

Outdoor Industry Weekly Brief

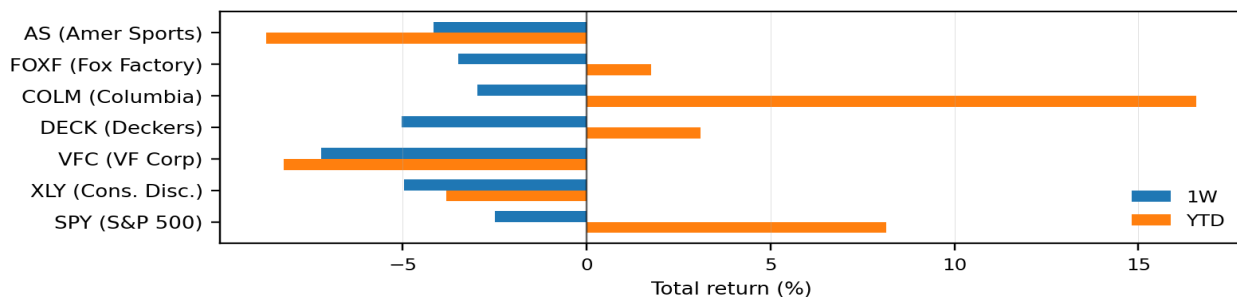
June 8, 2026 | Week 23 (June 1 - June 7, 2026)

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
Earnings / demand	Lululemon reported Q1 net revenue up 4% to \$2.5B but lowered FY2026 revenue and EPS outlook; Duluth narrowed its Q1 loss as gross margin expanded 540 bps and raised FY adjusted EBITDA guidance; WeSports posted record Q1 sales (+51.8%) and improved profitability.	lululemon (Jun 4); Duluth (Jun 8); WeSports (May 12)
Circularity	Tersus expanded its Denver campus with a dedicated footwear facility to scale cleaning, repair and resale workflows; MiiR's 2025 Impact Report shows 77% of its assortment contained recycled content in 2025.	Tersus (Apr 15); MiiR (2025 Impact Report)
Leadership	Schwan-STABILO Outdoor Group will transition CEO leadership on July 1 as Christoph Frechen succeeds Martin Riebel, who steps down at the end of June.	Schwan-STABILO (May)
Events / policy	European Cycling Industries confirmed its Cycling Industry Summit returns Sept 30 in Brussels; the show calendar continues with Switchback Spring (June 16–18, New Orleans) and Outdoor Retailer's Minneapolis relaunch (Aug 19–21).	ECI (Feb 19); Switchback (2026); Outdoor Retailer (2026)

Market - snapshot (weekly + YTD; close June 5, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	34.10	-4.16%	-8.70%
FOXF (Fox Factory)	17.41	-3.49%	+1.76%
COLM (Columbia)	64.22	-2.96%	+16.57%
DECK (Deckers)	108.13	-5.02%	+3.10%
VFC (VF Corp)	16.59	-7.21%	-8.24%
XLY (Cons. Disc.)	114.86	-4.97%	-3.81%
SPY (S&P 500)	737.55	-2.50%	+8.15%

Note: close = Jun 5, 2026. 1W = May 29 -> Jun 5; YTD = Dec 31 -> Jun 5 (chained). Market data: public price feeds; Artiga calculations.

Section summary

Week 23 (June 1 - June 7, 2026) - Curation: Artiga Partners

Product & Innovation

Footwear recommerce infrastructure expands Tersus expanded its Denver-area campus with a dedicated footwear facility, designed to handle intake, cleaning, grading, repair and fulfillment for footwear resale and warranty workflows.

Source: Tersus Solutions, "Stepping Into the Future... Dedicated Footwear Facility", Apr 15, 2026.

Impact and materials disclosure moves further into core product MiiR reported that 77% of its product assortment included recycled content in 2025, alongside continued impact investing and giving commitments.

Source: MiiR, "2025 Impact Report", 2026.

Margin recovery through promotional reset Duluth Trading's promotional reset and direct-to-factory sourcing supported a 540 bps gross margin expansion in Q1 despite lower net sales.

Source: Duluth Holdings Inc., Q1 2026 Results press release, Jun 8, 2026.

Trade & Ecosystem

OTS 2026 concludes in Liverpool Outdoor Trade Show (OTS) ran June 2–4 in Liverpool, marking its 20th edition and continuing to anchor the UK specialist outdoor trade calendar.

Source: Outdoor Trade Show (OTS), event information, 2026.

Switchback Spring 2026 (New Orleans) next on the calendar Switchback Spring will take place June 16–18 in New Orleans, positioned as a specialty-retail focused gathering for outdoor brands, retailers and media.

Source: Switchback, Event Guide / Attend page, 2026.

Outdoor Retailer confirms Minneapolis debut dates Outdoor Retailer will relaunch in Minneapolis on August 19–21, with an expanded "Industry Day" program on Aug 19.

Source: Outdoor Retailer, Show information, 2026.

Companies & Executives

Schwan-STABILO Outdoor Group names new CEO After 14 years, CEO Martin Riebel will step down at the end of June; Christoph Frechen will assume the CEO role on July 1, 2026.

Source: Schwanhäußer Industrie Holding (Schwan-STABILO), press release, May 2026.

WeSports sustains acquisition-led specialist retail expansion WeSports reported record Q1 results and noted multiple acquisitions and ownership increases across golf e-commerce/retail, floorball brands, and bicycle retail, reinforcing consolidation momentum in specialist retail.

Source: WS WeSports Group AB, Interim Report Jan–Mar 2026 (Nasdaq release), May 12, 2026.

Earnings, Economy & Markets

lululemon lowers full-year outlook after Q1 margin pressure Q1 net revenue increased 4% to \$2.5B, but gross margin declined 410 bps to 54.2%. The company now expects FY2026 revenue of \$11.00–\$11.15B (flat to -1%) and EPS of \$10.95–\$11.15; Q2 EPS guidance is \$1.76–\$1.81.

Source: lululemon athletica inc., Q1 FY2026 results press release, Jun 4, 2026.

Duluth narrows loss and raises FY adjusted EBITDA guidance Net sales fell 4.0% to \$98.6M, while gross margin expanded 540 bps to 57.4%. Adjusted EBITDA improved to \$2.6M; FY2026 adjusted EBITDA guidance was raised to \$28–\$32M.

Source: Duluth Holdings Inc., Q1 2026 results press release, Jun 8, 2026.

WeSports posts record Q1 growth and improved profitability Net sales increased 51.8% to SEK 960.5M with 14.7% organic growth. Adjusted EBITA rose to SEK 38.4M (4.0% margin), supported by strong seasonal demand and acquisitions.

Source: WS WeSports Group AB, Interim Report Jan–Mar 2026 (Nasdaq release), May 12, 2026.

Economy & markets

Markets pulled back over the week: SPY -2.50% (1W) and +8.15% YTD; consumer discretionary (XLY) -4.97% (1W). Outdoor/apparel names in the watchlist were broadly lower.

Source: Market price aggregation; Artiga calculations (close Jun 5, 2026).

Next dates to watch

Date	Event
Jun 16–18	Switchback Spring 2026 (New Orleans)
Aug 19–21	Outdoor Retailer 2026 (Minneapolis)
Sep 30	ECI Cycling Industry Summit 2026 (Brussels)

Sources consulted (selection)

lululemon corporate press release; Duluth Trading investor-relations release; WS WeSports Group interim report (Nasdaq publication); Schwan-STABILO Group press release; Tersus Solutions blog; MiiR impact report; Switchback event guide; Outdoor Retailer show information; OTS event information; ECI event announcement.