

Running

MAGAZINE



EXCLUSIVE FEATURE
101 points of view
part two

ON THE COVER
ASICS
SUPERBLAST 3

TRAIL SPECIAL
Shoe counting, interviews,
products, first editions



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Running

YEAR 15 - ISSUE 2 - 2026



EXCLUSIVE FEATURE

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Dual soul

Fifteen years... this year *Running Magazine* reaches an important milestone. Chronologically, it is the third magazine in MagNet's publishing history, after *Pointbreak*—now preserved in the archives and in the memories of those who founded it—and *Outdoor Magazine*, its older sibling, which is about to celebrate its 20th anniversary. I have personally lived through ten of these 15 years—long enough to see the two souls that have always inhabited these pages emerge, grow stronger, and coexist: on one hand, the road, on the other, off-road. Road and trail. Speed and elevation. Asphalt and nature. Two different worlds, yet always destined to meet.

It is for this reason that, in this issue of *Running Magazine*, we have decided to dedicate a special feature to trail running, bringing you stories that are very different from one another yet connected by a common thread: the evolution of a movement. From the story of Silvia Berlendis and Nicola Quattrone, two young trail running enthusiasts who founded the startup Data Crunch, to the new professional challenge at VJ taken on by multi-time world champion Marco De Gasperi—who has also fulfilled a personal dream by organizing a new race, the Ortles Haute Route Trail, set to debut in September. From the historic Portland-based brand Keen, which has chosen to enter trail running at a time of strong market expansion, to NNormal, which has recently launched a model designed to support runners in all their mountain experiences, with specific attention to female anatomy. And many more stories that you will also be able to hear firsthand at the Trail & Running Village, set up within the ORBDAYS &

OUTDOOR exhibition halls in Riva del Garda from May 17 to 19. But take note: the souls of Running Magazine may soon become three. No offense to the swoosh-branded giant, which recently found itself in the spotlight—just days before the Boston Marathon—over a misstep that generated considerable buzz on social media: the "Runners welcome. Walkers tolerated" slogan displayed on a red sign on Newbury Street. Because if there is a clear direction in contemporary running, it is precisely the opposite: more inclusion, greater accessibility, and less obsession with performance. The era of the personal best proudly posted on Facebook with a GPS screenshot now holds about the same appeal as a pack of cigarettes. Today, people run to feel good, to have fun, and to share experiences. That said, Nike was quick to correct course—first removing the sign, then issuing an apology: "We want more people to feel welcome in running – no matter their pace, experience or the distance..."

Yet for some, a question remains: do slower runners or walkers really matter to brands? For us, the answer is not an opinion but matter of fact. It comes from our exclusive investigation, "The 101 points of view," by Cristina Turini—featured in this issue in its second and penultimate installment: 50% of the customers entering certain specialized running stores are walkers. Half the market—far from a niche. Enough, at least for us, to begin imagining a new chapter: a special feature dedicated to walking, coming in issue no. 4 of *Running Magazine*.

In the meantime, enjoy these pages—take your time turning them. Happy reading, and... see you in Riva!

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ON THE COVER: ASICS

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ASICS EMEA CLOSES OUT 2025 WITH RECORD REVENUE:
RUNNING IS THE KEY TO ITS SUCCESS

ASICS closed out 2025 with its best-ever results in the EMEA region. The Japanese brand's regional subsidiary reported revenue of €1.2041 billion, up 18.4% from 2024, marking a new all-time high for the Europe, Middle East, and Africa market. This figure confirms the brand's positive momentum, driven by profitable growth across all categories: performance running, tennis, indoor, apparel, and sportstyle, with the latter standing out with a 44% year-over-year increase.

TOPO ATHLETIC DRIVES DESIGNER BRANDS INC.'S PERFORMANCE
IN Q4

Designer Brands Inc. closed the fourth quarter of 2025 with sales remaining steady at \$713.6 million, amid an environment where the retail sector continues to face pressure. The brand portfolio is making the difference, with Topo Athletic confirming its role as the true growth driver: up 46% year-over-year and with business more than doubled compared to two years ago, thanks to its positioning in technical running and its growing presence in the specialty channel. For 2026, the focus remains on growth and margins, with Topo still at the center of development plans, including new collections and expanded distribution, particularly in the specialty running channel.



361 DEGREES IS SET TO GROW IN 2025: THE BRAND IS ACCELERATING
ITS EXPANSION IN BOTH RETAIL AND E-COMMERCE

361 Degrees confirms its momentum in the global running and activewear market, closing out 2025 with solid, growing results. The company reported a 10.6% increase in revenue, reaching approximately 11.1 billion RMB (about \$1.62 billion). This figure reinforces the brand's growth trajectory, as it becomes increasingly competitive in the performance footwear segment. The results are driven primarily by the digital channel, with e-commerce posting a 26% year-over-year increase. At the same time, physical retail continues to grow, supported by an increasingly integrated omnichannel strategy.

IN CHINA, SAUCONY AND MERRELL ARE DRIVING GROWTH
FOR LICENSEE XTEP INTERNATIONAL

Xtep International closed out 2025 with revenue up 4.2% to 14.2 billion RMB (approximately \$1.97 billion), driven by the strength of its core brands and, above all, by the growth of the professional sports segment, which includes Merrell and Saucony in Greater China. The latter segment has proven to be the true driver of growth: the combined business of the two brands jumped 30.8% year-over-year, reaching 1.64 billion RMB (approximately \$227 million). This trend reflects the growing demand for technical and performance products in the Chinese market.



NEW BALANCE NEARS \$10 BILLION:
A RECORD-BREAKING 2025 FOR RUNNING AND LIFESTYLE

New Balance is approaching the symbolic \$10 billion revenue milestone. The brand closed out 2025 with \$9.2 billion in revenue (approximately €7.8 billion), up 19% from the previous year, marking its fifth consecutive year of double-digit growth. This result was driven by both the performance and lifestyle segments. North America and Europe posted solid growth: over 20% in the former market and over 30% in the latter. For the first time in the brand's history, both the global apparel division and the company-owned retail channel exceeded \$1 billion in revenue.

SPORT 2000 GROUP REPORTS €5.3 BILLION
IN RETAIL SALES IN 2025

Sport 2000 Group International reported gross retail sales of €5.3 billion, an increase of 8.2% compared to 2024. The organization brings together approximately 2,000 independent sports retailers across nearly 3,000 stores in 17 countries. In 2025, outdoor emerged as the fastest-growing category within the network, accounting for 26% of total sales, with particularly strong performance in Germany. Running ranked as the second-largest growth driver, with an 11% share and gains in nearly all markets. According to the company, this trend is fueled by a younger consumer base.



ACQUISITIONS

FRASERS GROUP BECOMES PUMA'S SECOND-LARGEST
SHAREHOLDER WITH A STAKE OF NEARLY 6%



move comes in the wake of an ongoing change in Puma's ownership structure. In late January, the Chinese brand Anta Sports Products announced its intention to acquire a stake of more than 29%, becoming the largest shareholder.

Frasers Group, the British holding company that owns Sports Direct and recently acquired a majority stake in Maxi Sport, has purchased a stake of nearly 6% in Puma, becoming the brand's second-largest shareholder. The move comes after a difficult year for the German brand, which reported a net loss of over 640 million euros, attributable to the fourth quarter of 2025. Frasers'

RUDY PROJECT ACQUIRES FULL OWNERSHIP
OF ITS NORTH AMERICAN DISTRIBUTOR



Rudy Project North America was founded by a group of investors from the eyewear and sports industries who believed in the brand's potential from the very beginning of its development in the North American market.

Rudy Project has announced a new step in its international expansion: as of February 2026, the brand has acquired full ownership of Rudy Project North America L.P., the brand's exclusive distributor. Through this transaction, the Italian brand will operate directly in the U.S. market. Established in 1998 and headquartered in San Clemente, California,

-JOB OPPORTUNITIES-

BV SPORT IS LOOKING FOR DISTRIBUTORS AND SALES REPRESENTATIVES



To accelerate its international expansion, BV Sport is seeking distributors and sales agents worldwide. This opportunity is open to professionals interested in representing a leading brand in compression technology and technical socks for running, hiking, and skiing.

To apply or receive more information, please email:
g.bay@bvsport.com

MAIONE - FEEL, GO LIVE. LAUNCHES THE 2026 AMBASSADOR PROGRAM



Maione - Feel, Go, Live. in Latina is focusing on its relationship with its community and has announced the launch of the "Ambassador Maione 2026" project, an initiative designed to strengthen the bond between the store, the local area, and fitness enthusiasts. The program, featured on the retailer's social media channels, highlights diverse faces, experiences, and journeys, all united by a desire to live and share the joy of running and, more broadly, an active lifestyle. The ambassador project is used not so much as influencer marketing but rather as a lever for local engagement, with the goal of transforming the store into a hub for those who run, walk, and embrace movement on a regular basis. The initiative confirms an increasingly significant trend in the running specialty sector: today, a store's value increasingly depends on its ability to build communities, create opportunities for people to come together, and give a recognizable face to its identity within the local area.

SALOMON MAKES ITS DEBUT IN TRIATHLON BY SPONSORING THREE ATHLETES ON THE GLOBAL CIRCUIT

Salomon is making its debut in long-distance triathlon alongside three athletes—Julie Iemmolo (France), Casper Stornes (Norway), and Marjolaine Pierré (France)—who will represent the brand on the global circuit and tackle the running leg in the new Salomon S/LAB Phantasm 3. Triathlon is a new category for Salomon, but long-distance performance is in the brand's DNA. The brand's expertise stems from situations where gear must protect, stabilize, and remain effective precisely when the body begins to falter—exactly the conditions that define the final kilometers of a long-distance race.

From left, Julie Iemmolo (France), Casper Stornes (Norway) and Marjolaine Pierré (France)





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- NEWS -
NEW OPENINGS

- ITALY -



MISTER RUNNING IS OPENING A STORE ON CORSO BUENOS AIRES IN MILAN

Mister Running is expanding into brick-and-mortar retail and has chosen Corso Buenos Aires in Milan for its first store opening. The online retailer specializing in running gear will open a new store in Milan, marking a strategic shift from e-commerce to a physical presence in the market. The initiative is not limited to a single store opening: the stated intention is to launch a broader project aimed at becoming Italy's leading running-dedicated chain, developing a network of physical stores nationwide. The choice of location—one of the busiest commercial thoroughfares in the Lombard capital—reflects a strategy of high visibility and positioning in the heart of the city's shopping district.

PITTAROSSO AND SCARPE&SCARPE ARE FOCUSING ON RUNNING WITH A DEDICATED SECTION

PittaRosso and Scarpe&Scarpe have introduced a section entirely dedicated to running in their stores and online, with the stated goal of reaching an ever-wider audience: regular runners, beginners, and occasional runners. The project is built around the concept "Running is for everyone," a vision that reflects the transformation of running into a daily, universal, and inclusive activity. It's not just about performance, but also well-being, social interaction, and an active lifestyle. The goal is to make the running selection more clear and recognizable within stores traditionally focused on a family and lifestyle target audience, by creating a themed area that speaks directly to the sports-minded consumer.



HOKA HAS OPENED ITS FIRST ITALIAN FLAGSHIP STORE

HOKA has opened its first flagship store in Italy in the heart of Milan. Following the opening of its European stores in London, Paris, and Berlin, the brand is now opening its doors at Corso Garibaldi 1, an area that serves as a major hub for lifestyle, culture, and retail. Designed as a true hub for Milan's running community, it will offer an immersive experience where visitors can discover the brand's latest innovations and fully embrace the philosophy of movement. The new HOKA Run Club is also up and running, featuring weekly running events to share the thrill of running, train for upcoming races, and enjoy exclusive experiences with athletes and experts.

LA SPORTIVA EXPANDS ITS RETAIL PRESENCE: A NEW STORE IN ARCO, IN THE HEART OF THE OUTDOOR WORLD

La Sportiva has announced the opening of a new brand store in Arco (TN). The initiative is part of a retail development strategy focused on key outdoor destinations, including the Upper Garda region, which aims to strengthen both the brand's presence in strategic areas and La Sportiva's engagement with local communities. The new brand store consolidates La Sportiva's presence in the region and is part of a broader retail network expansion plan, which combines new openings in major global outdoor destinations—including Salt Lake City (Utah)—with the renovation of existing stores, such as the one in Volpago del Montello (TV).



UNDER ARMOUR OPENS A BRAND HOUSE IN THE CENTER OF FLORENCE

The first Under Armour brand house in downtown Florence joins the existing store at the Valdichiana Outlet Village, further strengthening the American company's presence in the region. The opening was organized by Oberalp, the brand's exclusive distributor in the Italian market, and represents another step in Under Armour's retail expansion strategy in Italy. Founded with the mission of improving athletes' performance through technological and innovative products, the brand continues to invest in the Italian market, focusing on experiential retail and community engagement to build closer ties with athletes.

- INTERNATIONAL -

SALOMON CHOOSES MEXICO CITY FOR ITS FIRST STORE IN LATIN AMERICA



Salomon is strengthening its global strategy and making a decisive push into Latin America, an increasingly important market. The French brand has chosen Mexico City as a strategic hub for future growth. The new space, named "Casa Salomon," is located in the Roma Norte neighborhood, one of the most dynamic and creative districts in the Mexican capital. A location designed to bring the brand closer to an urban community increasingly focused on running, outdoor sports, and an active lifestyle. More than just a retail store, Casa Salomon is conceived as an experiential space, a meeting place for runners, trail runners, and mountain enthusiasts where products and sports culture intertwine.

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ON'S LARGEST FLAGSHIP STORE IN CHINA



On continues to strengthen its presence in the Asian market with the opening of its largest flagship store in China (now one of the company's most important markets). Opened in Shenzhen, the new store spans 802 square meters across two floors and features an interactive display dedicated to CloudTec cushioning technology, a hallmark of On footwear. One of the most iconic features of the new space is the outdoor area at the entrance, where two century-old banyan trees have been incorporated into a small urban park designed as a gathering place for community events and runs.

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MAGNET: AN INCREASINGLY INTERNATIONAL IDENTITY



A new chapter is beginning for MagNet. Over the years, our group has become a leading name in B2B publishing (and beyond) in Italy, and we now aim to expand our reach to an international audience. We are proud to announce that all digital editions of our magazines are now available to read and download entirely in English. This natural evolution aims to broaden our editorial reach and create networking and visibility opportunities for professionals around the world. It is an ambitious step to meet the needs of an increasingly interconnected global market.

MagNet currently boasts a readership of over 2 million readers, including companies, agents, retailers, buyers, opinion leaders, influencers, agencies, journalists, bloggers, VIPs, athletes, event organizers, managers, and the general public. The international editions of our magazines aim to further expand the reach of our content, transcending language barriers—which, now more than ever, can be overcome with increasing ease. And we won't be doing this solely through print magazines.

In fact, our digital ecosystem is now fully available in two languages. On our websites, you can use the dedicated menu option to switch languages and view all our content in English, allowing you to stay up to date on a daily basis. In addition, external partners will periodically receive a special newsletter in English featuring a selection of the most interesting news from their respective sectors.

From print magazines to our website, including newsletters and social media, our goal is to double the reach and value of all our assets.

TERRASKIN X03

UNLOCK ULTRA

DISTANCE

25

50

100

ULTRA

» BIONIC

THE QUESTIONS

YEAR-END REVIEW

- How have sales been?
- What were the main factors that influenced this result?
- Overall rating for 2025 from 1 to 10?

PURCHASING TRENDS

- What percentage of sales do physical stores account for, and what percentage does e-commerce account for?
- Have you noticed any new trends in purchasing behavior?

TRENDS IN SPORTS

- Which disciplines—walking, road running, and trail running—have generated the most interest and impacted product sales?

CUSTOMER SHOE PREFERENCES

- Have you noticed a change in demand for running shoes and specific models?
- Which features have become priorities?

TRENDS IN CLOTHING DEMAND

- Have you noticed an increase or decrease compared to previous years, and how important is sustainability?

SOCIAL MEDIA

- Which social media platform do you use most: Instagram, Facebook, TikTok, or LinkedIn?
- Do you use them for direct sales, promotions, or just to build your community?

- Have you noticed an increase in engagement or sales from these platforms in 2025?

TOP-SELLING BRANDS IN 2025

What are your top three brands, in order, for:

- road running shoes
- trail running shoes
- clothing
- accessories

BREAKOUT BRAND OF 2025

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY



101 points of view

Part two of Running Magazine’s exclusive investigation on market sales trends in 2025. Retailers have their say

_BY CRISTINA TURINI

THE FEELING IN THIS ISSUE



16
HAPPY



2
INDIFFERENT



4
SAD

Retailers are the cornerstone of the supply chain, which is precisely why it is important to gather their perspectives, listen to their requests, and take their needs into account. Through our “Focus Shop” and “New openings” columns, we regularly give them a voice, but it is in the first issues of the new year that, with the customary “101 points of view” (now a MagNet

trademark), we conduct a comprehensive market survey. A review of the year that has just concluded and prospects for the one ahead, news, trends, challenges, opportunities, proposals: with 2025 behind us, what is the sentiment among retailers? Here is the second installment of our survey, offering interesting food for thought for all players in the running market.



ATHLETICS, IL NEGOZIO PER CORRERE

ANZIO (ROME) - LOCATIONS: 1
SIMONE PROIETTI, OWNER

YEAR-END REVIEW

- An increase of approximately 20%
- Our growing expertise, investment in new biomechanical equipment, and long-standing partnerships with trainers and sports teams who entrust their athletes to our care
- Rating: 9

PURCHASING TRENDS

- 95% in-store sales, 5% online orders
- No, our customer base hasn’t changed. To use our services, you need to visit our store so we can perform the various biomechanical tests. Our goal remains the same: to “tailor the most suitable footwear” for each customer.

