

Outdoor Industry Weekly Brief

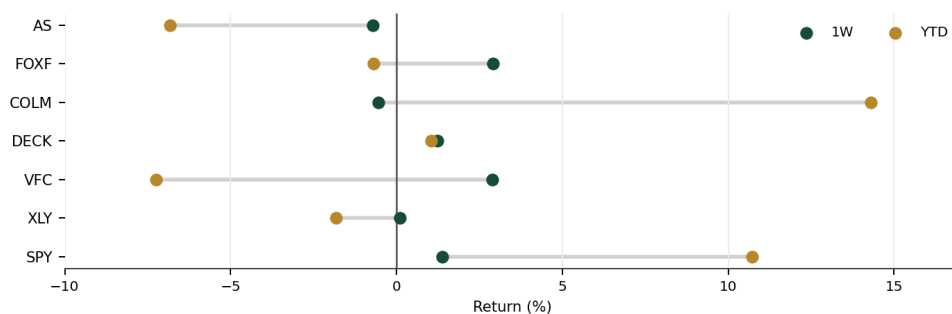
July 13, 2026 | Week 28 (July 6 - July 12, 2026)

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
Product	Gore-Tex refreshed its apparel materials portfolio as freeride skiing and snowboarding were confirmed for Alpes 2030.	Gore-Tex; IOC/FIS
Specialty retail	Grassroots data points to a healthier independent specialty channel, with member sales up in 2025 and again YTD 2026.	Grassroots
Portfolio	RevolutionRace bought a majority stake in ICANIWILL; GoPro secured founder financing while its strategic review continues.	RevolutionRace; GoPro
Earnings	Helen of Troy raised FY2027 sales guidance after Q1 growth, with Hydro Flask and Osprey contributing to Home & Outdoor gains.	Helen of Troy

Market - snapshot (weekly + YTD; close July 10, 2026)



Asset	Close	1W	YTD
AS (Amer Sports)	34.80	-0.71%	-6.82%
FOXF (Fox Factory)	16.99	+2.91%	-0.70%
COLM (Columbia)	62.97	-0.55%	+14.30%
DECK (Deckers)	105.99	+1.24%	+1.05%
VFC (VF Corp)	16.77	+2.88%	-7.24%
XLY (Cons. Disc.)	117.24	+0.10%	-1.82%
SPY (S&P; 500)	754.95	+1.37%	+10.71%

Note: 1W = July 2 -> July 10; YTD = Dec 31 -> July 10 (chained). U.S. markets were closed July 3. Market data: price aggregation. Returns: Artiga calculations.

Section summary

Week 28 (July 6 - July 12, 2026) - Curation: Artiga Partners

Product & Innovation

Gore-Tex - 50-year platform refresh. The new stretch, Paclite and recycled laminate updates show the category moving toward lighter, more mobile waterproof protection while keeping durability and material-responsibility claims in focus.

Source: W. L. Gore & Associates / Gore-Tex materials portfolio announcements, 2026.

Freeride - Olympic inclusion becomes a mountain-sports demand signal. The IOC confirmed freeride skiing and snowboarding for Alpes 2030. The decision gives a fast-growing backcountry-adjacent discipline a new visibility cycle for athletes, brands and resort communities.

Source: IOC Alpes 2030 programme update; FIS Freeride World Tour statement, July 2026.

Athleisure - back-to-school demand remains performance-coded. Coresight identified athleisure as the leading U.S. back-to-school fashion trend, reinforcing the pull of comfort, hybrid sneakers and sportswear language into youth and family retail baskets.

Source: Coresight Research U.S. Back to School 2026 survey, July 2026.

Trade & Ecosystem

Grassroots - specialty retail looks healthier than the headline narrative. Member data shared by Grassroots President Gabe Maier shows the independent specialty channel recovering after the 2023-24 inventory correction and entering mid-2026 with cautious momentum.

Source: Grassroots Outdoor Alliance / Gabe Maier independent specialty retail update, July 2026.

Asian footwear supply - production signals remain uneven. Yue Yuen and Feng Tay reported weaker June manufacturing momentum, a reminder that sell-through recovery at brand level does not automatically translate into stronger factory orders.

Source: Yue Yuen and Feng Tay monthly sales disclosures; SGB synthesis, July 2026.

Companies & Executives

RevolutionRace - DTC outdoor enters acquisition mode. The Swedish outdoor DTC group completed the first acquisition in its history by taking control of ICANIWILL, adding performance training apparel and testing M&A; as a new growth lever.

Source: RevolutionRace acquisition announcements, July 2026.

GoPro - founder financing buys strategic-review runway. Founder and CEO Nicholas Woodman agreed to provide \$20 million in financing through senior secured notes and warrants while GoPro continues evaluating strategic alternatives.

Source: GoPro investor release, July 8, 2026.

On - commercial leadership reorganized around customer focus. On promoted Rebecca Cai to Chief Global Markets Officer and appointed Alice Delahunt as Chief Customer Officer, splitting market execution and consumer experience into two senior mandates.

Source: On leadership announcement, July 2026.

Earnings, Economy & Markets

Helen of Troy. Q1 fiscal 2027 consolidated net sales rose 8.2% to \$402.1 million. Home & Outdoor growth was supported by international pack demand and new product launches, with Hydro Flask and Osprey central to the segment narrative.

Source: Helen of Troy Q1 fiscal 2027 results, July 8, 2026.

Genesco. Ahead of its July 21 annual meeting, three proxy advisory firms recommended shareholders vote for Genesco's nine director nominees, reducing near-term governance uncertainty around the Journeys, Schuh and Johnston & Murphy parent.

Source: Genesco proxy advisory release, July 2026.

Footwear supply chain. SGB-highlighted June data from major Asian footwear manufacturers showed continued shipment pressure, keeping Nike, Adidas and outdoor-footwear supply chains on watch as brand demand normalizes unevenly.

Source: Yue Yuen and Feng Tay monthly sales disclosures; SGB synthesis, July 2026.

Markets. In the Artiga watchlist (close July 10), SPY was +1.37% 1W (+10.71% YTD). Outdoor-exposed names were mixed: VFC and FOXF outperformed while AS and COLM slipped week-over-week.

Source: market price aggregation; Artiga calculations.

Next dates to watch

Date	Item
Jul 21, 2026	Genesco - 2026 Annual Meeting of Shareholders.
Aug 19-21, 2026	Outdoor Retailer - Minneapolis show.
Dec 1-3, 2026	Switchback at TRE - San Antonio, TX.
2030	Alpes 2030 - freeride skiing and snowboarding Olympic debut.

Sources consulted (selection)

Helen of Troy | RevolutionRace | GoPro | On | IOC | FIS Freeride World Tour | Gore-Tex | Grassroots Outdoor Alliance | Genesco | Coresight Research | Yue Yuen | Feng Tay | market price aggregation