



**Sustainability Survey
and Index Launch**
May 2021

STIFEL | Institutional
Group

Survey Methodology

Morning Consult conducted n=10,015 online interviews among active/casual lifestyle brand consumers ages 18-55 in the U.S., UK, Italy, Germany, France, and China from April 16 – 25, 2021. Interviews in each market were carefully sampled and weighted to be demographically representative for their age groups according to published population statistics for age, gender, region, education, race, and income in the U.S., and age, gender, region, and education in the UK, Italy, Germany, France, and China.

Active/casual lifestyle brand consumers are defined as those who purchased at least one of the following types of brands within the past 6 months: Athletic or activewear clothing or footwear brands; casual lifestyle clothing or footwear brands; outdoor clothing or footwear brands (i.e., for hiking, skiing, etc.); or sporting goods or outdoor recreation equipment brands.

Market	Sample Size	Margin of Error
U.S.	N=4,756	+/- 1%
UK	N=1,060	+/- 3%
Italy	N=1,067	+/- 3%
Germany	N=1,009	+/- 3%
France	N=1,020	+/- 3%
China	N=1,103	+/- 3%

The margins of error provided above apply for the full sample size of the audience; margins of error are larger for any demographic subgroups.

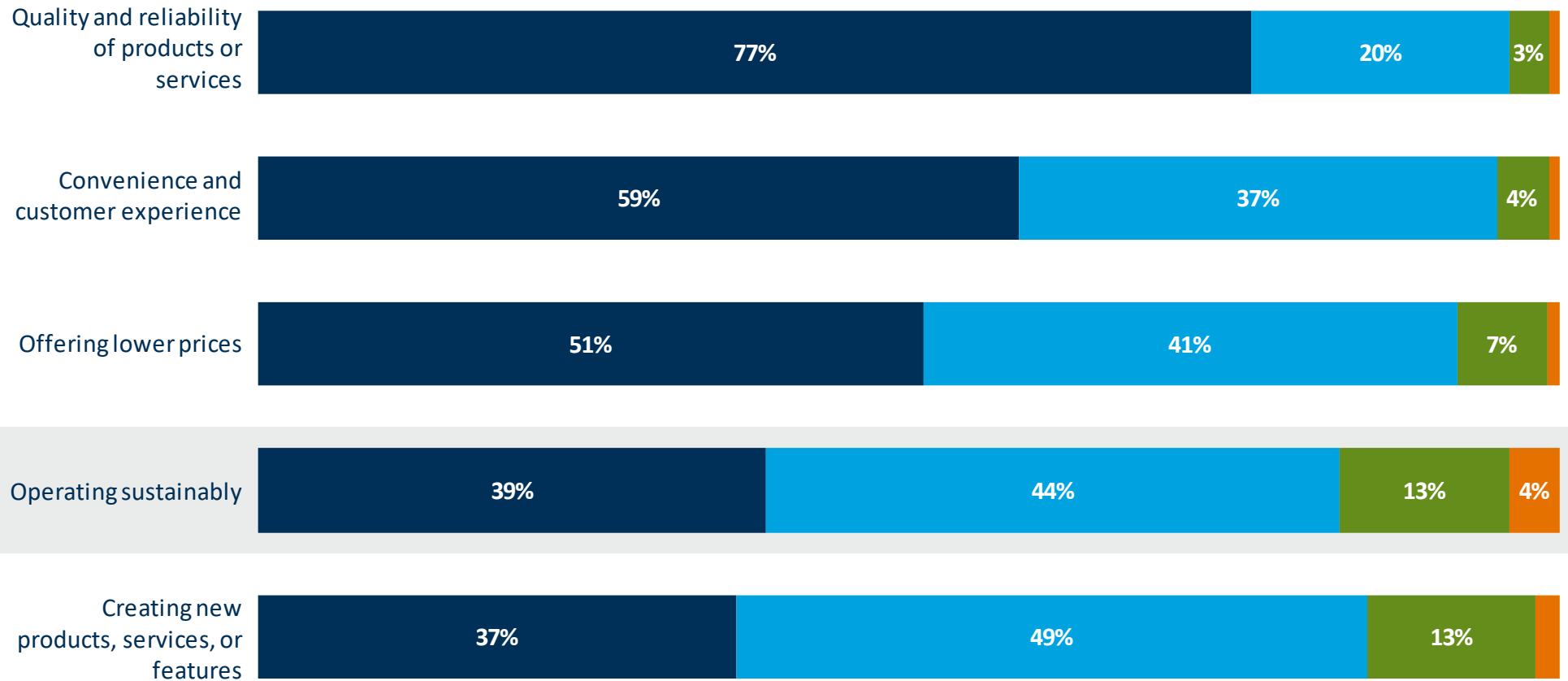
U.S. Key Findings

Over four in five consumers say it's important for brands to focus on operating sustainably, and two in five say its “very important.” However, sustainability falls behind quality, customer service, and lower prices in prioritization for brand focus.

Broadly, how important is it to you that brands focus on the following? Note: Operating Sustainably was presented as: “Operating sustainably (i.e., with focused attention to their impact on the environment, employees/workers, and communities)”

BRAND PRIORITIES

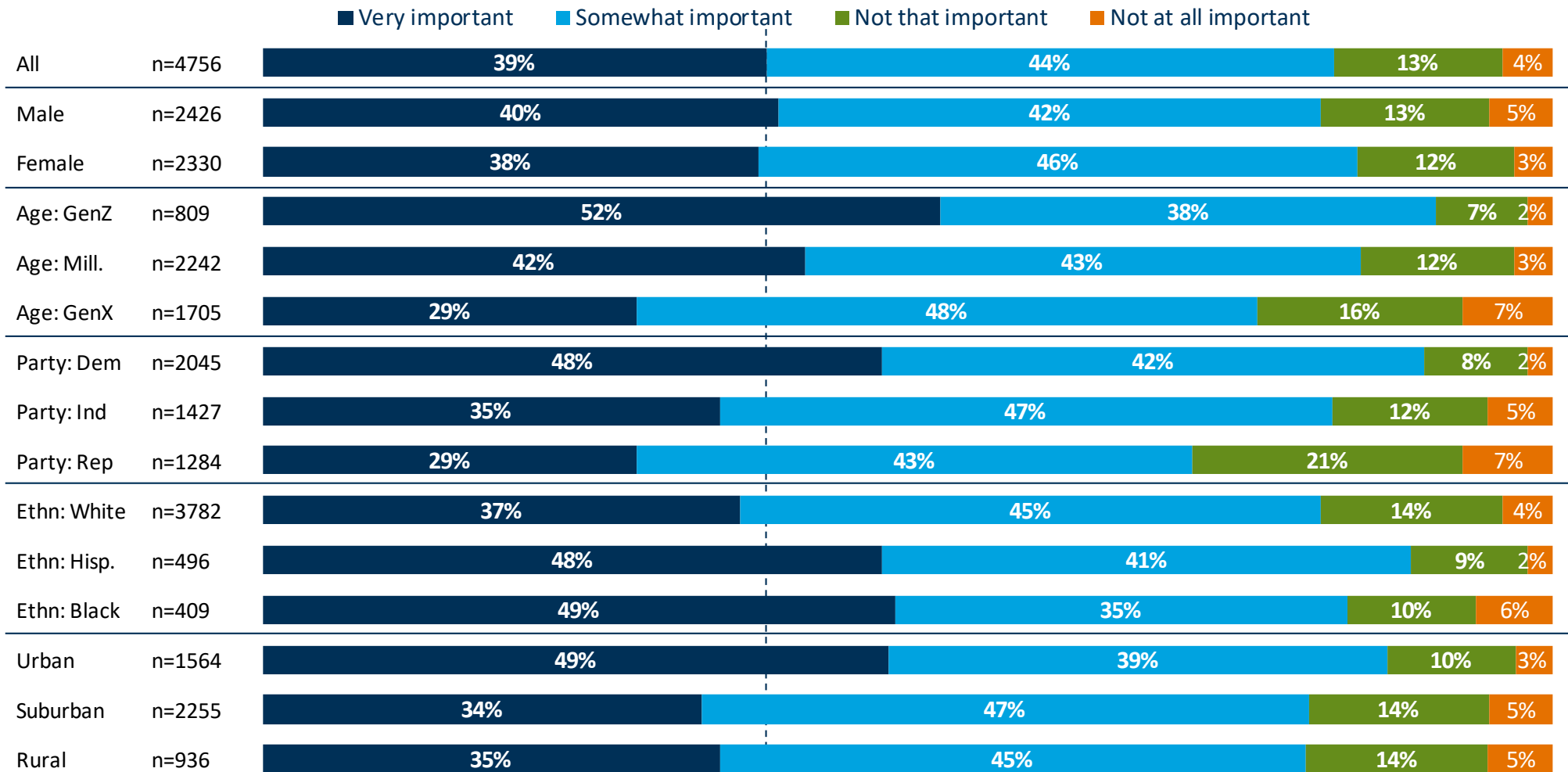
■ Very important ■ Somewhat important ■ Not that important ■ Not at all important



Gen Z, Democrats, Black, Hispanic, and urban consumers are all more likely to say its very important for brands to focus on operating sustainably.

Broadly, how important is it to you that brands focus on the following? Showing % "Operating Sustainably" Note: Operating Sustainably was presented as: "Operating sustainably (i.e., with focused attention to their impact on the environment, employees/workers, and communities)"

BRAND PRIORITIES

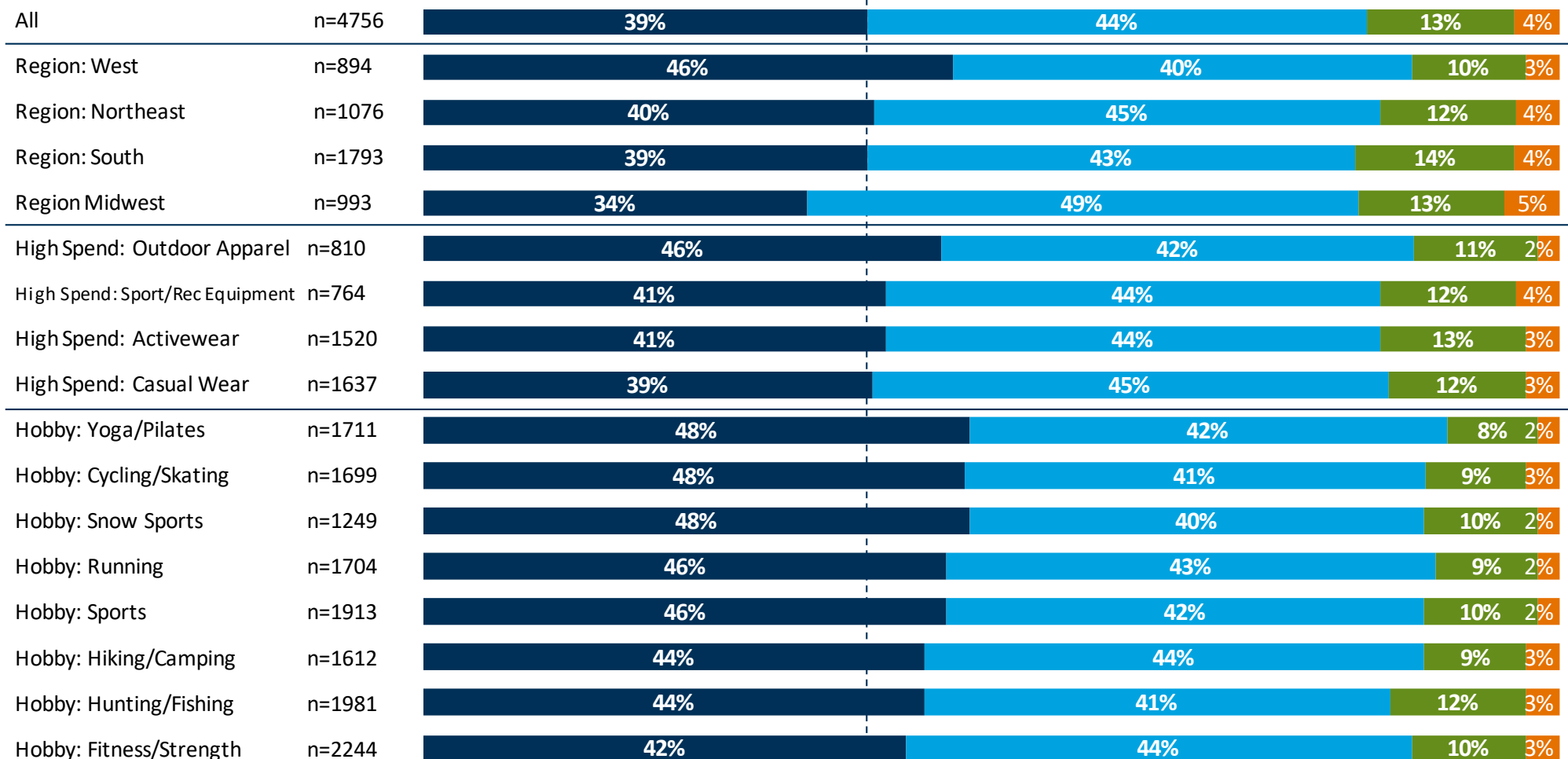


Similarly, those in the Western U.S., higher spenders on outdoor apparel, and those with outdoor or active hobbies are more likely to prioritize brands operating sustainably.

Broadly, how important is it to you that brands focus on the following? Showing % "Operating Sustainably" Note: Operating Sustainably was presented as: "Operating sustainably (i.e., with focused attention to their impact on the environment, employees/workers, and communities)"

BRAND PRIORITIES

■ Very important ■ Somewhat important ■ Not that important ■ Not at all important

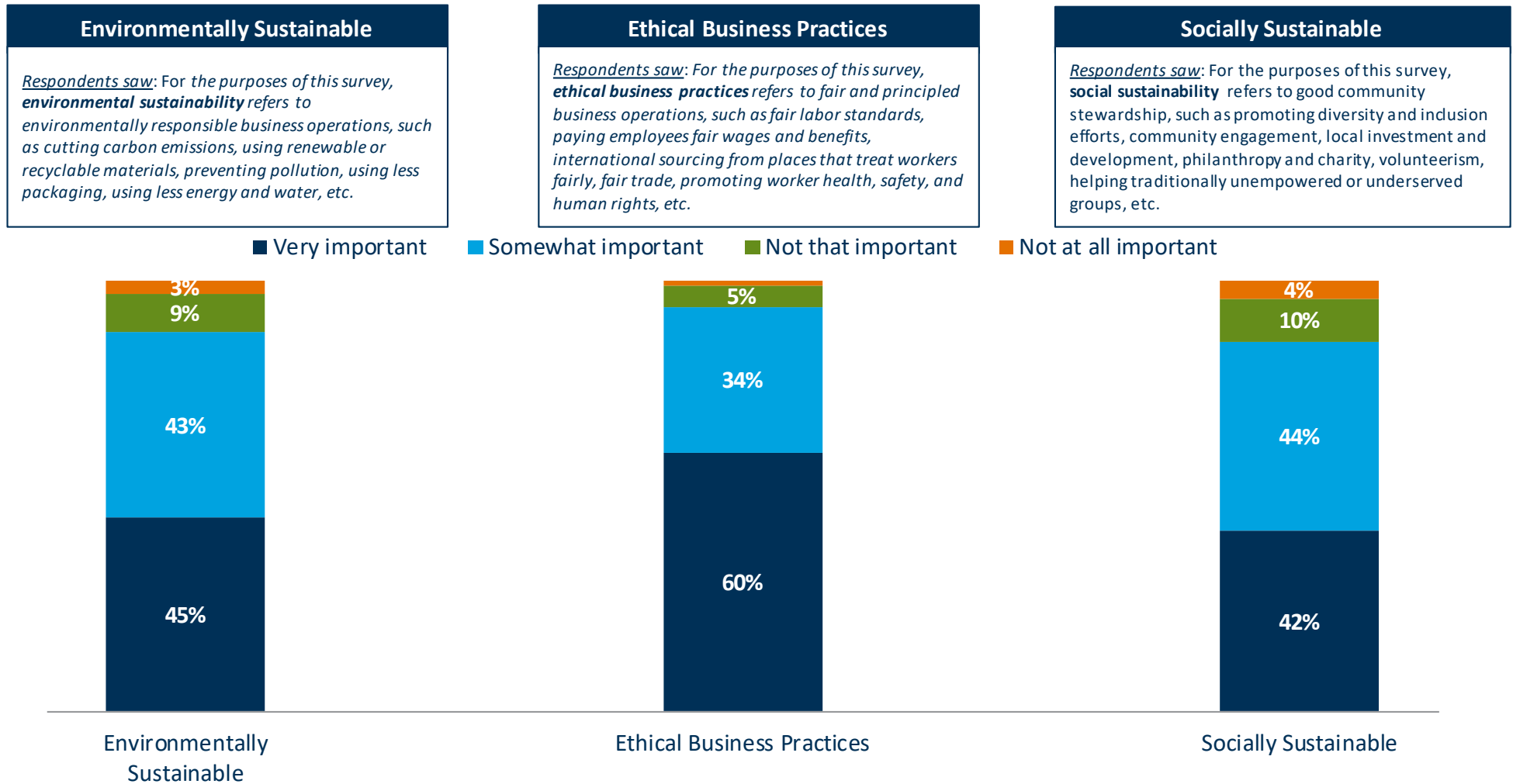


High Spend defined as spending \$200+ in the category, per year.

Three in five consumers say it's very important that brands operate with ethical business practices; over two in five say it's very important that brands operate with environmental and social sustainability

How important is it to you that brands operate [in an environmentally sustainable way / with ethical business practices / in a socially sustainable way]?

IMPORTANCE OF SUSTAINABILITY



Ethical Business priorities like fair pay, protecting worker rights, and paying their fair share of taxes are top brand sustainability priorities. Protecting local ecosystems and minimizing plastic waste are seen as the most important environmental brand priorities.

How important is it to you that brands focus on the following?

