

Running

MAGAZINE

PHOTO BY ALESSANDRO MOLLO FOR JOMA

EXCLUSIVE FEATURE

101 points of view
final part

EOW SPECIAL

A memorable
first edition, with eyes
already on 2027

INTERVIEWS

Giorgia Cristofaletti,
COROS
Vittorio Barrasso,
La Sportiva

WAVE RIDER 30

RIDE THE NEXT WAVE.



MIZUNO RUNNING



Running

YEAR 15 - ISSUE 3 - 2026



EXCLUSIVE FEATURE

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final part

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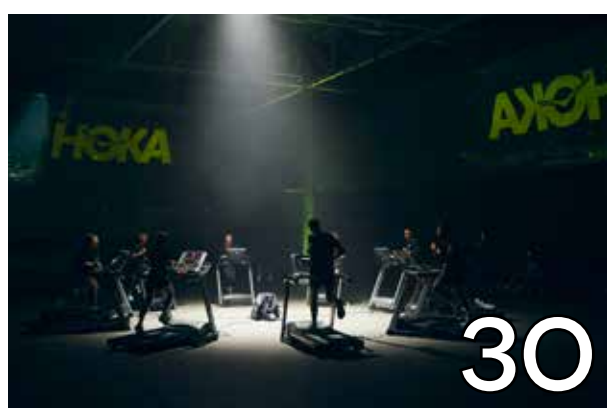


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Coming together to reconnect

When an event truly makes an impact, it is not the numbers alone that define its success. What really matters is what happens afterwards: the shared photos, the continuing conversations, the reflections that fill professional social media. Nearly a month and a half after the conclusion of the first European Outdoor & Running Week, organized by MagNet together with the European Outdoor Group, this is precisely what stands out the most: the hundreds of LinkedIn posts published by brands, retailers, distributors, journalists and industry professionals.

After months of hard work, sacrifices and challenges, it is certainly gratifying to read comments such as "Great job, Team MagNet!" Yet these are far more than compliments to the organizers. To interpret them simply as praise would be reductive. What emerges from these testimonials is a much more meaningful message: our industry needed to come together again. It needed a place where people could meet face to face, exchange ideas, rebuild relationships, share perspectives and, above all, look to the future with renewed confidence. Our goal was to create the right moment and the ideal setting to encourage meaningful encounters, dialogue and genuine connections. Judging by the feedback we have received over the past few weeks, we can confidently say that we achieved exactly that. The European Outdoor & Running Week has restored enthusiasm to an industry that was eager to reconnect.

Among the many LinkedIn posts, one in particular captures the spirit of this unforgettable week. Irina Andorfer, CEO of Sport 2000 Austria, wrote: "The European Outdoor Week in Riva del Garda was exactly what our industry needed: happy faces, great conversations, and that unique energy that emerges when the outdoor community comes together. The

numbers are impressive, but it was the atmosphere that told the real story." While the data may confirm the success of an event, it is the atmosphere that ultimately defines its true value.

The same sentiment echoed through many other comments. Some described it as a "return to our roots", while others spoke of "days filled with great conversations, inspiring meetings and stimulating discussions with old friends, partners and colleagues." Many appreciated the "simple yet thoughtful stands" – spaces rich in substance, with "less showmanship and more authenticity, expertise, innovation and product excellence." Others summed up the experience in just a few words: "The trip was absolutely worth it!" Different expressions, yet all pointing to the same feeling: a community that has finally rediscovered the pleasure of meeting in person.

And then there is Riva del Garda, which is not just the venue for the event, but an integral part of its identity. Its unique setting makes the message of the European Outdoor & Running Week even more authentic and compelling. The new format posed another demanding challenge for us, but thanks to the contribution of everyone involved – exhibitors, retailers, media representatives, and industry professionals from all over the world – it has become an exciting new starting point.

We now invite you to relive those unforgettable days through the special feature on the European Outdoor & Running Week, which you will find on pages 32 to 56 of this latest issue of *Running Magazine*. And as you turn the pages, be sure to save the date for the next edition. We look forward to seeing you again in Riva del Garda from 8 to 13 May 2027!

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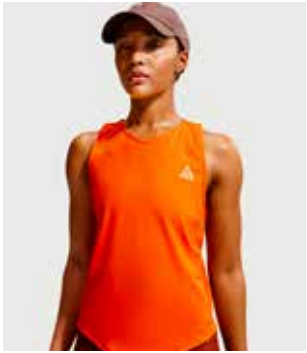
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More
stability
to move
body
and mind



asics
sound mind, sound body

GEL-KAYANO™ 33



BOX AGENCY BECOMES THE EXCLUSIVE AGENCY FOR NIKE ACG IN ITALY

Box Agency is strengthening its portfolio with a major agreement in the outdoor-performance segment: the Milan-based agency will exclusively manage Nike ACG's presence in Italy—the American brand's line designed for activities such as trail running, hiking, and trekking. This development marks a new phase in the agency's focus on the specialty retail channel. Box Agency will be responsible for guiding ACG's placement in stores and retail outlets that align with the brand's profile, tapping into a market where the outdoor sector is no longer just about performance, but also about product discovery, functional aesthetics, and urban culture. "We are proud to represent a historic and prestigious brand like ACG and look forward to positioning it in the best outdoor stores on the Italian market," said Alessandro Allegrini, co-founder of Box Agency.

MOVV RUNNING MAKES ITS DEBUT IN THE ITALIAN MARKET WITH RCB SPORT GROUP

The Danish brand MOVV Running, founded in 2024 by Nikolai Christensen, is officially entering the Italian market. It will be represented in Italy by RCB Sport Group srl, which will oversee the brand's commercial development and distribution throughout the country. The entry into Italy represents an important step for the brand, which aims to engage with a sophisticated community of runners: "Italian runners are knowledgeable, informed, and passionate. They are exactly the people with whom we want to build the shoes of the future," said the founder. A distinctive feature of the MOVV project is the direct involvement of the user in the development of the footwear. In fact, each pair features an NFC chip in the tongue of the right shoe: by holding their smartphone close to it, runners can share their experience regarding fit, upper, cushioning, and performance. There's no need to download an app or create an account, and the chip does not track users in any way—it activates only when the user chooses to interact with it.



PUMA SETS ITS SIGHTS ON CHINA WITH ANTA SPORTS

The Chinese market could be one of the keys to Puma's return to growth. Citi Research also has confidence in the brand; it has upgraded its rating on Puma following Anta Sports' acquisition of a stake in the company, announcing the purchase of 29.06% of Puma from Artémis, the Pinault family's holding company, for 1.5 billion euros. The deal will make Anta the German group's largest shareholder, though it will not amount to a full takeover: the Chinese group has already made it clear that it does not intend to buy all of Puma. According to Citi, thanks to Anta's support, China's share of Puma's revenue could grow from the current approximately 7% to 11% by 2028. This represents a significant leap for a brand that is currently trying to regain momentum after a difficult period.

ADIDAS AND SATISFY JOIN FORCES TO REDEFINE CONTEMPORARY RUNNING CULTURE

adidas and Satisfy have announced a multi-year partnership set to make its mark on the international running scene. The stated goal is to combine performance, innovation, and street culture into a new vision of running, where community, identity, and self-expression become just as central as athletic performance. The collaboration between the German giant and the Paris-based technical running brand takes shape through a project that looks beyond the product itself and aims to reinterpret the contemporary running experience. According to Stephan Scholten, adidas's VP of Product, the partnership was created to "give new momentum to the world of running," creating "a new aesthetic for running" capable of combining high performance and individuality. Satisfy also emphasizes its desire to build something that goes beyond a traditional commercial collaboration. Daniel Groh, chief brand officer of the French brand, speaks of a project that emerges "where authentic performance meets cultural relevance," keeping the identity of both brands intact while pushing them into new creative territories.

A concrete example of this new direction was "The Circle Pit," an immersive event held in the Sonoran Desert in Arizona. The experience featured a closed-circuit running format that blends endurance, music, movement, and community in an environment designed to transcend the boundaries of traditional track races. The partnership between adidas and Satisfy will continue with new launches and initiatives planned for 2026 and beyond, solidifying a journey that aims to infuse running with creative expression, outdoor culture, and aesthetic experimentation.



TWO NEW BRANDS IN SPRINT COMMERCE'S PORTFOLIO



NÄAK

Näak—already the official technical partner of the UTMB World Series—is strengthening its presence in the Italian endurance market through a new strategic partnership with Sprint Commerce, which has become the brand's

official distributor for Italy. Sprint Commerce—a company with over 30 years of experience in the sports sector led by Alberto Fantini—will spearhead the project, with the goal of growing the Canadian brand in Italy through a dedicated sales network and a well-structured logistics system. For Italian stores already working with Näak, the transition will be seamless: the same catalog and the same products, but with the added benefit of direct sales support in Italy, a consignment warehouse in Asti, and fast 24- to 48-hour deliveries to the point of sale. The stated goal, however, is to further expand the brand's presence in the running and outdoor retail sectors. Sprint Commerce will, in fact, offer starter packages tailored for running specialty stores, trail running shops, and multisport outdoor stores.



LI-NING

Li-Ning, a Chinese sportswear brand founded in 1990 by Li Ning—a gymnast who won 106 gold medals over the course of his career—is now launching in Italy with the support of Sprint Commerce, which is introducing the brand to the European market through a direct

distribution model. This partnership is designed to be long-lasting and to consolidate Li-Ning's presence in Italy with each successive launch. Li-Ning will bring its running and basketball collections to Italy through a product lineup tailored to each retail outlet specializing in running, basketball, and sneakers. A warehouse will be established in Asti, and a structured logistics network will be organized to ensure product availability and reduced delivery times (24/48 hours), while the Sprint Commerce team will provide support for sell-in activities and in-store product placement. Finally, the brand is committed to promptly informing its retailers of product launches and new releases as soon as they become available.

ASICS STRENGTHENS ITS LEADERSHIP IN THE EUROPEAN PERFORMANCE FOOTWEAR MARKET



ASICS is performing strongly in the European running market. The Japanese brand closed the first quarter of 2026 with significant growth, posting a 21.2% increase in revenue compared to the same period last year and confirming broad-based growth across all categories. The running segment is the main driver of this performance, where ASICS is consolidating its leadership in major European marathons. According to data from the Jewell Running Group, the brand was the most worn by runners in the major spring marathons in Seville, Milan, Paris, Rotterdam, London, and Hamburg. This figure confirms the brand's particularly strong momentum in the performance segment, thanks above all to the success of models such as the NovaBlast, SuperBlast, and GEL-Nimbus—shoes that continue to win over both recreational and advanced runners, particularly in the "no-plate" segment.

VF CORP. RETURNS TO GROWTH AFTER THREE YEARS THANKS TO THE NORTH FACE



VF Corp., the parent company of The North Face and Altra Running, ended its fiscal year with its first return to annual growth in the past three years. During the quarter, on a constant-currency basis, The North Face posted 7% growth, while the Group reinstated its annual guidance, forecasting an 8% increase in adjusted operating income and revenue growth of between 1% and 2% for the current fiscal year. "For the first time in three years, we've returned to year-over-year growth, and we expect to continue on this path into fiscal year '27," said Bracken Darrell, president and CEO of VF Corp.

DECKERS BRANDS: DOUBLE DIGIT GROWTH FORECAST THROUGH 2030 FOR HOKA



Deckers Brands expects HOKA to post double-digit growth at least through 2030. The brand's Q4 2026 (ended March 31) was its best quarter ever. Sales grew by 14.5% during the quarter, driven by strong performance of new road and trail offerings and robust growth in the direct-to-consumer channel globally. According to Stefano Caroti, CEO of Deckers, marketing investments are driving this growth: in the United States, HOKA's brand awareness has reached approximately 60%, up from 50% the previous year, while internationally, average brand awareness has risen from 30% to 40%. Geographically, HOKA has maintained its leadership in the premium running performance segment in the United States, in the road and trail categories priced above \$140, and has entered the Top 3 running performance brands in France, Italy, and the United Kingdom. For fiscal year 2027, Deckers forecasts "low double-digit" growth for HOKA, supported by both selective wholesale expansion and the opening of new company-owned stores—between 20 and 25 stores per year—with a particular focus on China.

old school vibes

**Flower power
Retro groove 70's**

BV SPORT

- NEWS -

- PEOPLE -



INTERSPORT ADDS A FOURTH MEMBER TO ITS EXECUTIVE MANAGEMENT TEAM

Intersport International Corporation GmbH has promoted Stephan Schwarz to the new role of Chief Strategic Brands Partnership Officer (CSBPO), simultaneously appointing him to the company's executive team. The new position was created with the goal of accelerating decision-making processes, improving commercial collaboration, and strengthening support for the group's national affiliate organizations. Schwarz has nearly 30 years of experience within the Intersport ecosystem: he led Intersport Switzerland and has held various positions in product management and strategic brand management. Most recently, he served as General Manager of Category Management.

From left: Stephan Schwarz, Chief Strategic Brands Partnership Officer; Christian Wille, CFO; Tom Foley, CEO; and Pierre Irelli, CCO

COROS INVESTS IN ITALY AND APPOINTS ELEONORA MION AS HEAD OF MARKETING

COROS is resolutely continuing its expansion in Europe, which is now a strategic region and one of the most dynamic markets worldwide for the company. A key element of this new phase is the strengthening of its European structure and investment in the Italian market, recognized as one of the most promising in the outdoor and endurance sectors. Effective March 1, 2026, Eleonora Mion has been appointed Head of Marketing for Italy. With a proven track record in the sports industry, including her experience as Communications & Events Manager at SCARPA, Mion brings to COROS a deep understanding of the Italian market and its dynamics, combined with a strategic vision focused on growing the brand and its community.



- BRAND IDENTITY -



LA SPORTIVA UNVEILS ITS NEW LOGO AND PREPARES FOR ITS CENTENNIAL

La Sportiva has unveiled its new logo, the brand's most significant transformation in recent decades. This change is designed to guide the company toward its 100th anniversary, which it will celebrate in 2028. The project stems from a desire to make the brand even more contemporary, recognizable, and relevant in the global and digital context, while preserving its authenticity, roots, and technical heritage. The mountain remains at the center of the logo: Cimon della Pala, the brand's historic symbol and a direct reference to Val di Fiemme, the region where the brand was born and continues to thrive.

- RUNNING TEAM -

KAILAS LAUNCHES THE TALENT TEAM PROJECT WITH FIVE ITALIAN TRAIL RUNNERS

Kailas FUGA and the FUGA Mountain Club, a global community that brings together over 500 competitive runners, have launched a new Talent Team featuring some of the strongest Italian female trail runners: Benedetta Broggi, Enrica Dematteis, Luisa Dematteis, Nicol Guidolin, and Alice Minetti. The goal: to invest more in supporting women in trail running and to promote tangible change throughout the entire sector. The initiative also follows a partnership with two women-only events: the Dolomiti Women's Trail, held on May 16, and the Swiss Canyon Women's Trail, scheduled for September 11, 2026. Both competitions are pioneering projects that are setting new standards for women's races in Italy and Switzerland, respectively.



SCOTT UNVEILS THE FUTURE PRO RUNNING 2026 PROGRAM

Future Pro Running 2026 is a program dedicated to young talents in trail running and skyrunning, created with a specific goal: to support the next generation in their athletic and personal development, giving them time to grow without excessive pressure and allowing them to continue their athletic journey within their respective clubs. The project is the result of a collaboration between Scott and Saverio Ottolini of the Sport Attitude Training Center, the athletic trainer for the national skyrunning team. Scott Italia will provide the athletes with technical and communications support, creating an environment that nurtures talent and builds a solid foundation for the future. The Future Pro project was created to foster continuity between the youth ranks and the Scott Running Pro Team.

- ASICS: TWO NEW PROJECTS IN KOBE AND CHAMONIX -



A HUB FOR INNOVATION IN PERFORMANCE FOOTWEAR

ASICS Technical Lab is a new center dedicated to designing custom footwear for elite athletes and to rapid prototype development. The facility will be built in Kobe, Japan, by December 2027, and will work in close collaboration with the ASICS Institute of Sport Science, a center of excellence

specializing in the study of athletic performance and human movement. It will have three main functions: creating custom-made shoes for professional athletes, accelerating the product prototyping and validation phases, and training a new generation of technicians and artisans specialized in the construction of performance footwear. In the medium term, the ASICS Technical Lab could also support the production of "Made in Japan" models, further enhancing the brand's manufacturing tradition.



THE HOME OF TRAIL RUNNING

ASICS Basecamp is a new facility dedicated to the brand's international team athletes, located in Les Houches, near Chamonix, at the foot of Mont Blanc, one of the world's most iconic trail running destinations. The Basecamp is

housed in a chalet capable of accommodating up to 10 athletes at a time and also includes an on-site gym and a multidisciplinary support team consisting of physical therapists, medical specialists, and data scientists, who are tasked with supporting the athletes both physically and mentally. With the opening of the ASICS Basecamp, the brand aims to strengthen its presence in the off-road segment.

- NEWS -
RESPONSIBILITY

- THE FOURTH EDITION OF SALOMON'S IMPACT REPORT -



Eco-design, circularity, and reducing environmental impact

Responsible innovation remains one of the key drivers for reducing environmental impact. In 2025, Salomon continued to scale up eco-design in its products, supported by life-cycle assessments, new design tools, and increasingly close collaboration with partners. The brand also strengthened its circularity initiatives—from repair services to recycling pilot projects—with the goal of extending product lifespan and reducing waste. Its stated approach is to create high-performance products with a lower environmental impact.

People and Communities at the Heart of Transformation

According to Salomon, this transformation also depends on engaging people. Internally, the brand is working to empower its teams, strengthen a culture of sustainability, and enable every employee to actively contribute to the transition. Externally, Salomon continues to promote more inclusive and accessible mountain sports through the Salomon Foundation, collaborations with athletes, and an ever-expanding network of partnerships. In 2025, this commitment has translated into greater support for organizations dedicated to promoting diversity, education, and access to outdoor sports. "At Salomon, we believe that impact is built at every level and that everyone can contribute to change in their own way. Our role is to create the conditions so that every individual can become an agent of positive change for the future," said Magali Clément, chief people & culture officer.

**- THE FIRST
COMMITMENT
REPORT
ON SUSTAINABILITY
AND INCLUSION
OF NNormal -**

**Longevity and end of life
of products**

The report highlights the brand's focus on product longevity. Through its "Replace Less. Do More." philosophy, NNormal develops products designed to last and supports their use through repair and resale services, as well as end-of-life take-back programs. To extend the life cycle of its products, NNormal has developed a global network of 68 shoemakers trained by Vibram across 16 countries. The company also operates a lifetime warranty program for minor repairs and a Take Back service, which, in 2025, collected used footwear through 48 retail partners in France, Italy, and Spain. The returned shoes are recycled and are currently used in the production of collection boxes.



Kilian Jornet Foundation

In addition to its product-related initiatives, NNormal announced that it has donated 350,000 euros through its partnership with the Kilian Jornet Foundation and its participation in the 1% for the Planet program. The company has also improved its B Corp score from 87.5 to 97.8 and has disclosed the locations of its suppliers in Europe and Asia as part of its transparency efforts.

LOWA

ADVENTURE UNFOLDS WITH YOU.

Tutto inizia con un singolo passo, che poi diventano mille. Una spinta continua che ti porta sempre più lontano, mentre ogni chilometro percorso ti avvicina a qualcosa di più grande.

**UNFOLD YOUR JOURNEY
with LOWA SKYTERRA.**

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?	CUSTOMER SHOE PREFERENCES • Have you noticed a change in demand for running shoes and specific models? • Which features have become priorities?	• Have you noticed an increase in engagement or sales from these platforms in 2025?
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 CLOTHING DEMAND • Have you noticed an increase or decrease compared to previous years, and how important is sustainability?	TOP-SELLING BRANDS IN 2025 What are your top three brands, in order, for: • road running shoes • trail running shoes • clothing • accessories
TRENDS IN SPORTS • Which disciplines—walking, road running, and trail running—have generated the most interest and impacted product sales?	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?	BREAKOUT BRAND OF 2025
		GENERAL COMMENTS / MESSAGES TO THE RUNNING INDUSTRY



101 points of view

The third and final part of *Running Magazine's* exclusive feature on market sales trends in 2025. Retailers have their say

BY CRISTINA TURINI, MATILDE MARELLI, AND CLAUDIA VAI

Retailers are the cornerstone of the supply chain, which is precisely why it's 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 our 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 final part of our survey, offering interesting food for thought for all players in the running market.

If you are interested in reading the interviews of Italian retailers, contact us at info@mag-net.it

THE FEELING IN THIS ISSUE



21
HAPPY



15
INDIFFERENT



3
SAD

The emoticon next to each store's name refers exclusively to the trend in declared turnover.



