothing. We are still far too much fixated on high performance. What we need is a diversity that echoes the changes in our society and lifestyle. Summer 2017 will be introducing many new and exciting approaches to the collections.”

### **Will fashion in future have a greater influence on outdoor clothing?**

“I can see that the millennials are creating their very own sporty look. Sport in our daily lives is being reinterpreted. Everyday wear is accessorised with sports items, the more functional, the better, whilst sports outfits are combined with fashion highlights. This changes the concept entirely, as can be seen in today’s urban outdoor fashion. It is time that outdoor brands incorporated a wider range of influences in their collections. Unless the requirements and requests of the customers are met, they will take their business to the fashion retailers that are already fighting to grab their slice of the sports apparel market.”

### **Why are early colour cards so important for the sports industry?**

“Working on colour schemes early on helps brands develop their collections. Trends, after all, are not just crazy designer ideas, but are well researched. I work with international experts. We keep a very close eye on the global market to see what makes societies tick, what defines the zeitgeist, the culture, and we swap ideas before anything goes onto the colour cards.

Colour is communication. But colour must be viewed in the context of the product and the material, not in isolation. I believe there is still great potential for optimisation here in the sports sector given that not all colours work well with every material, whether functional or not. A good product in the wrong colour won’t sell.”

# GROW - Colour Card 2017

colour forecast  
spring / summer 2017

## Summer 2017

In this fast-paced world of today everything seems to grow exponentially. Changes and developments follow the principle in sport to go “higher, faster, further”. Try as we might to cling to the idea of permanent growth, it is just not possible. This should make us think. The colours for summer 2017 are inspired by the buzzword “GROW” and reflect the many and varied facets of today’s hugely inspirational age. They are delicate, vibrant and – optimistic.

## Superbloom

New technologies replicate reality more accurately than nature. Artistic reality is found in fabrics that combine perfect function with a natural look and feel. Textures mimic architectural structures. Jacquards are inspired by organic forms. Surfaces with reflective properties enhance depth, displaying a subtle lustrous sheen. A range of vibrant hues reflects synthetic naturalness, their vibrancy provoking explosions of energy: sunny yellow, bright violet and deep red are balanced with shades of blue and dusty bronze. Highlighted by creamy white.

## Sprouting up

The unexpected is, and always will be, an essential part of life – even detailed plan-

ning cannot eliminate all risk. Fabrics must offer protective and functional properties, with high elasticity for complete freedom of movement. The rich diversity of textures, finishings, perforated plains and jacquard mesh speaks for itself. Wax coatings enhance durability. The colour scheme is dominated by light shades of green and amber alongside powerful coral and purple.

## Beyond growth

Abandoned industrial buildings and derelict structures offer stimulating canvases for imaginative minds to adapt the latest machinery in an effort to preserve traditional skills. Bridging the gap between craftsmanship and industrial production. Fabrics play with clever contrasts of rough

and smooth. Textures recall hand-carved geometric ornaments. Wool underlines the importance of natural haptic sensations. A harmonious colour palette with restrained luminosity favours muted shades of blue, brick and green, lifted by soft mint and pastel yellow.

## Microcosm

The microscopic view to reality shows a dematerialisation of sorts that creates a world of its own in the digital era – sometimes too complex to understand. The focus is on extremely light materials with a sleek handle. Flattering peach skin finishing characterises light wool, with a certain play of opacity and translucence. A captivating array of light shades mixes with warm and cool tones, orange is supported by tender yellow and radiant white.

## Kiss the rainbow

Rejecting the ordinary, something new is here to come. Striking new fibre blends in

materials with bioactive, recycled minerals, new woollen blends in denim look, double knits achieved by computerised hybrid technology, personalised jacquards with 3D effects or polished metallic sheen. A colour palette with radiant freshness, dominated by two vibrant yellow tones that stay in tune with pink, light blue and burnt orange. Silver grey and earthy brown intensify the boldness of these shades.



Superbloom

Kiss the Rainbow



Beyond Growth



Microcosm



Sprouting up



More info on the Colour Card 2017:  
[info@norakuehner.de](mailto:info@norakuehner.de)  
[www.norakuehner.de](http://www.norakuehner.de)

trend theme

# mountaineering & climbing

## Summit meeting in the mountains

Feeling rocks under your fingers, enjoying the scent of the highlands, gazing across vistas and hearing the sounds of the animals that call the peaks their home: these are all familiar to fans of classic outdoor pastimes like mountaineering, tours, extreme expeditions and Arctic explorations – not to mention climbing! The European tradition of mountaineering has a long history and spectacular first ascents by great pioneers have captured the public imagination for centuries. Mountain climbing requires solid experience and sound technical knowledge of cliffs and the natural environment. Those who dare to covet this extreme sport need strength, courage, safe practices and smart thinking. Mountaineers must face high risks for a chance to look down on the world from above. Mountaineers, climbers and hikers

find something in nature that proves elusive in everyday life. What could be better than arriving at the summit and feeling like you've touched the sky? But to do so, you must push your physical and mental limits. Mountains are not predictable. The weather can change at the blink of an eye and even the sunniest days can suddenly be besieged with black storm clouds that turn an easy route into a life-threatening endeavour. Every mountaineer knows it. You need good gear and, unlike before, everyone today has access to highly functional, technical safety equipment. The sparkling world of fashion, stylish ambiance and crazy silhouettes will find nothing of itself in the classic outdoor segment. Here, functional clothing systems are the order of the day: more sensible layered looks with carefully selected features that complement each other's strengths. When it comes to cut and detail, there is little room for experimenting.





