

Home of Outdoor, Urban and Health & Fitness



/ISPO MUNICH 2018

ISPO Munich is the world's largest outdoor activity and sports exhibition.

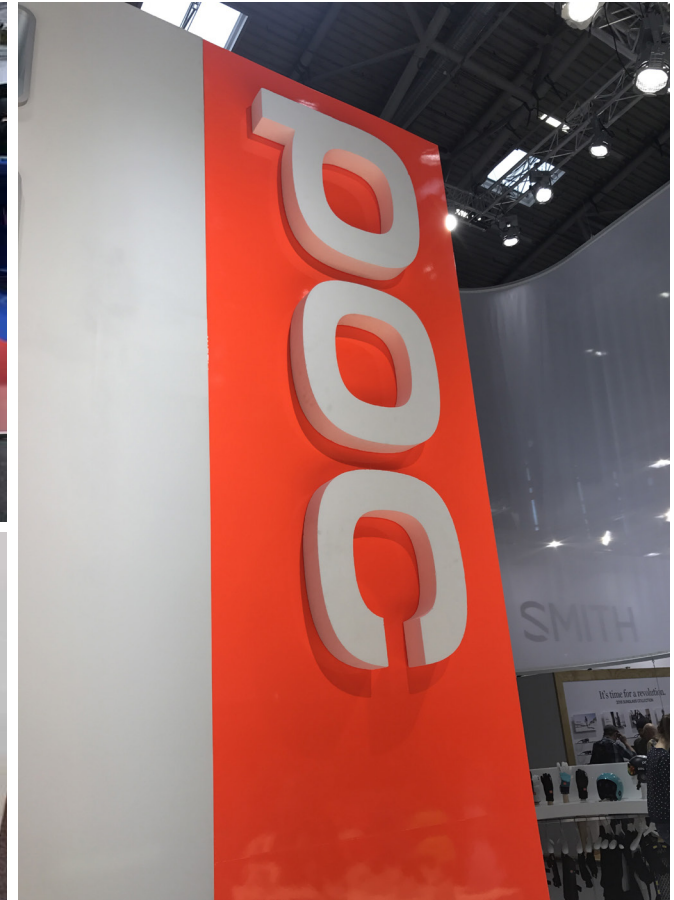
It showcases the latest trends and innovations in Outdoor, Snowsports, Urban and Health & fitness.

It's an amazing mix of visual eye candy and technical innovations. From established brands like Adidas, who are utilising laser scanning and 3D printing to create anatomically personalised footwear, to start ups like Hydrobot who are using electric current to transport and control moisture in fabric.

The breadth and scale of the show is huge, with 2800 exhibitors, spanning both the serious and mainstream to the humorous and subversive countercultures.

Following are some of the things we found interesting, plus the key trends we identified from this years show...

/AROUND THE SHOW



/MESSAGES

/MESSAGES

Key brand messages involved getting out and truly experiencing the outdoors;

ADVENTURE / NATURE / EXPLORATION



Land Rover



Fjall Raven



North Face

/THEMES

/ETHICAL & INNOVATIVE

Consumers being more aware of how their products are made leading to ethical based purchasing decisions, forcing brands to change and innovate. This year, market leaders such as Patagonia, Helly Hansen and Marmot unveiled revolutionary 'non down' based insulated products, which not only are animal friendly, but they claim are also superior in performance.



Marmot



Patagonia



Helly Hansen

/SUSTAINABLE

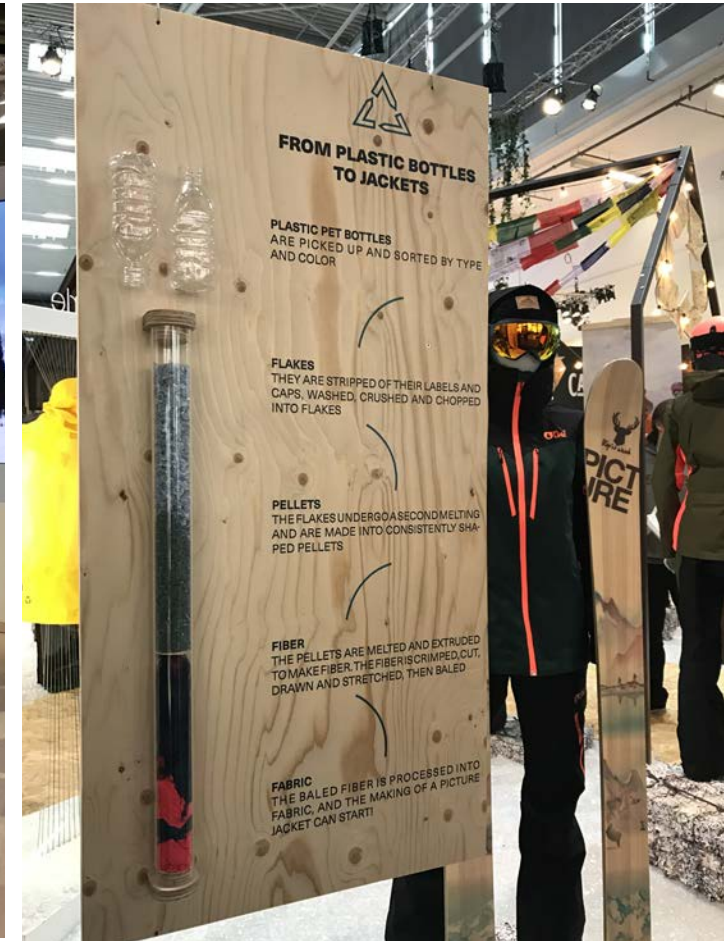
A huge focus was placed on sustainability and protecting the environment. Evident across many brands was their ability to use recycled materials such as plastic bottles and turn them into new products. Also non-polluting waterproofing treatments were being advertised as new alternatives to the chemical PFC based treatments.