SPINNAKER LO SPORT

CATTOLICA (RN) - SEDI: 1
MARCO MANCINI, TITOLARE

BILANCIO DI FINE ANNO

- Incremento del +5%
- Professionalità e cortesia
- Voto: 8

TREND DI ACQUISTO

- Non abbiamo e-commerce
- Nessun nuovo trend

TENDENZE NELLE DISCIPLINE SPORTIVE

- Trekking in notevole ascesa, seguono road running e trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti cercano comfort e ammortizzazione

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'incremento riguarda solo l'abbigliamento tecnico intimo, la sostenibilità non è una priorità per il nostro cliente

SOCIAL MEDIA

- Instagram, Facebook
- Li sfruttiamo per la community e per avere più visibilità
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, ASICS, JOMA
- Calzature trail running: KAILAS, LA SPORTIVA, DYNAFIT
- Abbigliamento: UNDER ARMOUR, CMP, ADIDAS
- Accessori: SALICE, MICO, FLOKY

MARCHIO RIVELAZIONE DEL 2025

- NORDA

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Le aziende devono fare attenzione ai prezzi troppo alti



GAZZOTTI SPORT

REGGIO EMILIA - SEDI: 1
MARCO ZANETTI - CO-TITOLARE

BILANCIO DI FINE ANNO

- Leggero decremento
- La concorrenza dei colossi online
- Voto: 7

TREND DI ACQUISTO

- 100% negozio fisico
- Nessun nuovo trend

TENDENZE NELLE DISCIPLINE SPORTIVE

- La camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti cercano la massima ammortizzazione

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Abbigliamento in calo

SOCIAL MEDIA

- Instagram, Facebook
- Li sfruttiamo per fare promozione
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ASICS, MIZUNO, ON
- Calzature trail running: ASICS, CMP, NEW BALANCE
- Abbigliamento: NIKE, CMP
- Accessori: CMP

MARCHIO RIVELAZIONE DEL 2025

- MIZUNO

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Ci sono distribuzioni troppo selettive, il cliente finale vuole provare i prodotti



THE VENICE SPORT SHOP E SPORT SHOP MAERNE

VENEZIA E MAERNE DI MARTELLAGO (VE) - SEDI: 2
RICCARDO AGOSTINI, TITOLARE

BILANCIO DI FINE ANNO

- Leggero incremento
- Personale qualificato
- Voto: 7

TREND DI ACQUISTO

- 90% negozio fisico – 10% online
- Ritiro in negozio sempre più frequente

TENDENZE NELLE DISCIPLINE SPORTIVE

- Il trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti ricercano suole più normali e meno maxi

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- La richiesta di prodotti sostenibili incide quasi zero, c'è un aumento di richiesta di abbigliamento di qualità

SOCIAL MEDIA

- Instagram, Facebook
- Li sfruttiamo per tutto
- Abbastanza

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: TOPO ATHLETIC, BROOKS, HOKA
- Calzature trail running: LA SPORTIVA, TOPO ATHLETIC, ALTRA
- Abbigliamento: LA SPORTIVA, JOMA, MACRON
- Accessori: GARMIN, BV SPORT, OXYBURN

MARCHIO RIVELAZIONE DEL 2025

- LA SPORTIVA

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Ci vorrebbe meno spreco in generale, più aiuti e più strumenti per differenziarsi da parte delle aziende verso i piccoli commercianti



ZECCHIN SPORT

CHIAMPO (VI) - SEDI: 1
GIANMARCO ZECCHIN, TITOLARE

BILANCIO DI FINE ANNO

- Incremento del 7%
- Il meteo influisce ancora molto sull'andamento delle vendite in negozio
- Voto: 8

TREND DI ACQUISTO

- 95% negozio fisico, 5% online
- Non abbiamo visto particolari trend o novità. I clienti cercano il nostro punto vendita perché sentono la necessità di essere guidati nell'acquisto, e sono disposti a investire del tempo per raggiungerci. Questo penso sia il trend che più ci fa "gasare" nel nostro lavoro

TENDENZE NELLE DISCIPLINE SPORTIVE

- Tutte e tre le discipline incidono molto nel nostro negozio. Il trail running, grazie a un punto di riferimento come il nostro Duro Team, sicuramente vede un trend in crescita. La nostra bottega sorge a ridosso delle Piccole Dolomiti, terreno perfetto per l'off-road. La camminata è la disciplina che ci entusiasma di più per la fiducia che il cliente ci regala. La corsa è un trend in aumento con gare che crescono sia di numeri che di partecipanti

PREFERENZE DEI CLIENTI SULLE SCARPE

- La richiesta per il mondo piastato continua a esser presente, sicuramente la domanda che ha avuto maggior crescita è il mondo "comfort", quindi piante larghe e non per forza max cushion. Qui dobbiamo ringraziare i numerosi podologi che ci affidano i loro clienti

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento continua a esser un mondo in difficoltà. Il 2025 comunque risulta in linea con il 2024, anno in cui i numeri si sono ridimensionati rispetto agli anni precedenti con il boom post Covid

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- Instagram e Facebook li sfruttiamo come vetrina e community
- Abbiamo un costante interesse a proporre la nostra vetrina sui social, che ci aiuta a portare il cliente fisico in bottega. Sicuramente la pubblicità oggi passa da qui

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, HOKA, TOPO ATHLETIC
- Calzature trail running: SALOMON, ALTRA, KAILAS
- Abbigliamento: WILD TEE, UNDER ARMOUR, KARPOS
- Accessori: SUUNTO, OXYBURN, MICO

MARCHIO RIVELAZIONE DEL 2025

- TOPO ATHLETIC

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Altre eventuali considerazioni finali o messaggi alla running industry



SERAFINI SPORT DA 1954

FRASCATI (RM) - SEDI: 1
STEFANO SERAFINI, TITOLARE

BILANCIO DI FINE ANNO

- Fatturato stabile
- Da una parte la stabilità del governo ha portato una maggiore serenità nel consumatore finale, dall'altra il minor potere d'acquisto si riflette in una mancata crescita del fatturato
- Voto: 6

TREND DI ACQUISTO

- Negozio fisico 90%, e-commerce 10%
- Nessun nuovo trend

TENDENZE NELLE DISCIPLINE SPORTIVE

- Il trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

Il profilo del consumatore, dopo il Covid, sta gradualmente cambiando e allarga sempre di più la sua platea in clienti che cercano una calzatura per il benessere fisico. Da qui la richiesta di modelli più confortevoli, ammortizzati e leggeri

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

Diminuzione. Il discorso è molto più ampio e non sintetizzabile da parte mia

SOCIAL MEDIA

- Instagram, Facebook
- Per costruire la nostra community
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, ON, ASICS
- Calzature trail running: BROOKS, CMP, MERRELL
- Abbigliamento: UNDER ARMOUR, BROOKS, CMP
- Accessori: UNDER ARMOUR, CMP, POLAR

MARCHIO RIVELAZIONE DEL 2025

- CMP

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Negli ultimi anni la distribuzione è cambiata molto, ma i brand non hanno saputo governare davvero questi nuovi scenari. A volte scegliere di rinunciare a qualcosa può rappresentare un punto di ripartenza, aiutando l'azienda a costruire nel tempo un modello più solido, sostenibile e redditizio



ERREGI SPORT

FERRARA - SEDI: 1
SERENELLA BOSCHETTO, TITOLARE

BILANCIO DI FINE ANNO

- Incremento del 10%
- Stanno aumentando i giovani che si avvicinano alla corsa e vogliono avere i consigli giusti per la scarpa adatta a loro. Il passaparola e il servizio specializzato sono e saranno sempre fondamentali
- Voto: 8

TREND DI ACQUISTO

- Non abbiamo un e-commerce
- È aumentata leggermente la spesa media in negozio per l'acquisto della scarpa, a discapito di abbigliamento e accessori

TENDENZE NELLE DISCIPLINE SPORTIVE

- Per noi la camminata rimane il 60% delle vendite, è quella che fa davvero la differenza, dove il cliente si affida di più al nostro consiglio. Il 30% è road running, ma è in aumento, mentre il trail running è molto marginale, 10%

PREFERENZE DEI CLIENTI SULLE SCARPE

- Per scelta non trattiamo scarpe in carbonio, la maggior parte dei nostri clienti ha come priorità ammortizzazione, comfort e stabilità. Chi cerca reattività si orienta su modelli ibridi come Rebel, Azura, Neo Zen (Mizuno) ecc...

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- La domanda è in calo continuo, la vendita dell'abbigliamento sta diventando sempre più marginale, inoltre non c'è particolare interesse per quanto riguarda la sostenibilità

SOCIAL MEDIA

- Instagram, Facebook
- Li sfruttiamo come vetrina per i nostri prodotti e per pubblicizzare promozioni e eventi. Anche se siamo in controtendenza cerchiamo di essere il meno possibile online, puntando tutto sul negozio fisico. Nel mondo social/online si entra in una arena di combattimento che va contro la nostra idea di lavoro

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ASICS, MIZUNO, NEW BALANCE
- Calzature trail running: SALOMON, NEW BALANCE, SAUCONY
- Abbigliamento: CRAFT, UNDER ARMOUR, MIZUNO
- Accessori: MICO, BV SPORT, NIKE

MARCHIO RIVELAZIONE DEL 2025

- BROOKS



BIKE SPORT ADVENTURE

CATANIA - SEDI: 1
NICOLÒ GRASSO, COMMERCIALE

BILANCIO DI FINE ANNO

- Incremento del 20%
- Maggiore offerta in negozio
- Voto: 7

TREND DI ACQUISTO

- 90% negozio fisico, 10% e-commerce
- Maggiore spesa media

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running e trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- C'è stata una maggiore richiesta della scarpa in Gore-Tex

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Ugual e, nessun interesse per la sostenibilità

SOCIAL MEDIA

- Instagram, Facebook
- Solo per fare brand awareness
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: LA SPORTIVA, HOKA, ON

- Calzature trail running: LA SPORTIVA, HOKA, ON

- Abbigliamento: THE NORTH FACE, COLMAR

- Accessori: non li trattiamo

MARCHIO RIVELAZIONE 2025

- GARMIN



ALTERNATIVA SPORT

SISTIANA (TS) - SEDI: 1
DARIO STOLFA, AMMINISTRATORE

BILANCIO DI FINE ANNO

- Incremento del 15%
- La vendita online sul nostro e-commerce
- Voto: 10

TREND DI ACQUISTO

- 85% negozio 15% e-commerce
- Crescita delle vendite online

TENDENZE NELLE DISCIPLINE SPORTIVE

- Trekking e trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Non abbiamo notato particolari cambiamenti nelle domande

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- La richiesta è in crescita

SOCIAL MEDIA

- Facebook
- Principalmente per fare promozioni
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: SCARPA, LA SPORTIVA, HOKA

- Calzature trail running: SCARPA, LA SPORTIVA, GARMONT

- Abbigliamento: MONTURA, MILLET, KARPOS

- Accessori: ALPIK, UVEX, LURBEL

MARCHIO RIVELAZIONE 2025

- HOKA



VERONA RUNNER

VERONA - SEDI: 1
FRANCESCO MARUCCO, SOCIO TITOLARE

BILANCIO DI FINE ANNO

- Rimasto invariato
- Probabile lo spostamento negozio, anche se di poco distante dal precedente
- Voto: 7

TREND DI ACQUISTO

- Non abbiamo più l'e-commerce
- Invariato

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running e camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- La nostra clientela rimane sul tradizionale, cerca le suole non troppo alte

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Diminuzione

SOCIAL MEDIA

- Instagram, Facebook
- Li usiamo per costruire una comunità
- Invariato

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ON, CRAFT, HOKA

- Calzature trail running: HOKA, ON, CRAFT

- Abbigliamento:

- ON, CRAFT, JOKER SPORT

- Accessori:

- GARMIN, SZIOLS, JOKER SPORT

MARCHIO RIVELAZIONE 2025

- ON

OSSERVAZIONI GENERALI

- Bisogna aumentare il margine sulle calzature



CARAFFA SPORT & RUN

MAROTTA (PU) - SEDI: 1
DAVIDE CHIACCHIARINI, CO-TITOLARE

BILANCIO DI FINE ANNO

- Incremento del 15%
- Abbiamo aumentato le iniziative in negozio coinvolgendo anche il nostro club di corsa. Oltre alle promozioni, facciamo anche incontri e workshop dedicati alla corsa e alla camminata
- Voto: 8

TREND DI ACQUISTO

- 100% negozio fisico
- Molti giovanissimi dai 16 ai 24 anni vengono ad acquistare in negozio dopo aver consultato online per avere la nostra consulenza e il contatto umano

TENDENZE NELLE DISCIPLINE SPORTIVE

- 40% road running 40% camminata e 20% trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- La richiesta di modelli con maxi suola negli ultimi mesi è diminuita, i clienti chiedono scarpe più basse e più stabili.

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

Stabile, noi puntiamo sulla sostenibilità scegliendo i prodotti giusti, i clienti si interessano fino a un certo punto, vince sempre il prezzo.

SOCIAL MEDIA

- Instagram, Facebook, Broadcast Whatsapp
- Abbiamo due canali, uno lo sfruttiamo per la community e uno per promozioni
- Dobbiamo ancora metterci la faccia in modo strutturato, ma comunque sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, ADIDAS, SAUCONY

- Calzature trail running: LA SPORTIVA, BROOKS, ALTRA

- Abbigliamento: ADIDAS, CMP, REDELK

- Accessori: GARMIN, BV SPORT, FERRINO

MARCHIO RIVELAZIONE DEL 2025

- ALTRA



RUN TECH

PADOVA - SEDI: 1
MAURO PALUELLO RESPONSABILE

BILANCIO DI FINE ANNO

- Incremento del 12,9%
- Abbiamo tanti podisti puri e abbiamo acquisito molti clienti camminatori, sia giovani che in età matura, sia che si parli di trekking, di hiking o di cammini
- Voto: 8

TREND DI ACQUISTO

- 0,2% online, quasi inesistente
- Il trend come dicevo è l'incremento di tanti camminatori, mentre c'è stato un drastico calo dei velocisti

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata 40%, road 40%, trail running 20%

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti non vogliono le scarpe maxi con tanto volume e altezza nelle suole, preferiscono le scarpe più basse, soprattutto per camminare

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento cala di anno in anno, un cliente su dieci s'interessa alla sostenibilità

SOCIAL MEDIA

- Instagram, Facebook
- Li sfruttiamo per fare promozioni e costruire la community
- Funzionano come specchio del sito. Ma, più di tutto, funzionano ancora il passaparola e le recensioni

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: SAUCONY, MIZUNO, ADIDAS

- Calzature trail running: LA SPORTIVA, TOPO ATHLETIC, ALTRA

- Abbigliamento: MIZUNO, MICO, WILD TEE

- Accessori: MIZUNO, FLOKY, LA SPORTIVA

MARCHIO RIVELAZIONE DEL 2025

- SAUCONY E LA SPORTIVA

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- L'unica nota negativa è che i saldi sono collocati male: iniziano quando è ancora piena estate e in negozio arrivano le collezioni invernali



PROGETTATA PER SUPERARE I LIMITI

La Linea R unisce innovazione, efficienza
e reattività per aiutarti a esprimere il
massimo delle tue prestazioni.



joma-sport.com



ARCO SPORT

ALESSANDRIA - SEDI: 1
VALTER PIVOTTO, TITOLARE

BILANCIO DI FINE ANNO

- L'anno è andato bene, un pochettino meglio rispetto a quello precedente
- Spero che sia legato al fatto che il negozio è aperto da una vita e abbiamo lavorato bene con i clienti e di conseguenza la gente ci sta premiando, diventando sempre più fidelizzati e facendo acquisti in negozio. Ci sono ancora diversi clienti che preferiscono ancora essere seguiti negli acquisti da personale qualificato
- Voto: 7

TREND DI ACQUISTO

- Non abbiamo un e-commerce

TENDENZE NELLE DISCIPLINE SPORTIVE

- In base ai numeri, il road running è andato meglio. Le scarpe di questa disciplina si vendono meglio. Il trail sta migliorando molto, anche se parte da numeri completamente differenti: prima si vendeva solo d'estate, ora non è più legato a situazioni stagionali

PREFERENZE DEI CLIENTI SULLE SCARPE

- Un certo tipo di clientela entra e chiede la scarpa con la suola in piastra in carbonio, anche se c'è un po' di confusione in merito, forse dovuta anche ai social. Noi cerchiamo di chiarire sempre qual è la soluzione migliore per ogni singolo acquirente, la piastra in carbonio non è ottimale per tutti

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento, soprattutto estivo, è ai minimi storici. D'inverno un pochino si vende e in quel periodo c'è la cultura dell'abbigliamento tecnico, mentre d'estate sembra non interessare più

SOCIAL MEDIA

- Instagram, Facebook e TikTok
- Li utilizziamo per pubblicità e promozioni
- Sì, i social smuovono un pochettino: fra quello che facciamo noi e quello che fanno le aziende suscita un po' di movimento. Fanno più presa sulle persone meno tecniche, che cercano la scarpa da camminata perché vista sui social

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, HOKA, MIZUNO
- Calzature trail running: LA SPORTIVA, HOKA, BROOKS
- Abbigliamento: MIZUNO, BROOKS, ADIDAS
- Accessori: BV SPORT, OXYBURN

MARCHIO RIVELAZIONE DEL 2025

- TOPO ATHLETIC per noi è un marchio più di nicchia, ma si è rivelato interessante



DEMO SPORT

PARABIAGO (MI) - SEDI: 1
EMANUELE GUERRA, RESPONSABILE

BILANCIO DI FINE ANNO

- Nel 2025 c'è stato un decremento
- Meno richiesta
- Voto: 5

TREND DI ACQUISTO

- Non abbiamo un e-commerce, lo abbiamo tolto

TENDENZE NELLE DISCIPLINE SPORTIVE

- Le discipline più gettonate sono il road running e la camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- Nessuna caratteristica prioritaria, se non l'avere un'ottima ammortizzazione

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- C'è stata una diminuzione della domanda rispetto agli anni precedenti

SOCIAL MEDIA

- Instagram, Facebook e WhatsApp
- Li usiamo solo per costruire una comunità
- No, non abbiamo notato nessun incremento

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, BROOKS, MIZUNO
- Calzature trail running: HOKA, BROOKS, SALOMON
- Abbigliamento: ADIDAS, NIKE, SCOTT
- Accessori: BV SPORT, MICO

MARCHIO RIVELAZIONE DEL 2025

- Nessuno

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Considerare lo smaltimento delle scarpe running, o tramite un ritiro da parte dell'azienda o con un posto dove poterle trattare in maniera corretta



GIANNONE SPORT

TORINO - SEDI: 1
ANA CAPUSTIN, SOCIA

BILANCIO DI FINE ANNO

- Anno equilibrato rispetto ai precedenti
- Abbiamo un equilibrio tra clienti fidelizzati e nuovi
- Voto: 7

TREND DI ACQUISTO

- Abbiamo l'e-commerce, però lavoriamo soprattutto con la sulla vendita assistita

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running, anche perché il nostro negozio si trova in città

PREFERENZE DEI CLIENTI SULLE SCARPE

- Noi lavoriamo sull'assistenza, pochi fanno richieste specifiche, siamo più noi a gestire la vendita in base all'esigenza del cliente

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Diminuzione della domanda dell'abbigliamento

SOCIAL MEDIA

- Instagram e Facebook
- Sia per creare una comunità, che per promozioni
- Assolutamente sì. Da diversi anni, appena non si usano si nota la differenza e si ha l'effetto contrario

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ADIDAS, ASICS, SAUCONY
- Calzature trail running: ADIDAS, ASICS, SAUCONY
- Abbigliamento: PUMA, ADIDAS, NIKE
- Accessori: GARMIN, NIKE, KEEN

MARCHIO RIVELAZIONE DEL 2025

- PUMA

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

Grossa confusione da parte degli atleti sulle scarpe di alto livello omologate: carbonio o non carbonio, scarpe con o senza Speed Roll



FILIRUN

AREZZO - SEDI: 1
FILIPPO OCCHIOLINI, TITOLARE

BILANCIO DI FINE ANNO

- In netta crescita
- Mi sono trasferito da poco ad Arezzo, ho fatto un anno intero nel 2025 e questo può essere uno dei motivi, un altro è l'esplosione di un brand che è stato molto richiesto
- Voto: 8 e mezzo

TREND DI ACQUISTO

- Al momento l'e-commerce è fermo, va riattivato

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- C'è stato un modello specifico adidas che è stato molto richiesto

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento tecnico è stato in leggero calo

SOCIAL MEDIA

- Instagram, Facebook
- Sui social carico gli articoli sui prodotti, li uso come una vetrina
- Sì, danno una buona visibilità

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: NEW BALANCE, ADIDAS, SAUCONY
- Calzature trail running: NEW BALANCE, SAUCONY, ADIDAS
- Abbigliamento: NEW BALANCE, ADIDAS
- Accessori: BV SPORT, FLOKY, ADIDAS

MARCHIO RIVELAZIONE DEL 2025

- ADIDAS

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

Se la gestione e la selezione dei contenuti social non sono affidate a professionisti del settore, il rischio è di generare disinformazione e penalizzare il consumatore finale



THE SPORTS CHAMPION

ASCOLI PICENO - SEDI: 1
DANIELE TRASATTI, RUNNING SPECIALIST

BILANCIO DI FINE ANNO

- +10%
- Fidelizzazione del “vecchio cliente”, cercando di capire le esigenze e consigliare con competenza i nuovi clienti
- Voto: 8

TREND DI ACQUISTO

- 70% negozio e 30% online
- Il cliente spesso vuole consigli telefonici o tramite messaggistica per individuare la scarpa più adatta alle esigenze, abbiamo quindi personale qualificato per rispondere a tutte le richieste

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata e road running sono i nostri focus principali, c'è un incremento del trail running e della richiesta di scarpe dedicate ai pellegrinaggi (Cammino di Santiago, ecc.)

PREFERENZE DEI CLIENTI SULLE SCARPE

- Ultimamente i clienti sono più attenti al comfort e alla ricerca di prodotti che possano consentire un uso più ampio, la vendita delle piastrate è rimasta costante

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è rimasto costante e non ha subito variazioni

SOCIAL MEDIA

- Instagram, Facebook e TikTok (nuovo arrivo)
- Per costruire la nostra community e promuovere i nuovi prodotti
- Sono rimasti costanti come vendite

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, ASICS, UNDER ARMOUR
- Calzature trail running: HOKA, NEW BALANCE, SALOMON
- Abbigliamento: UNDER ARMOUR, NIKE, NEW BALANCE
- Accessori: BV SPORT, FLOKY, NIKE

MARCHIO RIVELAZIONE DEL 2025

- Nessuno in particolare. Abbiamo avuto un buon riscontro del brand ON Running



NOVI RUNNING

NOVI LIGURE (AL) - SEDI: 1
PAOLO DALIA, TITOLARE

BILANCIO DI FINE ANNO

- Il 2025 è stato un anno in crescita
- Hanno influenzato l'andamento l'offerta giusta e il servizio di consulenza adeguato
- Voto: 8

TREND DI ACQUISTO

- Abbiamo un e-commerce, ma non lavoriamo molto con l'online. Il 99 % delle vendite sono del negozio fisico. La crescita del negozio non è dovuta all'e-commerce
- Nessuno

TENDENZE NELLE DISCIPLINE SPORTIVE

- La camminata e anche il road running sono più o meno sullo stesso livello. Il trail running, invece, non va molto nella mia zona

PREFERENZE DEI CLIENTI SULLE SCARPE

- No, l'unica cosa che chiedono di più è la scarpa ammortizzata

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- C'è stata una diminuzione della domanda

SOCIAL MEDIA

- Instagram, Facebook e TikTok
- Li usiamo soprattutto per promuovere nuovi arrivi, per informare e dare consigli tecnici e per stimolare il cliente a venire in negozio
- Sì, con un utilizzo costante, qualcosa portano. Alcuni clienti mi dicono che sono passati in negozio dopo aver visto un mio video o un prodotto che ho postato

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, MIZUNO, TOPO ATHLETIC
- Calzature trail running: TOPO ATHLETIC, BROOKS, KAILAS
- Abbigliamento: ADIDAS, OXYBURN
- Accessori: OXYBURN, WOT, GARMIN

MARCHIO RIVELAZIONE DEL 2025

- TOPO ATHLETIC

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Credo che un negozio debba continuare a migliorarsi sia come offerta prodotto che come servizi rivolti al cliente. Nell'ultimo periodo ho aggiunto un nuovo servizio di video analisi basata sull'intelligenza artificiale, una app che raccoglie i dati legati alla postura del cliente per potergli consigliare la scarpa più adatta. Anche avere un buon numero di brand e referenze aumenta il ventaglio di scelte per il consumatore. Abbiamo molti clienti che non sono sportivi, ma per esigenze personali vogliono comprare la scarpa tecnica e il negozio fisico batte quello virtuale, perché gli possiamo fornire tutta l'assistenza di cui hanno bisogno



LIBERTY RUN

CIVITAVECCHIA (RM) - SEDI: 1
MATTEO SALENI, RESPONSABILE

BILANCIO DI FINE ANNO

- Rimasto sempre in linea con l'ultimo anno, è andato abbastanza bene
- Abbiamo fatto grandi inserimenti, abbiamo mantenuto sempre lo stesso volume di ordine. Non fare il passo più lungo della gamba aiuta
- Voto: 8

TREND DI ACQUISTO

- Non abbiamo un e-commerce

TENDENZE NELLE DISCIPLINE SPORTIVE

- Il trail è cresciuto molto

PREFERENZE DEI CLIENTI SULLE SCARPE

- Non ci sono state richieste specifiche, essendo un negozio specializzato i clienti si rivolgono a noi. Può capitare che a volte chiedano un prodotto pubblicizzato, ma non sempre è quello adatto a loro e noi li indirizziamo sulla scarpa idonea. Un pochino si sta tornando indietro, i puristi stanno chiedendo una scarpa meno ammortizzata

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è sempre rimasto stabile, va un po' di più il capo in edizione limitata o quello tecnico, mentre il resto si vende col contagocce

SOCIAL MEDIA

- Instagram
- Promozioni, sponsorizzazioni, annunci, li usiamo come una vetrina
- Sui social la clientela è sempre la stessa, i nuovi clienti ci trovano quando arrivano a Civitavecchia grazie alla ricerca su Google

