

THE PERFECT MIX: SPORT & LIFESTYLE



SPORT

Running. Hiking. Pickleball. Tennis. Fitness. Training.

FOOTWEAR ALL ABOUT THE RUN

INNOVATION ABOUNDS IN THE NEWEST PERFORMANCE RUNNING SHOES, FROM MAX-CUSHION ROAD SHOES TO LIGHTWEIGHT TRAIL PERFORMERS TO SPEED DEMONS AND SUPER SHOES. TAKE A LOOK AT WHAT'S NEW AND WHAT'S NEXT. BY CARA GRIFFIN

HELIOS • GENESIS 8
The Spring 2017 Helios is redefining the concept of an easy and smooth runner. The Israeli technology aims to make running and walking easier — it offers subtle shock absorption, a control plate for enhanced stability and a more pronounced arch for foot and propulsion control. The gender-edible, casual and geometric forward motion. The shoe's aesthetic is laid back, like the glow. And it is available in three widths. [NIKE.COM](#)



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SPECIAL REPORT / PICKLEBALL

10 THINGS YOU NEED TO KNOW ABOUT PICKLEBALL

PHOTO BY JEFFREY M. HARRIS

STYLING: JESSICA K. HARRIS

The nation's fastest growing sport is taking Americans by storm and growing more every single day. With over 4 million players and permanent courts located throughout all 50 states, pickleball is officially here to stay. There's no doubt that the sport captivates players from the first time they step on the court for the first time; with its social yet active nature, pickleball is making a name for itself among other major sports. Have you had a chance to get out to pickleball court yet? If not, or even if you have and are still getting to know the game, here are 10 Things You Need to Know About Pickleball.

BY LAURA GAINOR

1. What is pickleball?

The game of pickleball is a combination of tennis and badminton. The sport is played with a solid plastic ball and a paddle. The ball is made of a plastic core with a hollow center and is slightly larger than a tennis ball. The paddle is made of a composite material and is slightly larger than a tennis racket. The game is played on a court that is 18 feet wide and 44 feet long.

2. The History of Pickleball

The game of pickleball was invented in 1965 by three American men: Joel Pritchard, Bill Bell, and Barney Maclean. The game was named after a local pickleball, a small ball that was used in a game called "pickleball." The game was first played on a tennis court in the state of Washington. It was later moved to a dedicated court in the state of Washington.

3. The Play Pickleball

Learning to play the sport of pickleball is easier than you might think. Pickleball is a relatively new sport and

is still a lot of fun to play. The game is played on a court that is 18 feet wide and 44 feet long. The ball is made of a plastic core with a hollow center and is slightly larger than a tennis ball. The paddle is made of a composite material and is slightly larger than a tennis racket. The game is played on a court that is 18 feet wide and 44 feet long.

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4. What You Need to Play Pickleball

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5. Where to Play Pickleball

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6. Why Play Pickleball

With about 4 million players in the United States, pickleball is the fastest growing sport in the country. The game is played on a court that is 18 feet wide and 44 feet long. The ball is made of a plastic core with a hollow center and is slightly larger than a tennis ball. The paddle is made of a composite material and is slightly larger than a tennis racket. The game is played on a court that is 18 feet wide and 44 feet long.

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PHOTO BY JEFFREY M. HARRIS

STYLING: JESSICA K. HARRIS

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STYLE

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

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FOOTWEAR

Running. Hiking. Comfort. Sandals. Recovery. Sneaker Style.

ALL DAY EVERY DAY:

CHIC COMFORT GOES THE DISTANCE

Style is as important as ever for shoppers heading into 2022 — whether trend-right chaps, rugged boots or sleek slip-ons, the consumer demand for chic hasn't changed. What is different? Consumers aren't interested in compromise. If the shoes don't feel right, they're not an option. Luckily, comfort brands are more than ready to deliver, with fashion-forward silhouettes packed with enough smart construction, technical materials and clever design to make these styles women will reach for, no matter what the day brings. **BY JENNIFER BRUNT BLUESTEY**

CHUCKS
They do and comfortable without anything any else (the Dr. Martens boot). The boot, which is made of leather, is a rugged, casual, and comfortable shoe that is perfect for the everyday. It's a classic, and it's a classic for a reason.

BOOTS
The 100 Series boot is a classic and comfortable boot that is perfect for the everyday. It's a classic, and it's a classic for a reason.

SNEAKER STYLE

MOVERS & SHAKERS

New year, new takes on the mid-century modern style trend. Whether for light workouts, walks around the block, taking it on the road or at the office, these new styles combine a cool factor to go along with innovative tech. Thanks to comfort, cushioning, breathability, and more in 2022's latest sneaker offerings.

