



Running

MAGAZINE

YEAR 15 - ISSUE 4 - 2026

© PAOLO CILLI FOR 100 MIGLIA MONVISO

BREAKING NEWS

MagNet and EOG
renew their partnership

EXCLUSIVE FEATURE

101 points of view:
data, trends, and rankings

NEW OPENINGS

Caraffa Sport & Run,
Senigallia (AN)

More **energy**
to move body
and mind



asics

sound mind, sound body

NOVABLAST™ 6



Running

YEAR 15 - ISSUE 4 - 2026



BREAKING NEWS

10 MagNet and EOG renew
the partnership

RESPONSIBILITY

12 Less bureaucracy,
more substance

EXCLUSIVE FEATURE

14 101 points of view:
data, trends, and rankings

INTERVIEWS

20 Alessandro Marchioron,
brand manager CMP
22 Valentina Fioramonti,
group exhibition manager
wellness & outdoor by IEG

ZOOM

25 Paceterra and Paceterra Pro by Lowa
26 NOVABLAST 6 by ASICS
27 Mansas and Mottola by Rukka
28 OpenRun Pro 2
and OpenSwim Pro by Shokz

REPORT

29 X-Bionic: a look inside
the performance construction

ON THE COVER

30 100 Miglia Monviso

ANNIVERSARIES

31 WHY RUN, Milano

NEW OPENINGS

32 Caraffa Sport & Run,
Senigallia (AN)

RUN THE WORLD

34 Rwanda, Africa



31



20



25



26



29



32



34

Our “Giro d’Italia” (running)

Fasten your laces: in this issue we’re taking you on a true Giro d’Italia. A journey across our peninsula, from north to south, exploring the spirit, the places, and the stories that bring our community to life.

The first stage takes us to Riva del Garda, host of the European Outdoor Week (EOW). Following the success of its first edition – which attracted over 8,000 visitors from more than 60 countries – the European Outdoor Group (EOG) and the MagNet Group (which includes *Running Magazine*) have extended their partnership through at least 2029 (read more about it on page 10). This agreement is an important development that brings certainty to the sector and allows companies to plan with confidence. As Christian Schneidermeier, Managing Director of EOG, said: *“It will be a huge pleasure to return to Riva, a splendid setting for our annual gathering with the outdoor sector”*.

From the shores of Garda, we briefly return ‘home’ to Milan, headquarters of our publishing group. On June 24, we celebrated the fifth anniversary of WHY RUN – the home for Milanese runners – which opened in Corso Sempione 6 in 2021, building on Sportland’s thirty-plus years of experience (see page 31 for the full story). “This anniversary does not represent a finish line, but a new starting point”, declared Michele Odolini, CEO of Sportland and WHY RUN. “We will continue to invest in people, in the culture of running, and in the growth of our community. The next big and ambitious goal is to bring the WHY RUN experience to Rome, creating a new home for runners and continuing to promote a model that generates well-being, connections, and value for cities”. Leaving the energy of the city behind, we turn towards one of the Alps’ most unspoiled landscapes: Monviso, an area of extraordinary natural heritage. It is here that every year many athletes choose to return to run the 100 Miglia Monviso, demonstrating that telling the story of a place through sport is always a winning formula. Building connections, strengthening community bonds, enhancing local identities, and fostering sustainable tourism are the elements that make this event much more than a race (discover more on page 30).

From the majestic tranquility of the Piedmontese Alps we descend towards the coast, welcomed by the unique warmth of the Riviera Romagnola. From May 28 to 31 we attended RiminiWellness, where for the past four years, the off-site event RiminiWellnessOFF has brought the energy of movement and fitness beyond the exhibition pavilions, engaging the entire city. We spoke with Valentina Fioramonti, Group Exhibition Manager Wellness & Outdoor of Italian Exhibition Group (IEG), about this vision of well-being spreading throughout the local area (read the interview on page 22). “We are already thinking about the future evolution of the event and, starting from 2027, we are evaluating the creation of an area entirely dedicated to the outdoor experience. The idea is to propose walking and running not only as sports and wellness disciplines, but also as opportunities to discover the local area, with routes that can showcase cities, landscapes, or tie into literature and local culture”.

Continuing along the Adriatic coast, we make a stop in Senigallia, a beautiful city in the Marche region where Davide and Alessandra Chiacchiarini have opened the second location of Caraffa Sport & Run, a new space dedicated to walking, running, and trail (you can read the interview on page 32). It’s a strategic move in a dynamic region with a natural affinity for outdoor sports. “We chose the heart of the historic center, in the pedestrian area, because here the shop becomes part of the city”, explain the founders. “People stroll through the streets, enjoy local events, breathe the history, the culture, and the atmosphere of one of the Adriatic coast’s best-known destinations. Senigallia is a lively city all year round, with a strong sports identity”.

In previous issues we traveled all over Italy to interview 101 specialized running stores. On page 14 we bring you the final results of our exclusive survey – “101 Points of View” – analyzing the data we collected and revealing the brand that this year reached the top step of the podium as the industry’s breakout brand. But we want to give you a preview right away: the majority of those we interviewed gave 2025 a positive assessment, a sign of a market that, despite facing some challenges, continues to demonstrate stability and resilience.

MANUELA BARBIERI
manuela.barbieri@mag-net.it



COVER:
©PAOLO CILLI

Publisher: MagNet Srl SB
Managing director: ANGELO FRIGERIO
Editor-in-Chief: BENEDETTO SIRONI

Editors:
MANUELA BARBIERI, CRISTINA TURINI,
SARA CANALI, SARA FUMAGALLO, DINO BONELLI

Art Director: ROSANGELA BARNI

Editorial Offices: Via Tertulliano 68, 20137 Milan
Tel: 02.87245180 - **Fax:** 02.87245182
Corso della Resistenza, 23 - 20821 Meda (MB)
Email: redazione@runningmag.it **Website:** runningmag.it

Volume 15 - No. 4 - 2026 - Bimonthly magazine
Registered with the Court of Milan under No. 38 on January 20, 2012. Entered in the ROC under No. 16155 on November 23, 2007 Poste Italiane SpA - Postal subscription service under Decree-Law 353/2003 - converted into Law 46/2004, Article 1, Paragraph 1 - LO/MI.

Printed by: Ingraph - Seregno (MB) - 1.00 euro per copy.
The publisher guarantees the strictest confidentiality of the data in its possession. This data will be used to manage subscriptions and to send marketing information. Pursuant to Article 13 of Law No. 196/2003, your personal data may be corrected or deleted at any time by writing to: MagNet Srl SB
Data controller: Benedetto Sironi

This issue went to press on July 28, 2026

WAVE RIDER 30

RIDE THE NEXT WAVE.



MIZUNO RUNNING

MARKET



LA SPORTIVA GROWS IN 2025:
REVENUE OF 213 MILLION EUROS

The Ziano di Fiemme-based company closed out 2025 with consolidated revenue of 213 million euros, confirming the brand's strength despite a complex global environment. The company has launched investments totaling over 20 million euros in infrastructure, employee benefits, and training. Among the key projects are La Sportiva's new headquarters, scheduled for 2027, and the expansion of employee-focused initiatives, with over 10,000 hours of training provided in 2025. The group now employs more than 800 people worldwide, 540 of whom work at the Trentino plant.

361° CLOSES THE SECOND QUARTER OF 2026
WITH RETAIL AND E-COMMERCE ON THE RISE

361° closed the second quarter of 2026 with positive results. Between April and June, the brand's retail sales grew at a medium-to-high single-digit rate compared to the same period in 2025, with 361° Kids showing a similar trend. Positive signs are also coming from e-commerce, which continues to grow, albeit at a more moderate pace than that recorded in the first three months of the year.



NIKE ENTRUSTS FRENCH ALBION
WITH THE EUROPEAN DISTRIBUTION OF ACG

Nike has entrusted French Albion with the European distribution of ACG, its recently relaunched outdoor line. The agency will manage the specialty business in France, the United Kingdom, Benelux, Scandinavia, Poland, and Italy, with the support of local partners. Reintroduced in 2026 as an independent brand, ACG has integrated Nike Trail and is initially focusing its development on trail running, with the goal of strengthening the brand's presence in the European outdoor market.

X-BIONIC WILL BEGIN DIRECTLY MANAGING
THE ITALIAN MARKET STARTING IN 2027

Starting in January 2027, X-Bionic will directly manage the Italian market, ending its distribution partnership with Colmar on December 31, 2026. This decision strengthens the brand's presence in a country considered strategic, with the goal of building even closer relationships with retailers and partners. Günther Hell, who will assume the role of country sales manager in April 2026, will lead the commercial development, drawing on his extensive experience in the industry and approximately 15 years at Sport Alliance International.



RUDY PROJECT STRENGTHENS
ITS PRESENCE IN THE U.S.

Rudy Project will take over direct management of the North American market following the acquisition of Rudy Project North America in early 2026. The subsidiary will thus become a wholly owned subsidiary of the Italian parent company, with the goal of strengthening its presence in the United States and Canada. Jaclyn Mayer has been appointed as the new general manager; she will be responsible for developing relationships with retailers, athletes, and consumers, as well as streamlining operational processes.

ACQUISITIONS

GARMIN IS EXPANDING
ITS ECOSYSTEM
WITH TRAININGPEAKS
AND TRAINHEROIC



Garmin is expanding its fitness ecosystem with the acquisition of TrainingPeaks and TrainHeroic, platforms dedicated to training and coaching for endurance, strength, and performance. The programs cover disciplines such as running, cycling, triathlon, and swimming. The terms of the deal were not disclosed. The 120 employees from the two companies will join Garmin's global team, strengthening the company's offering of tools, metrics, and personalized digital coaching.

I-RUN ENTERS THE BELGIAN RETAIL
MARKET WITH THE ACQUISITION
OF TRAKKS



I-Run is expanding its international presence by acquiring Trakks, a Belgian chain specializing in running gear with six brick-and-mortar stores and an e-commerce site. This marks the French group's first retail acquisition outside of France. The integration will combine I-Run's digital platform with the Trakks network in Belgium, while the founders will remain with the company for at least two years to oversee the transition and support the brand's development in the Benelux region.

PEOPLE



NIKE APPOINTS A NEW
CFO: DAVID DENTON
REPLACES
MATTHEW FRIEND

Nike is changing its CFO: Effective August 17, 2026, David Denton will take over from Matthew Friend as the group's chief financial officer. Denton comes from Pfizer, where he has held the same role since 2022, following stints at CVS Health and Lowe's. Friend will remain with the company until September 4 to oversee the transition. The appointment is part of the turnaround plan led by CEO Elliott Hill, during a period marked by pressure on sales, particularly in North America and China.



ADIDAS IS RESTRUCTURING
ITS LEADERSHIP IN EUROPE:
TWO NEW GENERAL MANAGERS

adidas is restructuring the leadership of two strategic regions in Europe. Claus-Peter Mayer will become general manager for Central Europe effective September 1, succeeding Marina Moguš after 19 years with the company. Olivier Gianina, meanwhile, will take the helm of Southern Europe effective August 1, following his tenure in Brazil. The appointments come as Europe remains the group's largest market, with quarterly sales of 2.09 billion euros, up 5% year-over-year.



LOWA APPOINTS
GIUSEPPE DE BIASI
AS GENERAL MANAGER
OF OPERATIONS

After more than 12 years at Luxottica, Giuseppe De Biasi (pictured) is joining Lowa as general manager of operations. He has gained experience across EMEA, India, and Greater China following a long career at Whirlpool EMEA. At Lowa, he will oversee design, product development, manufacturing, and central corporate functions, and will also join the management board alongside Andrea Dorigo and Marco Pirani. The brand is part of the Italian-based Tecnica Group.

- NEWS -
NEW OPENINGS

A NEW PHASE
IN RESEARCH WITH THE
ASICS INSTITUTE OF
SPORT SCIENCE EUROPE



ASICS is strengthening its presence in the field of research and development in Europe with the launch of the ASICS Institute of Sport Science Europe, a new facility dedicated to sports innovation. The new center will collaborate with European scientific and technological partners, contributing to the group's global R&D activities in coordination with the ASICS Institute of Sport Science in Kobe, Japan. The Japanese brand aims to develop products tailored to the needs of European athletes in an increasingly direct manner. Europe is, in fact, one of the key markets for the brand's growth. ASICS has also announced a strategic partnership with HumanFab, a center of excellence specializing in sports research and human performance analysis.

