

# Outdoor Industry Weekly Brief

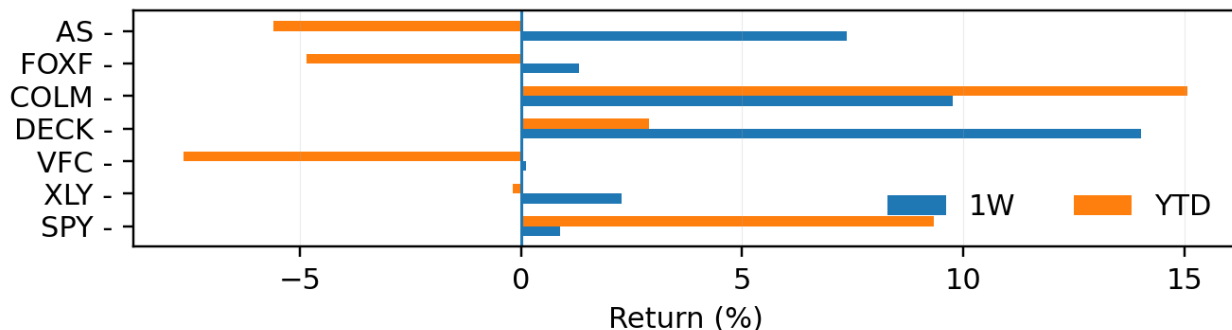
May 25, 2026 | Week 21 (May 18 - May 24, 2026)

Weekly digest of key signals for outdoor-industry professionals (product -> trade/policy -> companies/exec -> earnings/macro).

## Key signals (2-3 min read)

Signal	Brief	Source
<b>Footwear</b>	Deckers delivered record FY2026 results and guided FY2027 net sales to \$5.86-\$5.91bn (EPS \$7.30-\$7.45).	Deckers (May 21, 2026)
<b>Portfolio</b>	Amer Sports reported revenue up 32% to \$1.945bn and raised FY2026 revenue, margin and EPS guidance.	Amer Sports (May 19, 2026)
<b>Turnaround</b>	VF returned to full-year revenue growth in FY26 and reinstated FY27 guidance (1%-2% constant-dollar; ~8% adj. op margin).	VF Corp (May 20, 2026)
<b>Trade shows</b>	European Outdoor Week concluded its OUTDOOR Trade Show relaunch in Riva del Garda (May 17-19).	European Outdoor Week (May 2026)

## Market - snapshot (weekly + YTD; close May 22, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	35.26	+7.37%	-5.60%
FOXF (Fox Factory)	16.28	+1.31%	-4.85%
COLM (Columbia)	63.39	+9.77%	+15.07%
DECK (Deckers)	106.67	+14.01%	+2.89%
VFC (VF Corp)	16.70	+0.12%	-7.63%
XLY (Cons. Disc.)	119.18	+2.27%	-0.19%
SPY (S&P; 500)	745.64	+0.88%	+9.34%

Note: 1W = close 2026-05-15 -> 2026-05-22; YTD = close 2025-12-31 -> 2026-05-22. Market data: price aggregation. Returns: Artiga calculations.

## Section summary

Week 21 (May 18 - May 24, 2026) - Curation: Artiga Partners

### Product & Innovation

**Deckers - product-led growth, multi-year framework.** FY2026 net sales rose 9.8% to \$5.472bn (EPS \$7.02). FY2027 guidance: \$5.86-\$5.91bn net sales and \$7.30-\$7.45 EPS.  
Source: Deckers FY2026 results release, May 21, 2026.

**BRANWYN - seamless Merino compression recognized.** Outdoor Innovation awarded BRANWYN's Essential Compressive Leggings, citing the challenge of seamless knitting with high-content Merino wool.

Source: Outdoor Industry Association member press release, May 18, 2026.

### Trade & Ecosystem

**European Outdoor Week - OUTDOOR Trade Show relaunch.** OUTDOOR ran May 17-19 in Riva del Garda as the B2B trade platform inside European Outdoor Week.

Source: European Outdoor Week official event pages, May 2026.

**Grassroots Outdoor Alliance - Specialty Awards nominees.** Grassroots announced nominees ahead of the Connect buying show (June 8-11, Reno), expecting 290+ exhibitors and 150+ retailers for Spring 2027 order writing.

Source: Outdoor Industry Association press release, May 21, 2026.

### Companies & Executives

**Amer Sports - raises FY2026 guidance after a strong Q1.** Revenue rose 32% to \$1.945bn. Outdoor Performance (+42%) and Technical Apparel (+33%) led growth, and full-year guidance was raised.

Source: Amer Sports Q1 2026 results release, May 19, 2026.

**VF Corp - FY26 growth returns; FY27 guidance reinstated.** VF returned to full-year revenue growth in FY26 and reinstated FY27 guidance for 1%-2% constant-dollar growth and ~8% adjusted operating margin.

Source: VF Corp Q4 FY26 results release, May 20, 2026.

## Earnings, Economy & Markets

**Deckers Brands.** FY2026 net sales rose 9.8% to \$5.472bn and diluted EPS rose 11% to \$7.02. FY2027 guidance: \$5.86-\$5.91bn net sales and \$7.30-\$7.45 EPS.

Source: Deckers FY2026 results release, May 21, 2026.

**Amer Sports.** Q1 revenue increased 32% to \$1.945bn and adjusted operating margin reached 17.4%. Outdoor Performance grew 42% to \$714m and Technical Apparel grew 33% to \$885m.

Source: Amer Sports Q1 2026 results release, May 19, 2026.

**VF Corporation.** FY26 gross margin was 54.8% and operating margin was 6.0%. FY27 guidance: 1%-2% constant-dollar revenue growth and approximately 8% adjusted operating margin.

Source: VF Corp Q4 FY26 results release, May 20, 2026.

**Macro and markets.** In the Artiga watchlist (close May 22), DECK +14.01% 1W and COLM +9.77% 1W, while SPY was up +0.88% 1W. YTD dispersion remains wide across the group.

Source: market price aggregation; Artiga calculations.

### Next dates to watch

Date	Item
May 28, 2026	BEA Personal Income and Outlays - April PCE release.
Jun 8-11, 2026	Grassroots Connect retail buying show - Reno, NV.
Jun 16-18, 2026	Switchback Spring - New Orleans, LA.
Aug 19-21, 2026	Outdoor Retailer - Minneapolis show.

### Sources consulted (selection)

Amer Sports | Deckers Brands | VF Corporation | European Outdoor Week | Outdoor Industry Association | Grassroots Outdoor Alliance | market price aggregation