TRENDS IN SPORTS

- Walkers and runners are on par (in percentage terms), with trail runners and Hyrox participants coming in a close second

CUSTOMER SHOE PREFERENCES

- The world of carbon plates continues to spark great curiosity among those seeking performance. Meanwhile, runners are beginning to prefer sleeker, lighter shoes over maximalist midsoles

TRENDS IN CLOTHING DEMAND

Demand has remained unchanged compared to 2024

SOCIAL MEDIA

- Instagram and Facebook
- Primarily to build our community, raise awareness of our technical and commercial offerings, and promote the events and initiatives we organize
- Yes

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, HOKA, ASICS

- Trail running shoes: HOKA, SALOMON, LA SPORTIVA
- Clothing: HOKA, MIZUNO, BROOKS
- Accessories: GARMIN, SIDAS, FLOKY

BREAKOUT BRAND OF 2025

- ADIDAS

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- If I were to offer advice to companies, I would suggest they establish better communication with the IAAF regarding the approved and banned footwear on the World Athletics list. The list includes approved shoes that are practically illegal, given how tangible the advantage they confer on the athlete is. Meanwhile, shoes that are absolutely “normal” and offer no measurable advantage over others on the market are not on the list—and therefore cannot be purchased by athletes, as doing so could result in disqualification. I wrote personally to the IAAF, and after several back-and-forth emails, they replied that if a shoe is not on the list, it means that the brand in question has not provided World Athletics with the technical specifications and approval drawings for the shoe in question



IPERALDES SICER
VILLA D’AGRI (PZ) - LOCATIONS: 1
ANTONELLA VOTTA, OWNER

YEAR-END REVIEW

- Increase
- A wider selection of products in-store
- Rating: 7

PURCHASING TRENDS

- 100% brick-and-mortar store
- In-store pickup

TRENDS IN SPORTS

- Walking

CUSTOMER SHOE PREFERENCES

- Customers are looking for thick soles

TRENDS IN CLOTHING DEMAND

- The clothing industry is growing, but sustainability still plays a minor role

SOCIAL MEDIA

- Instagram and Facebook
- We use them for promotions
- Yes

TOP-SELLING BRANDS IN 2025

- Road running shoes: ON
- Trail running shoes: LA SPORTIVA, SALEWA, ROSSIGNOL
- Clothing: CMP, HELLY HANSEN, SALEWA
- Accessories: MICO, RH+, GARMIN

BREAKOUT BRAND OF 2025

- HELLY HANSEN



MAIONE - FEEL, GO. LIVE

LATINA - LOCATIONS: 1

MARIACRISTINA MAIONE, OWNER

YEAR-END REVIEW

- Increase
- More and more people are taking up running, road walking, and hiking. Even gym-goers have started to take an interest in our business—perhaps thanks to the new Hyrox program? Many recognize the quality of our products for everyday use as well. Our service, which is highly regarded and appreciated by many, has been the undisputed driving force behind our growth. All of this has been “boosted” by constantly updated social media content and a well-curated page

- Rating: 10

PURCHASING TRENDS

- We don't have an online store
- No new trends

TRENDS IN SPORTS

- All the same

CUSTOMER SHOE PREFERENCES

- Fashion influences choice. Certainly, many customers are increasingly drawn to high-performance shoes, regardless of their actual capabilities

TRENDS IN CLOTHING DEMAND

- We've always sold clothing very well. Sustainability isn't a factor in people's purchasing decisions

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- To build a community and promote the initiative
- Yes, more and more customers are coming to the store from outside the area, saying they found out about us through our channels

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, ASICS, SAUCONY
- Trail running shoes: LA SPORTIVA, ASICS
- Clothing: ADIDAS, ASICS, MIZUNO
- Accessories: BV SPORT, GARMIN, BLIZ

BREAKOUT BRAND OF 2025

- HANNAH

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- Make the shoe boxes smaller!



UP&DOWN

PIACENZA - LOCATIONS: 1

ALESSANDRO GIOVINETTI, OWNER

YEAR-END REVIEW

- 15% increase
- We're probably starting to see the results of our first few years in business; I'd say it's more of a slow but steady growth, unfortunately

- Rating: 6

PURCHASING TRENDS

- In-store only
- I can't say whether it's because people really need to try on the shoes “in person” or because our test days usually turn into fun evenings, but I've noticed that there's always a lot of anticipation leading up to them. And after the test days, there's always a rush to buy the model that was tested

TRENDS IN SPORTS

- Road running e trail running

CUSTOMER SHOE PREFERENCES

- For several years now, the trend has remained the same. People are looking for the softest shoes for training and carbon-fiber plates for those who compete

TRENDS IN CLOTHING DEMAND

- It has remained more or less the same, but given that we sold more shoes, the percentage of clothing is slightly lower

SOCIAL MEDIA

- Instagram and Facebook
- Let's just say social media isn't really our strong suit, so we've never really used it effectively for sales. In fact, a freelancer who specializes in this started working with us in January. We're already starting to see a difference after just two months.
- Not when it comes to 2025, but for the reason mentioned earlier

TOP-SELLING BRANDS IN 2025

- Road running shoes: HOKA, SAUCONY, BROOKS
- Trail running shoes: KAILAS, NNORMAL, HOKA
- Clothing: NORMAL
- Accessories: GARMIN, NNORMAL, KAILAS

BREAKOUT BRAND OF 2025

- KAILAS



BALDINI FUN RUNNERS

PARMA - LOCATIONS: 1

DAVIDE BALDINI, FOUNDING PARTNER

YEAR-END REVIEW

- Increase
- Our expertise, our professionalism, and our understanding of our customers' needs
- Rating: 10

PURCHASING TRENDS

- Most of the sales took place in the physical store
- There has been high demand for high-end products

TRENDS IN SPORTS

- Walking

CUSTOMER SHOE PREFERENCES

- There are no specific priorities; it depends on the individual, and requests vary widely

TRENDS IN CLOTHING DEMAND

- Demand has remained steady; sustainability is very important and deeply felt

SOCIAL MEDIA

- Instagram and Facebook
- To communicate new products and promotional initiatives
- Yes

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, SAUCONY, HOKA
- Trail running shoes: BROOKS, HOKA, SAUCONY
- Clothing: CRAFT, X-BIONIC, ADIDAS
- Accessories: GARMIN, RH+, MICO

BREAKOUT BRAND OF 2025

- ASICS

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- My message to the industry is very simple: build as many symbiotic relationships with us as possible, not power struggles, as some companies do. Good luck to everyone!



TOP RUN

FONDI (LT) - LOCATIONS: 1

GIANLUCA ACCAPPATICCIO, OWNER

YEAR-END REVIEW

- 5% decrease
- Online shopping: many people come to the store, try on the shoes, and then buy them online
- Rating: 4

PURCHASING TRENDS

- We don't have an online store; we only have a physical store
- No new trends

TRENDS IN SPORTS

- Trail running has declined significantly, while walking is almost catching up to road running

CUSTOMER SHOE PREFERENCES

- Customers generally prefer the convenience and comfort of heavily cushioned shoes

TRENDS IN CLOTHING DEMAND

- Clothing sales are in sharp decline; sustainability isn't a priority

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- We use them for promotional purposes
- No

TOP-SELLING BRANDS IN 2025

- Road running shoes: MIZUNO, BROOKS, ASICS
- Trail running shoes: MIZUNO, TOPO, SCOTT
- Clothing: MIZUNO, ERREA, MACRON
- Accessories: FLOCKY, OXYBURN, MICO

BREAKOUT BRAND OF 2025

- MIZUNO



RUN & FUN

MODENA - LOCATIONS: 1
GIANLUCA FERRACUTI, OWNER

YEAR-END REVIEW

- 10% increase
- Young people under 35 entering the store
- Rating: 9

PURCHASING TRENDS

- We only work with brick-and-mortar stores
- No new trends

TRENDS IN SPORTS

- Road running has grown more than any other sport; influencers have given the whole movement a big boost, and now all events sell out before registration closes

CUSTOMER SHOE PREFERENCES

- The most common request is for a good shoe suitable for beginners. Carbon fiber shoes are gaining popularity, but they are not yet the most sought-after option.

TRENDS IN CLOTHING DEMAND

- Clothing sales continue to rise

SOCIAL MEDIA

- Instagram and Facebook
- For us, it's our primary marketing tool; through social media, we let everyone know we exist
- Not directly, but things would certainly move more slowly if we didn't have them

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, ADIDAS, HOKA
- Trail running shoes: HOKA, NEW BALANCE, BROOKS
- Clothing: ADIDAS, NEW BALANCE, COMPRESSPORT
- Accessories: GARMIN, UVEX, UYN

BREAKOUT BRAND OF 2025

- ADIDAS

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

The colors of our shoes should be inspired by the colors of nature and the outdoors. Our shoes are extremely comfortable, and if the colors were easier to coordinate with outfits, sales would double and we would attract a new customer base.



FOR RUNNING

PALERMO - LOCATIONS: 1
ANDREA GIUDICE, HEAD OF RUNNING

YEAR-END REVIEW

- Stable
- We could have done more, but there are also many competitors who offered significant discounts, taking away potential customers from us
- Rating: 7

PURCHASING TRENDS

- In-store only
- No, not really; there's more demand for walking gear

TRENDS IN SPORTS

- Walking

CUSTOMER SHOE PREFERENCES

- There are shoes with non-carbon plates, such as nylon or fiberglass, which are more affordable and therefore in high demand

TRENDS IN CLOTHING DEMAND

- There has been a decline; even though we offer sustainable products and try to explain them, there is still little interest in the topic

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- We use them to build our community
- There has been an increase in inquiries

TOP-SELLING BRANDS IN 2025

- Road running shoes: MIZUNO, PUMA, KARHU
- Trail running shoes: SCARPA, ALTRA, SCOTT
- Clothing: COMPRESSPORT, PUMA, MIZUNO
- Accessories: COMPRESSPORT, FLOKY, TRS

BREAKOUT BRAND OF 2025

- KARHU

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- Companies must strive to forge ever-closer ties with specialty stores to boost their credibility and better compete with online retailers; only by doing so can we save ourselves



SPORT LEADER

SQUINZANO (LE) - LOCATIONS: 1
OSVALDO SCHIAVONE, OWNER

YEAR-END REVIEW

- There was a slight decrease, of about 5%
- I think it's due to the difficult times we're going through
- Rating: 7

PURCHASING TRENDS

- 90% brick-and-mortar store, 10% e-commerce
- There has been a slight resurgence in interest in brick-and-mortar stores

TRENDS IN SPORTS

- Trail running has reached a major turning point

CUSTOMER SHOE PREFERENCES

- Customers are increasingly focused on extreme and excessive depreciation

TRENDS IN CLOTHING DEMAND

- Sales of clothing have been cut in half due to ongoing online clearance sales

SOCIAL MEDIA

- Instagram
- We use it across the board: from direct sales to customer support to marketing.
- We are in line with previous years

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, SAUCONY, HOKA
- Trail running shoes: LA SPORTIVA, SCARPA, BROOKS
- Clothing: NIKE, ADIDAS, MIZUNO
- Accessories: PDX, CEP, FLOKY

BREAKOUT BRAND OF 2025

- HOKA

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

We hope that companies will resume producing shoes as soon as possible. We hope that companies will resume manufacturing slightly more "traditional" shoes as soon as possible, and that they will rebuild their relationship with us brick-and-mortar stores, instead of always favoring the more "traditional" multinationals, and that they will rebuild their relationship with us brick-and-mortar stores, instead of always favoring the multinationals



RICO RUNNING

LIVORNO AND LUCCA - LOCATIONS: 2
MASSIMO MANGINO, OWNER

YEAR-END REVIEW

- 10% increase
- Specialization, expertise, and effective communication and marketing—both on our part and on the part of the brands
- Rating: 8

PURCHASING TRENDS

- 100% brick-and-mortar store
- Many more pedestrians are coming into the store

TRENDS IN SPORTS

- Buying shoes for everyday use

CUSTOMER SHOE PREFERENCES

- Customers prefer thick soles

TRENDS IN CLOTHING DEMAND

- Demand remains stable; sustainability is not seen as a factor

SOCIAL MEDIA

- Instagram, Facebook, TikTok and WhatsApp
- To build our community
- Yes

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, ASICS, MIZUNO
- Trail running shoes: BROOKS, SAUCONY, LA SPORTIVA
- Clothing: BROOKS, PUMA, MIZUNO
- Accessories: BV SPORT, BAUERFEIND, CMP

BREAKOUT BRAND OF 2025

- MIZUNO

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- We firmly believe that both companies and specialty stores should increasingly invest in providing information. Social media, as well as the work we technicians do in-store, are essential tools for helping people understand that a running shoe is not merely an aesthetic product, but a technical tool designed to meet specific needs in terms of movement, comfort, and well-being

Where performance

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SCAINI SPORT 2

ARCENE (BG) - LOCATIONS: 1
VITTORIO SCAINI, OWNER

YEAR-END REVIEW

- Increase
- Specialization and word of mouth
- Rating: 8

PURCHASING TRENDS

- We don't have an online store
- No new trends

TRENDS IN SPORTS

- Road running and walking

CUSTOMER SHOE PREFERENCES

- Customers want advice on the right shoes for them without getting bogged down in technical details—they trust us!

TRENDS IN CLOTHING DEMAND

- There has been a decline; sustainability is not a priority

SOCIAL MEDIA

- Instagram, Facebook
- We use them for communications and events
- No

TOP-SELLING BRANDS IN 2025

- Road running shoes: HOKA, ASICS, SAUCONY
- Trail running shoes: HOKA, LA SPORTIVA, ASICS
- Clothing: CMP, ADIDAS, MIZUNO
- Accessories: BV SPORT, MICO, FLOKY

BREAKOUT BRAND OF 2025

- HOKA



IL CAMPIONE SPORT

ASCOLI PICENO - LOCATIONS: 1
DANIELE TRASATTI, OWNER

YEAR-END REVIEW

- 25% increase
- There is a desire to walk, both for leisure and for health
- Rating: 9

PURCHASING TRENDS

- 90% brick-and-mortar store and 10% online
- In-store product pickup by customers

TRENDS IN SPORTS

- Walking

CUSTOMER SHOE PREFERENCES

- Chunky soles are in high demand

TRENDS IN CLOTHING DEMAND

- Clothing demand is decreasing, and customers are not interested in sustainability

SOCIAL MEDIA

- Instagram, Facebook
- We use them for promotional purposes
- A little

TOP-SELLING BRANDS IN 2025

- Road running shoes: ASICS, HOKA, NEW BALANCE
- Trail running shoes: HOKA, NEW BALANCE, ASICS
- Clothing: UNDER ARMOR, NEW BALANCE
- Accessories: BV SPORT, FLOKY

BREAKOUT BRAND OF 2025

- HOKA

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- The prices of the shoes are too high



IL MARATONETA

SIENA - LOCATIONS: 1
LEONARDO NANNIZZI, FOUNDING PARTNER AND CEO

YEAR-END REVIEW

- 10% increase
- In addition to runners, there has also been an increase in walkers and people who wear running shoes for work and in their daily lives
- Rating: 9

PURCHASING TRENDS

- We choose to sell exclusively in-store. It's the best way to help customers make the right purchase, protect their interests, build loyalty, and maintain the store's reputation!
- No, it's simply a greater influx of customers willing to seek advice; "word of mouth" is the phrase most often heard from those who walk into the store

TRENDS IN SPORTS

- 60% road running, 30% walking, and 10% trail running

CUSTOMER SHOE PREFERENCES

- We don't sell shoes with carbon plates. We try to gauge, based on the customer, whether they're open to thick soles or are looking for something more traditional

TRENDS IN CLOTHING DEMAND

- Stable, with a slight improvement in the winter, which was slightly colder than in previous years. The sustainability factor is not widely recognized

SOCIAL MEDIA

- Instagram, Facebook
- To share updates about our events and promote our new collections. We never use these channels for discounts or promotions—we handle those directly with customers in-store.
- No

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, NEW BALANCE, ASICS
- Trail running shoes: NEW BALANCE, SALOMON, SAUCONY
- Clothing: MIZUNO, MICO, CMP
- Accessories: GARMIN, MICO, FLOKY

BREAKOUT BRAND OF 2025

- Nothing but great news

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- We need more support and recognition from manufacturers for specialty stores. We act as additional brand ambassadors for every single brand we sell; we explain the technical features of every single shoe, provide advice and information on all products, and drive the market with our expertise! Higher profit margins and stricter oversight of those who sell products at a loss would be welcome. In addition to causing us to lose sales, this often devalues the product and our work, which is driven by passion. Perhaps we deserve a little more!



RUNNING 42

ARCENE (BG) - LOCATIONS: 1
FABIO GIANANTI, OWNER

YEAR-END REVIEW

- 10% increase
- I've noticed a slight increase in the number of young people—defined as those under 30—among those who buy running shoes for running, and a more significant increase in the number of people who buy running shoes for daily wellness, not for sports. Many of these people are over 60
- Rating: 8

PURCHASING TRENDS

- 100% brick-and-mortar store
- Compared to a few years ago, people are more willing to spend a little extra to buy a good pair of shoes rather than settle for cheaper options available on the market

TRENDS IN SPORTS

- Road running is still the category where I sell the most, although the gap with walking has narrowed significantly in recent years. Trail running, on the other hand, is a much smaller market.