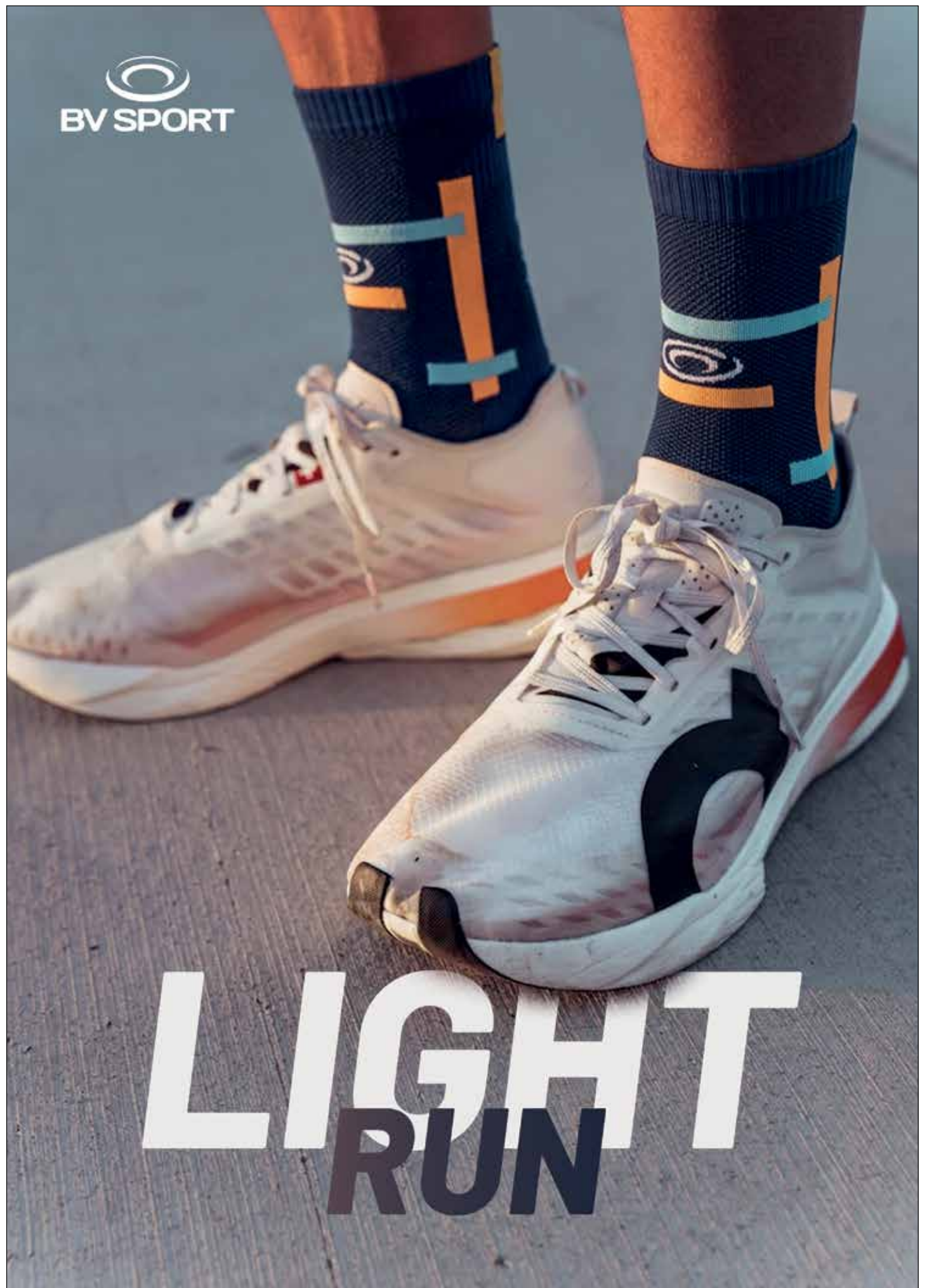
CISALFA SPORT:
A NEW STORE IN THE
PROVINCE OF PAVIA
SPANNING OVER 1,000
SQUARE METERS



Cisalfa Sport is expanding its presence in Lombardy with the opening of a new store in Montebello della Battaglia, in the province of Pavia. The new store is the chain's second location in the Pavia area and its 36th in the region. The project is the result of an investment of nearly 1 million euros and will create 15 new jobs. The store covers an area of over 1,000 square meters and offers a selection of more than 450 products across 21 brands. The opening is part of the brand's growth strategy in Lombardy, where Cisalfa Sport now has 36 stores, over 688 employees, and revenue of 105 million euros. Across Italy, the company currently operates 165 stores.

DECATHLON OPENS
ITS FIRST AIRPORT STORE IN GENEVA

Decathlon has opened its first airport store in Europe at Geneva Airport (GVA) in Switzerland. The store offers a curated selection of essential sports gear, travel accessories, and seasonal items: from lightweight technical apparel to sunglasses, as well as sunscreen, water bottles, small sports bags, and electronic devices for hiking. To accommodate passengers' tight schedules and fluctuating flight times, Decathlon Switzerland has implemented a Click & Collect service using connected lockers that are accessible 24 hours a day, 7 days a week. This way, travelers can order products online and pick them up at any time, even in the middle of the night.



FIRST EDITIONS

HERO BEAT RUN: FIVE KILOMETERS AGAINST BULLYING



On October 3, Milan's Idroscalo will become the setting for the first edition of Hero Beat Run, the new fun run organized by Deichmann. Five kilometers to enjoy at your own pace, accompanied by music, interactive installations, and moments of togetherness—all with a clear goal: to shine a spotlight on bullying and cyberbullying through a language that truly resonates with the younger generation.

THE VENTOTENE RUN4EU MAKES ITS DEBUT IN OCTOBER

Ventotene Run4EU is the name of the new race that, on Sunday, October 18, 2026, will take runners on a journey of discovery through Ventotene, a volcanic island where, in 1941, the famous manifesto—considered one of the founding texts of the idea of a united Europe—was written. To protect Ventotene's delicate ecosystem, participation will be limited to a maximum of 300 runners across the two distances: 11 and 6 kilometers.



COMING IN JUNE THE GREAT WALL 260K

The Great Wall 260K will make its debut in June 2027, between Val Chisone and Val Germanasca in Piedmont: 260 km with 15,000 meters of elevation gain. Conceived and organized by Omar Riccardi and Gianluca Logo, ultrarunners with years of experience in the most extreme endurance competitions, the race will feature an exceptional ambassador: Luca Papi, one of the most beloved figures in the international ultra-endurance world.

ROAD RUNNING

VERONA RUN MARATHON: JOMA RETURNS AS OFFICIAL TECHNICAL SPONSOR FOR THE 25TH ANNIVERSARY

On November 15, Joma will serve as the official technical sponsor of the 25th Eurospin Verona Run Marathon. To celebrate the race's 25th anniversary, Joma has designed a technical T-shirt featuring a stylized depiction of the Arena's foundations. The total economic impact generated in the region by participants and their companions is estimated at 10 million euros. This economic impact could grow due to the significant increase in the number of participants.



OFF-ROAD

TUDOR AND THE UTMB WORLD SERIES ANNOUNCE A THREE-YEAR GLOBAL PARTNERSHIP



The UTMB World Series and Tudor, the Swiss luxury watch brand, have announced a three-year global partnership. As a technical partner of the UTMB World Series,

Tudor will be present at all 67 UTMB World Series events worldwide. The partnership officially debuted at the Trail Verbier St-Bernard by UTMB on July 10, 2026.

2026 KIMA TROPHY: FIRST ITALIAN LEG OF THE MERRELL SKYRUNNER WORLD SERIES



The weekend to mark in red on your calendar is the penultimate weekend of August. The plan is to run on Saturday, the 22nd, with a rain date set for the following day in

case of bad weather. Once again this year, the Kima will be the first Italian stop on the Merrell Skyrunner World Series. On the first Saturday in September, the World Cup circuit will make a stop in the Orobic Pre-Alps with the Maga Sky-marathon.

ATOM, NEW TECHNICAL PARTNER OF THE ELBA LEGEND RUN



The Elba Legend Run returns on October 3 and 4, taking athletes on a journey to explore the eastern side of the Island of Elba. Once again, Capoliveri will serve as the hub of the

event, hosting the race village, as well as the start and finish lines for the races. There are three race distances—13, 25, and 65 kilometers—and 600 participants are expected. Among the new features of the 2026 edition is a partnership with Atom.

ATHLETES



JOSH KERR'S RECORD: THE CROWNING ACHIEVEMENT OF PROJECT 222 BY BROOKS

On July 18, Josh Kerr, a member of the Brooks Beasts team, set the men's world record in the mile at the Diamond League

meet in London with a time of 3:42.66, becoming the first athlete in over 25 years to break the previous record of 3:43.13 set by Hicham El Guerrouj in 1999. This achievement is the culmination of Project 222, the ambitious initiative by Brooks Running and the 28-year-old British athlete designed to push the boundaries in one of track and field's most iconic disciplines.



MARTINA VALMASSOI AND BEN DHIMAN JOIN THE AMAZFIT ATHLETE TEAM

Martina Valmassoi (winner of the June edition of the Trail 100 Andorra by

UTMB) and Ben Dhiman (runner-up in the flagship race of the UTMB Mont Blanc in 2025) will compete in this year's UTMB in Chamonix on the iconic 174-km course. And they'll do so wearing the Amazfit Cheetah 2 Ultra, a sports watch designed for athletes specializing in long-distance mountain running.



ULTRARUNNER JOSH WADE JOINS THE RUDY PROJECT TEAM

Josh Wade joins the Rudy Project team: his list of achievements

includes victories at various distances in the Ultra-Trail Snowdonia and podium finishes in top-tier races such as the UTMB Mont Blanc and Transgrancanaria. The partnership will initially last two years, during which Wade will also contribute to the development of new products. The athlete will compete in this season's races wearing the Turbolenze model.

INTERSPORT AUSTRIA IS TESTING A CIRCULAR RETURN MODEL AMONG CONSUMERS



Intersport Austria, Austrian Post, and the University of Applied Sciences in Upper Austria have tested a circular returns model designed to reduce transportation, handling, and emissions in e-commerce. Under this concept, a suitable, unused product returned by a customer is not sent back to the Intersport warehouse but is forwarded directly to another customer who has ordered the same item. Austrian Post handles the shipment using a secure, anonymized label, which prevents the two customers from exchanging personal address information. The product's condition is verified through digital documentation before the package is redirected.

SALOMON IS EXPANDING ITS REPAIR SERVICE TO FIVE NEW COUNTRIES



Salomon is expanding its clothing and bag repair program, extending the service to five new countries in addition to France: Italy, the United Kingdom, Germany, Spain, and the Netherlands. The initiative is part of the brand's circularity goals—which are also shared by other brands within the Amer Sports group—and aims to extend the life cycle of its products. Extending the life of a garment by nine months can reduce its impact in terms of emissions, water consumption, and waste by 20–30%, according to a study by the Environmental Coalition on Standards. The repair service can be accessed through a dedicated online platform: the customer covers the cost of the repair, while Salomon covers the shipping costs.

SOS: MILAN'S ARENA CIVICA IS LOOKING FOR A SPONSOR TO RENOVATE THE TRACK AND FIELD FACILITY

The City has issued a public notice to identify a technical contractor to oversee the renovation of the track and field facility at the Civica Arena Gianni Brera, a historic venue in the heart of Sempione Park. The call for bids—open until 12:00 p.m. on September 7, 2026—seeks a contractor to undertake the track renovation and provide routine maintenance for at least one year following completion. The goal is clear: to restore full functionality to a facility that represents a unique asset for Milanese sports. The new surface must meet the requirements for competitive athletics, with the goal of enabling the Civica Arena to once again host national and international track and field events, while continuing to serve its daily role for clubs, coaches, and grassroots athletes.



Joma
TRAIL

MARATHON II
PERFORMANCE STARTS IN THE **J lab**

joma-sport.com



MagNet and EOG renew their partnership: the EOW in Riva del Garda for the next three years

Agreement extended through 2029, and pre-registration is now open for the 2027 edition,
which will take place May 8–13

The European Outdoor Group (EOG) and the MagNet Group have confirmed that European Outdoor Week (EOW) will remain in Riva del Garda at least through 2029. Following the success of this year's inaugural edition, the two organizations have signed an extension to their partnership agreement, which provides certainty for the industry and allows companies to plan with confidence. The announcement coincides with the opening of registration for EOW 2027, scheduled for May 8–13.

First held in 2026, European Outdoor Week brings together the industry's leading platforms for a single week of events. The project was launched in response to the industry's request to reduce the number of events on the calendar, focusing instead on more effective gatherings that optimize costs and resources.

EOW 2026 marked the return of OUTDOOR, the leading international trade show for the sector, held in conjunction with the Outdoor & Running Business Days (ORBDAYS), with over 280 exhibitors and 2,500 buyers. Other events of the week included: the second Outdoor Impact Summit, with over 220 delegates; Outdoor Media Day, featuring 45 brand booths and 250 participants; the European Outdoor Awards ceremony, which brought together 360 people for the awards in various product and community categories; the Outdoor Activation Days, during which over 700 people took part in 27 different activities; and the Innovation for Outdoor Day, held as part of OUTDOOR & ORBDAYS, which showcased 20 startups to over 40 potential investors. Throughout the week, the EOG also held its Summer Member Meeting, which brought top industry representatives from among its more than 150 members to Riva.

The events of the first edition of European Outdoor Week attracted over 8,000 visitors from more than 60 countries, exceeding expectations. In light of the extremely positive feedback and numerous constructive suggestions, EOG and MagNet immediately confirmed the dates for 2027, along with some changes to the program. With registration now open for EOW 2027, the two partners have reached an agreement that allows organizations to plan their participation in the event well in advance: EOW 2028 will take place from May 13 to 18, and EOW 2029 from May 12 to 17.

"In every respect, the first edition of European Outdoor Week was a huge success. EOG and MagNet created the kind of event and format our industry was asking for, and the industry turned out in force. EOW clearly demonstrated the value of in-person events: as an industry, we can achieve so much more when we work together, and meeting in person is an essential part of that. We now have a solid foundation on which to continue building. I'm delighted that we've reached an agreement with MagNet to return to Riva del Garda for the next three years. We'll continue to improve the format and content, taking into account the excellent feedback we've received from industry colleagues, and the certainty provided by this announcement allows everyone to plan with confidence. I'm already very excited about the potential of EOW 2027 and future editions, and of course it will be a tremendous pleasure to return to Riva, a splendid setting for our annual gathering with the outdoor industry."



Christian Schneidermeier

Christian Schneidermeier, Managing Director of EOG

"This agreement goes far beyond a simple extension of our partnership: it reflects a shared commitment to the future of the outdoor industry, as well as marking an important milestone in a journey that began many years ago. For over a decade, MagNet has been investing in the development of one of the most important business events for the outdoor industry, continuously evolving its format to meet the changing needs of the market. The success of the first European Outdoor Week confirmed that the vision shared by MagNet and the European Outdoor Group was the right one: to bring together the industry's leading events on a single, coordinated platform capable of creating greater value for brands, retailers, the media, and the entire outdoor community. Looking ahead to 2027 and beyond, we are committed to continuing to invest in innovation, quality, and international growth. Working side by side with EOG, we will further strengthen European Outdoor Week's role as the annual gathering for the global outdoor and sports industry."