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, MIZUNO, SAUCONY
- Calzature trail running: BROOKS, MIZUNO, ASICS
- Abbigliamento: MIZUNO
- Accessori: BV SPORT, FLOKY

MARCHIO RIVELAZIONE DEL 2025

- MIZUNO. Rispetto agli ultimi due anni ha avuto una crescita importante, il marchio è cambiato in positivo

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Alcune scarpe sono diventate troppo morbide e troppo alte. Mi piacerebbe che questa tendenza a far crescere sempre di più la suola si fermasse e che si tornasse a una scarpa da running più classica



OLIMPIQUE

TREVIGLIO (BG) - SEDI: 1
FRANCESCA SESTI, SOCIO

BILANCIO DI FINE ANNO

- È stato un anno stabile
- Le motivazioni che non fanno crescere più di tanto sono: l'offerta più ampia e internet che è sempre più aggressivo
- Voto: 7 e mezzo

TREND DI ACQUISTO

- Non abbiamo un e-commerce

TENDENZE NELLE DISCIPLINE SPORTIVE

- Da noi la camminata va per la maggiore

PREFERENZE DEI CLIENTI SULLE SCARPE

- La clientela spostandosi sull'attività della camminata richiede più che altro scarpe comode e morbide, non cerca più quelle performanti. C'è richiesta di maxi suola, mentre non viene richiesta la piastra in carbonio, anche perché potrebbe essere controproducente per alcuni clienti

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- C'è stata una diminuzione

SOCIAL MEDIA

- Instagram e Facebook
- Non siamo molto tecnologici, li usiamo soprattutto per promuovere i prodotti, facciamo qualche post e video
- A farsi conoscere e ad ampliare la clientela. La speranza è quella di essere notati e di essere poi visitati in negozio

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, KARHU, NEW BALANCE
- Calzature trail running: NEW BALANCE, HOKA, BROOKS
- Abbigliamento: MIZUNO, CMP, NEW BALANCE
- Accessori: BV SPORT, MICO SPORT, SHOKZ

MARCHIO RIVELAZIONE DEL 2025

- No, c'è stata la conferma di KARHU

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Si fa fatica, ma si tiene duro perché continuiamo a credere che la nostra tattica sia quella vincente, ovvero l'attenzione per il cliente, per le novità messe sul mercato. Sicuramente è difficile combattere contro i prezzi che si trovano online, ma non demordiamo e continuiamo con la nostra filosofia



SOLARIS SPORT CIVITANOVA

CIVITANOVA MARCHE (MC) - SEDI: 1
MARCO CINQUANTINI, ADDETTO VENDITA

BILANCIO DI FINE ANNO

- Il 2025 è stato un anno in incremento
- Il running sta andando molto di moda, anche grazie ai social, corrono più persone
- Voto: 9

TREND DI ACQUISTO

- Abbiamo un e-commerce che non gestiamo personalmente, non saprei quantificarlo
- Nessuno

TENDENZE NELLE DISCIPLINE SPORTIVE

- Tra tutte il road running ha riscosso più successo

PREFERENZE DEI CLIENTI SULLE SCARPE

- C'è richiesta di scarpe veloci, mentre la scarpa ammortizzata è meno richiesta

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Stabile

SOCIAL MEDIA

- Instagram, Facebook
- Usiamo i social un po' per tutto, per creare una community, e per pubblicizzare i prodotti e i nostri eventi
- Pubblichiamo gli eventi sui social. Abbiamo un riscontro positivo di partecipazione e successivamente di passaggio in negozio

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: NEW BALANCE, BROOKS, ASICS
- Calzature trail running: NEW BALANCE, HOKA, BROOKS
- Abbigliamento: UNDER ARMOR, NEW BALANCE, ASICS
- Accessori: BV SPORT, FLOKY, UNDER ARMOUR

MARCHIO RIVELAZIONE DEL 2025

- NEW BALANCE è stata venduta molto meglio rispetto alle altre

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Vediamo positivamente il fatto che la corsa sta diventando di moda, perché sta avvicinando sempre più persone



GOBA CALZATURE E ABBIGLIAMENTO SPORTIVO

MONTECASSINO (MC) - SEDI: 1
GIANCARLO MARINSALTA, CO-TITOLARE

BILANCIO DI FINE ANNO

- Stabili come l'anno scorso
- Il problema è che le aziende vendono dai loro siti a prezzi stracciati, poco dopo che ci hanno fornito i prodotti
- Voto: 8+

TREND DI ACQUISTO

- Sì, qualcosa fanno, anche se incide di più il negozio fisico. Chi ha avuto una fregatura acquistando online, torna a comprare in negozio per essere seguito durante l'acquisto
- I clienti preferiscono tornare ai consigli del venditore

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Sì, è molto richiesta la piastra in carbonio e molti sono convinti che la scarpa fatta con questo materiale vada molto più veloce

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento sta diminuendo paurosamente, anche per via delle grandi multinazionali. Da parte del podista non c'è interesse sul materiale riciclato

SOCIAL MEDIA

- Instagram, Facebook
- Per pubblicità, siamo anche sponsor della FIDAL e specialisti in atletica
- Siamo rimasti stabili, abbiamo aumentato le vendite di alcuni brand e diminuito quelle di altri

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ADIDAS, PUMA, BROOKS
- Calzature trail running: KAILAS, LA SPORTIVA, MERRELL
- Abbigliamento: PUMA, ADIDAS, JOMA
- Accessori: /

MARCHIO RIVELAZIONE DEL 2025

- KAILAS

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Dovrebbe esserci più rispetto da parte delle aziende nei confronti dei negozi tecnici



SPORTING SAVONA

SAVONA - SEDI: 1
ENRICO BERNINI, TITOLARE

BILANCIO DI FINE ANNO

- Anno stabile, nulla di eclatante
- Sicuramente internet non aiuta, io gli faccio la guerra e continuerò a farla per la questione prezzi. Dobbiamo sempre essere presenti, dare consigli, poi tante volte il cliente per risparmiare cinque euro acquista online. Abbiamo sempre la nostra clientela affezionata, con cui cerchiamo di stare molto attenti facendo anche sconti tutto l'anno, che è una cosa onerosa, ma che facciamo volentieri per fidelizzarli
- Voto: 8

TREND DI ACQUISTO

- No, lo avevamo con Amazon, ma era difficile da gestire. Cerchiamo di accontentare i clienti sempre, anche inviando la merce

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running e trail running sono i nostri cavalli di battaglia

PREFERENZE DEI CLIENTI SULLE SCARPE

- Più che altro ci chiedono consigli, facciamo anche un check concordato coi clienti e controlliamo che si trovino bene con le scarpe, siamo molto presenti nel post vendita

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento va discretamente se si va sui prodotti più tecnici, mentre non va bene il prodotto normale, anche perché molto spesso la t-shirt viene omaggiata nelle gare. Optiamo più per avere un prodotto tecnico, con una buona traspirazione, per distanziarci dal prodotto primo prezzo che non si vende più

SOCIAL MEDIA

- Instagram, Facebook
- Abbiamo una persona dedicata per reel, post, iniziative e storie
- Ha un buon riscontro, anche sulle storie che durano un giorno c'è un bel ritorno

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ASICS, MIZUNO, SAUCONY
- Calzature trail running: ALTRA, ASICS, SALOMON
- Abbigliamento: UNDER ARMOUR, ASICS, MIZUNO
- Accessori: UNDER ARMOUR, MIZUNO, X-TECH

MARCHIO RIVELAZIONE DEL 2025

- Nessuno

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- I piccoli negozi devono continuare a vivere grazie alla qualità dei prodotti che offrono, alla loro serietà professionale e alla capacità di fornire consulenza e assistenza al cliente in ogni fase del processo di vendita, dall'accoglienza fino al post-vendita



VALLI SPORT

SCHIO (VI) - SEDI: 1
ANDREA DALLA POZZA, RESPONSABILE

BILANCIO DI FINE ANNO

- Come vendite il 2025 è stato in incremento
- Il running sta andando bene, sta diventando un po' di moda. Le attività sportive all'aperto stanno in generale riguadagnando terreno
- Voto: 8 e mezzo

TREND DI ACQUISTO

- Non usiamo l'e-commerce, l'avevamo, ma l'abbiamo temporaneamente chiuso, preferiamo rapporto che si crea vendendo in negozio

TENDENZE NELLE DISCIPLINE SPORTIVE

- La camminata più di altre, molti acquistano le scarpe da trail per le passeggiate

PREFERENZE DEI CLIENTI SULLE SCARPE

- C'è una richiesta più rivolta ai marchi come HOKA, che abbraccia un pubblico più giovane, ma anche nuove aziende come NNormal hanno avuto un po' di riscontro. C'è un po' di disinformazione su alcune caratteristiche della scarpa, noi trattiamo poco le calzature in carbonio perché non favorevoli per dove ci troviamo noi. Va di più la scarpa da trail running

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- È stato più o meno costante

SOCIAL MEDIA

- Instagram, Facebook
- Li utilizziamo per pubblicizzare un prodotto, ma anche per vendite dirette, facciamo post e promuoviamo sconti su articoli specifici
- Sicuramente aiutano, ormai sono anni che li usiamo, per noi è diventata una costante

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, TOPO ATHLETIC, ALTRA
- Calzature trail running: HOKA, LA SPORTIVA, ALTRA
- Abbigliamento: SALEWA, ROCK EXPERIENCE, LA SPORTIVA
- Accessori: HYDRAPAK, OSPREY, SALOMON

MARCHIO RIVELAZIONE DEL 2025

- NNORMAL

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Il cliente si sta riavvicinando al negozio più degli ultimi anni, anche perché rispetto all'acquisto online, in loco può chiedere opinioni tecniche e avere un servizio differente. Il negozio dà tranquillità



DISCOVER THE
NEW COLLECTION

Run for the Trails

- EXCLUSIVE FEATURE -



RUNNERWAY

PARÈ (CO) - SEDI: 1
ALESSANDRO GARBI, TITOLARE

BILANCIO DI FINE ANNO

- Incremento del 20%
- Sono aumentate le richieste di scarpe da trail running utilizzate per il trekking e le camminate, principalmente quelle con membrana Gore-Tex
- Voto: 8

TREND DI ACQUISTO

- Al momento non ho un e-commerce, ma ho intenzione di aprirlo nei prossimi mesi
- C'è stato un grosso calo di richieste di scarpe con piastra in carbonio

TENDENZE NELLE DISCIPLINE SPORTIVE

- Trail running e camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- È diminuita la richiesta di scarpe con piastra in carbonio, ma è notevolmente aumentata quella di calzature con maxi suola

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Ho smesso di vendere abbigliamento: solo qualche maglia intima e accessori, oltre che alle scarpe. I miei clienti non me lo chiedono nemmeno. Ho notato che la maggior parte dei runner utilizza scarpe di qualità, mentre l'abbigliamento lo acquistano anche nelle grandi catene come Decathlon

SOCIAL MEDIA

- Instagram, Facebook, WhatsApp
- Li usiamo principalmente per la vendita. Quando mi arrivano dei nuovi articoli li sponsorizzo sui social
- Sì, moltissimo. Soprattutto quando propongo super sconti agli ultimi pezzi di alcuni modelli. Appena pubblico la promozione qualcuno viene in negozio a comprare

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: SAUCONY, LA SPORTIVA
- Calzature trail running: HOKA
- Abbigliamento: non lo trattiamo
- Accessori: X-TECH

MARCHIO RIVELAZIONE DEL 2025

- SAUCONY

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Il mio negozio è aperto da 11 anni e continua ad andare bene, ma questo perché io continuo a metterci impegno come se fosse il primo giorno di apertura



EMME RUNNING

SAN GIUSEPPE DI CASSOLA (VI) - SEDI: 1
MIRCO CHEMELLO, CO-PROPRIETARIO

BILANCIO DI FINE ANNO

- Stabile, forse abbiamo fatto un 5 % in più, ma niente di eclatante
- Credo che il mercato si sia un po' stabilizzato, eliminando qualche marchio, abbiamo trovato un po' di sollievo
- Voto: 7

TREND DI ACQUISTO

- L'e-commerce fa pochissimo, vendiamo soprattutto i prodotti in offerta

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running e camminata, molte persone praticano lunghe passeggiate e, di conseguenza, c'è stato un incremento di questa fascia di clienti

PREFERENZE DEI CLIENTI SULLE SCARPE

- Non vendiamo molto le super tecniche, non abbiamo quel tipo di clientela, in negozio viene a trovarci soprattutto l'amatore medio che cerca di essere consigliato

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento va poco, è quasi fermo, prediligiamo l'acquisto delle novità che vanno un pochino di più, ma senza esagerare. Anche i brand stessi ci dicono che i capi sportivi vanno poco. Negli anni passati ne vendevamo di più

SOCIAL MEDIA

- Instagram, Facebook
- Faccio qualche storia e pubblicizzo attività di gruppo, perché abbiamo una squadra e usiamo i social per costruire una comunità
- Sì, qualcuno ci conosce grazie ai social e abbiamo un buon ritorno di clienti

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, SAUCONY, BROOKS
- Calzature trail running: HOKA, ASICS, BROOKS
- Abbigliamento: BROOKS, THE NORTH FACE, MIZUNO
- Accessori: OXYBURN, BUFF, SHOKZ

MARCHIO RIVELAZIONE DEL 2025

- Nessuno

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Siamo ancora fortemente influenzati dal mercato online e monitoriamo costantemente i marchi. Per fortuna, alcune aziende stanno adottando politiche di controllo dei prezzi più efficaci, soprattutto nei primi mesi di vendita, per limitare la competizione sul prezzo. Un esempio positivo è HOKA, che sta svolgendo un ottimo lavoro in questo senso



MADE2WIN

VOLANO (TN) - SEDI: 1
MICHELE MARCHI, PROPRIETARIO

BILANCIO DI FINE ANNO

- Stabile
- Nel running non ci sono particolari fattori, ma, trattando noi anche lo sci di fondo, l'arrivo in ritardo della neve ha causato un calo di vendite che hanno inciso sul fatturato finale
- Voto: 7

TREND DI ACQUISTO

- Abbiamo un e-commerce, ma viviamo grazie alle vendite nel negozio fisico
- Lavoriamo principalmente in negozio, non abbiamo riscontrato trend significativi

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- Nel road running niente di nuovo, ma nel trail running abbiamo notato che la suola Vibram fa la differenza in termini di qualità della scarpa

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è in netta diminuzione

SOCIAL MEDIA

- Instagram, Facebook
- I social li utilizziamo soprattutto per spiegare i prodotti e presentare quelli nuovi che arrivano in negozio
- No, non abbiamo notato una crescita

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, BROOKS, JOMA
- Calzature trail running: HOKA, BROOKS, JOMA
- Abbigliamento: CRAFT, SPORTFUL, JOMA
- Accessori: POLAR, BV SPORT, IRON-IC

MARCHIO RIVELAZIONE DEL 2025

- HOKA

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Il cliente finale dovrebbe capire che la professionalità e la consulenza che trova nei negozi fisici, non potrà mai essere sostituita dagli e-commerce



IL CORRIDORE

ROME E FROSINONE - SEDI: 2
CRISTIANO BOCCIA, CO-TITOLARE

BILANCIO DI FINE ANNO

- Il 2025 è stato un anno in incremento
- Abbiamo aumentato le vendite grazie al sito internet che è cresciuto molto
- Voto: 8

TREND DI ACQUISTO

- E-commerce 40%, negozio fisico 60%
- No, nessun trend diverso, è solo una questione di prezzo più conveniente

TENDENZE NELLE DISCIPLINE SPORTIVE

- La disciplina più gettonata del 2025 è stata la camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- La scarpa più richiesta è quella super ammortizzata

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è rimasto stabile

SOCIAL MEDIA

- Instagram, Facebook, TikTok
- Li usiamo principalmente per pubblicizzare i prodotti e creare una community
- Non è verificabile se abbiamo un ritorno grazie ai social

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, BROOKS, SAUCONY
- Calzature trail running: HOKA, BROOKS, ASICS
- Abbigliamento: UNDER ARMOUR, BROOKS, HOKA
- Accessori: BV SPORT, COMPRESSPORT

MARCHIO RIVELAZIONE DEL 2025

- MIZUNO

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Speriamo che continui così



LIVING SPORT

RIMINI E CESENA - SEDI: 2
MASSIMO GUIDI, TITOLARE

BILANCIO DI FINE ANNO

- Incremento
- L'essere stati in grado di adattarsi al ciclone Covid che ha determinato un cambio radicale del tipo di clientela, non più composta di soli runner
- Voto: 9

TREND DI ACQUISTO

- 100% negozio fisico, non abbiamo e-commerce
- No

TENDENZE NELLE DISCIPLINE SPORTIVE

- Assolutamente la camminata è diventata predominante

PREFERENZE DEI CLIENTI SULLE SCARPE

- Molta curiosità attorno al carbonio, ma vince la testa sul cuore e allora, hanno la meglio le maxi suole

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Il fattore sostenibilità è importantissimo ma non ha aiutato a far schizzare le vendite dell'abbigliamento dove meriterebbero di essere. L'importanza di oggi di indossare dei capi tecnici non è ancora percepita come dovrebbe e molti si adattano come possono perché non l'hanno ancora capito. Stabile

SOCIAL MEDIA

- Instagram, Facebook
- Li usiamo per divertirci e per informare i nostri amici/clienti sulle novità o promozioni o eventi. Tutto fa brodo e sicuramente a qualcosa sono serviti

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, ASICS, HOKA
- Calzature trail running: HOKA, ASICS, NEW BALANCE
- Abbigliamento: CMP, UNDER ARMOUR, REDELK
- Accessori: GARMIN, DEMON, BV SPORT

MARCHIO RIVELAZIONE DEL 2025

- ON

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

Bisogna continuare a evolvere e migliorare materiali e tecnologie: chi si ferma è perduto



TUTTO DI CORSA

CREMONA - SEDI: 1
ANDREA TAINO, SOCIO TITOLARE

BILANCIO DI FINE ANNO

- Sempre uguale
- C'è un po' di turnover tra i giovani che iniziano a correre e gli adulti che smettono, un ricambio di clientela, che per me è un fattore positivo
- Voto: 8+

TREND DI ACQUISTO

- 100% tutto negozio fisico
- Per la prima volta in tanti anni diverse persone entrano in negozio per chiedere un consiglio. C'è la tendenza a non praticare più "il fai da te"

TENDENZE NELLE DISCIPLINE SPORTIVE

- 50% road running, 40% camminata e 10% trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- I clienti cercano scarpe più stabili, perché le nuove generazioni sono più sedentarie e hanno in media piedi più lunghi. Hanno quindi bisogno di una scarpa stabile

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è diventato un ottimo argomento di regalo, a patto che sia molto tecnico, altrimenti non si vende. Comunque è stabile. Il prodotto green, se lo si spiega bene è una buona leva di vendita, soprattutto per le nuove generazioni. Ma occorre tempo

SOCIAL MEDIA

- Instagram
- Per esserci, ma lo uso poco
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ASICS, BROOKS, MIZUNO
- Calzature trail running: SCOTT, ASICS, SAUCONY
- Abbigliamento: MIZUNO, BROOKS, ASICS
- Accessori: BV SPORT, LURBEL, ASICS

MARCHIO RIVELAZIONE DEL 2025

- MIZUNO



SLALOM SPORT

SALUZZO (CN) - SEDI: 1
GIORGIO PELISSERO, SOCIO TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Ciò che sta più influenzando negativamente il fatturato in questi anni è la concorrenza sleale online. Non parlo dei miei colleghi che aprono l'e-commerce, ma delle grandi aziende e le catene che vendono i prodotti super scontati, attirando a loro potenziali clienti dei nostri negozi. Noi negozianti possiamo resistere, ma mai migliorare perché le spese sono in continuo aumento
- Voto: 6/7

TREND DI ACQUISTO

- Non ho un e-commerce
- Non ho notato nessun trend particolare, continuo ad accogliere la mia clientela in negozio e parlare con loro dal vivo, non attraverso uno schermo

TENDENZE NELLE DISCIPLINE SPORTIVE

- Nessuna nello specifico, tutte e tre sono rimaste prevalentemente stabili. Ho solo notato che nel 2025 c'è stato un incremento generale dei runner su strada

PREFERENZE DEI CLIENTI SULLE SCARPE

- Si è presa più coscienza, soprattutto per quanto riguarda l'uso della piastra in carbonio. Si inizia a capire che non tutti sono in grado di utilizzare un certo tipo di scarpa

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Diminuzione della richiesta

SOCIAL MEDIA

- Non utilizzo i social

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: 361°, MIZUNO, SAUCONY
- Calzature trail running: KAILAS, SAUCONY, ROSSIGNOL
- Abbigliamento: MIZUNO, MICO
- Accessori: MICO, KAILAS, COBER

MARCHIO RIVELAZIONE DEL 2025

- KAILAS

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

Il mercato potrà evolversi solo quando ci sarà più collaborazione tra le grandi e le piccole realtà. Le aziende e i negozi dovrebbero andare nella stessa direzione, non scontrarsi. Alcune imprese lo hanno capito e stanno tornando sui propri passi comunicando con i retailer. Credo, inoltre, che dovrebbe esserci una legge che protegga i commercianti



THE RUNAWAY

CAGLIARI - SEDI: 1
GIUSEPPE CARBONE, TITOLARE

BILANCIO DI FINE ANNO

- Incremento del 35% sul 2024
- Il costante aumento dei camminatori e di chi usa calzature tecniche per problematiche tipo: fascite plantare, problemi alla schiena, ecc.
- Voto: 10

TREND DI ACQUISTO

- 100% negozio fisico
- Considerando l'uso ormai diffuso delle scarpe tecniche per uso quotidiano, l'estetica inizia a essere un parametro importante. Ovviamente sempre seconda alla tecnica, ma comunque rilevante

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata per prima, poi road running e poi trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Immediatezza di calzata: le calzature ormai devono essere comode fin da subito

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Non investo sull'abbigliamento, è più che altro un servizio per il cliente. Comunque direi stabile

SOCIAL MEDIA

- Instagram, Facebook
- Promuovere i nuovi modelli
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, SAUCONY, MIZUNO
- Calzature trail running: BROOKS, SCOTT, SAUCONY
- Abbigliamento: BROOKS, MIZUNO, DIADORA
- Accessori: MICO, OXYBURN, BV SPORT

MARCHIO RIVELAZIONE DEL 2025

- SCOTT



FORREST GUMP

BRESCIA - SEDI: 1
MAURO ALESSANDRO VISINI, TITOLARE

BILANCIO DI FINE ANNO

- Incremento
- L'aumento dei fruitori di scarpe da running: giovani e camminatori
- Voto: 7

TREND DI ACQUISTO

- 100% negozio fisico
- Non vendo online pur avendo un e-commerce

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata e road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Non ho registrato particolari richieste: oramai è il mercato che spinge le maxi suole

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è al minimo storico, soprattutto quello da donna. La sostenibilità non è un tema d'interesse

SOCIAL MEDIA

- Instagram, Facebook
- Per dare una vetrina ai servizi che offriamo, ma li usiamo poco
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, SAUCONY, HOKA
- Calzature trail running: HOKA, BROOKS, SAUCONY
- Abbigliamento: (non dichiara)
- Accessori: BV SPORT, COMPRESSPORT, ROHNER

MARCHIO RIVELAZIONE DEL 2025

- BROOKS

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Non ho nessuna considerazione in particolare, se non l'auspicio che questo trend positivo duri ancora a lungo, senza generare bolle di over prodotto insane per il nostro mercato