CUSTOMER SHOE PREFERENCES

- When choosing a running shoe, customers are heavily influenced by the softness of the midsole, whether they're looking for cushioned or more responsive shoes. Sometimes this factor is so dominant in the customer's mind that it's difficult to get them to understand that they should also consider other aspects of the shoe

TRENDS IN CLOTHING DEMAND

- Demand for clothing is essentially stable and very low

SOCIAL MEDIA

- Instagram, Facebook
- I mainly use them as a storefront to announce new arrivals and as a way to promote events and activities the store is involved in
- No, at least not to any significant extent

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, HOKA, MIZUNO
- Trail running shoes: HOKA, BROOKS, MIZUNO
- Clothing: MIZUNO, ASICS, BROOKS
- Accessories: BV SPORT, MIZUNO, POLAR

BREAKOUT BRAND OF 2025

- HOKA

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- The running market is currently doing well. This is partly due to manufacturers exercising greater control over the online retail sector. It would be good to continue along these lines



MULTISPORT LAB

CASTROMEDIANO (LE) - LOCATIONS: 1
MASSIMILIANO BONADIES, OWNER

YEAR-END REVIEW

- 23% increase
- Expertise and an increase in the number of runners and walkers
- Rating: 8

PURCHASING TRENDS

- 95% in-store, 5% online
- We have limited data to answer that question

TRENDS IN SPORTS

- Road running e walking in primis

CUSTOMER SHOE PREFERENCES

- Customers rely on our expertise

TRENDS IN CLOTHING DEMAND

- Demand is stable; sustainability is not a topic of interest

SOCIAL MEDIA

- Instagram, Facebook
- We use them to get noticed
- Just a little bit

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, SAUCONY, 361°
- Trail running shoes: BROOKS, SAUCONY
- Clothing: MACRON, BROOKS
- Accessories: GARMIN, OXYBURN

BREAKOUT BRAND OF 2025

- SAUCONY

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- Companies should make it easier for us to work



UNITED SPORTS

SELVAZZANO DENTRO (PD) - LOCATIONS: 1
STEFANO AGOSTINI, OWNER

YEAR-END REVIEW

- 30% decrease
- Too much online competition
- Rating: 6

PURCHASING TRENDS

- We don't have an online store; we're 100% brick-and-mortar
- No new trends

TRENDS IN SPORTS

- Walking

CUSTOMER SHOE PREFERENCES

- Wide fit

TRENDS IN CLOTHING DEMAND

- Clothing sales are down; sustainability is not a priority

SOCIAL MEDIA

- Instagram, Facebook
- For general promotions and new product promotions
- I don't know

TOP-SELLING BRANDS IN 2025

- Road running shoes: HOKA, BROOKS
- Trail running shoes: KAILAS
- Clothing: MONTURA, CMP, UNDER ARMOUR
- Accessories: MICO, SALICE

BREAKOUT BRAND OF 2025

- KAILAS



SPORT 3K

BOLOGNA - LOCATIONS: 1
FRANCESCO SICURELLI, OWNER

YEAR-END REVIEW

- 15% increase
- A growing interest in outdoor sports, the emergence of various running clubs, Hyrox, and the rise in the number of walkers
- Rating: 8

PURCHASING TRENDS

- 100% brick-and-mortar store
- No new trends

TRENDS IN SPORTS

- Road running

CUSTOMER SHOE PREFERENCES

- Chunky soles, soft materials, and comfort

TRENDS IN CLOTHING DEMAND

- Demand remains steady, and sustainability doesn't matter

SOCIAL MEDIA

- Instagram, Facebook
- We use them to build our community
- Yes

TOP-SELLING BRANDS IN 2025

- Road running shoes: MIZUNO, BROOKS, SAUCONY
- Trail running shoes: MIZUNO, BROOKS, SAUCONY
- Clothing: MIZUNO, NEW BALANCE, CRAFT
- Accessories: GARMIN, OAKLEY, BV SPORT

BREAKOUT BRAND OF 2025

- MIZUNO



I LOVE RUN

TERNI - LOCATIONS: 1
LEONARDO BORDONI, PARTNER

YEAR-END REVIEW

- 2025 saw a significant increase in sales
- We saw growth every month, particularly in the second half of the year. Another key factor was our move, at the end of September, to a much larger store located near downtown, which allowed us to improve our product display and attract new customers.
- Rating: 9

PURCHASING TRENDS

- 90% in-store, 10% social media/e-commerce
- No

TRENDS IN SPORTS

- The main sales are in road running and walking, with trail running also on the rise; there has also been a slight increase in track and field shoes

CUSTOMER SHOE PREFERENCES

- The fastest-growing segment is that of lightweight shoes with a medium-to-high midsole and a premium rubber compound

TRENDS IN CLOTHING DEMAND

- The apparel sector also saw growth, though at a slower pace than the footwear sector; few consumers are seeking sustainable products

SOCIAL MEDIA

- Instagram, Facebook
- We don't use them extensively yet
- No increase

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, NEW BALANCE, MIZUNO/HOKA
- Trail running shoes: NEW BALANCE, HOKA, BROOKS
- Clothing: NEW BALANCE, MIZUNO, DIADORA/ADIDAS
- Accessories: BV SPORT, BAUERFEIND, CEP

BREAKOUT BRAND OF 2025

- NEW BALANCE



DANA SPORT

AIELLO DEL FRIULI (UD) - LOCATIONS: 1
LUISA CANCIANI, STORE MANAGER

YEAR-END REVIEW

- A 20% increase compared to 2024
- Increased market demand and a growing number of young people who are getting involved in races and are members of running communities
- Rating: 8

PURCHASING TRENDS

- 70% brick-and-mortar store, 30% e-commerce
- The rise of trail running and high-performance shoes for everyday use

TRENDS IN SPORTS

- Road running remains the main sector

CUSTOMER SHOE PREFERENCES

- Customers want high-performance shoes for everyday use, without a carbon plate

TRENDS IN CLOTHING DEMAND

- Yes, the clothing market is definitely on the decline. Few people are interested in sustainability

SOCIAL MEDIA

- Instagram, Facebook
- We use them to raise awareness and build our community
- Nothing of note

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, HOKA, NEW BALANCE
- Trail running shoes: NEW BALANCE, KAILAS, HOKA
- Clothing: NEW BALANCE, MIZUNO, LURBEL
- Accessories: MICO, LURBEL, FLOKI

BREAKOUT BRAND OF 2025

- MIZUNO

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- The hope is that this growth in the sector will attract more and more people, including those who lead sedentary lifestyles and want to improve their health



TODARO SPORT STORE

LADISPOLI (RM) - LOCATIONS: 1
TODARO CRISTIANO, ADMINISTRATOR

YEAR-END REVIEW

- Slight decrease, 4%
- Decrease in average purchase amount
- Rating: 7

PURCHASING TRENDS

- 12% e-commerce, 88% brick-and-mortar stores
- No significant new trends

TRENDS IN SPORTS

- Walking, road running, trail running

CUSTOMER SHOE PREFERENCES

- Customers (walkers/recreational users) prefer shoes with a roomier fit or wide sizes and thick soles, but not ones that are too soft

TRENDS IN CLOTHING DEMAND

- Demand remains unchanged; sustainability is not a priority

SOCIAL MEDIA

- Instagram, Facebook, YouTube
- We use them primarily to showcase new arrivals and direct customers to the website
- A slight increase, but nothing to write home about given the time and money invested

TOP-SELLING BRANDS IN 2025

- Road running shoes: HOKA, BROOKS, ASICS
- Trail running shoes: HOKA, ASICS, SALOMON
- Clothing: JOMA, UNDER ARMOUR, ADIDAS
- Accessories: GARMIN, SHOKZ, BV SPORT

BREAKOUT BRAND OF 2025

- TOPO ATHLETIC

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- The market is becoming increasingly saturated with products and highly competitive (see online sales and companies' direct channels). As a result, it's getting harder and harder to sell while maintaining a decent profit margin. Footwear prices are too high



NOVI RUNNING

NOVI LIGURE (AL) - LOCATIONS: 1
PAOLO DALIA, OWNER

YEAR-END REVIEW

- Increase
- Our areas of expertise and services to assist with product selection
- Rating: 8

PURCHASING TRENDS

- 95% in-store, 5% online
- More customers in the store and a selection of mid-to-high-end footwear

TRENDS IN SPORTS

- Walking

CUSTOMER SHOE PREFERENCES

- There is a growing demand for standard-height soles, with less demand for thick soles

TRENDS IN CLOTHING DEMAND

- Less clothing required and no interest in sustainability

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- We use them to grow our community and to showcase our services and products
- No

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOK, MIZUNO, ADIDAS
- Trail running shoes: TOPO ATHLETIC, BROOKS, KAILAS
- Clothing: OXYBURN, MIZUNO, ADIDAS
- Accessories: GARMIN

BREAKOUT BRAND OF 2025

- TOPO ATHLETIC

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- The selection of footwear carried in-store—including brands and styles—along with the expertise and services offered to help customers choose the right pair, is increasingly making a difference



DM SPORT

NAPOLI - LOCATIONS: 1
MARIO DE MAIO, OWNER

YEAR-END REVIEW

- Revenue nearly identical to 2024
- I haven't noticed any major changes in the market
- Rating: 6

PURCHASING TRENDS

- I don't sell online
- There has been a slight increase in average spending

TRENDS IN SPORTS

- Increase in the number of shoppers walking

CUSTOMER SHOE PREFERENCES

- I mainly sell comfortable shoes

TRENDS IN CLOTHING DEMAND

- There has been a sharp decline; there is no interest in the topic of sustainability

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- We don't make much use of them
- No

TOP-SELLING BRANDS IN 2025

- Road running shoes: BROOKS, ASICS, HOKA
- Trail running shoes: I cover the trail running segment very little
- Clothing: ENERGETICS, NIKE, UNDER ARMOUR
- Accessories: MICO, ENERGETICS, PDX

BREAKOUT BRAND OF 2025

- None

GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY

- More attention needs to be paid to colors, and specific models designed for walking need to be created

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Where cushioning becomes propulsion

ASICS is making a comeback in the high-performance running shoe segment with the SUPERBLAST 3, a model that takes the concept of energy-return cushioning to the next level thanks to the new FF LEAP foam and a design engineered to deliver energy return, smoothness, and versatility over long distances

In modern running, the pursuit of performance increasingly hinges on efficiency. It's not just about speed, but about the ability to maintain quality and pace over time while reducing energy expenditure. This is where the SUPERBLAST 3 comes in, the latest evolution of ASICS's line dedicated to high-performance road running. The project was conceived with a specific goal: to maximize energy return without compromising comfort and accessibility. At the heart of the shoe is the new FF LEAP foam, the lightest and most responsive ever developed by the Japanese brand, marking a step forward from previous solutions. The response underfoot is more elastic and dynamic, with a sensation of continuous propulsion that naturally accompanies the stride. This effect is further enhanced by the redesigned trampoline pods in the forefoot: a solution that amplifies rebound and improves the transition phase, promoting a smoother run even as distance increases. The result is a shoe that doesn't just absorb impact, but consistently returns energy, helping the runner maintain pace and performance. The midsole construction, based on a combination of FF LEAP and FF BLAST PLUS, introduces an advanced balance between cushioning and responsiveness. The substan-

tial midsole height, up to 46.5 mm at the heel, ensures protection and support, making the shoe suitable even for the longest and most demanding runs. The upper has also undergone a targeted update. The engineered woven upper maintains lightness and breathability while improving adaptability and support, thanks to a new lacing system that stabilizes the midfoot without tightening the fit. The fit is more precise and progressive, contributing to an overall feeling of control and comfort.

Within the ASICS lineup, the SUPERBLAST 3 stands out as one of the most versatile and well-rounded models. Designed for intermediate and advanced runners, it is suitable for a variety of uses, from daily training to long-distance runs, while maintaining a high level of performance. In this sense, it effectively bridges the gap between training needs and those of more dynamic running. The launch is also part of a broader strategy in which ASICS is strengthening its presence in the performance segment, with offerings increasingly focused on the runner's experience. Within the BLAST Series, this model represents the most advanced expression of energized cushioning, a concept aimed at making running less taxing and more engaging.



SUSTAINABILITY

In addition to performance, ASICS continues to incorporate sustainability solutions, which are now increasingly important in purchasing decisions

UPPER /
recycled polyester to reduce
the environmental impact

VISION /
reducing environmental
impact without
compromising
on performance



INSOLE /
dope-dyed process
with low water
consumption

MIDSOLE /
integrated bio-based
components

TECHNICAL SPECIFICATIONS



Color
White / Black



CATEGORY /
Super Trainer –
Road Running

TARGET /
intermediate and advanced
runners

USE /
daily training, long run,
distance

KEY BENEFITS /
high energy efficiency
+ protective cushioning

WITHIN THE LINEUP /
top performer of the BLAST
Series

UPPER /
updated engineered woven
fabric, more adaptive and
breathable

MIDSOLE /
FF LEAP + FF BLAST PLUS:
maximum energy return
and lightness

PROPULSION /
trampoline pod for bounce
and smooth transitions

WEIGHT /
239 g (US 9)

STACK HEIGHT /
38.5 mm / 46.5 mm

DROP /
8 mm



Color
Cobalt Burst / Light Orange



Color
Seashell / Sun Coral





Between the past and the future

From its first store in Merate (LC) to its current 10 locations, not counting its other specialized shops and the online store, Maxi Sport is looking toward a new tomorrow with the acquisition of a majority stake by the British company Frasers Group

_BY CLAUDIO PRIMAVESI

The news is recent: Frasers Group, the British holding company that owns Sports Direct, has reached an agreement to acquire a majority stake in Maxi Sport S.p.A., which operates 18 stores across Italy, including six flagship stores. The Sala family—comprising Emanuele, Giovanni, Ester, and Giulia—will remain at the helm of the company. The group controls several specialty brands: Space23, focused on streetwear, sneakers, and sportswear; Frisco, specializing in skateboards and snowboards; Athletic, dedicated to technical running gear; Special, focused on sneakers, streetwear, and basketball; and BSS, with a product range centered on basketball, streetwear, and snowboarding. "The decision to join the Frasers Group will allow us to focus on the growth and development of the Maxi Sport brand with the goal of elevating our offerings and providing an increasingly premium shopping experience," says Ester Sala, brand manager. "Our development focus in the coming years will be on physical retail, while maintaining a strong presence in digital commerce: our leadership as the best e-commerce platform in the sector—as we've been recognized in recent years—is a goal we intend to continue pursuing. New opportunities to hire qualified technical staff in stores, greater expertise in logistics, IT, and retail management, and improved product flow will, we are certain, give us the boost we need to expand into new cities. After more than 35 years of success in the market, we are ready for the next level."

Merate is the store where it all began: Ester, can you tell us how and why you started, and what your initial ideas were? Have you always been in the same location?

We were founded in 1989 based on an idea by our father, Pietro Sala, who decided to take over a 250 square meter store focused on skiing, diving, and apparel. At the time, it was called Sport Magazine. He was the one who renamed it Maxi Sport Merate. Starting from 250 square meters, and with the arrival of Emanuele and Giovanni a few years later, the store grew to over 3,000 square meters, thanks to our specialization in sports and curated fashion from top brands, which created that mix-and-match approach that makes Maxi's format unique—as our customers call us. In 2005, the second store was opened in Lissone, followed by openings in Sesto San Giovanni, Brescia, Trezzano, and Como between 2016 and 2022. At the same time, the brand's strength, marketing, and digital presence have grown thanks

Our development focus in the coming years will be on physical retail, while maintaining a strong presence in digital commerce: we intend to continue upholding our leadership as the top e-commerce platform in the sector, a distinction we have earned in recent years. New opportunities for hiring qualified technical staff in stores, greater expertise in logistics, IT, and retail, and improved product flow will, we are certain, give us the boost we need to expand into new cities.



After more than 35 successful years in the market, we are ready for the next level

Ester Sala, brand manager

to the team I manage. A single focus guides us: serving the customer and offering the best selection of fashion and sports on the market.

You have a wide range of fashion alongside an equally extensive sports and equipment section. How do you balance these two major areas, and what percentage of revenue do the two segments account for?

Fashion accounts for 50.80%, while sports and equipment account for 48.88%. Our strength lies precisely in our product selection and this mix, which makes Maxi Sport stores attractive to both male and female customers and keeps us constantly in step with market trends.

Snowboarding and skateboarding are tied to Maxi Sport's history. This section, along with streetwear and basketball, is located in an adjacent store.

What experience do you aim to offer consumers in this segment?

The BSS—Basket StreetStyle and Snowboard—areas were created specifically to attract a younger audience with an affinity for street and snow culture. Passionate and qualified staff, along with a curated selection of brands that appeal to the target audience, make these areas must-visit destinations.



The running section is one of the most important in terms of the breadth of its offering, and it's also significant in your online store. How significant is trail running, and how has it been performing in recent years? What services do you offer?

Trail running accounts for about 15% of total running shoe sales. The segment is growing, both due to the sport's development in recent years and the influence of fashion. Trail running shoes are commonly seen worn in the city and increasingly in the mountains instead of hiking boots. In addition to in-store foot strike analysis and trail experiences in collaboration with brands during product launches, we partner with many major local events and support sports associations. We want to stay connected with our customers: on March 14, in Cernusco Lombardone (LC), the third edition of Run Expo will take place—Italy's largest B2C test village—where end consumers can test shoes from the top 10 brands in the running, trail, and Hyrox markets.

How have the market and consumers changed since you opened your first store?

Consumers are constantly evolving, and in addition to being demanding, they have many touchpoints for accessing products: 35 years ago, visiting a store was the only way to discover products, prices, and new technologies. Now, in just a few minutes, this information is increasingly accessible, and digital comparison has



Our stores are designed to be welcoming and organized into specialized sections for each category—essentially “shops within a shop” that intuitively guide customers

become almost a necessity, thanks in part to AI. The difference continues to lie in the product range, selection, and service, both in-store and online. The right price naturally guides purchasing decisions—one that offers good value for money, comes with a warranty, and aligns with market trends. Consumers also have far more opportunities to choose how to invest and spend their money: travel, technology, and experiences are real competitors. On the sales staff side, the saying “you never get a second chance to make a first impression” remains truer than ever.

Which sports do you see growing the most?

Running and Hyrox.

What is the philosophy behind the store's design and layout?