Benedetto Sironi

Benedetto Sironi, CEO of MagNet



**WOULD YOU LIKE TO EXHIBIT
AT OUTDOOR & ORBDAYS 2027?**

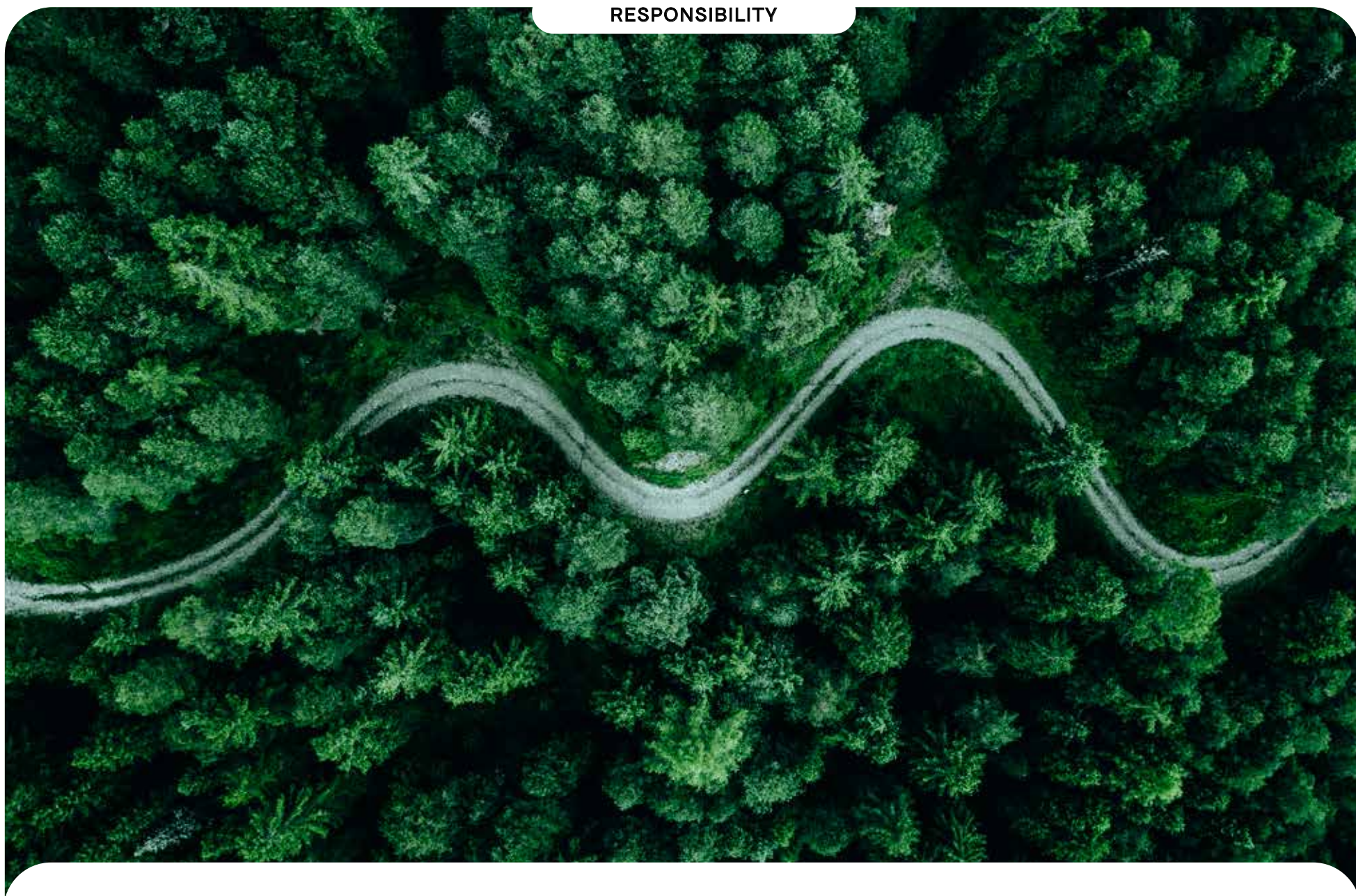
Scan the QR code
and reserve
your spot right away!





CMP

it's me



LESS BUREAUCRACY, MORE SUBSTANCE

How are the new European regulations transforming sustainability from an administrative requirement into a driver of growth and corporate competitiveness? Less mandatory compliance, more voluntary responsibility. Here's what has really changed

BY SARA FUMAGALLO

FROM COMPLIANCE TO VALUE

Sustainability is shifting from a regulatory requirement to a driver of competitiveness

EUROPEAN SIMPLIFICATION

In 2026, Europe will reduce bureaucracy, deadlines, and ESG requirements

OMNIBUS DIRECTIVE

Fewer companies are required to report, resulting in lower administrative costs

ESG DATA STILL REQUESTED

Banks, investors, retailers, and businesses continue to seek sustainable information

For years, sustainability was portrayed as a race to meet obligations: new directives, new standards, new deadlines, new reports. A complex, technical world, often perceived by companies as a maze of rules to be followed rather than as a driver of growth. Then something changed. Today, in 2026, a true Simplification Revolution is unfolding in Europe, and the question is no longer simply “What are we required to do?” but “How ready are we to demonstrate our sustainable value to the market?” The turning point is clear. European regulations have been streamlined; the Omnibus Package has literally rewritten the rules of the game, postponing certain deadlines and reducing the number of companies directly required to report on ESG by 90%, thereby cutting annual administrative costs by over 6 billion euros. Fewer companies are formally involved, meaning reduced bureaucracy and lower administrative pressure. But this does not mean that sustainability has become less important. On the contrary, it is becoming more concrete, selective, and closely tied to business. Whereas this issue was once often viewed as mere regulatory compliance, today it is increasingly part of the logic of competitiveness. It is no longer merely an environmental or reputational issue, but a matter of access to credit, supply chain resilience, investor confidence, brand positioning, and the ability to stay competitive: Banks, retailers, investors, and supply chain partners continue to request ESG data. If a large company needs to report its Scope 3 emissions, it will require data from its suppliers. If a bank incorporates ESG indicators into its risk assessment, it will request information from the companies it finances. If a brand markets a product as sustainable, it must demonstrate

that this claim is well-founded, verifiable, and not misleading. If an investor is looking for more transparent ESG (Environmental, Social, and Governance) ratings, they will seek solid, comparable, and credible data. This gives rise to a new landscape characterized by greater credibility, improved access to the supply chain, and reduced exposure to the risk of greenwashing.

GREATER COMPETITIVENESS WITH THE OMNIBUS DIRECTIVE

Until recently, the ESG landscape was viewed primarily through an ethical or purely environmental lens. Over the past 18 months, we have witnessed a complete paradigm shift in which sustainability has also become intertwined with economic security, European industrial autonomy, and competitive positioning vis-à-vis the giants of the U.S. and China. Geopolitical tensions over critical raw materials and the need to mitigate market volatility have made supply chain traceability and decarbonization crucial elements of risk management and cost efficiency. In the wake of the recommendations set forth in the Draghi Report on competitiveness and the subsequent Budapest Declaration, European lawmakers recognized that simplifying bureaucratic requirements was necessary to prevent European companies from falling behind. This premise led to Directive (EU) 2026/470 (Omnibus I), published in the Official Journal of the European Union (OJEU) on February 26, 2026, and effective as of March 18, 2026. This new regulation has significantly raised the thresholds of the Corporate Sustainability Reporting Directive (CSRD), limiting the reporting obligation to companies with more than 1,000 employees and over 450 million euros in reve-

CURRENT RULES

ESG Ratings become transparent

Effective July 2, 2026, Regulation (EU) 2024/3005 requires ESG rating providers to obtain authorization from ESMA, ensure transparency in their methodologies (with separate scores for the E, S, and G pillars), and maintain a clear separation between rating and advisory activities. A strong ESG profile thus allows companies to see their commitment recognized and to lower their cost of capital.

The end of Greenwashing (ECGT Directive)

Although the complex Green Claims Directive was suspended by the European Commission in June 2025, the ECGT Directive (Empowering Consumers for the Green Transition—Directive 2024/825) is fully in effect. It strictly prohibits the use of generic claims such as “green,” “eco,” or “climate neutral” based solely on carbon offsets rather than actual emissions reductions. It also prohibits self-assigned labels and imposes severe penalties of up to 4% of revenue. The critical deadline for compliance is September 27, 2026.

The Digital Product Passport (DPP)

Introduced by the Ecodesign Regulation (ESPR — EU Reg. 2024/1781), it requires traceability via QR code or NFC of product composition, origin, and recyclability data, with the textile and fashion sectors at the forefront, with delegated acts expected in 2027 and full implementation scheduled for 2028. Without a passport, products may be denied access to the EU market.

Deforestation Regulation (EUDR)

It prohibits the placing on the EU market of products linked to deforestation for seven key raw materials (including cattle, cocoa, coffee, palm oil, rubber, soy, and timber), requiring geolocation and supply chain due diligence, with penalties of at least 4% of revenue and compliance deadlines for large and medium-sized enterprises set for December 30, 2026.



SUPPLY CHAIN AND RISK

Traceability, Scope 3, and decarbonization: risk management tools

DIFFERENT GLOBAL MARKETS

Europe, USA and China follow different rules and speeds on sustainability

RELIABILITY AGAINST GREENWASHING

Solid data, verifiable claims, and voluntary reports strengthen trust and reputation

GREEN MEDIA LAB'S SUPPORT

Consulting and communication help companies develop reliable ESG strategies

nue. Consequently, the new simplified ESRS (European Sustainability Reporting Standards) reduces mandatory data points by 61% and makes sector-specific standards voluntary, granting SMEs below the threshold the legal right to refuse requests for data that exceed these voluntary parameters. Corporate Sustainability Due Diligence Directive has also been significantly streamlined: the requirement has been restricted to companies with more than 5,000 employees and €1.5 billion in revenue, with its final implementation postponed until July 26, 2029.

OUTSIDE EUROPE, THE SITUATION IS DIFFERENT

While Italy and Europe are operating within an increasingly regulated ESG framework—albeit one that is now more “streamlined” than in the past—the landscape in the rest of the world is more fragmented. In the United States, there is a retreat at the federal level, though this is offset by activism in certain states such as California and New York; China, on the other hand, is accelerating its reporting requirements and using the transition as a lever of industrial policy, bolstered by its leadership in solar, wind, electric vehicles, and batteries. For companies operating internationally, therefore, the main challenge is no longer simply “pursuing sustainability,” but understanding the regulatory and commercial landscape in which to operate: in Europe and Italy, the combination of compliance, credit, and the supply chain carries significant

weight; outside Europe, there are more deregulated markets, some very active governments, and countries—such as China—where ESG requirements are becoming increasingly institutionalized.

RESPONSIBILITY AS A DRIVER OF GROWTH

In this maze of looming deadlines and markets moving at different speeds, the real challenge for companies is not passive compliance, but the ability to transform regulatory complexity into a selling point and a strategic positioning asset. What is truly mandatory? What is useful and can generate value? What is urgent? The most in-demand services are precisely those that address these issues: ESG assessments, supply chain analysis, double materiality, carbon footprint, Scope 3 emissions measurement, voluntary reporting, certifications, audits of environmental and social claims, decarbonization plans, support for gender equality, ESG communication, sustainability reports, and B Corp certification pathways. And this is exactly where Green Media Lab Srl SB adds value. As a Benefit Corporation and a B Corp-certified company since 2018, it boasts solid credentials and deep experience in the field. The agency's true competitive advantage lies in its “consulting + communication” formula: the only approach capable of building sustainability based on solid scientific data while, at the same time, communicating it to the market in a powerful and legally defensible way, thereby eliminating the risk of penalties associated with the new era of the ECGT directive.

green media lab

To find out more and keep up to date, please write to:
esg@greenmedialab.com

101 points of view: data, trends, and rankings

A detailed analysis of our exclusive survey on the running market outlook for 2025.
Mizuno takes the top spot on the podium as the breakout brand

BY MANUELA BARBIERI AND ALESSANDRO MARRA

At the start of this new year – as is tradition – “101 points of view” is back, one of the most eagerly awaited features for all our readers. Now a hallmark of MagNet, our exclusive survey features 101 interviews with a selection of Italian retailers, a crucial link in the distribution chain. As always, in addition to the beloved (and dreaded) rankings of the best-selling brands, the feature covers many “hot” and interesting topics. These include a review of the year

just ended and the outlook for the year ahead—important food for thought for all industry professionals.

On these pages, we present the findings of our analysis and interpretation of the data. These findings are based on 101 interviews with a selection of running stores located throughout Italy, specifically:

• 58 from Northern Italy • 27 from Central Italy • 16 from Southern Italy and the Islands

We'd like to remind you that the individual responses can be found in issues 1, 2, and 3 of *Running Magazine*, published in early 2026. All content is also available online; you can browse or download the magazine from the MagNet portal by scanning the QR code shown here.