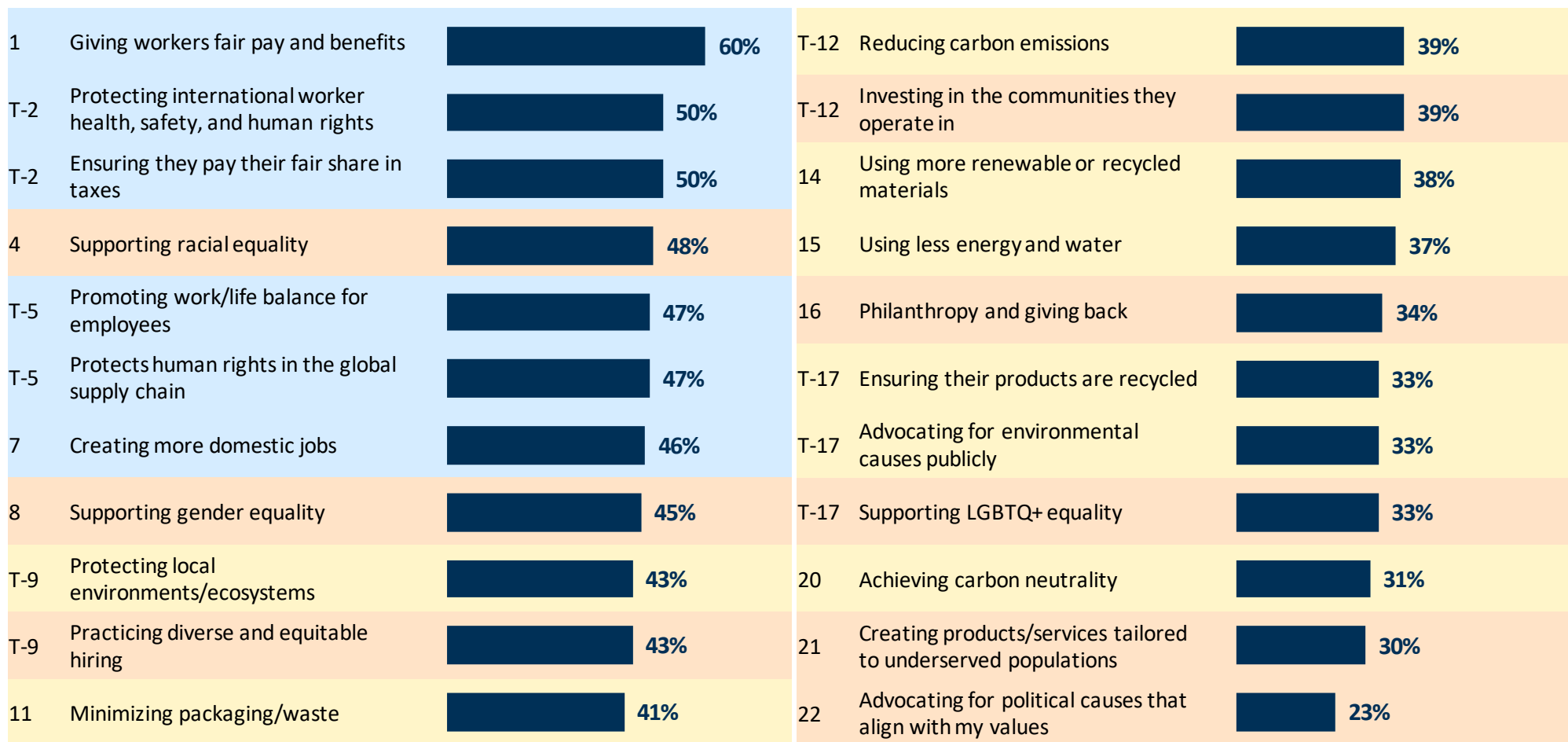
SUSTAINABILITY PRIORITIES FOR BRANDS

Environmental Priorities

Ethical Business Priorities

Social Priorities

Showing % "Very Important"

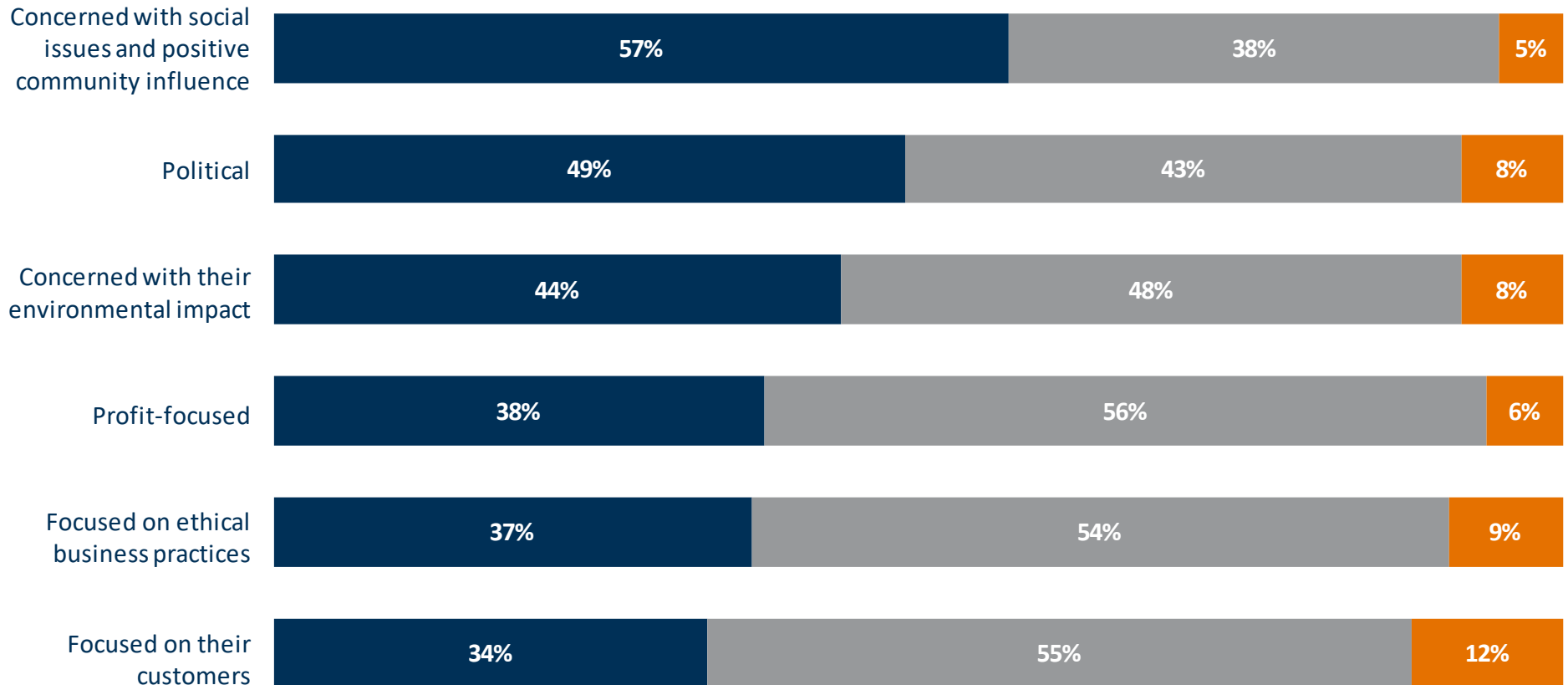


Most consumers say brands have become more concerned with social issues and community influence over the past year. Fewer say companies are more focused on ethical business practices, even though they find this comparatively more important.

Over the past year, have brands become more or less:

BRAND TRENDS OVER PAST YEAR

■ More ■ About the same ■ Less

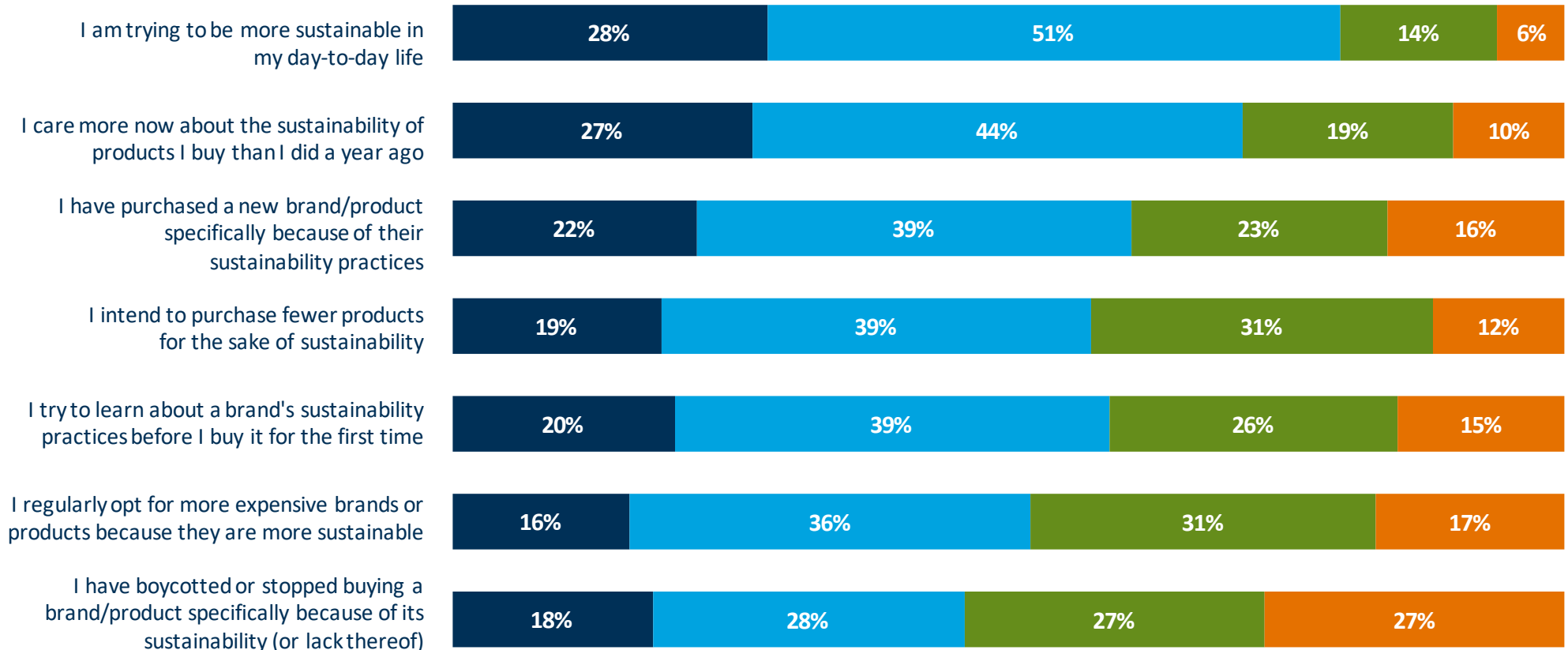


Four in five consumers are trying to be more sustainable in their day-to-day lives, and seven in ten care more than they did one year ago. A majority have picked a new brand or product specifically because of their sustainability practices.

To what degree do you agree or disagree with the following statements?

CONSUMER SUSTAINABILITY ACTIONS

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree



Those who spend more on outdoor apparel and sporting/recreational equipment are more likely to purchase new brands and opt for more expensive brands based on their sustainability practices.

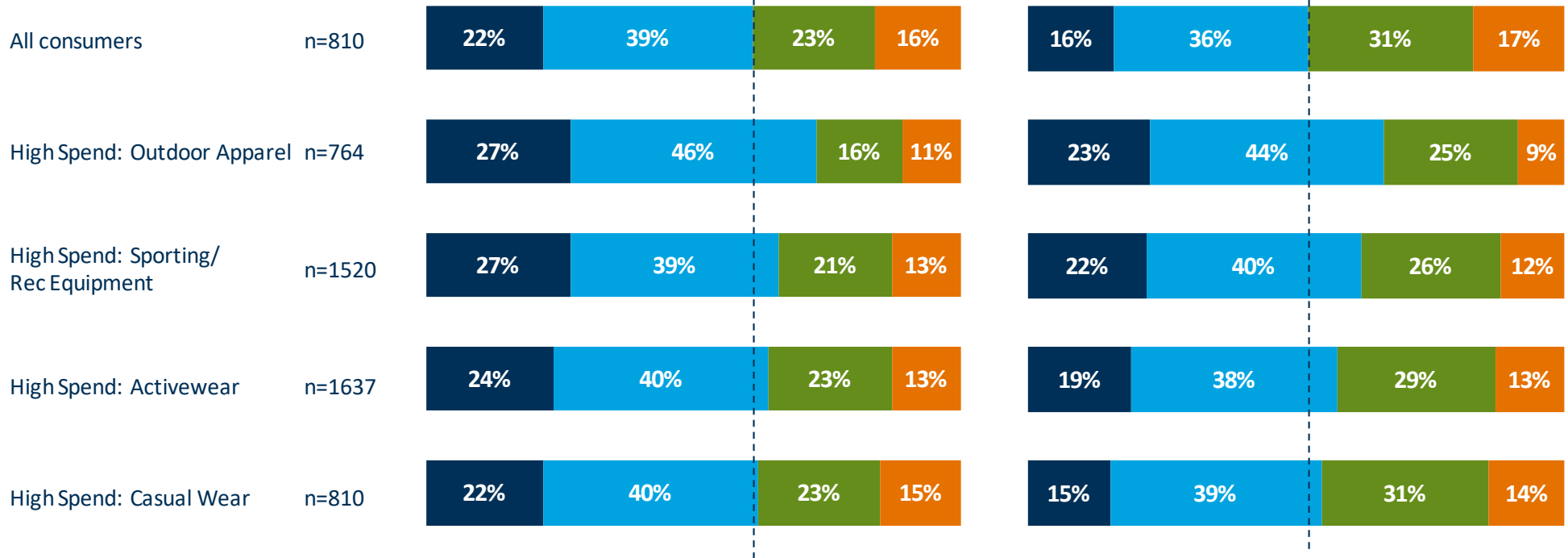
To what degree do you agree or disagree with the following statements?

CONSUMER SUSTAINABILITY ACTIONS

■ Strongly agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Strongly disagree

I have purchased a new brand/product specifically because of their sustainability practices

I regularly opt for more expensive brands or products because they are more sustainable

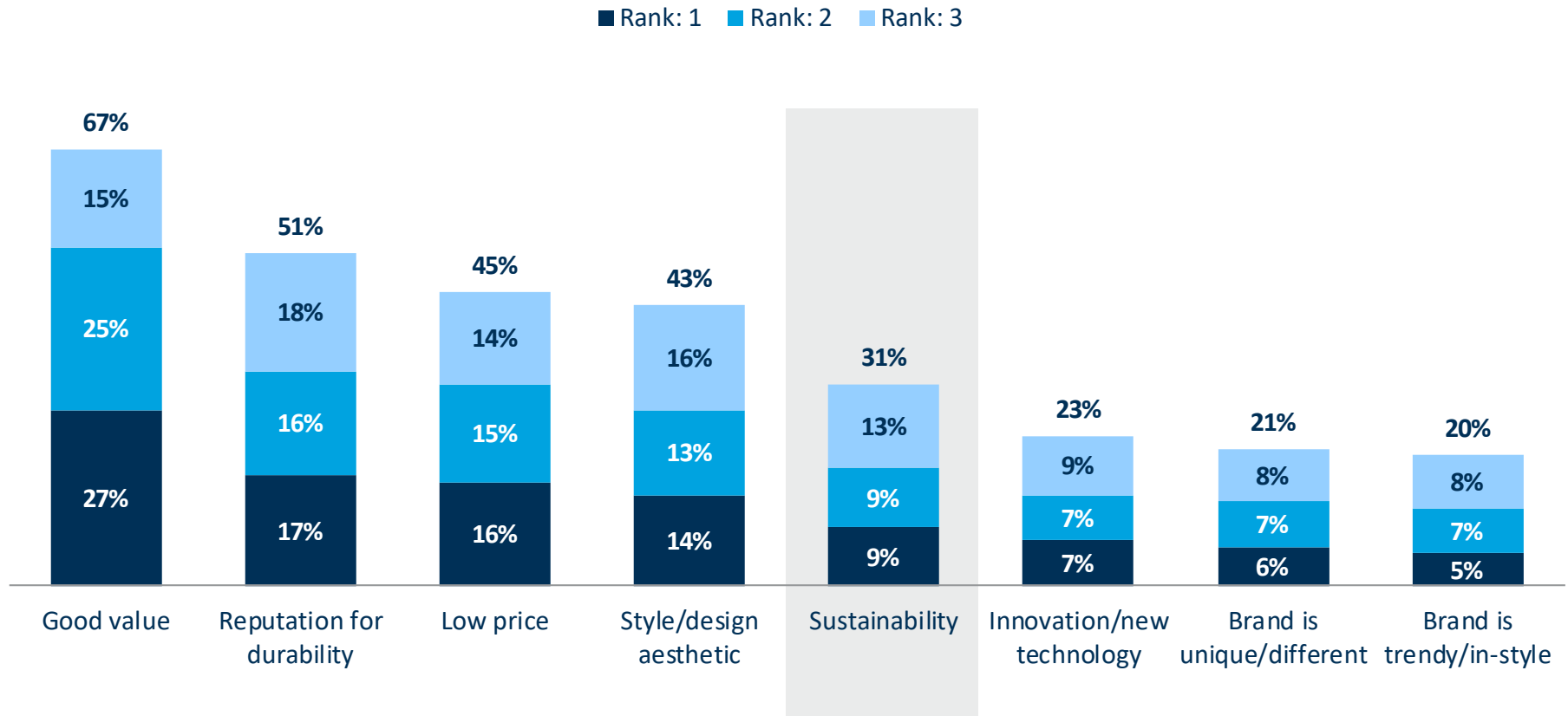


High Spend defined as spending \$200+ in the category, per year.

Three in ten consumers say sustainability is an important factor when shopping for these products. Sustainability beats out innovation, brand uniqueness, and brand trendiness as buying factors, but trails value, durability, price, and style/design.

Now, we would like you to think specifically about shopping for active/casual lifestyle brands. By this, we mean brands focused on athletic, outdoor, or casual lifestyle clothing, footwear and accessories. How important are each of the following to you when making purchase decisions with these types of brands? Please rank them from most important (1) to least important (8).