Our stores are designed to be welcoming and organized into specialized areas for each discipline—true shop-in-shops that intuitively guide the customer. The spaces are clean, tidy, and easy to navigate, even from a communicative standpoint, so that every target audience—men, women, athletes, and non-athletes alike—can immediately feel they're in the right place. The display structures, discreet and minimalist, leave room for the product and highlight the brands without needing to scream with logos. The result is a smooth and pleasant shopping experience, one that truly puts the customer at the center when they enter our stores.

You are among the strongest retailers in online sales as well; how do you balance the offerings of the physical store with those of the digital platform?

A dedicated and close-knit team manages the maxisport.com store on a daily basis, and the buyer & sales department coordinates product selection specifically for each sales channel, considering both online and traditional channels. The website is our primary communication channel, and thanks to the real-time availability of products in individual stores—which can be viewed on the site—it serves as an excellent “drive-to-store” channel. Our stores are concentrated in Lombardy, while our online presence reaches all of Italy: the more customers we reach, the more we refine our operations.

DATA SHEET

Name: Maxi Sport
Website/e-commerce: maxisport.com
Facebook: maxisportcom
Instagram: @maxisport_com

Owners: Emanuele, Giovanni, Ester, and Giulia Sala
Year opened: 1989
Showcases: ten
Employees: approximately 290
Total retail square footage: 17.450
Sports covered: skiing, snowboarding, scuba diving, running, padel, and tennis, basketball, soccer

BRANDS

Footwear: adidas, adidas Originals, AKU, ASICS, Dolomite, Fessura, Garmont, Hoka, Keen, La Sportiva, Meindl, Mizuno, New Balance, Nike, ACG, Norda, On, Puma, Salewa, Salomon, Saucony, SCARPA, Teva, The North Face, Topo Athletic, Under Armour
Clothing: Arc'teryx, Burton, Colmar, Columbia, Descente, EA7, E9, Helly Hansen, La Sportiva, Mico, Karpos, Kappa, Mammut, Norrøna, Patagonia, Roberta Tonini, Salewa, Spyder, The North Face, Under Armour
Equipment and accessories: ATK Bindings, Armada, Atomic, Blackcrows, Black Diamond, Blizzard, Briko, Burton, C.A.M.P., Dalbello, DPS, Dynastar, Faction, Fischer, Giro, Head, K2, La Sportiva, Lange, Marker, Nordica, Nitro, Oakley, Ortovox, Osprey, Picture, Plum, Red Bull, Reusch, Rossignol, Salomon, SCARPA, Scott, Smith, Tecnica, Vökl



RiminiWellness 2026, the race takes over the Riviera

From May 28 to 31, the leading wellness event returns to Rimini with an increasingly outdoor-centered focus. And running - through communities, clubs, and events along the waterfront - takes center stage

_BY CRISTINA TURINI

At the end of May, Rimini will once again become one of Europe's leading destinations for those who embrace sports, wellness, and physical activity as an integral part of their lifestyle. With RiminiWellness, the city in Romagna and its exhibition center are preparing to welcome professionals, companies, and enthusiasts to an event that has evolved over the years, expanding its scope far beyond the traditional world of fitness. Today, the event has evolved into a multifaceted ecosystem that brings together all aspects of contemporary wellness: from fitness training to preventive care, from education to active tourism, and even the latest lifestyle trends. Within this context, running is carving out an increasingly distinct niche for itself, becoming one of the most prominent expressions of an approach to sports that combines physical activity, social interaction, and the local environment.

The change is particularly evident in the growing focus on outdoor activities. Alongside the trade show component, the role of RiminiWellnessOFF—the off-site program that takes the event's energy beyond the exhibition halls and spreads it throughout the city—is becoming increasingly established. Parco del Mare, the beaches, the boardwalk, and the city center thus become an integral part of the event, transforming the Riviera into a vast open-air gym. It is precisely in this setting that running finds its most natural home. No longer a side activity, but a central element of an offering focused on direct experience: workouts, shared events, moments of community, and a strong connection to the local area. One of the most anticipated events is the Running Club Reunion, scheduled for Saturday, May 30, along the Rimini waterfront and organized in collaboration with OLA Movement. The initiative will bring together clubs and communities from all over Italy, creating a group run that will first and foremost be an opportunity for meeting, exchanging ideas, and sharing experiences. Making the event even more significant will be the presence of The Fashion Jogger, special guest and main international ambassador of the event, a symbol of a vision of running that combines performance, aesthetics, and urban culture.

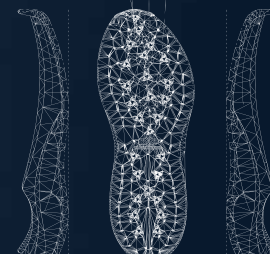
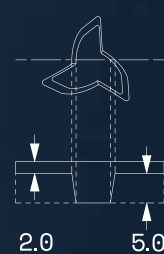
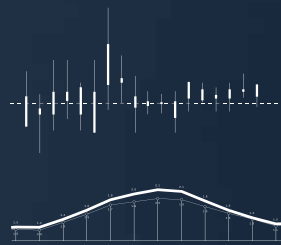


Lisa Migliorini, The Fashion Jogger

The significance of this event extends beyond the sporting aspect. The growth of running clubs in recent years has profoundly transformed the way we experience running, increasingly shifting it toward a collective and identity-defining dimension: we run together, build relationships, and share a common language and vision. The event perfectly captures this evolution and places it within a broader context, where wellness becomes a shared experience. In this sense, the 2026 edition confirms the event's ability to adapt to changes in the sector, broadening its scope and integrating new practices and new audiences. Running, today, is no longer a marginal segment, but one of the keys to understanding contemporary sports. RiminiWellness thus establishes itself not only as an exhibition event but as a widespread and shared experience, capable of uniting energy, inclusion, and the culture of movement. And for runners, the Riviera is increasingly becoming a place to come together.

Would you like to exhibit at RiminiWellness? Email redazione@runningmag.it
Info: riminiwellness.com

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PHOTO CREDIT: © Francesco Bergamaschi

LEDRO SKY TRENTINO

23-24 MAGGIO

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Ledro Sky Trentino è la seconda tappa della Golden Trail World Series:
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ledrosky.it

PRENOTA IL TUO PETTORALE



TRAIL SPECIAL

SHOE COUNTING

Run faster
with Data (Crunch)

PEOPLE

Marco De Gasperi,
Brand Manager at VJ

NEW ENTRY

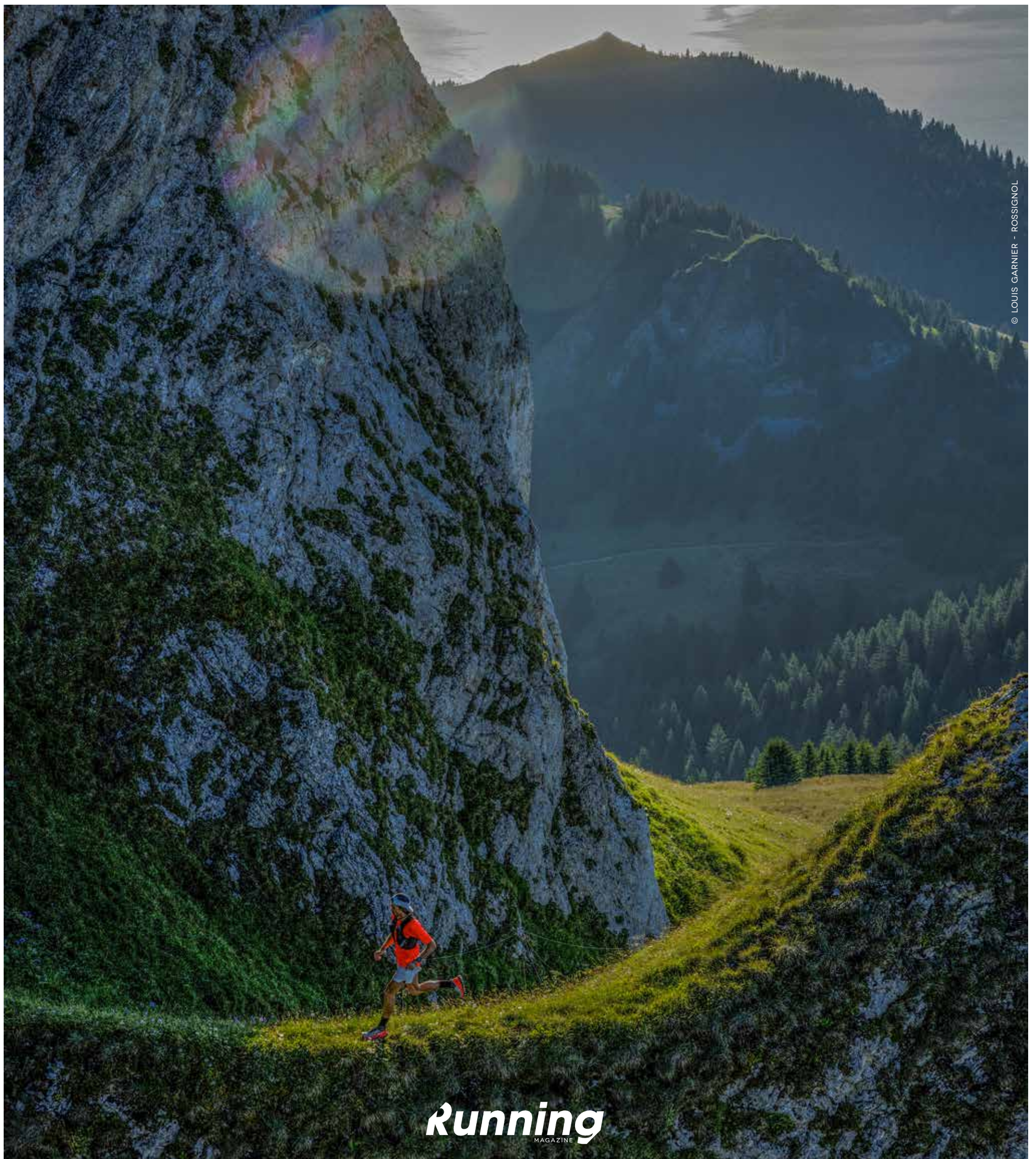
Keen's Italian trail
running debut

ZOOM

Merrell Agility
Peak 6

FIRST EDITIONS

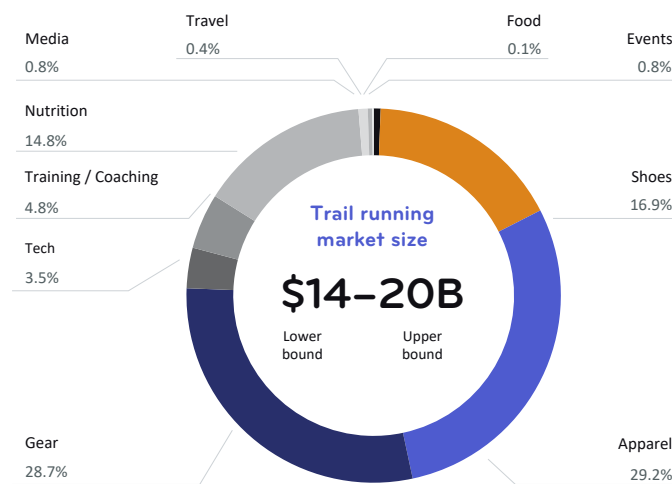
Ortles Haute
Route Trail



© LOUIS GARNIER - ROSSIGNOL

Running
MAGAZINE

Trail running triggers \$14-20B spend across different markets



Note: The trail running market size is based on a total 14.8 million trail runners in the US according to the SFIA's 2024 Topline Participation Report.

Sources: ¹Grandview Research; ²Mordor Intelligence; and ³Globe News Wire

Trail running is outpacing:

\$20B Wearables market in the US¹

\$15B Charter flight market²

\$9B Blockchain technology market³

USA trail running is worth 20 billion

Nearly 15 million participants, with a predominantly upper-middle socioeconomic profile and concentrated mainly in suburban areas and Western states: this is the profile of trail running enthusiasts in the United States according to the State of Trail Running Report 2024

_BY SARA CANALI

Trail running is not only a pastime enjoyed by millions of enthusiasts, but also a major sector of the outdoor economy. This is the finding of the State of Trail Running Report for the United States, a study conducted by Tom Matlack and Mikey Yablong. By 2024, this discipline is projected to generate a market valued between \$14 billion and \$20 billion, with spending concentrated primarily on apparel, technical gear, and footwear. Overall, trail running is emerging not only as a sporting activity but as a genuine and growing economic ecosystem, supported by a broad community that is increasingly willing to invest in products, services, and technologies that support the sport.

THE METHOD

The study employed a multi-method research design, integrating quantitative and qualitative approaches to obtain a comprehensive view of the trail running sector. On the quantitative side, an online survey was conducted with a sample of 2,010 respondents, selected to represent the U.S. trail running community in terms of age, gender, income, and geographic distribution. The data was subsequently normalized by excluding elite runners and outliers—specifically those spending over \$1,000 per year on races—to outline the profile of the “average” runner. The qualitative component, meanwhile, involved in-depth interviews with seven professional trail runners and two event organizers, with the aim of enriching the numerical data with personal experiences, motivations, and real-world challenges. Fieldwork took place between August 1 and 19, 2024. To complete the analysis, secondary data from sources such as SFIA, RunRepeat, and UltraSignup were utilized, along with consultations with athletes and industry professionals, which also helped estimate the overall market size and the number of participants in the United States, totaling approximately 14.8 million.

14.8 MILLION PRACTITIONERS

According to the report, trail runners in the United States form a community of approximately 14.8 million people with a fairly distinct demographic and socioeconomic profile. Participation is almost perfectly balanced between

men (50%) and women (49%), with 1% identifying as non-binary and a concentration primarily in the 35–54 age group. In terms of education and income, this is a group that is, on average, highly educated and has upper-middle-class incomes: 68% hold a bachelor's or master's degree, while the most common household income bracket (24%) falls between

\$100,000 and \$150,900 annually. Geographically, most live in suburban (45%) or rural (30%) areas, with a particularly strong presence in Western states, especially California (15%) and Colorado (9%).

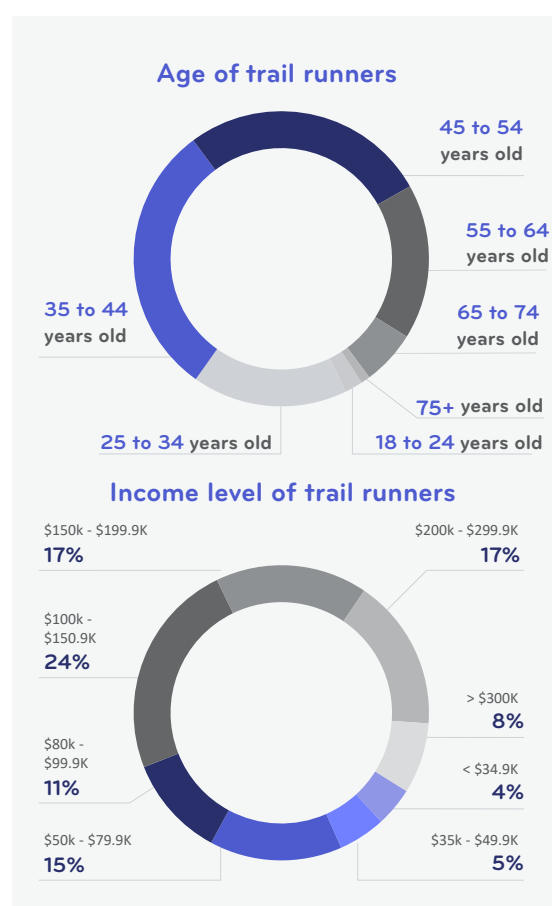
Participation in the sport is high: 38% have been trail running for over 10 years and about 60% for more than six years, while nearly half of those surveyed run at least five times a week. In addition, there is a strong preference for complementary activities such as hiking (78%), weightlifting (49%), and cycling (37%).

Their motivations go beyond physical performance and include competition, frequent participation in races, and a desire to connect with nature and an active community. Overall, the report describes a highly engaged audience for whom trail running is not just a sport, but a structured and ongoing way of life.

COMPETITIONS: ENTRY FEES RANGE FROM 400 TO 600 USD PER YEAR

Trail running events are experiencing a strong resurgence in the post-pandemic era. In the United States, it is estimated that approximately 257,000 trail runners participate in official events each year, with a very high level of engagement: 43% have taken part in at least five races in the past year, and 44% plan to maintain or increase this frequency in the future. From an economic standpoint, participating

in races is a significant priority for runners, who spend an average of between \$465 and \$613 per year on entry fees alone, while over 13% spend more than \$1,000 on premium race experiences. This sector also generates a direct impact on host communities, with estimated economic benefits ranging from \$53 million to \$84 million for lodging and from \$14 million to \$22 million for food services. Even the so-called “race packs” reflect the community's preferences: technical T-shirts are the most appreciated item (49%), followed by hats (16%) and socks (8.6%). Overall, races represent a



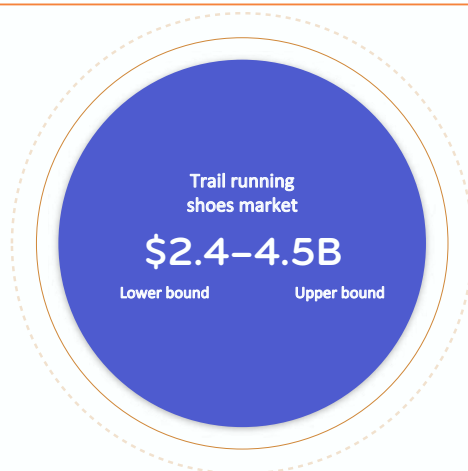
Trail running shoes: A \$2.4-4.5B market

The sport's popularity has been in part fueled by innovations in trail running footwear, with brands introducing more advanced, durable, and terrain-specific shoes to meet runners' needs.