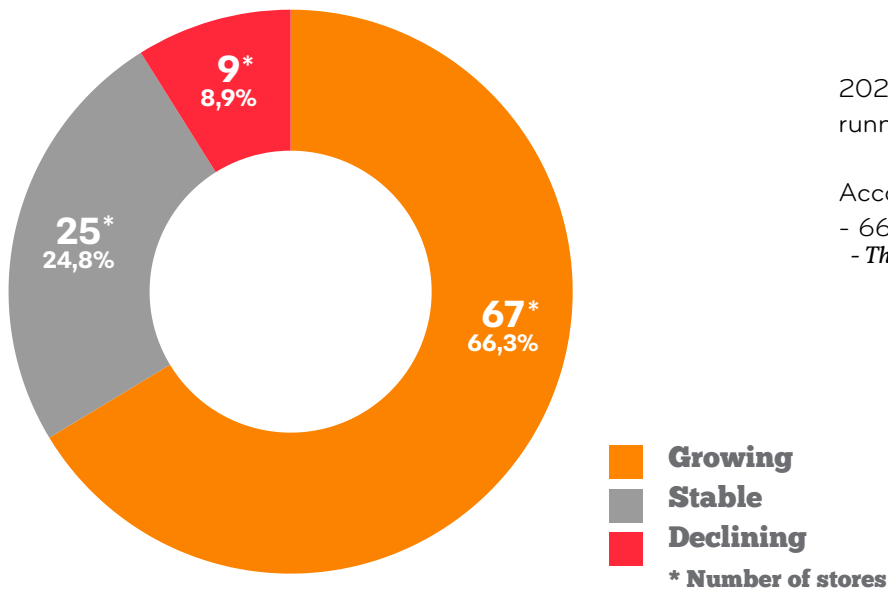
OVERALL RATING FOR 2025 FROM 1 TO 10



The year 2025 was cited by the majority of respondents, a sign that the market, despite some challenges, has maintained a good balance.

YEAR-END REVIEW

What was the sales trend for running stores in 2025?



2025 turned out to be a good year for more than half of the specialty running stores.

According to the data from our survey:

- 66.3% of respondents (67 stores) reported an increase in sales
- The remaining sample is divided between those that remained stable (24.8%, or 25 stores) and those that reported a decline in revenue (8.9%, or 9 stores).

In 2025, what were the main factors that positively influenced sales performance?*

- 27** Growth in participation / Market demand
- 22** Competence / Consulting / Service
- 15** New target audiences / Young consumers
- 13** Assortment / Products / Brand
- 11** Loyalty / Word of mouth / Relationship
- 8** Events / Run clubs / Collaborations
- 7** Daily use / Well-being
- 6** Internal management / Strategy
- 5** Communication / Marketing / Social
- 5** Location / Opening / Relocation
- 4** Favourable external factors
- 2** E-commerce / Website

* 77 store owners responded
* Some store owners indicated more than one choice

In 2025, what were the main factors that negatively affected sales performance?*

- 12** Online Competition / E-commerce / Internet
- 7** Discounts / Price War / Aggressive Promotions
- 6** Decline in demand / Less demand / Average receipt
- 6** Economic context / Geopolitical / Purchasing power
- 5** Changing consumer behavior / Cautious spending
- 4** Weather / Seasonality
- 3** Prices / Pressure on margins
- 3** Direct brand sales / Chains / Outlets
- 1** Physical competition / Local competitors

* 26 store owners responded
* Some store owners indicated more than one choice

According to the findings of our survey, the main drivers of sales in 2025 were:

- the growth in the number of practitioners
- the quality of the service provided
- a new (younger) target audience

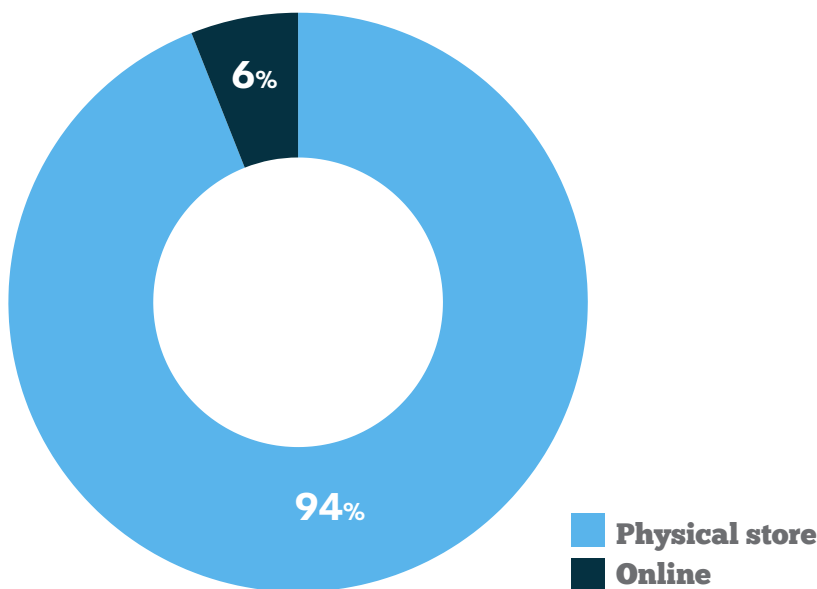
These factors were cited by 64 retailers as the main drivers of their growth.

Online competition remains the main challenge for specialty stores.

Next comes the price war—that is, overly aggressive discounts and promotions that intensify competitive pressure.

PURCHASING TRENDS

What percentage of total sales did e-commerce sales account for?



51 out of 101 stores reported that they do not sell online, a figure that highlights how the running industry remains a sector that is still strongly tied to direct customer interaction.

The personalized shopping experience and technical advice are elements that are difficult to replicate in the digital context. Where online channels are present, they primarily play a complementary role, not a substitute one.

PURCHASING TRENDS

What new trends in purchasing behavior have retailers observed?*

- 22 Return or centrality of the physical store
- 15 Increased demand for advice and specialized service
- 14 Increase in average spending / Premium products
 - 7 Walking growth / Daily use / Hybrid products
 - 7 Greater attention to price, discounts and promotions
 - 5 More informed customer online before purchase
 - 4 Shop Pickup / Omnichannel
 - 3 Online sales growth / E-commerce requests
 - 2 Drop in demand for performance / Plated products
 - 2 Focus on footwear at the expense of apparel and accessories
 - 2 Increased demand for services, testing and product testing
 - 1 New targets / Young

Of the 88 stores that responded to the question, 37 reported no significant changes in purchasing behavior compared to previous years.

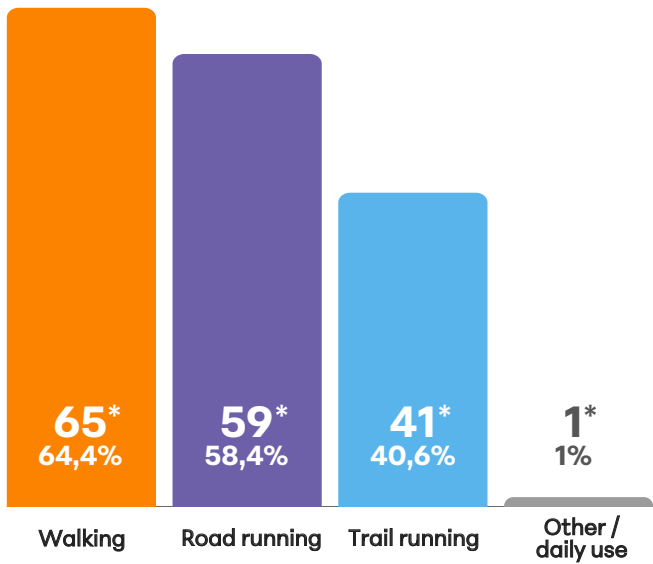
Among those who have observed new trends, there is a growing emphasis on the role of brick-and-mortar stores, accompanied by an increasing demand for specialized advice and interest in premium products.

There are also some signs—still limited in scope but recurring—such as growing interest in more versatile products and footwear designed for everyday use as well. These micro-trends could foreshadow future market developments.

* 88 store owners responded
* Some store owners indicated more than one choice

TRENDS IN SPORTS

Road running, trail running, and walking: Which of these has generated the most interest and had the greatest impact on product sales?



Walking, with 65 entries, surpasses both road running (59) and trail running (41).

The data suggests a growing interest in products designed for a wider range of uses: comfortable, versatile, and suitable not only for sports but also for everyday use. For specialty retailers, this trend translates into increased demand and a new business opportunity.

* Number of stores
Note: For the multiple-choice question, many of the 101 stores surveyed selected more than one option.

RUNNING SHOES: CUSTOMER PREFERENCES

What features have become a priority for consumers?

- 49 High cushioning / Max-cushion soles
- 36 Performance / Plate / Reactive Models
- 24 Comfort / Softness / Immediate fit
 - 15 Stability / Return to more traditional or less extreme models
 - 14 Consulting / Guided choice and customization
 - 13 No change / Non-specific requests
 - 10 Daily Use / Walking / Beginner audience / Amateur
 - 8 Aesthetics / Fashion / Brand / External influence
 - 6 Wide fit / Generous volumes
 - 4 Trail / Grip / Gore-Tex specific requests
 - 3 Durability / Protection

The main factor influencing consumer choices is superior cushioning and extra-thick soles, as noted by as many as 49 stores.

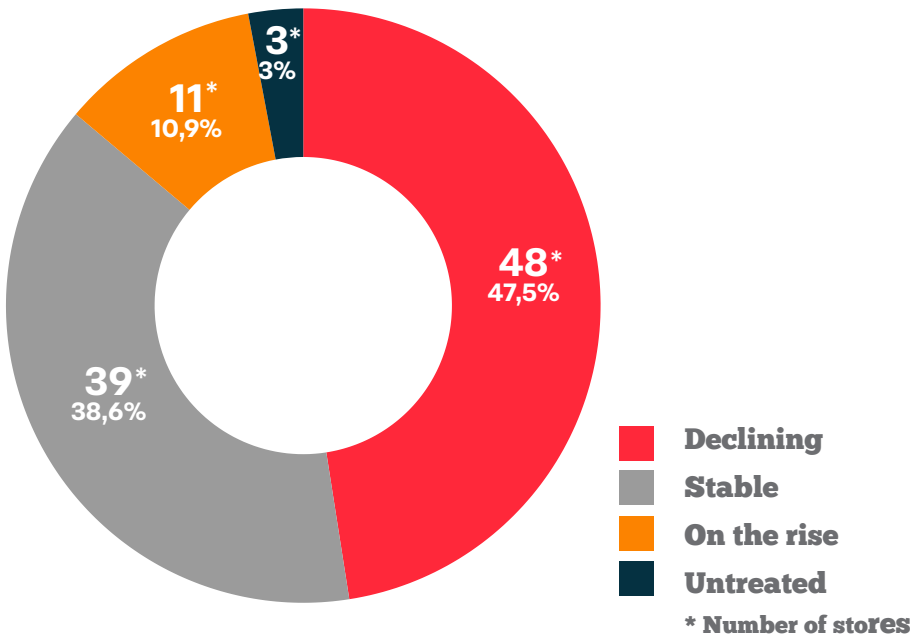
Next on the list are requests for responsive models and those with a plate (36 stores) and the comfort of an immediate fit (24 stores).

Overall, runners are increasingly opting for comfortable, protective, and well-structured models with soft uppers and thick soles.

Note: For the multiple-choice question, many of the 101 stores surveyed selected more than one option.

APPAREL: DEMAND TRENDS

Has there been an increase or a decrease compared to previous years?



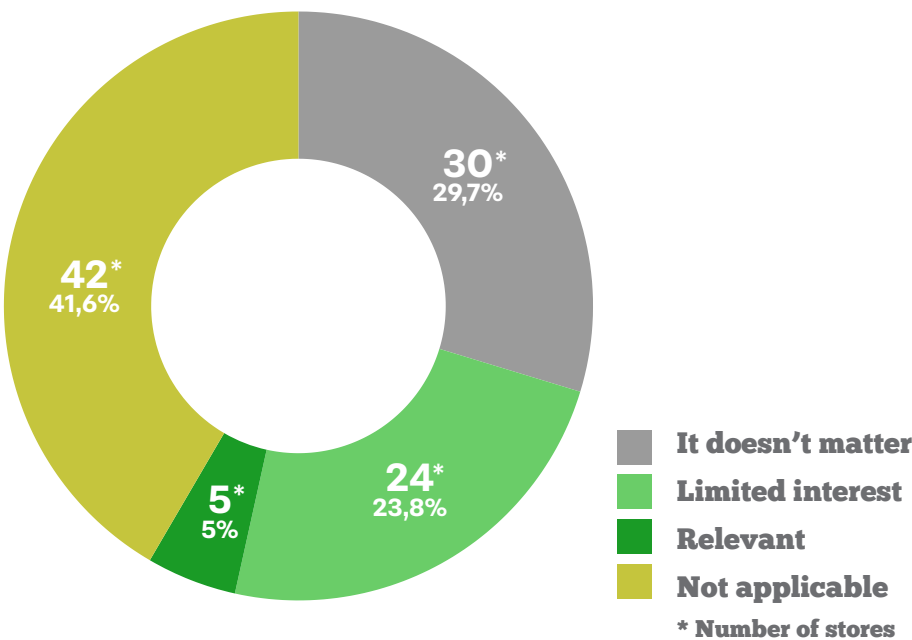
The apparel sector is experiencing a clear slowdown.

Nearly half of the stores surveyed (47.5%, or 48 stores) reported a decline in sales, while for 38.6% (39 stores), demand remained stable.

Only 10.9% (11 stores) are showing an upward trend.

Consumers seem to be more inclined to spend money on shoes and accessories than on technical apparel.

How important is sustainability?