## **Sustainability as a guiding principle**

Over the last two years, Greenpeace's current discussion and Detox campaign for PFC-free, waterproof equipment – as well as growing consumer demand for environmentally friendly, sustainable products and safe production processes – have caused a real stir. Outdoor brands have faced harsh criticism from environmental protectionists and have been forced to start acting more ecologically. The result can be seen in the 2017 collections. Alongside the use of recycled fibre materials – which isn't anything new – exemplary brands are grappling seriously with the PFC issue and finding meaningful alternatives that don't force them to compromise on functionality. This is a positive step in the right direction. Revisiting our

history is another new trend, which involves seeking out old classics and reinterpreting them in a more modern, youthful, appealing way. It seems as though outdoor brands want to return to their roots and revive the values that have been cast aside in our hectic lives and ongoing quest for the next innovation. Going back to our roots without falling victim to nostalgia is key, and can largely be achieved by drawing on the enormous technical expertise of the modern outdoor industry – instead of falling back on the functionality of the past. Inspirations in functional clothing and footwear are emerging from newly developed materials and modern fibres. Today, we're developing coatings and equipment to achieve water repellence and waterproofing in a sustainable way. By contrast, styles and silhouettes have changed very little, while cuts are being completely re-envisioned, meaning that outdoor trousers now

# trendcolours

run to size 60, for instance. Today, cuts are enhanced, form-fitting and sophisticated. Mountaineering still needs traditional jacket concepts. The more extreme the route, the more carefully the different layers of a clothing system must dovetail on a functional level, thus ensuring that you can remove or replace layers quickly and easily according to the prevailing weather conditions. In the last few seasons, stylish silhouettes similar to those of trail running – whose influence on running as a sport can't be denied – have breathed new life into climbing clothing and footwear. If true fashionable influence has invaded any aspect of mountaineering, it is climbing clothing. It's now more form-fitting, highly elastic and brightly coloured, and bears all-over prints and bold motifs. Climbing has seen an influx of modern concepts, including new fibre mixes comprising natural fibres like Merino, Tencel and viscose and func-

tional, wicking fibres. The range of colours on offer today is also astonishing, with rich green tones dominating colour palettes from apple green and pistachio green to a bright, not-quite-neon, green-tinged yellow. For women, purple has usurped popular bright pink tones. Meanwhile, blue shades are part and parcel of the sport and this won't change in the coming summer. Denim is also making a comeback – and classic blue jeans aren't only getting tongues wagging for their colour; they're also being used in materials for climbing trousers. Boasting the aesthetics of good old blue jeans, 'climbing jeans' are highly functional, boasting wicking, quick-dry and abrasion-resistant threads that are more than suited to the high demands of the cliff face.



trend theme

# trail running & biking

## Outdoor accelerates the pace

The younger generation is fast – and its speed is bringing movement to the outdoor industry. Like a mirror image of our fast-paced lives, outdoors in the tranquility of nature, you can witness the emergence of an entirely new outdoor sport. Today, it's high-speed all the way with trail running, speed hiking and mountain athletics. The trend that emerged last summer – and was ridiculed by some – has now become the biggest trend for 2017. Modern like our times. Fast like our digital lives. Bold like the latest generation of outdoor enthusiasts in their youthful easiness. The traditional running boom is not yet over, but now faces serious competition. The nature-oriented alternative to road races and competitions like marathons takes place outside, away from the streets and footpaths in the form of mountain running, orienteering and

obstacle courses at varying levels of difficulty. To conquer them, you have to be fit, well-trained, fast and flexible – far more so than an everyday road runner. So-called OCR (obstacle course racing) has emerged from the USA and taken Europe by storm, supposedly making it the fastest-growing sport in the world. It has an outdoor pedigree, but is vastly different to what we've previously dubbed outdoor sport. You can now choose from easy routes through the city or suburbs in mixed teams, or races in which bellicose lone wolves push their limits with military discipline. The choice is extensive. Trail running is not just running through the forest. And speed hiking can't be compared to power walking in the city. Those who run up a mountain pit themselves against the adversities of the natural environment – something not to be underestimated. The same applies to mountain hikers and climbers.





## **Wild, dynamic, young: new styles and colours**

Out in nature, far from the underground, cars and safety of shelter, the wind, rain and sudden weather changes are not to be taken lightly. To experience nature in this intensive manner demands the very best from your equipment, clothing and footwear. This young sport is setting standards for a new kind of outdoor equipment. Of course, we can't overlook the fact that outdoor designers are peering at major sports brands and drawing inspiration from running and fitness. The silhouettes, styles and colours these sports favour are very different to what we're used to in the outdoor industry. Suddenly, bold trail running collections boast fashion-inspired all-over prints for brightly coloured leggings and fabulously patterned base layers, fleeces, form-fitting shirts, tank tops and

crop tops. It's interesting to see what designers have made of their inspiration. They haven't simply copied it wholesale, creating a pale imitation of fitness fashion; instead, they've created something entirely new with an extremely high level of functionality as befits the speed outdoor athlete. The outdoor segment is the only one with this kind of functional expertise and is more at home here than any other sport. Every outdoor designer can play this piano – and you can see how well by taking a look at brand manufacturers' new collections: Mountain Athletics and Trail Running. Drawing on this expertise, designers can take exactly what they need from outdoor sports, running and fitness, and put it all together like a puzzle where every piece has its place. Footwear and fabrics still embody the dynamism of movement. The features required in our clothing, like extremely high moisture wicking, fast drying and stretchi-

# trendcolours

ness for maximum freedom of movement, just the right amount of compression and a form-fitting cut, are drawn from running and fitness. Meanwhile, the outdoor industry offers reliable wind resistance, wet-weather protection, abrasion resistance and UV protection, to name just a few important features. Hybrid cutting technologies that were developed years ago in the outdoor segment are still applied to these clothing concepts today, constituting the starkest difference between outdoor gear and running/fitness wear. In hybrid clothing, carefully selected fabric features are used for the parts of the body that need them most. The result is a perfect system that can be applied with exceptional results. This, in turn, helps to provide lightweight gear, which has long been a major issue in outdoor fashion. Even if a sport is fast-paced and sweat-inducing, the body must not cool down due to the wind, rain or

cold temperatures, and must have cooling assistance in warm conditions. This applies both on the ascent and descent. Those who reach the summit bathed in sweat run a real risk of wind chill on their descent – even if they change into a clean shirt. In addition, everything you carry is ballast and must be ultra lightweight; every gram will slow you down. High breathability is also a necessity, because we generate a lot of heat during and after physical activity.