SPAZIO SPORT

MANFREDONIA (FG) - SEDI: 1
PAOLO BAVERO, TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- Non ci sono fattori diversi dallo scorso anno, gli avvenimenti esterni di certo influenzano il comportamento di acquisto e determinano una certa prudenza da parte dei clienti
- Voto: 7

TREND DI ACQUISTO

- 100% negozio fisico. Ho un ampio bacino di utenza anche senza e-commerce
- I clienti si fidano e tramite il passaparola consigliano il negozio

TENDENZE NELLE DISCIPLINE SPORTIVE

- Il road running è stabile, il trail running è in crescita grazie anche alla vicinanza con il parco nazionale del Gargano

PREFERENZE DEI CLIENTI SULLE SCARPE

- La piastra in carbonio ha un po' disorientato il podista. Il runner amatore cerca il consiglio proprio per non acquistare scarpe inadatte

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Abbigliamento stabile, la sostenibilità non interessa

SOCIAL MEDIA

- Facebook
- Lo sfrutto per fare promozioni
- No

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: 361°, SAUCONY, MIZUNO
- Calzature trail running: SAUCONY, MERRELL, JOMA
- Abbigliamento: MICO, JOMA
- Accessori: MICO

MARCHIO RIVELAZIONE DEL 2025

- 361°

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Vorrei citare anche Joma come marchio che mi sta dando soddisfazione



RUNOUT

PRATO - SEDI: 1
MARCO MOROZZI, RESPONSABILE COMMERCIALE

BILANCIO DI FINE ANNO

- Anno abbastanza stabile
- Le incertezze economiche e il costo della vita non hanno favorito la crescita del fatturato
- Voto: 7

TREND DI ACQUISTO

- E-commerce 15%, negozio fisico 85%
- Con l'online chiedono di più il prodotto di nicchia o il numero di scarpa particolare

TENDENZE NELLE DISCIPLINE SPORTIVE

- Stanno crescendo i camminatori

PREFERENZE DEI CLIENTI SULLE SCARPE

- Più che altro i clienti chiedono un consiglio sulla scarpa più idonea per loro, chi entra facendo richieste è perché già conosce ciò di cui sta parlando

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento non è andato male, ma è sempre l'anello più debole

SOCIAL MEDIA

- Instagram, Facebook
- Li usiamo per pubblicizzare i nuovi arrivi e per le promozioni
- Sì

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: SAUCONY, TOPO ATHLETIC
- Calzature trail running: LA SPORTIVA, SCARPA, TOPO ATHLETIC
- Abbigliamento: LA SPORTIVA, DYNAFIT, CMP
- Accessori: LURBEL, LA SPORTIVA, DYNAFIT

MARCHIO RIVELAZIONE DEL 2025

- LA SPORTIVA

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

Un trend che andrebbe corretto è quello dei grossi store che vendono prodotti, anche appena usciti, con sconti che non sono compatibili con l'andamento del mercato



DUEGI SPORT

BARONISSI (SA) - SEDI: 1
MICHELA CRESCENZO, ADDETTA ALLE VENDITE

BILANCIO DI FINE ANNO

- In calo (-10%)
- Abbiamo avuto un calo di vendite nell'abbigliamento e nelle calzature dovuto alla concorrenza online. Sempre di più oggi i clienti prima di venire in negozio cercano su Internet il prodotto che vogliono acquistare e, confrontando i prezzi, spesso finiscono per acquistare online. Per le attrezzature più tecniche, invece, c'è sempre un riscontro positivo
- Voto: 7

TREND DI ACQUISTO

- Non abbiamo e-commerce
- È cambiato il tipo di esigenza della clientela. Le scarpe da trail running, ad esempio, vengono utilizzate per i trekking e le camminate. Le persone non cercano più lo scarponcino, ma qualcosa di più morbido e leggero che, però, mantenga il grip sui terreni

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running e trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Le maxi suole sono diventate fondamentali, nonostante da un certo punto di vista siano uno svantaggio poiché con esse si rischia di perdere sensibilità sul terreno. Non garantiscono il vero movimento tacco punta, causando una minore reattività

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Calo nella domanda di abbigliamento

SOCIAL MEDIA

- Instagram, Facebook
- Utilizziamo i social principalmente per esprimere i nostri valori e creare una community, ma anche per pubblicizzare i vari eventi organizzati nella nostra zona
- Abbiamo notato che sempre più clienti ci scrivono sui social per avere informazioni sui prodotti. Non c'è più l'abitudine a chiamare o venire in negozio. A livello di vendite, invece, non c'è stato un aumento in termini di consumatore finale, anche se contattando noi i professionisti del settore in tutta Italia tramite mail, direi che la mancanza di uno shop online non influisce negativamente

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, ASICS, SAUCONY
- Calzature trail running: LA SPORTIVA, SCARPA, LOWA
- Abbigliamento: MONTURA, COLUMBIA
- Accessori: JULBO, MICO, COLUMBIA

MARCHIO RIVELAZIONE DEL 2025

- XPOOOS

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

Abbiamo notato un calo di curiosità e di interesse nella qualità da parte del consumatore generico (non quello che cerca performance), che si concentra di più su aspetti secondari, come l'estetica del prodotto. Ciò influenza, di conseguenza, anche le scelte che prendono i negozianti su cosa inserire nel proprio negozio. Noi cerchiamo sempre di puntare su brand e prodotti di qualità



RUN&FUN SNC

MODENA - SEDI: 1
MOHAMED MORO, SOCIO

BILANCIO DI FINE ANNO

- Incremento del 20%
- C'è stato un avvicinamento alla corsa da parte dei giovani. Anche nei confronti della multi-disciplina come l'Hyrox per esempio
- Voto: 8 e mezzo

TREND DI ACQUISTO

- 90% fisico e 10% e-commerce
- I clienti cercano scarpe ibride, che vadano bene per tutto

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running

PREFERENZE DEI CLIENTI SULLE SCARPE

- C'è più richiesta del modello intermedio, che abbia un buon compromesso tra ammortizzazione e reattività, quindi comodo ma votato alla performance

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'abbigliamento è stabile, la sostenibilità è un argomento che il cliente non cerca, glielo dobbiamo spiegare noi

SOCIAL MEDIA

- Instagram
- Costruire la nostra community e comunicare le nostre attività
- Sicuramente un incremento di follower

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: ADIDAS, BROOKS, NEW BALANCE
- Calzature trail running: NEW BALANCE, HOKA, BROOKS
- Abbigliamento: ADIDAS, BROOKS
- Accessori: UYN, COMPRESSPORT, ADIDAS

MARCHIO RIVELAZIONE DEL 2025

- ADIDAS

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Dopo che il post Covid ha portato una clientela matura, la tendenza nel 2025 si è invertita, con l'arrivo di giovani che vogliono correre e migliorare il loro aspetto fisico. Un forte aumento anche di donne che entrano in negozio



SPORT3K

BOLOGNA - SEDI: 1
FRANCESCO SICURELLI, PROPRIETARIO

BILANCIO DI FINE ANNO

- In crescita (+15%)
- Esplosione dei partecipanti a maratone, mezze maratone e Hyrox
- Voto: 8

TREND DI ACQUISTO

- Non abbiamo e-commerce
- Ho notato che la maggior parte dei clienti entra in negozio già informata sul tipo di prodotto che vuole acquistare

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- Il 2025 è stato il boom delle maxi suole

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- L'uomo è rimasto stabile, mentre la donna in netto calo

SOCIAL MEDIA

- Instagram
- Li usiamo principalmente per comunicare alla nostra community le novità di prodotto e i vari eventi nel nostro territorio
- No, pochissimo

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: MIZUNO, BROOKS, ASICS
- Calzature trail running: LA SPORTIVA, ALTRA, BROOKS
- Abbigliamento: MIZUNO, NEW BALANCE, BV SPORT
- Accessori: GARMIN, OAKLEY

MARCHIO RIVELAZIONE DEL 2025

- MIZUNO

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- La cosa positiva è che il running è una disciplina in crescita continua. Non solo, però, sono sempre di più le persone che si avvicinano alla corsa, ma sono anche molto più consapevoli rispetto al passato



FLYSPORT

SALERNO - SEDI: 1
GIANMARCO PROCIDA, TITOLARE

BILANCIO DI FINE ANNO

- Stabile
- La situazione geopolitica incerta ha bloccato alcune dinamiche di mercato
- Voto: 6

TREND DI ACQUISTO

- Ho un e-commerce, ma incide pochissimo sul fatturato finale
- I trend dei consumatori rimangono più o meno sempre gli stessi. Ho notato un aumento delle vendite online, ma a prezzi più bassi

TENDENZE NELLE DISCIPLINE SPORTIVE

- Camminata

PREFERENZE DEI CLIENTI SULLE SCARPE

- È cresciuta la richiesta della piastra in carbonio, anche se ci si sta iniziando ad accorgere che quella tipologia di scarpa non è adatta a tutti

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Diminuzione

SOCIAL MEDIA

- Instagram, Facebook
- Principalmente per vendite e promozione dei nuovi arrivi in negozio
- Non direi

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: BROOKS, SAUCONY, MIZUNO
- Calzature trail running: SAUCONY, BROOKS
- Abbigliamento: CMP
- Accessori: GARMIN, OAKLEY

MARCHIO RIVELAZIONE DEL 2025

- SAUCONY

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Credo che si dovrebbe tornare a produrre scarpe da running con tecnologie più semplici. La piastra in carbonio, per esempio, non è sempre necessaria



CRIS CALZATURE

PORLEZZA (CO) - SEDI: 1
LUIGI MANZOLINI, DIPENDENTE

BILANCIO DI FINE ANNO

- Stabile
- Nel 2025 c'è stato un aumento generale dei praticanti running (probabilmente anche grazie alla crescita dell'Hyrox), e di conseguenza anche delle vendite
- Voto: 9

TREND DI ACQUISTO

- 5% e-commerce, 95% fisico
- Nonostante il negozio online, i nostri clienti preferiscono comunque affidarsi alla nostra professionalità e ai nostri consigli

TENDENZE NELLE DISCIPLINE SPORTIVE

- Road running e trail running

PREFERENZE DEI CLIENTI SULLE SCARPE

- Per quanto riguarda i più esperti, nel settore trail running, abbiamo aumentato le vendite delle scarpe con suola Vibram Megagrip, mentre nel road quelle aventi la piastra in carbonio. Ciononostante, questo genere di calzature è meno venduto rispetto a quelle più adatte ai principianti

ANDAMENTO DELLA DOMANDA DI ABBIGLIAMENTO

- Non abbiamo notato né un incremento né un calo

SOCIAL MEDIA

- Instagram, Facebook
- Utilizziamo i social principalmente per presentare ai nostri clienti le novità che arrivano in negozio
- Sì, i social hanno aiutato

MARCHI PIÙ VENDUTI NEL 2025

- Calzature road running: HOKA, ON RUNNING
- Calzature trail running: HOKA, LA SPORTIVA, SCARPA
- Abbigliamento: PATAGONIA, LA SPORTIVA
- Accessori: MICO

MARCHIO RIVELAZIONE DEL 2025

- LA SPORTIVA

OSSERVAZIONI GENERALI / MESSAGGI ALLA RUNNING INDUSTRY

- Credo che sia importante continuare ad affidarsi ai professionisti del settore andando direttamente nel negozio fisico

Technology sets the pace

Through its partnership with Nital, COROS is strengthening its presence in the Italian market. The brand focuses on autonomy, data quality, and practical tools for training. Specialty stores, product testing, and the community will be central to its growth strategy

BY CRISTINA TURINI

Since the beginning of the year, Nital has been the official distributor in Italy for COROS, a brand specializing in GPS sports watches and training technologies. This development strengthens the brand's presence in the specialized running market, where technical credibility, retailer support, and community engagement are increasingly key. Already well-known among trail runners, ultra-runners, and endurance athletes, COROS is now targeting a broader audience of runners who value performance, data, and ease of use. We spoke with Giorgia Cristofaletti, the brand manager, about this.

COROS is a brand already familiar to many experienced runners and trail runners. How would you describe it to the Italian market today?

COROS has built a solid reputation among the most demanding athletes. Today, however, it is no longer a niche choice: it puts the athlete at the center and develops tools to help them train better. It appeals to those preparing for major competitions, as well as those who simply want to improve with a reliable and intuitive product.

In a highly competitive category like GPS sports watches, what sets COROS apart and makes it stand out?

There are three key features: battery life, data quality, and user experience. The battery is one of the best on the market; in addition, the device offers advanced metrics, scheduling, performance analysis, a user-friendly app, and continuous software updates—which are often available even for existing products in the lineup.

Is the main target audience still the advanced athlete, or is the audience expanding?

The focus remains on performance: trail runners, marathoners, ultra-runners, and athletes with structured training programs. However, there is a growing audience of more informed amateur runners who want to track their progress and achieve personal goals.

Which products in the lineup might be of most interest to the Italian running market?

The PACE line is essential: lightweight, intuitive, packed with training features, and offering a competitive price-to-performance ratio. It's often the first step into the COROS ecosystem. APEX, on the other hand, has great potential among advanced runners and trail runners, thanks to its durability, battery life, and advanced features. Interest is also growing in the arm-worn heart rate monitor, a precise and comfortable alternative to the chest strap.

What can COROS offer a specialty running store?

For a store, this means offering a credible, high-tech brand that stands out from more traditional brands. COROS sparks curiosity and conversation among informed customers who are looking for tools to help them run better.

What are the most effective ways to convey the brand's story to the



*Giorgia
Cristofaletti,
Brand Manager
at COROS*

end consumer?

Long battery life, accurate GPS, advanced training tools, ease of use, free software updates, and the trust of professional athletes and sports communities: clear and concrete messages.

How important are training, product demos, and the opportunity to test the watches?

They are essential because COROS's value is best demonstrated through actual use. Trying out the interface, features, battery life, and metrics makes it easier to choose. Staff training and product demos help retailers convey expertise and credibility.

Can communities, running clubs, events, and ambassadors influence brand awareness in Italy?

Yes, in a decisive way. Running thrives on competition, word of mouth, and shared experiences. Ambassadors, coaches, athletes, running clubs, events, and field tests allow COROS to demonstrate the value of its products, gather feedback, and build authentic relationships.

What are runners' top priorities today when choosing a GPS sports watch?

Runners are looking for more than just an accurate GPS. They want reliability, battery life, accurate heart rate and location tracking, useful metrics, recovery tools, training load, and planning features. Ease of use and data analysis are also important to them.

Looking ahead to the coming months, what will the priorities be in the specialty running sector?

The priorities will be training, local presence, and community development. Retailers and staff must be familiar with the product and be able to explain its benefits. Events, test runs, and running clubs will bring the COROS experience to life; athletes, coaches, and ambassadors will boost brand awareness and build trust.

As a brand manager, what is the most exciting challenge you face while working on COROS during this phase of growth in Italy?

The challenge is to establish COROS as a leader in the Italian running market, which is already dominated by well-established brands. The brand's offering is strong: innovation, reliability, battery life, and a focus on athletes. Now we need to translate these strengths into brand awareness, expanding our audience without losing our authenticity.

Beyond the race: The La Sportiva model

From conversations with athletes to on-the-ground testing, and community initiatives, Vittorio Barrasso, Corporate Brand and Communications Manager, explains how the Lavaredo Ultra Trail has become a strategic asset for the growth of the brand and international trail running

BY OUR CORRESPONDENT KAREN POZZI - PHOTOS BY ADRIAN MARTINEZ

An extraordinary edition of the Lavaredo Ultra Trail by UTMB has come to a close; from June 24 to 28, it transformed Cortina d'Ampezzo into the world capital of trail running. Once again, La Sportiva served as the event's main title sponsor. Through product tests, community runs, workshops, fan zones, and the programming on La Sportiva Radio, the Trentino-based brand brought the heart of the event to life with an approach that goes far beyond a mere commercial presence. We spoke with Vittorio Barrasso, brand and corporate communications manager at La Sportiva, to understand how the relationship between the brand, trail running, and one of the most important events on the global calendar is evolving.



diverse. Four or five years ago, there was greater homogeneity, especially in terms of age. Today, the audience is much broader, and that's a positive development. Traditionally, trail running was a sport practiced mainly by people over 35. Today we're seeing many younger generations join in, drawn both by the epic beauty of the Dolomites and by the challenge of running in nature. A second aspect concerns the international nature of the event. Cortina has always been a very international race, but today this trend is even more pronounced. We encounter athletes from countries far and wide: New Zealand, Japan, Canada, South Africa, and many others. Finally, I see runners preparing more thoroughly than ever, both in terms of training and in terms of nutrition and race strategy. This trend has also been driven by the evolution of the market, which now offers a much wider variety of specialized products.

What are the key strengths of La Sportiva's strategy for the Lavaredo Ultra Trail?

For us, being here has two main benefits. On the one hand, there's brand visibility; on the other, the opportunity to continue learning through direct contact with the trail running community. Observing the athletes, gathering feedback, and engaging with those who use our products is one of the most important aspects. Our presence is built on three pillars. The first is technical: a product needs to be explained and, above all, tested in the field, together with athletes and product experts. The second is communication and the ability to amplify what happens during the week. The third is our closeness to the athletes during the race, through our support of them and the community's involvement along the course.

Does La Sportiva Radio also fit into this context?

La Sportiva Radio was created to let people experience the atmosphere of the Lavaredo race even if they aren't physically present in Cortina. Over time, however, it has become something more: a platform that explores trail running through the race itself. We bring together athletes, journalists, organizers, coaches, and enthusiasts. We're not just interested in reporting what's happening during the race, but in analyzing the evolution of the sport during what is, for Italy, the most important week of the year for trail running.

What were the main new features of the 2026 edition?

The real turning point came in 2025, when we further expanded our presence with morning runs, trail activities, and the Prodigio Tech Hub. This year, we focused primarily on refining a system that had already proven to work very well. La Sportiva Radio is certainly one of the initiatives that has evolved the most. In addition, we introduced several installations along the course designed to support athletes during the most challenging moments of the race, especially from a mental standpoint.

Over the years, you've seen the trail running market evolve. How have the trail runners who come to Cortina changed?

The movement has certainly become much more

In the shoe count statistics for major races, La Sportiva now consistently ranks among the top brands. How did this growth come about?

Our roots in mountain running run much deeper than people often realize. The first shoe designed specifically for mountain running dates back to the mid-1980s. In recent years, we've managed to combine the credibility we've built in the mountains with a faster pace of innovation that's more attuned to runners' needs. The Prodigio platform represented a pivotal step, and the results we see today are the fruit of that journey. Looking ahead, 2027 will bring Talento, a new platform designed for shorter distances and technical terrain.

What role do athletes play in your strategy?

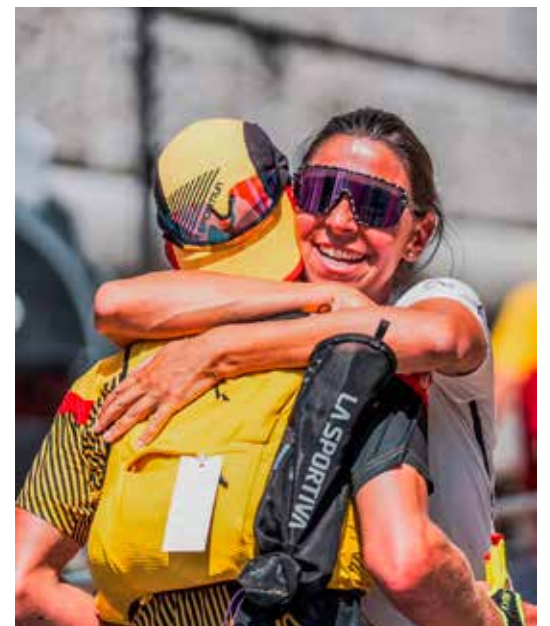
Our strategy stems from our desire to build long-term partnerships. Joining the La Sportiva team means, in a way, becoming part of a family. We're not just looking for brand ambassadors. We're looking for people who share our values and can make a tangible contribution to product development. Our athletes test the shoes, provide us with ongoing feedback, and actively participate in the evolution of our collections. In this sense, the relationship is much more like a long-term partnership than a traditional sponsorship.

The final year of the current title sponsorship agreement is 2027. How important is it for La Sportiva to continue to be part of the Lavaredo Ultra Trail?

It's still too early to talk about the future of the partnership, but the Lavaredo Ultra Trail means much more to us than just a sponsorship. It's an event that allows us to connect with the community, engage with the athletes, and experience the evolution of trail running firsthand. Cortina holds a special place in La Sportiva's history, and we're looking forward to seeing what happens after 2027. In 2028, we'll celebrate the company's centennial, and it would be wonderful to mark this important milestone right here in Cortina as the main title sponsor.



From left: Andreas Reiterer, Hannes Namberger
Tobias Geiser



Giulia Delladio's embrace of Andreas Reiterer

GÉNÉRATION RUNNING BY BV SPORT: RETRO STYLE, MODERN PERFORMANCE

BV Sport presents "Génération Running," the new capsule collection that celebrates the evolution of running through four vintage models inspired by the generations of runners from the '70s, '80s, '90s, and 2000s. A collection that combines retro style, vintage graphic elements, and technical features designed to support every run. The socks offer comfort, support, and protection while running thanks to their reinforced 3D anatomical footbed and 360-degree support for the foot and ankle. A bold collection, designed for those who love to run with performance, personality, and a touch of heritage.



BV Sport - +39 335.5927456 - info@bvsport.it

VIBRAM FIVEFINGERS V-RUN: BETTER TRACTION WHILE RUNNING

This model is the perfect five-toe shoe for road running and general fitness, ideal for those who want to transition from a regular shoe to a minimalist training shoe. It features a 4-millimeter Vibram Vi-Lite midsole that enhances cushioning and a thin outsole for a greater sense of ground contact. Additionally, the Vibram XSR compound on the heel and toes provides enhanced traction while running. The upper is made of lightweight, breathable material, featuring several perforations that enhance breathability.



Vibram SpA - +39 0331.999777 - vendite@vibram.com

UNLIMITECH BY CMP, LIGHTWEIGHT PROTECTION FOR OUTDOOR WORKOUTS



This extralight windbreaker from the Unlimitech line is designed for dynamic outdoor activities, where lightness, protection, and practicality are essential. Made of lightweight ripstop nylon, it offers an effective barrier against the wind and good breathability, moving naturally with the body. Its lightweight design—weighing just 130 grams—along with its Extralight construction and PackPocket design, highlight its functional and versatile nature, making it ideal for trail running, cycling, and hiking. Reflective details round out the garment, ensuring visibility during low-light workouts.

CMP - cmpsport.com

FERRINO X-DRY 15+3: THE TRAIL BACKPACK THAT DEFIES RAIN AND LONG DISTANCES

Ferrino is expanding its trail running collection with the X-Dry 15+3, a lightweight, technical backpack designed to handle runs and races even when the weather changes rapidly. The main compartment is 100% waterproof thanks to the HDry system, which guarantees a water column rating of 10,000 mm—even along the seams. Made from 100D Robic ripstop nylon with elastic nylon mesh inserts, it weighs just 300 grams and offers a stable fit thanks to a quick-drying 3D mesh back panel and shoulder straps. It features numerous organizational solutions: elastic front pockets and flask pockets, a zippered pocket, a rear tunnel with dual access, and an internal pocket. Additional features include trekking pole loops, a double chest strap, a whistle, H2 Bag compatibility, a light loop, and reflective details.