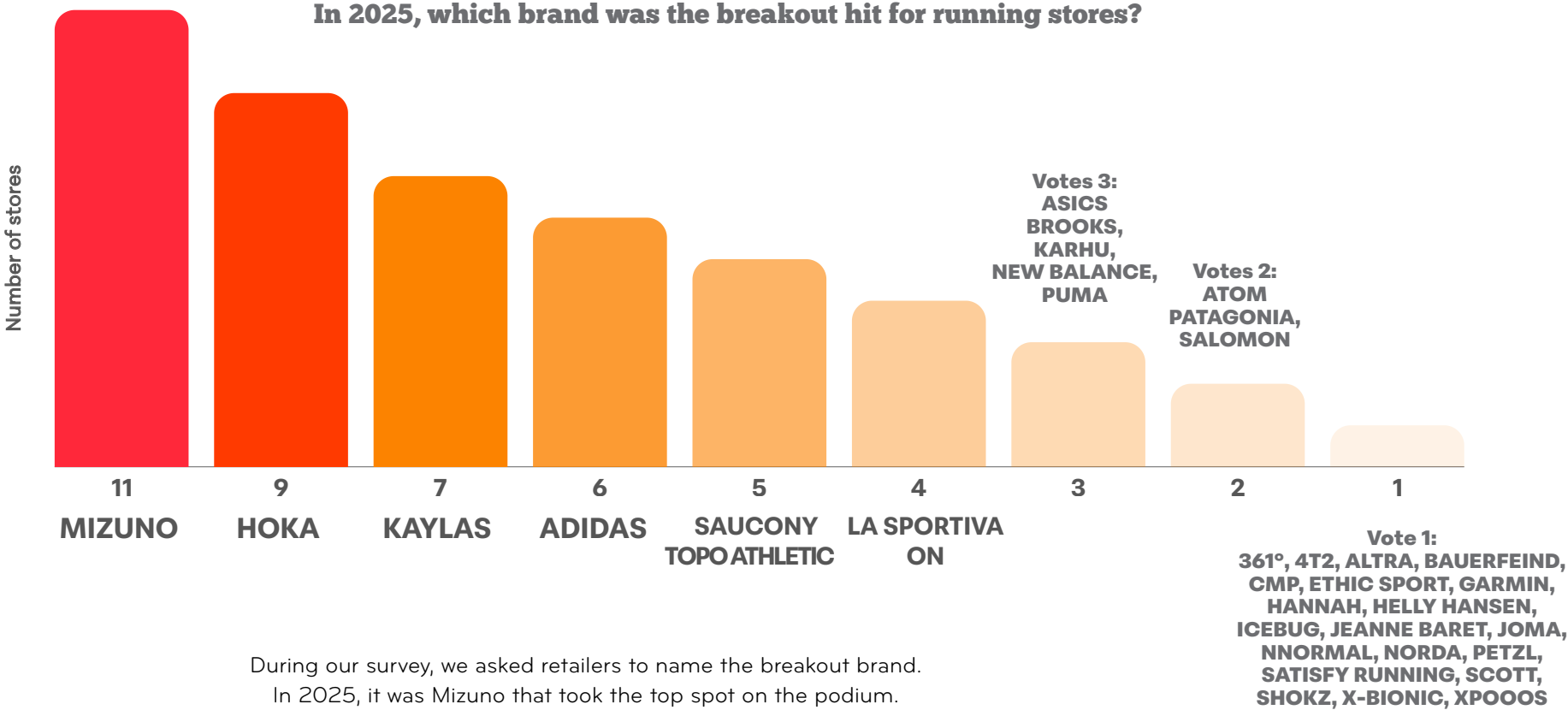
Despite growing attention from brands, sustainability is not yet a decisive factor in purchasing decisions.

Only 5% (5 stores) believe it is a significant factor.

Purchasing decisions continue to be based on functional and economic factors, such as comfort, fit, and price.

BREAKOUT BRAND OF 2025

In 2025, which brand was the breakout hit for running stores?



SOCIAL MEDIA

Which ones are most commonly used by retailers?

94 Instagram
92 Facebook
21 TikTok
1 LinkedIn
1 I don't use social media

Instagram (94) and Facebook (92) dominate because they are immediate, easy to use, and accessible to everyone.

Behind them, the gap is clear: TikTok stands at 21, but it shouldn't be underestimated because it could be a very effective tool for engaging communities and attracting younger runners.

*Note: For the multiple-choice question, several stores selected more than one option.
Of the 101 stores surveyed, 100 expressed at least one preference.
Only one store said it does not use social media at all.*

For what purposes do retailers use social media?

71 Promotions / Commercial visibility
56 Community / Information
18 Direct sales
7 Generic use / Limited / Unspecified
1 Does not use social media

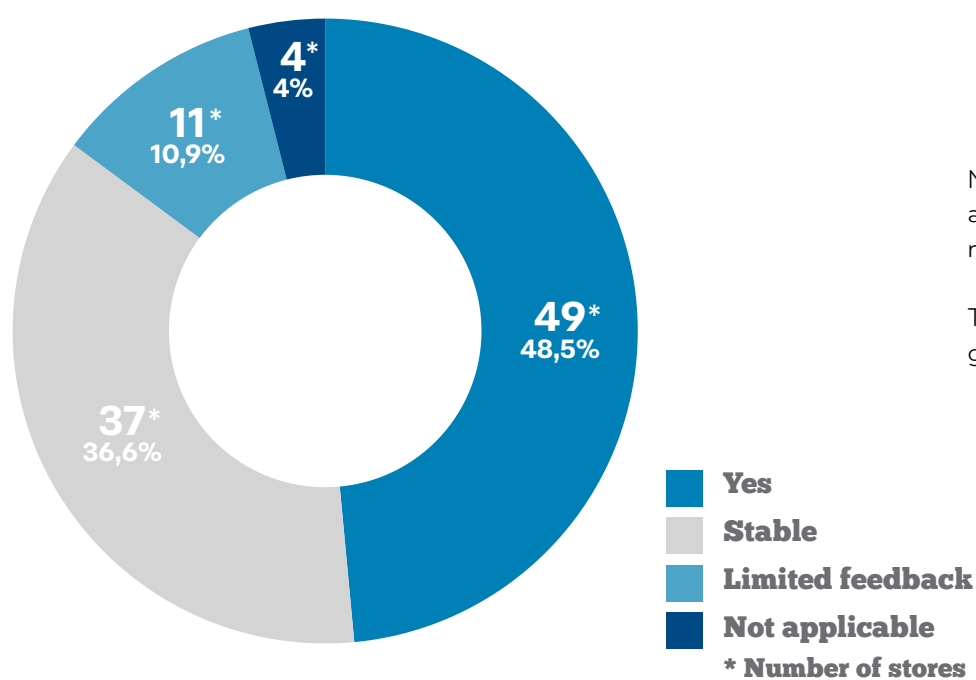
For most running stores, social media is primarily a tool for commercial visibility to promote products, as reported by 71 stores. Direct sales through these channels, however, remain minimal.

At the same time, social media is emerging as a channel for engagement and relationship-building: in fact, 56 stores use it to inform and engage their community.

Using social media not only as a "product showcase," but also to build customer loyalty, tell stories, and foster strong local communities is the key to standing out today.

*Note: For the multiple-choice question, several stores selected more than one option.
Of the 101 stores surveyed, 100 expressed at least one preference.
Only one store said it does not use social media at all.*

Has there been an increase in engagement or sales from these platforms?



Nearly half of the respondents—48.5% (49 stores)—reported a noticeable increase in engagement or sales driven by social media.

The strategic and ongoing use of social media has become a growth driver for the store.

*For information on how to access the full report containing all the survey data,
contact the editorial staff of Running Magazine by sending an email to redazione@runningmag.it*

WWW.KVPLUS.CH



CRESTA L
EVERY DAY ATHLETES

SWITZERLAND



Technical construction, resilient cushioning, and a Vibram outsole

Alessandro Marchioron, brand manager at CMP, discusses the creation of Lybrah, the new trail running shoe from the Veneto-based brand, and the role it will play in the evolution of the footwear line

With Lybrah, CMP is expanding its trail running lineup. New for FW 26/27, this shoe is designed to offer maximum grip, cushioning, and stability, even on the most technical and challenging terrain. The new model features the Vibram Madeira outsole with Traction Lug technology, a solution engineered to enhance traction, grip, and control. The 5.5-millimeter heel-to-toe drop promotes a smooth and natural foot transition, ensuring a balance between comfort, protection, and responsiveness. We spoke with Alessandro Marchioron, CMP's brand manager, about it.

Lybrah marks a new step in CMP's journey in trail running. What role will it play in the brand's footwear strategy?

Lybrah will play a crucial role in the evolution of the trail running category. The goal is to strengthen CMP's technical credibility in this segment by highlighting the work we've done in research and development on materials, traction, and running comfort. On the one hand, it will allow us to reach a more discerning group of runners, who may have previously gravitated toward other brands; on the other hand, it will enrich our lineup with a product that has outdoor DNA but a more lifestyle-oriented aesthetic. In short, Lybrah demonstrates that CMP can compete in pure performance while maintaining its identity as an accessible brand deeply rooted in the outdoor world.

What needs led to the creation of the Lybrah project, and what type of runner did you use as a reference during development?

The Lybrah project was born out of a need for total safety and confidence on technical terrain and in unpredictable conditions. During the project's development, our target runner was

therefore the experienced trail runner with a passion for technical alpine trails. A demanding user who seeks high performance, pushing to the limit without having to worry about losing control or traction when planting their feet.

How does the Lybrah fit into the CMP lineup, and what are the main differences compared to the other trail models already in the collection, such as the Gemini?

The Lybrah is our most technical offering in the trail running category. To tackle wet rock, mud, and unstable terrain, we couldn't compromise on the outsole design. This led to our collaboration with Vibram and the choice of the Megagrip compound combined with Traction Lug technology, which ensures greater traction on ascents and excellent braking performance on descents, even on loose surfaces. The EVA midsole also offers exceptional comfort and effective responsiveness during the push-off phase.

The partnership with Vibram represents a significant step forward for CMP's footwear lineup. How strategic is it?

Our partnership with Vibram has been ongoing for many years now, driven by our commitment to meeting market needs with high-quality technical solutions. In the trekking sector, this partnership has already enabled us to achieve excellent results, and the transition to trail running was a natural evolution of the path we've taken.

The Lybrah has a 5.5-millimeter drop. What technical considerations led you to this choice, and what kind of running experience were you aiming to achieve?

The decision to use a 5.5-millimeter drop was carefully considered and is the result of a thorough technical evaluation. We wanted a shoe that would offer a natural and dynamic run-



*Alessandro Marchioron,
Brand Manager at CMP*



LYBRAH - TECHNICAL SPECIFICATIONS



COLLECTION /
FW 26/27

UPPER /
100% recycled polyester
+ PU

LINING /
recycled polyester

INSOLE / EVA + PU +
90% recycled polyester

MIDSOLE /
EVA Vibram Metaflex

OUTSOLE / Rubber -
Vibram Madeira S2646

WEIGHT /
330 gr (men's)
280 g (women)

DROP /
5.5 mm

ning experience, while also ensuring stability. On alpine and uneven trails, from a technical standpoint, we sought a mid-heel center of gravity to prevent sprains and maximize foot sensitivity, allowing the runner to "feel the ground." At the same time, the 5.5-millimeter drop promotes proper midfoot strike—which is efficient on uphill and technical sections—and provides the right amount of protection: it "forgives mistakes" when, after many kilometers, fatigue naturally causes the runner to land more heavily on their heel. It is the ideal balance between responsiveness and protection.

What features were you looking for in terms of cushioning, stability, and foot protection?

The goal wasn't to achieve "spongy" cushioning, but rather resilient cushioning: we needed a midsole compound that would absorb repeated impacts while returning energy to quickly propel the runner forward. In terms of stability, we designed the shoe to hug the foot. When fatigue sets in, runners need effective heel and midfoot support to prevent twisting and inward slippage, especially on technical descents where the Vibram outsole performs at its best during braking. The highly breathable engineered mesh upper, combined with TPU side reinforcements, ensures high stability during lateral movements.

On what types of routes and distances does Lybrah best demonstrate its potential?

The Lybrah was designed for technical and alpine trails and medium- to long-distance runs, where its resilient cushioning and protective construction work together to delay muscle fatigue. It's a versatile shoe: for the experienced trail runner, it's an excellent companion for daily training, ideal for safely building up elevation gain; but thanks to its dynamic performance, it's fully ready to tackle medium- and long-distance races, where reliability and downhill control can make all the difference in performance.

#THEPLACETOBE

SAVE THE DATE

May 10th-12th 2027

Riva del Garda

400+

BRANDS

8000+

INDUSTRY EXPERTS

2100+

RETAILERS

2600+

BUYERS FROM 60 COUNTRIES

BUSINESS • NETWORKING • EXPERIENCES • WORKSHOPS

outdoorbusinessdays.com

Powered by

Running Takes RiminiWellness by Storm

Our interview with Valentina Fioramonti,
group exhibition manager
for wellness & outdoor
at Italian Exhibition Group (IEG)

BY SARA CANALI



RiminiWellness is dynamism, energy, and a culture of movement. And for the past four years, it has also been an event capable of engaging the entire region, extending its reach beyond the walls of the exhibition halls and offering a wide array of events that make Rimini a hub for a vision of wellness that is widespread, accessible, and inclusive. RiminiWellnessOFF is the off-site festival of fitness, wellness, and sports organized by the Italian Exhibition Group and the City of Rimini in conjunction with the 20th edition of RiminiWellness, which from May 28 to 31 brought the historic center and the Rimini Riviera to life with activities such as running, trail running, hiking, walking, and outdoor sports. In short, the Romagna festival welcomes a new community of enthusiasts, opening its doors to an increasingly diverse audience of athletes.

We spoke with Valentina Fioramonti, group exhibition manager for wellness and outdoor at Italian Exhibition Group (IEG), whom we met in Rimini.

Running seems to have taken RiminiWellness by storm as well: How does it fit into fitness culture in the most traditional sense?

Running is a very inclusive sport: it's practiced outdoors, is accessible to everyone, and fits perfectly with the spirit of Rimini. Thanks to the Parco del Mare,



Valentina Fioramonti

the city offers an ideal setting for running. Furthermore, running easily complements other sports, both indoor and outdoor. In recent years, we've seen an increase in demand for dedicated activities, such as those on treadmills. In fact, this year we've set up two areas dedicated to group workouts. But running also has a strong social component: people run together, make friends, and share experiences through apps.