## Colours underline the dynamism

Finally, explosive, bold and luminescent colours help to underline the dynamism of the sport. Blue and green tones dominate, with deep sky blue combined with corals and fine black detailing for a striking sharpness, counterbalanced by rose with a subtle Baroque touch.



trend theme

# city life & travel

## Summer in the city

Our cities are changing. When we start a new building project, we typically plan in an urban oasis, complete with small parks, natural-looking courtyards, and fields of grass and trees, as well as integrated benches and other seating arrangements and an abundance of inviting street cafes where people can relax with friends. Every free minute counts. Green spaces have become a necessary part of life, a way of regaining strength and escaping from our hectic lives and the fast pace of digital mania. You can leave your car where it is; many young people in the cities don't even own one. Instead, car sharing is the order of the day for the sake of the environment. Alternatively, you can travel by foot instead of by bus, car or taxi, and therefore have to contend with natural weather conditions. On journeys to major cities like New York,

Lisbon, Stockholm or Berlin, you'll explore fascinating local delights on foot. The modern strongholds of our civilisation are interesting lodestones. You try to be outside as much as possible, to relax and unwind between rows of houses and in parks. City living in the summer can be a hot, sticky affair, but it can also be unpredictable, with rain and a wind that sometimes blows especially cold. The streets are cobbled or tarmacked, reflecting sunlight back at you from the asphalt like bright desert sand. It's nice enough for those wearing comfortable shoes. Young people have developed a new kind of travel that's incredibly flexible, in step with the times and accessible at home through any internet provider. They want to travel, but have very little money and seek out bargain flights, train tickets or eco-coach journeys that help stretch their student budgets and allow them to see the world. Essentially, they're bargain hunting





instead of hitchhiking like the hippies in the 70s. Open to new destinations, they travel by unconventional means, a lifetime away from travel agencies and package tourism. Large suitcases aren't cool if you want to explore the world. As a result, young travellers want the ultimate outfit that will always be functional, easy-clean and stylish – anytime, anywhere.

### **Fashion meets function**

Today's symbiosis of fashion and function is striking, with newly interpreted retro echoes and fantastical prints. Inspiration for Urban Outdoor styles like City & Travel (also called Everyday Outdoor) comes from a range of sources, including the diversity of the rainforests with rich green tones, the depths of the ocean with a myriad of blue shades, the Bolivian highlands and the Caribbean. The Everyday Life and Travel

collections are inspired by these juxtapositions and highly functional, lightweight materials dominate. Some pieces include integrated, textile UV protection, while most offer considerable comfort. Special fibre mixes are also commonplace, combining regenerated natural fibres like Tencel, modal, viscose, bamboo and fine Merino wool, which keep you cool in warm temperatures, wick away moisture and dry relatively quickly. Viscose and Tencel have a modern, almost silky drape and are touchably soft, which especially appeals to women consumers. Meanwhile, silhouettes are borrowed from the outdoor industry, but appear finer and more stylish. Outdoor parkas are longer, boasting a cooler cut and more fine detailing. Soft shells and jackets have nailed their colours to the mast and cut a fine figure with jeans or a skirt. With retro styles, you can also enjoy a few patterns. Alongside classic prints, desi-

# trendcolours

gners have started adding photo prints to Merino wool t-shirts and sweatshirts with a subtle washed or used look, making the image look faded or sun-bleached. For material uppers, natural aesthetics play a role, even concealing technical membranes as Z liners. Sometimes they almost look waxed. Footwear manufacturers are also doing exciting things and trainers have never been so stylish. For several years now, running shoes, all-rounder mountaineering and hiking shoes and trainers in general have appeared in a myriad of colours. However, designers now seem to be taking colourful cues from the global fashion scene. Show us your feet! The shoes themselves boast numerous features and have a subtly worked sole construction that allows you to run more easily and more healthily for longer, all without the pain of hitting the tarmac. City Life & Travel is probably the most stylish of all outdoor

collections, boasting comfortable sportswear, laid-back styles, a variety of cuts and countless sharp, practical details: sometimes playful, sometimes austere, sometimes sporty, and sometimes young and feminine. The silhouettes are only barely reminiscent of the performance clothing worn by mountaineers, because visionary globetrotters, adventurers and city explorers are looking for something different. As for colours, a varied palette of red tones will always draw the eye. But this isn't your typical outdoor red; instead, these reds – corals paired with blue tones – give off a sense of dynamism that reflects the spirit of the pulsing New York metropolis, from crimson red and dazzling white, to corals and royal blue. In particular, blue tones exhibit a fundamental depth of clarity.



# trend topic trekking & hiking

## **Trend: Hiking & Trekking**

Trekking is an outdoor tradition that leaves you at one with nature and the elements. Step by step, kilometre by kilometre, metre by metre. Your journey is the destination. On the way, you can daydream, let your thoughts flow freely and enjoy a sense of peace, travelling on foot and without haste, far from modern civilisation. Each step becomes a meditation, no matter what corner of the earth you're in. Anyone who roams in untouched natural landscapes and through the mountains – or spends several days out on a tour – will be overcome by their renewed spirit of discovery. Hiking and trekking is a very conscious way of discovering countries and landscapes; it's an adventure in unspoilt nature. Just a few days spent hiking in the mountains can have the same effect as a week's holiday. When we exert the body, the mind can relax

as we pit ourselves against the elements, challenged by the wind and rain and surrounded by the smells, sounds and colours of nature. When hiking, your attention can wander between the bigger picture and the smallest of details as you put one foot in front of the other in a constant rhythm, find your inner peace, recharge your batteries and feel in harmony with the world. Once you're on your way, you quickly realise how vital nature is as a refuge where stresses melt away (at least for a while) and you can find your equilibrium. When hiking, speed is no object – in fact, it's entirely unimportant. Anyone who sits in front of their tent in the evening and watches the sunset will later have stories to tell. Hiking has shaken off the dusts of time and lost its old-fashioned image. Today, young people have begun to discover hiking and trekking for themselves. For them, it's important to have a challenge: 12 or 24-hour hikes, lakes you





can circle beneath a starlit sky, and multi-day run and walk events have conquered the hearts of people aged 20 to 30 years old. One or the other event eventually becomes an insider tip – a far cry from mass events – and books up so fast you have to be quick if you want to take part.

