



# PERFORMANCE FOCUS STRATEGY OUTDOOR

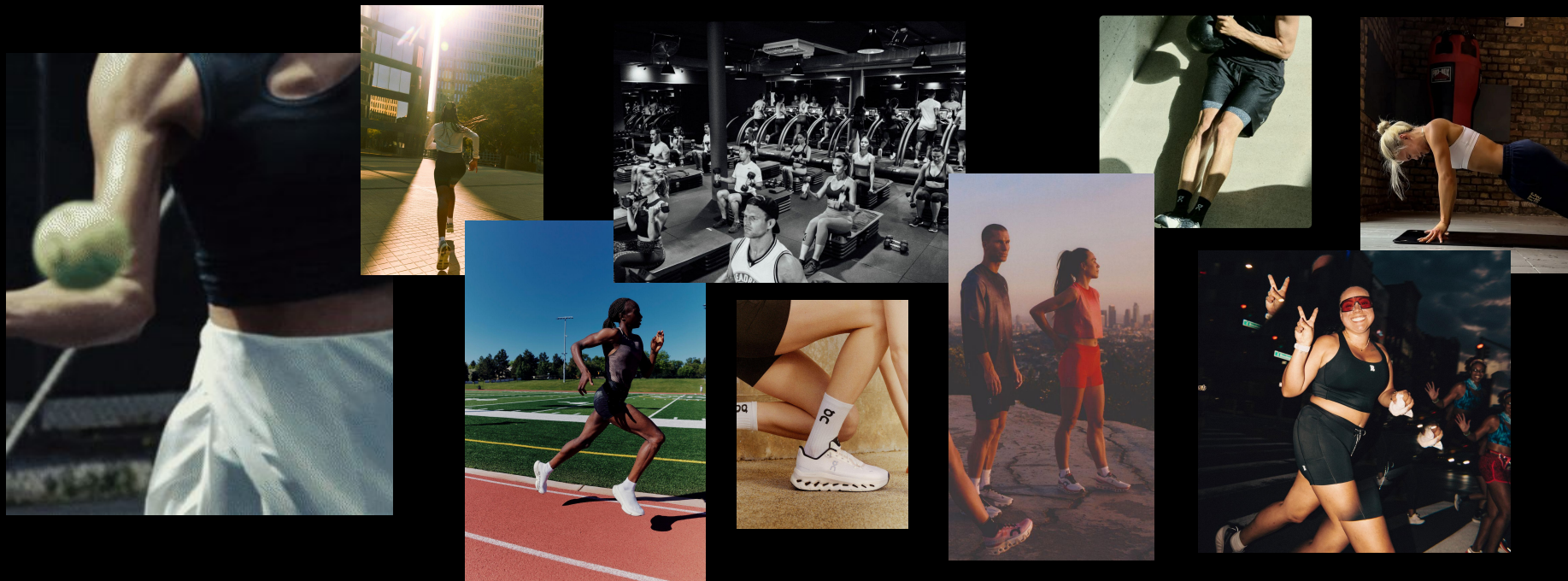
## Order Guideline FW26

Why ?





To reach your **target communities** with the right On products.





# Performance Focus Order Guidelines

QUALITY

FOCUS  
SKU SELECTION

VISIBILITY

ASSORTMENT & PRESENTATION  
PRINCIPLES

QUANTITY

MORE  
FLEXIBILITY

## OUR TARGET: Right Product. Right Place. Right Amount.

Goal is to create further visibility & credibility as performance brand.

### 1. RIGHT PRODUCT:

At least 70% of selected SKUs must come from the Performance vertical - up to 30% may be from Performance All Day (PAD)

A predefined focus selection has to be considered (see next slides).\*\*

### 2. RIGHT PLACE:

All On products must be positioned in the respective Vertical (Category):

Running shoes in the Running wall, Outdoor in the Outdoor wall etc. - no vertical mix.

### 3. RIGHT AMOUNT:

If point 1 & 2 are met (starting from SS26), up to a max. 40% of the total quantity (units) may be covered by Performance All Day (PAD) products.\*\*

# of SKUs:

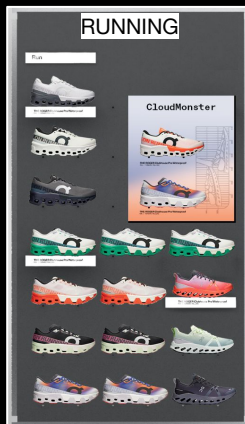
**PERFORMANCE  
SKUs**

**MIN.  
70%**

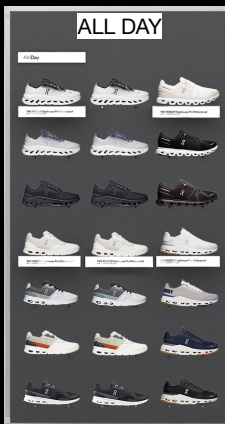
**PERFORMANCE ALL DAY  
SKUs**

**MAX.  
30%**

Outdoor/Running Area



PAD Area



Volume (Units):

