



TEAM LOGO FINGER FOOTBALL/ZELOSPORT

Women and kids are the fastest growing segments at Hat World, says Campbell. In fact, he's in the process of testing a Lids Kids concept, with six stores open and ten more in the works.

Parents enjoy purchasing products that support a healthy outlet like sports for their children, says Argo. He adds that retailing on a cart in the common area comes in handy because "It's harder for kids to drag their parents into a store."

### Selling is always in season

Whether these specialty retailers are focused on a narrow product category, a single sporting event, a geographic region or the athletes themselves, they all agree that there's a wide world of sports so diverse that no matter where the store is located, retailers can



build up a roster of products that will please all fans—fans whose heartstrings are attached to their wallets. ■

*Emily Lambert is a senior writer for SRR. She can be reached at emilylambert@comcast.net.*

#### Article Resources

##### Denver Autographs

303.462.1145  
www.DenverAutographs.com

##### Hat World, Inc.

317.333.5112  
www.HatWorld.com

##### Sporting Goods Manufacturers Association

202.775.1762  
www.sgma.com

##### Sports Fan Marketing Inc.

602.770.4350  
www.xliifootballgear.com

##### St. Louis Dugout

314.227.5107  
No website

##### The Licensing Letter

212.941.0099  
www.epmcom.com

##### The Sports Scene

570.881.4814  
sargs@ptd.net

#### Wholesalers

##### Bierderlack

212.398.1135  
www.bierderlack.com

##### Big Apple Card Co.

800.883.8090  
www.bigapplecard.com

##### CamoVision of Georgia LLC dba EyeXtras

706.494.0081 x 223  
www.eyextrax.com

##### Cha-Cha Designs

843.902.2823  
www.cha-chadesigns.com

##### ChalkTalkSPORTS

866.329.5603  
www.ChalkTalkSPORTS.com

##### Chix Appeal

850.269.0045  
www.chixappeal.com

##### Coach Deck

858.794.0858  
www.coachdeck.com

##### FANMATS

866.440.6315  
www.FANMATS.com

##### Forever Collectibles

732.353.3214  
www.forevercollectibles.com

##### Happy Feet

866.HAPPYFEET  
www.buyhappyfeet.com

##### Hunter Manufacturing

800.237.1869  
www.huntermfg.com

##### Ironstop

866.IRON.363  
www.ironstop.com

##### Koehler Home Décor

254.865.8718  
www.KoehlerHomeDecor.com

##### Siskiyou Gifts

800.866.7475  
www.siskiyougifts.com

##### Sport Card Creations

508.653.1731  
www.SportCardCreations.com

##### The Extra Mile

800.560.2949  
www.theextramile.com

##### The Sports Scene

570.881.4814  
sargs@ptd.net

##### Zelosport\*

706.888.6065  
www.zelosport.com

\*If you missed our profile of Zelosport's complete cart/kiosk concept featuring Finger Football and other licensed sports "finger games" in our Summer '07 issue, you can read it online at www.SpecialtyRetail.com, keyword search: Zelosport.