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RUN / FOOTWEAR

FLYING HIGH

Light and durable, a key to the running shoe's success is the way it feels. It's not just about the look, but the feel. It's not just about the look, but the feel. It's not just about the look, but the feel.

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BOOTS — The 100 Series boot is a classic and comfortable boot that is perfect for the everyday. It's a classic, and it's a classic for a reason.

WALK
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FOOTWEAR

STEP INTO STYLE

Looking good and feeling good is the name of the game in 2022. It's not just about the look, but the feel. It's not just about the look, but the feel. It's not just about the look, but the feel.

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TRENDS

Insight and analysis of key markets and categories.

IN PURSUIT OF MOVEMENT & THE WAY WE MOVE NOW

BY EMILY WALZER

More than 1 million hula hoops sold last year and a new category of jump rope influencers took Instagram by storm. Walks around the neighborhood replaced crowded boutique fitness classes and bike racks were back ordered for six months. As the pandemic upended our daily routines, changing our approach to exercise, "movement goals" became the pathway to a healthy lifestyle.

THE IMPORTANCE OF WELLNESS

WITH WELLBEING TOP OF MIND, WE EXPLORE HOW STAINLESS BRANDS HIGHLIGHT HEALTH AND HAPPINESS IN THEIR FOOTWEAR. BY SUZANNE BLECHER

RED HOT RECOVERY

THE RECOVERY CATEGORY IS EXPLODING & BOILING. BY SUZANNE BLECHER

When Telco CEO Terry Williams was a collegiate runner at Dartmouth in the 1990s, he would take his shoes off after a hard workout and jog or walk barefoot on the grass to recover. In 2012, Williams went on to create a brand based on that barefoot feeling, yet with added supportive shock absorbing propulsion. Recovery products were prevalent in 2012 – supplements, socks, hydration drinks, cooling towels – but there were not a lot of footwear options. Fast forward ten years, and product is proliferating not only for runners, but nurses, teachers, production line workers and more. Today's recovery category is for everyday athletes – which pretty much means each and every person who spends a significant amount of time on their feet! This new definition has opened up a wide variety of options to explore from a slew of brands. Here's a roundup of the newest and most innovative.

DESIGN / PERFORMANCE

PERFORMANCE TODAY

MESSAGE RECEIVED

WHAT WE SAY WHEN WE TALK PERFORMANCE IN 2022

BY EMILY WALZER

STRATEGIES/TRENDS

In a Challenging Environment, Brand's Try New Techniques to Differentiate the Consumer Market

THE ABC OF BRAND STRATEGY

CONSUMER/TRENDS

What you need to know about the group that makes up a quarter of the population

GEN Z EXPLAINED

IN THE STUDIO: DESIGN INFLUENCERS

The force behind what's new and exciting in today's marketplace.

DESIGN / SUSTAINABILITY
Accessory Take Center Stage with Innovative Sustainable Materials. By Suzanne Richter

GEAR GETS GREEN



When it comes to accessories, the fashion world has been looking for ways to make them more sustainable. The result? A new wave of eco-friendly materials and production methods. From recycled plastics to organic cotton, designers are finding ways to make accessories that are both stylish and sustainable.

Recycled Plastics and Fabrics
One of the most popular sustainable materials is recycled plastic. Designers like Stella McCartney and Stella McCartney have been using recycled plastic for years. They have created a range of accessories, from handbags to shoes, that are made from recycled plastic. The result is a material that is both durable and sustainable.

Organic Cotton and Hemp
Another popular sustainable material is organic cotton. Designers like Stella McCartney and Stella McCartney have been using organic cotton for years. They have created a range of accessories, from handbags to shoes, that are made from organic cotton. The result is a material that is both durable and sustainable.

Hemp and Bamboo
Hemp and bamboo are also popular sustainable materials. Designers like Stella McCartney and Stella McCartney have been using hemp and bamboo for years. They have created a range of accessories, from handbags to shoes, that are made from hemp and bamboo. The result is a material that is both durable and sustainable.

IN THE STUDIO: UP AND COMING
Entrepreneurs Arrive with Exciting Ideas at an Opportunity Time. By Suzanne Richter

Incubator Innovators



Incubators are a hot topic in the startup world. They provide a space for entrepreneurs to develop their ideas and launch their businesses. There are many different types of incubators, from co-working spaces to dedicated startup incubators. Each type of incubator has its own strengths and weaknesses.

Co-working Spaces
Co-working spaces are a popular type of incubator. They provide a space for entrepreneurs to work and collaborate. They often have a variety of amenities, including meeting rooms, event space, and more. Co-working spaces are a great way for entrepreneurs to get started.