PURCHASING PRIORITIES FOR ACTIVE/CASUAL LIFESTYLE BRANDS

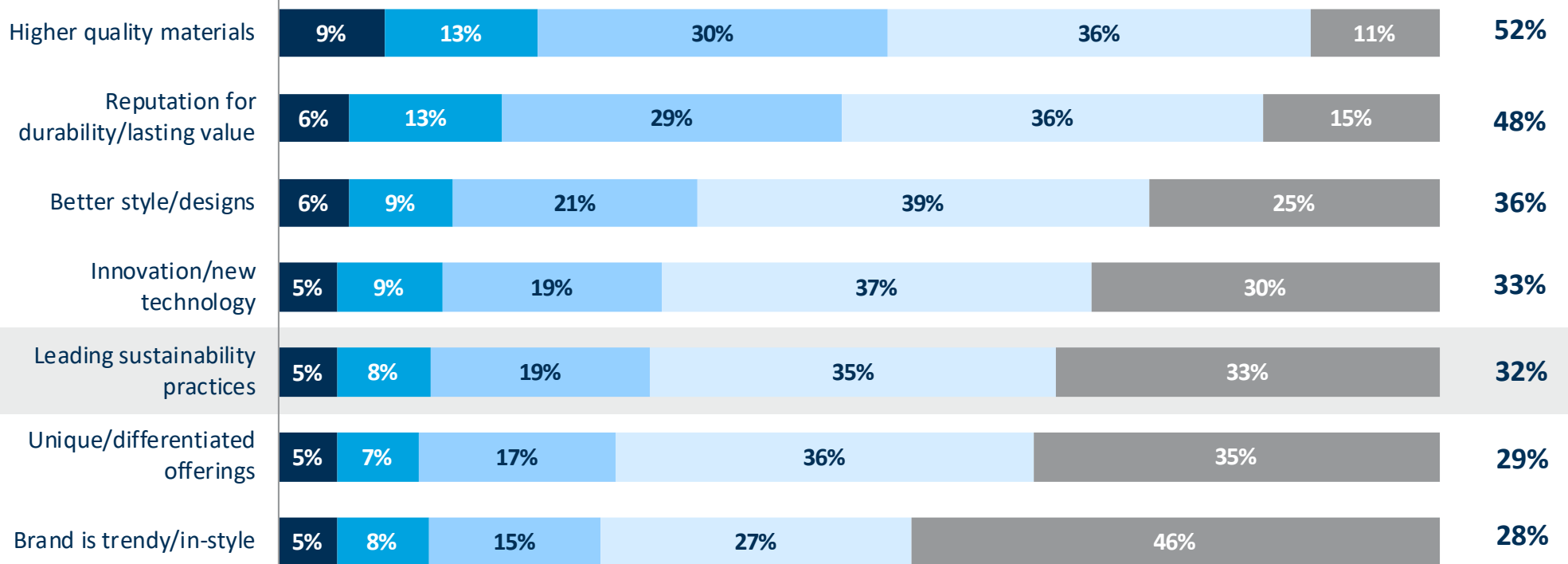


Two in three consumers would pay more for brands that offer leading sustainability practices, and one in three would pay 10%+ more. However, sustainability trails quality, durability, and style as brand attributes for which consumers would pay more.

Thinking specifically about shopping with active/casual lifestyle apparel brands, how much more (if at all) would you pay for brands that offer the following?

WILLINGNESS TO PAY MORE FOR ACTIVE/CASUAL LIFESTYLE BRANDS

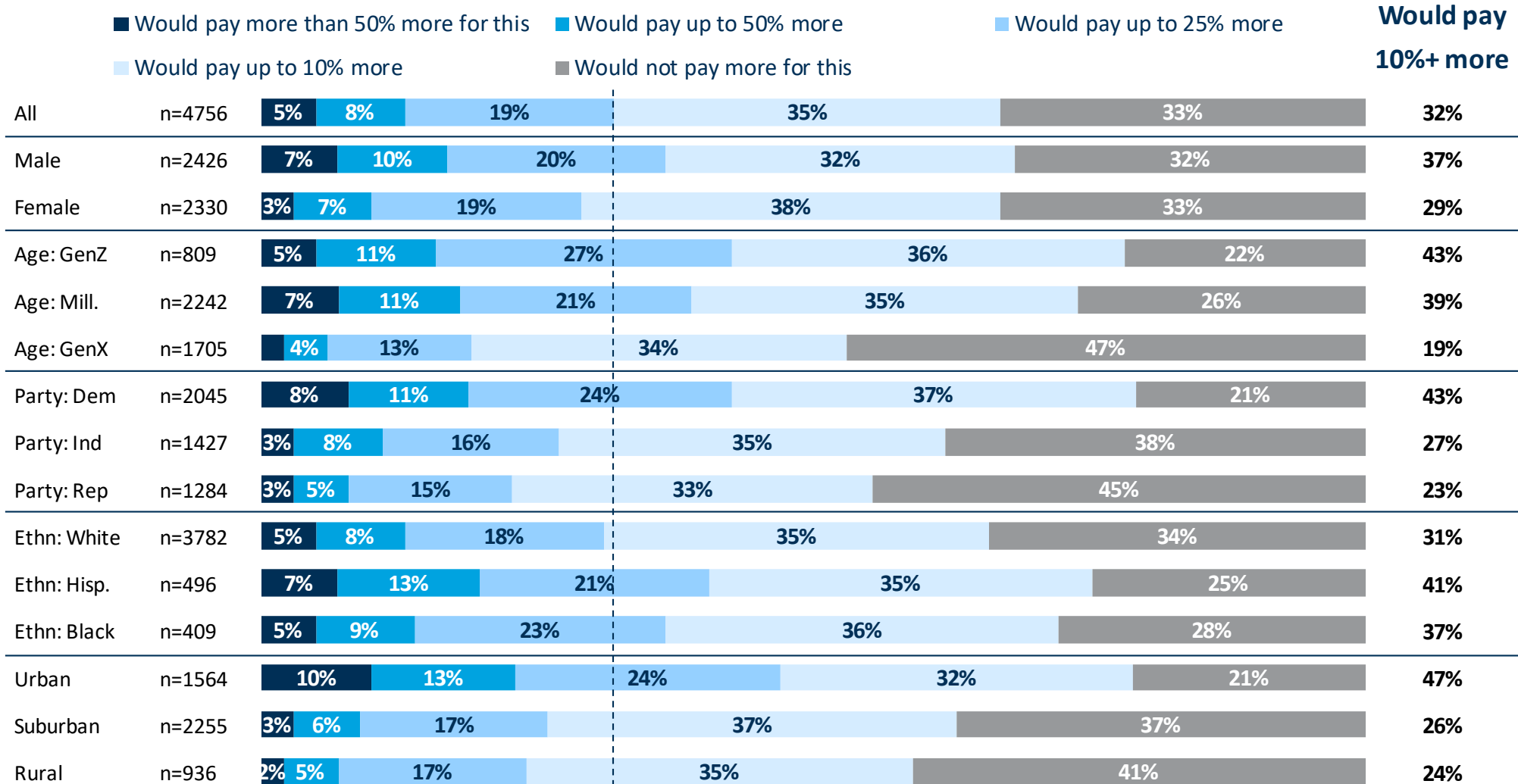
Would pay more than 50% more for this
 Would pay up to 50% more
 Would pay up to 25% more
 Would pay up to 10% more
 Would not pay more for this
 Would pay 10%+ more



Male, younger, Democrat, Hispanic, and urban category purchasers are more likely to pay more for active/casual lifestyle brands that offer leading sustainability practices.

Thinking specifically about shopping with active/casual lifestyle apparel brands, how much more (if at all) would you pay for brands that offer the following?

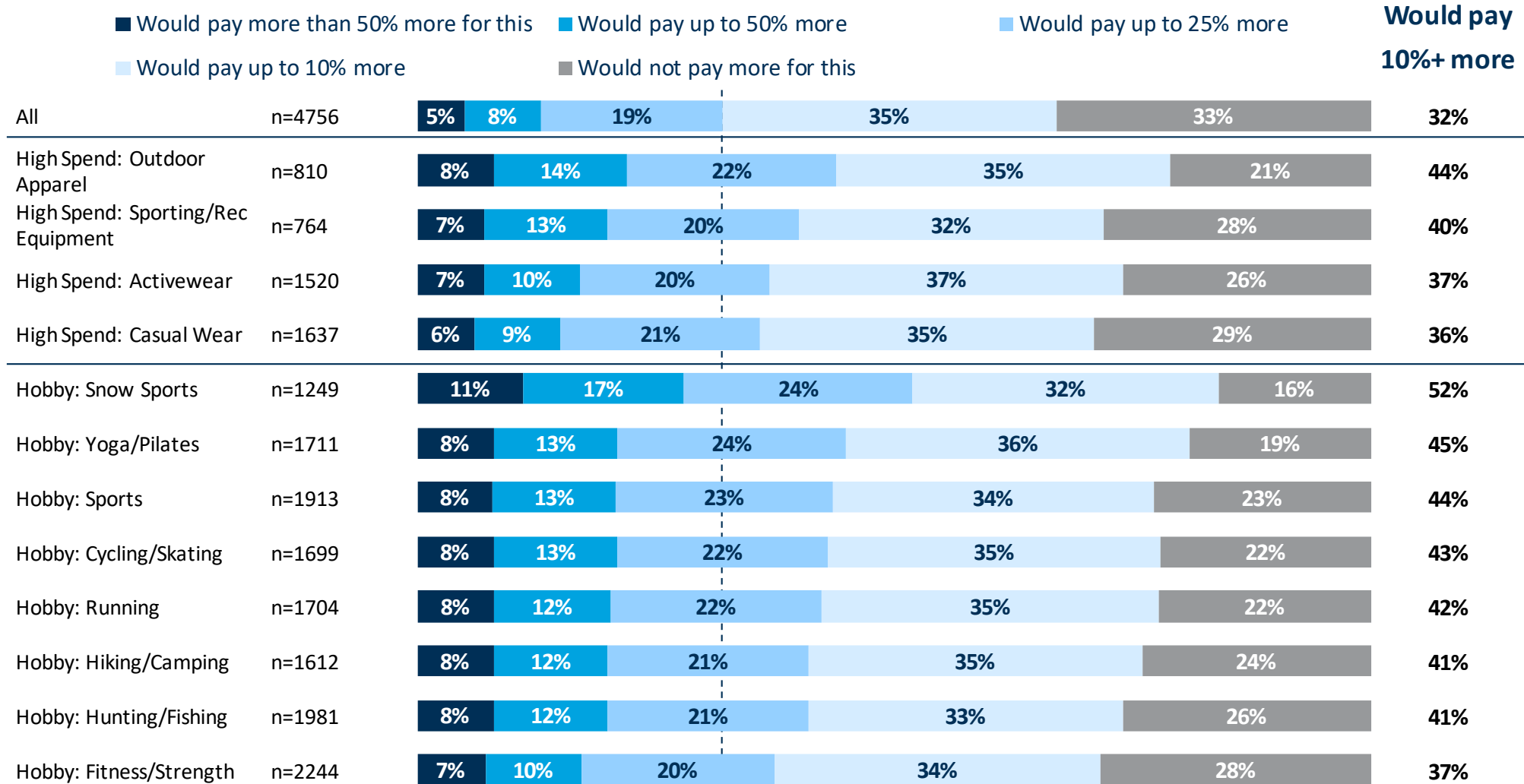
WILLINGNESS TO PAY MORE FOR “LEADING SUSTAINABILITY PRACTICES”



In addition, high outdoor apparel and sporting/recreational equipment spenders, and those with athletic or outdoor hobbies are more likely to spend more on brands with leading sustainability practices.

Thinking specifically about shopping with active/casual lifestyle apparel brands, how much more (if at all) would you pay for brands that offer the following?

WILLINGNESS TO PAY MORE FOR “LEADING SUSTAINABILITY PRACTICES”



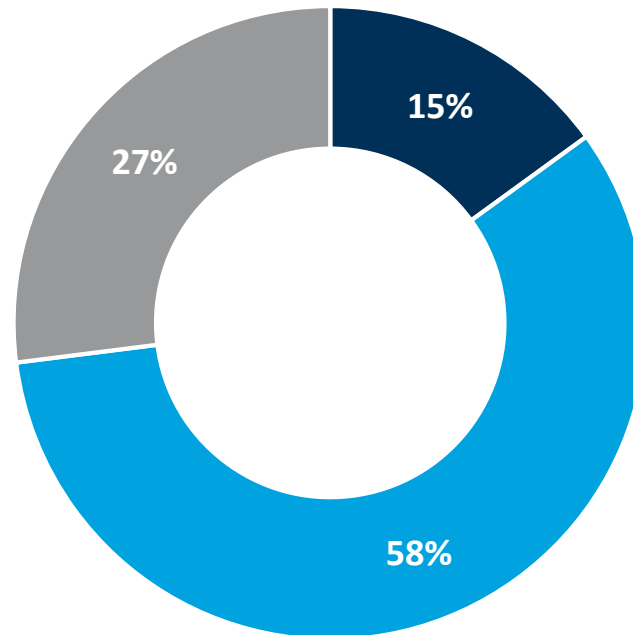
High Spend defined as spending \$200+ in the category, per year.

Three in four consumers say they consider sustainability when choosing between brands, and one in seven say they only buy from brands that they consider sustainable or match their values.

When choosing between different brands, to what degree does sustainability factor into your decision-making?

SUSTAINABILITY'S ROLE IN BRAND DECISIONS

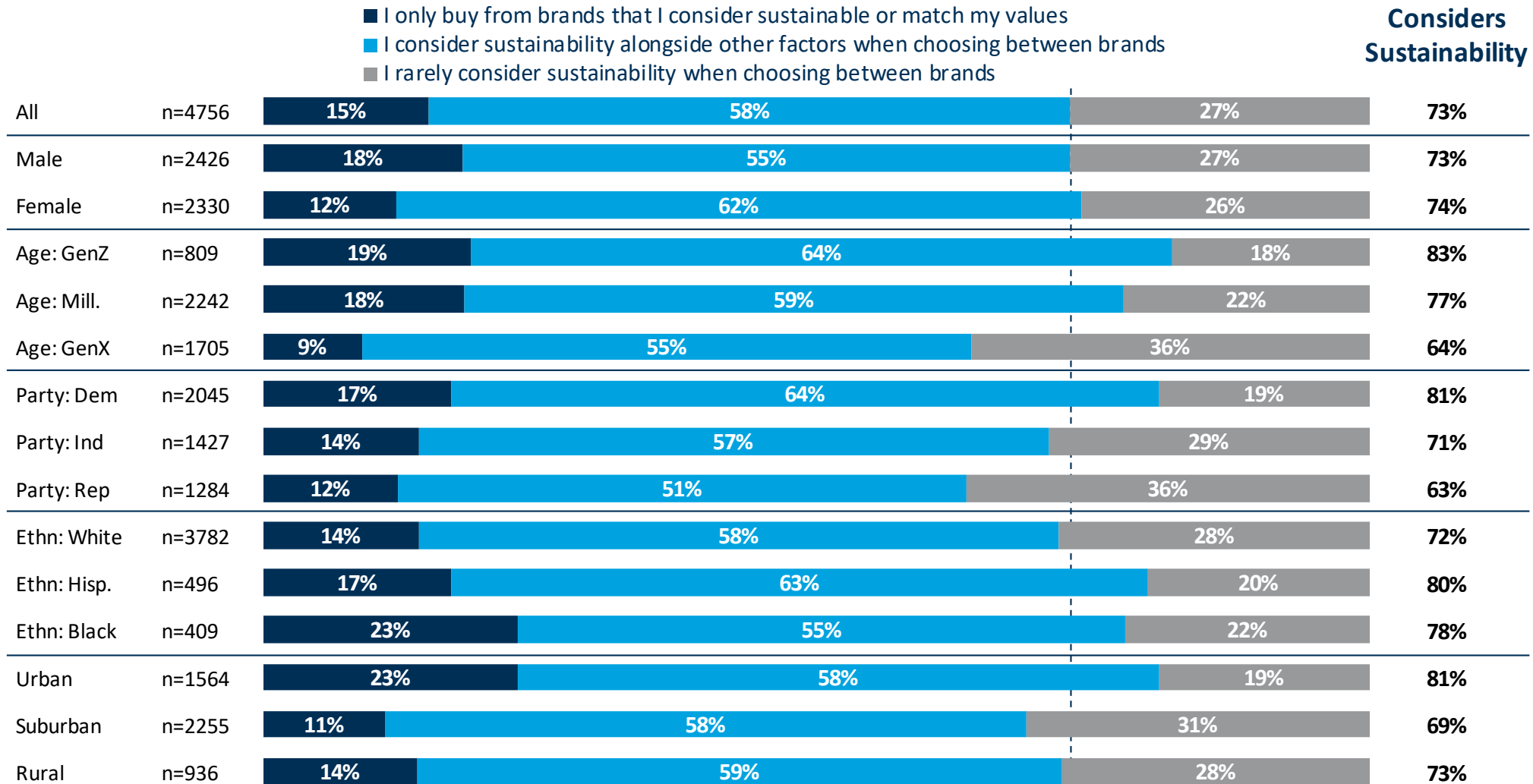
- I only buy from brands that I consider sustainable or match my values
- I consider sustainability alongside other factors when choosing between brands
- I rarely consider sustainability when choosing between brands



Gen Z, Millennials, Democrats, Hispanic and Black Americans, and urbanites are more likely to consider sustainability when choosing between brands.

When choosing between different brands, to what degree does sustainability factor into your decision-making?

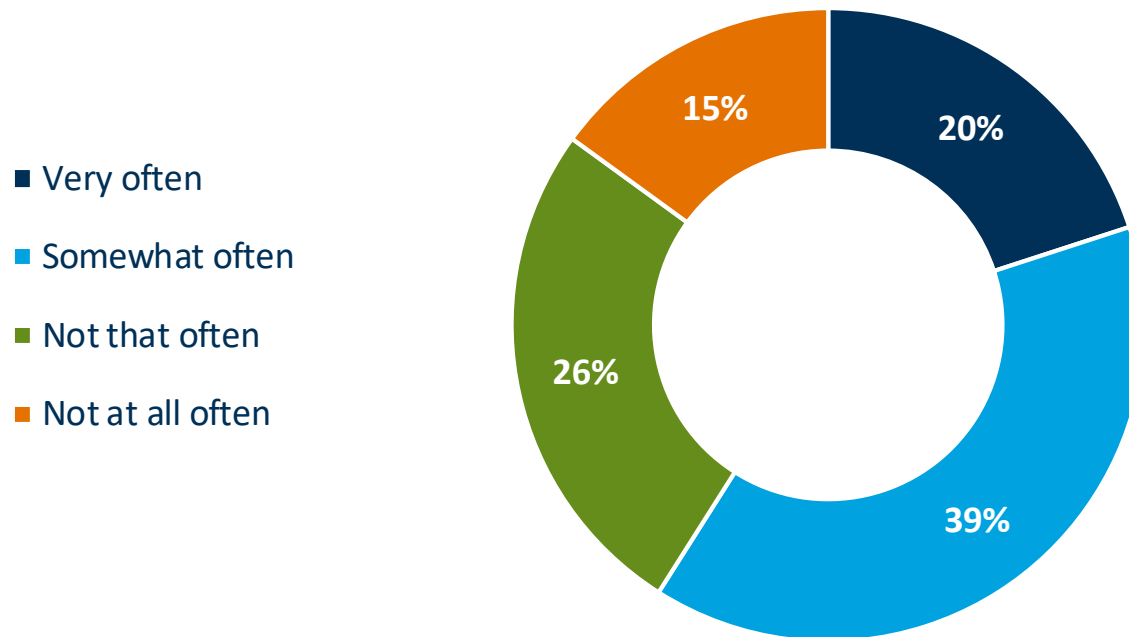
SUSTAINABILITY'S ROLE IN BRAND DECISIONS



Three in five consumers say they look for information about a brand's sustainability practices at least somewhat often, including one in five who do it very often.