### **Modern equipment for the modern hiker**

The good old walking pole has long gone unused. While poles are admittedly very practical, it's better that they're specially designed – preferably with telescopic systems that allow them to be stored conveniently in your rucksack when you're not using them. The young hikers of today are perfectly equipped with maps, GPS, sports watches on their wrists, performance

shoes and high-tech rucksacks. However, they still have to limit themselves to what's really important, since they have to carry everything they need. Reducing down and distancing yourself from your everyday comforts can help you to re-establish lost equilibrium. Naturally, weight is also an important issue for hikers and trekkers. A glance at any hiker's feet will reveal that the age of bulky hiking shoes – or rather boots – made of heavy leather has passed. These shoes (which once lasted a lifetime) still exist and you can still rely on those mountaineering footwear brands whose shoemaking expertise hails from a long family tradition. Still, they have got with the times and the classic leather boot is now comfortable, watertight, breathable and available in a range of wonderful colours and leather uppers, often with integrated high-performance membranes. Some brands even offer a repair service

# trendcolours

for when soles become worn or stitching comes loose – though the latter is a rare occurrence. It's now about sustainability through durability. Clothing should be lightweight, functional, hard-wearing and easy to clean, allowing you to quickly wash it through on multi-day tours. Modern-day hikers have come to expect features like textile UV protection, moisture wicking and fast drying as standard, not forgetting wind and weather protection and a small pack size. Hiking trousers must fit well and sit comfortably against the skin, even in warm weather. Trouser designs are constantly being updated and are now available from a range of brands up to size 60, together with other special sizes. The rucksack is also fundamentally important. Today, carrier systems are constructed to spread the load and make it feel lighter, without creating pressure and guaranteeing to wick away sweat and dry out as quickly as specialist clothing.

## Bright, summery colours

Colours in outdoor fashion are nearly always inspired by the colours of nature – and you can now find beautiful colour combinations, appealing patterns and stylish prints. In summer 2017, white will fall into favour again, whether dazzling white or muted off-white shades. Paired with scarlet red or light olive, it creates a stylish overtone without overdoing it. In addition, azure blues, blueberry and light coconut beige and brown shades are being reinterpreted for hikers and trekkers with a modern, youthful twist.



## trend theme

# material

Functional properties have always been inspired by the toughest challenges, such as expeditions, spectacular climbs or the icy Arctic. Brands go by the maxim that if it works in extreme conditions, it will work anywhere. That said, outdoor has been re-defined. "Real" outdoor activities are now joined by urban outdoor. This starts as soon as you leave the house. Every day, on the way to work, out shopping, chilling in the park. Wind- and waterproof as well as breathable are just the basics; now there is also eco-friendly, organic, texture, soft handle – using natural fibres – on top of a young and trendy look, far from the classic outdoor image. Or should we say, from the outdoor uniform?

### **ALLROUNDER**

Allrounder sneakers combine advanced technical features with superior quality. New is the Soft-Touch absorber technology, engineered by Allrounder designers in response to the challenge to

find a system that provides maximum shock absorption with minimum weight. The new shock absorber system builds on three components: a 100% natural rubber outsole for optimum grip and durability, the Pylon midsole for exceptionally low weight, and the blue shock absorber core made of plush memory foam for extra cushioning. Whether city or travel, Soft-Touch technology makes these shoes the perfect



companion, providing excellent support and tireless walking comfort.

## HOUDINI

Outdoor is freedom. Feeling free requires freedom of movement, particularly for climbing. Houdini introduces a pants concept created in collaboration with the prestigious "Swedish School of Textiles – University of Borås". Leaving aside innovative 3D technologies, the concept builds on traditional tailoring. "Made to move" is the design of outdoor pants that offer unrestricted movement. Everything is handmade, in the now rare custom of a bespoke tailor. Placed on a movable dress



form, the fabric is fixed in a variety of different positions and pinned by hand to provide a cut that adapts perfectly to any movement. The result is then tailored, as it were, into custom pants with ultralight two-way stretch for maximised freedom of movement where it is needed.

## LA SPORTIVA

Presenting as an all-rounder, the Mythos Eco climbing shoe encapsulates the expertise of the Italian mountain footwear specialist. As a remake of the Mythos model, it offers a level of comfort that makes it ideal for very long ascents. The shoe is constructed from 95% recycled materials, with an Eco rubber sole made from recycled waste produced in the company's own factory. Weighing 450g per pair, the



# trendthema material

anatomic shape of the shoe is designed for any type of foot, with a patented lacing system that allows for a custom fit. La Sportiva footwear is crafted in an eco-friendly process using biodegradable leather with completely water-based adhesives.

## **NORDISK**

Can it get any lighter? Nordisk presents the record-breaker in weight: the Lofoten 1ULW, a 1-person ultralight tent that packs down to just 11 x 22cm and weighs a mere 490g. Anyone carrying a tent in their backpack knows that size and weight matter. The 2-layer tent in classic tunnel design has a tough ripstop fly sheet with double sided silicone coating for superior

resilience and tearing strength. A hydrostatic head of 1,500mm for the fly sheet and 3,000mm for the groundsheet keeps the water out if rain sets in. Front and door mesh panels allow the air to circulate freely and create a pleasant inner climate. The tent is also available as a 2-person model, obviously a little heavier.

## **PALLY'HI**

Pally'Hi is driven by the desire to offer apparel that combines outdoor functionality with contemporary aesthetics, replacing the typical "expedition look" of conventional Merino clothing with urban streetwear styles that look cool and casual in any situation. New to the range is a unique blend of high-quality Merino wool and bamboo fibres. Merino wool offers superb temperature regulation with superior moisture management and great odour resistance due to its antibacterial properties. On top of





this, It provides natural UV protection. Fine Merino wool does not itch or scratch and is completely biodegradable. Sleek bamboo adds airy, breathable comfort to suave styles,

making it ideal for high-intensity activities or high summer temperatures. Naturally silky soft, the fabric is remarkably luxurious to handle, while adding unprecedented stability and tenacity to the blend.