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

SHOKZ OPENFIT: THE EVOLUTION OF OPEN-EAR TECHNOLOGY



The Shokz OpenFit Pro was designed specifically to accompany workouts, daily outings, and outdoor activities with an open-ear experience that leaves your ears free, promoting long-lasting comfort and awareness of your surroundings. Stable, lightweight, and designed for use on the go, they feature synchronized dual-diaphragm drivers, SuperBoost technology, noise cancellation, and audio optimized for Dolby Atmos with head tracking. Battery life lasts up to 12 hours on a single charge and up to 50 hours with the charging case, featuring fast and wireless charging.

Nital S.p.A - +39 011.814488 - nital.it

INNOVATION IN WOMEN'S TRAIL RUNNING

The Rab vest has been recognized as a project designed around the needs of women. With construction designed to improve fit, load stability, and comfort over long distances, it won the European Outdoor Award

Born out of a partnership between the European Outdoor Group, MagNet, and the Future of Sports Collaborators Hub, the European Outdoor Awards have established themselves as among the most prestigious awards in the outdoor industry. The awards ceremony took place on the evening of May 16 in Riva del Garda, during an exclusive networking event preceded by the Outdoor Media Day, which brought together over 110 representatives from the European media.

The awards recognized innovation, design, performance, functionality, and sustainability across 10 product categories, which were evaluated by an international and independent jury composed of journalists, retail experts, sustainability specialists, and representatives of the end consumer's perspective. Among the award-winning products in the Trail Running category, the Gold award went to the Rab Valkyr 12, a 12-liter women's trail running vest designed specifically to meet the needs of female runners.

RAB VALKYR 12 RAB VALKYR 12

A 12-liter trail running vest designed exclusively for women, developed with input from female athletes and running clubs in 29 countries. The body-mapped fit, achieved with zone-specific stretch fabrics and a mono-mesh back panel, addresses the most common issues women face with traditional vests: chafing on the chest and shoulders, bouncing water bottles, and an unstable closure. The six-point front suspension system and custom-fit soft flask pockets ensure load stability over any distance. It also features a built-in passive RECCO reflector for emergency location. Weight: 238 grams (size M, without flask).



B-Factory - +39 039.9193830 - info@b-factory.it - rab.equipment



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THE TRAIL.
FIND YOUR
PACE.**

Three decades of innovation

Mizuno presents the Wave Rider 30, the next generation of its most iconic daily trainer. The shoe celebrates a story that began in 1997 and introduces a revamped design: more comfort, more fluidity and a full-length Wave Plate

Some shoes stand the test of time. Others, however, end up telling a piece of running history. The Wave Rider belongs to the latter category. Launched in 1997, it has become one of Mizuno's iconic models over time: a reliable, recognizable trainer capable of speaking to different generations of runners without ever betraying its identity. With its 30th edition, the Japanese brand is introducing a major update, designed to celebrate the line's DNA and usher in a new generation of Wave Rider.

The European launch took place in Hamburg, the city chosen by Mizuno to present the new Rider 30 to media outlets, content creators, and the international community. The event centered on the product and the story of its evolution: 30 years, from its debut to the new version, highlighting the materials, geometries, and technologies that have shaped the brand's running journey.

The presentation focused on the concept of "Ride the Next Wave," which encapsulates the model's new design philosophy: a fluid, continuous, smoother, and more natural ride that supports runners through their daily runs with a greater sense of stability and protection. In Hamburg, the shoe was showcased through a launch event featuring pre-

sentations, technical insights, and on-the-ground testing.

Road testing played a central role. The Wave Rider 30 was, in fact, taken out onto city streets—in a dynamic urban setting—in line with its intended use: not an extreme running shoe, not a racing model, but a daily training companion, designed to perform in runners' real-life routines.

This update marks the beginning of a new phase for the Rider family while maintaining its signature look. Mizuno has focused on comfort, transition, and propulsion—three key elements that define the new model and signal the shift toward a more contemporary, supportive, and smooth daily trainer.

Aesthetically, the silhouette appears more modern and fuller, with contours that immediately convey greater protection underfoot. But at its core, the shoe remains true to its DNA: cushioning, stability, and transition are still the three pillars around which the design revolves.

The big news is in the midsole. Mizuno introduces a dual-layer construction featuring Mizuno Energy NXT: the upper layer is a nitrogen-infused compound designed to offer a softer, more springy, and more comfortable feel; the lower layer is an EVA-based version of the



MIZUNO WAVE RIDER 30



UPPER /
engineered mesh, integrated tongue,
snug heel



MIZUNO ENERGY NXT MIDSOLE /
double-layered, with the top layer infused with nitrogen
and EVA-based bottom

TECHNICAL SPECIFICATIONS

CATEGORY /
daily trainer neutral / all-round
road running

TARGET /
Regular and competitive runners looking
for a high-performance road running shoe



BASE /
midfoot 14 mm
wider than the
Wave Rider 29

**MIZUNO WAVE
PLATE /**
full-length

**X10 RUBBER
OUTSOLE /**
in areas subject
to the most wear
and tear



same material, engineered to provide balance and stability to the platform. The result is a shoe that aims for a more modern feel without becoming overly unstable or exaggerated. It's not a race-ready superfoam disguised as a trainer, but a more comfortable, supportive, and responsive everyday shoe.

The second key feature is the new full-length Mizuno Wave Plate. For the first time in the history of the Wave Rider series, this model features a full-length plate designed to support a more even distribution of body weight from heel to toe. Its function is not to provide racing-style stiffness, but rather to guide the roll and promote a more stable and continuous transition. In other words, the Wave Plate acts as an internal structure that accompanies movement, supports foot strike, and helps maintain the integrity of the midsole during the run.

The platform has also changed. Compared to the Wave Rider 29, the new version features a wider midfoot base, with 14 mm more support. This is an import-



ant technical detail because it increases stability without affecting the overall weight. In fact, the shoe weighs 265 grams in the men's/unisex version, with a stack height of 42.5 mm at the heel and 34.5 mm at the forefoot, for an 8 mm drop. The upper rounds out the design with a more minimalist and refined look. The new engineered mesh prioritizes breathability, lightness, and comfort, while the integrated tongue and heel construction contribute to a more secure fit. The goal is to improve the overall feel of the shoe: less stiffness, a more welcoming fit, and an immediate sense of security even on longer runs.

KEY POINTS /
transition, comfort,
propulsion, stability

DROP /
8 mm

STACK /
42.5 mm heel
34.5 mm forefoot

Weight /
265 g men's/unisex
230 g (women's)



Two souls, the same off-road spirit

ASICS is revamping the TRABUCO line with two models designed for different needs: the TRABUCO Max 5 prioritizes comfort and protection over long distances, while the TRABUCO 14 focuses on agility, traction, and safety on technical trails



In trail running, there's no one-size-fits-all need: some runners are looking for a shoe that can handle many kilometers with maximum comfort, while others want protection, precision, and traction when the terrain gets more technical. ASICS is updating the TRABUCO line with two new models, the TRABUCO MAX 5 and the Trabuco 14, which each offer a different take on the same off-road design philosophy.

The TRABUCO MAX 5 is the model best suited for long-distance running. The FF BLAST PLUS midsole is designed to provide a soft and lightweight feel, with exceptional comfort over long distances. The upper features Engineered Water Repellent Mesh, a material developed to reduce water absorption and keep the foot more comfortable even in wet conditions. On the outsole, ASICSGRIP

technology ensures reliable traction on various trail surfaces. From an environmental perspective, the carbon footprint is quantified at 10.7 kg CO₂e per pair, 26% lower than the industry average calculated using the ASICS methodology.

The TRABUCO 14, on the other hand, is designed for technical trails and protection. The midsole features FF BLAST MAX, a foam designed to provide cushioning upon impact and energy return, while the rock protection plate adds protection against trail obstacles. The Engineered Mesh upper is reinforced in the areas most prone to wear; the tongue with a lace garage helps improve lock-down and keep debris out. The outsole features ASICSGRIP with 4 mm lugs. The declared carbon footprint is 11.1 kg CO₂e per pair, 23% lower than the industry average.

Men

Woman

TECHNICAL SPECIFICATIONS

TRABUCO MAX 5

WEIGHT /
302 g (M)
264 g (W)

DROP /
5 mm

STACK /
33.5–38.5 mm (M)
32.5–37.5 mm (W)

MIDSOLE /
FF BLAST PLUS

UPPER /
Engineered water repellent mesh

OUTSOLE /
ASICSGRIP

TRABUCO 14

WEIGHT /
281 g (M)
249 g (W)

DROP /
8 mm

STACK /
27–35 mm (M)
26–34 mm (W)

MIDSOLE /
FF Blast Max + rock plate

UPPER /
Engineered Mesh

OUTSOLE /
ASICSGRIP with 4 mm lugs

Men

Woman

Compared to previous versions, both models feature a lighter construction. The TRABUCO MAX 5 has gone from 315 g for men and 275 g for women in the TRABUCO MAX 4 to the current 302 g and 264 g, while maintaining a 5 mm heel-to-toe drop and the FF BLAST PLUS midsole. The Trabuco 14, on the other hand, weighs in at 281 g for men and 249 g for women, compared to 285 g and 250 g for the TRABUCO 13, and features FF BLAST MAX instead of FF BLAST PLUS.



A new and stable direction

ASICS updates the GEL-KAYANO 33 with FLUIDSUPPORT technology. The model focuses on comfort, support, and dual-layer cushioning. A shoe designed for daily workouts, long runs, and easy paces

ASICS has revamped one of the most iconic models in its stability running lineup with a version that retains the series' protective DNA while updating its support concept. The GEL-KAYANO 33 introduces the new FLUIDSUPPORT Technology, a system redesigned to provide stability in a smoother and more comfortable way throughout the entire run. The design combines dual-layer cushioning and advanced geometries, with the goal of supporting the runner's movement without sacrificing the sense of security that defines the GEL-KAYANO family.

This evolution also extends to the midsole, which combines FF BLAST

MAX and FF BLAST PLUS. The former is a lightweight, soft foam with greater energy return; the latter contributes to a cushioned, comfortable, and stable platform. PureGEL remains under the heel, strategically positioned to enhance impact absorption and soften the landing. The upper is made of Engineered Mesh and has been redesigned to offer a softer, more comfortable fit. The outsole features the HYBRID ASICSGRIP construction, combined with the AHARPLUS system to enhance grip and durability. Compared to the previous model, the heel-to-toe drop and stack height remain unchanged.

TECHNICAL SPECIFICATIONS



WEIGHT /
298 g (M)
259 g (W)

DROP /
8 mm

STACK /
32-40 mm (M)
31-39 mm (W)

MIDSOLE /
FF BLAST MAX +
FF BLAST PLUS

PEOPLE /
PureGEL

UPPER /
Engineered Mesh

OUTSOLE /
HYBRID ASICSGRIP

**TECHNOLOGY
SUPPORT /**
FLUIDSUPPORT



Woman



Men



Run It Again: London launch of the new HOKA Clifton PRO

Ten treadmills under a beam of light: this is how the brand unveiled the most advanced model of its iconic line. A spectacular launch for a shoe designed for those who see consistency and repetition as the key to improvement. British champions Scott Beattie and Rory Leonard also gave their impressions

BY OUR CORRESPONDENTS MANUELA BARBIERI AND CRISTINA TURINI

To unveil the new Clifton Pro, HOKA chose London—or rather, the Drumsheds, a former IKEA store converted into an event and concert venue, and now one of the most striking spaces in the British capital. With its industrial aesthetic, this venue proved to be the perfect setting to showcase the evolution of one of the brand's most iconic models.

For the occasion, HOKA transformed one of the complex's spaces into a visually striking set. In the center of the room, shrouded in darkness, ten treadmills were arranged in a circle and illuminated by a single beam of light coming from above. All around, darkness. A setup designed to focus all attention on the act of running and the sense of global community. It was here, in fact, that journalists, creators, and influencers from all over Europe gathered to get a sneak peek at the most advanced version of the much-loved Clifton. More than just a product test, it was an immersive experience built around the concepts of repetition and perseverance—themes that are also at the heart of HOKA's new "Run It Again" campaign, centered on a short film that chronicles the daily routine and determination of a runner constantly striving for improvement. This message took tangible form beneath that cone of light inside the Drumsheds, where dozens of runners took turns on the treadmills, sharing the same experience.



Scott Beattie testing the Clifton PRO on the treadmill at Drumsheds in London



HOKA Clifton Pro

While remaining true to the design of the first model created in the mountains of Annecy, the iconic Clifton line has continuously evolved since 2014 to meet the needs of runners. The Clifton PRO represents the most advanced expression of this transformation: a training

shoe that pushes performance to the highest level thanks to a more aerodynamic silhouette and the introduction of the new PROGLIDE+ system, which combines resilient SCF foam with HOKA's aggressive MetaRocker. The result? Greater propulsion, a smoother transition, and a more efficient run. With the Clifton PRO, daily training becomes a process of continuous improvement, built on repetition and consistency, with the goal of achieving measurable progress. Run after run.

QUESTIONS & ANSWERS

TEAM HOKA

What makes the Clifton Pro different from the traditional Clifton?

The main difference is the PROGLIDE+ technology.

Who is this shoe designed for?

The Clifton 11 is our everyday mileage shoe, suitable for just about everyone. The Clifton PRO, on the other hand, is designed for runners who want to take their running to the next level. With a more pronounced rocker and a more responsive foam, it offers a more dynamic running experience while staying true to the Clifton family's DNA.

Could this be a good first pair of shoes for someone just starting to run?

Both models are suitable for beginners to running. The Clifton 11 is extremely versatile and is also suitable for walking or everyday use. On the other hand, those looking for a more performance-oriented shoe right from the start will find the Clifton PRO to be a solid alternative.

SCOTT BEATTIE, A BRITISH NATIONAL TEAM ROAD, CROSS-COUNTRY, AND TRACK RUNNING ATHLETE

Scott Beattie, who has been with HOKA since 2023, became the British 5,000-meter road champion that same year, and also finished in the top ten at the World Road Running Championships in Riga, Latvia. His personal bests range from 13:04 in the 5,000 meters to 27:23 in the 10,000 meters. On the road, he races in the Rocket X 3, while on the track he wears the Cielo FLYX Elite. His favorite shoe for everyday use is the Clifton.

What do you think of the Clifton family?

I've run in several generations of the Clifton; I think the first one was the 7. I received the Clifton 11 about a month ago while I was at a training camp, so it was a good time to test it out. I think it's the best everyday shoe for easy runs that I've ever used, especially in terms of comfort. The Clifton PRO, on the other hand, is better suited for when you want to pick up the pace or after tough workouts—that is, when your legs are tired and you need more support. The combination of foam and rocker does some of the work for you.

Where does the performance advantage come from?

In recent years, the development of running shoes has focused primarily on race models with carbon plates, but in reality, much of the performance benefit comes from the foam.

Can a more aggressive rocker increase stress on the ankles or Achilles tendons?

As far as I know, many Achilles tendon problems are primarily associated with shoes that have a midfoot plate. If you're coming back from an injury, the Clifton 11 is probably the safest choice. However, when your training load increases and you're back to higher mileage, that's probably the right time to switch to the Clifton PRO.

What are your next competitive goals?

Obviously, I won't be competing with the Clifton PRO, but I'll be using it a lot in training over the next few months. My main goals for the summer are the Commonwealth Games and the European Championships. Both competitions will take place in the United Kingdom between late July and early August—so "at home"—in Glasgow and Birmingham, respectively. I hope to be in the best possible shape for them.

Where does it fit into an increasingly crowded market of daily trainers?

We wanted to create an even more exciting training shoe. A model that would retain the comfort and cushioning that have made the Clifton so famous, while adding a new level of performance.



John Cosgrove of HOKA, along with the two athletes Scott Beattie and Rory Leonard, during the Q&A session

RORY LEONARD, A BRITISH NATIONAL TEAM ROAD, CROSS-COUNTRY, AND TRACK RUNNING ATHLETE

With HOKA since 2023, Rory Leonard became the European Under-23 champion in the 10,000 meters that same year and set his personal best in the same event (27:38), qualifying for the 2024 European Athletics Championships in Rome. In 2025, he also broke Sir Mo Farah's British national record in the 10,000-meter road race, a time that was matched in 2026. Rory competes in the Cielo X1 3.0 on the road and the Cielo FLYX Lite on the track. His favorite shoe for everyday use is the Clifton.

What is your relationship with the Clifton family?

I've been running in them since around 2013, and my very first running shoe was the Clifton 1. So I've experienced every generation of this model and the brand's evolution, from its beginnings in Annecy, France, to the present day. It's incredible to see how much both the brand and the product have grown.

What is the most noticeable change compared to the first Clifton models?

The main difference is the switch to the PROGLIDE+ midsole, which features a more sophisticated foam that isn't designed for racing but provides energy return, aids recovery, and promotes a smoother stride. Combined with MetaRocker, it almost feels as if the shoe naturally guides you forward.

What are your next competitive goals?

Right now, I'm gradually getting back into running after an injury. I'm training for a few half marathons and, probably, even longer distances next year. The Clifton PRO comes at the perfect time for me because I'm building up my mileage again.

SPECIAL

EUROPEAN OUTDOOR & RUNNING WEEK





A memorable debut and with our sights already set on 2027

Following the huge success of the first edition of the European Outdoor & Running Week, the event will return to Riva del Garda from May 8 to 13, 2027

BY MANUELA BARBIERI

Encouraged by the excellent feedback, the remarkable numbers, and the excitement generated by the first European Outdoor Week, MagNet – in partnership with European Outdoor Group (EOG) – has outlined plans to build on the success of the first event, held in Riva del Garda (TN), Italy, from 14 to 19 May 2026. The initiative will return from 8 to 13 May 2027, hosted again in the fantastic setting of Riva del Garda. The full program will run once more, in a new order that reflects feedback from this memorable edition.

- **8/9 MAY:** Activation Days
- **9 MAY:** Media Day + EOG Summer Member Meeting + Award
- **10/12 MAY:** OUTDOOR & ORBDAYS trade show
- **11 MAY:** Innovation For Outdoor (In4Out)
- **12/13 MAY:** Outdoor Impact Summit

"The industry wants – and needs – in person events like this. It's our job to make sure that such events are delivered to the standard required, and with relevant, valuable content. The first European Outdoor Week has achieved that, but we have already identified aspects that we can improve, and we're excited about working with the MagNet Group to deliver an even bigger and better showcase for the outdoor sector in Riva del Garda from 8-13 May in 2027."



Christian Schneidermeier, EOG Managing Director

EUROPEAN OUTDOOR WEEK 2026: KEY SUMMARY

OUTDOOR IMPACT SUMMIT MAY 14–15

European Outdoor Week kicked off with the second edition of the Outdoor Impact Summit (OIS) from 14 to 15 May. The agenda for the two-day event was built around the theme of 'No Excuses!'; and included keynote presentations, workshops, breakout sessions, networking and time outdoors. Content throughout the summit focused on direct actions that organizations can take to redefine the boundaries of responsibility in the

outdoor sector and in the sport industry. After its debut last year, OIS grew in 2026, with over 220 delegates participating in the event.

ACTIVATION DAYS MAY 16–17

Trail running with Marco De Gasperi, six-time world mountain running champion; rock climbing with Alpine Guides; walking workshops dedicated to biodiversity monitoring; road running with running coaches; trekking with a musical happy hour; via ferrata routes; and slow flow yoga by the lake. These were just some of the free experiences featured during the first edition of the Activation





Days – two days dedicated to the public and to outdoor sports enthusiasts, who had the opportunity to enjoy hands-on experiences and test new products in their natural environment, in a destination ideally suited for this type of activity. The beating heart of the event was the Village located close to Spiaggia Olivi, an amazing location on the lake, where the exhibiting companies' stands were set up and from where all the scheduled activities started. A special thanks goes to RECCO, safety partner of the Activation Days.

EUROPEAN OUTDOOR MEDIA DAY BY GARDA TRENTINO & TRENTINO MAY 16

A new initiative that was launched during EOW, the Outdoor Media Day took place on the afternoon of 16 May, and was designed to foster engagement between exhibiting brands and journalists from around Europe. Over 110 media representatives signed up for the day, which was followed by a social event and the European Outdoor Award ceremony.



EOG SUMMER MEMBER MEETING MAY 16

On Saturday, 16 May, the European Outdoor Group held its Summer Member Meeting, with representatives from among its membership of almost 170 organizations gathering for updates on the association's key projects, such as its market data program. During the meeting, EOG Managing Director Christian Schneidermeier outlined the association's aspirations for future development, including the publication of a political manifesto to inform and elevate public affairs activities on behalf of the outdoor industry. The meeting concluded with a presentation on AI and the outdoor industry by entrepreneur and podcaster Alex Jacobi. During its Summer Member Meeting, the EOG team shared the latest data insights from the European outdoor market that came from the Outdoor Market Intelligence Service (OMIS). EOG Head of Data & Insights Hannah Piatok comments: "Clear industry demand has driven us to update our approach to market data, shifting focus from sell-in to sell-out. Thanks to the roll out of OMIS, for the first time our industry can access up to date monthly sell-out data from Europe's three biggest markets. The more data that we have from more sources, the stronger we are collectively, so I urge retailers and brands with a retail platform to contribute to OMIS as part of a pre-competitive exercise. Everything is done with genuine confidentiality through a third party, and the outputs are of huge value to the whole sector. Please supply data, and please take the opportunity to subscribe to OMIS and benefit from the insights that the project provides." For more information about OMIS and other EOG market data work, contact Hannah Piatok at hannah.piatok@europeanoutdoorgroup.com.

EUROPEAN OUTDOOR AWARD MAY 16

The new European Outdoor Award scheme celebrated the best of the outdoor sector in 16 product and community categories. The awards showcased innovative product developments to support both sell-in and sell-out, while also highlighting diversity and inclusion, and best practices in environ-



OUTDOOR IMPACT SUMMIT

OVER 200
PARTICIPANTS
OVER 40
SPEAKERS
13
KEYNOTES
7
WORKSHOPS
10
OFFICIAL PARTNERS

OUTDOOR MEDIA DAY

110
ACCREDITED MEDIA
45
CONFIRMED BRANDS
250
PARTICIPANTS

SUPPORTED
BY GARDA TRENTINO
AND TRENTINO

ACTIVATION DAYS

35
PARTICIPATING
BRANDS
27
EXPERIENCES/
ACTIVITIES
OVER 700
PARTICIPANTS
OVER 6,000
VISITORS
TO THE VILLAGE

EUROPEAN OUTDOOR AWARD

11
PRODUCT CATEGORIES
5
COMMUNITY
CATEGORIES
8
JURY MEMBERS
360
PEOPLE
AT THE AWARD
CEREMONY

"When we decided to join forces with the European Outdoor Group to launch the ambitious project of an entire week dedicated to all players in the outdoor industry, from every type of sector operator to end consumers, we were confident in the great potential of this evolution, building on what we had achieved through 12 editions of the Outdoor & Running Business Days. However, the enthusiasm and the response that the entire industry has shown toward this ambitious project have exceeded all expectations. This success is also the result of the outstanding teamwork carried out by the respective teams, each of which brought an incredibly effective added value."