How often do you look for information about a brand's sustainability practices when deciding whether to buy a product from that brand?

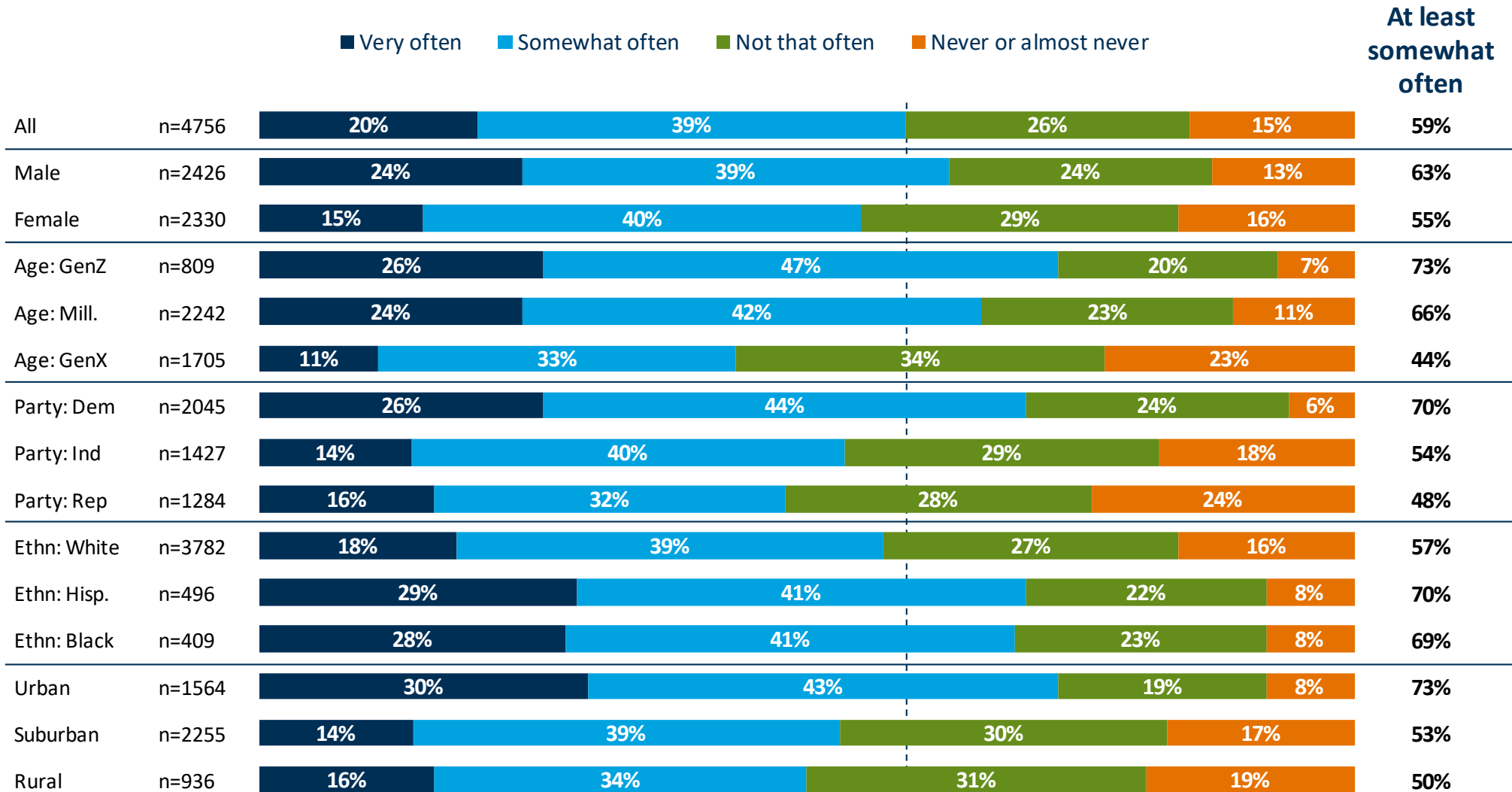
LOOKING FOR INFORMATION ABOUT BRANDS' SUSTAINABILITY



Males, Millennials, Gen Z, Democrats, Hispanic and Black Americans, and urbanites are all more likely to look for information about different brands when making purchase decisions.

How often do you look for information about a brand's sustainability practices when deciding whether to buy a product from that brand?

LOOKING FOR INFORMATION ABOUT BRANDS' SUSTAINABILITY



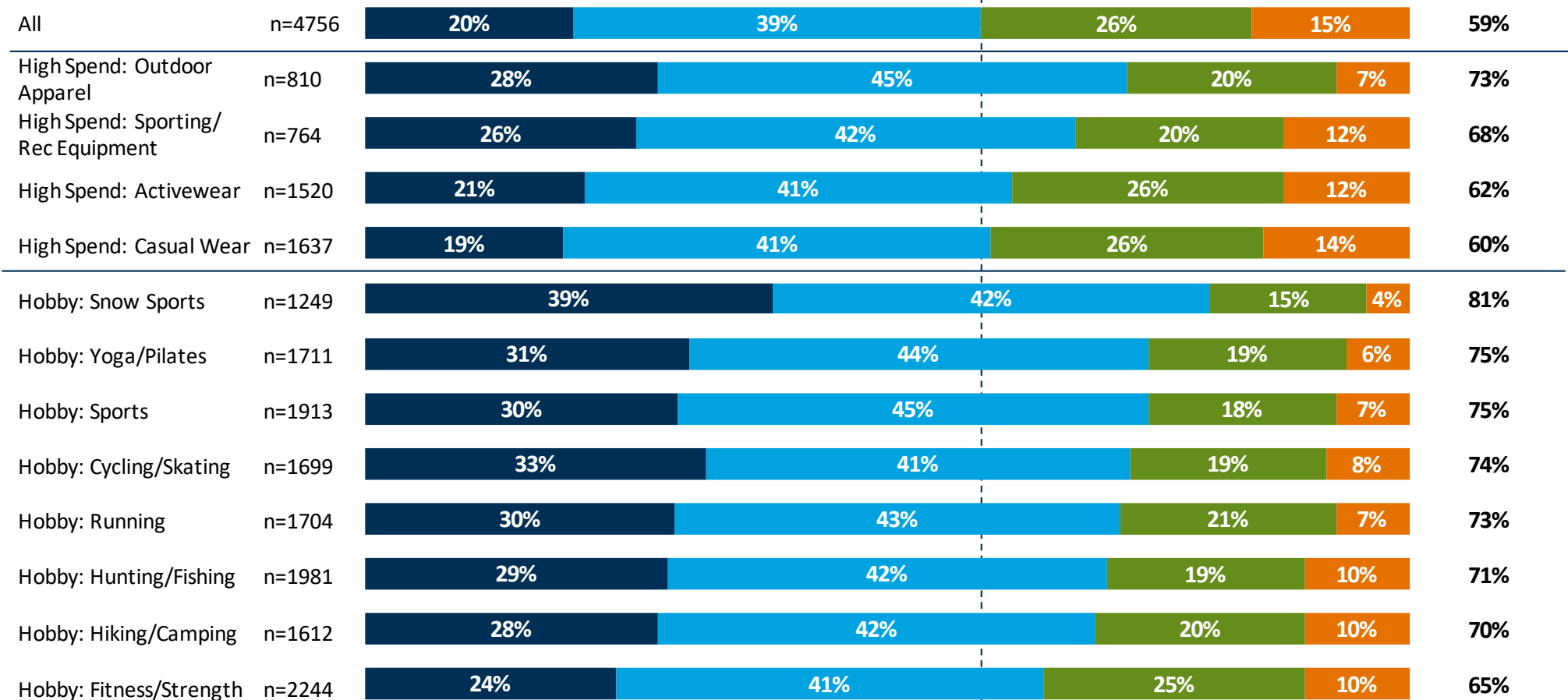
High outdoor apparel and sporting/recreational equipment spenders, and those with athletic or outdoor hobbies are more likely to look for information about a brand's sustainability practices.

How often do you look for information about a brand's sustainability practices when deciding whether to buy a product from that brand?

LOOKING FOR INFORMATION ABOUT BRANDS' SUSTAINABILITY

Very often Somewhat often Not that often Never or almost never

At least somewhat often



High Spend defined as spending \$200+ in the category, per year.

Sustainable Brand Index

Sustainability Index Score Methodology

Stifel and Morning Consult measured sustainability ratings for 50 active/casual lifestyle brands among n=4,756 active/casual lifestyle brand consumers in the U.S. Active/casual lifestyle brands were measured according to three metrics of sustainability: environmental sustainability, ethical business practices, and social sustainability.

Each survey respondent saw a randomly selected list of 35 of our 50 brands and indicated their level of familiarity for each brand. Then, for each sustainability metric, respondents rated brand performance on a four-point scale, or could elect to say they had no opinion on that brand for the given sustainability metric. Respondents only rated sustainability performance for the brands they previously indicated they were familiar with. For a full list of included brands, see appendix.

Environmental Sustainability

*In general, how good of a job do you think each of the following companies are doing with regards to **environmental sustainability**?*

*As a reminder, **environmental sustainability** refers to environmentally responsible business operations, such as cutting carbon emissions, using renewable or recyclable materials, preventing pollution, using less packaging, using less energy and water, etc.*

- 1) Excellent
- 2) Good
- 3) Just fair
- 4) Poor
- 5) Don't know/no opinion

Ethical Business Practices

*In general, how good of a job do you think each of the following companies are doing with regards to **ethical business practices**?*

*As a reminder, **ethical business** refers to ethical business operations, such as fair labor practices, paying employees fair wages and benefits, international sourcing from places that treat workers fairly, fair trade, promoting worker health, safety, and human rights, etc.*

- 1) Excellent
- 2) Good
- 3) Just fair
- 4) Poor
- 5) Don't know/no opinion

Social Sustainability

*In general, how good of a job do you think each of the following companies are doing with regards to **social sustainability**?*

*As a reminder, **social sustainability** refers to good community stewardship, such as promoting diversity and inclusion efforts, community engagement, local investment and development, philanthropy and charity, volunteerism, helping traditionally unempowered or underserved groups, etc.*

- 1) Excellent
- 2) Good
- 3) Just fair
- 4) Poor
- 5) Don't know/no opinion

Sustainability Index Score Methodology (Continued)

For each of our three sustainability metrics, we computed **brand index scores** using the following methodology:

Step 1	Step 2	Step 3
<p>Calculations for each brand focus on those who selected a response on our four-point scale, excluding those who selected “Don’t know / No Opinion”</p> <p>In this way, brands are only graded by those who have an opinion on their sustainability for a given metric</p>	<p>Calculate raw scores for each brand by adding value for positive ratings and subtracting value for negative ratings</p> <p>“Excellent” and “Poor” were given twice the weight of “Good” and “Just fair” to ensure more polarized views were reflected in the scores</p>	<p>Convert raw scores to index scores, where the average score for each metric is indexed to 100</p> <p>This ensures our three metrics are uniform, and scores can be compared across metrics to evaluate relative performance</p>

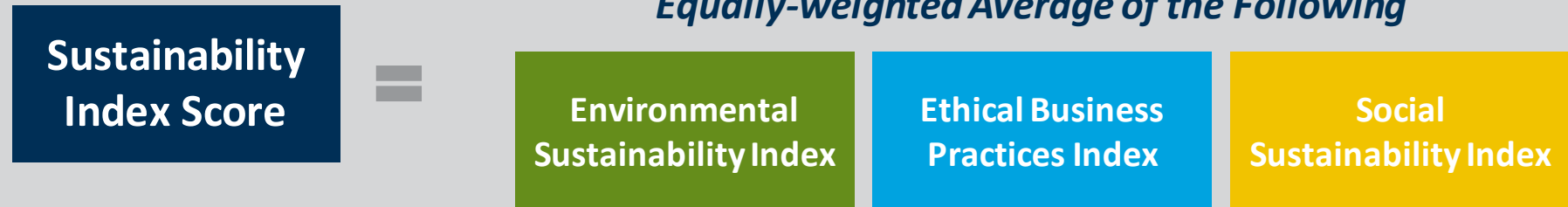
- 1) Excellent
- 2) Good
- 3) Just fair
- 4) Poor
- 5) Don't know / no opinion

- + 2x % Excellent
- + 1x % Good
- 1x % Just fair
- 2x % Poor

$$\frac{\text{Brand A Raw Score}}{\text{Avg. Metric Raw Score}} = \text{Brand A Index Score}$$

Then, we computed our aggregate **sustainability index score** by averaging the three metric index scores for each brand.

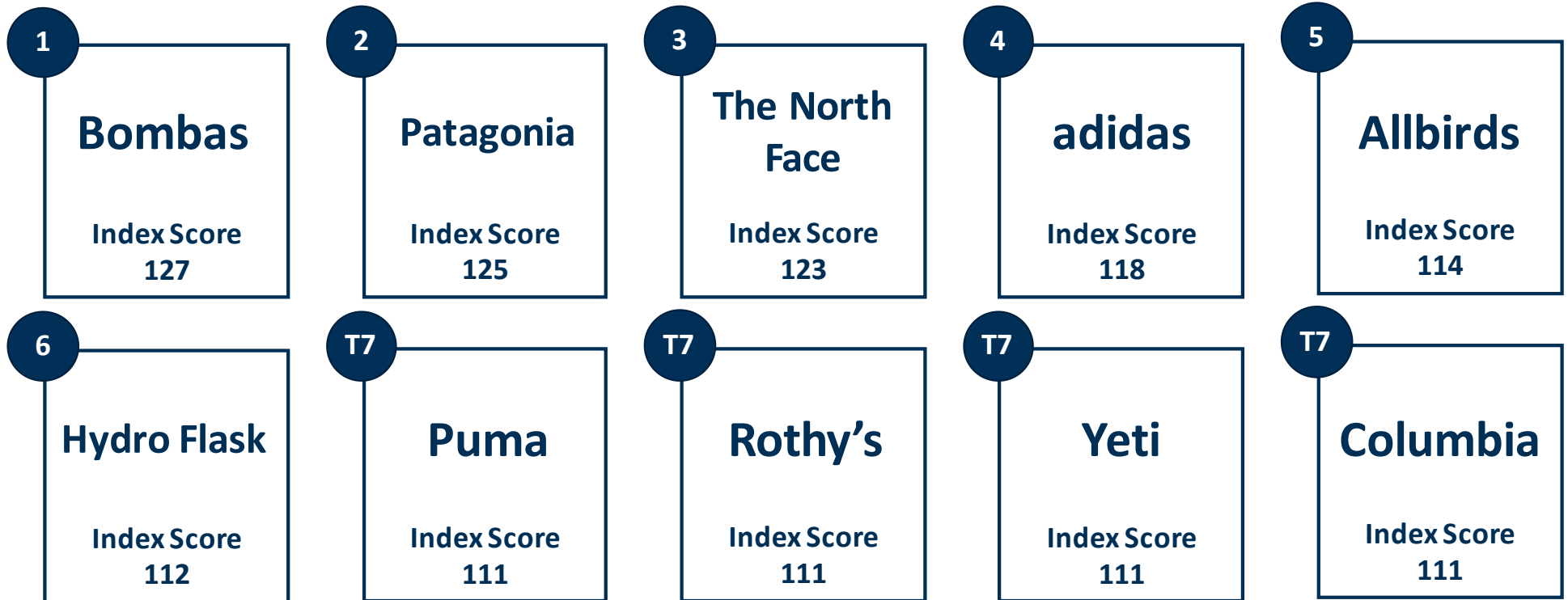
Equally-weighted Average of the Following



Overall, U.S. consumers rate Bombas, Patagonia, and The North Face as the most sustainable active/casual lifestyle brands. Four footwear brands (Adidas, Allbirds, Puma, and Rothy's) also score in the top 10.

The Sustainability Index averages together brand scores on Environmental Sustainability, Ethical Business Practices, and Social Sustainability. All scores are reflective of interviews among Active/Casual Lifestyle Brand Purchasers, with each metric given an equal weight. For more information for how these scores were calculated, please see Sustainability Brand Index Methodology pages.

SUSTAINABILITY BRAND INDEX – TOP SCORING BRANDS

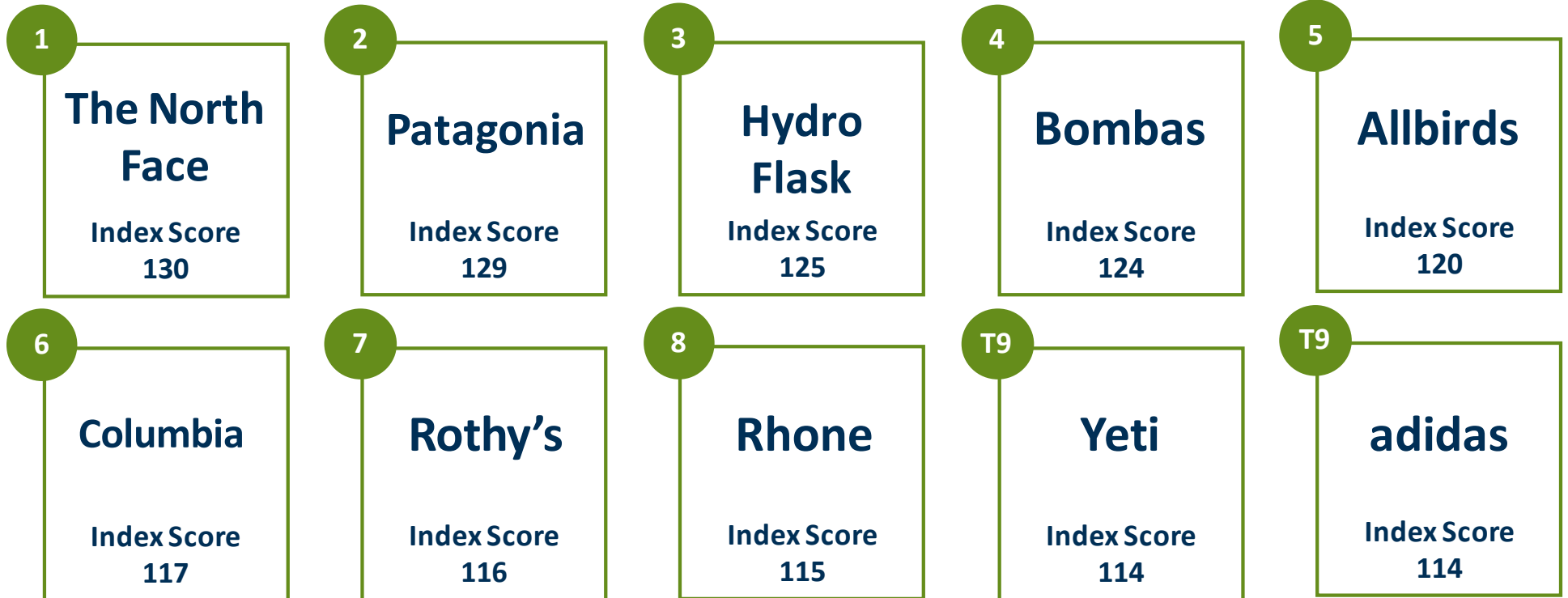


Outdoor apparel brands (The North Face, Patagonia, Columbia) and brands replacing single-use items (Hydro Flask, Yeti) among those scoring highest on environmental sustainability.

