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**Outsiders by Nature - Our Natural Habitat**

This fall, Haglöfs will officially introduce their new brand claim – Outsiders by Nature. Haglöfs’ mission has always been to inspire people to get outside - it is the very foundation of everything that the brand does and stands for. With ‘Outsiders by Nature’, Haglöfs wants to celebrate the mindset of people who share their authentic, joyous and free-spirited love for nature and the outdoor community. In order to launch this new statement, and pay attention to what is currently going on in the world, Haglöfs activates a campaign called 'Our Natural Habitat’, which highlights that sometimes, you don’t need to travel far since the greatest journey is the one that lays just beyond your front door.

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Automatiskt genererad beskrivning

**Outsiders by Nature**

To best describe what it means to be an Outsider by Nature - think about admirable people in the world, the ones that inspire. It may be people who do great things, it may be someone close – who makes a difference to the ones around them, or even just the idea of someone who chooses to live in a way that is inspirational. Whomever they are, the reason why they are seen as admirable or inspiring, is probably because they do things their own way. Because they stand out in a crowd. They draw outside the lines. They go off the beaten path and to the beat of their own drum.

*‘As a brand, we believe in enabling people to experience the world in a different way in being progressive and thinking differently. We believe that life is not about where you are going, it’s the journey.’* **Haglöfs Marketing Director, Victor Adler.**

The Haglöfs Outsiders is a community of people who have a passion and a deep appreciation for the outdoors, and the alternative lifestyle which comes with it. They thrive in having a sense of freedom, believe in being progressive and thinking differently. Outsiders love nature, and the joyous and social aspects of the outdoor community. **Are you an Outsider by Nature?**

**Our Natural Habitat**

This summer there may not be an option to travel overseas, but this doesn’t mean that there aren’t any possibilities to experience adventure – things just have to be looked at a little bit differently. Haglöfs reached out to Outsiders by Nature around the globe and within their organization for their hidden gems, secret retreats, favorite activities and tips & tricks. All doable within the vicinity of your own home. All within their Natural Habitat.

As a result, multiple hidden gems will be presented at both [haglofs.com](https://www.haglofs.com/se/sv-se/) and at the official Haglöfs social accounts ([@haglofs](https://www.instagram.com/haglofs/)) during the upcoming weeks. For those who are looking for inspiration, make sure to tune in, as the very first adventures are being revealed to the public.

Haglöfs aspiration is to inspire people to find that adventures don’t necessarily need to be some super-massive excursion into the wild unknown. Sometimes, the greatest journey is the one that lays just beyond your front door.

**For more information, please contact:**

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HAGLÖFS | SINCE 1914

We come from Sweden, a country of extreme weather and extensive landscape. A place where the outdoors isn’t just a far-off place, it’s in the fabric of our culture and community. We are committed to creating gear that will support anyone, anywhere in their own outdoor adventure. We were founded in 1914 by Wiktor Haglöf, a visionary with a dream and a toolbox. Our story has evolved from humble beginnings, and we’ve ventured into new territory, creating technical designs that set a new standard in craftsmanship.

At Haglöfs, we are Outsiders by Nature. We draw outside the lines, think outside the box, and live outside our comfort zones. We encourage exploration both physically and mentally through embracing the outdoors. We believe that everyone can experience the outdoors, and do all we can to ensure that it will still be there for future generations to explore.