

SGI WEEKLY INTELLIGENCE

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INSIDE:

Dick's believes it is in a strong competitive position post liquidations.

John Horan's Deep Intelligence looks at Newell Brands' sporting goods strategy.

Under Armour sees market strengthening, despite retail caution.

Zumiez has loss in Q2 on down sales, but buys an Australian retailer.

Hanjin gets court protection as it deals with bankruptcy.

Acushnet sees profits jump in H1 as it amends S1.

Performance Sports Group terminates shareholder agreement with Sagard.

Peak Sports sees sales, earnings dip on sluggish economy, competition.

Well-Connected: Circuitex.

Judy Spies: T.B. Phelps.

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• Sequential Brands • Unifi • Wolverine World Wide • Fitbit vs. Jawbone.

Carolina Panthers quarterback and Under Armour athlete Cam Newton is ready to show off his footwork in the 2016 NFL season. He is also starring in a new spot that is part of the brand's "It Comes From Below" global marketing campaign. To learn more, visit the Video of the Week department. *Photo courtesy of Under Armour.*

INDUSTRY NEWS AND ANALYSIS FOR RETAILERS

From the Editorial Team of *Sporting Goods Intelligence*



T.B. PHELPS FOOTWEAR DRESSES UP OUTDOOR LIFESTYLE

Greenland, NH-based T.B. Phelps, a family owned and operated leather footwear and accessories brand, is looking to bridge the gap between the outdoor lifestyle and men's specialty markets. The brand's footwear collection encompasses about 30 core styles and began arriving at retail this past March, but the line's real debut is slated for Spring 2017 and will include six additional models. Matching accessories such as belts, bags and wallets are also part of the offering.



T.B. PHELPS.
FOOTWEAR AND ACCESSORIES



"There's a transition happening in the outdoor lifestyle market. Male consumers are dressing more stylishly and this calls for better shoes. Although women have been seeking out dresses and nicer sandals for a while now, guys are finally starting to follow

New for Spring 2017, the Santa Fe Panel Boot (SRP \$235) features an elastic side panel and an upper made of American bison leather that's soft, durable and water-repellent. Also available in Dirty Buck suede leather (SRP \$195).

that style cue,” explained Thomas Phelps Bates, owner of T.B. Phelps and Thomas Bates Accessories. Toward this end, the brand is reinterpreting and updating classic looks such as driving mocs, saddle shoes, wingtips and chukkas with new materials and colors along with more rugged outsoles. Retail prices for the footwear range from \$160 to \$200, while coordinating accessories are retail priced from \$25 to \$125.

From left: The Montgomery Leather Chukka boot (SRP \$195) includes a full-grain leather upper, leather lining, and a removable leather-covered insole. The Colorado Bison Leather Chukka (SRP \$225) provides flexible stroebel construction, a padded collar and a crepe rubber outsole.



Most T.B. Phelps footwear is produced in the company's own factory in the Dominican Republic, but a few styles—such as the Aspen Slipper made with tumbled Bison leather and a Woolrich wool lining—are made in the USA. The company's Cameron hybrid golf/dress shoe, slated to launch in Spring '17, will feature an American-made leather upper and waterproof stitching. About 80 percent of the company's leathers are made in the U.S. from American cattle, noted Bates.

Although the T.B. Phelps footwear line is new on the scene, Bates' family has a long history in leather goods, dating back to Phelps Leather Goods that was in business from

1938 to 1960. In Fall 2015, Bates purchased Custom Brand Footwear, a distributor of high-quality footwear under the David Spencer brand name for the golf, specialty and outdoor markets since 1999. Today, all of the footwear and leather accessories fall under the T.B. Phelps brand name. Production facilities include a company-owned factory in Haverhill, MA, the aforementioned Dominican Republic facility, as well as select partnerships with factories in Central America and Asia.



The Verona Driver Loafer (SRP \$180) offers handsewn moccasin construction, a genuine leather upper, a rubber outsole with a slight external heel for comfort, a leather-covered cushioned insole, and rawhide leather lacing.

"We really got into footwear to increase the capacity of our own factories," said Bates. "We had been cutting leathers and making cork bed sandals for other brands. In fact, we've been producing footwear for more than 20 years and we still have all the dies and lasts."

To help pull traditional outdoor and golf retailers into dressier looks, T.B. Phelps is working on custom product developments with key national brands. The work is done on a contract basis with 120-pair minimums. To further differentiate the product in the marketplace, T.B. Phelps is also willing

to co-brand its products with retailers, and is able to laser engrave the retailer's name and logo into the footbed, creating a high-end, distinctive look.

Shown in center, the David Saddle full leather saddle shoe (SRP \$175) boasts Italian full-grain leather that's tumbled for a rich appearance. At far left and right, the Spencer classic oxford (SRP \$175) is available with a suede or nubuc upper and includes a Mini Grid rubber outsole and a leather-covered cushioned insole.



However, said Bates, "We're small and aren't interested into blowing out into a big retail brand. We want to focus on quality, limited distribution and fun, innovative styles. Ultimately, this is still a story about family and making products that we can be proud of—and we're having fun doing it."

The Norwich Tote Bag (SRP \$165) is made of waxed canvas with dark leather trim. Also pictured are the Columbia leather dress belt and the Maxwell braided leather belt (SRP \$85 each).