11.9M Number of average trail runners in the US

1-3 Number of pairs of shoes purchased per year

~\$140 Average spend per trail running shoe



Note: The market size is determined by excluding elite trail runners, with the ranges excluding additional outliers

Trail running apparel market size

97% Trail runners purchased apparel in 2023

\$340-400 Average annual spend trail runner on apparel



Note: The market size is determined by excluding elite trail runners, with the ranges excluding additional outliers

Trail runners spend heavily on endurance-related gear

93% Trail runners purchased running-related gear in the US

\$337-421 Average annual spend on trail running gear



Note: The market size is determined by excluding elite trail runners, with the ranges excluding additional outliers

38%
Don't pay

While some stick to free services, the majority of trail runners see the value in paying for annual subscription

62%
Pay

STRAVA	37%	\$79.99
AllTrails	18%	\$35.99
GAIA GPS	7%	\$39.99 (Basic) \$99.99 (Premium)
TRAINING PEAKS	6%	\$119.40 (Premium)
Apple	2%	\$79.99
TRAILFOKRS	2%	\$35.99

pivotal moment for trail runners—not only in terms of sports but also socially and experientially—consistent with a lifestyle strongly oriented toward participation and sharing.

FOOTWEAR: HOKA LEADER

The trail running shoe market is a rapidly expanding, high-tech sector, with an estimated value in the United States ranging from \$2.4 billion to \$4.5 billion. Footwear accounts for a significant portion of runners' spending (approximately 16.9% of the total), as it directly impacts traction, protection, and comfort on more technical terrain. Among brands, Hoka is the most popular, owned by 43% of the trail runners surveyed, followed by Altra (34%) and Saucony (21%). Other notable brands include Salomon, Nike, Brooks, and Topo Athletic. In general, as their experience grows, many runners tend to switch from more general-purpose brands to more technical and specialized options. Consumption habits reflect the intensity of the activity: most athletes purchase one to three pairs of shoes per year, with 26% buying two pairs and about 8% purchasing six or more. The average price hovers around \$140, with 54% of runners focusing on the \$100-\$149 range and an additional 33% willing to spend between \$150 and \$199 for higher-performance models. The sector is also driven by a strong push toward innovation, with materials that are increasingly lightweight, durable, and adapted to different types of terrain. This fuels a continuous search for the best product, supported by online communities and specialized media that influence purchasing decisions.

CLOTHING: PATAGONIA AND NIKE ON THE PODIUM

The trail running apparel market in the United States is estimated to be worth between \$4.1 billion and \$4.8 billion and is characterized by near-universal participation, with 97% of runners having purchased at least one item in 2023. Average annual spending ranges from \$340 to \$400 per person, confirming a highly active and quality-oriented sector. Among brands, Patagonia is the most popular (39%), with a strong presence particularly in jackets and hats. Nike follows with 35%, dominating especially the segments of shorts and technical shirts, while Brooks and Smartwool both stand at 32%, followed by Janji (25%). When analyzing product categories, socks emerge as a fundamental piece of gear: Smartwool leads the segment with 41% of preferences, followed by Injinji (38%), Balega (35%), and Darn Tough (33%). In the shorts and T-shirts segment, the market is more fragmented, with a mix of established brands and less brand-specific choices. As for hats, however, 21% of runners do not wear them, while among those who do, Nike, Ciele, and Patagonia are the most popular. Spending habits show a strong propensity to invest: 52% of runners spend

between \$100 and \$499 per year on apparel, 21% between \$500 and \$999, and a smaller but significant share (6%) exceeds \$1,000. Overall, the profile of the consumer who prioritizes performance, durability, and reliability over price emerges.

EQUIPMENT: A \$5 BILLION MARKET

Trail running gear is a key component of the sport and accounts for approximately 28.7% of total spending by enthusiasts. In the United States, the market is estimated to be worth between \$4 billion and \$5 billion and encompasses nearly the entire community, with 93% of trail runners having made purchases in this category over the past year, at an average spend of between \$337 and \$421 per person.

Among the most popular products are hydration systems: about 50% of runners use backpacks or vests with a hydration bladder, while 31% prefer handheld water bottles. Nathan (46%) and Salomon (45%) dominate this segment, valued for their lightweight, performance-oriented solutions. In addition, 42% consider sunglasses essential, with Goodr establishing itself as the leading brand (43%), while 23% of runners say they do not use them. As for lighting, which is essential for runs in low-light conditions, the leading brands are Black Diamond (41%) and Petzl (40%).

On the technology front, GPS watches are now an integral part of the gear, with Garmin clearly dominating the market with 66% of the market share, followed by Coros (22%).

DIGITAL SERVICES: STRAVA AND GARMIN LEAD THE WAY

The trail running technology market in the United States is also significant, estimated to be worth between \$482 million and \$776 million, and accounts for approximately 3.5% of the sector's total spending. It is a growing sector, driven by approximately 6.7 million trail runners who pay for dedicated digital services, platforms, and subscriptions. Average annual spending ranges from \$72 to \$116 per user, with 45% of runners spending between \$50 and \$99 and a small share (about 4%) spending over \$200 on premium services. Among the dominant platforms, Strava is the leading social platform, used by 71% of runners to track activities and interact with the community, with 37% of users subscribing to the paid version. Garmin is used by 61% of runners as a key tool for performance tracking and navigation, while AllTrails is chosen by 50% for discovering new trails, with 18% subscribing to premium services. Overall, technology has taken on a central role in the trail running experience, becoming an essential tool not only for improving performance and safety, but also for exploring new trails and maintaining a constant connection with the community through the sharing of data and activities.

_BY SILVIA BERLENDIS, CO-FOUNDER OF DATA CRUNCH

For years, the industry has relied on simple analyses like shoe counting: counting the shoes on runners' feet. A useful snapshot, but superficial and static. Today, that's no longer enough. Data Crunch takes this approach to a new level: not just which shoes, but who wears them, how they perform, and why they choose them today and over time. A "shoe counting 2.0" that connects product, performance, and runner profile. The 50K Campo dei Fiori Trail, held last March, served as our testing ground. And what emerges is not a ranking, but a completely new story.

 **SCARPA®****GOLDEN
GATE LT****START
THE TRAIL.
FIND YOUR
PACE.**



VJ, designed for the Finnish landscape, perfect for the Alps

Shoes from the Scandinavian brand are now imported by Nortec and the brand manager is Marco De Gasperi

_BY CLAUDIO PRIMAVESI

Feel the grip. And it couldn't be any other way for a brand that has been known for over 40 years for the grip provided by its treads. Starting today, however, "Feel the grip" can be translated into Italian because VJ shoes—a Finnish brand with roots and DNA in orienteering—are now being imported by Nortec, a market leader in micro crampons. That's not the only news, because directly overseeing the product and explaining its unique features will be a name that's a guarantee: Marco De Gasperi, who has been involved in the development of Nortec products for years. The six-time world mountain running champion, who also appears in this issue of Running Magazine as *the organizer* of the new Ortles Haute Route, will serve as brand manager, but his involvement will extend beyond the Italian market as he joins VJ's product development team at the Orivesi headquarters.

"I discovered VJ in 2015 thanks to the British runner Emily Collinge, and I had already come to appreciate the qualities of these Finnish shoes—especially their durability and grip, which are essential for products designed for orienteering races in the wilderness. However, the latest collections have introduced—and will continue to introduce—shoes with increasingly minimalist uppers, ideal for trail running," says Marco. VJ is a technical brand, suited for true connoisseurs and terrains that demand maximum traction, and its market positioning will reflect this mission. "We're planning a targeted distribution strategy, focused on the Alpine region, in retail locations capable of explaining the features of a brand new to the Italian market—one suited for advanced and curious users seeking something that goes beyond trends and small brands that pay meticulous attention to every detail," adds Marco. The decision to begin distribution in the Alpine val-

leys should not distract from the fact that VJ also markets "door-to-trail" products (referred to as "road-to-trail" in VJ's cataloging), but rather reflects a specific launch strategy. The stores, together with the local athletes on the team Marco is assembling, will serve as local hubs for testing, experiences, and advice. "I'm confident in the quality and performance of the shoes, and we're counting on word-of-mouth among athletes and the running community," adds Marco, who was also won over by VJ's scale and industrial choices. "It's a small brand that has bucked the trend to safeguard quality and final performance: production takes place in China, in the same factory for 25 years, while others have moved their outsourcing to Vietnam for cost and margin reasons. This has allowed



_VJ is a small brand that made unconventional choices to ensure quality and optimal performance

Marco De Gasperi, VJ brand manager

for total control over the production process and no compromises, in the interest of those who always seek the best."

Among the policies adopted by the Finnish company is the decision to keep products in the same color schemes across multiple collections, rather than revamping them every year based more on fashion trends than on technical requirements. The price positioning is that of a premium product, starting at 169 euros but not exceeding 200 euros. Quality has value. And those who spend a lot, spend little. Take Marco De Gasperi's word for it.



FULL RANGE

The VJ catalog is extensive and suitable for activities ranging from orienteering to trail running. The range for nature runners ranges from products designed for long distances such as the VJ Ultra 3, a 265-gram model with 8 millimetres of drop, to

the versatile MAXx2, with 240 grams and 6 millimetres of drop. For those who put speed first, there is Lightspeed, 220 grams x 6 millimeters of drop. The Road to Trail collection has in FZN Aerofly and FZN Tempo the two main new features.



“Consciously Created” for off-road

Keen makes its Italian trail running debut with the Seek and Roam models



Keen has officially entered the world of trail running, bringing its “Consciously Created” approach to Italy—an approach that has already been tested in numerous races across the United States. The Portland-based brand’s innovation team spent nearly two years developing the Seek model, a project that laid the groundwork for the launch of its trail running line. Today, the collection consists of two shoes—Seek and Roam—both of

which are “Consciously Created” because, thanks to the high-resistance formulation of KEEN.ALL-TERRAIN rubber, they offer superior durability. Independent tests conducted by Heeluxe (heeluxe.com) confirm this: it is, in fact, about twice as durable as a standard trail running shoe. Seek and Roam also feature Keen’s signature wide forefoot, the KEEN.ORIGINAL FIT, designed for a natural foot strike and proper toe spread, which improves stability on uneven terrain.

SEEK: ULTRA-DURABLE WITH MAXIMUM COMFORT

WEIGHT /
309 g (M)
248 g (W)

DROP /
6 mm

STACK /
39 mm (M)
36 mm (W)



UPPER /
lightweight, featuring durable reinforcements and areas with enhanced breathability. It is complemented by:

- stretch knit collar, designed to prevent debris from entering
- padded tongue, for long-lasting comfort while running
- reflective laces for better visibility, with a design engineered to ensure a secure closure and a lace garage to secure them
- pre-formed TPU heel counter and a snug-fitting lockdown-knit construction the foot, ensuring stability during rapid movements

QUANTUMFOAMX MIDSOLE /
designed for durability, it combines soft cushioning with high energy return, promoting a smooth and responsive ride

OUTSOLE /
attached to the upper using water-based adhesives (free of solvents and harmful chemicals), it features 4-mm rubber lugs with high abrasion resistance that ensure traction and durability (estimated by Heeluxe at approximately 1,490 km before complete wear)

ROAM: THE DAILY TRAINER DESIGNED FOR ALL TYPES OF TERRAIN

WEIGHT /
300 g (M)
231 g (W)

DROP /
6 mm

STACK /
38.5 mm (M)
36 mm (W)



UPPER /
lightweight, breathable, and abrasion-resistant, it is ideal for everyday use

QUANTUMFOAMX MIDSOLE /
balances cushioning, responsiveness, and durability on any terrain

OUTSOLE /
attached to the upper using water-based (solvent-free) adhesives, it features 3-mm abrasion-resistant rubber lugs optimized for gravel, dirt, and asphalt, providing traction and durability (estimated by Heeluxe to last approximately 1,500 km before complete wear). The heel strike zone is asymmetrical and abrasion-resistant, for greater durability and comfort during the heel strike phase

“Trail running has been a natural evolution for Keen. For over 22 years, we’ve been thoughtfully designing durable and comfortable outdoor footwear, continually innovating materials and construction techniques to make them lighter, higher-performing, and with a smaller environmental footprint. Today, we bring that same DNA—along with our signature durability and comfort—to the world of trail running, with the goal of offering shoes suited to different terrains and performance levels.”

Shaun Bohnsack, vp of performance footwear of Keen

SARA BARBIERI, BRAND MANAGER AT KEEN ITALY

"We don't want to just be there on the trail: we want to present a proposal that is recognizable and relevant"

_BY CRISTINA TURINI

Keen is entering the trail running market at a time when the segment is experiencing strong growth: what strategic considerations led you to invest in this category now?

Keen's entry into trail running was a very natural choice for the brand. After more than twenty years of experience in the outdoor sector, it was the right time to bring this heritage to a category that is currently experiencing significant growth, but one that also demands authenticity, expertise, and a clear vision. For Keen, this isn't about following a trend, but about entering a segment that aligns with the brand's DNA: protection, comfort, durability, and a connection to the natural environment. The new trail collection therefore represents a credible extension of the Keen world, not a deviation.

The brand has a well-established identity in the outdoor sector: how important was it to bring this heritage to the world of running while maintaining consistency and brand recognition?

It was crucial. Keen has built its identity around the idea of an accessible, authentic, and functional outdoor experience. Entering the running market meant translating this heritage into a new user experience without losing our distinctive hallmarks. That's why we wanted to retain key elements such as attention to the shape of the foot, long-lasting comfort, protection, and a strong emphasis on durability. Even in trail running, we wanted consumers to immediately recognize the Keen fit.

With Seek and Roam, you've chosen to launch two models that differ in terms of use and positioning: how did you structure this offering, and what needs do you aim to meet?

We chose to enter the market with a clear and straightforward offering. Seek and Roam address two different yet complementary needs. Seek is the higher-performance, more technical model, designed to tackle more challenging terrain and moderate to long distances, with a focus on agility, responsiveness, and endurance. Roam, on the other hand, is designed as a more adaptable and versatile shoe, ideal for those who run on mixed surfaces such as gravel, dirt, and asphalt, and are looking for a versatile solution for daily training and non-linear routes. In this way, we have built a range that appeals to both the performance-oriented trail runner and those who approach running in a more fluid and hybrid way.

Seek is designed for long distances: what were the key design factors that guided the product's development?

Three key factors drove the development of the Seek: protection, efficiency, and long-lasting comfort. The shoe was designed for runners tackling technical trails and medium-to-long distances, so it was essential to strike a balance between cushioning, precise foot strike, and consistent performance. The choice of a supercritical Pebax foam midsole, a 4 mm lugged outsole, and a construction designed for durability is precisely aimed at this goal: to offer a shoe capable of maintaining performance, stability, and a comfortable feel even after many kilometers.

The issue of durability stands out as one of the key factors: do you believe that it is now a major factor in consumer choice, on par with traction and cushioning?

Yes, and we believe this will become increasingly true. Grip and cushioning naturally remain key factors when choosing a trail running shoe, but today's consumers are much more informed and also consider how the shoe performs after the first few runs. A shoe must maintain reliability, comfort, and stability over time. At Keen, durability isn't an afterthought: it's an integral part of performance and is also closely linked to our approach to the product. We believe that a shoe that lasts longer is better, both for the runner and from an environmental impact perspective.

In an increasingly sophisticated and technical trail running market, how important is it for you to strike a balance between performance, comfort, and affordability?

For us, this is essential. Trail running is becoming an increasingly technical discipline, but we don't want that technicality to become a barrier. The challenge is to offer products that deliver credible performance while also providing immediate comfort and ease of use. Keen has always had an inclusive mission: to create footwear that truly works, yet remains accessible in terms of experience, fit, and versatility. In this sense, our entry into trail running aims to broaden the base of participants, appealing to both experienced users and those new to the sport who are seeking safety, support, and the joy of running.

Both models demonstrate a strong attention to functional details, from lacing systems to protection and stability: to what extent does the design influence the overall running experience, beyond just performance?

It makes a huge difference. Today, it's no longer enough to focus solely on performance in the strictest sense: runners perceive a product's value through the overall experience. This means considering every detail that contributes to the quality of the run, from fit to protection, and from stability to the smoothness of the stride. For Keen, this vision is particularly important because it stems from a product philosophy in which foot comfort and real-world functionality have always been central. Performance is fundamental, but it must be part of a broader system in which the runner feels secure, supported, and comfortable at every stage of the run.

With Roam, you're introducing a more versatile product line designed for mixed terrain: what was the strategy behind this development, and how important is it today to offer products that can adapt to different usage scenarios?

Roam was born out of the realization that today, many runners no longer strictly separate road and trail running. There is an increasingly dynamic approach to running, characterized by mixed routes, transitions between urban and natural environments, and daily training on different surfaces. Our strategy was therefore to create a shoe capable of adapting to these environments, with versatile traction, balanced cushioning, and a stable, comfortable construction. It is a very contemporary offering, as it responds to a less rigid and more free-flowing running style, where the product's versatility becomes a tangible asset.

Consumers are increasingly concerned about materials and production processes: how do you integrate sustainability into your offerings, making it a tangible value rather than just a marketing claim?

For Keen, this commitment translates first and foremost into product choices. Our "Consciously Created" approach is based on the idea of creating more responsible footwear through more thoughtful materials, processes, and standards. We know, for example, that Keen has been PFAS-free since 2018 and that the brand clearly links the concept of sustainability to that of durability: a shoe made to last longer is also footwear that reduces the need for frequent replacement. For us, it is important that these aspects do not remain abstract, but are reflected in a product that the consumer perceives as reliable, durable, and consistent with the brand's values.

Does this launch represent an initial exploratory step, or the start of a structured program in trail running? What are your medium-term goals in this category?