## PÁRAMO

The confrontational Greenpeace campaigns launched on outdoor brands in recent years have smarted. Our only res-

ponse to this challenge can be to use alternatives and to drive a change in practices. The Detox campaign wants fashion brands to eliminate the use of hazardous chemicals that persist in the environment and can cause human health issues. Many outdoor brands, however, are nervous that without PFC, their products would not stand up to the technical requirements of wild conditions. Páramo, the British sister company of aftercare products firm Nikwax, is the first outdoor company to sign up to the Greenpeace Detox commitment. This means excluding all PFCs and yet delivering high performance products. It is not possible to remain a PFC user and sign up to the Green-



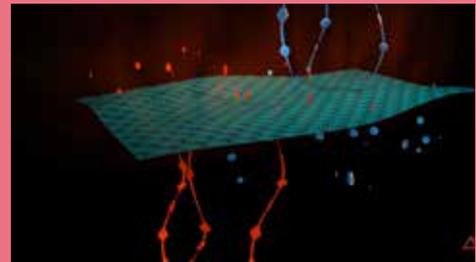
# trendthema material

peace Detox commitment. Páramo has proven that high waterproof performance does not require PFC pollution. Páramo uses water repellency provided by Nikwax, which has always been PFC-free. Páramo's clothing has been used very successfully by many expeditions, including Greenpeace's own expedition (2015). Other scientists regularly choose Páramo, including the British Antarctic Survey team (BAS).

## **POLARTEC**

Polartec, a premium provider of innovative textile solutions, is launching the company's first cooling platform by the name of Polartec® Delta™. Focusing on sophisticated fabric constructions rather than chemical additives or integrated fibre particles, Delta features a balanced combination of hydrophobic and hydrophilic yarns to prolong the skin's natural evaporative cooling response, thereby replicating the human

body's natural cooling processes for sustainable moisture wicking. Permanently integrated into highly breathable garments, Polartec® Delta™ reduces skin cling while still allowing the fabric to dry quickly even with intense sweating. Sitting in the sweet spot between cotton and polyester, the material provides optimum comfort and odour control, whether for biking, running or at the gym. Delta™ will be available in multiple weight fabrics with stretch, a smooth printable face and even a classic pique knit. Brands offering the first products next



summer include Crazy Idea, Karpos, Macpac, Kathmandu, Outdoor Research, Kitsbow, Montura, Mountain Designs and Salewa.

## PRIMALOFT

In view of the huge success of last year's charity campaign "Retailer Coat Swap", Primaloft has decided to invite retailers from across Europe for a second time to swap used, clean winter jackets in good condition for a new Primaloft Gold Insulation Active Waistcoat at the Primaloft booth in Hall A1-400 (while stocks last). The coats will again be donated to the homeless charity run by Munich's St. Bonifaz abbey. "Given the fantastic response to our first campaign, we are keen to launch another drive to help the needy. We all here at the OutDoor are fortunate enough to have a roof over our heads. I'm sure that each one of us has a jacket hanging in the cupboard that can be

donated to give someone in need a little bit of warmth," said Jochen Lagemann, Managing Director Europe & Asia.



“The world is a book, and those who do not travel  
read only one page.” St. Augustine



## Allrounder – Functional Fashion

“We make practical shoes for everyday wear that also look good. Our definition of the popular Urban Outdoor trend is a combination of fashion and the outdoor look. To create this, we’ve opted for a statement range of blue tones, light grey tones and natural shades. Meanwhile, vibrant colours are used as accents in linings, laces and prints.” Technical finesse has come to be expected from a brand like Allrounder – and this year it doesn’t disappoint. Alongside Soft-Touch absorber technology and the new breathable ALL RO TEX functional membrane, the company is sure to impress with incredibly lightweight materials, trend-setting fabric combinations, delicate metallic accents and abrasion-resistant, three-part soles. Guaranteeing easy ventilation, perforations effortlessly keep feet fresh even in warm summer temperatures and during intensive outdoor activities. The shoes’ interiors are also built for maximum functionality: top-quality, ultra-soft microfibre materials and interchangeable footbeds will ensure you feel like you’re walking on air. Thanks to anatomically sculpted lasts, the lightweight footwear is sure to be a hit; the soft, sewn-in footbeds guarantee hours of comfort when walking or running. The versatile trainers are also made of lighter materials than ever before, boasting added stretch and improved cushioning. With its women’s model Festival (Tudor is the men’s model), the French outdoor specialist is putting its own functional spin on the City & Travel theme, boasting lightness, softness, breathability and the perfect fit.

**Hall A2**

301





“The experienced mountain climber is not intimidated by a mountain, he is inspired by it.”

William Arthur Ward

## Chillaz – Climbing with passion

Designed in the Tyrolean Alps, produced in Europe, a sporty lifestyle and ecological sustainability – these are the essence of Chillaz. Infected by the climbing virus since its founding in 2001 the brand has been sported by thousands of climbers in every corner of the world. Chillaz continuously seeks to get off the beaten track in order to break new ground. The first pair of climbing pants was derided, but on they pressed. Today every climber has heard of Chillaz climbing pants. The phrase “this doesn’t work” drives the team on to come up with new ideas to fuse fashion with function. “We kept pushing the envelope with fibre producers, and they were amazed by what you can do with their material.” In summer 2017 Chillaz will once again be dishing up a blend of European “ingredients”: “Why look afar, when what you desire is near?” Tencel and Modal by the Austrian manufacturer Lenzing are cleverly spun in-house with Turkish cotton. Exciting new dyeing and washing processes deliver inspiring looks. Quick and flexible implementation of ideas by a motivated team striving for ever greater quality are what makes the brand rise above being a product. Today’s general trend of blending function with urban lifestyle has long since been the mode du jour for trendsetter Chillaz: “This has been our passion from the start, and we will keep pushing the boundaries of functional fashion.” In the words of Wilhelm Busch: “Never walk in the footsteps of others, or you won’t leave any of your own.” Chillaz, the small, founder-managed brand, certainly leaves its mark. Its passionate spirit is found in every product. Visit Chillaz at the OutDoor in Hall B2-210. Focus in the Trend Windows is given to Climbing and City Life.



