Haglöfs Spring/Summer 2020

HAGLÖFS SS20 – REDEFINING TREKKING

(Stockholm, May 2019) For more than a century, Haglöfs has developed outstanding outdoor products that combine a strong sense of Swedish heritage with a commitment to sustainability and innovation. For spring 2020, the brand set out to redefine one of the most traditional outdoor segments - namely, trekking. The results can be seen throughout the collection, in a range of pants built for comfort and function, but most of all in a new, totally updated L.I.M Series. This section of the range is defined by the concept of Less Is More – and the items within it are lightweight, high-performance products that deliver uncompromised performance when taken up mountains and into the wilderness, anywhere in the world.

Lightweight outdoor products have always been one of Haglöfs' trademarks, and over the decades the brand has constantly redefined the concept of lightweight performance for outdoor gear. Trekking is an activity closely linked to the brand’s Nordic heritage but also often associated with sturdy and heavy products. So, for spring/summer 2020, Haglöfs set out to change the perception of what trekking really is.

Taking trekkers' requirements and the environments they explore as a guiding light, and combining inspiration from the past with the latest technologies and innovations, Haglöfs totally renovated the L.I.M Series. The new range is set to launch in spring 2020.

“Lightweight trekking is a rapidly growing area, and our iconic L.I.M Series already contains some of our most popular and high-performance products for fast-paced hiking activities. But lightweight performance means something else today than it did in 2003, when we first launched the L.I.M concept. We realized that it was time to update the collection and bring a new L.I.M Series to life: changing the perception of what lightweight trekking is all about, and putting it into more of a modern context," says Robert Olsson, Senior Designer at Haglöfs.

The new L.I.M Series

Lightweight trekking gear made for northern Scandinavia must be able to deliver perfect performance in harsh, unpredictable conditions. The Haglöfs L.I.M Series is the vanguard of minimalist speed hiking gear - weighing next to nothing, but without compromising durability, breathability or quality just for the sake of shaving off a few grams. Taking full functionality as a benchmark, the collection provides all-day weather protection, enhanced performance and all of the features required to cover long distances outdoors, at a fast pace. The new L.I.M Series is built on shell products, mid-layers, insulation pieces, pants, t-shirts and shoes, as well as backpacks and accessories: in other words, everything needed for a day outdoors.

The range's hero item is the *L.I.M Crown Jacket* – made with the most breathable, lightweight and waterproof 3-layer fabric available in the world. It is the ultimate product for high paced trekking, where breathability, light weight and volume are all key. It's also equipped with all of the features you need to master the outdoors and comes complete with a searchable RECCO® reflector for extra safety.

Another key item is the *L.I.M Barrier Jacket.* It offers unprecedentedly lightweight insulation, thanks to the fact that it's been filled with the lightest and most isolated material known to man – Aerogel, developed by NASA to protect sensitive electronics in space, and now repurposed to keep trekkers warm and comfortable back on Earth.

The classic *L.I.M Jacket* is still an essential in the L.I.M Series, and the most versatile back-up shell jacket you'll ever need. GORE-TEX Paclite® Plus delivers robust, lightweight weatherproofing, and is engineered to deliver uncompromising protection.

“Every product in the collection is there for a reason. Carefully developed for Nordic conditions, with the characteristics of L.I.M – Less Is More – at each piece's heart. But, ‘*Less’* must also deliver an enhanced experience and enable the user to do more. These products are as light as we can go while still keeping the wearer protected and comfortable in all conditions,” continues Robert Olsson.

Pants built for comfort, and rugged Nordic conditions

Alongside the updated L.I.M Series, the collection also delivers great new legwear for those who want to hit the trails. The *Fjell Hybrid Tights* for women are ultra-comfortable trekking pants: as easy to wear as tights but with all of the features of a pair of trekking pants. And for men, the *Rugged Pro Pants* are perfect hybrid trekking trousers, designed for harsh weather conditions. This item offers great weather protection and extreme durability with smart protective features like waxed 3-Layer PROOF™ panels in exposed areas to keep the water out.

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The Haglöfs SS20 collection will be available from early spring 2020, in Haglöfs’ own stores and online, as well as through selected retailers worldwide.