Index scores based on Active/Casual Lifestyle Brand Purchasers answering the following question: In general, how good of a job do you think each of the following companies are doing with regards to environmental sustainability? Respondents also saw the definition below. For more information for how these scores were calculated, please see Sustainability Brand Index Methodology pages.

ENVIRONMENTAL SUSTAINABILITY – TOP SCORING COMPANIES

For the purposes of this survey, **environmental sustainability** refers to environmentally responsible business operations, such as cutting carbon emissions, using renewable or recyclable materials, preventing pollution, using less packaging, using less energy and water, etc.

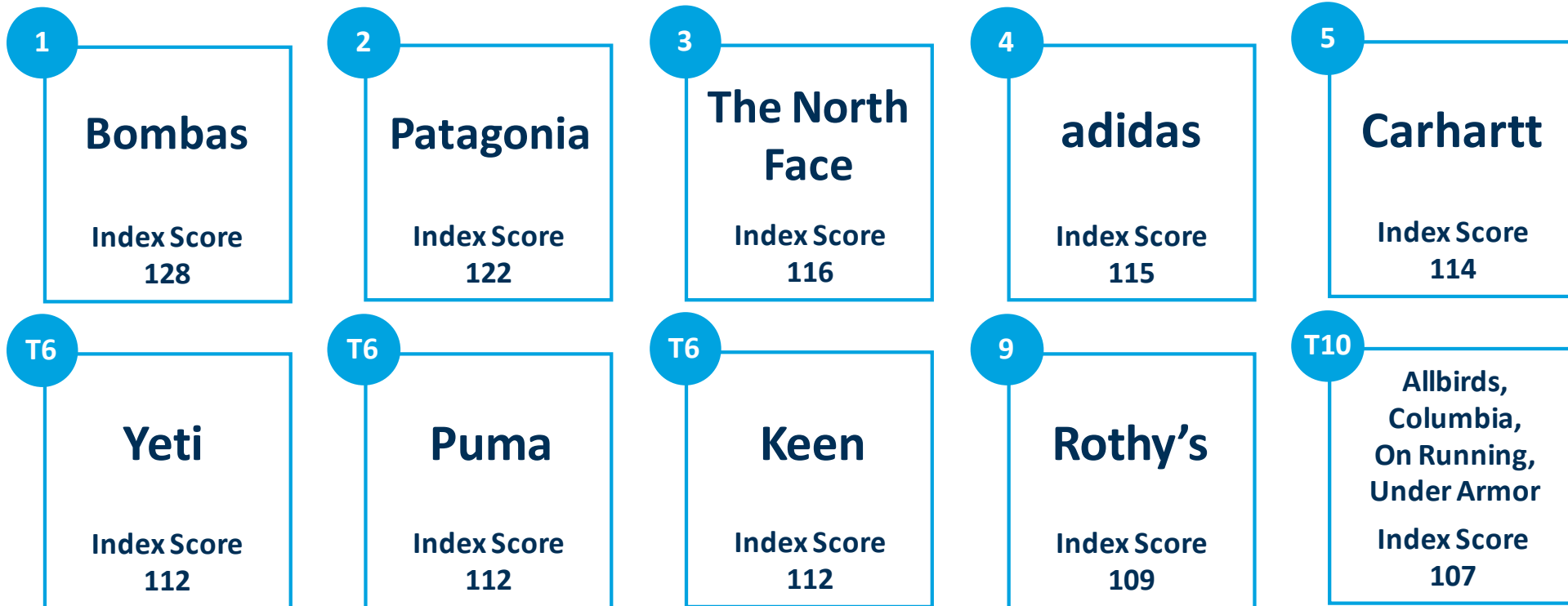


Bombas is viewed as the brand with the most ethical business practices. Outdoor apparel brands (Patagonia, The North Face, Columbia) and footwear brands (Adidas, Puma, Keen, and Allbirds) also score very highly.

Index scores based on Active/Casual Lifestyle Brand Purchasers answering the following question: In general, how good of a job do you think each of the following companies are doing with regards to ethical business practices? Respondents also saw the definition below. For more information for how these scores were calculated, please see Sustainability Brand Index Methodology pages.

ETHICAL BUSINESS PRACTICES INDEX – TOP SCORING BRANDS

For the purposes of this survey, **ethical business practices** refers to fair and principled business operations, such as fair labor standards, paying employees fair wages and benefits, international sourcing from places that treat workers fairly, fair trade, promoting worker health, safety, and human rights, etc.

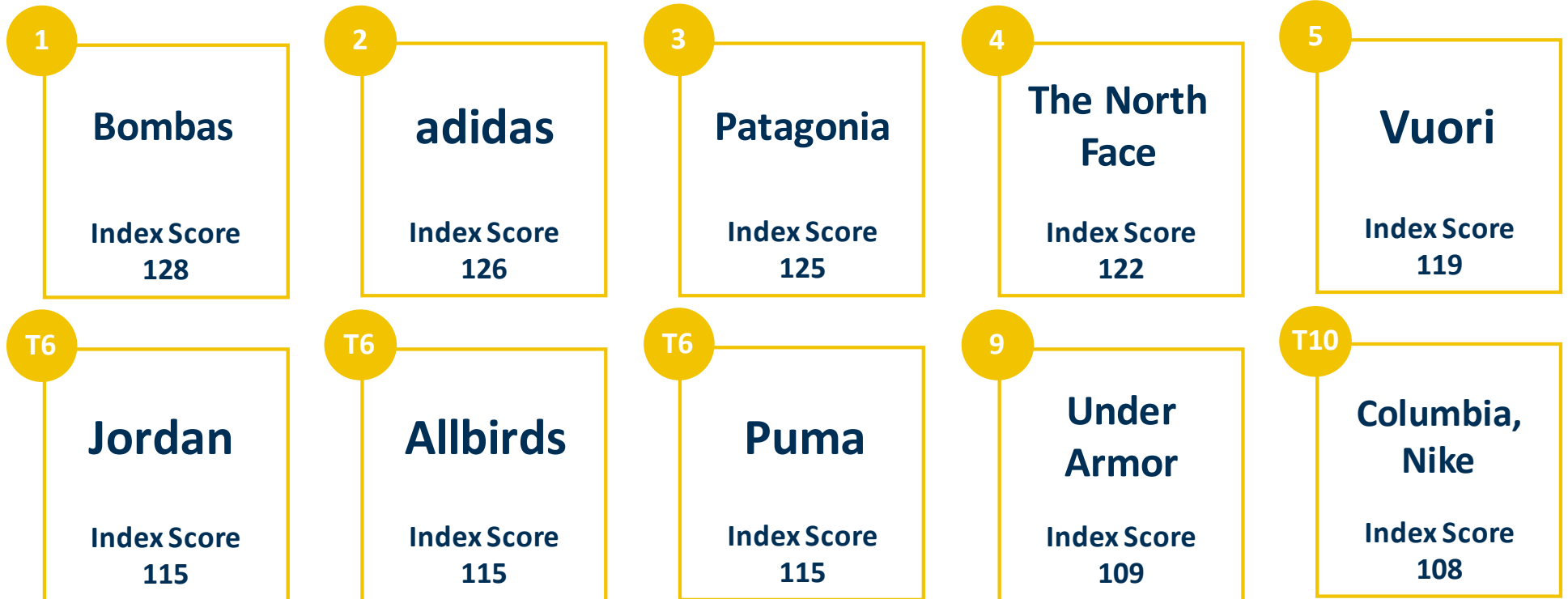


Bombas leads on social sustainability; activewear brands (Adidas, Vuori, Jordan, Puma, Under Armor, and Nike) score especially well in this category.

Index scores based on Active/Casual Lifestyle Brand Purchasers answering the following question: In general, how good of a job do you think each of the following companies are doing with regards to social sustainability? Respondents also saw the definition below. For more information for how these scores were calculated, please see Sustainability Brand Index Methodology pages.

SOCIAL SUSTAINABILITY – TOP SCORING BRANDS

As a reminder, **social sustainability** refers to good community stewardship, such as promoting diversity and inclusion efforts, community engagement, local investment and development, philanthropy and charity, volunteerism, helping traditionally unempowered or underserved groups, etc.

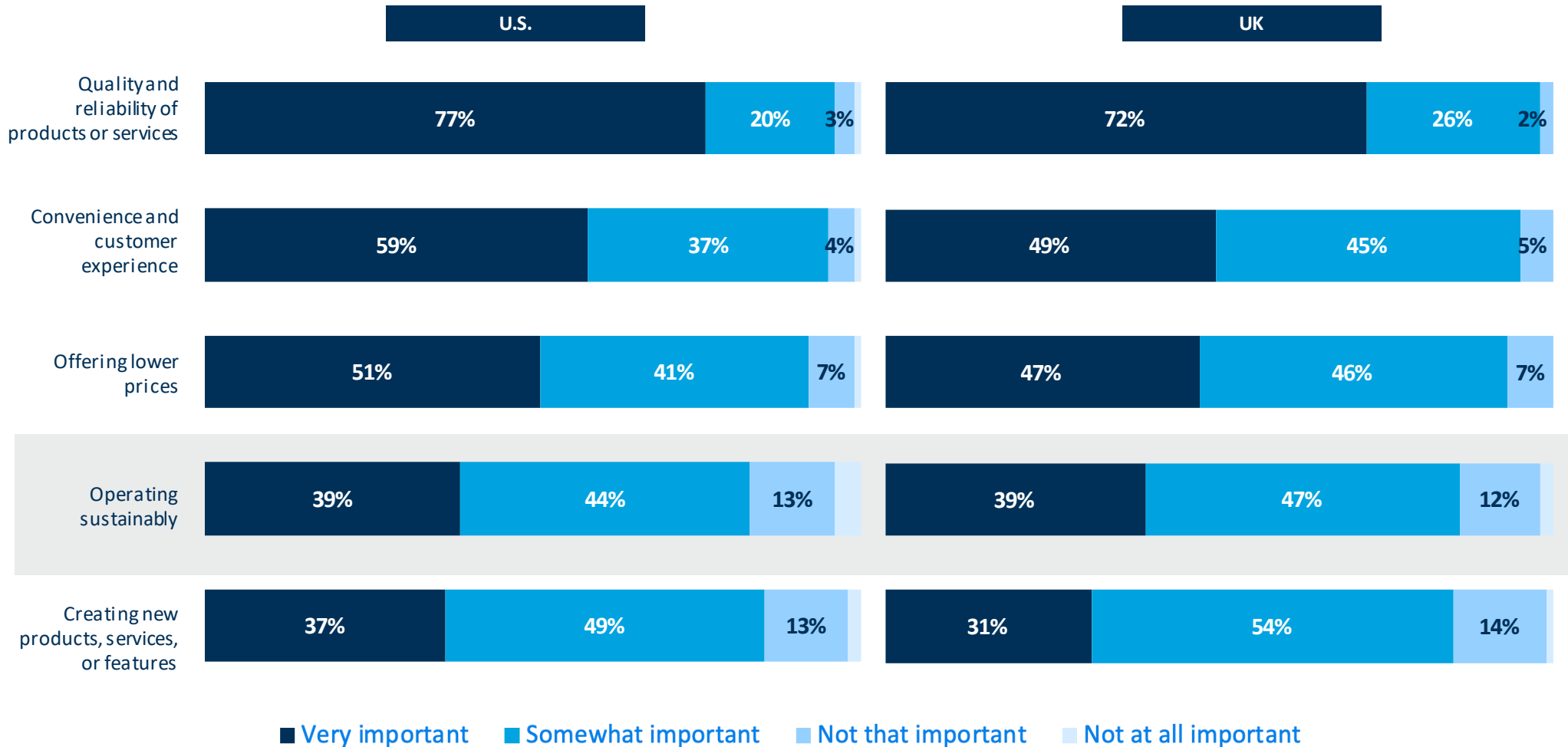


International Findings

Across markets, a large majority of consumers say it's important for brands to focus on operating sustainably, with at least one in three saying it's "very important" in each market.

Broadly, how important is it to you that brands focus on the following? Note: Operating Sustainably was presented as: "Operating sustainably (i.e., with focused attention to their impact on the environment, employees/workers, and communities)"

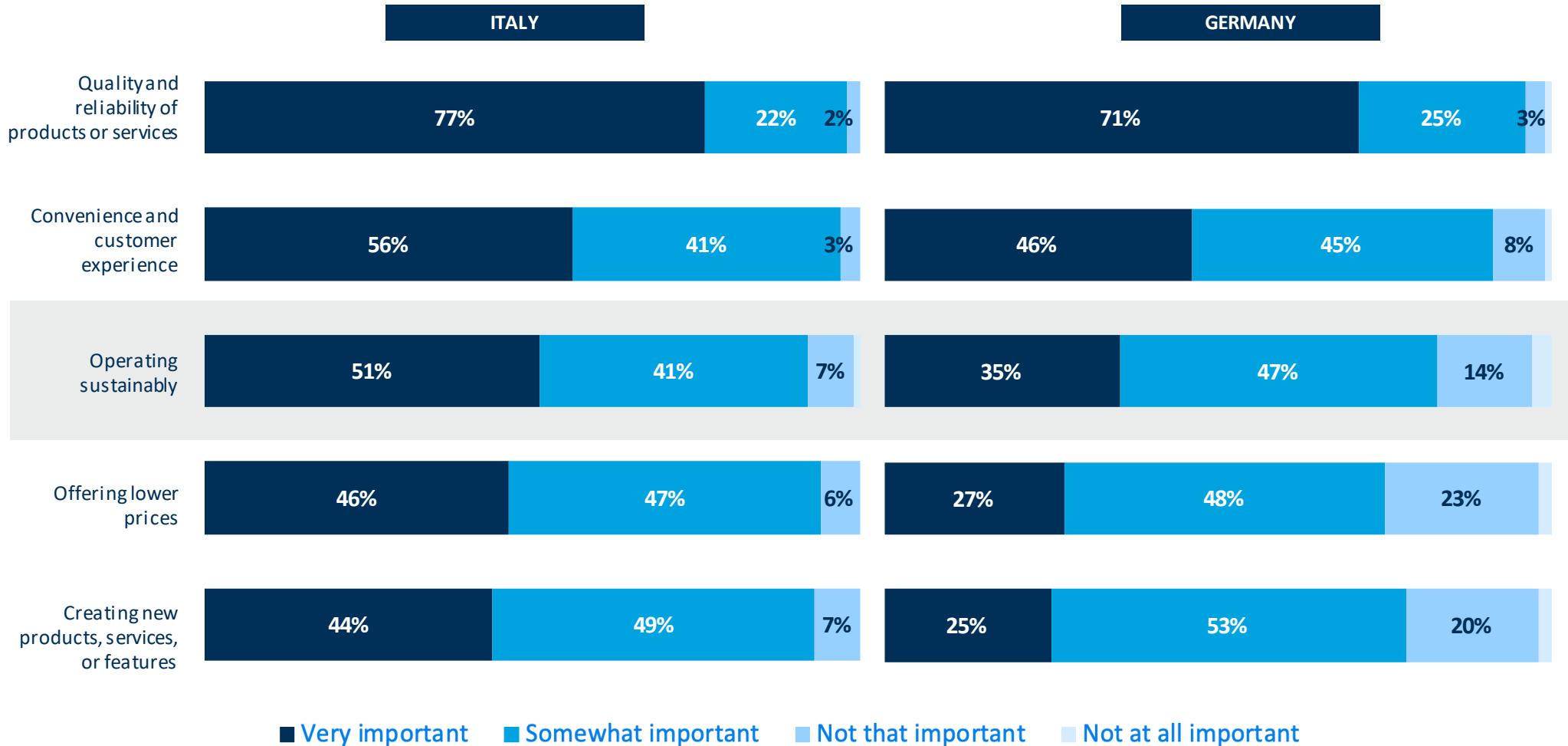
BRAND PRIORITIES



However, across markets, operating sustainably scores behind priorities like quality/reliability and convenience/customer experience.