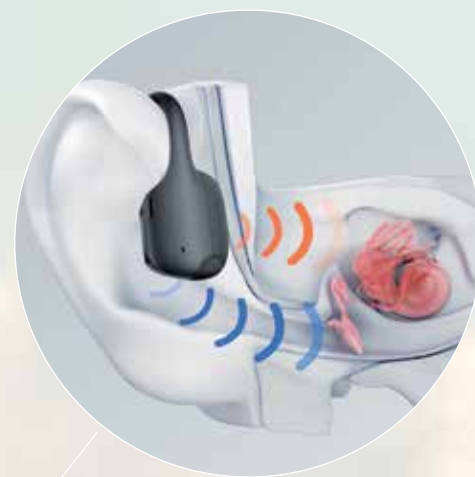
Benedetto Sironi, CEO of MagNet



mental, social and governance work. Following an assessment by a jury of industry experts, the winners were revealed at a ceremony on the evening of 16 May. Details of all of the European Outdoor Award winners could be found in the dedicated award area at the main entrance of OUTDOOR & ORBDAYS.



Shokz è un brand specializzato in cuffie a conduzione ossea progettate per lo sport outdoor. La tecnologia open-ear consente di ascoltare musica e indicazioni mantenendo libero il condotto uditivo, un aspetto decisivo per chi corre, pedala o si allena in ambienti aperti dove la percezione di ciò che accade intorno è parte integrante della sicurezza e della performance. Leggerezza, stabilità e resistenza a sudore e agenti atmosferici sono elementi chiave di una gamma pensata per accompagnare l'attività fisica senza distrazioni.



TECNOLOGIA A CONDUZIONE OSSEA

Le nostre cuffie sportive sfruttano la conduzione ossea, una tecnologia che invia vibrazioni attraverso gli zigomi per portare il suono direttamente all'orecchio interno, bypassando il timpano. Un modo sicuro e innovativo per ascoltare mentre ti alleni.



TECNOLOGIA DIRECTPITCH™

DirectPitch è una tecnologia avanzata che ottimizza la trasmissione del suono dirigendo con precisione le onde sonore e variando la pressione per creare un campo audio ideale. Basata sulla sovrapposizione delle onde, offre una direzionalità accurata e un suono più immersivo.



OPENRUN

Le OpenRun rappresentano il modello più versatile della gamma Shokz, pensato per chi si allena con continuità tra corsa, trail e sessioni outdoor quotidiane. Leggere e stabili, garantiscono un ascolto chiaro mantenendo sempre il contatto con l'ambiente circostante, elemento fondamentale durante gli allenamenti su strada o in gruppo. L'autonomia estesa copre senza difficoltà anche le uscite più lunghe, mentre la struttura ergonomica assicura comfort costante, chilometro dopo chilometro. Una soluzione affidabile per chi cerca ritmo, concentrazione e sicurezza in ogni fase della preparazione.



Suono stereo naturale
perfettamente bilanciato



Design Open-Ear per
la consapevolezza
situazionale



Microfoni
con cancellazione
del rumore



IP67, resistenza avanzata
al sudore e all'acqua (non
adatte
al nuoto)



OPENRUN PRO 2

Le OpenRun Pro 2 sono pensate per runner che cercano comfort prolungato e qualità sonora evoluta. La seconda generazione introduce la rivoluzionaria tecnologia Dual Pitch, un sistema acustico avanzato che combina conduzione ossea e trasmissione aerea per offrire un suono più ricco, profondo e bilanciato, per cui la resa acustica e la gestione delle vibrazioni raggiungono un nuovo livello: bassi più presenti, maggiore nitidezza e una definizione superiore anche a ritmi sostenuti. La vestibilità stabile riduce al minimo i movimenti durante gli sprint o sui percorsi sconnessi, garantendo comfort e performance costanti.



Design innovativo a
doppio driver per bassi
abbondanti



Design Open-Ear per
la consapevolezza
situazionale



Microfoni antivento
e con cancellazione
del rumore



IP55, resistente al sudore
per allenamenti estremi



The industry celebrates the new global dimension of the Riva del Garda trade show

Over 8,000 industry professionals, 250 exhibitors, more than 400 brands, and 2,700 buyers from 59 countries. The twelfth edition of the trade show, held from May 17 to 19 as part of the European Outdoor & Running Week, set new records. Establishing itself as the key event for international operators

BY CLAUDIO PRIMAVESI

An atmosphere of widespread enthusiasm, the likes of which haven't been seen at a trade show in our industry for a few years: this was one of the main pieces of feedback that emerged from the twelfth edition of the Outdoor & Running Business Days (ORBDAYS) trade show in Riva del Garda, which this year merged with the long-standing OUTDOOR trade show. Kicking off the first edition of OUTDOOR & ORBDAYS—which closed with record-breaking numbers, establishing itself as the leading European event (and beyond, given the global origin of its visitors) for the outdoor and running sectors— from May 17 to 19, Riva del Garda and its exhibition center were transformed into the world capital of the outdoor and running industry, with over 8,000 industry professionals arriving from 59 countries, more than 250 exhibitors, over 400 brands, and dozens of workshops and activities for buyers, retailers, the media, and all other types of industry professionals in attendance. For the first time, the event was part of European Outdoor & Running Week.

A GLOBAL EVENT

The agreement between MagNet, the organizer of ORBDAYS, and the European Outdoor Group (EOG) has served as a further catalyst to accelerate the trade show's internationalization process, which had already begun in recent years. In fact, since the last edition, thanks to a significant organizational and marketing effort by the organizers, there has been a significant increase in the number of international buyers. The numbers and quality of the industry professionals who participated in the 2026 edition mark a striking turning point and speak for themselves: OUTDOOR & ORBDAYS has undoubtedly become the leading European event in the outdoor and running world, but its impact extends far beyond the continent's borders. Of the more than 3,000 registered retailers and buyers, nearly half were international attendees, coming from as many as 59 countries in addition to Italy: Argentina, Australia, Austria, Bangladesh, Belgium, Bosnia, Bulgaria, Canada, Chile, China, Cyprus, South Korea, Costa Rica, Denmark, Estonia, Finland, France, Georgia, Germany, Japan, Jordan, Greece, India, Indonesia, Iceland, Israel, Kazakhstan, Kosovo, Latvia,

8.010
REGISTERED
OPERATORS

407
BRANDS

2.690
RETAILERS & BUYERS

534
DISTRIBUTORS

60
COUNTRIES
REPRESENTED

4.332
BRAND
REPRESENTATIVES

301
JOURNALISTS

Lebanon, Lithuania, Macedonia, Moldova, Mongolia, Norway, New Zealand, the Netherlands, Pakistan, Poland, the United Kingdom, the Czech Republic, Romania, Russia, San Marino, Serbia, Singapore, Slovakia, Slovenia, Spain, South Africa, Sweden, Switzerland, Taiwan, Turkey, Ukraine, Hungary, the U.S., and Vietnam. There was a particularly strong presence of operators from the DACH region (Germany, Austria, Switzerland)—Europe's most important market—with over 400 attendees, including retailers and buyers. The transformation of the trade show is also evident when analyzing the corporate names of the exhibitors, which have seen parent companies take the place of Italian subsidiaries and distributors.

THE EXHIBITION CONCEPT

At the roots of the success of OUTDOOR & ORBDAYS there is its unique format, which combines the exhibition layout, with pre-set stands where brands can preview their collections and shopkeepers place orders in a functional and inspired context, with an experiential soul, with the possibility of trying products on routes designed to test their characteristics or participating in guided activities in collaboration with brands and their ambassadors.

NETWORKING

The future of major trade fair events is increasingly linked not only to product displays, but to networking opportunities between operators, brands, and trade associations. An important focus at OUTDOOR & ORBDAYS, with different formats and





appointments. One of the catalytic places of relationships was the Outdoor Network Lounge, a real square created thanks to the collaboration with the Italian Outdoor Group (IOG) of Assosport, the Scandinavian Outdoor Group and Outdoor Sports Valley (France). The collaboration with the Scandinavian Outdoor Group also led to the creation of the Scandinavian Outdoor Village, with the main producing brands of Sweden, Norway, Finland and Denmark. Among the events, noteworthy is the International Buyers Welcome, in collaboration with ICE - Agency for the Promotion Abroad and Internationalization of Italian Businesses with Assosport and the Italian Outdoor Group. On Monday, Italian, Scandinavian and French trade associations revealed the latest market data and key trends during the Outdoor Groups Breakfast, while investment funds, C-level managers from the 15 most important brands and start-ups were able to meet during a lunch of their own. OUTDOOR & ORBDAYS also hosted the IOG meeting and the Outdoor Association Meeting, a discussion between representatives of trade associations on current issues related to the outdoor sector. The active contribution of other European associations, present with stands or their own delegations, such as the German BSI (Bundesverband der Deutschen Sportartikel-Industrie), the English OIA (Outdoor Industry Association, POG (Polish Outdoor Group) and Spain is Sport, is also very important for the full success of the fair.



THE WORKSHOPS AND PRESENTATIONS

Numerous panels were organized during the three trade fair days, with a focus on training and internationalization. The highlight was Monday morning's presentation, by McKinsey (page 40), a widely followed workshop on the latest dynamics of the outdoor and running market and the role of artificial intelligence in redefining the industry. On Monday, Brandwave, along with representatives of leading global sports brands, instead unveiled a study on the rise of outdoor culture in the mainstream, from trail shoes to Paris Fashion Week and water bottles as symbols of status (at page 42).

THE EXPERIENCES

Although the event is increasingly becoming a business event, it retains its experiential soul intact, which continues to capture the interest of participants. Numerous trail running experiences we tell you about starting from page 46.

INNOVATION FOR OUTDOOR, SPACE FOR STARTUPS

The first edition of the Innovation For Outdoor (In4Out) platform was also celebrated on Monday. An afternoon that brought together start-ups, investors, companies and industry enthusiasts to explore future outdoor innovation paths in Europe. Organized in collaboration with European Outdoor Group, MagNet, and SKInnovation, the event is designed to create a select space where emerging companies can directly engage with decision makers and key players in the ecosystem.

CIRCULARITY AT THE HEART OF THE EVENT

Always concerned with sustainability, MagNet has brought the concept of circularity to the trade show thanks to several collaborations. In addition to the presence of the four-wheeled tailoring shop at Worn Wear in Patagonia, where sports items could be repaired free of charge, the collaboration with Reju and Rematrix allowed the placement of special containers for storing unusable items, which will be transformed into new, high-quality polyester for the same number of sports items. Sustainability was also at the heart of the Sustainability Hub project, created with the aim of offering retailers a space to learn, discuss, ask concrete questions, and engage with the most authoritative organizations on the topic, transforming inspiration into practical and operational tools. Powered by GreenroomVoice, the hub hosted daily Round Table Workshops: open, interactive sessions dedicated to key themes redefining the outdoor industry.

OFFICIAL OUTDOOR PARTY BY POLARTEC

With the merger between OUTDOOR and ORBDAYS, the tried and tested format of the final party, the Official OUTDOOR PARTY by Polartec, also arrived in Riva del Garda. To access the evening, simply purchase the official T-shirt of the trade show. Inside an entire pavilion set up in the style of a Berlin nightclub, the party hosted a rich dinner followed by a boulder contest with internationally renowned athletes and a DJ set by DJ Aladyn. With a whopping 1,700 people attending the evening.

**A SPECIAL THANKS
TO ALL OUR MAIN AND MEDIA PARTNERS
WHO CONTRIBUTED TO THE SUCCESS
OF THIS FIRST EDITION**





Garda Room

“No Excuses”

More than 220 professionals and 30 international speakers gathered in Riva del Garda for the second edition of the Outdoor Impact Summit, an event that shone a spotlight on the new responsibilities of the sports industry. The focus was on corporate strategies, innovation, and sustainability throughout the entire supply chain

BY DAVIDE L. BERTAGNA AND SARA FUMAGALLO

There was a great deal of anticipation for this second edition of the Outdoor Impact Summit (the first in Italy following Munich in 2025), which drew an international community of over 220 professionals from the sports industry (and beyond) to Riva del Garda. The event officially kicked off the European Outdoor & Running Week and transformed the Trentino city's Convention Center into a global hub for discussion on sustainability issues within the sector. Organized by the European Outdoor Group and MagNet, in collaboration with Green Media Lab, the Summit featured keynote speeches, panel discussions, and workshops held in two parallel rooms: the Garda Room, dedicated to plenary sessions, and the Ledro Room, focused on operational insights and case studies. At the heart of the discussions were the major themes that are redefining the sector's future: the circular economy, traceability, governance, responsible communication, extended producer responsibility, and the transformation of industrial supply chains.

This edition confirmed the format's continued growth, as it is increasingly recognized as the leading platform for dialogue among companies, associations, and stakeholders committed to the ESG transition in the outdoor industry. The entire program was conducted in English, reinforcing the Summit's international scope and the commitment to fostering direct dialogue among different markets, experiences, and perspectives. In this context, more than

“The second edition of the Outdoor Impact Summit was a huge success. A larger number of participants, high-profile speakers, a variety of topics, and a fantastic atmosphere by the lake made it possible to forge truly valuable connections. We will continue to develop the Outdoor Impact Summit so that it becomes the go-to event not only for discussing and exploring pressing issues, but also for launching initiatives that generate a positive impact for the sector.”

Christian Schneidermeier, EOG Managing Director



30 speakers took the stage, contributing to a two-day event that was particularly rich and diverse in terms of topics and viewpoints.

THE EVENT TAKES SHAPE ON THE TRAILS

The event was symbolically kicked off by the “Hike and Talk” on the morning of May 14, which brought together over 40 participants along the trails of Riva del Garda. The inclement weather did not stop the opening activity, which immediately embodied this year's theme: “No Excuses.” This message ran through the entire two-day event, translating into a practical approach to sustainability—one focused more on action than on theory. The “Hike and Talk,” led by Cira Riedel and Anna Rodewald of GreenroomVoice along with Gabriel Arthur of Suston Magazine, took the discussion out of the conference rooms and into the natural setting of the local area. It was an immersive experience that addressed the themes of sustainability and responsible communication directly in the field.

PROJECTS, SUPPLY CHAINS, AND MEASURABLE IMPACTS

Among the most interesting keynote speeches was that of Bowie Miles, one of the Summit's moderators, who sparked a broad and almost provocative reflection on the concept of impact: who decides what “impact” really means? Not only the positive outcomes generated, but also what



The Decathlon workshop in the Ledro Room



Sylvie Goulard, professor of practice SDA Bocconi, geopolitics and global issues & co-chair of the International Advisory Panel on Biodiversity credits

is avoided or reduced throughout the entire supply chain. During the two-day event, a contribution with a strong institutional focus came from the presentations by SDA Bocconi professor Sylvie Goulard and economist and former minister Enrico Giovannini, who offered a broader perspective on the topic of sustainability. Goulard drew on the ideas of Partha Dasgupta, emphasizing the need to view the biosphere as natural capital to be preserved and urging companies to rethink their relationship with environmental resources, balancing impact reduction with the management of systemic risks. Giovannini, on the other hand, proposed a holistic interpretation of the transition, starting with the 2030 Agenda, highlighting the role of organizations in driving a change that is no longer merely environmental but structural.

Extensive coverage was given to the environmental projects of the European Outdoor Conservation Association (EOCA) and the sustainable transformations of trail running events promoted by Protect Our Winters (POW). Of particular note was the presentation of the results of the Single-Use Plastics Project, which exceeded its initial goals for reducing single-use plastics throughout the supply chain. The project was presented by Verity Hardy (EOG), Debbie Read (Rab), and Marta Pellegrino (The North Face), highlighting the value of collaboration between brands and the industry in achieving concrete results. Among the most anticipated presentations was that by Pitt Grewe (AllTrails), dedicated to the role of public-private partnerships in trail conservation, and the presentation of the "Care for the Outdoors" report, led by Fredrik Ekström of Above the Clouds.

CIRCULARITY AS AN INDUSTRIAL LEVER

One of the most structured themes of the Summit was the one dedicated to circularity as an industrial driver. Topics ranged from the end-of-life economy with Reju and Rematrix, to presentations by Gianluca Pandolfo and Enrico Soffiati, to the Cradle to Cradle approach promoted by the Cradle to Cradle Products Innovation Institute, and Decathlon's experiences with reparability integrated into its retail model. The Summit also included a session dedicated to Extended Producer Responsibility (EPR), featuring an update on the international regulatory framework and the operational and strategic implications for brands and retailers.



Ledro Room



Arianna Colombari, Marketing Director, Tecnica Group

"This second edition of the Outdoor Impact Summit has confirmed the growth and maturation of the format, both in terms of the quality of the presentations and the strong international presence of speakers. We are particularly pleased with the networking that took place among the more than 220 professionals in attendance, because direct interaction among industry professionals is one of the event's most valuable aspects. From the very beginning, we wanted to create a Summit with a strong identity, capable of addressing even unconventional topics and broadening the debate on sustainability, innovation, and the transformation of the sports sector as much as possible. The feedback we've received confirms that this approach has been well-received. Now we're already looking ahead to the next event, with the goal of continuing to grow the platform and meeting again in Riva del Garda in 2027."



Benedetto Sironi

Benedetto Sironi, CEO of MagNet

NETWORKING AND COMMUNITY BUILDING

In addition to the content, one of the elements most appreciated by all participants was the networking, which took place through both formal and informal settings: from the "Hike and Talk" to the dinner at Spiaggia Olivi, including the event's layout itself—which alternated between the Garda Room and the Ledro Room—fostering a continuous dialogue between strategic vision and practical application.



Enrico Giovannini, Scientific Director of ASviS

THE PARTNERS

The 2026 edition is supported by a network of partners comprising Samsara Eco, YKK, Fair Wear, 3M, IGOT, Protect Our Winters (POW), Rematrix, and EOCA—organizations that represent the entire value chain of innovation, production, and sustainability in the outdoor sector.

The feedback received from participants and speakers was extremely positive, with widespread recognition of the quality of the content and the event's ability to combine strategic vision with practical application.

With over 220 attendees, more than 30 speakers, and a strong international dimension, the Outdoor Impact Summit confirms its role as a reference platform for the sustainable transition of the sport industry. A path that already looks to the future: the next appointment is scheduled for May 12 and 13, 2027 in Riva del Garda.



**WATCH THE
OFFICIAL
VIDEO**



A gathering place for the community

The first edition of Activation Days, open to the general public, brought all the energy of the outdoor and running world to Riva del Garda

BY MATILDE MARELLI

On May 16 and 17, the Giardini di Porta Orientale in Riva del Garda hosted the first edition of Activation Days, a two-day event held as part of European Outdoor & Running Week and designed to allow all enthusiasts to test new products for various outdoor disciplines for free in their natural environment. The event featured 35 of the industry's leading brands, which brought the lakefront to life with 27 experiences organized in collaboration with MagNet Srl SB. Over 700 people participated in the activities, and more than 6,000 visitors stopped by the village, where they had the chance to check out the season's new releases and discover the latest technologies.

Rock climbing, beginner road running classes, trail running experiences, scenic hikes, and via ferrata routes in the Arco mountains: all outings were led by Alpine Guides or instructors. In some cases, alongside the professionals, ambassadors and athletes also made themselves available to participants, offering technical advice, sharing anecdotes, or simply running alongside them. Among them were Marco De Gasperi, Carlotta Montanera, Massi Milani, Michele Evangelisti, Kurt Biesemans, and Daniel Antonioli.



"The Activation Days were a fantastic event that brought the outdoor community together in a stimulating and engaging setting. We are proud to have participated as a safety partner and to have helped raise public awareness about the importance of being traceable during outdoor activities."

Fredrik Steinwall, CEO of RECCO

THE ROLE OF RECCO, SAFETY PARTNER

Speaking of safety, RECCO, a global leader in outdoor search and rescue and location technologies, participated in the event as a safety partner. Present throughout all activities, the brand highlighted the topic of safety, emphasizing its importance and explaining to participants how the technology integrated into RECCO reflectors works and how these solutions facilitate search and rescue operations, making them faster and more efficient.



ROAD, TRAIL RUNNING AND ALSO NORDIC WALKING

For trail running enthusiasts, La Sportiva, in collaboration with On Your Legs, organized two camps (for beginners and intermediate runners) led by Michele Evangelisti, while Sport di Montagna, together with Marco De Gasperi, ran along the Monte Brione route. The collaboration between Mount to Coast and RECCO offered runners a run with Kurt Biesemans. Eros Grazioli, a strength and conditioning coach, led the warm-up on the Maddalena trail guided by Daniel Antonioli, a SCARPA athlete, while the Sterrato community navigated the tunnels and switchbacks of the Ponale, testing the adidas Terrex shoes. There were also numerous road running experiences organized by the leading road running brands. Mount to Coast invited Carlotta Montanera, a running coach from 4Running, to lead a beginner's class on the shores of Lake Garda. Massi Milani, meanwhile, ran a 5-kilometer route, testing the Ulysses shoes alongside the participants. Cinzia Corona, a Nordic walking instructor and Campo Base contributor, led an introductory session on the discipline using Fizan poles. Finally, Flavia Chiarelli led a yoga session on the shores of Lake Garda to relax both body and mind. This experience added a wellness component to the Activation Days.



BRANDS FEATURED AT THE VILLAGE

adidas Terrex, AllTrails, Arcade Belts, Cotopaxi, Dolomite, Ferrino, Gregory, Grivel, Hanwag, HOVERAir, i-eXe, KEEN, La Sportiva, LOWA, Lyofood, Merrell, Mount to Coast, NNormal, Outrills, Patagonia, RECCO, Rossignol, Salomon, SCARPA, Skylotec Outdoor, Spider Slacklines, Stance, Ulysses, UYN, Versante Sud, WISE, YETI

You can't see it from the inside

How i went from being a data point to collecting data
(at Garda Trentino Trail)

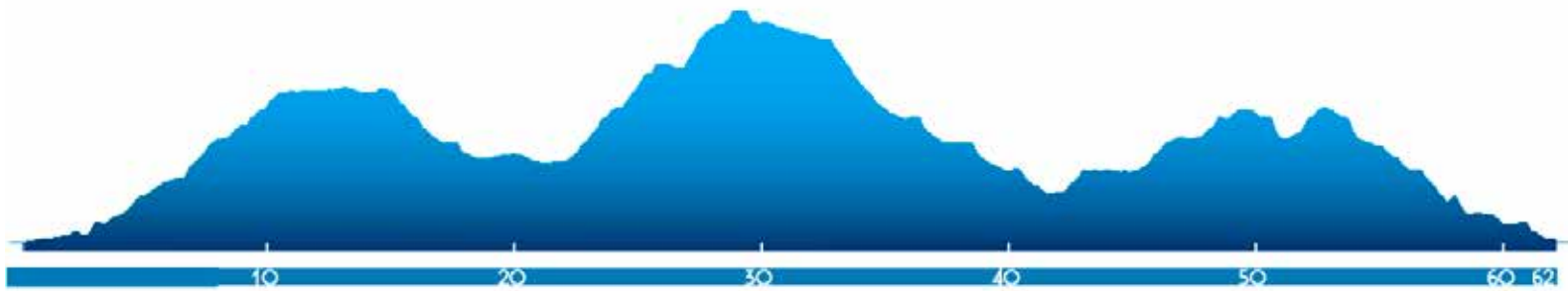
BY SILVIA BERLENDIS, CO-FOUNDER BY DATA CRUNCH

A long, winding line of runners snakes past my eyes, rapidly drawing closer. The leading group has already passed. What I see in the distance is the heart of the race. And just as the heart beats at a relentless pace, fueled by the passion of the athletes who make it up. These are the runners who train in their spare time and whose favorite social media platform is Strava. Last year, I, too, was just an indistinguishable speck in that tangle of runners winding along Lake Tenno.

FROM THE INSIDE, I DIDN'T REALIZE IT

I returned to the Garda Trentino Trail this year with Data Crunch. And instead of running, I stopped to watch: over a thousand athletes spread across three distances, 32 nationalities, and 265 different shoe models from 41 brands. But how many of them chose to wear the same shoes I had worn? Are they Millennials like me, too? Are there different preferences based on nationality? Data Crunch gave me the answers I was looking for.