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SPRING/SUMMER 2020 – PRODUCT NEWS

L.I.M Series SS20

The new L.I.M Series has a brand new look but with clear references to the past. The hero colors for the new collection are inspired from L.I.M archive products with Magnetite, Signal Yellow and Stone Grey as the red thread throughout the collection. The Swedish heritage is also showcased with details that clearly associates to the Swedish yellow and blue and there is also references to the brand’s birth place Dalarna with Haglöfs’ own interpretation of the kurbits pattern.

L.I.M Crown Jacket

The L.I.M Crown Jacket is an extraordinarily breathable and ultra-lightweight wind- and waterproof jacket. It's made with resilient, high-performance 3-layer PROOF™ technology, and treated with a fluorocarbon-free DWR. Complete adjustability makes it easy to tweak the fit and draw in extra protection when you’re on the go. The L.I.M Crown Jacket is equipped with a RECCO® reflector for extra security and searchability. It's a perfect jacket for fast-paced activities. Weight: approx. 200g.

Available in size range:
Women: XS - XXL
Men: S – XXL
Estimated retail price: 349€

L.I.M Barrier Jacket

The L.I.M Barrier Jacket is equipped with PrimaLoft® Gold Insulation with Cross Core™, a revolutionary fusion of multiple technologies. It is filled with the lightest solid material you can find - Aerogel. As such, it's a perfect addition to our ultra-light, high-performance L.I.M range. You’ll find it hard to believe that such a low-weight item can provide such instantaneous warmth, protection and comfort. Aerogel is a revolutionary material with low density and high porosity, which makes it one of the best insulations ever known. It is composed of more than 95% air and has the lowest thermal conductivity of any known substance. It's blended with PrimaLoft® proprietary microfibers to create a synthetic insulation powerhouse - delivering unprecedented levels of warmth at such a low weight. Weight: approx. 235g.

Available in size range:
Women: XS - XXL
Men: S – XXL
Estimated retail price: 189€

L.I.M Jacket

When conditions are uncertain it’s good to have a back-up shell jacket ready. This L.I.M Jacket is the one to go for. It's designed with a minimalistic look, and is almost certainly lighter than you would expect such a high-quality jacket to be. The L.I.M Jacket is made from GORE-TEX Paclite® plus - providing the right levels of reliable performance and protection for your adventures. Weight: approx. 230g.

Available in size range:
Women: XS - XXL
Men: S – XXL
Estimated retail price: 249€

L.I.M Low

The L.I.M Low is a shoe made with a monosock construction, giving it a foot-hugging fit and making it a great extra-light choice for outstanding performance on shorter hikes. It’s built with tough, breathable mesh, GEL™ for excellent shock absorption, and AHAR™ Plus (ASICS® High Abrasion Resistance Rubber) on the outsole for extra durability. Further reinforcements are provided by a tough rubber counter and synthetic leather for stability. Weight: approx. 255g.

Available in size range:
Women: UK 4 - 8
Men: UK 6,5 - 12,5
Estimated retail price: 109€

L.I.M 25/35

The L.I.M hiking backpack is incredibly light - but not one ounce of carrying comfort has been sacrificed in order to keep its weight down. An Airback™ suspension system with a specially-designed back panel provides great ventilation for when you pick up the pace and push yourself that little bit harder. All of the essentials are in place, just packaged in an ultra-lightweight, ultra-useful way. Sometimes, less really is more. Weight: approx. 780g/920g.

Available in sizes 25L & 35L.
Estimated retail price: 99,90€ / 119€

Fjell Hybrid Tights

The Fjell Hybrid Tights are made from a highly functional stretch fabric - with Cordura® reinforcements at the seat and knees for extra durability. They combinate the comfort and mobility of tights with the durability of a pair of trekking pants, making them perfect for all kinds of trekking in the mountains. The Fjell Hybrid Tights are equipped with practical pockets and a low leg zipper for outfit compatibility. Weight: approx. 235g.

Available in size range:
Women: XS – XXL
Estimated retail price: 199€

Rugged Pro Pant

As the name suggests, the Rugged Pro Pant is built for durability and protection in rugged weather conditions. The waxed 3-layer PROOF™ panels in exposed areas keep the water off and provide great protection, along with the tough Climatic™ polyamide fabric. The Rugged Pro Pant is equipped with loops for your tools, as well as a RECCO® reflector. Weight: approx. 620g.

Available in size range:
Men: S – XXL
Estimated retail price: 189€