We see this as the start of a structured journey. Seek and Roam mark our debut, but they are not a one-off experiment. Our ambition is to gradually build a credible presence in trail running, starting with what we do best: creating products that combine function, comfort, protection, and durability. In the medium term, we want to consolidate Keen's position in this category, engage with an ever-growing community of runners, and establish a distinctive perspective that aligns with our outdoor identity. We don't just want to be present in trail running; we want to offer a recognizable and relevant solution.



Be Searchable

RECCO's mission is to make mountain rescue search operations safer and faster. Including summer sports. To raise awareness they will serve as safety partner at the Activation Days in Riva del Garda

BY BENEDETTA BRUNI

When people think of mountain rescue, the first thing that comes to mind is finding someone buried in an avalanche. But you don't have to be an extreme winter sports enthusiast to find yourself in danger: even more accessible activities like hiking and trail running carry real risks that may require the intervention of mountain rescue teams. RECCO knows this well, and in fact, over the years, alongside its famous reflectors integrated into clothing and equipment, they have developed a helicopter-based search system, which allows for rapid scanning of larger, remote areas. In practice, the RECCO SAR helicopter detector transmits a cone-shaped signal, to which the reflector worn by the missing person passively responds by bouncing the signal back to the helicopter. Traveling at 100 km/h, the helicopter detector scans the area below with a width of up to 100 m, covering up to 1 km² in 6 minutes. Undoubtedly a useful tool for both mountain professionals and recreational users, even in summer. To raise awareness of this, RECCO will be the safety and technology partner at the Activation Days in Riva del Garda (May 16–17), two days of sports experiences dedicated to the general public as part of the first European Outdoor Week (May 14–19). It will be an opportunity to learn about the devices and equip yourself with a reflector so you can tackle your next outdoor and running adventures with greater piece of mind.



**FREDRIK STEINWALL,
CEO OF RECCO**

RECCO technology is mostly known as a search-and-rescue tool for winter sports, but it is undoubtedly useful for activities such as hiking and trail running as well. What role does it play in these cases?

In the context of an avalanche, the goal is to locate the buried victim as quickly as possible within a relatively defined area. In summer sports, however, the search focuses on rescuing an injured or missing person in a much larger area and in complex terrain such as forests or steep slopes. The RECCO system serves as a complementary search tool and assists rescuers by significantly speeding up the process of locating the missing person, as it relies primarily on the use of helicopters, which are more powerful and faster than handheld devices.

Currently, helicopters equipped with RECCO SAR detectors cover the Central Alps, Scandinavia, North America, Nepal, and New Zealand. Are you planning to expand your coverage?

Yes, expanding our coverage and density in already established regions is our top priority. In addition, we've seen interest increasing in areas with a growing outdoor and tourism industry, such as certain mountain regions in Asia. We work closely with local teams to ensure not only that the technology is deployed, but also that it is properly integrated into their operations through training sessions and support. As more and more brands incorporate RECCO reflectors into their products, the value of having adequate coverage in new regions also increases, creating a natural momentum for our expansion.

How are your reflectors integrated in clothing and gear?

During the manufacturing process, outdoor and running brands place them in secure areas such as the tongue of the shoe, the upper part of the sleeve, or the backpack's structure itself. Integration is simple and long-lasting: reflectors are small, passive components that do not use batteries, require no maintenance, and function for the entire

lifespan of the product in which they are embedded. Additionally, if one does not own gear with a RECCO reflector, they can also purchase one separately to attach to their backpack or helmet.

Hiking and trail running are often considered low-risk activities compared to freeriding and ski mountaineering: how can awareness be raised?

Although hiking and trail running are more accessible, they are still activities that involve exposure to unpredictable weather, challenging terrain, and remote locations. Raising awareness starts with education—making people understand that accidents occur due to predictable factors such as poor planning, a lack of proper equipment, or underestimating conditions. For mountain rescue professionals, however, being able to quickly locate a missing person is essential. This is where technologies like RECCO become crucial. It's important to remember that "safety" doesn't just mean being well-prepared, but also having equipment that can assist rescuers during search operations.

Why did you decide to become the safety and technology partner for the Activation Days in Riva del Garda, and what will you be doing during the event?

Activation Days are a great opportunity to connect directly with consumers and the outdoor and running communities. Our goal is to raise awareness about the importance of being searchable. During the event, we'll have a booth in the Village where visitors can meet our team and learn how RECCO technology works. We will also be joined by local rescue experts from the Riva del Garda area to discuss search and rescue operations, demonstrating how proper preparation can make all the difference. Finally, we aim to create a space for dialogue, learning, and awareness, bringing together technology and rescue expertise with people who spend their time exploring and enjoying the great outdoors.

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ROSSIGNOL



The trail finds its flow

The Merrell Agility Peak 6 is a shoe designed to support every runner, from their first run all the way to ultra-distance races, thanks to a perfect balance of superior cushioning, adaptive stability, and reliable traction. The result is a smooth, confident, and distraction-free run on any terrain

T rue innovation isn't just about adding technology, but making it invisible. This is the principle behind the Agility Peak 6, Merrell's new flagship model in the mass-cushion segment, designed to deliver a smooth, stable, and above all, uninterrupted run. The key concept is simple: eliminate everything that distracts. The shoe works underfoot, while the runner remains focused on their pace, the terrain, and their own sensations. An approach that perfectly encapsulates the evolution of trail running, which is increasingly focused on efficiency and pacing over long distances.

Compared to the previous version, the leap in quality is evident. The completely redesigned FloatPro foam midsole delivers a more refined balance between cushioning and responsiveness. It's not just about protection: the sensation is that of a smooth ride, with more natural transitions even when the terrain becomes technical or uneven. Supporting this dynamic is the full-length FLEXconnect technology, one of the model's most significant new features. The bidirectional grooves allow the shoe to actively adapt to the terrain, improving stability during changes of direction and reducing fatigue on long, varied trails. Underfoot, traction is provided by the Vibram Megagrip sole with 5mm Traction Lugs, a proven solution that has been further optimized here. The result is consistent traction on wet, rocky, or unstable surfaces, with a more effective push-off phase even on gravel and loose terrain. The upper has been completely redesigned to improve support and durability. The engineered Leno-weave mesh ensures breathability and durability, while the gus-

seted tongue and reinforced toe cap work together to keep the foot protected and stable even on the most technical terrain. The target audience is broad but well-defined: trail runners of all levels, from beginners to ultra-runners, who are looking for a reliable shoe for everything from daily training to longer races.

UPPER /

completely redesigned to improve support and durability. The engineered Leno-weave mesh ensures breathability and durability



LACING / gusseted system



Merrell Agility Peak 6



“It Starts Outside”: Merrell’s new vision

With the launch of the Agility Peak 6, Merrell is also strengthening its positioning through the global “It Starts Outside” platform. The campaign marks a paradigm shift in outdoor storytelling: no longer just extreme feats and distant peaks, but a vision of nature that is accessible and part of everyday life, capable of generating immediate well-being. Just a few steps outside the door are enough to trigger a mental and physical transformation.

The project unfolds through digital content, storytelling, and community initiatives such as the Merrell Hiking Club, which aims to make the outdoors more inclusive, with a particular focus on female participation and the creation of shared experiences. This message is consistent with the product itself: the Agility Peak 6 was designed to accompany every type of runner, in every setting, breaking down the barriers between performance and accessibility.



Merrell Agility Peak 6 GTX

MIDSOLE /
the completely updated FloatPro foam delivers a more refined balance between cushioning and responsiveness. This dynamic is enhanced by full-length FLEXconnect technology



OUTSOLE /
Vibram Megagrip with 5 mm traction lugs

Merrell and the Skyrunner World Series: a growing commitment

The launch of the Agility Peak 6 is part of a broader strategy aimed at strengthening Merrell’s position in the global trail running market.

The brand has expanded its partnership with the Skyrunner World Series, becoming the title sponsor of the international circuit and supporting a schedule of 18 technical races around the world.

Among the most significant developments is the return of skyrunning to the United States with the Beast of Big Creek, a clear indication of the company’s commitment to expanding access to

the sport and strengthening its presence in key markets.

It’s not just about visibility, but about product development. Competitions become an open-air laboratory, where we can gather feedback from elite athletes and test solutions under the most extreme conditions.

In this context, the Agility Peak 6 represents the perfect blend of research, on-the-ground experience, and strategic vision: a shoe designed for the present state of trail running, but built with an eye toward its future.



Joma's top 5 for trail running

Five models designed to meet the diverse needs of trail runners in competition: from the most responsive models for sustained pace to those offering greater protection for tackling the most challenging terrain

TR-9: EXTREMELY LIGHTWEIGHT FOR SHORT DISTANCES (LESS THAN 20 KM)

Weighing just 215 grams, it is the lightest model in the lineup. Ideal for vertical running, it allows for agile and quick movements. Featuring Fly Reactive technology, the TR-9 has a minimalist and flexible design with heat-sealed reinforcements.

Drop: 6 mm

Terrain type: easy

TR-7: STRUCTURAL SUPPORT FOR MEDIUM DISTANCES

Ideal for marathons and half-marathons, it offers cushioning and support without sacrificing responsiveness. The midsole features a dual-material design: Fly Reactive in the heel to absorb impact, and Phylon in the forefoot to ensure stability.

Drop: 8 mm

Terrain type: technical

TR-8: MEDIUM-RANGE WITH EXTRA GRIP

It offers a balance of responsiveness, stability, and comfort, allowing you to maintain high performance even on technical

surfaces. The dual-material midsole combines Fly Reactive, to enhance energy return, and phylon to improve stability and control.

Drop: 7 mm

Terrain type: rocky



TR-6: EXTRA BOOST OVER LONG DISTANCES

The Carbon Plate integrated into the midsole, which is more flexible and stable, helps maximize performance while reducing fatigue, while Fly Reactive technology ensures cushioning and comfort.

DROP: 8 mm

Terrain type: low difficulty

TR-5: MAXIMUM COMFORT IN ULTRA-DISTANCE RUNNING

Fly Reactive technology ensures a high level of comfort and an effective balance between cushioning and stability, both uphill and downhill, while the wide fit provides support during long runs.

Drop: 5 mm

Terrain type: medium to technical

JOMA GRIP COMPOUND



Field-tested during the Transgrancanaria, the new compound offers superior grip and optimizes traction on uneven, rocky, and wet surfaces, ensuring greater safety and confidence with every step.

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For the trail runners of tomorrow

Designed for the first off-road adventures, SCARPA's Golden Gate LT model combines lightness, comfort, and stability, adapting to any type of terrain

SCARPA is expanding its off-road lineup with a new model designed for those taking their first steps in trail running or looking for a versatile shoe for daily training. Called the Golden Gate LT, it's a brand-new addition to the Asolo-based brand's trail running collection: a shoe that combines lightness, comfort, and stability to ensure a smooth and intuitive run. Now available, the suggested retail price is €129.95.



FULL-LENGTH MIDSOLE /

made from EVA with a 20% Pebax blend, it offers balanced cushioning—that is, both comfortable and responsive:

- the Adaptive Cushion System (ACS) effectively absorbs impact while maintaining good responsiveness, thereby promoting a smooth and stable run



WEIGHT /
300 g

STACK /
24–30 mm

DROP /
6 mm

MESH UPPER ENGINEERED /

promotes breathability even during extended activities, helping to maintain a constant feeling of comfort; the upper is completed by:

- heat-sealed TPU reinforcements
- the Elastic Lace-Lock System keeps the laces securely in place, ensuring a stable and secure fit throughout your activity

PRESA TRN-11 OUTSOLE /

Featuring a wide tread pattern, it is designed to ensure traction and durability, offering reliable grip on various types of terrain:

- the tread pattern helps improve stability while running, even on very uneven surfaces

S.C.A.R.P.A. Shoe Factory - +39 0423.5284 - info@scarpa.net

From fast hiking to trail running with versatility

Comfort, stability, and durability on various types of terrain: these are the key features of Jemini, CMP's new release for the SS 26 season



Jemini is CMP's new offering for Spring/Summer 2026. This model combines technical performance with versatility, making it ideal for both fast hiking and trail running.

EVA MIDSOLE /
ensures a good balance between cushioning and lightness and responsiveness

WEIGHT /
330 g - men's
270 g - women's

It contributes to a feeling of fluidity and agility, supporting the foot naturally even during changes in pace and on the most dynamic sections



KNITTED UPPER /
Made from polyester mesh, it makes the shoe particularly lightweight and ensures excellent breathability during physical activity

DROP /
7 mm

It promotes a smooth transition of the foot during each step, improving the fluidity of the stride both uphill and downhill

OUTSOLE WITH CMP FULLONGRIP COMPOUND /
designed to ensure traction and grip on different surfaces

CMP - cmpsport.com

Designed to adapt, built to perform

Developed in Arnedo, in the La Rioja region, by Fluchos Group, Atom Terra 3 is the latest evolution of one of the Spanish brand's flagship models

In trail running, performance isn't measured solely by speed. What matters is the ability to adapt, read the terrain, and manage your effort as conditions change. The Atom Terra 3 was designed with these principles in mind.

LIGHTER, FASTER, AND MORE EFFICIENT

Among the most significant updates is the reduction in weight: 272 grams for the men's version and 225 grams for the women's version. The result? A more agile and dynamic ride, with faster transitions and a smoother feel. The 8 mm drop ensures comfort and protection, both on the ascent and the descent.

COMFORT FOR LONG DISTANCES

The redesigned upper has been optimized to provide better foot support without compromising flexibility. This is complemented by the Low Density Plus midsole, designed to deliver balanced cushioning, effective shock absorption, and consistent stability even during prolonged use.

TRACTION WHEN THE TERRAIN CHANGES

On the trails, the quality of the outsole is a key factor in performance and safety. The Terra 3 features the Atom Grip outsole with 4 mm lugs, designed to ensure grip and reliability on any type of terrain. From smooth stretches to technical sections, this shoe delivers traction and stability.



WEIGHT /
272 g (M)
225 g (W)

DROP /
8 mm

MIDSOLE /
Low Density Plus

LUG HEIGHT /
4 mm

OUTSOLE /
Atom Grip



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Incredibly light, exceptionally soft

Thanks to the Dream technology built into The North Face's new Altamesa 500 V2,
running feels like flying

Running off-road on rocky, uneven terrain has never been easier. Thanks to Dream technology—the lightest and most comfortable midsole foam ever developed by The

North Face—now featured in the new Altamesa 500 V2 model. Designed to let runners focus solely on the trail ahead, it ensures a smooth, soft, and lightweight run.



LIGHTWEIGHT, SEAMLESS UPPER /

hugs the foot, ensuring breathability and constant comfort even during the longest runs; the upper is completed by:

- zonal reinforcements for added structure and durability
- dirt-resistant inner lining
- flaps integrated into the tongue that ensure stability over long distances
- new racing laces with serrated edges that keep the foot secure, for a more precise and stable fit
- lightweight reinforced toe box for greater protection on the trails



SURFACE CTRL SC2 RUBBER OUTSOLE /

with 4 mm lugs, it provides traction and durability on soft terrain:

- the wider platform underfoot—combined with a 36 mm heel stack and a 6 mm drop—ensures stability without adding weight, providing support even during long hours on technical and uneven terrain



DREAM FOAM MIDSOLE /

made of nitrogen-infused TPU, it ensures a softer impact and high energy return

The simple joy of running

Designed to make every mountain outing smooth and natural, NNormal's Cadí pays special attention to the anatomy of the foot, offering optimized fit and volume that's also tailored for women

NNormal—the brand founded by Camper and Kilian Jornet in 2022—is expanding its trail running lineup with the Cadí, the first model designed to make trail running more accessible and inclusive. The inspiration comes from the Serra del Cadí, the iconic mountain range in the Pyrenees where Kilian Jornet was born, raised, and discovered his passion for the mountains. Designed for a broad audience, Cadí fully expresses its potential on less technical terrain and over long distances. The focus is on comfort, balanced cushioning, a wider fit with a spacious toe box, and a minimalist design that prioritizes functionality. Cadí joins the Tomir and Kjerag lines, offering an accessible option for most runners and hikers, adapting to the wearer's foot and running style.

DESIGN & FIT FOR WOMEN

The development process for the Cadí was carried out in close collaboration with NNormal athletes Emelie Forsberg and Joyce Njeru, whose field testing and feedback were essential in defining fit, comfort, and performance from a woman's perspective. Cadí is also available in women's-specific versions, featuring dedicated volumes, sizes, and colorways designed to more precisely adapt to the anatomy of the female foot and offer a more natural and efficient running experience.

