

RUNNING INSIGHT

TAKING A STAND

**BRANDS
PLAY
POLITICS**

KIRKENDALL Q&A

**JACKRABBIT
CEO TALKS
FUTURE**

ACCESSORIES

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JACKRABBIT SET TO Move Forward



It has been three weeks since Los Angeles-based CriticalPoint Capital completed its acquisition of the JackRabbit chain of specialty running stores from The Finish Line. And changes are underfoot at the 65-door chain that employs 800, but there are also some elements that will remain. One is CEO Bill Kirkendall. *Running Insight* asked him to answer some burning questions about JackRabbit and its future.



How will JackRabbit be materially different under your new ownership?

“Our conversations with CriticalPoint during the sale process were very encouraging and exciting due to the fact they very much aligned with regards to our strategy of rebranding the stores under JackRabbit brand, accelerating our digital growth through JackRabbit.com, continued growth through acquisitions, merchandise strategy that provides solution based products rooted in running and trust in our management team. Finish Line provided tremendous support to establish our foundation. The material difference is that CriticalPoint will provide the support to accelerate the growth strategy with urgency.”

Will there be a shift in ratio of footwear and accessories to apparel?

“Over the past two years we have continued to execute the strategy of narrow and deep solution based assortments rooted in running and the reduction of our vendor base. We have grown our accessories business dramatically while reducing our apparel percentage of business. Our strong focus on footwear has resulted in an expansion in the category. Our customers are doing many activities today and we have also expanded our training assortments to service our customer’s active lifestyles.”

Is JackRabbit done downsizing unprofitable doors?

“We continue to analyze our store portfolio to optimize our financial performance. I am sure over time we will add and subtract to our store base.”

Is there a set time for acquisitions?

“We are always in the market for attractive opportunities that fit our growth strategy. We are

very interested in expanding into warmer climates as well as backfilling our current geographies.”

In your time with JackRabbit and the Running Specialty Group, what’s the biggest thing you’ve learned about the run specialty market? And the biggest fallacy?

“It will be three years in April that I have been at JackRabbit. When I ran Etonic in the ‘90s we were not only a leader in golf shoes but also had a strong position in the running category. Many of the people we acquired I had called on for years. Running specialty stores are still a compelling destination for active runners given our product breadth, knowledge, specialized service and fitting expertise which will always be of utmost importance to JackRabbit. But runners today are also active participants in other active lifestyle activities and the channel must evolve. There is great opportunity to expand into other categories to fully service today’s modern runner active lifestyle. The biggest change though is that you must service your customer digitally. We have built JackRabbit to enable us to service our customers anytime, anyplace, anyway through our extensive store base and JackRabbit.com. I think the biggest fallacy is that you are unable to build a national running specialty brand that is able to service and provide to their local communities.”

How is JackRabbit’s distribution center strategy changing?

“We are currently setting up our distribution from one single DC to eight DC locations within our stores. We have selected stores with ample capacity that can service their districts within one or two days. We currently fulfill our fast growing e-commerce business from our store base. As we continue our growth we will analyze our distribution strategy.” ■

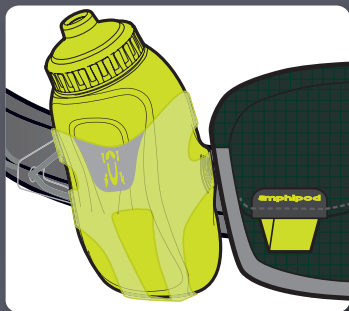
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How To Merchandise and Sell Accessories (continued)



A nutrition display, with product subcategorized.



“Keep things in straight rows and place like products together, including colors.”

“What you don’t want is a wall all mashed together with an eclectic mix of colors, sizes and shapes.”

compared to footwear and apparel. A Nathan study found that the average running store earns about 30 percent of its revenue, but 36 percent of its profit from accessory sales.

“Inherently, we all know we need to sell more products beyond footwear, and selling accessories is particularly important given the profit potential they carry,” Hollowell says.

While sales associates remain the key cog in driving accessories sales, effective visual merchandising only heightens the play. Here’s how operators can up their accessory display game:

Give accessories their due

Hollowell urges operators to provide accessories the space they deserve by creating a plan and budget that helps customers see and staff sell the products.