62 KM - 3,800 D+ – GARDA TRENTINO TRAIL



TOP 5 Italian Brands

La Sportiva
HOKA
Kailas
Brooks
NNormal

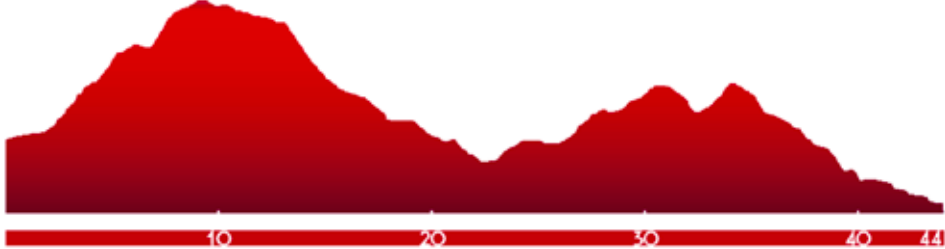
TOP 5 Non-Italian Brands

HOKA
La Sportiva
Salomon
Brooks
New Balance

TOP 5 Models for Millennials

La Sportiva - Prodigio Pro
HOKA - Mafate 5
HOKA - Speedgoat 6
Brooks - Cascadia 19
NNormal - Tomir 02

44 KM - 2,400 D+ – LEDRO TRAIL



TOP 5 Italian Brands

La Sportiva
HOKA
New Balance
NNormal
Another

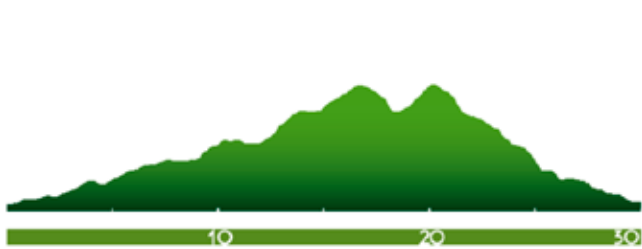
TOP 5 Non-Italian Brands

HOKA
Salomon
La Sportiva
Brooks
adidas

TOP 5 Models for Millennials

La Sportiva - Prodigio Pro
New Balance - Fresh Foam Hierro v9
HOKA - Speedgoat 6
La Sportiva - Prodigio
NNormal - Tomir 02

30 KM - 1,600 D+ – TENNO TRAIL



TOP 5 Italian Brands

La Sportiva
HOKA
Salomon
ASICS
New Balance

TOP 5 Non-Italian Brands

HOKA
Salomon
La Sportiva
ASICS
DynaFit

TOP 5 Models for Millennials

La Sportiva - Prodigio Pro
HOKA - Speedgoat 6
HOKA - Mafate 5
ASICS - Gel-Trabuco 13
Salomon - Genesis

CONSIDERATIONS - The first thing that struck me was how much runners' nationality influences their preferences for the same brand, with differences of up to 10 percentage points. The second thing is that, even though it's only been a year since my 30 km race, not a single runner in this year's race wore the exact same shoes I ran in. Only 17 out of over a thousand chose the model I'm currently racing in. Which ones are they? I'll leave that up to you. If you can't stop thinking about it, write to us and try to answer: datacrunch.running@gmail.com



Data Crunch is an innovative tech startup that analyzes the brands and products used by athletes during competitions by integrating artificial intelligence into the shoe-counting process. By combining this data with participants' sociodemographic information, it offers concrete and detailed insights into product adoption during competitions. It goes beyond just which shoes are worn—it also reveals who

wears them and how they perform. The initial focus is on endurance sports, but the technology is adaptable to any sporting context, with the goal of providing brands with analytical tools based on objective data to better understand the market and their target audience.

datacrunchai.co



This is the future?

A McKinsey report provides clarity
on the data and gives outlooks
for the outdoor and running markets.
From consumers who prioritize quality
over brand, to the growth
of communities, to the AI revolution
for companies in the sector

BY DANIELE PANSARDI



Confidence in the European market remains fragile, yet the growth of outdoor sports and running shows no signs of slowing down. What is driving this favorable momentum for both sectors? A McKinsey & Company study titled “Outdoor & Running: From Evolving Market Dynamics to AI-Driven Opportunities” identifies six key trends: the rise of emerging brands; the rise in financial deals and market consolidation; the growing centrality of sports communities; the new global role of Chinese brands; and the identity-building aspect of sports participation. To this list—which is not yet exhaustive—we must add the missing piece, and perhaps the most important one of all: the increase in the number of participants over the years, the fundamental catalyst enabling the market to generate greater value throughout the entire supply chain. The report highlights that 31% of respondents worldwide have increased their physical activity over the past 24 months, representing a net gain of 9% compared to those who reported exercising less. Twenty-eight percent exercise two or three times a week, 27% complete one workout per week, and 23% participate in an outdoor sport once or twice a month.

87 BILLION EUROPEAN TURNOVER IN 2025

Running remains the most popular sport, with high participation across all age groups, from Boomers (19% have run more than once in the past 12 months) to Gen Z (33%). Hiking and trekking have lost some ground among younger people (16%) but are the favorites of Boomers, along with cycling (30%

for both). Cycling is actually the second most frequently mentioned sport overall, with a demographic trend that runs counter to that of running. Outside the top three—and still quite a distance behind the three main categories—we find trail running and climbing. However, despite their low prevalence, enthusiasm and interest in both are growing rapidly, and medium- to long-term forecasts could benefit from the momentum built up in recent years.

The increase in participation has gone hand in hand with an increasingly social dimension to sports. This term has a dual meaning: one related to social media—given the influence of Strava, Instagram, and TikTok—and another tied to the social interaction and sense of community that sports can foster. This creates a sense of belonging to a community of enthusiasts and fosters shared experiences, as evidenced by the growing popularity of running clubs and crews. Consider that about 40% of Gen Z participates in mass events and activities (e.g., half-marathons, trail running races, long-distance cycling events, etc.). The percentage decreases as we move from one generation to the next, but even 25% of Boomers have said they are willing to consider attending such events in the future.

UNDERSTANDING PURCHASING BEHAVIOR

McKinsey segmented the survey respondents into four groups of athletes: occasional (15% of respondents), amateur (52%), enthusiasts (31%), and competitive (2%). The higher a consumer’s skill level, the greater the tendency to purchase gear specific to a particular activity rather than versatile products. Sixty-five percent buy new equipment to replace worn-out items. This indicates that the market is based primarily on replacement cycles, rather than on the pursuit of innovations or upgrades. In fact, when a product wears out, most

A STUDY ON PARTICIPATION

D | Running and hiking remain the largest participation categories, some of the strongest momentum is now coming from Trail running, Climbing, Winter sports

Level of participation by sport type and generation¹

Level of participations: Niche Popular

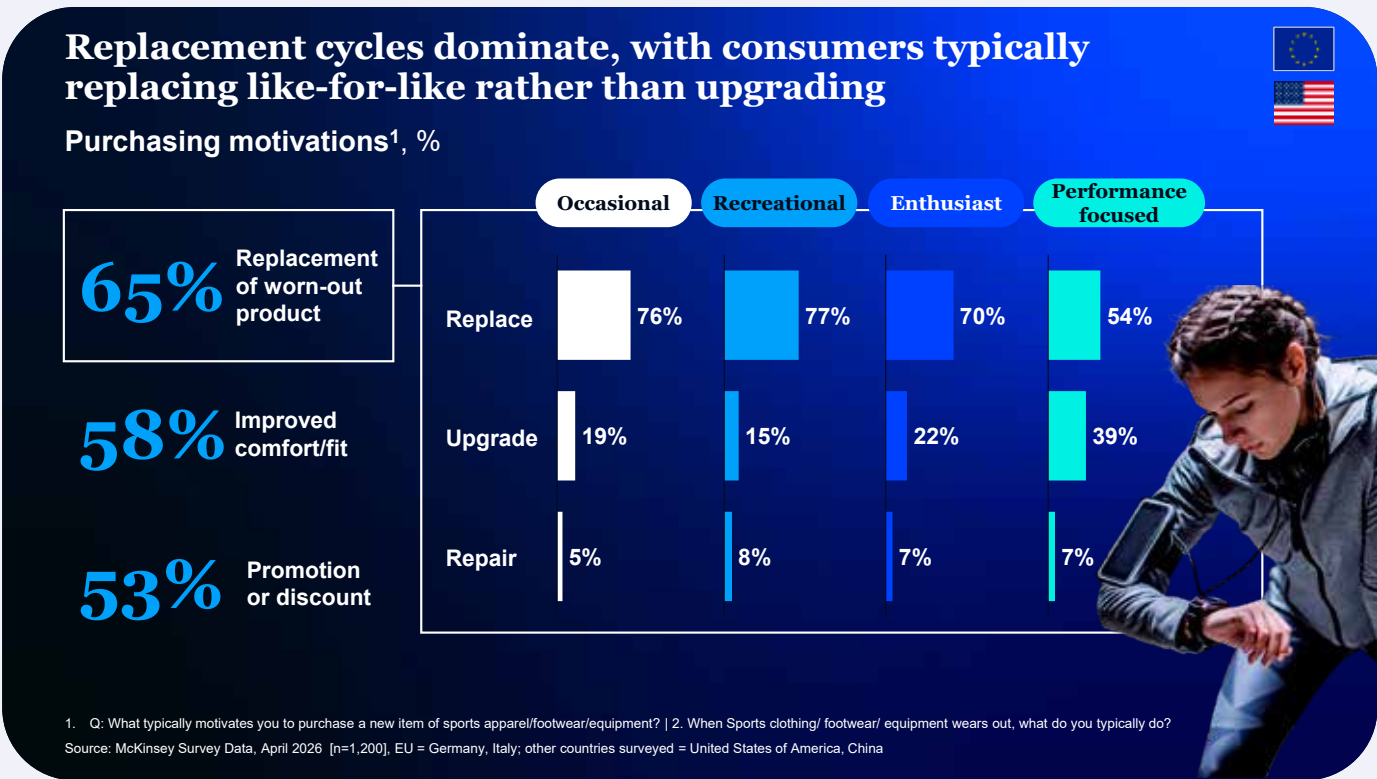
Trajectory: Strong increase Slightly increase Stable

Sport type	Gen Z	Millennials	Gen X	Boomers	Trajectory ²
 Running	33%	31%	27%	19%	→
 Cycling/mountain biking	19%	21%	23%	30%	→
 Hiking/trekking	16%	23%	24%	30%	→
 Trail running	10%	8%	8%	4%	↗
 Climbing	7%	5%	3%	2%	↗
 Skiing/snow-boarding	6%	5%	5%	5%	↗
 Water sports	5%	4%	4%	2%	→

1. Q: Which of the following outdoor sports have you practiced more than once in the last 12 months? | 2. “Which of the below best describes your running and outdoor sports habits over the past 24 months?”
Source: McKinsey Survey Data, April 2026 [n=1,200]. EU = Germany, Italy; other countries surveyed = United States of America, China



THE MAIN REASONS THAT LEAD A CONSUMER TO BUY NEW PRODUCTS



people replace it with a similar one, while only a small niche of people (whether casual or competitive) opts for repair.

Whether we're talking about clothing, footwear, or gear, the main reasons for purchasing across all categories are a product's comfort and fit. For shoes, this factor accounts for as much as 63%. Quality and long-term durability follow in second place, with the latter becoming a key factor, while value for money is particularly important when it comes to gear (cited by 50%). It's also worth noting the category at the bottom of the list: brand. It accounts for 14% of the decision when choosing clothing, 18% for footwear, and 21% for equipment. This is one of the most interesting findings in the report, as it highlights how brand-driven choices are becoming less and less important.

As for where purchases are made, the two main segments (casual buyers and enthusiasts, who account for 83% of the survey) are divided almost equally between online marketplaces and specialty stores. In third place are multi-brand shoe stores, cited by 29% of casual consumers and 36% of enthusiasts. Multi-brand retail thus remains the dominant channel, while the small, performance-oriented niche is increasingly turning to brands' direct-to-consumer sales channels.

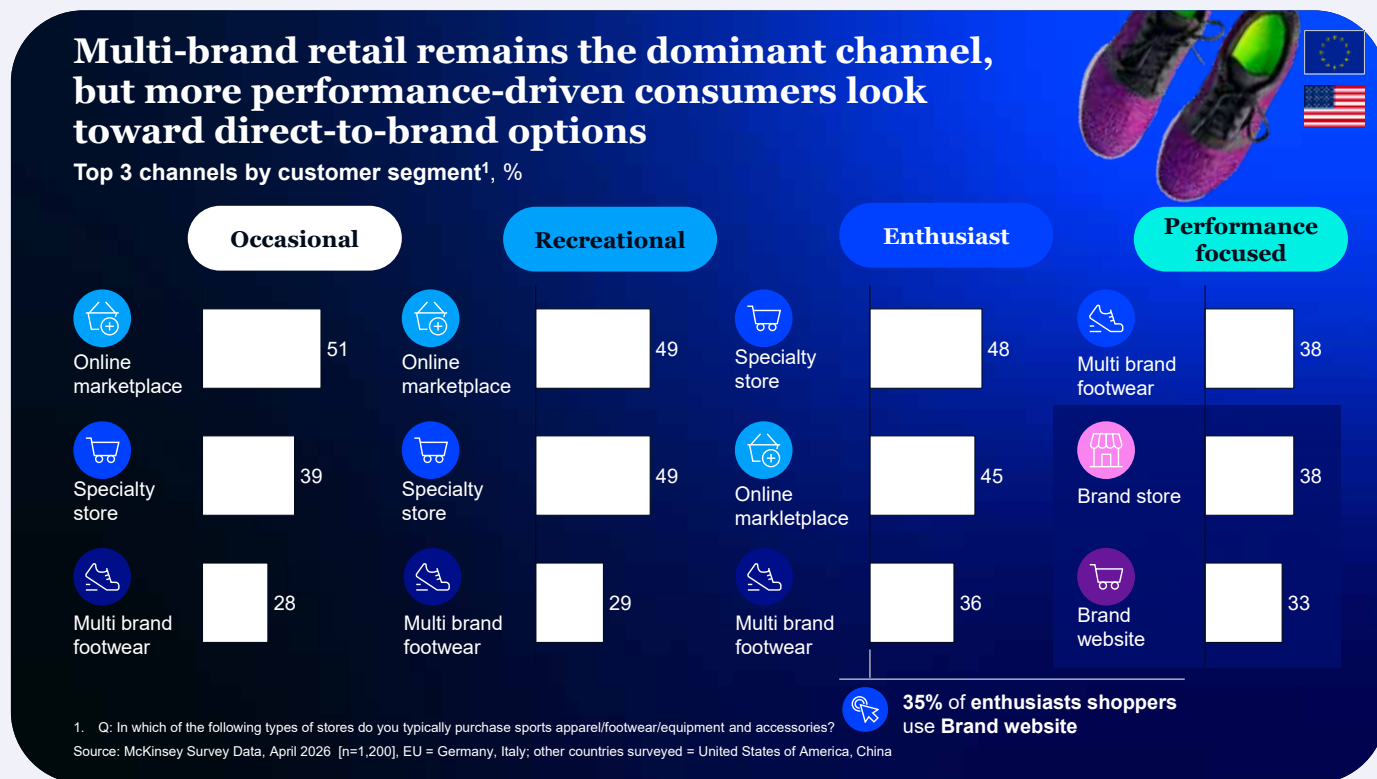
HOW CAN WE MAKE THE MOST OF AI?

The question that serves as the title of this paragraph already reflects an

evolution in the debate on AI: it is no longer a question of whether to use it, but how best to integrate it into corporate production processes. The proliferation of increasingly powerful and sophisticated LLMs (large language models) offers the potential to accelerate analysis and decision-making, transforming vast amounts of data into personalized insights in a matter of seconds. According to McKinsey, artificial intelligence cannot be viewed merely as an advanced technological tool, but as a strategic turning point that can involve people, processes, and data.

How? The report calls for training employees and updating their skills so that they can embrace, learn, and effectively integrate the new AI tools into their daily work. Adoption would be followed by scalability: expanding the use of LLMs from a single pilot project or a single department to the entire company, standardizing processes to handle larger workloads. The benefits could be particularly significant for small and medium-sized businesses, which often have small workforces that are insufficient to handle the workload. And it's not hard to imagine that marketing and communications departments are the ones suffering the most in this regard; "outsourcing" certain tasks to AI—including through agent-based approaches—could optimize internal workflows and enable the creation of more complex communication campaigns. A marketing strategist, for example, could focus more on high-level objectives, while the AI agent could automatically take charge of the complex execution process, coordinating various software tools and data analysis. From start to finish. Who's ready for the revolution?

FAVORITE SHOPPING DESTINATIONS BY CONSUMERS





What happens when the outdoors becomes mainstream?

During the panel discussion held on Monday, May 18, Brandwave has taken stock of a highly topical issue

BY SARA CANALI

From a niche passion centered on the mountains and endurance sports to a global language capable of influencing fashion, design, the automotive industry, and wellness. This is the heart of the workshop "The Mainstreaming of Outdoor Culture: Balancing the Risk and Reward," a panel discussion held in Riva del Garda during European Outdoor & Running Week and organized by Brandwave in collaboration with key players in the international outdoor industry. Leading the discussion was Dan Macaulay, founder of the agency specializing in sports and outdoor marketing, joined by Jonathan Quint, head of product & marketing EMEA at Merrell, Markus Hefter, former Exhibition Group Director of ISPO Munich and OutDoor by ISPO, who now serves as Head of Sales & Operations Europe for Helinox, and Anna Buchel, Brand Manager at FAZUA. The panel addressed one of the most sensitive issues facing the sector today: Does the mainstream growth of outdoor culture represent an extraordinary opportunity or a real risk of losing authenticity?

FROM TECHNICAL OUTDOOR GEAR TO GLOBAL LIFESTYLE

In recent years, the gorpcore phenomenon—the trend that transforms technical clothing and accessories designed for hiking, trail running, and climbing into elements of urban style—has become the most obvious symbol of this cultural transformation. A notable example is trail running shoes, originally designed for alpine environments and technical trails, which now regularly appear at fashion weeks and in streetwear culture. Brands like Merrell, Salomon, HOKA, and On are now perceived not only as performance brands but as true lifestyle icons. The same is true for certain clothing items, such as down jackets designed for expeditions and extreme climates, which have become status symbols in major cities. Outdoor functionality has evolved into a contemporary identity marker, capable of conveying well-being, freedom, authenticity, and a connection with nature. During the panel discussion, it became clear that even accessories from the mountaineering world have become true cultural objects. Technical backpacks for hiking and mountaineering have profoundly influenced the design of work and travel bags, gradually replacing the traditional concept of the 24-hour business briefcase or school backpack with more modular, lightweight, and functional products. The sports watch segment also reflects this evolution. Devices such as those from Garmin, Suunto, and COROS are no longer tools exclusively for endurance athletes but have become lifestyle products linked to wellness, sleep tracking, recovery, and health optimization in a culture increasingly focused on longevity. The workshop then broadened the discus-

sion to include the automotive sector, which is placing a strong emphasis on outdoor culture. "SUVs, in particular, are increasingly marketed through concepts such as freedom, exploration, well-being, and escape, rather than through traditional metrics related to automotive performance. Even luxury automotive brands are drawing on the aesthetics and values of the outdoors. You see it everywhere: from all-terrain design to camping-related collaborations and adventure-oriented marketing campaigns," says Daniel Macaulay. According to the speakers, what makes this trend particularly interesting is that consumers are not just buying products, but also values and identities.

THE RISK

Outdoor culture increasingly embodies balance, health, authenticity, simplicity, freedom, and a connection with nature, and social media has certainly accelerated this transformation enormously. But it is precisely here that the first signs of something that could spiral out of control are emerging. According to many consumers in the industry, the risk is that, by chasing these trends, brands will become too commercial and end up distancing themselves from their core communities. "There's a delicate balance between making outdoor culture more inclusive and accessible while, at the same time, maintaining authenticity and technical legitimacy," Dan continues. Outdoor enthusiasts don't want to wear the same clothes as people who have never seen a mountain—a dynamic that the panel described as the risk of losing the very authenticity that made these products desirable before they exploded into the mainstream. The conclusion reached by the workshop is that the future of the outdoor industry will depend on brands' ability to maintain an increasingly delicate balance—that is, to grow commercially without losing the technical credibility and authenticity that made them relevant in the first place. Because today, the real question is no longer whether the outdoor sector has become mainstream, but whether it will be able to do so without losing its true nature.



Dan Macaulay

THE BRANDWAVE AGENCY

Brandwave is an international agency specializing in marketing, communications, and PR for the sports, outdoor, and active lifestyle sectors. Founded in the United Kingdom by Dan Macaulay, it works with some of the leading global brands in the sports and outdoor industries, developing branding strategies, creative campaigns, PR activations, storytelling, and cultural consulting. Its tagline is: "We understand your target market, because we are your target market."

Building, innovating

At the heart of Innovation For Outdoor was the future of the industry and its ability to reinvent itself and embrace technological progress—as demonstrated by the 17 startups taking part

BY DANIELE PANSARDI

Who are the market players that truly drive innovation in an industry? On one hand, there are the most renowned companies, which enjoy consumer trust and are able to operate on a large scale with ease. Looking up at them from below are startups, which try to break into already saturated markets in the hope that a brilliant idea will attract interest and, above all, investors. Private equity funds, venture capitalists, and institutions decide where to direct money and technological development. These players don't always manage to connect with one another, creating the risk that some projects fall by the wayside or simply fail to gain the momentum they might deserve. Based on this observation, OUTDOOR & ORBDAYS (in collaboration with SKInnovation) hosted "Innovation For Outdoor" in Riva del Garda, with the goal of bridging this gap and distinguishing between true innovation—which adds real value to the consumer

experience— and lazy, armchair innovation, pursued mainly to generate hype in the market.

The highlight of the event, which centered on 17 selected startups, was Innovation Day on Monday, May 18, during which 11 of them had the opportunity to present on stage in front of a panel of senior investors and experts. There was no voting and no scoring, just candid questions and honest feedback at the end of each pitch. Sandwiched between the two presentation sessions was a panel discussion addressing the topic of innovation in the outdoor sector, ranging from sustainability to the materials used, to digital solutions and new business models. Earlier, during an informal lunch, founders, decision-makers from major companies, and investors had the opportunity to meet and take advantage of a dedicated time slot to get to know one another in a more relaxed setting.



Flo Akinbiyi, host of Innovation Day

SOME OF THE KEY PLAYERS IN INNOVATION FOR OUTDOOR

Innovation For Outdoor showcased a diverse range of wide-ranging projects. It served as a forum for anyone looking for new ideas or partnerships—or simply curious to discover what the future holds for the outdoor industry. Below, we present the projects most focused on running.