Dedicated Startup Incubators
Dedicated startup incubators are another type of incubator. They provide a space for entrepreneurs to develop their ideas and launch their businesses. They often have a variety of amenities, including meeting rooms, event space, and more. Dedicated startup incubators are a great way for entrepreneurs to get started.

SUSTAINABILITY / INNOVATION
The Good, the Bad, and the Effectiveness of Climate-Busting. By Emily Weber

Making an Impact



Research shows that climate change is a real threat. It's causing a variety of problems, including rising sea levels, more frequent natural disasters, and more extreme weather. We need to take action to stop climate change. There are many ways to do this, including reducing our carbon footprint, using renewable energy, and more.

Reducing Our Carbon Footprint
One of the most important ways to reduce our carbon footprint is by using renewable energy. Renewable energy is energy that comes from natural resources, such as wind, solar, and hydro. It is a clean and sustainable source of energy.

Using Renewable Energy
There are many ways to use renewable energy. One way is to install solar panels on your roof. Another way is to use a wind turbine. There are also many other ways to use renewable energy.

IN THE STUDIO: CROSS-INDUSTRIAL HUES
How Brands are Combining Climate Creativity with Style & Function. By Suzanne Richter

Weather Report



With a focus on sustainability, brands are looking for ways to combine style and function. They are creating products that are both fashionable and eco-friendly. This is a new trend in the fashion industry, and it's one that is gaining momentum.

Eco-Friendly Fashion
Eco-friendly fashion is a new trend in the fashion industry. It is a type of fashion that is made from sustainable materials and produced in an eco-friendly way. Eco-friendly fashion is a great way to stay fashionable while also being environmentally conscious.

Sustainable Materials
There are many different types of sustainable materials. Some are made from natural resources, such as cotton, linen, and wool. Others are made from recycled materials, such as plastic and metal. Sustainable materials are a great way to reduce our carbon footprint.

CONSUMER SURVEY

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

TRENDINSIGHT

TRENDS | MESH.OI

Understanding the Pickleball Consumer

If you see like everywhere you turn this summer, people are talking about pickleball trends anything is harder or selling in 15 minutes needs to be covering in rapid growth. Pickball is definitely the right way. And the response to the label never backs off.

Of the over 1.1M active consumers we polled, 5% experienced and five other have played play to get playing quickly. These between the ages of 40-60 are most likely to say they play pickleball, according to income. Middle income, but 40% are young play mostly rather than in-house or in-house.

Consumers are buying apparel, shoes, socks, accessories and equipment (paddles, balls) and looking for the sport. Inspiration is why we are ready to be pickleball products.

As spending goes up sport-specific stores, this specific (for example, a tennis and some more than others) and has not potential pickleball shopping behaviors.

Consumers are spending money on products, and not on exclusive accounts. 94% said that 39% of athletes who they play to play between 100 ball on pickleball equipment, with 30% planning to pay under \$100 and 10% saying they plan to pay \$100-150. Similarly, 40% say they plan to spend \$100-150 on the pickleball footwear, with 20%

planning to pay less than \$100 and 24% planning to pay between \$100-\$150. We also found that consumers are open to trying out new brands, with 12% saying they do not go for the more tech pickleball products with a specific pickleball brand in mind.

When it comes to "big" consumers purchase a particular pickleball brand, the most likely influencing factors include online reviews, followed by family/friends recommendations, followed by influencers, discounts and coach/instructor advice. ■

source: mesh

Do you see yourself as a (check all that apply):
 Beginner, Intermediate, Advanced, Expert, Professional
 Source: Mesh OI survey of 1,140 active consumers. See mesh.io for more data on this report and our other reports.

Pickleball Players Weigh In on Key Questions

Of the 1,140 active consumers surveyed, 27% said that they play pickleball. These are said "yes" they do play pickleball answered the following questions.

How long have you been playing Pickleball?

| Time Period | Percentage |
|-------------|------------|
| 0-6 months | 13% |
| 7-12 months | 2% |
| 1-2 years | 22% |
| 3+ years | 23% |

How many times per month do you typically play Pickleball?

| Frequency | Percentage |
|-----------|------------|
| 1-10 | 17% |
| 11-20 | 16% |
| 21-30 | 16% |
| 31+ | 5% |

Where do you mostly play?

| Location | Percentage |
|-------------------------|------------|
| Indoor | 6% |
| Outdoor | 9% |
| Both indoor and outdoor | 14% |
| Other | 71% |

Do you play socially, in local leagues or in independent tournaments?

| Play Style | Percentage |
|-------------------------|------------|
| Socially | 2% |
| Local leagues | 4% |
| Independent tournaments | 12% |
| Other | 82% |

If you play mostly socially, are you considering joining a Pickleball league or playing in an independent tournament?

| Consideration | Percentage |
|-----------------|------------|
| Not considering | 4% |
| Considering | 12% |
| Not sure | 24% |
| Already joined | 60% |

Of the more than 1,100 active consumers we polled, 56% of respondents said they either have played or plan to start playing pickleball.