“Look like you’re in the business of these products

and be in stock of the items you are trying to move,” Hollowell says.

Avoid taking the easy way out

Accessories can be cumbersome to merchandise given their various shapes, sizes and packages. Instead of, say, tossing a hydration pack somewhere it simply fits, take a creative and earnest look at how that product can fit within the current hydration area.

“You don’t want products lost in the presentation,” Wiese says.

Define spaces

At Ellen Brenner-Boutillier’s three Fleet Feet stores in upstate New York, she and her husband, Boots, have carved out defined spaces for injury prevention, hydration, socks, nutrition, and other key accessory categories. Yet more, there is a logical flow

from one category to the next, such as hydration positioned near nutrition.

“It can’t be a mishmash of things,” Brenner-Boutillier says. “Everything has to have its own identity.”

Subcategorize

Within each category, it’s often wise to subcategorize products. With nutrition, for example, group blocks, gels and bars together.

“What you don’t want is a wall all mashed together with an eclectic mix of colors, sizes and shapes,” Hollowell says.

Line ‘em up

Linearity speaks to order, Hollowell says. Keep things in straight rows and place like products together, including colors.

Think like the Egyptians. When visually merchandising, Hollowell says retailers would be wise to embrace the pyramid’s core architecture – wide at the bottom and thin at the top – by placing the biggest products in a given category at the bottom and then getting progressively smaller when moving upward. With hydration, for instance, that would mean hydration packs at the bottom, then belts and then handhelds.

Not too much, not too little

It can be tempting – sometimes even necessary given storage limitations – to put every last piece of inventory on the floor. As much as possible, resist the temptation.

“If things are overstocked and not in alignment, it sticks out and looks messy,” Brenner-Boutillier says.

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Run on clouds.

How To Merchandise and Sell Accessories (continued)



“If things are overstocked and not in alignment, it sticks out and looks messy.”

“Place high-turning, high-margin, high-need items in a visible spot.”

“There’s no shame in snagging the clever merchandising ideas of others.”

Know what goes where

Wiese says larger accessories work better on the wall, while smaller accessories such as lights or safety bands work well on floor fixtures and with one category per side.

“Smaller accessories tend to get lost on a big wall,” she notes.

Less is more

In window displays and on tables, Wiese often finds retailers guilty of stuffing a small area with too many unrelated odds and ends.

“You have two seconds to get someone’s attention and odds are they won’t see seven things stuffed on the table in that time,” she says. “If you’re going to do a feature display, pick accessories that have a presence.”

Seek uniformity

As much as possible, but certainly within a category, use matching hooks, favoring the same color and length.

“When there’s a lack of uniformity, it detracts from the presentation and looks cluttered,” Wiese says.

Remember accessibility

If items are lined to the ceiling, staff or customers will have a hard time reaching them, Brenner-Boutillier reminds. Similarly, items tucked behind mannequins or clothing racks could be invisible to prospective buyers.

Create a united front

Retailers can use mannequins, outfits and accessories to create eye-catching vignettes. Provide customers a cohesive display featuring a hydration belt with gels and a music carrier with headphones in addition to matching apparel and footwear.

“This paints a picture,” Hollowell says. “Take the time to investigate what can be accessorized.”

Allow breathing room

Wiese knows some stores are pressed for space and might only have wall space to display accessories. When that is the case, she suggests giving each category some breathing room rather than packing the wall top to bottom, side to side with accessories.

“This can be overwhelming

and challenging for shoppers,” Wiese says. “If you have the space to do a vertical runner or graphic, then do it. If not, then even a couple of inches will help.”

Spotlight top sellers

Wiese says retailers should place high-turning, high-margin, high-need items in a visible spot. If space allows, retailers might even double merchandise these hot sellers, albeit in an accessible fashion.

“Don’t put these items behind the cash wrap because the customer doesn’t feel comfortable going back there,” she says. “Near the cash wrap, yes. Behind the cash wrap, no.”