ETPU INSOLE /
lightweight and comfortable, it feels soft underfoot

SUPERCritical FOAM MIDSOLE /
it ensures consistent and responsive energy return, promoting a smooth and efficient ride with every step

"I have always struggled to find a pair of trail running shoes for my wide feet. These fit perfectly, right out of the box. In fact, I wore them for hours the first time and I didn't even notice them, they fit so well. The right amount of cushioning for long distances, enough grip for moderately technical trails, and an upper that fits like a glove"

tester by Running Magazine



© Emanuele Delozzo

ENGINEERED UPPER /
Made from abrasion-resistant technical material, it conforms to the shape of the foot, ensuring a precise fit; the wraparound lacing system, the internal heel counter, and the TPU toe box complete the construction



VIBRAM MEGAGRIP OUTSOLE /
the 4-mm lugs provide reliable traction on both dry and wet surfaces; the perforated design enhances the shoe's overall flexibility

WEIGHT /
270 g

DROP /
6 mm (29–35 mm)

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Until the last trail

With the Neo Accera, Mizuno is making a bold entry into the high-performance trail shoe segment. A model designed to tackle medium to long-distance and ultra runs, with a design that combines protection, stability, and a smooth, consistent ride even on the most challenging terrain

In the world of trail running, the concept of the “super shoe” is no longer limited to the pavement. Off-road running is also undergoing a period of rapid evolution, with technical solutions increasingly focused on performance. This is the backdrop for the Mizuno Neo Accera, the Japanese brand’s new offering designed for those seeking a high-performance trail shoe capable of supporting runners from medium- to long-distance runs all the way to ultras. With this model, Mizuno strengthens its position in the trail running segment and brings some of the design philosophy seen in its latest road running shoes to the trails: a smooth, cushioned, and stable ride, with a technical design intended to support your stride even when the terrain becomes more challenging. The Neo Accera was designed with a specific goal in mind: to provide a high-performance

platform for tackling technical trails, sustained paces, and long distances. It’s no coincidence that the brand positions it for a wide range of uses, appealing to both competitive runners and regular runners looking for a premium model for demanding training sessions and races. This model is therefore ideal for moving efficiently on both technical trails and more runnable and gravel routes, offering a good balance of cushioning, traction, and control. This makes it particularly appealing to runners who spend many hours on the trails and need a shoe that remains effective even when fatigue begins to affect their form and foot strike. Mizuno describes the Neo Accera as its first true “super trail shoe.” Today, this label inevitably brings to mind shoes designed to offer something extra in terms of efficiency, protection, and performance support. In this case, the concept translates into a structure designed to withstand the stresses typical of long-distance mountain running, including ultra races, with a clear focus on those seeking a shoe capable of handling tough terrain, elevation gain, and long hours of running. From a design perspective, the Neo Accera relies on a combination of features that prioritize both comfort and protection. At the heart of the design is a nitrogen-injected midsole—a technology that Mizuno also uses in some of its road running shoes—which has been adapted for



MIZUNO NEO ACCERA



GEOMETRY SMOOTH SPEED ASSIST /
promotes a smoother and more efficient run,
even when you're tired



MIZUNO ENERGY NXT NITROGEN INFUSED MIDSOLE /
soft, responsive cushioning designed to maintain compression
resistance over long distances

HIGHLIGHT

CATEGORY /	SUPPORT /	TARGET /
Super trail shoe	Neutral	Regular and competitive runners looking for a high-performance trail shoe

- PRODUCT INSIGHT -
FOOTWEAR



trail running to strike a balance between cushioning and responsiveness. The stated goal is to maintain the shoe's performance even during long runs, when the midsole's ability to avoid "sagging" too much becomes essential. Complementing the performance of the rubber compound is a construction clearly designed for technical terrain, featuring a

Vibram Megagrip outsole, a rock plate, a wide tread pattern, and substantial stack height—elements that define a shoe focused on protection, stability, and comfort over long distances. Overall, the impression is of a model that focuses less on extreme aggressiveness and more on a modern formula: maximum protection, a smoother ride, and long-distance durability.

ROCK PLATE PROTECTION /
protects the foot from impacts with hard, uneven ground

HIGH STACK STRUCTURE + WIDE TREADS /
more protection, stability, and support over ultra-long distances

VIBRAM MEGAGRIP OUTSOLE /
excellent traction and reliable grip on technical terrain and in challenging conditions



- TEST TRIP -

The most compelling proof of the Neo Accera's performance came directly from the field during the model's European launch, held on March 25, 26, and 27 in Cruz de Tejeda, Gran Canaria. This terrain features a mix of steep climbs, technical descents, volcanic rock, runnable sections, and unstable surfaces—all within just a few kilometers. In such a situation, a shoe must not only "protect," but must also maintain consistency during the run, without becoming distracting or overly intrusive. More than just a product presentation, the test ride turned into a true technical workshop. The recent floods that hit Telde and the Tejeda mountain range had, in fact, drastically altered the terrain, presenting the participants with testing conditions that were far more challenging than expected: mud, water, partially eroded trails, extremely slippery rocks, and sections rendered unstable by the bad weather. In this regard, the shoe proved capable of combining comfort, grip, and stability in extreme conditions, while maintaining good traction even on surfaces compromised by water and mud. This is particularly significant given that the test covered a total distance of over 50 km. The most interesting finding from the test is not so much the pursuit of "explosive" performance, but rather the model's ability to maintain solid and consistent performance throughout the entire run. And it is likely here that the Neo Accera finds its most credible niche: not as an extreme shoe for specialized use, but as a premium option designed to support the runner when the trail becomes long, technical, and demanding.

The following individuals took part in the test on behalf of Italy:

- NATALIA MASTROTA
(UTMB index 672, recent winner of the Xtrail Kenting by UTMB 2026 – Xtrail 100K (March 7, 2026))
- MAITE MAJORA
(UTMB index 715)
- MICHELE EVANGELISTI
(CORRERE, Esco a correre Academy)
- PATRICK DE LORENZI
(UTMB Index 604, THE PILL)
- MASSIMO BARCO
(UTMB Index 596)

DISTANCES / from 15 to 170 km	TERRAIN / technical trail / gravel trail	DROP / 8 mm	STACK / 33–41 mm	WEIGHT / 290 g (size 9)
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TerraSkin X03: stability and control over long distances

X-Bionic is expanding its trail running line with the introduction of its most cushioned and versatile model of the collection

Designed to tackle ultra-distance runs and intended for a broader audience, the new TerraSkin X03 is aimed at trail runners ready to push their limits, those new to the sport, and anyone seeking greater confidence on the most challenging terrain. Developed to ensure protection and reliability even in the most technical conditions, the TerraSkin X03 offers greater impact protection, particularly on rocky terrain and during long descents, even the steepest ones. The cushioning is designed not to compromise control, ensuring stability and safety with every step.



UPPER /

lightweight and breathable, it is designed to provide lasting comfort even after many hours on the trail, without compromising protection and stability

SPEEDFRAME STRUCTURE /

it securely wraps around the foot, helping to maintain stability and control even as distance and fatigue increase

SPINWEAVE OUTSOLE /

developed in collaboration with Vibram, it combines anatomically zoned lugs with the Vibram Megagrip compound to ensure adaptive traction on varying surfaces. Inspired by the hyper-elastic properties of spider webs, the independent lugs promote greater contact with the ground, improving grip and stability even when conditions change suddenly



THE INTEGRATED SHOE-SOCK SYSTEM

From its debut in the fall of 2024, TerraSkin has been designed as a truly integrated shoe-sock system, developed to envelop and connect the foot, sock, shoe, and terrain. The goal is to provide stability, sensitivity, and confidence in the most demanding conditions, such as unpredictable terrain and technical descents, where control is crucial. With the new X03, this concept evolves further: the fit becomes even more

adaptive and comfortable, designed to accommodate a wider range of foot shapes while maintaining the snug, secure fit that defines the TerraSkin line. The integrated shoe-sock system enhances ground feel and control underfoot, while the integrated sock works in synergy with the shoe to limit unwanted movement, improve comfort, and offer a feeling of total connection—like a second skin—even on the most technical sections.



PRODUCT INFORMATION



WEIGHT /
318 g

STACK HEIGHT /
27–33 mm

DROP /
6 mm

LUG HEIGHT /
3.3 mm

MATERIALS /

- UPPER:
65% polyester,
35% TPU
- SOCK:
84% polyamide,
11% polypropylene,
5% spandex
- MIDSOLE: 100% EVA
(ethylene-vinyl acetate)
- OUTSOLE: 100% rubber

HIGHLIGHTS /

1. Designed for long distance and ultra
2. Performs well on varied terrain, from technical trails to steep descents
3. Designed for both experienced trail runners and those just getting into the world of ultrarunning
4. An effective balance between shock absorption, protection, and control
5. Integrated shoe-sock system for greater ground feel
6. Long-lasting comfort thanks to an adaptive fit
7. Stability and safety also in the steps more technical and downhill



Prodigio 2: the latest addition to the La Sportiva lineup

A precise fit, guaranteed stability, and comfort over long distances.
All in one mountain running shoe

Two years after the collection's launch, the Prodigio 2 represents the natural evolution of the Val di Fiemme brand's first model. A mountain running shoe designed specifically for long distances, it is now even more responsive, stable, and comfortable, capable of adapting to any type of terrain, from the most runnable to the most technical.



XFLOW MIDSOLE /

the liquid nitrogen injection process increases the material's strength and durability, ensuring consistent performance over time in terms of cushioning, energy return, and comfort

XFLOW INSOLE /
made from the same compound as the midsole, it enhances the sensation of responsive cushioning underfoot



FRIXION RED OUTSOLE /

dual-compound design with 4 mm lugs ensures optimized traction on the midfoot and forefoot and greater durability in the areas of the heel that are subject to the most wear



UPPER IN HIGH TENACITY MESH /
the breathable 3D-knit lining keeps your feet cool and dry, while the ergonomic wrapping system helps stabilize the foot, ensuring a precise, secure, and comfortable fit

PRODIGIO SERIES /

With the Prodigio Series, La Sportiva has developed a comprehensive line of trail running shoes, translating its DNA—built on comfort, stability, and reliability—into specific solutions for long-distance and ultra-distance runs. Within the range, the Prodigio Pro is designed for those seeking greater precision and dynamic support. The Prodigio Max, on the other hand, takes comfort and protection to the next level, thanks to a platform engineered to ensure consistent stability and cushioning even on the longest and most demanding runs.

La Sportiva - +39 0462.57080 - lasportiva.com

“Run far” with the rooster brand

With Vercors, Rossignol is strengthening its presence in trail running

Designed for ultra-distance running, Rossignol's Vercors completes the French brand's trail running collection. The line debuted in the spring of 2025 with the launch of the Vezor—the brand's first off-road running shoe—developed after years of research and development, thousands of foot scans, and extensive field testing. This evolution is as natural as it is strategic for Rossignol, whose DNA has always been tied to the mountains, ever since 1907.

A LEGACY OF EXPERTISE, NOW ALSO IN OFF-ROAD

For nearly 120 years, the Rossignol team—comprising some 30 R&D engineers and technicians specializing in footwear and fitting—has been studying the biomechanics of the foot to offer athletes and enthusiasts the ultimate in performance, comfort, and precision. The brand has applied this expertise to off-road running, creating products developed with the same technical excellence that, for over a century, has made Rossignol a global leader in winter sports.

Vercors—the flagship model of Rossignol's trail running collection—is part of a range designed to meet different needs and skill levels. Alongside the model designed for ultra-distance running, we find:

- **Vezor**, ideal for medium distances and already a standout in the racing world: in 2025, it was worn by Marine Quintard, winner of the 40 km (MCC) race at the Ultra-Trail du Mont Blanc;
- **Venosk**, a versatile shoe designed to help runners make the transition from pavement to trail.

E+FOAM MIDSOLE /

Soft yet responsive, it is designed to ensure long-lasting comfort:

- The integrated soft, medium-density PU anti-twist insert helps maintain stability on more technical terrain and after hours of running
- The new Diapazon Shield X-LT comfort plate protects your foot with every stride, reducing fatigue mile after mile



DRAGONFLY LIGHT UPPER /

Made from breathable, form-fitting jacquard mesh, it is designed to allow the foot to expand and contract naturally while running, while at the same time the necessary support:

- The micro-perforations ensure effective breathability even after many hours on the trails
- The fit—snug around the heel and midfoot and roomier in the toe box—meets the typical needs of ultra runners



DURAGRIP ULTRA OUTSOLE /
provides reliable traction on all types of terrain, by combining traction and wear resistance

PRODUCT INFORMATION

TERRAIN /
mixed

CUSHIONING /
soft, responsive and durable

WEIGHT /
290 g (size 42) men's
250 g (size 38) women's

DROP /
6 mm

STACK HEIGHT /
32 mm

LUGS /
4 mm



Pushing beyond

Lowa's trail running collection is expanding with a model designed for long distances: Skyterra

Within Lowa's ATR family, the Skyterra stands out as the model with the most comfortable midsole the brand has ever developed. It provides cushioning over long distances without compromising responsiveness and performance - on any type of terrain.

UPPER /

Made from lightweight, highly breathable mesh, it is reinforced with 360° PU overlays that ensure protection, durability, and long-lasting comfort. The ergonomic tongue, traditional lacing system, and soft, wide-opening collar all contribute to the shoe's comfort and stability.



LOWA DYNATPE MIDSOLE /

An innovative, highly responsive compound designed to provide consistent cushioning and energy return with every step. The 6 mm heel-to-toe drop promotes a natural, dynamic, and stable stride, making it ideal for long-distance off-road running



VIBRAM MEGAGRIP OUTSOLE /

equipped with 4.5 mm bidirectional lugs, it is designed to provide traction and grip even on the most technical trails



A SEASON FULL OF RUNNING

2026 promises to be a busy year for Lowa, thanks to partnerships with some of the most spectacular races on the national scene. The season kicked off in early March with a journey through the snow-covered Dolomites during the Misurina Winter Run. The course winds its way between Lake Misurina and the Tre Cime di Lavaredo, offering a first taste of the Tre Cime Experience. The highlight, however, is expected on the weekend of September 13, featuring three iconic events: the Misurina Lake Run, the Cadini Sky Race, and the Misurina Sky Marathon. These are technical and demanding races set against some of the most spectacular views of the

Dolomites, recognized as a UNESCO World Heritage Site.

From May 15 to 17, the setting changes: runners will take to the shores of Lake Garda—an iconic destination for outdoor sports enthusiasts—for the Garda Trentino Trail. The event features six routes, ranging from 11 to 150 km, designed to cater to runners of all levels. Finally, at the end of September, the spotlight turns to the Rhaetian Alps, the setting for one of the most historic and respected races on the Italian calendar: the Adamello Trail. Three events, one common theme: to give runners the opportunity to test various Lowa models in the field, starting with the new Skyterra.



MARATHON II

PERFORMANCE STARTS IN THE



joma-sport.com

The foot: the core of trail performances

From the French Alps to the most iconic trails: SIDAS brings to trail running its unique expertise in footwear fitting, biomechanics, and advanced technical solutions

In trail running, it all starts with the foot. This is the foundation upon which SIDAS has built its reputation for over 50 years: expertise that began in 1975 in the French Alps and has been developed through research, innovation, and advanced biomechanical analysis. Today, the brand draws on a database of over 5 million analyzed feet and an ecosystem of solutions that integrates insoles, socks, and fitting tools. The focus is clear: to improve comfort, stability, and precision, giving athletes the freedom to focus exclusively on performance. This approach finds its most authentic testing ground in trail running. It is no coincidence that SIDAS partners with some of the leading figures on the international scene, such as Jim Walmsley, Jonathan Albon, and Andreas Reiterer—athletes who embody the highest demands of ultra-trail running.



PROTECTION AND PRECISION EVEN OVER LONG DISTANCES

At the same time, the partnership with the UTMB circuit strengthens the link with the global trail, positioning the brand within the most iconic and technical events of the international calendar.

Customized support for every type of arch -

In terms of products, the 3Feet Trail line embodies the SIDAS philosophy: insoles designed to adapt to different types of foot arches, featuring superior, activity-specific traction, as well as stability and cushioning tailored for off-road terrain.



3Feet Trail

Freedom of movement and reduced friction -

Rounding out the system are the T-Free Trail technical socks, designed to reduce friction, promote freedom of movement, and enhance precision while running.



T-Free
Trail

SIDAS Italy - +39 035.4596078 - info@vichitalia.com

When performance becomes creative

Created by Matthieu Forichon, BV Sport's new Story Trailing collection captures the emotions we all feel when running on trails



Clic

In trail running, every run is a story in itself. It is precisely from this vision that "Story Trailing" was born, the collection designed by BV Sport in collaboration with illustrator Matthieu Forichon, the creative mind behind the "Des bosses et Des bulles" project. This collaboration demonstrates how technology and storytelling can co-exist even in a high-performance product like a trail running sock. The result is a line that transforms the emotions of running into ironic and recognizable graphic symbols, without compromising on performance.

STORY TRAILING COLLECTION

The star of the show is a running sock designed to support runners of all levels on any terrain. Manufactured in France, it also represents a significant step toward a more controlled supply chain and a greater focus on quality. At its technological core is the ultra-reinforced 3D anatomical sole, developed at the brand's R&D center—a structure that combines mesh layers of varying densities to enhance grip, stability, and proprioception. The result is a more secure stride and a significant reduction in impact, especially on technical terrain. The 360° support for the foot and ankle is one of its distinctive features: the ribbed construction stabilizes without compressing, maintaining a feeling of



Finisher

freedom that proves essential over long distances. Added to this are targeted reinforcements in high-stress areas such as the Achilles tendon, ankles, heel, and toe, designed to protect against repeated friction and impact, reducing the risk of blisters and irritation. Another key feature is moisture management: the lightweight, breathable mesh promotes effective sweat wicking, keeping the foot dry even in the most demanding conditions. Furthermore, the asymmetrical design follows the shape of the right and left feet for a more precise and natural fit. Flat, anti-friction seams, a high cuff with a wide anti-compression edge, and reinforcements in the lacing area help keep the sock stable and comfortable throughout the activity.

ILLUSTRATIONS

Forichon's illustrations playfully capture the joys and challenges of trail running, transforming a technical accessory into a medium of expression. It is a vision that goes beyond pure performance and embraces a more personal and narrative dimension of outdoor sports. The packaging is made entirely from recyclable materials, underscoring an eco-responsible approach. With "Story Trailing," BV Sport demonstrates that innovation can be found even in the details, combining technology, sustainability, and identity.