Patagonia



Jack Wolfskin



Picture

/SAFETY

Innovation in safety was evident across all sectors. Livall showed off a new cycling helmet incorporating rear, brake, and indicator lights plus phone connection. Personal life saving or rescue equipment continues to improve and become more affordable as more people go out adventuring.



Livall



Mammut



Black Diamond

/PERSONALISATION / FUTURE CRAFT

Performance and comfort enhancing personalisation; the ability to not only, scan and analyse your feet and walking posture in real time, but to turn that instantly into an optimised 3D design that can be manufactured on the spot was showcased by Fitstation, Adidas and Tecnica.



Fitstation



Adidas



Tecnica

/SMART MATERIALS

Oakley showed off their new 'Prizm react' lenses which allow you to alter the transparency at the press of a button on your goggles. Hydrobot demonstrated a new smart material that can transport and control the flow of moisture via an electric current being applied to it. It will be implemented in a new ski jacket later this year.



Oakley



Hydrobot

/TRENDS

/INSPIRED BY NATURE

CMF inspired by the drama of our changing environment;

NIGHT SKIES / SUNRISE / SUNSETS



Superdry



Jack Wolfskin



Fischer

/HERITAGE

CMF inspired by vintage American clothing;

MOUNTAINS / DESERTS / NATIVE PEOPLE



Lowe Alpine



Picture



Patagonia

/NEW CAMOUFLAGE

Technical Camouflage

FUNKY / NEON / TONAL



Tenson



Head



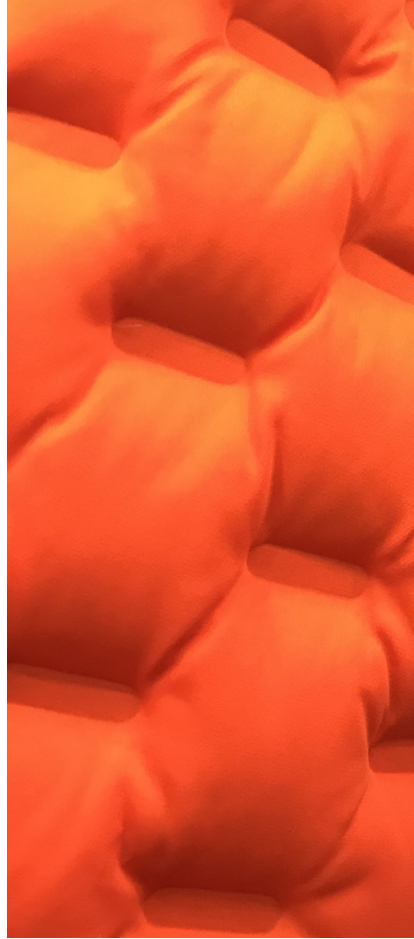
iFlow

/FUNKY 3D

In the quest to create uniqueness, brands were experimenting with creative padded structures.



Mammut



Tenson



Patagonia



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/TECHNICAL KNITTED

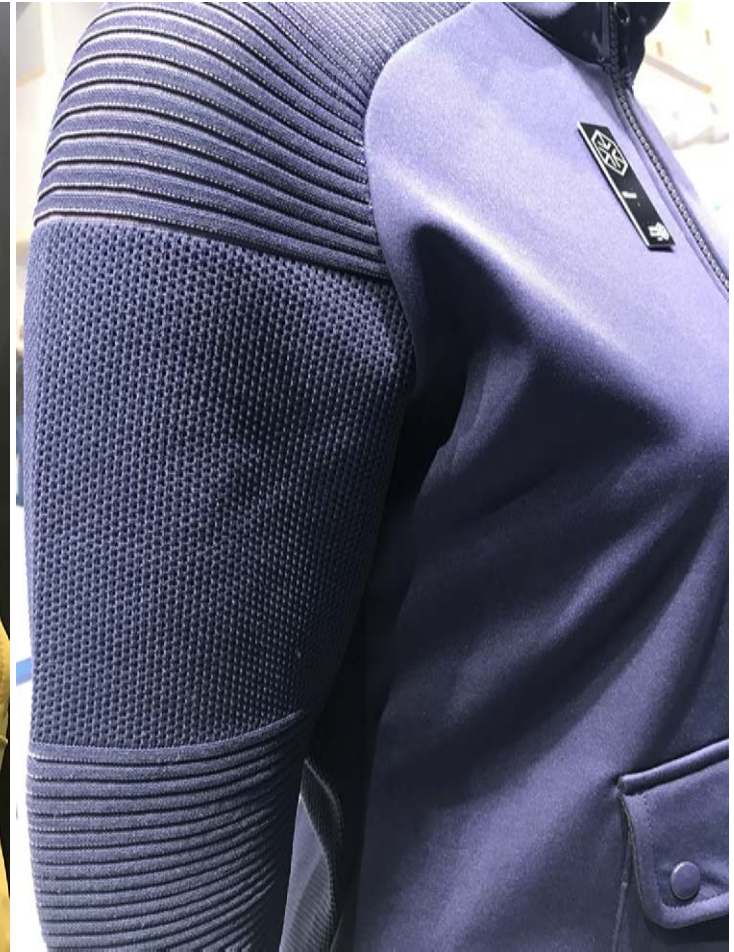
Using new processes and manufacturing methods, traditional materials like wool were re-purposed with new technical and performance properties.



Devold



Dianese



Descente

/LAND ROVER EXPLORE

Last but not least!... We were proud to see the preview launch of the new and innovative Land Rover Explore phone, designed by ASTHEIMER in collaboration with Land Rover. It also won the ISPO 2018 award in the Outdoor category. Full launch will be at Mobile World Congress in February!