Professional signage

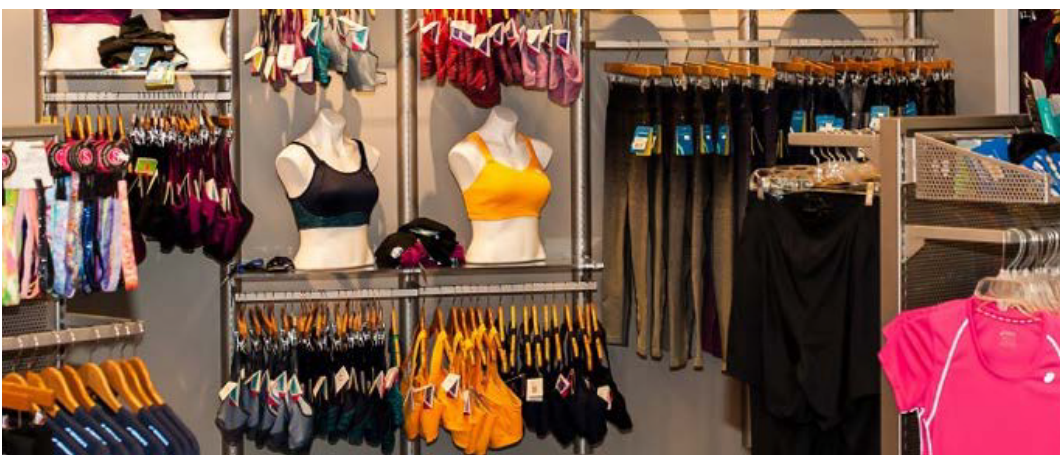
Professionally created signs that define the category and maybe even have an element of education to them – quickly detailing the benefits of technical running socks, for example – can be a subtle sales driver on the showroom floor.

“Store employees are so used to seeing the product and think others are as well, but a few quick bullet points on signage can be educational and a silent salesperson for the store,” Wiese says.

Capture ideas from others

There’s no shame in snagging the clever merchandising ideas of others. On her own shopping adventures, Brenner-Boutillier makes a point of going into other stores and gathering visual merchandising tricks she can bring into her Fleet Feet stores.

“Anthropologie is one store always good for that,” she says. ■



Carve out defined spaces in the store for specific product categories.

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Janji founders Mike Burnstein & Dave Spandorfer.



Janji's River of Dreams



The brand's collections are inspired by countries its staffers visit and part of each journey also centers on giving clean water to the region. Above, a recent trip to Peru.

Dave Spandorfer and Mike Burnstein, two former track and cross-country teammates at Washington University in St. Louis, saw a confluence of opportunity when they both ventured east to Boston in 2012.

They were each 22 and wide-eyed about using the sport of running, as they had in a class project, to create something meaningful through community, exploration and giving back. It was an optimistic point-of-view that mirrored the mission and brand statement of Boston brothers Bert and John Jacobs 18 years earlier when the duo created the Life is Good business in the neighborhoods of Beantown in 1994.

But Spandorfer and Burnstein's approach to building a brand was about more than slapping a positive message or graphic on a T-shirt. They wanted to make a difference in the world. And they were hungry for success.

The duo wanted a company and brand that would extend the individualization that Nike proposed through "Just Do It" and the "about team" message Under Armour cultivated in its early days to community.

"We really had no idea what we were doing when we first got started," admits Spandorfer. "But we listened to stores. We listened to customers. And that's why our product has taken such a leap since that initial launch."

Welcome to Janji, a performance running apparel brand where the designs of two seasonal collections (about 150 SKUs each in men's and women's) are inspired by a country the company's young staffers visit and explore. Part of each journey also centers on giving clean water to the region. In Spring 2017, it is Peru. Last fall,

it was Kenya. Ten percent of every sale is donated to the country for clean water efforts. Nearly all of Janji's products are sourced from a Swedish-owned factory near Shanghai, China, but much of the fabric comes from the countries it works in every season.

"Water is the centerpiece of the brand," proclaims Spandorfer who confirms Janji sales grew 80 percent in 2016 from its distribution in more than 150 U.S. run specialty shops including Boston's own Marathon Sports. "Just as water connects the world (geographically and metaphorically), Janji wants to be the athletic brand that connects people, both on runs and outside of them."

To date, Janji has given the equivalent of 50,000 years of clean water to people around the world in only five years, he estimates.

Besides its wholesale distribution, Janji continues to operate a pop-up store it opened on Boston's Newbury Street in September 2016 and a website. The company does not sell through Amazon.

The company store has allowed Janji to accelerate its community-building, largely through numerous weekly workout classes and a once-a-week, 10-mile run that regularly draws more than 50 participants.