Hall B2  
210





“In every walk with nature one receives far more than he seeks.” John Muir

## **Fifty Five – Going for a hike.**

“Hiking has long since shaken off its fusty image and is now a popular leisure sport for stressed urbanites – a decelerating substitute religion, as it were, for wellness seekers. Fifty Five is a fascinating brand with a pure, honest and understated style, balanced perfectly with design and functionality. It offers high-quality products at a reasonable price,” says Manuel Andrack, endorser for Fifty Five and a passionate “hiking guru”. Fifty Five responded to the growing hiking trend by adding shirts, trousers and backpacks to its current jacket collection. Rocky Bay, for instance, is a lightweight yet robust functional jacket in colours that represent outdoor adventure. Welded seams and the integrated “Five-TEX” membrane specially developed for the brand make the jacket perfectly wind- and waterproof. With full mesh lining for added comfort and breathability as well as underarm vents and a detachable hood that is adjustable in all three directions, it is the perfect allrounder for outdoor activities. Constructed from a robust and durable material, the jacket offers superior freedom of movement.

Newcomer “Jack” joins the range as versatile zip-off hiking trousers made from a durable material that offers protection from thorns and mosquitoes. The new 24l hiking backpack Hiking Star No. 1 is perfect for carrying food and extra clothing. With practical rain cover and a variety of pockets, it comes with adjustable padded shoulder straps and a fully ventilated back panel for maximum comfort. Fifty Five starts the 2017 hiking adventure with discreet colours and classics such as black, red, sand and olive. Located in Hall A1, booth 110 Fifty Five focuses on Hiking & Trekking in the Trend Windows.

**Hall A1**

110



“Wilderness is not a luxury but a necessity of the human spirit, and as vital to our lives as water and good bread.” Edward Abbey



## Jack Wolfskin – Active and Everyday Outdoor

“Our inspiration for summer 2017 comes from the diversity of the rainforests, the depths of the ocean, the Bolivian highlands and the Caribbean. For the first time, we’re launching highly functional outfits for demanding fast-forward sports.” Jack Wolfskin can be divided into two general areas: Active Outdoor and Everyday Outdoor, reflected in the themes of High-End Trekking, Work & Travel, High Summer and Athletic Outdoor. Active Outdoor interprets the world’s rainforests, translating tropical flora and fauna into colours and prints. A wide range of intense greens and complementary bright red tones are the focus here. The rainforest’s leaf structures have also inspired bold all-over prints. Meanwhile, the ocean is reflected in deep blue tones and intense, colourful accents. The Everyday Outdoor range is based on the colours of the deserts and salt lakes of Bolivia. The Bolivian highlands are known for strong temperature fluctuations and extreme aridity. Here, shimmering silver salts contrast with red-toned algae and monochromatic, earthy shades. The Travel collection is inspired by these juxtapositions. The collection features highly functional, lightweight materials offering textile UV protection and maximum comfort and functionality, so no matter where your next journey takes you, the slim-cut, long-line Darwin Parka (for instance) will always be a trusted travel companion. The jacket’s high cotton content gives it a natural, pleasant feel and the waxed Function65 upper makes it a robust, durable item with a cool, edgy used look. Thanks to its integrated Z Liner membrane construction, the jacket is watertight and guarantees weather protection for all expeditions.



**Hall B1**

300

**Hall B5**

400



“It’s the adventure, the adrenaline-flowing, risk-taking in outdoor activities that attracts me.”

Baba Kalyani

## RedFox – Passion and authenticity

The founder of RedFox Outdoor Equipment and a passionate mountaineer, Vlad Moroz, conquered the roof of the world – Mount Everest – in May 2016. “My colleagues and I are passionate about our love of the mountains and this is reflected in each of our products.” RedFox Outdoor offers clothing and equipment to meet the highest standards. Its technologies protect and support athletes in the most adverse weather conditions and on the most challenging tours. Freedom of movement, performance and materials are perfectly balanced in each item’s design. RedFox products embody the principle of comfort and functionality with no compromises. “As a mountaineer, you always want to improve, conquer new peaks and discover new routes,” emphasises Vlad Moroz, who founded the company 28 years ago. “This is a principle we follow in our daily work. We want to help nature lovers to experience their perfect tour – and that can only happen with the best equipment and the best technologies.” This also applies to the new women’s Vega GTX Jacket from the Mountain Sport collection. The triple-layer jacket with a Gore-Tex® membrane can withstand all the challenges of mountaineering and offers the very best in abrasion resistance and durability. Each product in the Mountain Sport collection is designed to guarantee protection, durability and the perfect fit, whatever the weather. They also have the looks to match; the 2017 collection is noted for its energising, rich, earthy colours. RedFox offers the perfect equipment for all sports enthusiasts with a passion for experiencing nature – whether mountaineers, hikers, climbers, runners or skiers.