How does running serve as a bridge between the trade show and the local community?

Through the RiminiWellnessOFF project, a calendar of off-site events that involves the city and some of its most iconic locations. We've organized sunset runs along Parco del Mare, sunrise meditation sessions, sunset Pilates under the Ferris wheel, and the Runimental, a run through the historic center. We do this by engaging local communities, conveying the idea that fitness today isn't just about working out indoors, but also about experiencing the local area through sports.

How important is the contribution of local communities?

It's essential. We collaborate with various local organizations, including Ola Movement, a running club in Rimini with which we develop numerous initiatives, and Runi Running Club, a very active community on the Riviera that combines running and outdoor sports. Involving these organizations means harnessing the energy already present in the area and creating authentic experiences.

What do you see in the future of RiminiWellness?

We're already thinking about the future evolution of the event, and starting in 2027, we're considering creating an area entirely dedicated to the Outdoor Experience. The idea is to present walking and running not only as sports and wellness activities, but also as opportunities to explore the local area. The goal is to create a space where products, physical activity, and shared experiences come together to create something new.



THE NUMBERS OF THE 20TH EDITION

30
PAVILIONS
IN OVER 190,000 SQM

OVER 400
BRAND DISPLAYS

30
INDUSTRY STARTUPS

2,000
HOURS OF ACTIVITY

12
STAGES ALWAYS ACTIVE

200
EVENTS FOR
RIMINIWELLNESSOFF

+15%
TOTAL ATTENDANCE

+25%
INTERNATIONAL
PARTICIPATION
(140 COUNTRIES)

120
HOSTED BUYERS
FROM 36 COUNTRIES

150
INTERNATIONAL
STAKEHOLDERS
AND INDUSTRY LEADERS

670
ACCREDITED JOURNALISTS



PE 2027

13/15 SETTEMBRE 2026 FIERAMILANO RHO

SHOES FIRST

MICAM
M I L A N O

L'evento leader globale della calzatura
di moda, di qualità, innovativa e sostenibile



micam.it

Promoted by



ASSOCALZATURIFICI



Supported by



Ministero degli Affari Esteri
e della Cooperazione Internazionale



ITALIAN TRADE AGENCY



BV SPORT LIGHT RUN HAUTE: LIGHTWEIGHT FOR EVERY RUN

Designed to support runners at every distance, the new LIGHT RUN HAUTE by BV Sport focuses on lightness, breathability, and stability. Designed and manufactured in France, it weighs just 18 grams and features a breathable mesh construction that promotes rapid sweat wicking, helping to keep the foot cool and dry while running. The 3D anatomical insole in the forefoot enhances comfort and proprioception, while the 360° support system helps stabilize the foot and ankle inside the shoe. The soft and lightweight SENSIL ECOCARE microfiber completes a design crafted for those seeking a minimalist yet high-performance technical sock, capable of delivering comfort and responsiveness even on the longest runs.



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

MERRELL MTL SPEEDARC PEAK, CONTROL AND AGILITY ON TECHNICAL TERRAIN



Merrell introduces the new MTL SpeedARC Peak, a racing shoe developed in the Merrell Test Lab after five years of research and 154 prototypes tested over more than 13,000 miles. The SpeedARC mid-

sole system combines PEBA-based FloatPro foam, a more stable layer, and a bifurcated Carbon Fiber FlexPlate, designed to enhance energy return, agility, and control on technical terrain. The Matryx upper with Kevlar prioritizes lightness and durability, while the Vibram MegaGrip Elite outsole ensures traction on both dry and wet surfaces.

Wolverine Italia - +39 0423.622009 - merrellitcsteam@wwwinc.com

LA SPORTIVA PRODIGIO 2: MORE COMFORT AND RESPONSIVENESS OFF-ROAD

La Sportiva's Prodigio 2 is the evolution of the trail running shoe launched in 2024 and designed to offer a balance of cushioning, responsiveness, and stability even over long distances. The High Tenacity Mesh upper with a 3D lining ensures a precise and breathable fit, while the midsole and XFlow insole made from recycled supercritical TPU deliver responsive cushioning. The dual-compound FriXion Red outsole combines durability and traction on various terrains. Designed for daily training, races, and long runs.



La Sportiva - +39 0462.57080 - lasportiva.com

HOKA CLIFTON 11, THE LATEST EVOLUTION OF THE DAILY TRAINER

More comfort, a smoother ride, and an even more refined fit for one of HOKA's most iconic models. The Clifton 11 updates the formula that made the line famous, retaining its soft cushioning while introducing a more breathable and snug jacquard mesh upper and a redesigned insole for enhanced comfort. 3D reinforcements ensure support and durability, while the Active Foot Frame promotes stability during each step. The Meta-Rocker geometry, designed to facilitate a smooth transition from heel to toe, remains a key feature. The launch is accompanied by the "Look What Smooth Can Do" campaign.



hoka.eu

COROS PACE 4 BLACK CRYSTAL: PREMIUM PERFORMANCE AND DESIGN

COROS introduces the Pace 4 Black Crystal, a new version of the GPS watch designed for runners that combines the performance of the Pace 4 with a more sophisticated design. The 6000-series aluminum alloy bezel with black PVD coating is paired with translucent lugs and new finishes, while keeping the weight down to just 32 grams. The 2.5D AMOLED touchscreen display ensures excellent readability, while battery life lasts up to 41 hours in GPS mode and 19 days with heavy use. It also features a built-in microphone, Voice Pin, and advanced metrics for training, recovery, sleep, and HRV.



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

MIZUNO WAVE RIDER 30 AMSTERDAM, A TRIBUTE TO THE "RUNNER'S HIGH"



Mizuno is celebrating the Amsterdam Marathon with a special edition of the Wave Rider 30, an iconic daily training shoe first launched in 1997. The new edition features graphics inspired by the "runner's high"—the euphoric state associated with running—interpreted through bold yellow accents. On the technical front, the shoe features a du-

al-layer midsole, with a nitrogen-infused upper layer and an EVA base, combined with a full-length Mizuno Wave plate to promote a smooth transition from heel to toe. The midfoot base is 14 mm wider than that of the Wave Rider 29, increasing stability without affecting the weight, which is 265 g with an 8 mm heel-to-toe drop.

Mizuno Italia Srl - +39 011.3494811 - info.it@eu.mizuno.com

THE NORTH FACE EXPANDS ITS LINEUP WITH OFFTRAIL ULTRA

The North Face is expanding its trail running lineup with the Offtrail Ultra, a shoe designed for runners seeking lightness, responsiveness, and speed—even on the most technical trails. At the heart of the model is the dual-density DreamBound midsole, engineered to deliver high energy return without sacrificing stability, even over long distances. The lightweight, form-fitting Dual Warp upper is designed to provide precision and support while running, while the Surface CTRL outsole ensures grip and control on the most challenging terrain. The inclusion of a dedicated climbing zone further enhances traction on the steepest and most technical sections. A shoe designed to tackle the trail with a fast, dynamic, and safe approach.



The North Face - +39 0423.683100 - thenorthface.it

VIBRAM FIVEFINGERS V-RUN: MINIMALISM MEETS ROAD RUNNING

Designed for road running and fitness, the Vibram FiveFingers V-Run is a five-toe shoe for those who want to gradually transition to minimalist running without sacrificing comfort. The 4-mm Vibram Vi-Lite midsole offers a good level of cushioning, while the thin outsole design promotes a more direct feel for the ground and a more natural range of motion. In the heel and toe areas, the Vibram XS Run compound helps increase grip and stability while running. The lightweight, breathable upper features numerous vents designed to improve breathability. The model is available in various colorways for men and women, including Black/Yellow for men and Black/Yellow/Purple for women.



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

Lowa soars in off-road performance

And it's doing so by expanding its trail lineup with two models that share the same technical DNA but are designed to meet different needs: the Paceterra and the ultra-light Paceterra Pro

Four years after the debut of the ATR (All Terrain Running) line, Lowa is resolutely continuing its journey in trail running, bringing to this segment all the expertise it has gained through more than a century of experience in manufacturing outdoor footwear. For SS 27, the German brand raises the bar even higher with the launch of the Paceterra Pro. Weighing approximately 210 grams (half a pair, UK 8), it ranks among the lightest trail shoes currently available on the market—the result of meticulous research into materials, construction, and technologies. Designed for athletes aiming for peak performance, the Paceterra Pro combines extreme lightness, precision, and responsiveness, even on the most technical trails. Alongside the Pro version, the Paceterra also makes its debut, designed for runners seeking a balance between performance, comfort, and versatility. These two models share the same technical DNA but have been developed to meet different needs, helping to further expand Lowa's trail lineup – now more comprehensive and specialized than ever.



Tecnica Group SpA - +39 0422.8841 - info@lowa.it



BEYOND THE PRODUCT: THE COMMUNITY

Lowa's commitment to and investments in trail running go far beyond its products. In recent years, the brand has strengthened its presence within the community by sponsoring some of Italy's leading events, including:

- Garda Trentino Trail
- Tre Cime Experience
- Adamello Ultra Trail
- Conegliano Valdobbiadene Prosecco Running Festival

A strategy aimed at strengthening the brand's position in the trail running segment by combining product innovation, direct engagement with runners, and a local presence.



JUST ADD WEATHER



A new daily boost

ASICS has revamped the NOVABLAST, introducing FF TURBO SQUARED foam in the forefoot for the sixth edition. The result is a lighter, more flexible, and more responsive daily trainer, designed to support daily workouts and changes in pace

ASICS has updated one of the most popular models in its running lineup while retaining its dynamic and versatile character. The main new feature of the NOVABLAST 6 is the "trampoline" pod located in the forefoot, which incorporates FF TURBO SQUARED foam for the first time. This technology, already used in other models of the Blast family, was introduced to increase energy return and make the push-off phase more springy and responsive. Rounding out the midsole is FF BLAST MAX, a lightweight and soft compound designed to ensure comfort and cushioning during everyday workouts.

The design has also been updated for the upper, which is now made with a lightweight, breathable Engineered Woven construction designed to adapt to the foot's natural movements and provide a stable yet flexible fit. In the outsole, ASICSGRIP rubber is strategically placed in the forefoot to improve traction and support a more effective push-off. Compared to the NOVABLAST 5,



the drop and ground clearance remain unchanged, while the weight is reduced to approximately 253 grams for the men's version and 215 grams for the women's version. A shoe designed primarily as a daily trainer, capable of combining cushioning, responsiveness, and comfort even as the pace picks up.

NOVABLAST 6 - TECHNICAL SPECIFICATIONS



WEIGHT /
253 g (men's)
215 g (women's)

DROP /
8 mm

STACK /
33.5–41.5 mm (men's)
32.5–40.5 mm (women's)

MIDSOLE /
FF TURBO SQUARED
+ FF BLAST MAX

UPPER /
ENGINEERED WOVEN

OUTSOLE /
ASICSGRIP + AHAR LO

USE /
DAILY WORKOUTS, EASY RUNS,
AND BRISK-PACED RUNS



When temperatures rise

Rukka's Mansas and Mottola are two technical garments designed for runners who want lightness, breathability, and freedom of movement. To tackle every run with maximum comfort, even on the hottest days



RUKKA MANSAS

The Rukka running shirt is designed for female runners who prioritize comfort and breathability when choosing technical apparel. In fact, the T-shirt has no annoying side seams, and its fabric quickly wicks away moisture, keeping your body pleasantly dry while you run. The four-way stretch fabric adapts to your movements, preventing irritating chafing against the skin.

RUKKA MOTTOLA

The Rukka Mottola 2-in-1 shorts feature built-in shorts that help manage sweat and prevent chafing, eliminating the need to wear separate underwear. The breathable, ultralightweight material ensures a comfortable feel, while the fabric moves naturally with your body. The garment is rounded out with details such as an adjustable drawstring at the waist and a zippered pocket on the back, ideal for storing small essentials while running.



ABOUT RUKKA

The history of the Finnish brand Rukka began in 1950 in the coastal town of Kokkola, on Finland's west coast. Starting with a single yellow raincoat, Rukka is now much more than a brand specializing in rainwear: its product range includes sports apparel and accessories, footwear, motorcycle gear, and pet products, distributed in over 30 countries worldwide. Although they span different categories, all Rukka products share the same core principles: reliable protection from the elements, carefully engineered functionality, and designs tailored to meet the specific needs of each activity. And they're built to last, both in terms of durability and timeless design.

info@luhta.it - luhta.com

LIVING THE OUTDOORS SINCE 1870




FERRINO



From the street to the pool, without losing your rhythm

Whether you're out for a run or a swim, the Shokz OpenRun Pro 2 and OpenSwim Pro accompany you every step of the way with a stable, comfortable open-ear listening experience that keeps you aware of your surroundings

Music can set the pace for a repeat, make a long run feel lighter, or help you stay focused during a recovery session. For many runners, it has become an integral part of their training, but listening to music should never compromise your awareness of your surroundings or limit your freedom of movement. Shokz's open-ear technology was developed precisely to address this need: to keep

the ear canal open and allow athletes to continue hearing what's happening around them. The OpenRun Pro 2 and OpenSwim Pro embody this philosophy in two different yet complementary ways. The first model is designed primarily for running and training on land; the second adds water resistance and internal storage, accompanying the athlete even in the pool and open water.