Broadly, how important is it to you that brands focus on the following? Note: Operating Sustainably was presented as: "Operating sustainably (i.e., with focused attention to their impact on the environment, employees/workers, and communities)"

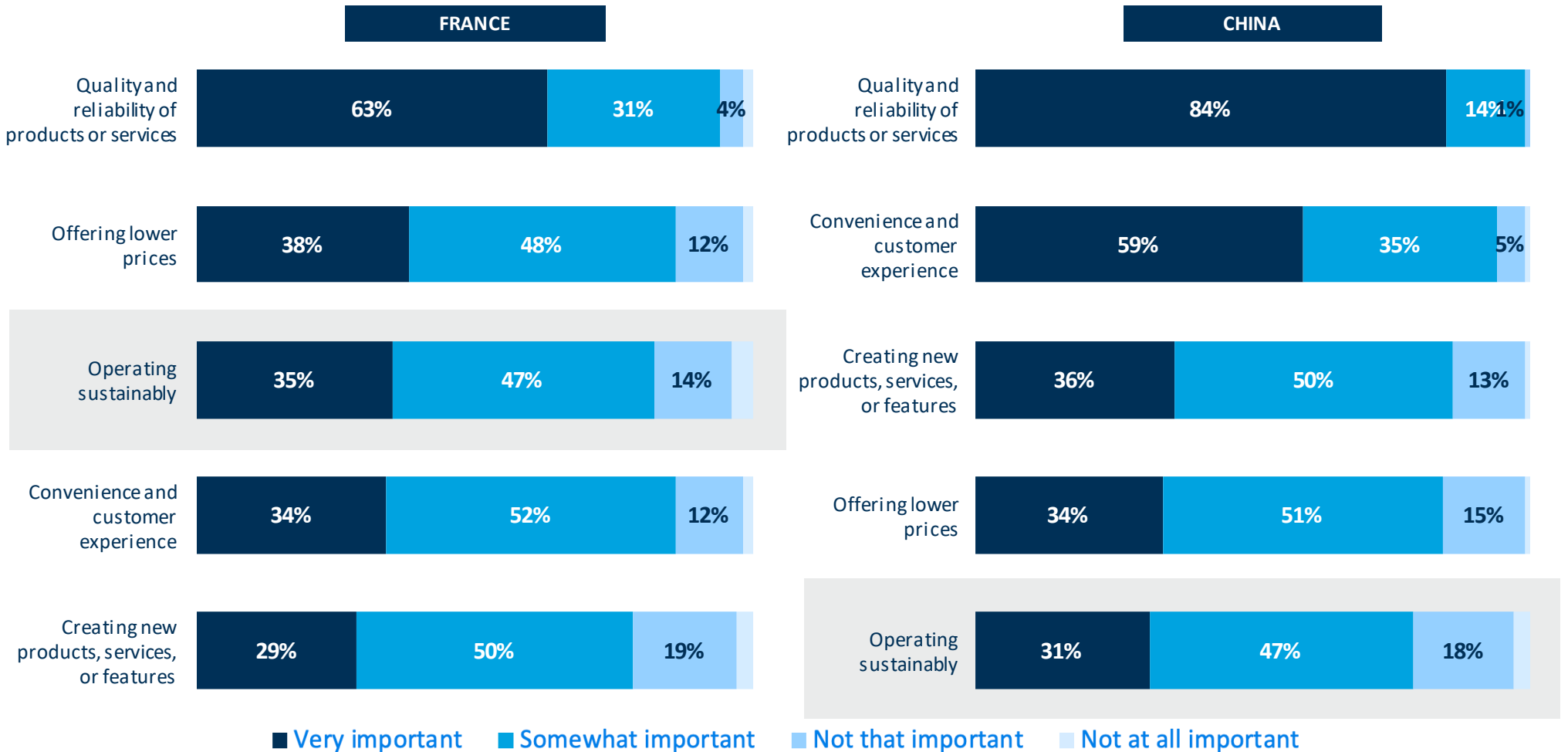
BRAND PRIORITIES



The Chinese market deprioritizes sustainability, with ‘operating sustainably’ scoring the lowest of all brand priorities in this metric.

Broadly, how important is it to you that brands focus on the following? Note: Operating Sustainably was presented as: “Operating sustainably (i.e., with focused attention to their impact on the environment, employees/workers, and communities)”

BRAND PRIORITIES

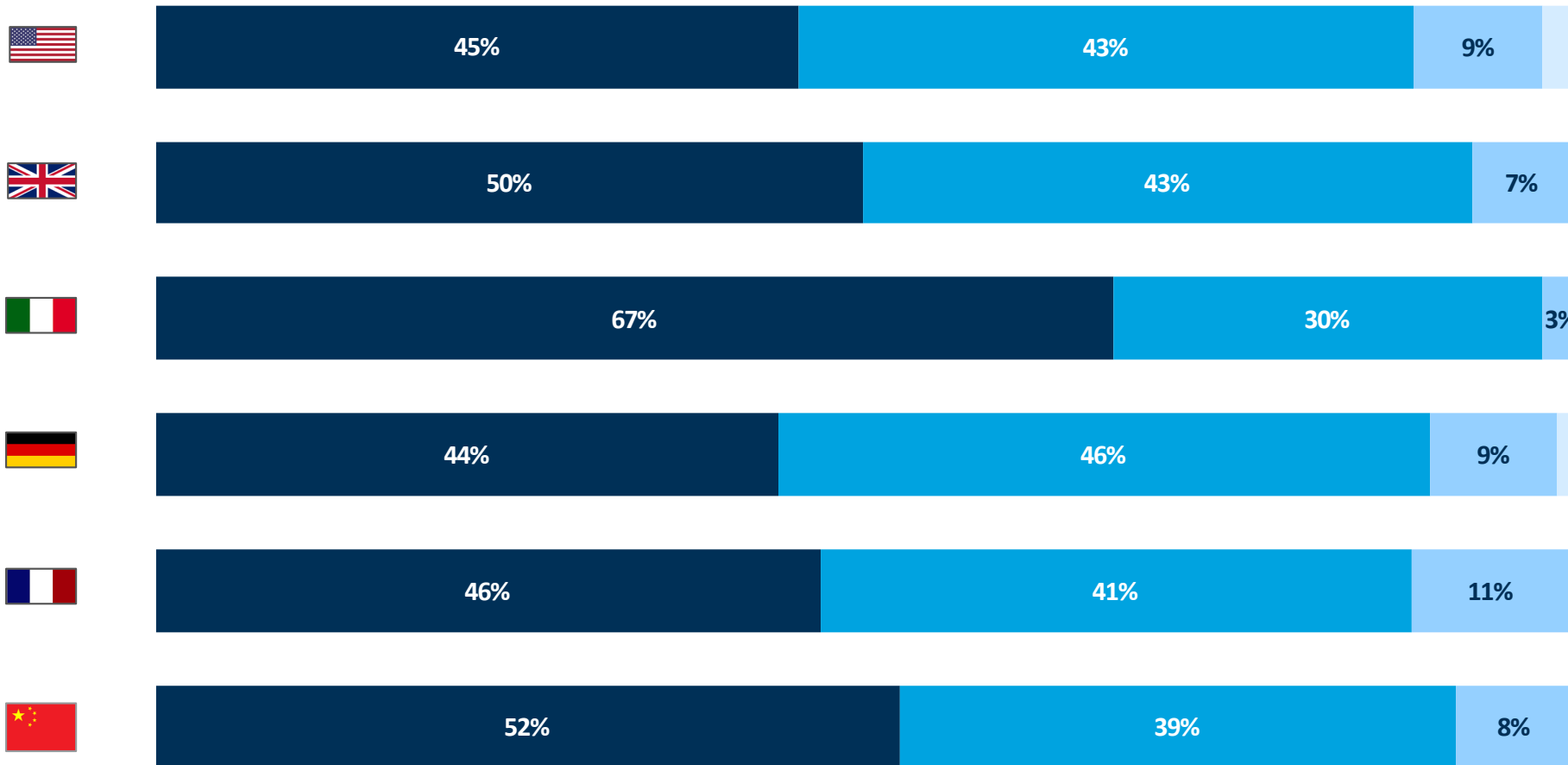


Large majorities in each market say that it's important for brands to operate with environmental sustainability, with at least two in five calling it very important. Italian and German consumers rate environmental sustainability more important than ethical business, social sustainability.

For the purposes of this survey, environmental sustainability refers to environmentally responsible business operations, such as cutting carbon emissions, using renewable or recyclable materials, preventing pollution, using less packaging, using less energy and water, etc. How important is it to you that brands operate in an environmentally sustainable way?

IMPORTANCE OF ENVIRONMENTAL SUSTAINABILITY

■ Very important ■ Somewhat important ■ Not that important ■ Not at all important

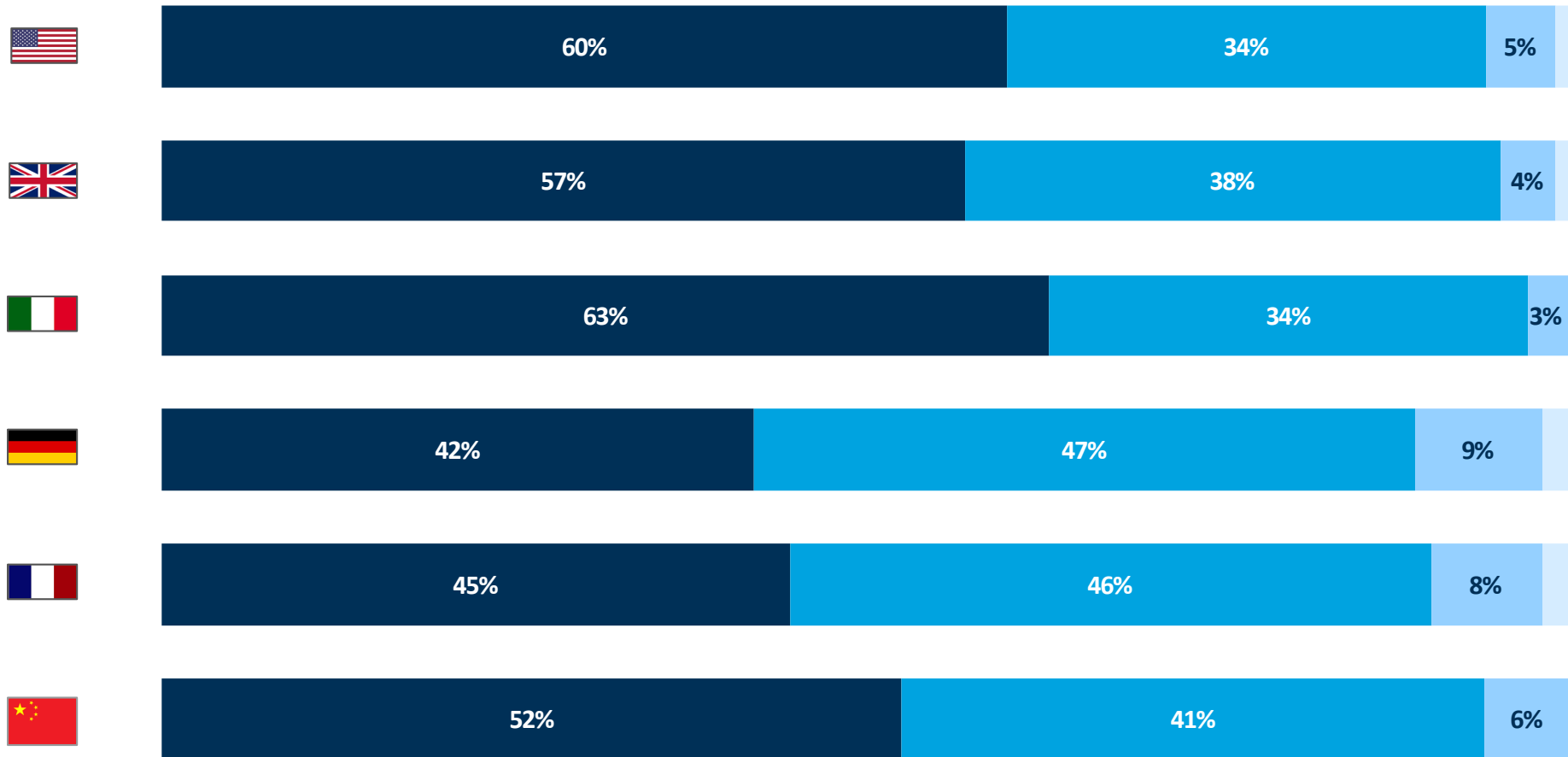


Similarly, large majorities internationally find it important for brands to use ethical business practices, with at least two in five calling it very important. More U.S. and UK consumers rate ethical business practices important than for environmental or social sustainability.

For the purposes of this survey, ethical business practices refers to fair and principled business operations, such as fair labor standards, paying employees fair wages and benefits, international sourcing from places that treat workers fairly, fair trade, promoting worker health, safety, and human rights, etc. How important is it to you that brands operate with ethical business practices?

IMPORTANCE OF ETHICAL BUSINESS PRACTICES

■ Very important ■ Somewhat important

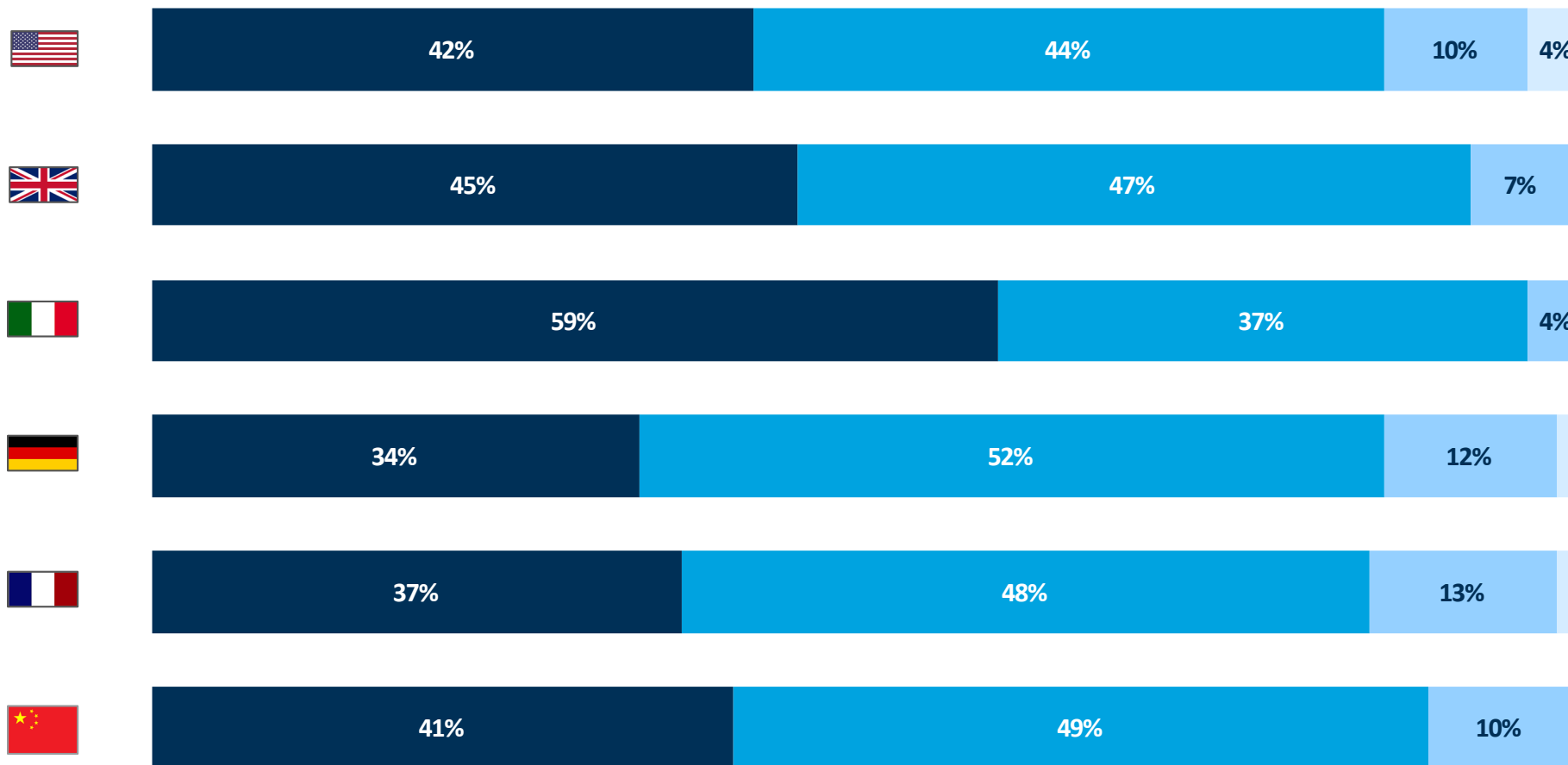


Most consumers internationally find it important for brands to operate in a socially sustainable way, with at least one in three calling it very important. However, social sustainability generally scores lower than environmental sustainability and ethical business practices.

For the purposes of this survey, social sustainability refers to good community stewardship, such as promoting diversity and inclusion efforts, community engagement, local investment and development, philanthropy and charity, volunteerism, helping traditionally unempowered or underserved groups, etc. How important is it to you that brands operate in socially sustainable way?

IMPORTANCE OF SOCIAL SUSTAINABILITY

■ Very important ■ Somewhat important ■ Not that important ■ Not at all important



International markets are more likely than U.S. to prioritize environmental actions for brands, including protecting local environments/ecosystems, minimizing packaging/waste, and reducing carbon emissions.

How important is it to you that brands focus on the following? *Showing % Very Important*

	U.S.	UK	Italy	Germany	France	China
Giving workers fair pay and benefits	60%	56%	63%	50%	46%	45%
Protecting international worker health, safety, and human rights	50%	47%	68%	45%	48%	44%
Ensuring they pay their fair share in taxes	50%	56%	56%	41%	35%	44%
Supporting racial equality	48%	46%	58%	38%	41%	47%
Promoting work/life balance for employees	47%	43%	52%	35%	39%	36%
Protects human rights in the global supply chain	47%	47%	59%	44%	46%	33%
Creating more domestic jobs	46%	37%	60%	38%	41%	40%
Supporting gender equality	45%	41%	56%	36%	45%	45%
Protecting local environments/ecosystems	43%	40%	61%	46%	47%	58%
Practicing diverse and equitable hiring	43%	36%	50%	28%	34%	34%
Minimizing packaging/waste	41%	48%	59%	48%	50%	45%
Reducing carbon emissions	39%	45%	58%	41%	40%	47%
Investing in the communities they operate in	39%	33%	44%	26%	27%	21%
Using more renewable or recycled materials	38%	44%	55%	39%	42%	41%
Using less energy and water	37%	39%	52%	41%	42%	48%
Philanthropy and giving back	34%	25%	24%	20%	21%	31%
Ensuring their products are recycled	33%	39%	56%	36%	40%	34%
Advocating for environmental causes publicly	33%	32%	46%	30%	35%	45%
Supporting LGBTQ+ equality	33%	30%	39%	23%	28%	23%
Achieving carbon neutrality	31%	37%	54%	37%	32%	33%
Creating products/services tailored to underserved populations	30%	27%	45%	28%	30%	26%
Advocating for political causes that align with my values	23%	21%	23%	15%	20%	37%

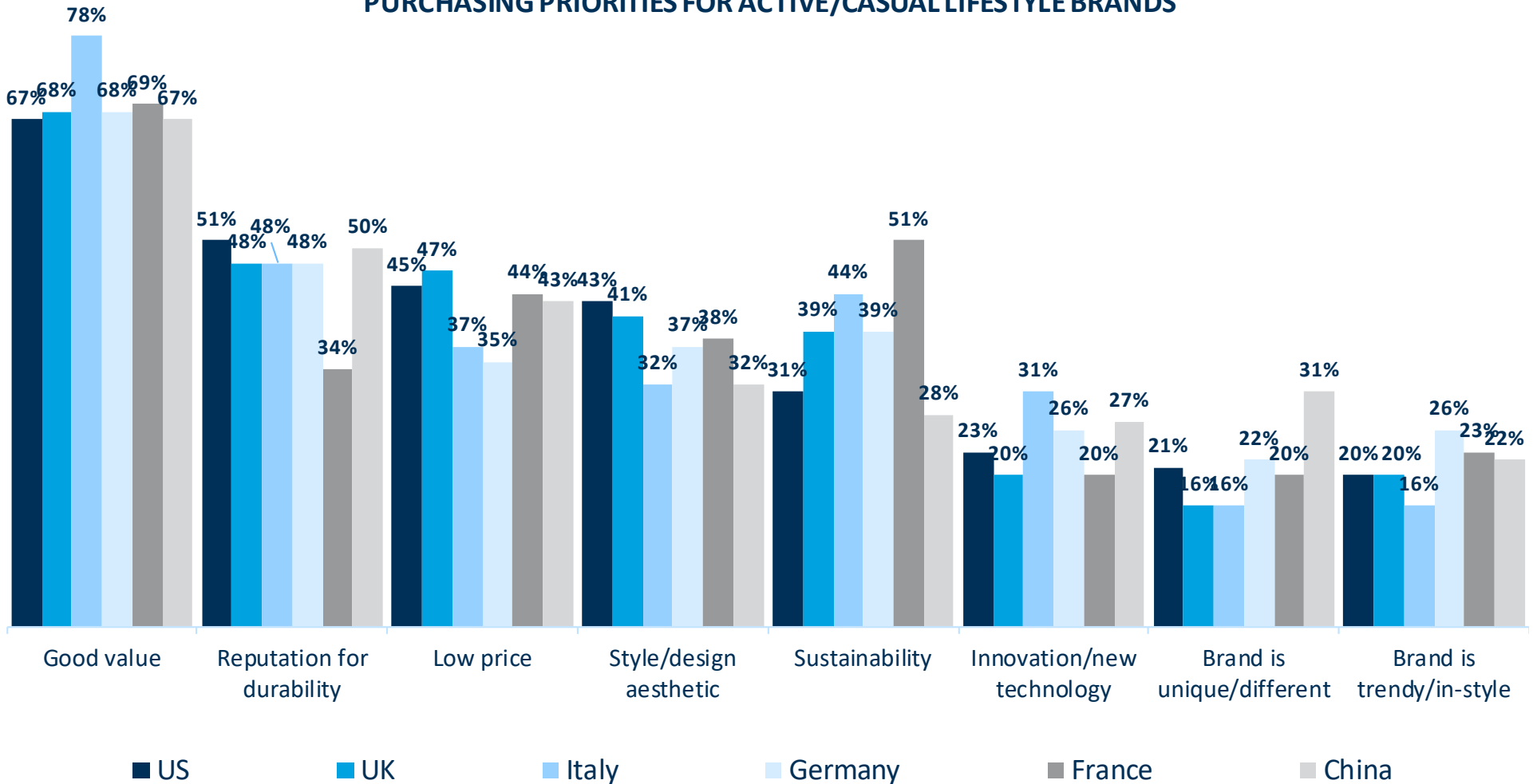
US: Blue shading indicates top 6 priorities and orange shading bottom 6 priorities in each market.