The co-founder won't disclose how much capital Janji has raised during its young life, but confirms most has been generated by runners themselves and people connected to the sport or retail industry. "The most rewarding thing about starting a brand out of college is that we got to pour our hearts into the business without worrying about dependents or any sort of time structure," says Spandorfer.

"We have given everything we have into Janji, and to see it grow and to see how many people we've helped has been really amazing." —By Bob McGee

To date, Janji has given the equivalent of 50,000 years of clean water to people around the world in only five years

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Brands Playing Politics

By Jennifer Ernst Beaudry

In a deeply polarized political climate, taking a political stand can look... risky. A Gallup poll taken days after Donald Trump's election last November showed that 77 percent of Americans, a record high, saw the country as divided on the most important values. And the list of brands that have seen a backlash to moves perceived to be politically motivated seems to grow daily. But brands and experts agree: If you're in the brand business, if you're a retailer, if you have customers — there's no such thing as staying out of it.

"Research has found the majority of Americans expect that brands will take a stand on issues — it's not so much an option to stay neutral," says Melissa Dodd, assistant professor in advertising and public relations at the University of Central Florida.

"The Millennial consumer, and to an extent the Gen Z

consumer, really wants to know the values of the brands they do business with, both brands and retailers. And if those values don't align, they're going to take their business elsewhere," NPD analyst Matt Powell agrees.

Dodd's research backs that up — but, she says, it's not just young shoppers. While Millennial shoppers were more likely to support brands that shared their values, senior citizens were more likely to boycott brands they felt were misaligned with their values.

Today, she says, "People's perceptions of a company are influenced by the CEO — they don't separate them out."

Under Armour, for example, came under considerable heat in February when CEO Kevin Plank, a member of the President's American Manufacturing Council, told CNBC's "Fast Money Halftime Report" that pro-business Trump was "a real asset." The response was swift: The brand's key endorsers, including Steph Curry, Misty Copeland and Dwayne "The Rock" Johnson, all



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Brands Playing Politics (continued)

SOCIAL MEDIA MENTIONS ARE EASY TO FIND, BUT ECONOMIC IMPACTS ARE HARD TO MEASURE. THE IMPACT ON BRANDS IS LARGELY ANECDOTAL.

“MANY BRANDS ARE SEEING CONSUMER ADVOCACY AS CRITICAL TO THEIR CORPORATE INTERESTS.”

MELISSA DODD, UCF

“YOUR BRAND IS ULTIMATELY A SYMBOL OF THE RELATIONSHIP YOU HAVE WITH YOUR CUSTOMERS AND THE TRUST THAT THEY GIVE YOU, OR NOT.”

JIM WEBER, BROOKS

disavowed the statements and Plank took out a full-page ad in the *Baltimore Sun* affirming the brand’s commitment to immigration and equal rights, and saying his words “didn’t accurately reflect my intent.”

The Ivanka Trump footwear and lifestyle brand has seen both sides of the coin. After being targeted by the #GrabYourWallet campaign that encourages consumers to boycott companies associated with President Trump, in February the brand was dropped by a number of major retailers, including Nordstrom, Neiman Marcus and shoes.com. But Ivanka brand president Abigail Klem told Refinery29 that the brand – which has seen an uprising of support on social media among Trump supporting consumers and others saying they’re turned off by Nordstrom’s decision – had some of its best-performing weeks ever.

But while social media mentions are easy to find, economic impacts one way or another are hard to measure. The impact on brands is “largely anecdotal” at this point, Powell says, although that may change. “The amount of commentary would indicate there is some economic punishment that will come or reward that will come, but right now it’s hard to see it,” he says.

The ease and immediacy of reacting online has dramatically changed the process, Dodd says.

“People come together on social media and they form communities around these issues,” she says. Nike is an example. After Nike CEO Mark Parker condemned the executive order that banned arrivals and refugees from seven Muslim majority nations in a letter to

employees that went viral, the company released a 90-second video called “Equality” featuring some of its biggest athletes. To date it has more than 4.5 million views.