**Hall B4**

101

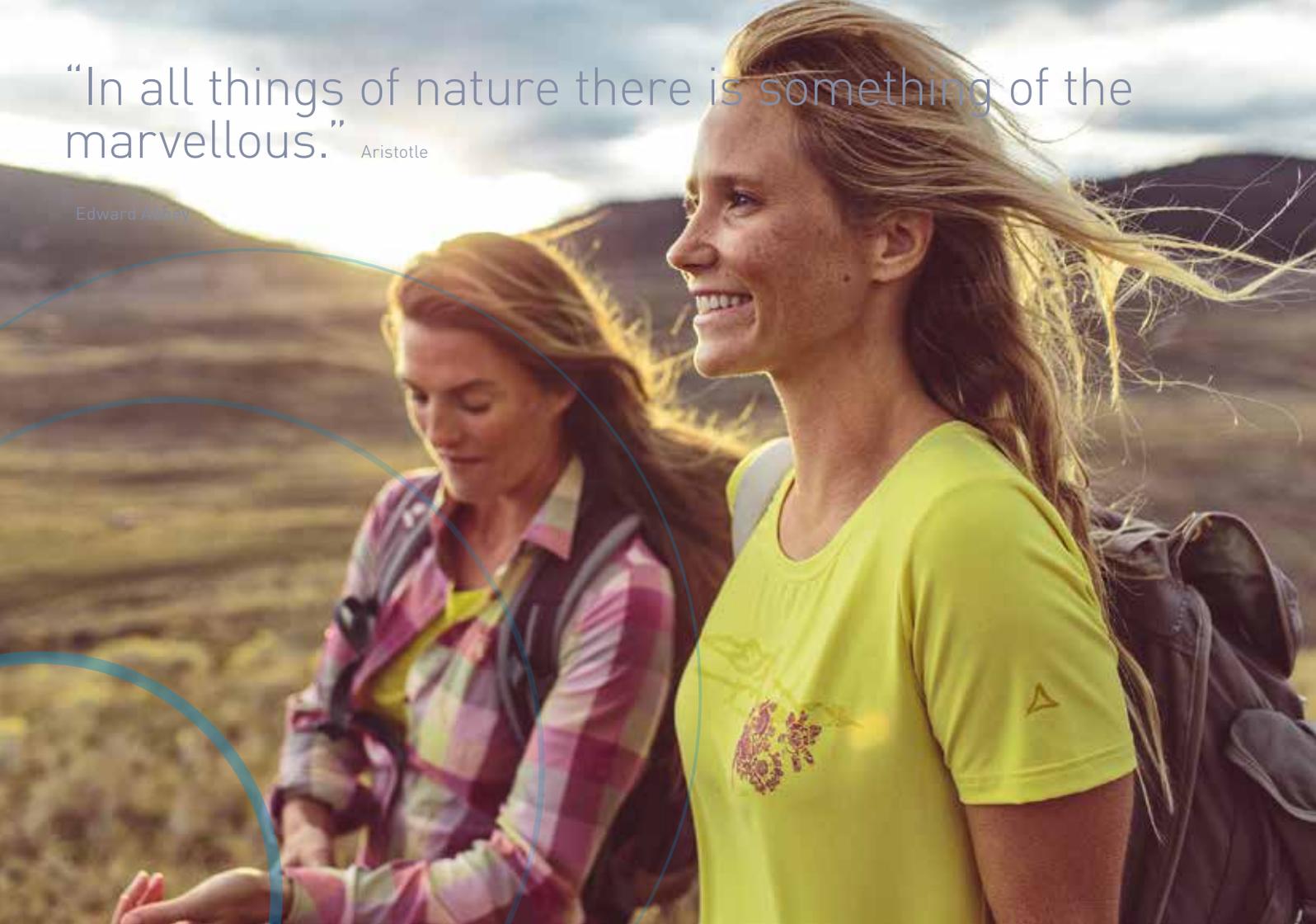
**Hall B5**

401



“In all things of nature there is something of the  
marvellous.” Aristotle

Edward Abbey



## Schöffel – Sporty and light

“Light, breezy and highly versatile – this, in a nutshell, is our theme for summer 2017. We offer functional everyday wear with a wide variety of optimally matched products that are designed to give our customers freedom and flexibility in the great outdoors, whatever the weather.” Summer 2017 will be about Schöffel pants. Our new outdoor legwear is uniquely versatile and made for walking. We have improved the fit and grading and diversified the silhouettes. Our regular range will now also include larger fits and offer customers a choice of 60 regular and half sizes. More especially, four new prototypes in a choice of eight options are just the right styling to dress up your legs, whether with or without stretch and shorts or bermuda zip-off. Schöffel offers two types of cut: casual Comfort-Fit and figure-hugging Active-Fit. New to the range are our two superlite waterproof jackets Toronto and Newfoundland that will be great companions for any weather and activity. Light in function and design, they truly are a cut above the rest. Our bluesign® approved Venturi jackets are exceptionally lightweight, waterproof and breathable, and thanks to their quick drying function and odour control properties, with eco-friendly P4Dry® technology on the inside, will keep your skin feeling pleasantly dry. T-shirts and polos by Schöffel are made with a high Merino content for ultimate woolly bliss. Designed for functional purposes, our shirts feel naturally soft next to the skin and offer superior moisture absorption, to say nothing of their optimal temperature regulation, which are vital for outdoor activity. Wool keeps warm in cold and cool in heat.



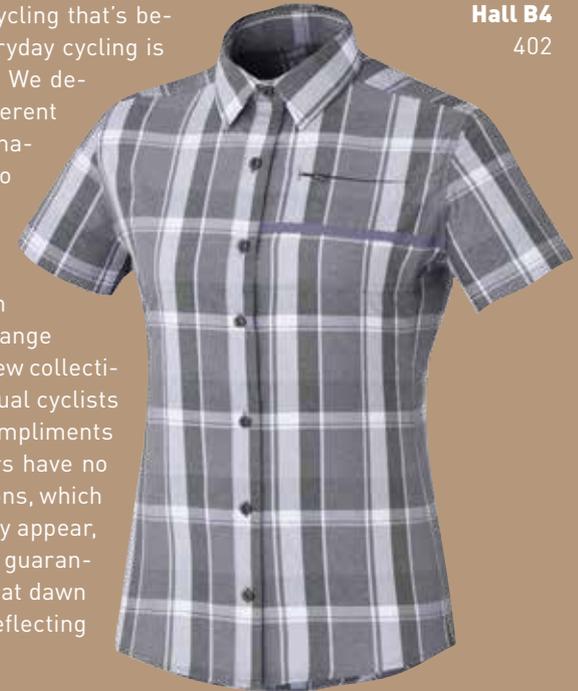
**Hall A3**  
300

“A bad day on the mountain bike always beats a good day in the office.”  
Mike Brcic