Consumers across all markets prioritize value most when shopping active/casual lifestyle brands. Half of the French consumers rank sustainability among top 3 attributes, compared to only 28% of Chinese consumers.

Half of the French consumers rank sustainability among top 3 attributes, compared to only 28% of Chinese consumers.

Now, we would like you to think specifically about shopping for active/casual lifestyle brands. By this, we mean brands focused on athletic, outdoor, or casual lifestyle clothing, footwear and accessories. How important are each of the following to you when making purchase decisions with these types of brands? Please rank them from most important (1) to least important (8). **Showing % in Top 3 Rankings**

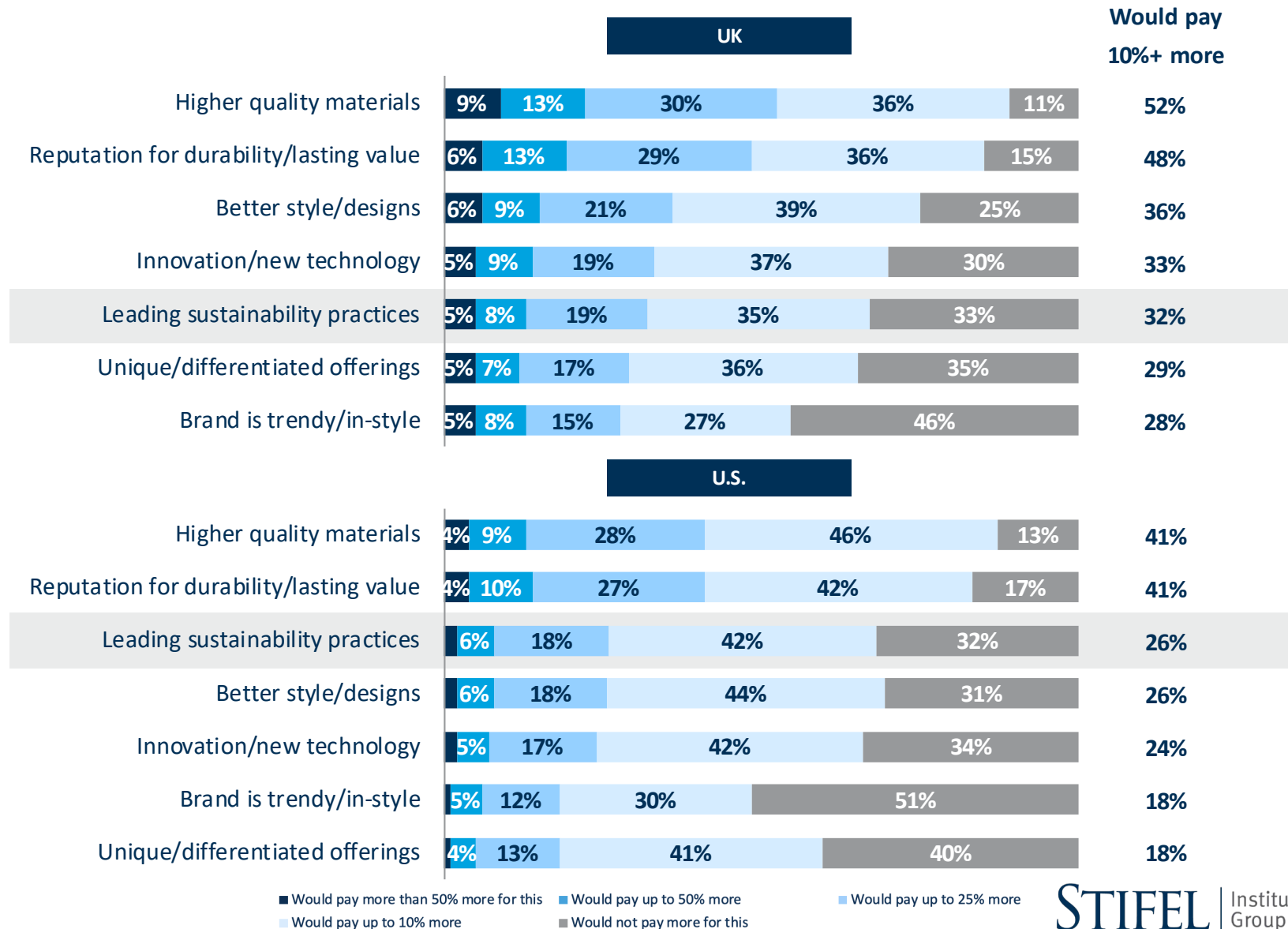
PURCHASING PRIORITIES FOR ACTIVE/CASUAL LIFESTYLE BRANDS



About a third of U.S. consumers and a quarter of UK consumers would pay more than a 10% premium for leading sustainability practices.

Thinking specifically about shopping with active/casual lifestyle apparel brands, how much more (if at all) would you pay for brands that offer the following? *Shown among Active/Casual Lifestyle Brand Purchasers*

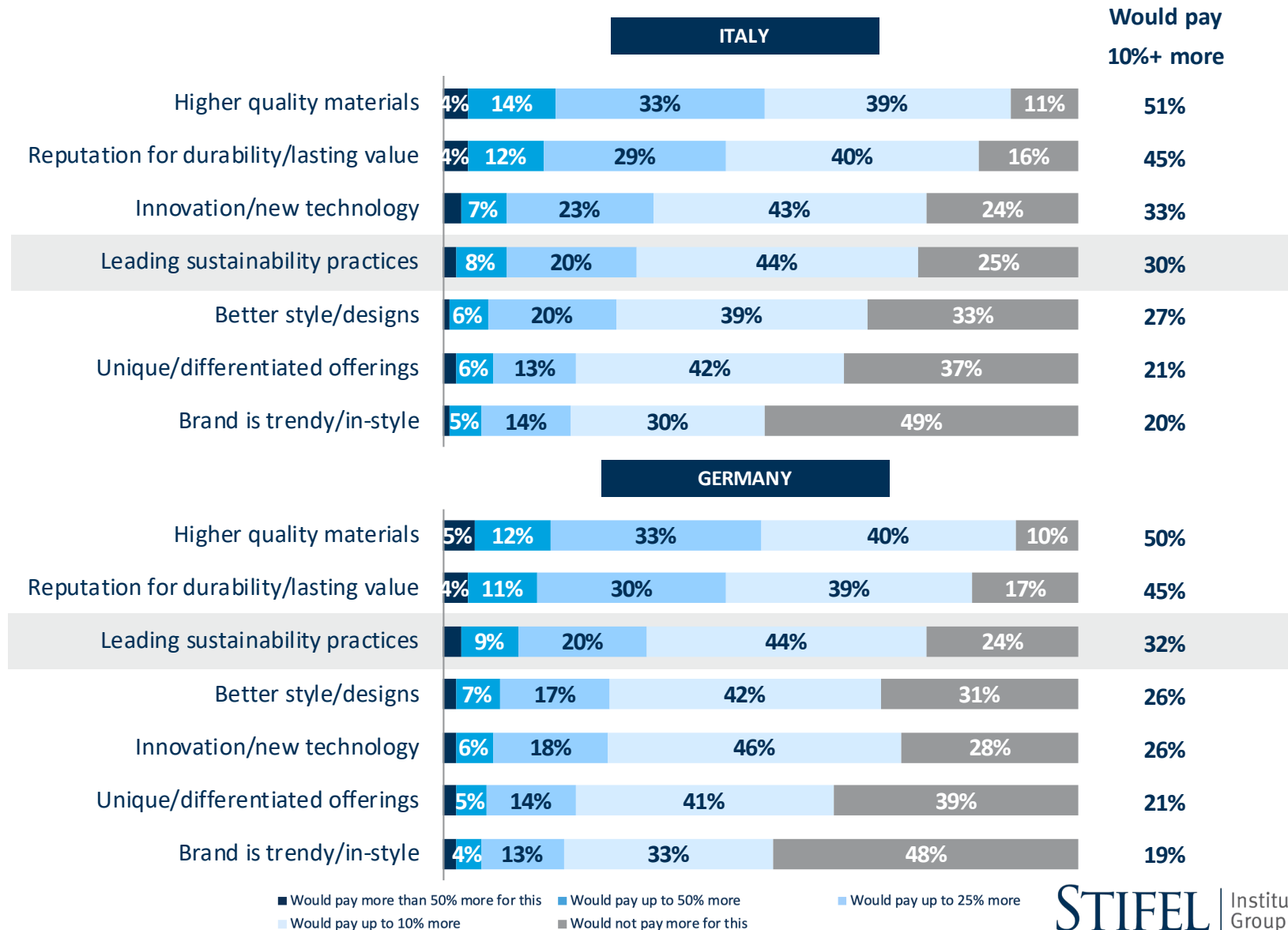
WILLINGNESS TO PAY MORE FOR ACTIVE/CASUAL LIFESTYLE BRANDS



In both the Italian and German markets, sustainability practices rank in the middle of the pack among premium offerings, with about one in three willing to pay 10%+ more for leading sustainability practices.

Thinking specifically about shopping with active/casual lifestyle apparel brands, how much more (if at all) would you pay for brands that offer the following? Shown among Active/Casual Lifestyle Brand Purchasers

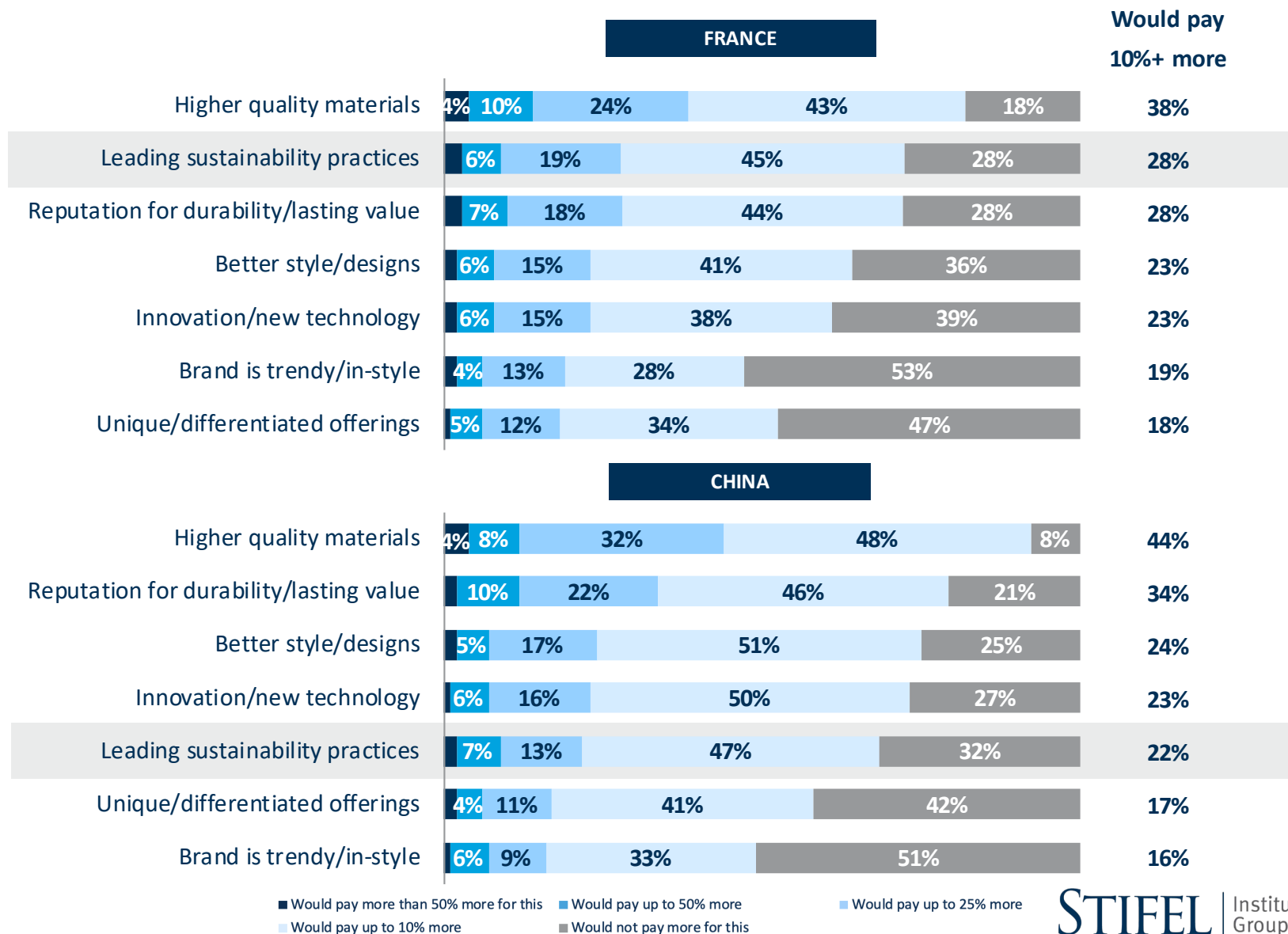
WILLINGNESS TO PAY MORE FOR ACTIVE/CASUAL LIFESTYLE BRANDS



French consumers say they are as likely to pay more for leading sustainability as they would be for durability, whereas Chinese consumers place far more financial value on quality materials and durability.

Thinking specifically about shopping with active/casual lifestyle apparel brands, how much more (if at all) would you pay for brands that offer the following? Shown among Active/Casual Lifestyle Brand Purchasers

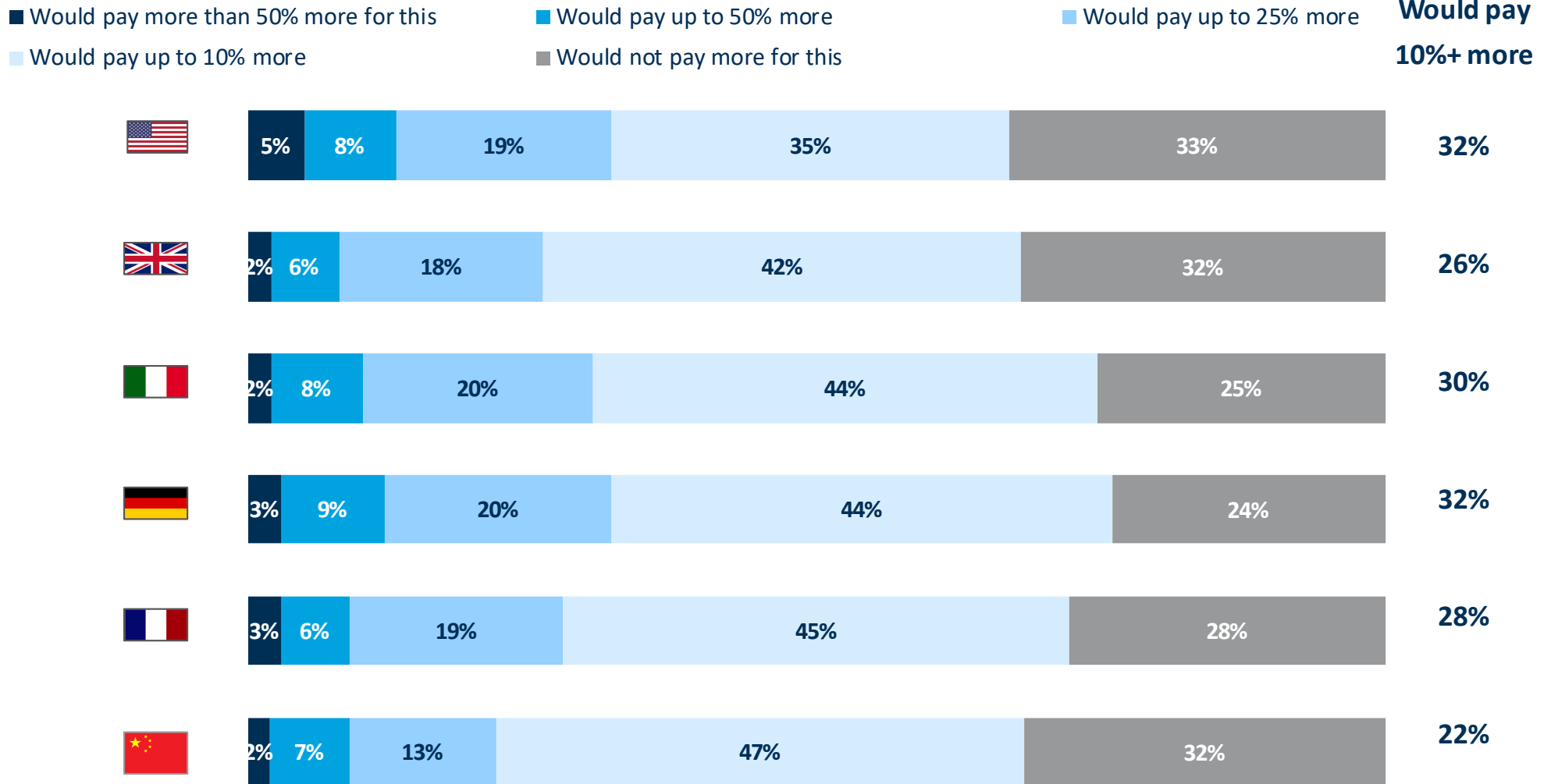
WILLINGNESS TO PAY MORE FOR ACTIVE/CASUAL LIFESTYLE BRANDS



Chinese consumers are least likely to say they would pay more for a brand with top sustainability practices; three quarters of Germans and French consumers would pay at least some sort of a premium.