FOR BUSINESSES

Data Crunch (Italy)

Video analysis of events for brand recognition, shoe counting, and real-time market data extraction

ANavS (Austria)

Ultra-high-precision satellite navigation and tracking systems

Sustaero Solutions (Austria)

Development and production of new-generation, eco-sustainable, high-performance composite materials

Forge Minerals (United Kingdom)

Advanced Carbon Dioxide Removal Solutions for Industrial and Biogenic Emissions

Idea Factory (Germania)

Consulting agency; a German creative collective specializing in the development of physical products and e-commerce launches

FOR CONSUMERS

Hypershell (Dance)

A wearable motorized exoskeleton designed to assist leg movements and reduce fatigue

Arvic (Italy)

A platform for planning training programs for endurance athletes with the goal of reducing injuries

Smile (Italy)

A platform for finding and booking sports facilities and gyms in your area

Wish Gravity (Germany)

An app designed to help people find new friends, hobby partners, and interesting activities in their area

ActiveHop (Italy)

Flavored beverages designed for outdoor enthusiasts



PANEL PARTICIPANTS "Innovation For Outdoor – Bridging Brands, Startups & Capital"



Antonio Dus, Operating Partner at NUO, with Eva Ogriseg, CEO of TBA Network, members of the jury at Innovation Day

Flo Akinbiyi - moderator

Christian Schneidermeier - EOG Managing Director

Eva Ogriseg - CEO of TBA Network, an investment firm

Antonio Dus - Operating Partner at NUO, an investment firm

Marian Hund - CTO OF Sustaero Solutions

Three tests in one

Mammut, in collaboration with Bauerfeind and Out Of, organized a trail running experience together with athlete Anna Hahner

During the trail running experience organized by Mammut, participants had the opportunity to try out the Aenergy 2026 collection. This line is designed for various trail running styles and distances, all united by a single goal: to ensure fast and safe movement on mountain terrain. Also present at the event was German long-distance runner Anna Hahner, who, along with her twin sister Lisa, represented Germany in the marathon at the 2016 Rio Olympic Games.

AENERGY TRAIL SPEED E AENERGY TRAIL ENDURANCE ULTRA LOW BY MAMMUT

Designed to be lightweight and agile, the Aenergy Trail Speed is ideal for fast, technical runs. Featuring an AECORE Plus midsole made of supercritical EVA foam, a Flextron PRO propulsion plate, and a Vibram Megagrip Litebase outsole, it delivers precision and speed. The Aenergy Trail Endurance Ultra Low, on the other hand, is designed to offer maximum cushioning and stability over medium- to long-distance and ultra runs, thanks to its dual-density midsole and Vibram Megagrip Litebase outsole with Traction Lug technology.

TRAIL RUN COMPRESSION SOCKS AND TRAIL RUN MID CUT SOCKS BY BAUERFEIND

Specially designed for trail running, Bauerfeind socks provide a greater sense of stability in the ankle area, thanks to Infinity Zone X-TREME technology. Comfort zones on the ball of the foot, heel, toes, and instep ensure a pleasant, soft feel while running, especially on the most challenging sections and steepest descents. The targeted compression in the Trail Run Compression Socks improves the efficiency of the calf muscles during long runs.



Anna Hahner



THE PIUMA SUNGLASSES BY OUT OF

Weighing as little as 16.1 grams, Out Of's Piuma is among the lightest sunglasses in the world in its category. Made of carbon-fiber-reinforced Grilamid, they feature "The One" photochromic polarized lenses, which eliminate glare and automatically adapt to UV intensity. The adjustment system also allows you to customize the fit, improving ergonomics and ensuring a snug fit for different nose shapes, with a secure grip even during intense sweating.

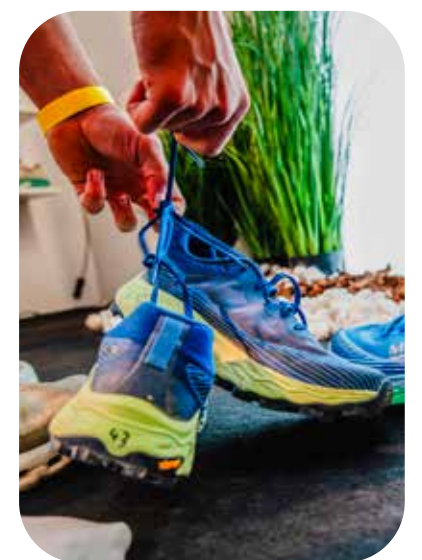
In Riva del Garda, trail running has found its groove

Merrell has brought the new Agility Peak 6 to the trails of Garda Trentino. The participants in the test run also wore technical socks by BV Sport

On the afternoon of Sunday, May 17, as part of OUTDOOR & ORBDAYS, the Agility Peak 6 took center stage in a trail running test led by Merrell and Vibram tech reps on the trail leading to Tenno Castle in Riva del Garda. The experience was designed to allow participants to test the shoe's comfort, stability, energy return, and adaptability to different types of terrain firsthand in the field.

The Vibram Megagrip outsole with 5-millimeter Traction Lug technology helps ensure safety and performance; it's designed to provide superior grip and consistent traction even on wet, rocky, or unstable surfaces, while also improving push-off on gravel and loose terrain. But the Agility Peak 6 isn't just about protection: when you wear it, it feels like a smooth run, with more natural transitions even when the terrain becomes particularly technical or uneven.

In addition to the Agility Peak 6, participants also wore BV Sport technical socks—specifically, the Run Marathon Collector and Trail Ultra Collector models. Manufactured in France, both models feature a 3D anatomical sole that enhances grip and comfort, 360° stabilizing support for greater foot stability, and targeted reinforcements in the most sensitive and stress-prone areas. The breathable fabric also helps ensure ventilation and a cool feel throughout every phase of athletic activity.



WANT TO LEARN MORE
ABOUT MERRELL AGILITY PEAK 6?

Download Running Magazine 02_2026 and read the article on page 36 of the "Trail Special"



Building an off-road identity starting with the athletes

In Riva del Garda, Joma chose a high-profile stage to outline an important phase of its strategy: to strengthen its presence in running and, in particular, to expand in trail running through a structured and authoritative initiative

The brand presented its new collection to industry professionals, featuring the revamped TR line with updated shapes, colors, and technical features. New materials—including the new JOMA GRIP sole compound—a new product concept, and a positioning increasingly focused on performance mark what the company calls a true evolution of its trail running lineup. But the highlight of the event was the official debut of the first Joma Italia Trail Team. This project was conceived with a focus on continuous development—a process that began last season with Sofia Toniolo and Francesca Rusconi—and has now entered a new phase. The team consists of Caterina Stenta and Luca Merli—both of whom are also part of the international team—along with Sofia Toniolo, Camilla Rizzardi, Francesca Rusconi, Marco Zanga, Roberto Cassol, and Italo Cassol. Eight athletes, eight different personalities, and just as many ways of experiencing the mountains and competition—yet all united by a competitive spirit, passion, and a sense of belonging. This is precisely one of the elements Joma is focusing on to build credibility in the trail running segment: not

just the product, but a local presence, involvement in events, and a group of ambassadors capable of representing the brand both on and off the course. The decision to introduce them in Riva del Garda was no accident. The event's new international format offered the brand an ideal opportunity to showcase the project to retailers, industry professionals, and the media. And the weekend immediately yielded concrete results on the trail: at the Garda Trentino Trail, Italo Cassol and Marco Zanga took first and second place in the 30 km race, while Francesca Rusconi claimed the women's victory over the same distance. The athletes were wearing the TR7 and TR6 models. Italo Cassol also raced on Sunday, taking third place in the fastest race while wearing the TR9. Gianni Poli, winner of the 1986 New York Marathon and creator of the Cortina Dobbio Run—an event for which Joma will be the new technical partner—was also present in Riva. This is another piece of a strategy that views trail running not merely as an extension of the product line, but as a foundation upon which to build identity, presence, and credibility.



On the left, Marco Piccolo, trail category manager, who introduced the team: Sofia Toniolo, Italo Cassol, Luca Merli, Roberto Cassol, Marco Zanga, Camilla Rizzardi



Marco Piccolo, Joma Trail Category Manager

LIVING THE OUTDOORS
SINCE 1870




FERRINO

Morning Run, good vibes

In the darkness before dawn, 30 runners tested La Sportiva's new Prodigio 2 and Petzl headlamps on the scenic trails between Pregasina and Punta Larici

Perched on the mountainside overlooking Lake Garda, the small village of Pregasina seems almost suspended in mid-air. It is from here that La Sportiva, in collaboration with Petzl, chose to start the Morning Run on Monday, May 18, at 5 a.m. Destination: Punta Larici, along one of the most spectacular and scenic routes in the area.

Elevation gain, changes in pace, technical terrain, and long scenic stretches provided the ideal setting to "put to the test" the new Prodigio 2, the natural evolution of the Val di Fiemme brand's first model. Now even more responsive, stable, and comfortable thanks to the upper's ergonomic wrap-around system—which ensures a precise and secure fit—La Sportiva's Prodigio 2 is capable of adapting to any type of terrain, from the most runnable to the most technical. This is thanks to the dual-compound outsole with 4-mm lugs, which ensures optimized traction on the midfoot and forefoot.

The Morning Run by La Sportiva also provided an opportunity to test Rudy Project's Astral Sphere and Turbolence sunglasses (with photochromic lenses) and four different models of Petzl headlamps. Alongside the well-known IKO CORE, NAO RL, and SWIFT RL (already available on the market), participants got a sneak peek at the new NAO LT on the trails of Riva del Garda; it will be available in stores starting in August.

At the end of the experience, breakfast at the first light of dawn.



**WANT TO LEARN MORE ABOUT
LA SPORTIVA PRODIGIO 2?**

Download *Running Magazine* 02_2026 and
read the article on page 45 of the "Trail Special"



A switch run under the banner of on lightness

From Arnedo, in the heart of Spain's La Rioja region, to the trails of Riva del Garda to try out Atom shoes and Bliz sunglasses

Atom, a Spanish brand specializing in road and trail running shoes, returned to Riva del Garda this year for the second consecutive year. And it did so not only with an exhibition booth, but also by organizing, on Monday, May 18, an experience designed to let attendees experience the brand firsthand. It was a unique opportunity to immerse oneself in the world of Atom, learn more about the features of the new Terra 3—one of the flagship models from the Fluchos Group brand—and network with other retailers, media representatives, and industry professionals.

Among the most significant updates to the Atom Terra 3 is undoubtedly 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 run, with faster transitions and a smoother feel. The 8-millimeter heel-to-toe drop ensures comfort and protection, whether running uphill or downhill. The upper structure

has also been redesigned, optimized to improve foot support without making the fit too stiff. Supporting this is the Low Density Plus midsole, designed to offer balanced cushioning, effective impact absorption, and consistent stability even during prolonged use. The Terra 3 features the Atom Grip outsole with 4-millimeter lugs, designed to ensure traction and reliability on any type of terrain, from the most runnable sections to the most technical passages.

As part of the event, Bliz also brought its take on performance eyewear to Riva del Garda, featuring models designed to support runners at every

stage of their athletic activity: from models built for speed—optimized to reduce aerodynamic drag while chasing every second—to those that ensure clear vision in various weather conditions, all the way to the most versatile solutions for those who practice more than one sport, from running to cycling.



**WANT TO LEARN MORE
ABOUT ATOM TERRA 3?**



Download *Running Magazine* 02_2026
and read the article
on page 39
from the "Trail Special"



Watch the reel
on Instagram



Go for a Trail Run with Marco De Gasperi

A run to the picturesque ruins of the Venetian Bastion in Riva del Garda, to test out i-eXe's technical apparel, wearing Merrell shoes

What made the experience even more special was the presence of athletes from the i-eXe trail team—including Matteo Anselmi from the Elite team and Matteo Giangualà from the Ambassador team—as well as Marco De Gasperi, the brand's product & performance consultant and a true icon of international trail running. His list of achievements includes six world mountain running titles, making him one of the most influential figures in the outdoor world. The event, reserved for a limited number of participants, brought together 40 industry professionals who received a complimentary exclusive test kit consisting of the SIMBYOPTIX technical T-shirt, X-GRAVITY running shorts, and the new X-TALON toe socks to wear during the run.



"Every product experience in Riva del Garda, during ORBDAYS & OUTDOOR, has the power to leave a lasting impression on those who take part. When a run, a climb, or a hike manages to engage a large number of enthusiasts, the enthusiasm is shared by everyone. This was certainly the case with the run organized with i-eXe, an Italian apparel brand that has been part of the outdoor world for over 10 years and is now increasingly focused on trail running. Testing the new technical T-shirts and the latest generation of 2-in-1 shorts gave participants the opportunity to truly appreciate the benefits of the technologies used in the garments, even on a particularly hot day. The seven-kilometer course also proved to be an excellent opportunity to meet retailers from different regions and, between walking and running, discuss the needs and habits of trail runners at various altitudes and latitudes. This was probably the experience that, with all these years of ORBDAYS behind me, has allowed me to connect and engage with the greatest number of people."

Marco De Gasperi

A matter of natural support

In an exclusive test for industry professionals, media representatives and retailers had the opportunity to discover and try out KEEN'S new trail running collection

A unique opportunity to immerse yourself in the KEEN universe, discover or explore in depth the features of the Portland-based brand's new trail running collection, and share an authentic experience with other industry professionals. This was the spirit of the KEEN B2B Run Experience, which took place on Monday morning, May 18, along the picturesque route leading to Tenno Castle, in the hills above Riva del Garda. The run test was led by the Verona-based running crew MyPace.

An immersive product test covering approximately 6.5 kilometers with 300 meters of elevation gain, designed to put the two models that currently make up KEEN's trail running collection to the test in the field: Seek, the ultra-durable shoe that guarantees maximum comfort, and Roam, the daily trainer designed to adapt to any type of terrain. Both models feature KEEN's signature wide forefoot, designed to promote a natural foot strike and proper toe spread, thereby improving stability and control even on the most technical and uneven terrain.

The first 20 registrants received a complimentary premium running kit consisting of a T-shirt, bag, and cap, while all 40 participants received the official event T-shirt and a pair of RUN Marathon High technical socks by BV Sport. Designed for the most demanding runners, they guarantee optimal ankle support with every stride, protecting sensitive structures and effectively absorbing impact while running.



"ORBDAYS has once again proven to be an unmissable event. For KEEN's debut at the Trail & Running Village, we organized a B2B Run Experience, giving participants the chance to test two trail running models on one of the routes mapped out by the organizers. It was a valuable opportunity for us to connect and engage with the community, made even more special by the scenery in Riva."

Sara Barbieri, Brand Manager at KEEN Italy



**WANT TO LEARN MORE ABOUT
KEEN'S TRAIL RUNNING SHOES?**

Download Running Magazine 02_2026 and
read the article on page 32 of the "Trail Special"





Running to break down barriers

The Kilian Jornet Foundation, the It's Great Out There Coalition, and REMOOVE are joining forces to promote a more inclusive and responsible outdoor culture

BY MANUELA BARBIERI

Running as a platform to connect people with environmental and social challenges and to reflect on how sports can bring about positive change. This is the idea behind Running Minds, an initiative created by the Kilian Jornet Foundation (KJF), which, for the first time, right here in Riva del Garda, on May 18, launched a special edition in collaboration with the It's Great Out There Coalition (IGOT), a European association committed to promoting a more inclusive and responsible outdoor culture.

THE ROLE OF REMOOVE

During the event, Mattia Bonanome, owner of REMOOVE, presented his mission: to build a bridge between accessibility, barrier-free environments, and outdoor experiences. At the NNormal booth, participants had the opportunity to learn about various solutions for inclusive mobility, including the Joëlette Adventure, adapted bicycles, and the XROVER postural stroller. The experience then moved outdoors, where participants took part in an inclusive trail activity using the Joëlette and the XROVER stroller, taking turns as the puller, pusher, and passenger—allowing everyone to experience different perspectives on mobility and accessibility. Along the route, three discussion sessions prompted reflection on the themes of accessibility, social sustainability, and participation in outdoor activities. The conversations explored the visible and invisible barriers that people with disabilities may encounter, highlighting the differences between urban environments and nature trails. Participants also reflected on how cultural barriers, cognitive biases, and preconceived notions can often be more limiting than physical obstacles. The activity demonstrated how shared experiences in nature can foster empathy, strengthen a sense of community, and inspire more inclusive approaches to sports, leisure, and participation in outdoor activities.



"What I found most inspiring was not only sharing REMOOVE's work, but also hearing the perspectives of participants from different countries and cultural backgrounds. Accessibility is often treated as a technical issue, but this experience has shown that it is, first and foremost, a cultural issue. When people have the opportunity to experience different forms of mobility and reflect together, barriers become visible, empathy grows, and new possibilities open up. Creating accessible, meaningful, and shared outdoor experiences is one of the most effective ways to build stronger, more inclusive communities."

Mattia Bonanome, REMOOVE owner

NNORMAL'S CADÌ TEST

Participants had the opportunity to test the NNormal shoes, the first model from the brand founded by Camper and Kilian Jornet, designed for a broad audience and intended to make trail running more accessible and inclusive. The focus is on comfort, balanced cushioning, a wider fit with a spacious toe box, and a minimalist design that prioritizes functionality. The Cadì is also available in women's-specific versions, featuring dedicated widths, sizes, and colorways designed to more precisely adapt to the anatomy of the female foot.

**WANT TO LEARN
MORE ABOUT
NNORMAL CADÌ?**



Download Running Magazine 02_2026
and read the article on page 41 of the "Trail Special"

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From Burundi to Rwanda to the rhythm of gravel

Alternating between long bike rides and runs at sunset,
between the red earth and the children shouting “Mzungu!”

TEXT BY DINO BONELLI - PHOTOS BY DINO BONELLI, ROBERTO CRAVERO, AND OCCASIONAL PHOTOGRAPHERS

With Roberto Cravero, a friend and traveling companion on many trips, we land in Bujumbura, Burundi's largest and most important commercial city, with two large boxes containing two gravel bikes. Our goal is to reach Kigali, the capital of neighboring Rwanda and host city of the 2025 World Cycling Championships, by land, under our own power.

For this adventurous trip, on our beautiful Bam bikes with bamboo frames, we'll attach Taac's minimalist gravel bags, into which we'll pack the casual clothes we wore on the flight, toiletries, and other accessories—and, of course, a running outfit complete with shoes. For our runs—which we'll do here and there when the cycling stages aren't too long—we've opted for La Sportiva's Helios III shoes, which are lightweight and packable, two essential features given the limited space available in our bags. Another essential item for a region like rural Africa—where food isn't always plentiful and breakfasts are practically nonexistent—is nutritional supplements. You certainly can't cycle or run on an empty stomach. From Cetilar Nutrition—which we thoroughly tested before leaving—we're taking Race Carb Caf gels, Balance Race bars, and electrolyte tablets, along with packets of Race Carb carbohydrates for the longer segments and a few Recovery Pro packets for recovery in case we end up feeling a bit worn out.

As we cycle through Burundi, we immediately notice a few interesting things. For one thing, the people are very friendly and smiling, and for us “Mzungu”—the Swahili term for a white man—there's a sort of visual magnetism, as if they'd never seen anyone like us before, and in many cases we find that this is indeed the case. We also quickly discover that bicycles here are a means of transporting both people and goods, so in addition to bike taxis, we pass countless bicycles overloaded with all sorts of stuff. The same thing happens to us on the evenings when we go for a run:

people stare at us in amazement, but if we stop to ask for directions or buy some fruit, they go out of their way to help us. After hours in the saddle, as you can imagine, our run is always slowed down by stiff legs and muscles that don't seem to want to respond very well, but after a few kilometers, our knees start to lift and our pace picks up to a decent rhythm. In any case, we

never run more than 10–12 km.

After parking our bikes and changing clothes at the hotel—or something like it—in whatever town we happen to be in, we always set off running from residential areas, with peeling houses and ramshackle shops lining the streets in no particular order, but then, as soon as possible, we head out into cultivated fields and banana groves. The road where our trail running shoes trudge along—always unpaved and often a striking ochre red—creates, as it winds through the lush countryside, those little snapshots of the real Africa that will forever adorn our memories of this journey. If we pass by a school, the shrill shouts of “Mzungu! Mzungu!” drown out every other sound, and almost always a crowd of children follows us for several kilometers. And so, day after day, ride after ride—interspersed with a few specific visits, such as the one to the Gishora Drum Sanctuary, just north of Gitega, the country's political and administrative capital, we draw closer to Tanzania, the country that serves as a bridge between Burundi and Rwanda—for although these two nations share a border, their border crossings remain closed due to disputes between their governments.





ATOM

by Fluchos

TERRA 3.0

Designed for those who don't stop when the terrain changes

The Terra 3 is a trail running shoe built for stability, responsiveness, and protection on any surface. Its structure delivers great cushioning while maintaining ground feel, ensuring a natural and fluid stride even on technical terrain.

The high-traction outsole provides confidence uphill and downhill, while the upper wraps the foot for lasting support and comfort over long distances.



Cycling to the World Championships in Kigali

While cycling takes you far, running lets you discover the authentic and genuine Tanzania, quite different from the glossy image of five-star resorts

TEXT BY DINO BONELLI - PHOTOS BY DINO BONELLI, ROBERTO CRAVERO, AND OCCASIONAL PHOTOGRAPHERS

From Burundi, riding our Bam gravel bikes with bamboo frames, we entered Tanzania on one of the many sunny days that marked our African cycling trip. We landed in Bujumbura, Burundi's largest city. After five days of magnificent cycling, we are now in Tanzania, on our way to Kigali, the capital of Rwanda, where we'll be watching the Road World Championships.

You know how Tanzania is often portrayed in travel agency brochures? That glossy, polished image of five-star resorts, jeep safaris, giraffes looking down at you from above, and lion cubs playing just a few meters away? Well, this is a completely different Tanzania—none of the things listed above exist here. "Luckily for us," adds Roberto Cravero, my adventure companion. Here lies the real Tanzania—the raw one, made up of fields to be hoed by hand, bunches of bananas to be cut down and then hauled on rickety bikes, and a people more subdued than their Burundian neighbors—who are decidedly festive—but just as cheerful and smiling. Here, many people have never seen a "Mzungu"—a white man in Swahili, the local language. Some people also speak a little English, which allows us to ask for directions, find lodging, and get something to eat. The menu has been the same ever since we set out: plain rice and plantains—a fruit similar to a banana but starchier and less sweet—fried or boiled, and occasionally a tough piece of chicken from which to nibble a few grams of meat. Luckily for us, in the Taac bags attached to our bikes, in addition to a change of casual clothes and a running outfit, we also have a good supply of energy bars and gels from Cetilar Nutrition.

Most of our days are spent cycling from one large village to another, but in between we get lost on back roads and trails, always surrounded by the ever-present banana plantations or tea and coffee fields. Then, in the late afternoon, once we've found a more or less decent place to spend the night, we change clothes and head out for a run. For shoes, we both wear La Sportiva Helios IIIs, which are great for our runs—which

are always around 10 km—and are lightweight and packable so they don't take up space in our minimalist travel bags, where there's no room to spare. On our wrists, we wear a stopwatch that we use only to track distances, paces, and other performance metrics—which we deliberately ignore. We're interested in exploring a side of Tanzania that neither of us—having already visited the glamorous version featured in tourist brochures—has ever seen. An agricultural country that, though slightly less poor than Burundi, has nonetheless remained stuck in the past. A beautiful and authentic Africa surrounds our evening runs, with the sun disappearing behind distant gray clouds and people returning home after a full day spent on the streets—where the essence of life for an entire continent lies.

Yet another wide, red road with absolutely no traffic leads us toward Rwanda, but there's a reason for this total absence of motor vehicles. The road ends abruptly at a muddy river. After a moment of confusion, we see that on the opposite side of the river there is a sort of flat, motorized ferry, anchored to a cable stretched between the two banks. Seeing us stuck on the other side, the operator starts up the large raft, rubbing his hands together. The fee charged the two Mzungu to cross the river—however low it may have been, at least in words—will be his earnings for the day. A few kilometers from the river, a sign tells us that we are about to leave Tanzania and enter Rwanda.



**IN THE NEXT
ISSUE**

still biking,
we'll go
to Rwanda



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