Flow



Ravito

BV Sport - +39 335.5927456 - info@bv sport.it

Next-generation technical socks

100% made in Italy, Mico's two new products for SS 26
embody innovation and technical expertise



M1 LINE

SOCK CONSTRUCTION /

Stretchy, lightweight, and twist-resistant, it is made from LYCRA® fiber and Q-NOVA® recycled polyamide (pre-consumer recycled nylon), ensuring a stable and comfortable fit even during extended use

NANOGLIDE TOE AND HEEL /

advanced-technology fabric designed to reduce friction and prevent blisters

FLAT, INVISIBLE, FRICTION-RESISTANT SEAM /

designed to ensure maximum sensitivity and comfort in the toe area, minimizing friction points

VENTILATION ZONES /

placed on the instep and insole to promote breathability

ACHILLES TENDON PROTECTOR /

targeted support to reduce stress on one of the areas under the most strain while running

WEIGHT /
light



**MESH INSERT
WITH SILICONE THREAD /**
optimizes grip in key areas, namely
under the fingers and on the heel

X-PERFORMANCE LINE

SOCK CONSTRUCTION /

Made from LYCRA fiber and RENUA recycled polyamide (pre-consumer recycled nylon), it ensures a secure and comfortable fit even during prolonged use

ANATOMICALLY SHAPED RIGHT-LEFT INSOLE /

Made with Outlast yarn, it promotes breathability and moisture management, keeping your feet dry

NANOGLIDE TOE-HEEL /

advanced-technology fabric designed to reduce friction and prevent blisters

FLAT, INVISIBLE, FRICTION-RESISTANT SEAM /

designed to ensure maximum sensitivity and comfort in the toe area, minimizing friction points

VENTILATION ZONES /

placed on the instep and insole to optimize airflow

ELASTIC PROTECTIVE INSERT FOR THE ACHILLES TENDON /

targeted support to protect one of the areas most stressed during running

**REFLECTIVE TRIM
AROUND THE CUFF /**
made from high-visibility
thread, it improves safety
in low-light conditions

Mico Sport - +39 030.2003211 - info@mico.it

High efficiency, ultra-compact design

Winner of the 2024 ISPO Award, Smini Fly by Silva is an ultralight headlamp
ideal as a compact backup light during races or light trekking

Featuring a minimalist 3 mm headband, Silva Smini Fly weighs just 38.5 grams and delivers 250 lumens, offering an excellent balance between lightness and brightness. It includes a USB-C rechargeable battery that ensures you always have power, as well as a red light for close-up reading in pitch-dark conditions.

FEATURES /

- Main material of the lamp: recycled PC
- Band material: 30% recycled polyester, 70% latex
- Water-resistant: IPX5 standard
- Weight: 38.5 g (including 3 mm band)
- Light output: 250 lumens

• Three brightness levels:

- Max mode: 250 lm / runtime up to 1.5 hours
- Medium mode: 100 lm / runtime up to 2.5 hours
- Low mode: 10 lm / runtime up to 20 hours

- Integrated USB-C rechargeable battery (700 mAh Li-Po), with charging cable included
- Silva Intelligent Light technology: a combination of a long-range beam and diffused light for close-up vision



AVAILABLE AS ACCESSORIES /

- Alternative 15 mm headband
- Red taillight

RETAIL PRICE /

- €44.99

Ferrino & C. - +39 011.2230711 - vend.it@ferrino.it



Ortles Haute Route Trail: Marco De Gasperi's dream

120 kilometers and 9,000 meters of elevation gain between Valtellina and Alto Adige:
a new ultra race that promises to be a show. We spoke with the organizer,
the six-time world champion in mountain running

_BY CLAUDIO PRIMAVESI _PHOTOS BY MAURIZIO TORRI

The dates to mark on your calendar are September 11 and 12, 2026. Whether you call it edition zero or one (it's hard to imagine the former with 800 race bibs on sale), the Ortles Haute Route Trail (ortleshauteroute.it) has an excellent chance of becoming a major classic. Take Marco De Gasperi's word for it. The new ultra race (120 km, 9,000 m of elevation gain), starting and finishing in Bormio, in Valtellina, was born from an idea by the six-time world mountain running champion. And it winds around the mountain where he set the record for the ascent and descent. "The idea came to me in 2020, shortly after the Alta Via dell'Ortles was established between Valtellina and South Tyrol, but I had other commitments and a lack of time turned it into a classic pipe dream," Marco begins. That dream remained on the back burner for a few years, but it didn't fade away, so last year Marco, along with some friends and his partner Elisa Desco, set out to test the route over four days. "Even though I knew many of the places, I was amazed, because there are areas with unique landscapes, for example the section above Solda or Val Martello." The Alta Via is fairly well-known on the South Tyrolean side, where it is traversed every year by tourists arriving from all over Europe, but less so on the Lombardy side. The idea is precisely to promote it beyond the competitive aspect, even for those who might want to tackle it at their own pace, whether fast or slow. "It is usually run clockwise, starting and finishing at the Stelvio Pass, but the race will start and finish in Bormio and proceed counterclockwise, so that everyone passes over the glacier above the Casati Refuge (3,269 m) before dark, in addition to being able to rely on a tourist destination like Bormio as an ideal operational base." The ultra race has all the makings of a highlight of the end-of-season calendar with its fantastic single tracks, forests made magical by autumn colors, and no fewer than three passes over 3,000 m in elevation: Zebrù Pass (3,005 m), Casati Refuge (3,269 m),



"Even though I was familiar with many of the places, I was amazed, because there are areas with unique landscapes, such as the area above Solda or Val Martello"

Marco De Gasperi

and Madriccio Pass (3,123 m). All of this takes place within the Stelvio National Park. However, it won't be the only race: participants can also choose the 35-km Raethia Trail (2,300 m elevation gain) and the 12-km OH Short Trail (600 m elevation gain). What kind of time can be expected for the ultra? "There are already several FKTs; the fastest is by Daniel Jung, at about 19 hours, who in turn beat the previous re-

cord set by Peter Kienzl and Jimmy Pellegrini. Considering that Jung ran the loop clockwise in October, under less-than-ideal weather and lighting conditions, I think we can expect a time between 17 and 18 hours," says Marco. It will also depend on the caliber of the athletes at the start: "Several top runners have shown interest, but since it's right after the UTMB, it will depend on how the season goes, and they'll decide at the last minute." Marco has run every distance and in every corner of the world—what race could the new ultra be compared to? "First of all, you have to consider that the elevation gain is 9,000 meters over 120 kilometers, and there aren't many races with this ratio of distance to elevation gain—just think that the LUT has less than 6,000 meters of elevation gain," Marco begins. "In some ways, it might remind you of the Matterhorn Ultra Race, because it's run at high altitude on similar terrain, but our course also descends into valleys at 1,000 meters. Perhaps I'd compare it to the Adamello Ultra Trail and the VUT, though every race has its own soul." The opening section will likely stretch out the line of runners right from the start, as it's 32 kilometers, almost all uphill. Registration is open, and the response in the first few months has been good: there are 300 bibs available for the ultra, 300 for the 35 km race, and 200 for the 12-kilometer OH Short Trail. Now all that's left is to wait for September 11 and 12. The first editions are always the hardest, but also the most anticipated. "Dega" and his team know this well, and the experience they've gained—not only on trails around the world but also in organizing a successful race like the Valtellina Wine Trail—is an excellent calling card.



GRAVEL RUNNING

AERO GLIDE 4 GRVL

FOR OFF TRACK MINDS

SALOMON



“Running will always be my future”

At 77, Marco Olmo is still chasing freedom with a pair of shoes on his feet: he's just shortened the distances. We met him at the CMP Venice Night Trail

—BY OUR CORRESPONDENT CLAUDIO PRIMAVESI

We're meeting at 6 p.m.; the race starts at 8:45 p.m. "I'll call you as soon as you arrive, because it's going to get more and more crowded," Nicolò from CMP had warned me. By 6:10 p.m., there's already a small crowd gathered around Marco. Some are asking for an autograph on their race bib, others for a selfie, and still others just chatting. It's not Puppi, nor Kilian, but a sprightly 77-year-old gentleman with a lean build (6 feet tall and 143 pounds) and large feet (size 11/12). Marco Olmo is the special guest of the tenth edition of the CMP Venice Night Trail, and he certainly doesn't go unnoticed among the more than six thousand runners ready to compete through the alleys, bridges (a whopping 51), and canals of the 16-kilometer course. Perhaps it is precisely his "humanity" that makes Marco feel so close even to those who don't have the DNA of a champion. "In running, those who finish last are certainly no less worthy than those who finish first," he said. "In fact, in some ways, they are even more so. They make it to the finish line after running many more hours than those in the lead. They make it to the finish line even though they know from the start that they'll never have a medal around their neck." After all, I've always liked him too, ever since I read that at one edition of the Grand Raid du Cro-Magnon he didn't want to start because of bad weather. The weather is one of the concerns of us ordinary runners, and a statement like that makes him more relatable. I break the ice with that very topic, since we're running at night in late March and it's still chilly: "What will you wear?" "A short-sleeved t-shirt and three-quarter tights," he replies decisively, with that slightly rolled 'r'. After an answer like that, I can start firing off questions, fan permitting.

You're the specialist in long-distance running in the desert and in the mountains, but running in the city is different. What are the secrets to winning in such different environments?

Perseverance: talent is necessary, but without perseverance it's not enough; you have to have the determination to train and keep at it. I wasn't exactly a natural at first. As for the city, Venice isn't like any other—there are the bridges. I hope to finish within two hours.

You've been through various eras of ultra-trail running—how has the movement changed?

There's been a huge evolution; in just the 20 years since my first victory at the UTMB, technology and materials have made tremendous strides, and this improvement is also due to the involvement of many companies and the competition. However, preparation also matters—everything is more professional now. In my opinion, some of the charm has been lost, but that's only natural.

You were one of the last winners of the UTMB before the rise of the "ultra-natives." Would it be unthinkable today for a 58-year-old to win?

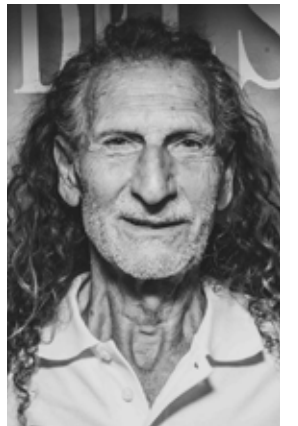
The level has risen significantly, which makes sense because the pool of athletes has grown so much. The human body peaks between the ages of 20 and 30; it's not that you have to be older to win long-distance races—you simply compensate for the loss of power—but today's field is increasingly diverse.

But you're still in great shape—do you work out every day?

I run every day for about an hour and a half, but I don't cover as many kilometers in

"There's something calling me out there. Maybe it's the frost, maybe the smell of wet earth. Maybe it's this urge that takes hold of me to be myself, no longer someone else"

"Il Corridore" by Marco Olmo



that time as I did ten years ago. My performance hasn't declined over the past five years; the difference really became noticeable after I turned 70.

What competitions do you enter?

I often serve as an ambassador, and I stick to distances of 20 kilometers or less. But what you've accomplished stays with you—you can't erase it—and I always start as the UTMB champion, even though 20 years have passed.

Is there a runner who has made an impression on you during your time in the running community?

It's hard to say, but I think Scott Jurek is an interesting example because of the way he's tackled both road and trail running; then, like most Americans, he struggled at the UTMB—a bit like the Moroccans, who are incredibly strong in desert races but then come to Europe and struggle.

Speaking of the desert, you tested the new CMP Jemini shoes during the 100 km race in the Sahara this fall. How did they perform?

These shoes are both comfortable—because they're soft—and durable. I often have trouble with the uppers tearing at the front due to wear and tear, but I ran 500 kilometers in these without any issues, and the cushioning held up well too. I only replaced them to give them to the sponsor, who wanted to keep them. Otherwise, they would have had plenty of life left in them. Now I already have a new pair for future runs.

In a word: what do you like about running?

I can't really say—let's just say I like running because it makes you feel free, because it gets more oxygen to your brain, and afterward you feel great: you're tired, but satisfied.

For the record, Marco Olmo closed his CMP Venice Night Trail in 1h36'41". The tenth edition of the 16 km and 51-bridge race was as unforgettable as the previous nine. Because you run in a city as beautiful and fragile as Venice, at night, among the people. And because Marco Olmo was there.



In the heart of a race

This is where HOKA took enthusiasts and fans during the Chianti Ultra Trail by UTMB: nestled in the Tuscan hills, along the race routes. The perfect setting to try out the new Speedgoat 7

_ BY OUR CORRESPONDENT BENEDETTA BRUNI

At race venues, there's an energy in the air that's hard to find anywhere else. It's like a wave that spreads from the athletes to the spectators, passing through the local businesses and the town center—which often serves as the race village. This excitement is even more palpable when it comes to a UTMB competition sponsored by HOKA. We're talking about the Chianti Ultra Trail, which brought the streets and trails of Radda in Chianti to life from March 19 to 22. Amid this festive atmosphere, HOKA carved out a quiet corner along the race routes: the "Nowhere Station," an installation blending seamlessly with the Tuscan vineyards and hillsides, designed to host the unveiling of the new version of one of the brand's iconic models, the Speedgoat 7, which officially launched on April 9.

THE NOWHERE STATION AND THE OTHER EXPERIENCES

Spanning two days, March 20 and 21, the brand experiences we took part in began in the center of Radda in Chianti, at Casa Porciatti: a butcher shop and deli where we could discover the brand's specialties, and right next door at the HOKA Base Camp in the Village, where we could try on the brand's most famous trail running shoes. And just a few minutes away, nestled in the hills, was the Nowhere Station. The structure, modest in size so as not to overwhelm the landscape, was—despite its name—by no means "in the middle of nowhere." Rather, it was consistent with HOKA's playful and

lighthearted spirit, which nonetheless takes the product very seriously and never misses an opportunity to gather feedback from its consumers. At the installation, the HOKA team was in fact on hand both to offer coffee and a moment of rest to curious visitors, and to let enthusiasts test the Speedgoat 7 on a roughly one-kilometer loop, directly on the trails that, just a few hours later, would see athletes of the caliber of Courtney Dauwalter (first in the 120K), Andreas Reiterer, Vincent Bouillard (second and third in the 120K), Judith Wyder (second in the 75K), Francesco Puppi (first in the 46K), and Caterina Stenta (first in the 21K). A way to celebrate trail running in a more immersive way, experiencing the authenticity of the race by entering the heart of Chianti: both days were accompanied by typical Tuscan products and a narrative of the region that enriched a race already full of excitement and anticipation—especially after the cancellation of the Tenerife Bluetrail by UTMB due to extreme weather, further raising the stakes for the Italian leg.



Alberto Ferretto,
field experience associate
HOKA Italy

SPEEDGOAT 7



First launched in 2015, the seventh iteration of the iconic Speedgoat draws on the legacy of the Speedgoat 5, which marked a turning point in HOKA's ultra-trail running history. Designed for runners who love challenges on all types of terrain, the Speedgoat 7 features a Supercritical Foam midsole that delivers stability, responsiveness, and superior comfort even over extremely long distances. A new feature—also found in the Mafate 5—is the Dynamic Vamp on the forefoot, an area that adapts to the shape of the foot and the shoe's use over time. The lightweight RPET fabric upper offers a snug fit, and both traction and cushioning have been improved to keep runners feeling secure throughout the race. It also features an integrated gaiter, designed to keep debris out and provide a smoother, uninterrupted run, reflective details, and a heel tab that makes it suitable for approach runs as well. Rounding out the features is the Vibram Megagrip sole with Traction Lugs, featuring a redesigned orientation for mixed terrain, ensuring reliable traction both uphill and downhill.



WEIGHT /
235 g (US 8) women's
275 g (US 10) men's

DROP /
5 mm



Journey to the heart of the Dzanga-Ndoki National Park

Running along narrow paths nestled in the forest and blood-red dirt roads

_TEXT BY DINO BONELLI - PHOTOS BY DINO BONELLI AND WWF PARK RANGERS

With stealthy steps and in an eerie silence, we follow a group of Pygmy hunters who, armed with their long spear-tipped lances, are absorbed in one of their primary activities. The others include fishing with nets in the river and gathering roots, fruits, and medicinal herbs. The forest surrounding us—with towering trunks and dense canopies obscuring the sky, thorny bushes scratching our legs, and vines of every kind reminding us that we are in Africa—is that of Dzanga-Ndoki National Park. We are in the far southwest of a country still branded as a warring state, even though it is now decidedly peaceful; we are in the Central African Republic.

You don't just stumble upon certain remote corners of the world by chance, and we—myself and my friend Maurizio Icardi, a seasoned traveler and avid runner—went there to scout the area for BHS Travel, Italy's leading adventure travel agency. So, after checking flights, local transportation, safety, lodges, and various services, we focused on the park's natural features. Of course, in our spare time, we also indulged our desire to run, wandering here and there along narrow trails nestled in the jungle and blood-red dirt roads. We ran a bit along the river and a bit across the long meadow used as an airstrip, where we landed in a small single-propeller plane belonging to the WWF, the organization that manages both the entire park and the Doli Lodge, the beautiful wooden structure where we're staying.

After an initial excursion to see the forest elephants at Dzanga Bai—a marshy depression rich in mineral salts that these pachyderms love so much—and after skipping the trek to find the western lowland gorillas due to a lack of time (and justified by the fact that we had both already

seen the mountain gorillas elsewhere), we ventured into the "darkest" jungle to "live" with the Ba-Aka Pygmies. These Pygmies, also known as "the guardians of the forest," know all its secrets and depend on it for sustenance and survival. While the men are out hunting, some women prepare or repair the huts—which resemble miniature igloos in shape—using skillfully woven branches, fronds, and leaves. These small shelters are waterproof even against the heaviest tropical rains. Meanwhile, others procure water by cutting tall vines that collect rainwater and filter it, and still others gather medicinal herbs to take to the main village, located on the riverbank, to trade for other basic necessities. Amid all this quiet activity in the undergrowth, the children gather firewood and prepare a fire in front of each hut, so that when the men and women have returned and night completely extinguishes the already faint lights of the forest, each family unit continues its work by the flickering glow of its own campfire.

A primitive way of life that we experienced and appreciated firsthand, even as we slept in our tents and ate our rations of rice and chicken—a daily existence that reveals the profound, almost transcendent bond between these people and nature. A living and extraordinarily productive nature, capable of both giving and taking away, a world unto itself, which we thought was lost but which, instead, "the guardians of the forest" still protect and preserve with the utmost devotion. A pure and visceral love that is life itself to them.

**IN THE
NEXT ISSUE**
we will cross
Burundi by bike
and explore
various areas while
running





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