Thinking specifically about shopping with active/casual lifestyle apparel brands, how much more (if at all) would you pay for brands that offer the following?

WILLINGNESS TO PAY MORE FOR “LEADING SUSTAINABILITY PRACTICES”



Across markets, consumers say they trying to be more sustainable day-to-day and that sustainability's influence on their purchasing decisions has increased in the last year.

To what degree do you agree or disagree with the following statements? Showing % Strongly Agree + Somewhat Agree

CONSUMER SUSTAINABILITY ACTIONS

	U.S.	UK	Italy	Germany	France	China
I am trying to be more sustainable in my day-to-day life	79%	84%	89%	81%	83%	86%
I care more now about the sustainability of products I buy than I did a year ago	71%	77%	78%	71%	76%	78%
I have purchased a new brand/product specifically because of their sustainability practices	61%	57%	67%	54%	71%	66%
I try to learn about a brand's sustainability practices before I buy it for the first time	59%	59%	68%	57%	67%	71%
I intend to purchase fewer products for the sake of sustainability	58%	70%	63%	64%	70%	69%
I regularly opt for more expensive brands or products because they are more sustainable	52%	51%	46%	49%	58%	42%
I have boycotted or stopped buying a brand/product specifically because of its sustainability (or lack thereof)	46%	48%	53%	50%	58%	57%

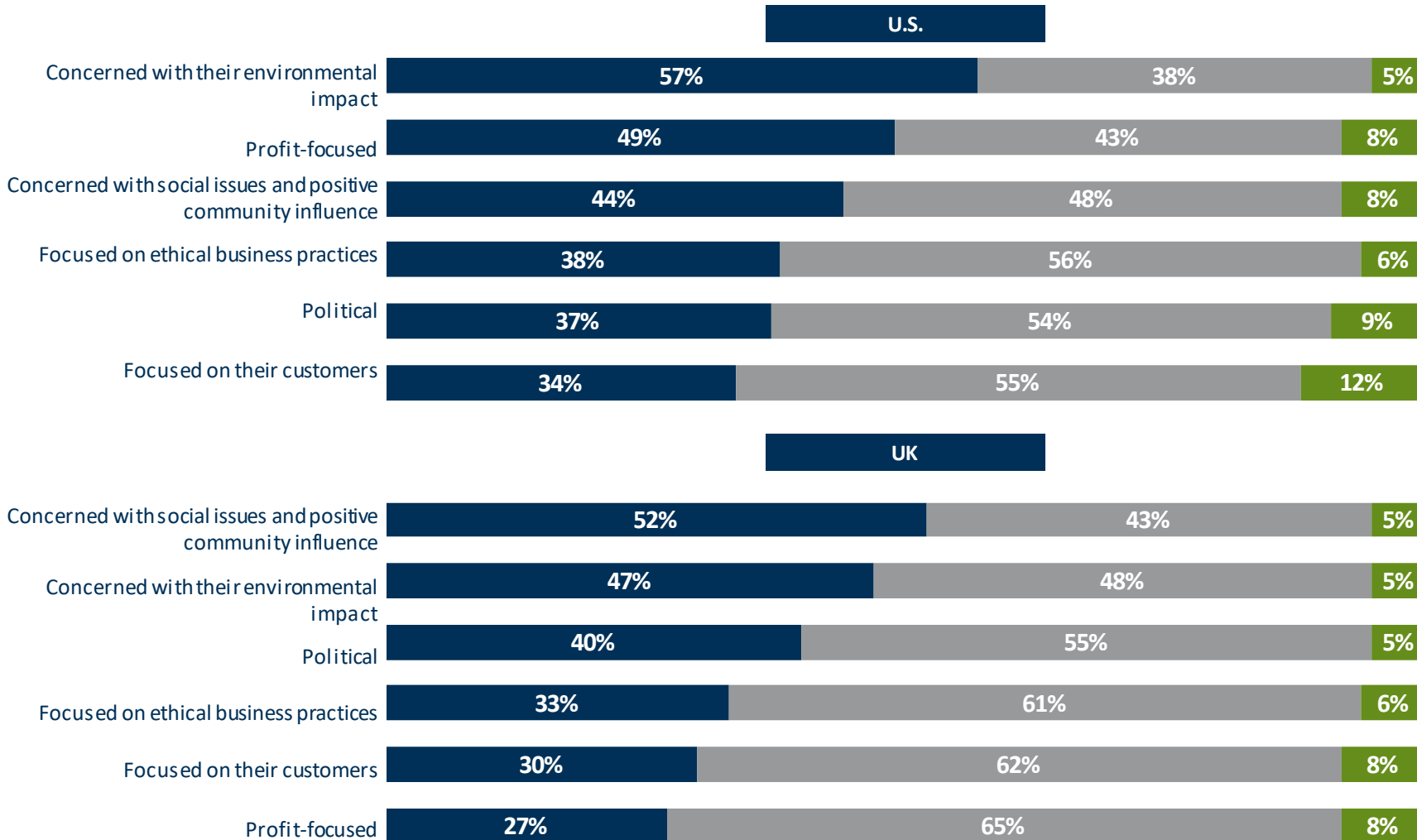
NB: Blue shading indicates top 3 statements in each market.

U.S. consumers are most likely to view brands as becoming more concerned with their environmental impact, while more UK consumers see them as more focused with social issues.

Over the past year, have brands become more or less:

BRAND TRENDS OVER PAST YEAR

■ More ■ About the same ■ Less

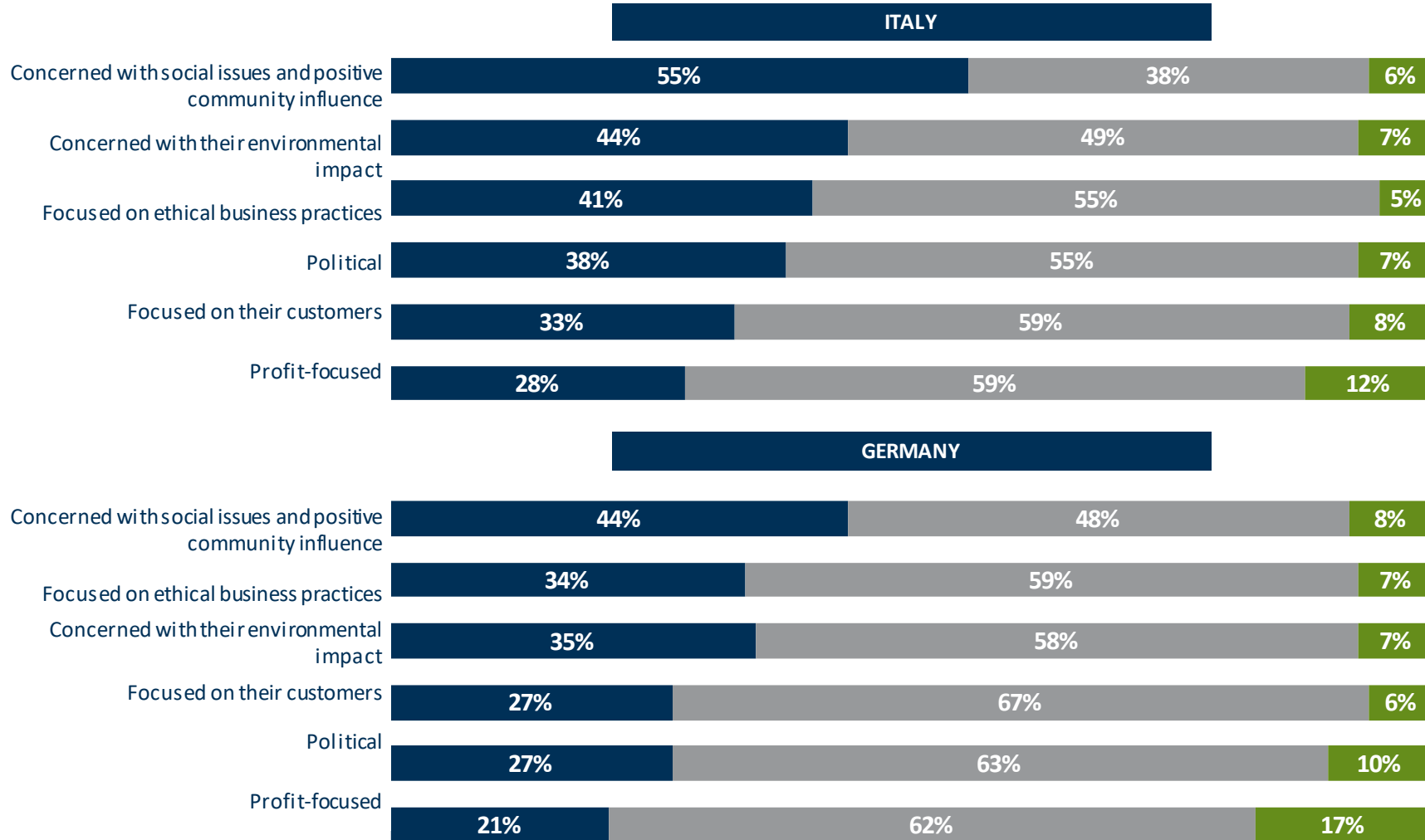


Similar to the UK, German and Italian consumers say companies are more focused on social issues and positive community influence, followed by ethical business practices and environmental impact.

Over the past year, have brands become more or less:

BRAND TRENDS OVER PAST YEAR

■ More ■ About the same ■ Less

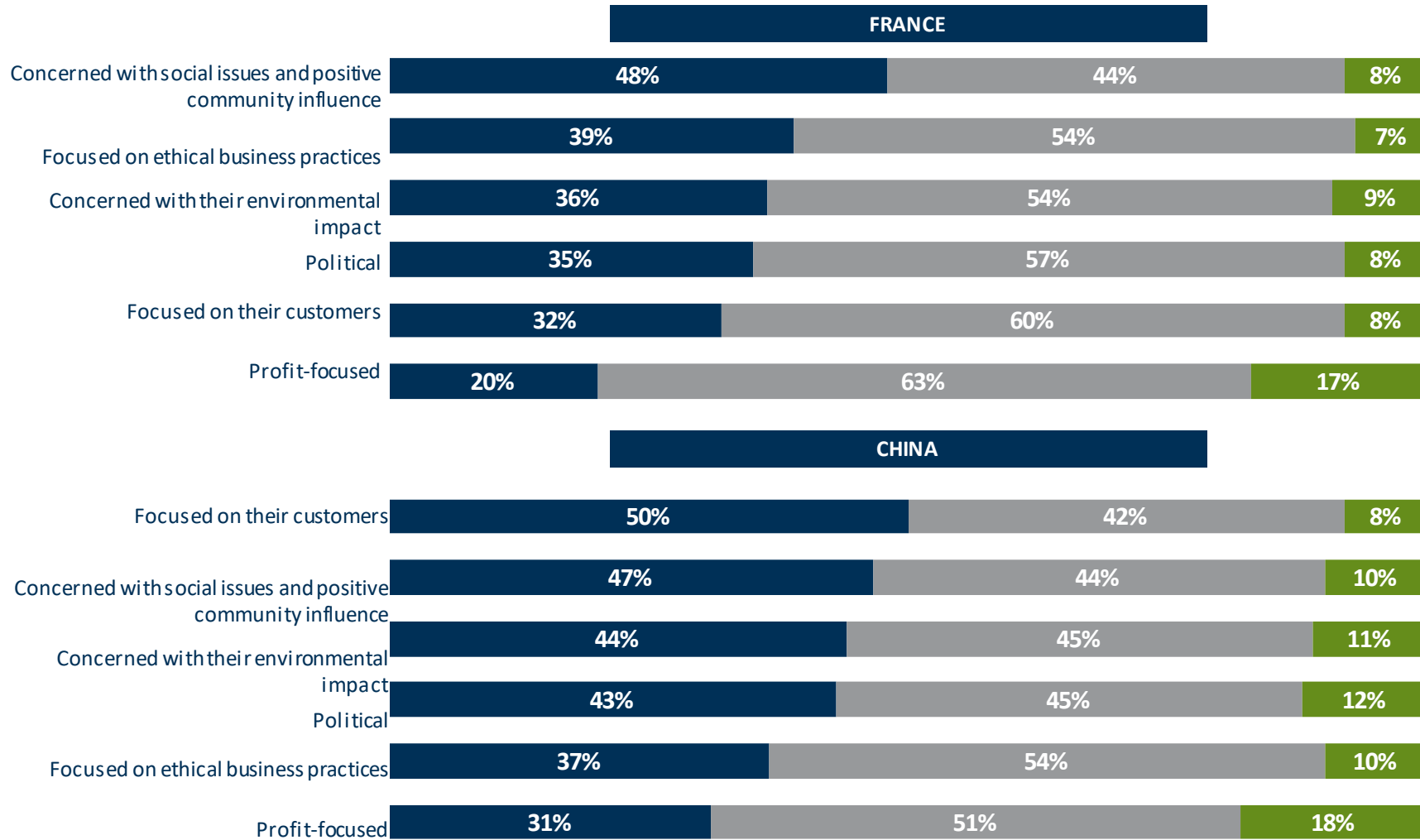


Unlike other markets, half of Chinese consumers say that brands are becoming more focused on their customers, which is a higher share than for any element of sustainability.

Over the past year, have brands become more or less:

BRAND TRENDS OVER PAST YEAR

■ More ■ About the same ■ Less

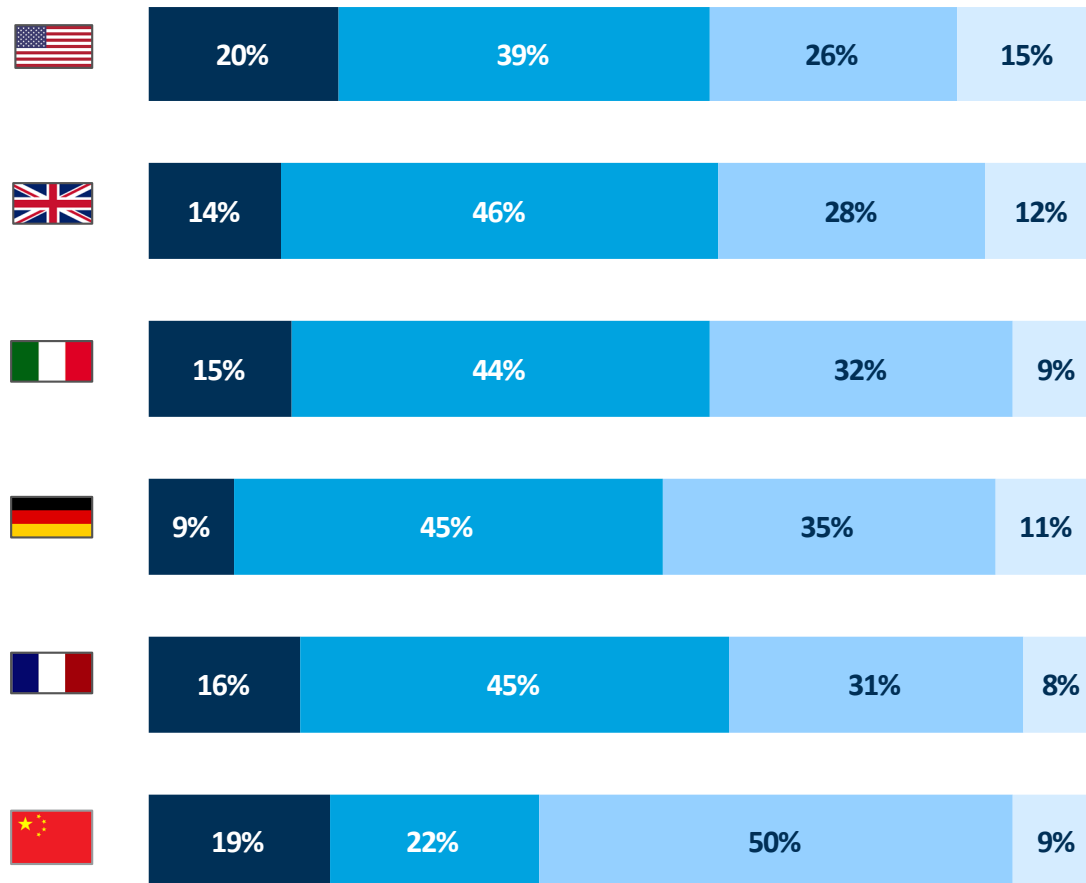


At least half of consumers in all markets except China look for information about a brand's sustainability practices at least somewhat often.

How often do you look for information about a brand's sustainability practices when deciding whether to buy a product from that brand?

LOOKING FOR INFORMATION ABOUT BRANDS' SUSTAINABILITY

Very often Somewhat often Not that often Never or almost never



A Appendix

Sustainability Index Score – Brands Included

We measured sustainability perceptions for 50 total brands:

Adidas	Carhartt	Jordan	prAna	Sperry
Allbirds	Champion	Keen Footwear	Puma	The North Face
Arcteryx	Columbia	Lee	Ralph Lauren	Timberland
Asics	Converse	Levi's	Reebok	Tommy Hilfiger
Athleta	Crocs	lululemon	Rhone	UGG
Birkenstock	Dick's Sporting Goods	Merrell	Rothy's	Under Armour
Bombas	Duluth Trading	New Balance	Salomon	Vans
Brooks	Hanes	NIKE	Saucony	Vuori
Calvin Klein	Hoka One One	On Running	Skechers	Wrangler
Canada Goose	HydroFlask	Patagonia	Smartwool	YETI