

Outdoor Industry Weekly Brief

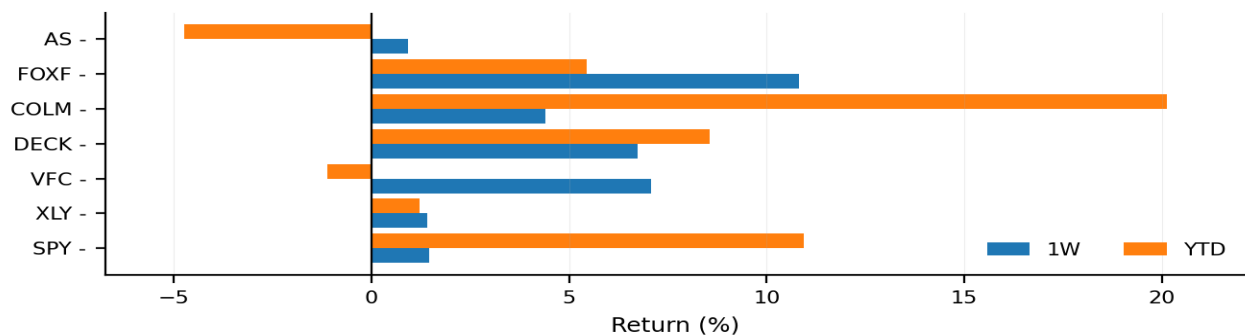
June 1, 2026 | Week 22 (May 25 - May 31, 2026)

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
Consumer / retail	Genesco raised FY guidance after Q1 results exceeded plan; Journeys highlighted a broader teen girl audience as a growth lever.	Genesco
Powersports	BRP posted Q1 revenue growth (+29.5% YoY) while North American retail was down 7%; the company issued revised FY27 guidance incorporating net tariff costs.	BRP
Digital commerce	Nike launched an AI-powered shopping experience on Google's Gemini app and AI Mode; DICK'S introduced 'Coach by DICK'S' as an agentic AI experience in its mobile app.	Nike; DICK'S
Leadership	Target appointed Grant McGee as EVP and chief legal and compliance officer (effective May 31).	Target

Market - snapshot (weekly + YTD; close May 29, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	35.58	+0.91%	-4.74%
FOXF (Fox Factory)	18.04	+10.81%	+5.44%
COLM (Columbia)	66.18	+4.40%	+20.13%
DECK (Deckers)	113.85	+6.73%	+8.55%
VFC (VF Corp)	17.88	+7.07%	-1.11%
XLY (Cons. Disc.)	120.87	+1.42%	+1.22%
SPY (S&P; 500)	756.48	+1.45%	+10.93%

Note: 1W = May 22 -> May 29; YTD = Dec 31 -> May 29 (chained). Market data: price aggregation. Returns: Artiga calculations.

Section summary

Week 22 (May 25 - May 31, 2026) - Curation: Artiga Partners

Product & Innovation

Nike x Google - AI shopping inside Gemini. Nike said U.S. consumers can discover and purchase Nike products directly within the Gemini app and AI Mode in Google Search, aiming to reduce friction from discovery to checkout.

Source: Nike Newsroom (May 19, 2026).

DICK'S - 'Coach by DICK'S' agentic AI. DICK'S introduced an AI-powered conversational coach to provide sport guidance and product recommendations; rollout is planned inside the DICK'S mobile app.

Source: DICK'S Sporting Goods (press release, May 22, 2026).

Trade & Ecosystem

Tariffs - BRP revises FY27 guidance. BRP revised full-year guidance to incorporate incremental tariff costs net of mitigation measures, highlighting how trade policy remains a material planning variable for hardgoods and vehicles.

Source: BRP (press release, May 28, 2026).

Companies & Executives

Genesco - guidance raised; Journeys positioning. Genesco reported Q1 results that exceeded plan and raised full-year guidance; management emphasized expanding Journeys' reach beyond legacy categories toward a broader, style-led teen audience.

Source: Genesco (press release, May 29, 2026).

Target - new chief legal and compliance officer. Target appointed Grant McGee as EVP and chief legal and compliance officer, overseeing legal, compliance and risk as well as government affairs.

Source: Target corporate newsroom (May 28, 2026).

Earnings, Economy & Markets

Genesco (GCO). Fiscal Q1 results exceeded internal plan; the company raised full-year guidance while describing a broader, trend-led growth strategy at Journeys.

Source: Genesco (press release, May 29, 2026).

BRP (DOO). Q1 revenue rose 29.5% YoY, while North American retail sales declined 7% (snowmobile comps); BRP issued revised FY27 guidance incorporating net tariff costs.

Source: BRP (press release, May 28, 2026).

Market snapshot. Into the May 29 close, SPY was +1.45% over 1W (+10.93% YTD). Dispersion remained high (FOXF +10.81% 1W; DECK +6.73% 1W).

Source: price aggregation; Artiga calculations.

Next dates to watch

Date	Item
June 2026	Coach by DICK'S rollout inside the DICK'S mobile app (phased expansion).
Jun 16-18, 2026	Switchback Spring - New Orleans (trade event).
Aug 19-21, 2026	Outdoor Retailer - Minneapolis show.

Sources consulted (selection)

Genesco | BRP | Nike Newsroom | DICK'S Sporting Goods IR | Target corporate newsroom | market price aggregation | Artiga calculations