Jim Weber, CEO of Brooks, says doing more storytelling – about products, but crucially about the brand and its core beliefs – is critical. “Your brand is ultimately a symbol of the relationship you have with your customers and the trust that they give you – or not,” Weber says. “Not everybody wants to know what makes you tick, but [committed consumers] want to know more. The lack of trust in institutions is at an all-time low, whether it’s government or corporations, even NGOs. People are cautious and wary until proven otherwise, and therefore we think it’s really important that your backstory is out there.”

Many brands are seeing consumer advocacy as critical to their corporate interests.

In January, 100 outdoor-industry CEOs, including Rose Marcario of Patagonia, Jerry Stritzke of REI, and Scott Baxter, group president of The North Face, signed an open letter to elected officials opposing the sale of federal lands. It notes that the industry employs six million people and contributes \$650 billion annually to the U.S. economy.

It was the latest development in a dispute that’s pitting members of the outdoor industry, including the organizers of the Outdoor Retailer show, against Republican leadership in the federal government and the state of Utah who support returning certain federally protected lands, including the recently designated Bears Ears

National Monument in Utah, to state control. Proponents of the action say states are better positioned to know what their communities need in relation to the spaces; opponents say states have incentive to sell land to developers, cutting back on publicly accessible wild places.

After Utah Gov. Gary Herbert passed a resolution urging President Trump to rescind the Bears Ears Monument, Patagonia announced it would withdraw from Outdoor Retailer. (Other major brands followed suit.) Outdoor Retailer has announced that the show will no longer accept bids from Utah to host the show past the end of the current contract. According to Outdoor Retailer, the twice-a-year-show brings 40,000 visitors and \$45 million in direct spending to Salt Lake every year.

While consumers report being more likely to buy brands with strong political stances that match their own – and avoid the ones that don’t – the street runs both ways.

“Both activism and voting behaviors, as well as perception toward the issue itself, were all significantly impacted by corporate stances,” Dodd says. That is to say: Consumers react to brands who speak out on social and political issues by becoming more engaged with those issues overall – including at the ballot.

“Historically what we saw was people pressured the government to regulate business. People are now pressuring business to regulate the government,” she says. “The fact that you’re staying neutral on an issue can make you obsolete if your competition is engaging in the issues your customers care about.” ■



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Running Shorts

New Website for Tifosi

Sunglass brand Tifosi Optics has launched a new brand website, www.tifosioptics.com. The new website aims for sleek design and a user-friendly interface for both consumers and dealers.

From a digital marketing standpoint, Tifosi's new website introduces full social media integration, linking the site with Facebook, Twitter, and Instagram. A blog section will now allow for sports marketing news to be easily dispersed and posted to any social platform. An enhanced ambassador profile page allows for greater athlete representation. These profiles are integrated with each ambassador's social media profiles, allowing users to see Tifosi sunglasses being put to the test by a diverse group of athletes.

The brand is also launching a new sunglass style, the Synapse, which is designed for "extreme conditions and high energy situations." The Synapse has an open lens

frame design and shatter-proof, scratch-resistant, and optically decentered polycarbonate lenses. It is available in three colorways. MSRP \$69.95 - \$79.95.

Ride 10 Ready to Launch

Launching at running specialty in May, Saucony's Ride 10 is all about one thing: "the runner," says Doug Smiley, business unit manager for Saucony footwear. "In comparison to the last nine models, we could've made this latest rendition either good, better or best. Instead, we aimed at perfection. In listening to runners every day, they continue to tell us that light is right and fit is fluid. The new Ride combines the runner-inspired innovations of a high-performance trainer with the highly responsive ride of a track-honed racing shoe. We know that every run will feel like a 'perfect 10' in the new Ride."

The neutral, cushioned shoe, featured on the cover of this



issue, will be available May 1, 2017 at select running specialty retailers in men's sizes 7-13, 14 and 15, and women's sizes 5-12, and will be available in width options. The suggested retail price of the Ride 10 is \$120.

Ultimate Direction Announces Fastest Known Time Grant Project

Ultimate Direction, along with La Sportiva and GU Energy Labs, is offering a grant program to aspiring athletes who are planning a Fastest Known Time attempt in 2017.

"We are fresh off the heels of our first-ever FKTOY (Fastest Known Time of the Year) Award, and the level of

innovation, talent and ingenuity was staggering," stated Buzz Burrell, Brand Vice President of Ultimate Direction. "This grant program was galvanized by the bold and creative FKT endeavors we explored in FKTOY 2016. We're proud to partner with La Sportiva NA and GU Energy Labs to supply resources that will enable more visionary athletic adventures."

