



Marquee Brands Partners with Summit and Harbor On Dakine Footwear

Performance-led footwear collection debuts in Spring 2027 with a focus on mountain biking, outdoor and lifestyle

NEW YORK, NY, UNITED STATES, September 15, 2026 /EINPresswire.com/ -- Marquee Brands, the premier global brand management company, today announced an agreement with Summit and Harbor for Dakine footwear, a key category for the fast-growing active and outdoor brand. The partnership expands Dakine's product offering with a focus on mountain biking and outdoor adventure, launching at specialty bike, skate, surf and outdoor retailers across the United States, Canada and Mexico beginning in Spring 2027.

"Dakine has spent decades building technical product around the needs of athletes and outdoor enthusiasts," said Ivy Spargo, EVP of Fashion, Lifestyle & Active Brands at Marquee Brands. "Footwear represents a meaningful growth opportunity for the brand, building on that established product expertise while broadening Dakine's offering. Summit and Harbor brings deep experience in footwear design and development, allowing us to expand Dakine's offering with the same focus on performance, durability and functionality that has long defined the brand."

As Dakine's footwear partner, Summit and Harbor will oversee the design and development of the category across technical performance and lifestyle styles.

The Spring 2027 collection will debut with seven styles spanning mountain bike, skate, surf-inspired lifestyle and outdoor footwear, led by a technical mountain bike assortment. The collection features proprietary tooling and original outsole designs.

"Dakine's footwear builds on decades of history in action sports and a longstanding connection to the riders this collection is designed for," said Jarka Duba, Co-Founder and CEO of Summit and Harbor. "We approached the category from the ground up, combining footwear expertise, technical innovation and Dakine's distinct point of view to create products that can earn a place in a rider's kit."

Product details and retail availability will be announced ahead of the Spring 2027 launch. Please direct media queries to Greg Fitzsimmons at greg@chair6collective.com.

About Dakine

Founded in Hawaii in 1979, Dakine designs backpacks, travel gear, apparel and accessories for mountain biking, surfing, snowboarding, skiing, skateboarding and outdoor adventure. The brand creates purpose-built products that combine technical performance with authentic design to support athletes and outdoor enthusiasts around the world. For more information visit www.dakine.com.

About Marquee Brands

Marquee Brands is the premier accelerator of timeless brands, unlocking value and building global influence. With a focus on driving growth and developing sustainable brand equity, Marquee partners with best-in-class manufacturers, operators, retailers and distributors to scale brands across markets and channels. Marquee Brands' global portfolio spans four distinct platforms: Luxury, Home & Culinary, Fashion & Lifestyle and Active & Outdoor. The portfolio of brands includes Roberto Cavalli, BCBGMAXAZRIA, Bruno Magli, A Pea in the Pod, Martha Stewart, Laura Ashley, Sur La Table, Emeril Lagasse, Cook's Country, Cook's Illustrated, America's Test Kitchen, Food52, Just Cavalli, BCBG, Ben Sherman, Roots*, Isotoner, Anti Social Social Club, Motherhood, Destination Maternity, Stance, Totes, Dakine and Body Glove. For more information visit, www.marqueebrands.com. (*Upon closing in Q4 2026.)

Greg Fitzsimmons
+1 970-708-7116
greg@chair6collective.com
Chair 6 Collective

This press release can be viewed online at: <https://www.einpresswire.com/article/942445697>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2026 Newsmatics Inc. All Right Reserved.