

Outdoor Industry Weekly Brief

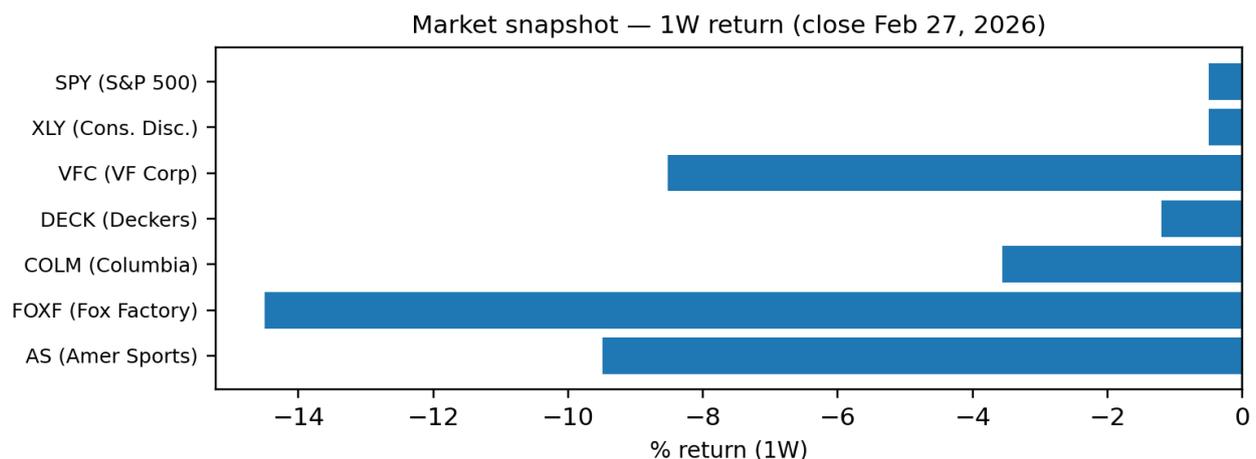
March 2, 2026 · Week 09 (Feb 24 – Mar 1, 2026)

Weekly digest of key signals for outdoor-industry professionals (product → industry → companies → macro/markets).

Key signals (2–3 min read)

Product	Haglöfs launches the L.I.M Horizon line (SS26): ultralight footwear with a Vibram sole + micro-lug “Traction Lug”.	Haglöfs (press release, Feb 17, 2026)
Distribution	CamelBak completes its transition to a dealer-direct model in the UK, supported by Revelyst (5,000 m ² logistics).	SnowSportsNews (Feb 2026)
Earnings	Amer Sports closes FY2025 with +27% revenue (\$6.566B) and keeps momentum in Arc'teryx and Salomon.	Amer Sports IR (Feb 24, 2026)
Regulation	PFAS & circularity: since 1/1/2026, some U.S. states require disclosure for “severe wet conditions”; in the EU, DPP + textile EPR advance.	CT DEEP + EU

Market — snapshot (weekly + YTD; close Feb 27, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	37.98	-9.49%	+1.69%
FOXF (Fox Factory)	16.86	-14.50%	-1.46%
COLM (Columbia)	61.94	-3.57%	+12.43%
DECK (Deckers)	117.27	-1.20%	+13.12%
VFC (VF Corp)	19.42	-8.53%	+7.41%
XLY (Cons. Disc.)	116.86	-0.50%	-2.14%
SPY (S&P 500)	685.99	-0.50%	+0.60%

Note: 1W = close 2026-02-20 → 2026-02-27; YTD = close 2025-12-31 → 2026-02-27. Market data: Stooq.

Section summary

Week 09 (Feb 24 – Mar 1, 2026) · Curation: Artiga Partners

Product & Innovation

Haglöfs — L.I.M Horizon (SS26): ultralight footwear for hiking / everyday. Ripstop upper with TPU reinforcements; Vibram Zermatt sole with Traction Lug system (+25% traction claimed by the brand in tests). Availability: Spring 2026. Source: mynewsdesk.com/haglofs (Feb 17, 2026).

Norrøna x Recouture — third “One Of A Kind” collection (upcycling). Unique pieces re-designed from older products. More than two dozen available from Feb 24 (expansion to Zurich and Bergen) and activation in NYC on Mar 19.

Source: outdoorindustry.org (Feb 26, 2026).

PFAS: mandatory disclosure for “severe wet conditions” apparel (Connecticut). Since 1/1/2026, new outdoor apparel for “severe wet conditions” can only be sold with PFAS if accompanied by disclosure “Made with PFAS chemicals” on the product and in the online listing. More categories are phased in. Labeling starts 7/1/2026.

Source: portal.ct.gov (PFAS in products).

EU: toward a stricter textile regulatory stack (eco-design, DPP, EPR, ban on destroying excess stock). The EU is moving toward harmonized requirements on eco-design, Digital Product Passport, and textile EPR (transposition expected by 6/17/2027), plus restrictions on destroying unsold inventory (noted from 7/19/2026) under the ESPR framework.