The Ultimate Direction Grant Project celebrates core qualities such as personal vision, creativity and determination. Each FKT Grant awardee will receive \$1000 in addition to a considerable set of gear awards.

The FKT Grant will award a total of four proposals, with one designation to one female and one male, while two awards will be open category. Applicants must complete a basic proposal that compiles partner information (if any), location and description of the proposed route, proposed date, reason/personal interest for doing the route, and how they will verify and document the route.

The grant proposal must include the following criteria: Running or hiking must be at least 50 percent of the time



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spent - can entail some other sports, but no motorized sports; FKT project may be undertaken anywhere in the world, and in 2017; Must be undertaken by people who are based in North America; Applicant must document FKT attempt from either GPS and/or third-party tracking.

There are no fixed parameters to achieve, but, it should be noted that applicants consider certain subjective guidelines that include: How much will their FKT “raise the bar”? Will it set a new standard as opposed to a quicker time? How competitive is the route? How much research, planning, and organization will it require? Is this route creative or clever, seeing something others had not? Will it establish a better style, or a new way of looking at it? Is it dangerous or risky, or fully committing, or requiring experience or technical skills? Will it avoid any negative impacts, such as environmental?

The application is open now through April 9th, and the grant awards will be announced on April 24th. For more information and to apply, visit: ultimatedirection.com/fkt-grant-application/

NATHAN Launches Spring Hydration Campaign

For the fourth consecutive year, NATHAN is rolling out a spring campaign designed to help running stores educate their customers about the benefits of proper hydration and help them sell more product. NATHAN’s “Run Like Water” campaign will

provide retailers with posters, handouts, information they can post on social media and even a quiz they can offer to staffers and shoppers.

“We work with runners of all levels to ensure they have the tools they need to go out and have their best run”, said Brent Hollowell, vice president of marketing for NATHAN. “Our message is simple: hydrate before, during, and after a run to fuel smarter, perform better, and recover faster. We’re excited to team up with our retail partners to help runners at all levels enjoy their individual running journeys.”

Run specialty stores will receive an array of tested “Run Like Water” campaign tools that promote proper hydration methods, educate runners in-store and online, with the goal of driving

category sales.

Hollowell says for the past three years, the program has provided a significant boost at retail, with participating stores selling almost three times more “Hydration essentials” than those that do not use the tools.

“Proper hydration is vital to keep every athlete’s engine going,” said Tony Armand, CEO of United Sports Brands, parent company of NATHAN. “As a leading provider of running essentials, it is our mission to help all athletes to achieve their performance goals.”

The Run Like Water spring hydration campaign is part of NATHAN’s year-round educational support system for its retail partners. This complements the brand’s fall visibility and running safety campaign, Fire Up Your Run,

◀ NATHAN’s “Run Like Water” campaign

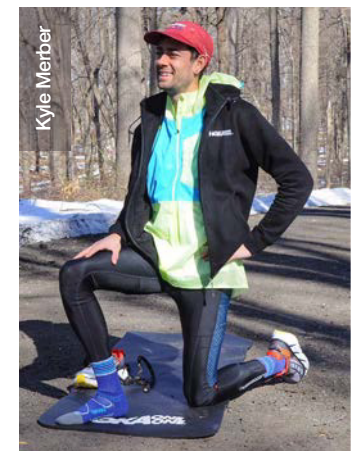
and other product-focused training efforts.

Feetures! Announces Sponsorship of Kyle Merber

Performance sock brand Feetures! announced the sponsorship of elite middle distance runner Kyle Merber. A member of the world record setting-distance medley relay team, Merber will enter the 2017 outdoor season vying for his first world outdoor team. Recently, Merber capped off an impressive indoor season that included lowering his mile best to 3:52.22.

A member of the New Jersey*New York Track Club, Merber owns personal bests of 1:47.23 for 800m and 3:34.54 for 1500m. His 3:52 indoor mile best is the sixth fastest U.S. time ever run for the indoor mile. Beyond his credentials on the track, Merber is an outspoken advocate for the sport, and meet director of the popular NY based, Hoka One One Long Island Mile

“Running has always served as a platform for me to interact with runners



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Running Shorts (continued)

in the community,” says Merber. “I became familiar with Feetures! during my time working in run specialty shops, and am excited to represent a brand made up of good people making great products to help me reach my goals.”