Have you ever played Pickleball?

| Response | Percentage |
|----------|------------|
| Yes | 27% |
| No | 73% |

| Age Group | Yes (%) | No (%) |
|-----------|---------|--------|
| 18-29 | 16% | 84% |
| 30-39 | 2% | 98% |
| 40-49 | 11% | 89% |
| 50-59 | 26% | 74% |
| 60-69 | 25% | 75% |
| 70+ | 22% | 78% |

| Gender | Yes (%) | No (%) |
|--------|---------|--------|
| Male | 29% | 71% |
| Female | 25% | 75% |

source: mesh | surveying consumers

source: mesh | surveying consumers

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▶ **SEIZE THE TREND!**

STYLE INSIGHT

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

STYLE INSIGHT

Sorbothane® Ultra SOLE
Proven Shock Reduction for all Sports

The Ultra SOLE Sorbothane® sole absorbs shock, reduces fatigue and improves performance. The Ultra SOLE Sorbothane® sole is made of a special material that is soft and comfortable, yet strong and durable. It is designed to provide maximum shock absorption and reduce fatigue. Sorbothane® is a registered trademark of Sorbothane Corporation.



Sorbothane
SHOCK REDUCTION

STYLE INSIGHT

MERINO EXTREME

Woolen Fiber Guaranteed
100% Merino Wool
Color Resistant, Temperature Regulation, Sustainable
Respectfully sourced Merino
in soft areas of body
Wool Cushion
Extra Cushion for Extra Protection and Comfort



RUN LUXE

Woolen Wool Top
For Added Softness
Anatomical Foot Pocket
For Total Comfort
Extra Cushion Padding
For Total Extra Protection

WRIGHTSOCK
SEAMLESS TOES MADE IN USA. MOISTURE WICKING
Anatomical Foot Pocket. Custom-Dense Padding for Total Extra Protection.
Visit us at wrightsock.com

STYLE INSIGHT

SKECHERS



SKECHERS VIPER COURT

Skechers, The Comfort Technology Company™, brings to signature comfort and innovation to pickball with Skechers Viper Court Footwear. Every pair provides pickball players with responsive performance in a breathable, lightweight design that features the enhanced grip and stability of a Goodyear® rubber outsole plus the support of a shock-absorbing Arch Fit™ insole. skechers.com

STYLE INSIGHT

LP COMPRESSION APPAREL



LP

The Power System incorporates the knowledge of sports science to target, activate, and reinforce the natural muscles of the muscles, the torso, and the upper arms to increase speed and muscular stability. The seamless technology and Comfort System offer optimal wearing comfort.

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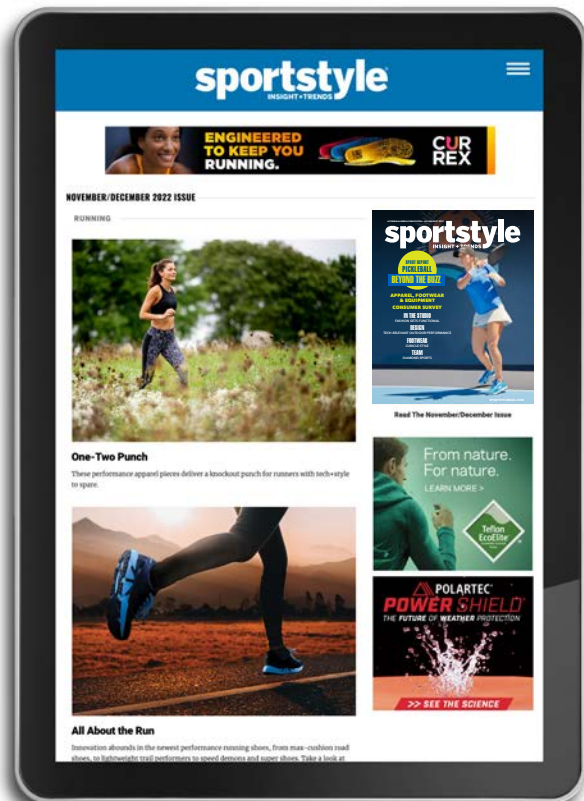
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