

# Outdoor Industry Weekly Brief

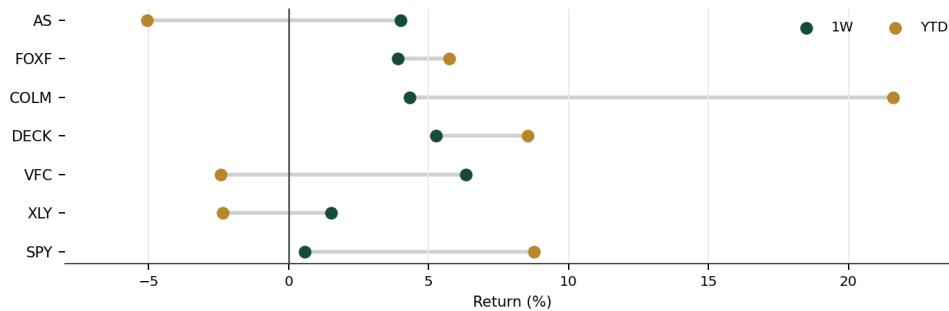
June 15, 2026 | Week 24 (June 8 - June 14, 2026)

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>Product</b>	La Sportiva unveiled its SS27 mountain-running and hiking line; Sea to Summit will show a redesigned SS27 sleep/camp-kitchen range at Switchback.	La Sportiva; Sea to Summit
<b>Events / retail</b>	Switchback Spring opens June 16-18 in New Orleans; Grassroots named Skinny Skis and Smartwool the 2026 specialty winners.	OIA; Grassroots
<b>Earnings</b>	Vail cut FY2026 guidance after weather hit visitation; Duluth improved margins and raised adjusted EBITDA guidance despite lower sales.	Vail; Duluth
<b>Corporate</b>	Frasers launched an unsolicited A\$0.65/share offer for Accent Group; American Outdoor Brands set its FY2026 results date for June 25.	Frasers; AOB

## Market - snapshot (weekly + YTD; close June 12, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	35.46	+3.99%	-5.06%
FOXF (Fox Factory)	18.09	+3.91%	+5.73%
COLM (Columbia)	66.99	+4.31%	+21.60%
DECK (Deckers)	113.83	+5.27%	+8.53%
VFC (VF Corp)	17.64	+6.33%	-2.43%
XLY (Cons. Disc.)	116.60	+1.51%	-2.35%
SPY (S&P; 500)	741.75	+0.57%	+8.77%

Note: 1W = June 5 -> June 12; YTD = Dec 31 -> June 12 (chained). Market data: price aggregation. Returns: Artiga calculations.

## Section summary

Week 24 (June 8 - June 14, 2026) - Curation: Artiga Partners

### Product & Innovation

**La Sportiva - SS27 mountain-running reset.** The Talento/Talento Pro platform and updated Prodigio Pro 2 reinforce a trend toward race-derived mountain footwear with supercritical foams, stabilizing cages and more precise uppers for technical terrain.

Source: La Sportiva product release via Outdoor Industry Association, June 11, 2026.

**Sea to Summit - engineered camp systems for SS27.** The SS27 line emphasizes detail-led design: LiteGrid sleep-mat construction, origami-inspired closed-cell foam geometry and an XLite collapsible kitchen range built around nesting, weight and fuel efficiency.

Source: Sea to Summit product release via Outdoor Industry Association, June 10, 2026.

### Trade & Ecosystem

**Switchback Spring - New Orleans becomes the next test of specialty trade.** The June 16-18 event combines specialty retail, backpacking, apparel and footwear with sessions on participation trends, durability, tariffs, access and public-land policy.

Source: Outdoor Industry Association / Switchback event materials, June 2026.

**Grassroots - peer awards underline specialty retail resilience.** Skinny Skis won Retailer of the Year and Smartwool won Vendor of the Year at Grassroots Connect, where more than 150 retail businesses and 290 product manufacturers gathered in Reno.

Source: Grassroots Outdoor Alliance release via Outdoor Industry Association, June 9, 2026.

### Companies & Executives

**Frasers / Accent - consolidation pressure reaches ANZ footwear.** Frasers launched an unsolicited on-market offer for Accent Group at A\$0.65 per share. Accent advised shareholders to take no action while its board evaluates the bid.

Source: Accent Group ASX announcement and Frasers Group bidder statement, June 15, 2026.

**Duluth - operational reset moves into brand-building phase.** The company paired Q1 margin recovery with a new Build to Last framework aimed at moving from inventory and pricing discipline toward customer growth, women's expansion, loyalty and selective distribution.

Source: Duluth Trading investor releases, June 8, 2026.

## Earnings, Economy & Markets

**Vail Resorts.** Q3 fiscal 2026 net income fell to \$314.4 million from \$389.7 million, Resort Reported EBITDA declined to \$586.4 million, and FY2026 Resort Reported EBITDA guidance was lowered to \$735-\$755 million after an unusually poor western U.S. snow season.

Source: Vail Resorts Q3 FY2026 results, June 8, 2026.

**Duluth Holdings.** Q1 net sales declined 4.0% to \$98.6 million, but gross margin expanded 540 bps to 57.4%, inventory fell 24.8%, and FY2026 adjusted EBITDA guidance was raised to \$28-\$32 million.

Source: Duluth Holdings Q1 2026 results, June 8, 2026.

**American Outdoor Brands.** The company scheduled its Q4 and full-year FY2026 results for June 25, keeping outdoor/hunt/fish/camp categories on the late-June earnings watchlist.

Source: American Outdoor Brands investor release, June 11, 2026.

**Markets.** In the Artiga watchlist (close June 12), SPY was +0.57% 1W (+8.77% YTD). Outdoor-exposed names were broadly positive, led by VFC +6.33% and DECK +5.27% 1W.

Source: market price aggregation; Artiga calculations.

## Next dates to watch

Date	Item
Jun 16-18, 2026	Switchback Spring - New Orleans, LA.
Jun 25, 2026	American Outdoor Brands - Q4 and FY2026 results.
Aug 19-21, 2026	Outdoor Retailer - Minneapolis show.
Dec 1-3, 2026	Switchback at TRE - San Antonio, TX.

## Sources consulted (selection)

La Sportiva | Sea to Summit | Outdoor Industry Association | Grassroots Outdoor Alliance | Vail Resorts | Duluth Trading | Frasers Group | Accent Group | American Outdoor Brands | market price aggregation