

LIFESTYLE COLLECTION AREA - OUTDOOR AS A WAY OF LIFE

LIFESTYLE TREND AREA FOR APPAREL, FOOTWEAR AND ACCESSORIES BRINGS LIKE-MINDED BRANDS TOGETHER

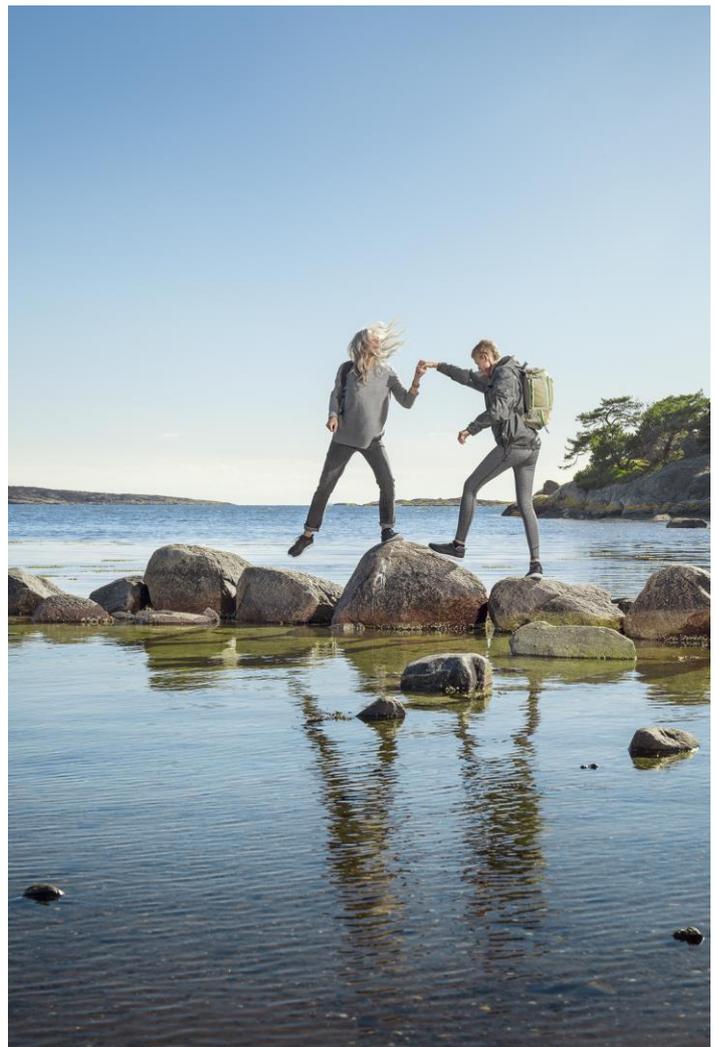


Friedrichshafen - Outdoor, everyday use and lifestyle - athleisure wear and urban fashion are a permanent fixture on both urban streets and the outdoor market. Urban lifestyle is also a growing trend topic on display at the OutDoor show from 17 to 20 June, 2018. At the Lifestyle Collection Area, exhibitors are showing that there is more to outdoors than being out in nature. Lifestyle collec-

tions reflect a way of life and mindset that blends responsibility for the natural world with an international approach and worthwhile fashion. In addition to the full spectrum of outdoor goods, OutDoor 2018 will be showcasing all facets of lifestyle trends from apparel, footwear and accessories for trade visitors. Start-ups and new brands will also be exhibiting at the area.

Cheeki, the Australian manufacturer of high-quality stainless steel drink bottles and flasks, is entering Europe. The company is presenting its products at OutDoor in the Lifestyle Area for the first time. "It suits us down to the ground, because our products are not just for work, school, picnics, sport or just for hiking and camping - instead they represent a lifestyle," explains Simon Karlik, Cheeki's director. Simon Karlik feels that Cheeki water bottles reflect an attitude towards life. This is also clear to see in the company's product catalogue, which shows how Cheeki bottles help reduce mountains of plastic rubbish. They are also a personal statement against pollution of the seas. Cheeki is a mindset - an attitude and a way of life.

Swedish manufacturer Icebug has been exhibiting at OutDoor for a number of years, and has chosen deliberately to present at the Lifestyle Area in 2018. Country Manager for Germany, Mathias Basedow sees the traditional outdoor look as past its zenith: "Running, camping, climbing - they are all lifestyles, but you don't always want to look



like you are on an expedition. We need pioneers from retailers and brands, who are bold enough to break away from the design status quo, without sacrificing performance.” The shoe manufacturer wants to take up the challenge with the clean, stylish, Scandinavian design of its new performance sneakers.



Both products and functionality are important for urban environments, but there is more to it than that. There is the mindset and mentality behind them. Sustainability is also an issue here. Take, for example the manufacturer Steinkauz, who make products from natural functional materials: Loden, felted wool and waxed cotton. "Loden is a thick waterproof woollen cloth with excellent breathability and is also a biologically degradable natural fabric," argues Markus Holthausen, Managing Director Waldkauz/Steinkauz. He sees it as decisive that: "Loden strikes a chord with contemporary environmentally-friendly attitudes and looks at home both when trekking and in other environments. This is why we belong in the lifestyle segment."



Outdoor attitudes always involve crossover to some extent. No one expects to have a separate product for each activity, or specialist clothing for each social appearance. Cavida are presenting their distinctive Wave Hawaii Ponchos at Outdoor. "They were designed especially for outdoor use, but are also ideal for home, swimming pool or sauna." Our stylish designs capture the contemporary zeitgeist," says managing director Carsten Raphael. Outdoor, everyday use and lifestyle apply to sunglasses from Slastik, who also belong to Cavida. Raphael describes them as "exceptionally stylish" and "trendsetting". "We

are going to attract a lot of interest here too.”



The OutDoor Lifestyle Area has consciously decided not to include any large booths. "This would run contrary to the whole idea of the Lifestyle Area," explains project manager Dirk Heidrich. "Small stands, independent stand designs and opportunities for new brands and start-ups as well as long-standing OutDoor exhibitors to mix it up and experiment, while enjoying maximum exposure." As such, the Lifestyle Area functions as an exhibition inside the OutDoor show. There will be everything from high-quality functional apparel and backpacks, tents and sleeping bags to a diverse range of accessories - all with an emphasis on style and responsibility. This is outdoor as a lifestyle.

The 25th OutDoor jubilee edition show takes place from Sunday 17 to Wednesday 20 June 2018 and is open to trade visitors only.



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www.outdoor-show.com and www.facebook.com/OutDoor.Show/.

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