**PERFORMANCE  
UNITS**

**MIN.  
60%**

**PERFORMANCE ALL DAY  
UNITS**

**MAX.  
40%**

\*LOT MINIMUM PER STYLE: 10M/10W

\*\*VALID FOR PRE- AND REORDER

## 1. Key Focus Vertical Outdoor

Start with our focus vertical Outdoor and **choose your main-focus: Hiking or Trail Running**



## 2. Choose key styles within focus area

**Choose two key styles** within your selected focus area - hiking or trail running



## 3. Go for additional performance style

Choose minimum one additional **performance style either out of hiking or trail running**



## 4. Build up the performance verticals

**Choose your styles** out of additional verticals (running) if needed  
→ optional



## 5. Finish with your PAD assortment

**Finalize** your order with our PAD assortment



**MIN. 70% PERFORMANCE SKUs &  
MIN. 60% PERFORMANCE UNITS**

**MAX. 30% PAD SKUs &  
MAX. 40% PAD UNITS**



# Overview Outdoor

Minimum Order of 3 Performance Outdoor Shoes W+M á 10 Lot

All possible shoe options outside of the following standard outdoor range must be individually defined with your Sales Representative



## WHAT IS YOUR FOCUS COMMUNITY?

Order Guideline FW26



**Outdoor:** Within the Outdoor Vertical you can choose from the **Hiking** and/or **Trail Running** category, to be able to serve your community in the best way possible.

### HIKING

= **OPTION 1 / Hiking**



### TRAIL RUNNING

= **OPTION 2 / Trail Running**





# Overview Outdoor

## Option 1: Focus Hiking





FOCUS STYLES Outdoor/Hiking

Choose 2 out of our focus styles

20



Cloudhorizon 2



Cloudhorizon 2 WP



Cloudhorizon Mid WP



Cloudrock Low



Cloudrock Mid

LOT MINIMUM PER STYLE: 10M/10W  
EXEMPLARY COLOR SELECTION

## SELECT STYLES Outdoor/Hiking

## 2. Step: Choose out of our selected outdoor styles



Cloudvista 3



Cloudvista 3 WP



Cloudultra \*



Cloudultra Peak \*



Cloudsurfer Trail



Cloudsurfer Trail WP

**\*selektive Distribution**  
LOT MINIMUM PER STYLE: 10M/10W  
EXEMPLARY COLOR SELECTION



# Overview Outdoor

## Option 2: Trail Running





## FOCUS STYLES Outdoor/Trail Running

Choose 2 out of the focus styles



Cloudvista 3



Cloudvista 3 WP



Cloudsurfer Trail WP



Cloudsurfer Trail



Cloudultra\*



Cloudultra Peak\*

**\*selektive Distribution**  
LOT MINIMUM PER STYLE: 10M/10W  
EXEMPLARY COLOR SELECTION



## SELECT STYLES Outdoor/Trail Running

## 2. Step: Choose out of our selected outdoor styles

20



Cloudhorizon 2



Cloudhorizon 2 WP



Cloudhorizon Mid WP



Cloudrock Low



Cloudrock Mid

LOT MINIMUM PER STYLE: 10M/10W  
EXEMPLARY COLOR SELECTION

## Carryover items

Sales Order Lines with non-launch items can't have a RRD in the first 15 days of the season.



Earliest Requested Date  
**15/06/2026**

## ORDER DEADLINE

05/12/2025 - Q3 delivery  
23/1/2025 - Q4 delivery

## Sales order Structure

Sales orders should not mix launch and carryover items.



Don't mix in the same order  
**Launch & Carryovers**

## Sales order Structure

Sales orders must contain only one item category, **except for the Accessories and Apparel** combination.



Don't mix in the same order  
**Categories**

## Size quantity

Sales order lines for **Footwear** need to be ordered ideally in batches of 10 within the same SKU (Same item, gender & size).



If possible order multiples of  
**10 units per size**

## Doubled order lines

Sales order lines should be done at a SKU level. If an order has several lines with the same SKU (Item, Size & Gender) and RRD, it creates issues in the warehouse.



Group items in  
**1 line per SKU**



# Thank you.

If you have questions your responsible Sales Representative will be happy to help you.