## Shimano – style, comfort and functionality

“We watch the market closely and have spotted a trend besides sport cycling that’s becoming increasingly popular: leisure cycling and commuter cycling. Everyday cycling is a far cry from counting kilometres and dreams of winning competitions. We developed the new Transit collection for these cyclists, who have entirely different clothing needs to those who cycle for sport.” Here, cycling experts Shimano present their comfortable cycling clothes for people who don’t want to look like cyclists at first glance. The collection is simple and functional, with a modest, yet fashionable air. It represents an urban bike culture with its own unique needs: fashionable style, comfort and functionality. A growing number of people are cycling to work, whether driven by health concerns or thoughts of the environment. However, it’s a real bother to change between your cycling clothes and office wear every morning. Shimano’s new collection is intended to solve this problem, offering fashionable clothing for casual cyclists that cuts a fine figure in the office. Whether on your bike or at your desk, compliments are guaranteed. Sopping wet clothes with sweat marks? Transit wearers have no need to frown. All shirts in the Transit collection are equipped with silver ions, which boast antibacterial qualities and neutralise unpleasant odours before they appear, meaning your morning meeting will go off without a hitch. Safety is also guaranteed – something especially important on the bike ride to and from work at dawn and dusk; the collection’s clothing and footwear are adorned with light-reflecting elements to ensure cyclists are always spotted by fellow road-users.



Hall B4

402

“Great things are done when men and mountains meet.” William Blake



## Vaude - Taking the green path

Named Germany's most sustainable brand, Vaude is truly a pioneer of eco-friendly products. Constantly expanding its environmental commitment, the mountain sports supplier based in Tettngang/South Germany has become a paragon for many outdoor brands. In summer 2017 Vaude will embark on a weight loss plan: Slimmer and lighter products with Green Shape guarantee will see nature lovers shed excess pounds and help to protect valuable resources, benefitting both man and nature. An impressive 90 per cent of all clothing is produced under fair ecological conditions conforming to strict Green Shape criteria. This includes PFC-free water repellent finishes (DWR) for rain gear. Careful consideration was given to this much-debated issue, with the result that Vaude can now, after intensive research and development work, offer a collection based on eco-friendly, PFC-free alternatives. All relevant products bear the company's own Eco Finish label as part of the Vaude Green Shape guarantee. "The label allows the customer to make a conscious choice on whether they want to go green with a PFC-free garment," says Hilke Patzwall (Vaude, CSR Manager). The new Mountain collection was designed entirely with sustainability, function and comfort in mind. A prime example is the new Zeburu UL 3L, an ultralight waterproof 3-layer jacket created for the ambitious mountaineer. With a mere weight of 198g, this jacket packs down to the size of an apple. Thanks to an exceptionally light 10D polyamide outer fabric with ultrathin 7µm Ceplex Pro membrane it offers maximum protection from wind and weather. The highly stretchable material guarantees the utmost in comfort.



**Hall A1**

300

**Hall A7**

400

# OutDoor Blogger Base

## Meeting Point: OutDoor Blogger Base

Influencers, opinion-makers and trendsetters: today, bloggers are an indispensable feature of the outdoor market. That's why the OutDoor Blogger Base – set up in collaboration with the Outdoor Blogger Network (OBN) and Messe Friedrichshafen – offers international bloggers in the outdoor and travel industry a platform to exchange information, take a peek at the latest trends and share the experience live on their blogs with their social media followers. Hot or not? The social media wall offers an overview of all blog entries and posts that have been published on social media with the hashtag #OutDoorFN.

In the heart of the Trend Lounge where top brands' latest products are showcased and presented onstage, the OutDoor Blogger Base is the crowning jewel and dedicated workspace of accredited bloggers. Boasting computers with free Wi-Fi, food and fresh coffee, the wordsmiths here have the time and space to write their reports on the trade fair and chat with like-minded colleagues. They will also catch up with old acquaintances and make new contacts, because it is important to nurture and expand their network – even offline. The Messe tour, OBN walk & meet, offers another chance to network, during which bloggers can visit selected exhibitors at their booths, accompanied by the OBN hosts and the OutDoor team. This presents a great opportunity to speak directly to manufacturers, learn about the latest innovations and even exchange a few business cards.

Another event especially for bloggers is OBN\_talks. In tailored seminars and workshops, top-drawer speakers from the outdoor, tourism and blogging industries will share their insights into exciting topics such as how to interact with manufacturers. OBN\_talks and the podium discussion will take place on the Trend Stage in the East Foyer. As part of the

OutDoor Conferences, blogger Geertje Marquardt from the nordicfamily blog will also address the industry with her blogger colleagues on Thursday, 14 July. Their aim is to inspire attendees and share interesting facts in order to help them make future partnerships as successful as possible.

### **OutDoor Blogger Base Schedule**

#### **OBN\_talks**

Wednesday: 3:00 pm, East Foyer  
Thursday: 10:00, East Foyer  
Friday: 1:00 pm, East Foyer  
Saturday: 10:00, East Foyer

#### **Podium discussion**

Thursday: 12:30 pm, East Foyer

#### **OutDoor Conferences with Geertje Marquardt**

Thursday: 4:00 pm, Berlin room

#### **OBN walk & meet**

Wednesday: 1:00 pm (meeting point & introduction at Blogger Base)  
Friday: 10:00 (meeting point & introduction at Blogger Base)

#### **Blogger breakfast**

Saturday: 8:00  
OutDoor Blogger Base



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PAC  
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DARE 2B  
welcome to our mountains

Jack  
Wolfskin

Black Diamond

UV FASHIONS

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INTERSPORT

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SPORT

2A

FiftyFive



Schöffel

HEIQ

VAUDE

RedFox  
outdoor equipment



Globetrotter

Superwill

SHIMANO

showzone

## International online shops

snowleader.com

## International trade

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Mathias Boenke, Intersport Austria  
Frank Geisler, Ochsner Sport  
Markus Rech, SportScheck

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Ulrike Luckmann, Journalist  
Ralf-Stefan Beppler, Independent Textiles Professional  
Anna Stöhr, Two-time Bouldering World Champion

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Florian Schöps, BBE Handelsberatung

## Blogs

hikinginfinland.com  
st-bergweh.de  
Trends-of-Sports.com

## **Trend Lounge**

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Fashion – Design – Consulting  
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13-16  
JULI

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