OPENRUN PRO 2



While running, a good pair of sports headphones should be almost unnoticeable. They should stay in place as your pace picks up, not put pressure on your ears, and allow you to hear traffic, bicycles, other runners, or instructions from your coach. The OpenRun Pro 2 meets these needs with a 30.3-gram open-ear design, a flexible nickel-titanium alloy frame, and a soft padding designed for extended use. Rounding out the listening experience is Shokz DualPitch technology, which combines a bone-conduction driver—primarily for mid and high frequencies—with an air-conduction driver for deeper bass. This division of labor delivers a richer, more defined sound while keeping the ear canal clear. Four preset equalizer

settings and two customizable profiles also let you tailor the sound to music, podcasts, or your personal preferences. Call quality is also designed for those on the go: the two microphones and the AI-powered noise-reduction algorithm filter out up to 96.5% of ambient noise under the brand's stated test conditions. The IP55 rating protects against sweat, rain, and splashes, while the battery provides up to 12 hours of playback. When time is tight, a five-minute charge delivers up to two and a half hours of listening time.

OPEN-EAR LISTENING /
unobstructed ear canal to hear traffic, people, and the surrounding environment
DUALPITCH TECHNOLOGY /
bone conduction for mid and high frequencies, air conduction for deeper bass



COMFORT AND STABILITY /
30.3 g frame with a flexible nickel-titanium alloy mount
CLEARER CALLS /
dual microphones with AI-powered noise cancellation
BATTERY LIFE FOR LONG RUNS /
up to 12 hours; a 5-minute charge provides 2½ hours of listening time
SPORTS ENDURANCE /
IP55 rating for protection against sweat, rain, and splashes

OPENSWIM PRO



Swimming is an ideal complementary activity for many runners: it helps build aerobic capacity while reducing joint impact and can be incorporated into recovery days or multidisciplinary training programs. OpenSwim Pro is designed to facilitate this transition, allowing you to switch from running to swimming without changing devices. IP68 certification allows you to use the headphones at depths of up to two meters for up to two hours. The open-ear design and 27.5-gram weight ensure a stable fit even during powerful strokes, turns, and changes in pace, without needing to insert earbuds into the ear canal. The main feature is the dual Bluetooth and MP3 mode. Out of the water, you can connect OpenSwim Pro to your smartphone; while swimming, however, the device switches to internal storage, since the Bluetooth signal cannot transmit properly underwater. The available 32 GB of storage can hold up to approximately 8,000 songs, making the device independent of your phone even during trail runs, hikes, or workouts in areas with unstable connectivity. Battery life lasts up to nine hours in Bluetooth mode and six hours in MP3 mode. A ten-minute charge also provides up to three hours of playback: a practical solution for those who switch between multiple disciplines and want to keep their soundtrack going from the start to the end of their training week.

DUAL MODE /
Bluetooth on land and MP3 playback while swimming
32 GB OF STORAGE /
storage space for up to about 8,000 songs
IP68 WATER RESISTANCE /
Can be used at depths of up to two meters for a maximum of two hours
OPEN-EAR DESIGN /
No earbuds in the ear canal and a secure fit while on the move

WEIGHT /
27.5 g to support workouts in the water and on land
VERSATILE RANGE /
up to nine hours via Bluetooth and six hours in MP3 mode



Inside the making of performance

X-Bionic unveiled the new TerraSkin X03, the third model in the brand's trail running line. An immersive day exploring the technical culture of the district, covering everything from product development to the footwear supply chain. The event provided an up-close look at the technologies, expertise, and vision behind the project

BY CRISTINA TURINI



Ultrarunner Núria Picas during the presentation of the TerraSkin X03

Montebelluna, a region synonymous with sports and outdoor footwear, served as the setting for the presentation of the new X-Bionic TerraSkin X03 on June 18. The brand brought together the specialized press at its headquarters for an event designed not merely as a product launch, but as an immersive experience in the heart of one of the world's most renowned districts for technical expertise, manufacturing culture, and the ability to transform a design concept into a finished shoe. Journalists were welcomed by Flavio Guarnier, chief product officer, who, together with the team supporting him in product development, introduced the journey behind the brand's third model in its trail running line.

The day began with a tour of the brand's headquarters, where we were able to observe certain stages of production up close and gain a better understanding of the relationship between development, materials, and manufacturing expertise. It was a valuable opportunity to view the TerraSkin X03 not as a collection of isolated technologies, but as the result of a process that involves research, design, biomechanics, and industrial know-how.

The new X03 was designed with a specific goal in mind: to make the brand's "shoe-sock" concept more accessible, while retaining its distinctive features in terms of control, stability, and ground feel. Compared to the first models in the TerraSkin line, this version offers more cushioning and versatility, designed to support runners over long distances and on technical terrain, without sacrificing a snug fit.

The design centers on the integration of the foot, sock, and shoe. The SkinKnit upper works in synergy with the dedicated sock, while the SpeedFrame structure helps provide stability to the entire shoe by connecting the upper to the midsole. The result is a design that aims to keep the foot more stable even when the terrain changes, fatigue sets in, and the run demands precision. The GTX version was also showcased during the presentation; it's

designed to provide added protection in the most unpredictable conditions. The addition of the waterproof membrane expands the model's range of use, catering to runners who face rain, humidity, and wet terrain but want to retain the snug fit and flexibility that characterize the entire line.

A central role in the story of the X03 was reserved for the outsole, developed in collaboration with Vibram, thanks to the input of Corrado Giambalvo, the brand's technical representative for the "Yellow Octagon," who delved into the work done on the outsole, explaining how the design, compound, and lug pattern affect the shoe's performance in terms of grip, stability, and responsiveness on the ground. The tread combines the Megagrip compound and Traction Lug technology with X-Bionic's patented SpinWeave structure, creating a geometry that offers total adaptability—and thus maximum traction—on uneven terrain. Núria Picas, an X-Bionic athlete and a leading figure in the international ultra-trail scene, also took part in the event. Her presence gave the presentation a tangible dimension, rooted in the real-world experience of long-distance running: hours of running, changes in pace, elevation gain, variable weather conditions, and the need to rely on materials capable of maintaining comfort and control over time. The program then broadened the perspective even further to examine the supply chain behind the construction of technical footwear. The visit to Formificio Romagnolo brought attention back to a fundamental yet often overlooked step: the last. It is from there that volume, proportions, fit, and feel come to life—decisive elements for a shoe that aims to combine performance and accessibility. With the X03, X-Bionic reaffirms its commitment to solidifying its role in trail running through a highly technical product that feels less extreme than the line's earlier models. Control and cushioning remain the key words, but the message has broadened: to bring TerraSkin technology to a wider audience—one that includes not only elite athletes but also runners seeking protection, precision, and comfort over long distances.

X-BIONIC TERRASKIN X03

CATEGORY - Trail Running / Long-Distance

WEIGHT - 319 g

DROP - 6 mm

DISTANCE - 80+ km

CONCEPT - The most cushioned version of the TerraSkin line, designed to make the shoe-sock system more accessible

FIT AND STABILITY - SkinKnit Upper, specialized sockliner, Speedframe structure, and SpinWeave



MIDSOLE - Speedframe: a design engineered to cradle the foot and ensure stability

OUTSOLE - Vibram Megagrip and Traction Lug with X-Bionic SpinWeave technology that adapts to uneven terrain

LUGS - 3.5 mm

PLUS - TerraSkin Expert Crew socks with X-Bandage and Air-Conditioning Channel 4.0

GTX VERSION - Available with Gore-Tex Invisible Fit for waterproof protection

X-BIONIC TAKES OVER DIRECT MANAGEMENT OF THE ITALIAN MARKET

Starting with the Spring/Summer 2027 season, X-Bionic will take direct charge of the Italian market. The partnership with distributor Colmar will officially end on December 31, 2026, following a journey that has contributed to the brand's development and consolidation in Italy. This decision is part of the company's international growth strategy and reaffirms its commitment to strengthening its presence in a market considered strategic. Through direct management, X-Bionic aims to foster even closer dialogue with customers, business partners, and industry professionals, ensuring continuity, quality of service, and a more integrated view of its operations in the region.

Günther Hell, Country Sales Manager Italy - +39 331.1627229 - guenther.hell@x-bionic.com



A big group hug

The 100 Miglia Monviso is more than just a race: it showcases the region through sports, bringing together nearly 400 runners, over 500 volunteers, and thousands of spectators

BY MANUELA BARBIERI - PHOTO BY DAMIANO BENEDETTO

The fact that so many athletes choose to return, year after year, to the 100 Miglia Monviso confirms that showcasing a region through sports is a winning strategy. Building connections, strengthening community bonds, promoting local culture, and fostering responsible tourism that leaves a lasting impact are the elements that make this event much more than just a race. From July 17 to 19, the Monviso region hosted three days of competitions. Alongside the flagship race – the 100 Miglia Monviso (160 km) – there were also 50- and 20-kilometer races, designed to engage an ever-wider audience of trail running and outdoor running enthusiasts.

THE REGION

From the ancient arcades and cafés of Saluzzo – one of Italy's most beautiful villages – to the rocky slopes that line the trails at the foot of Monviso. The 100 Miglia Monviso crosses one of the least human-impacted landscapes in the Alps, nestled within a natural heritage of extraordinary value. Part of the route runs through the Monviso Park, which – together with the Queyras Regional Nature Park – manages the Monviso Transboundary Biosphere Reserve, recognized as a UNESCO World Heritage Site. It is an environment where nature, history, and culture intertwine, offering athletes an experience that goes beyond the sporting aspect and becomes an opportunity to discover and experience the region.



"This year's event was a success for the region. We believe we can grow in terms of numbers – in fact, we want to grow – and that's why we've brought our best to the table: our landscapes and our people. The feedback we received from the runners gave us immense pleasure because in every message – especially in the long race, the flagship event – they spoke of a warm welcome filled with care, passion, smiles, good local food, and even aid stations run by local runners. In short, the Terre del Monviso region went all out, the runners appreciated it, and now we're already looking ahead to 2027 and to improving even further."

The Organization

PEOPLE

The 100 Miglia Monviso is the story of a region as told through its community. For three days, residents, organizations, and volunteers welcomed athletes and their support teams, sharing with them traditions, music, places to explore, and culinary delights. The village in the center of Saluzzo served as the hub of the event. Together with a rich program of sports and cultural side events, it brought the three-day event to life, engaging not only the athletes at the start but also families, supporters, and thousands of enthusiasts who followed the races from the towns along the routes or from mountain huts. But behind the 100 Miglia Monviso lies the work of 500 volunteers who cleared and marked the trails, manned the aid stations, and supported the athletes along the entire route. It was a great collective embrace made up of encouragement, smiles, and a strong sense of community.

THE RACE THAT WRAPS UP THE CIRCUIT

On Sunday, August 30, Crissolo will host the Monviso Trail, the race that concludes the 100 Miglia Monviso circuit. The course, 26 kilometers long with 1,900 meters of elevation gain, winds along the historic trails of the "Giro di Viso" and Italian mountaineering, passing through Pian della Regina, Pian del Re, and the Giacoletti, Quintino Sella, and Alpetto mountain huts, at the foot of the "King of Stone." A concentration of breathtaking views that, since as far back as 2013, has drawn about 300 participants attracted by a technical challenge set within a natural environment of extraordinary value.

NUMBERS 2026

THE REGION

2 VALLEYS
18 MUNICIPALITIES

PEOPLE

NEARLY 400 ATHLETES
MORE THAN 500 VOLUNTEERS
30 ORGANIZATIONS
THOUSANDS OF VIEWERS

RACING

M160K

80 PARTICIPANTS
6 FOREIGN ATHLETES
(3 SPAIN - 1 SWITZERLAND -
1 FRANCE - 1 POLAND)

72 MEN
8 WOMEN

M50K

126 PARTICIPANTS
11 FOREIGN ATHLETES

(1 BELGIUM - 1 PERU - 2 GERMANY -
2 SWITZERLAND - 2 NETHERLANDS -
1 PHILIPPINES - 2 FRANCE)

109 MEN
17 WOMEN

M20K

169 PARTICIPANTS
5 FOREIGN ATHLETES

(3 FRANCE - 1 HUNGARY - 1 ALBANIA)

127 MEN
42 WOMEN

PARTNERS

The 100 Miglia Monviso is supported by technical partners from the running and outdoor communities who, since the very first edition, have chosen to support not only a sporting event but also a project aimed at promoting the Terres Monviso region:

- Mico
- Ferrino/Silva
- Topo Athletic
- Santa Maria Pharmacy
- Vibram (with the Terres Monviso Running Park)



Five years ago, it was just an idea. Today, it's the home of Milan's runners

WHY RUN is celebrating its fifth anniversary while already looking toward the future: after making a lasting impact on Milan's running culture, the project is now ready to embark on a new path - one that leads to Rome

BY MANUELA BARBIERI - PHOTO BY LORENZO GUSLANDI

Five years ago, it was just an idea. Today, it's a nationally recognized reality, capable of attracting runners, enthusiasts, and industry professionals every day and of building one of Italy's most active and vibrant running communities. The WHY RUN project has helped redefine the very concept of a specialty store, transforming it into a place—or rather, an ecosystem—where products, services, advice, and experiences come together to promote and spread a new running culture based on well-being, sharing, and inclusion.

On June 24, the store celebrated its fifth anniversary. Founded in 2021 at Corso Sempione 6, building on Sportland's more than 30 years of experience, WHY RUN was conceived from the outset as something different from a traditional retail store—namely, as a hub capable of supporting every runner on their athletic journey, before, during, and after training. This model combines expert consultations, gait and running analysis, shower facilities, locker rooms, and bag storage, a community meeting area, and partnerships with health and performance professionals to offer every customer comprehensive support.



*Michele Odolini,
CEO of Sportland
and WHY RUN, as he presents
the commemorative footprint
to Marco Trimboli,
Brooks's sales manager for Italy*

Over the past five years, the project has grown alongside its community, earning the trust of leading international running and trail running brands and giving rise to collaborations, product tests, exclusive launches, events, and initiatives that have cemented its role as a landmark in the heart of Milan. To honor them, during the celebratory evening, WHY RUN presented them with some of the iconic footprints that make up the famous wall designed by British designer Paul Cockledge. This gesture, rich in symbolic meaning, was a way to thank those who, over the past five years, have left a mark—or rather, a footprint—on the history of WHY RUN, helping to make it what it is today.