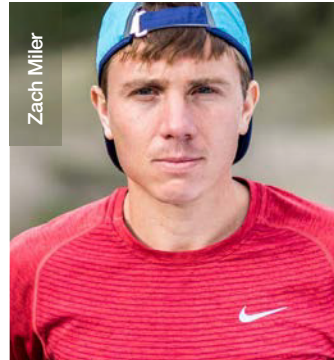
New Brand Identity for BOA

In 2001, Boa Technology founder Gary Hammerslag started with one big idea to replace traditional shoelaces in snowboard boots with a faster, more convenient method of lacing up. Today, Boa offers fit optimization in the form of closure and

adjustment solutions in products across run, golf, athletic, snow sports, outdoor, cycling, utility, and medical.

To reflect its growth, refined innovations, and continued partnerships, Boa recently launched a new corporate branding and visual identity. The updated branding can be seen on a newly launched consumer-focused website, and in the brand’s new advertising campaign.

The entirely new website, TheBoaSystem.com, focuses on educating consumers about Boa, including the varying configurations across products and categories with Boa brand partners.



Zach Miller

GU Welcomes New Athletes to GU Crew

GU Energy Labs has added 13 new athletes to the GU Crew, including trail runner Zach Miller. Born in Kenya and raised in Pennsylvania, Miller now resides in the Colorado Rockies. In 2013, he broke

into the scene with a win at the JFK 50, after having gained entry to the race only a week before. Since then, he has notched two wins at the North Face Endurance Challenge 50, as well as a win at the 2016 Madeira Island Ultra Trail 115K.

GU will also welcome ski mountaineer/ultrarunner Meredith Edwards, trail runner Luke Nelson, ultrarunner Patrick Reagan. Other new team members: Geoff Kabush (Mtn Bike), Ryan Ghelfi (Run), Keely Henninger (Run), Amanda Basham (Run), Jean Aponte (Run), Ben Robinson (Run), Josh Phillips (Soccer), Caleb Baity (Tri) and Nickie Luse (Tri). ■

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ASICS Makes it Official: Plans to Open Boston Office

ASICS has officially announced the opening of a “Product Creation Studio in Boston” that company executives say will establish an East Coast presence for the Japanese brand that has been based in Irvine, CA since it was established in the United States.

There has been growing speculation about ASICS building up an East Coast presence since its \$85 million acquisition last year of Boston-based FitnessKeeper Inc., whose RunKeeper GPS route-tracking app is used by millions of runners worldwide. Shortly after the purchase, ASICS established a global digital division in FitnessKeeper’s Winthrop Square headquarters that is home to that business’ 50-person team.

The new ASICS Boston office will be home base for most



of ASICS America’s senior management team including: Gene McCarthy, President and CEO; Andrew Richard, Vice President of North American Commerce, who oversees all wholesale, e-commerce and retail divisions; and David Ayers, one of ASICS’ most recent hires, who serves as the Vice President of Apparel Merchandising. Ayers, a 20-year industry veteran, is a former Under Armour executive. Global executive leaders who will be based in Boston include: Craig

Gillian, GM of Digital Commerce; Takaaki Kondo, GM of Multi-Channel Marketing; and Kazuya Kawakami, GM of Consumer IT.

ASICS has not locked down the location yet, but is said to be looking for 25,000 square feet of space. And McCarthy told the Boston Globe the brand will look to open a Boston-based retail store within the next two years, as well. ■



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June 13, 2017: The Hyatt Pier 66, Ft Lauderdale

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Co-located with the **sportstyle trade show** held June 14-15, the RIA summit is an opportunity to connect with run store owners and executives in an exclusive setting before the trade show.

RIA MEMBERS: \$495 / NON-MEMBERS: \$600

Includes one hotel room for 2 nights, breakfast, lunch, all social functions and admission to the sportstyle trade show.

Contact Mark Sullivan: msullivan@formula4media.com, Jeff Nott: jnott@formula4media.com,
Troy Leonard: tleonard@formula4media.com, or your account executive.

[sportstyleshow/RIA summit registration](#)