Source: Hogan Lovells (6 days ago).

Trade & Ecosystem

ISPO 2026 opens its “Call for Content” (5 thematic stages). Call for session proposals: Brand & Retail, Fashion & Textiles, Ingredients & Components, Tech Solutions, and Podcast Studio.

Source: theoia.co.uk (Feb 23, 2026).

OTS 2026 (UK): June 2–4 in Liverpool. The UK’s main outdoor trade fair; relevant window for SS27 / FW26 collection launches depending on local commercial calendars.

Source: outdoortradeshows.com (OTS 2026).

ORB Days & Outdoor Trade Show (Italy): May 17–19, Riva del Garda. Format with previews + product testing + workshops; focus on outdoor and running; useful for early season trend and field feedback.

Source: afydad.com (Feb 8, 2026).

Outside Ignite (Outside Days): startup competition — applications open. In 2026, expands to eight startups; pitch format with founders, investors, and industry leaders.

Source: outsidedays.outsideonline.com (2026).

Companies & Executives

Mammut North America appoints Emily Buck as Director of Marketing. Focus on growth in the U.S./Canada: awareness, storytelling, and community; the company aims to expand presence in retail and resort channels.

Source: outdoorindustry.org (Feb 24, 2026).

CamelBak: transition to dealer-direct in the UK under Revelyst. Revelyst oversees sales, distribution, and brand development; supported by existing infrastructure and a 5,000 m² (3PL) logistics center with brands including Fox Racing, Giro, and Bell.

Source: snowsportsnews.com (Feb 2026).

Amer Sports: strengthens leadership and the “brand system”. Prepared remarks highlight: (i) Avery Baker as Arc'teryx's first Chief Brand Officer; (ii) Heikki Salonen as Salomon's first Creative Director (product + creative leadership). In addition, Wilson names Carrie Ask as President & CEO effective March 1.

Source: Amer Sports 4Q25 prepared remarks (PDF).

Earnings, Economy & Markets

Amer Sports (FY2025/Q4): revenue +27% YoY; +28% in Q4. FY2025 revenue: \$6.566B (+27%). Q4: \$2.101B (+28%). Technical Apparel +34% (Q4) with broad-based strength; Outdoor Performance +29% driven by Arc'teryx and Salomon momentum.

Source: investors.amersports.com (Feb 24, 2026).

Deckers (Q3 FY2026): record sales +7.1% and EPS +11%. Revenue \$1.958B (+7.1%); HOKA +18.5% to \$628.9M; UGG +4.9% to \$1.305B; diluted EPS \$3.33. No debt and \$2.087B cash.

Source: ir.deckers.com (Jan 29, 2026).

Columbia (Q4/FY2025): solid margins, but tariff pressure and portfolio adjustments. Q4 net sales -2% to \$1.070B; gross margin 51.6% (+50 bps) including \$20M tariff impact (before mitigation). FY2025 includes \$29M impairments (prAna and Mountain Hardwear).

Source: investor.columbia.com (Feb 2026).

Fox Factory (Q4/FY2025): moderate growth and optimization plan. Q4 revenue +2.3% to \$361.1M; FY2025 +5.3% to \$1.467B. Announces Phase 2 plan with ~\$40M savings in 2026; the quarter includes impairments and tariff-driven margin pressure.

Source: investor.ridefox.com (Feb 26, 2026).

Tariffs: the topic reappears in guidance and margins (VF / Columbia / Fox). VF highlights the impact of import tariffs in FY2026 and mitigation work (mix, suppliers, selective pricing). Columbia quantifies the effect in 2025 and Q4. Fox notes savings plans were offset by the net impact of tariffs.

Source: Reuters + VF/Columbia/Fox IR.

Next dates to watch

Date	Item
Mar 2, 2026	Vibram "Mountains of Milano" film tour — Boston (screening + panel).
Mar 12, 2026	BEA (U.S.): Outdoor Recreation Economic Statistics (US & States, 2024).
Mar 18, 2026	OIA UK Conference: UK Outdoor Industry Awards 2026 winners announced.
May 17–19, 2026	ORB Days & Outdoor Trade Show — Riva del Garda (Italy).
Jun 2–4, 2026	OTS 2026 — Liverpool (UK).

Sources consulted (selection)

Haglöfs (Mynewsdesk) · OIA (US) press room · OIA (UK) news · Investor Relations (Amer Sports, Deckers, Columbia, Fox) · Connecticut DEEP · European Commission · Hogan Lovells · Outdoor Trade Show (UK) · AFYDAD · Outside Days · PR Newswire · Stooq (market data).

Disclaimer: This brief is informative and opinionated; it does not constitute investment advice or legal counsel. Always verify with primary sources before making decisions.