The fifth anniversary marks an important milestone, but also a new starting point—the beginning of a new phase. After Milan, WHY RUN is ready to bring its experiential retail model to Rome, bringing to the capital the same focus on the community and the same vision of running as an experience of well-being, connection, and sharing. This new chapter builds on the solid foundation laid over the past five years and will see WHY RUN make a new mark on the Italian running scene.

"Over the past five years, we've learned one thing: numbers are important, but they truly gain value when they tell stories about people. Behind every gait analysis, every consultation, every training session, and every event, there's someone who started running, achieved a goal, or found a community with which to share their passion. We've helped over 12,000 runners choose the right shoes, conducted more than 3,500 gait analyses, supported over 7,000 people in their training, partnered with hundreds of sporting events, and organized hundreds of events that have helped build one of the most vibrant communities in Italian running. The achievement we're most proud of, however, isn't the numbers, but the relationships, friendships, and sense of belonging that you feel every day at WHY RUN. Five years ago, we wanted to create a home for Milanese runners. Today, that home has become a community. This anniversary isn't a point of arrival, but a new starting point. We'll continue to invest in people, in running culture, and in the growth of our community, with our eyes already set on the future. Our next big and ambitious goal is to bring the WHY RUN experience to Rome as well, to build a new home for runners and continue to spread a model capable of fostering well-being, relationships, and value for our cities."



Michele Odolini

Michele Odolini, CEO of Sportland and WHY RUN

CREW & COMMUNITY

Every week, WHY RUN hosts a packed schedule of training sessions open to the public, organized in collaboration with Milan's leading running crews and communities, which over the years have shared values, projects, and experiences, helping to build a running culture that is increasingly inclusive, participatory, and open to the city.

- adidas Runners
- Charity Runners
- Flying Girls Milano
- Gouro Run Club
- Hard Run Club
- Mensana Run Club
- Salomon Gravel Team
- Urban Runners
- Yapperz



Second store, same identity

Following Marotta, Caraffa Sport & Run is opening a second location in the historic center of Senigallia. A new space dedicated to running, walking, and outdoor activities, designed to complement specialized consulting with events, training, and activities aimed at the community

BY CRISTINA TURINI

The opening of the Senigallia location marks a significant milestone in Caraffa Sport & Run's journey. After consolidating their Marotta store, Davide and Alessandra Chiacchiarini have decided to expand the business with a second location, reaffirming their vision of specialized retail based on technical expertise, service, and customer relationships. The new store is located in a dynamic area with a strong sports culture and a natural affinity for the outdoors.

The goal isn't simply to establish a presence in a new location, but to bring an already well-known model to Senigallia: a store where running, walking, trail running, and outdoor activities are promoted through expert advice, product testing, local initiatives, and a focus on the real needs of those who participate in sports.

For Caraffa Sport & Run, this represents not only business growth but also a reaffirmation of its identity: remaining true to its family roots while, at the same time, taking a broader view of market trends. We spoke with Davide Chiacchiarini to understand how this new store came about and what role a specialty store can play today in a city like Senigallia.

After Marotta, why did you choose to open a new store in Senigallia?

The decision to open in Senigallia was the result of careful consideration. We didn't want to open a second store that was identical to the first; rather, we wanted to offer a different experience while maintaining the same identity, values, and expertise. In Marotta, we're in an extremely convenient location, right at the highway exit, with free parking right in front of the store. Many customers also come from far away: they take the highway, exit at Marotta-Mondolfo, and come to us because they know us, trust our advice, and know they'll find the best brands in the industry. Senigallia, on the other hand, represents a whole new dimension. We chose the heart of the historic center, in the pedestrian zone, because here the store becomes part of the city. People stroll, enjoy events, and soak up the history, culture, and atmosphere of one of the most famous towns on the Adriatic coast. We like to say that our stores offer two different experiences: Marotta is practicality, convenience, and immediacy; Senigallia is atmosphere, beauty, discovery, and sharing. Our expertise is the same; what changes is the way the customer experiences it. The store itself embodies this idea: a historic building, with original beams and the charm of



the downtown architecture, that harmonizes with modern furnishings and a clearly recognizable identity.

Above, Davide Chiacchiarini in front of the store in Senigallia (AN)

When customers walk into the new store in Senigallia, what first impression do you want to convey to them? Tell us how the space was designed – from the departments to the atmosphere, right down to the details that make the Caraffa Sport & Run world instantly recognizable.

We want everyone who walks in to immediately sense a welcoming and highly specialized environment. Every detail has been carefully designed to make customers feel at ease, without compromising the technical expertise that has always set us apart. On the ground floor, you'll find the best in running, walking, and outdoor gear, featuring a carefully curated selection of top brands. But the heart of the project is also on the upper floor, where we've created our Hub: a multipurpose space dedicated



DATA SHEET

Name: *Caraffa Sport & Run*
Address: *Via Arsilli 88, Senigallia*
Phone: *+39 071.6635464*
Email: *info@caraffasportandrun.it*
Facebook: *SportCaraffa*
Instagram: *@caraffasportandrun*

Number of locations: *two*
Starting Lineup: *Davide and Alessandra Chiacchiarini*
Year of opening: *2025*
Showcases: *one*
Total retail square meters: *120*
Retail space for footwear: *40 square meters*
Retail space for clothing: *40 square meters*
Sports covered: *running, trail running, hiking, mountaineering, skiing*
BRANDS
Footwear: *adidas, Altra, Brooks, CMP, La Sportiva, New Balance, HOKA, Saucony, Scott*
Apparel: *adidas, CMP, Mizuno, Picture, Redelk, Scott, Xtech*
Equipment and accessories: *BV Sport, CMP, Ferrino, Garmin, Opinel, Sidas, Shokz*

Other services: *dynamic and static foot strike tests, product consultations, insoles, and personalized training programs; workshops focused on the world of the outdoors and running*



to workshops, product presentations, meetings with companies, events, training courses, art exhibitions, and initiatives open to the community. We want customers to experience the store even beyond the moment of purchase.

In 2021, you mentioned that Caraffa Sport & Run wanted to be more than just a store – it wanted to be a place where people could have an experience. How did you bring this philosophy to life in the new Senigallia store?

Today, this philosophy is more tangible than ever. Caraffa Sport & Run is not simply a sporting goods store. Over the years, it has become a go-to destination for many people who share a passion for exercise and wellness. We've built a recognizable identity through our colors, our approach to work, our expert advice, and our warm hospitality. Today, we can speak of a true Caraffa Sport & Run experience – one built on listening, expertise, relationships, and sharing.

What kind of customers do you expect to meet in Senigallia? Experienced runners, beginners, walkers, sports tourists, or outdoor enthusiasts?

We expect a very diverse customer base. Experienced runners will continue to find highly technical products and expert advice, but we also want to be a go-to destination for those just starting to run, for those who walk every day, for hiking enthusiasts, and for anyone simply looking for a comfortable, high-quality shoe. Sports are for everyone, and our goal is to support each person on their own journey.

Senigallia is a seaside town with a strong tourism sector but also a very vibrant local community. How much did this factor weigh in your choice of location?

A great deal. Senigallia is a vibrant city all year round, with a strong sporting and cultural identity. The waterfront, the events, the tourism, and the atmosphere of the historic center make it the ideal setting for a project like ours. Being here means becoming part of a community that embraces sports and wellness every day.

Opening a second store today also means taking on more risk in a challenging market. What factors convinced you that it was the right time to do so?

We've noticed a steady increase in the trust people have in us. More and more people were asking us for a store closer to

them. We've seen our events grow, along with our community's participation and the desire to create something that goes beyond just a store. It was a major decision, but we believe that investing in the local community is the best way to look toward the future.

Are you planning product tests, running groups, events, or partnerships with local sports clubs?

Absolutely yes – events are part of our DNA. We'll be organizing shoe test runs with leading brands, workshops, group training sessions, and meetings with athletic trainers, physical therapists, nutritionists, and companies in the industry. We're also proud to have founded Caraffa Sport ASD, the first club in the Marche region directly affiliated with a running store. Through our club, we promote running, walking, and physical activity, but we also strongly believe in collaborating with other local organizations. We're already working with various associations and sports clubs, including the CAI in Senigallia, because we're convinced that sports thrive through networking and sharing expertise. Our goal isn't to create a closed-off world centered on Caraffa Sport & Run, but to be a meeting place open to everyone.

Compared to 2021, what changes have you seen in the running market and in customer behavior?

Today's customers are much better informed. They come in after reading reviews, watching videos, and comparing dozens of products. But that's precisely why they're even more eager to receive expert advice. People want someone who can listen to them and guide them in making a choice. The reason people run has also changed. More and more people are running or walking to feel good, improve their health, and live better lives. For us, this represents a great opportunity. Technology evolves, but human connection remains our most important value.

If you had to describe the new Caraffa Sport & Run in Senigallia in three words, which ones would you choose?

Expertise. Community. Experience. Expertise is what sets us apart – after all, we've been in business in this area for four generations. Community is what we've built over the years. Experience is what we aim to offer every time someone walks into our stores. Over the years, we've come to realize one thing: people don't just choose a product – they also choose the values and the people behind it.



Gravel riding and running in the heart of Africa

Cycling takes you far, but it's by running
that you truly discover Rwanda

TEXT BY DINO BONELLI - PHOTOS BY DINO BONELLI AND ROBERTO CRAVERO

And after Burundi and Tanzania, here we are in Rwanda, still riding our BAM bikes with bamboo frames, still alternating between enjoyable cycling tours and relaxing evening rides when our legs and time allow. We had set out from Bujumbura, in Burundi, intending to come to Rwanda—specifically to its modernized capital, Kigali—to watch the Road World Championships, but the border between the two countries is closed due to political disputes, so we took a detour through Tanzania and arrived here from there.

On our long and adventurous trip, however, since both myself and my friend and travel companion Roberto Cravero are, first and foremost, runners, we've included evening runs every other day, and we'll do the same here in Rwanda. On our second stop in Rwanda, the random way we always choose where to stay leads us to a lovely farm hotel not far from Lake Miravi—one of the many such hotels, with their elongated shapes, that dot the area. After changing our clothes and shoes, we set off. The author of this piece was a triathlete for years, with five Ironman races under his belt, so he knows that the transition from cycling to running creates an initial phase where the legs don't respond well. Moreover, it's one thing to do a triathlon where you cycle for a couple of hours; it's quite another to spend the whole day on a gravel bike, on bumpy and slippery roads—which are never flat here—and then start running. In fact, on our evening rides, our legs have absolutely no intention of kicking into gear, getting moving, or showing that they have a background in running. So, after grabbing a gel from the bike's "galley"—that is, the Taac travel bag hanging under the seat tube, where we've stowed various dietary supplements from Cetilar Nutrition, essential for any endurance sport—we set off at a light jog toward the lake.



Here is a quiet world, made up of men who fish with nets that are cast, towed, and hauled in by hand, women who clean the fish and mend the nets on the grassy shore, and young people who fetch water in large containers and then carry it up the hills to water the vegetable gardens—all of them accompany us on our little jog. A dozen kilometers, for the pleasure of running, for the joy of discovery, because running takes you places even the versatile gravel bikes can't reach. Upon our return,

the excellent Recovery Pro restores to our muscles what was depleted during the prolonged, multifaceted efforts of the entire day. The next day, back in the saddle, refreshed and always hungry for more, with one final, necessary stop. We stop to visit the Nyamata Genocide Memorial, 30 km from Kigali, a harrowing testament to the 100 days of the Rwandan civil war (April–July 1994), where nearly a million people were slaughtered, most of them with machetes. Powerful images, terrifying stories, a heavy atmosphere. Silence and dismay accompany our final pedal strokes toward the capital.



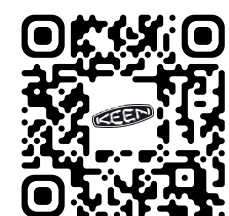
Kigali, with its many skyscrapers springing up, is beautiful and clean. Right now, however, because so many streets are closed to allow the World Championships to take place, it's particularly inconvenient and congested. Here we settle into the cozy Greek Tavern, where the owner's kindness, along with the exquisite and varied cuisine, adds extra value to a location right next to the race course. One last day of gravel riding to test the entire World Championships course—including tackling the toughest climbs, the cobblestone sections, alongside cyclists from various

national teams on their reconnaissance runs—then we pack up the bikes and head out with nothing but our running shoes on. With these, we'll head out both to watch the various events of the World Championships and to go on several lovely morning runs. One of these, about fifteen kilometers toward the immaculately maintained golf course, takes us past a sort of green, four-lane track. Not the usual loop, but a beautiful, winding, elongated course that undulates alongside the undulating greens. A 2,400-meter tartan-like track, clearly marked every 100 meters in both directions. A track that allows users—almost all locals—to carefully prepare for various running distances. In fact, some do flat intervals, others uphill intervals, some do short sprints, and others focus on longer workouts for long-distance and middle-distance training. Of course, we, too, take full advantage of the entire track, even allowing ourselves a few significant changes of pace. Without the cycling that has characterized our trip, in fact, our legs feel less stiff, more supple, and our strides are definitely longer.

As for the grand finale of the World Championships—namely, Sunday's men's Elite race—we'll be watching it in our street clothes, with the Italian flag proudly on display, as we marvel at that otherworldly rider, Tadej Pogačar, win the title for the second time in a row and don the rainbow jersey once again.

**IN THE NEXT
ISSUE**

We'll take you
for a run
in the Philippines



DISCOVER THE
NEW COLLECTION

Run for the Trails



SCARPA®

**Alien
Limited Edition**

**Not from
this planet**