



## Sports Insight

July/August 2014

Featuring: Atmos AG

Circulation: 9,500

Readership: 28,500



## SPORTS INSIGHT

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"If comfort and function is trendy, I do not see that as a bad thing." (p.32: 35)

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### TIME OUT

Consumers want what they want, when they want it, at their own price.

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### IN THE MARKET

The Running & Fitness Event For Women drew a crowd in Chicago.

**22**

### SUNGLASSES

Style and performance combine to fuel new sunglass designs.

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### MOMMY BLOGS

Mommy bloggers are a powerful bunch. Pay attention marketers.

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### MASH UP STYLE



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### STREET & SPORT

The line between street style and gymwear continues to blur.

**38**

### PROTECTIVES

More and more everyday athletes are seeking out protective apparel.

**40**

### ACTIVE UNDIES

Tech fabrics make performance underwear a category to watch.

**44**

### HYDRATION

From handheld bottles to hydration daypacks, it's a gear extravaganza.

**50**

### END INSIGHT

Osprey Atmos AG backpack.  
New for Spring 2015. MSRP \$230-\$260.

