**Haglöfs Fall/Winter 2019**

**haglöfs FW19 – PAYING tribute to heritage**

**(Stockholm, December 2018) Haglöfs is known for pushing boundaries and bringing its own brand of innovation to the outdoor industry for more than a century. For its FW19 collection, the company has chosen to pay tribute to its heritage, launching a collection that fuses groundbreaking outdoor technology with a modern take on a traditional style of Swedish folk art called kurbits. The range features outstanding pieces like the unique ski-touring jacket L.I.M GTX SHAKEDRY Hood, the Edge Evo Jacket for trekking, and a signature print featured on selected pieces in the collection.**

Every season, Haglöfs pushes the boundaries of outdoor performance gear, launching innovative new products that build on the company's Swedish heritage. For the FW19 collection the product team developed an exclusive seasonal print inspired by traditional art from Dalarna, the birthplace of the brand, and the range's color palette was developed with the local artist Carl Larsson in mind.

*“We always try to take something that seems perfect already, then make it even more perfect. This has been Haglöfs' guiding star ever since the company was founded in 1914. For this season's collection we went back through our history to find inspiration for product innovations and a new design language,” explains Paul Cosgrove, Global Product Director at Haglöfs.*

Hero items in the FW19 collection include the *L.I.M GTX SHAKEDRY Hood* – the world’s first dual layer SHAKEDRY™ shell jacket. It has unique features that offer the best experience for high-pulse winter activities like ski touring. It’s inspired by the wild. You dry it like an animal dries its fur – by shaking it. Its secret is hiding in plain sight: instead of having the waterproof membrane inside the jacket, Haglöfs put it on the outside. But in the unlikely event that it does get soaked, it’ll still be warm, thanks to the QuadFusion™ƞ insulation used in its creation.

The Khione and Nengal freeride collections have also been updated for the season, with the seasonal signature print applied to selected items like the *Khione 3L PROOF Jacket* for women and *Nengal 3L PROOF Parka* for men. The collections have been expanded further with the addition of the *Nengal 3L PROOF Bib Pant* for men – a water- and windproof item developed for epic powder days. It's equipped with all the essentials you need from a true freeriding pant, including a built in RECCO® reflector, reinforced areas, great ventilation possibilities and adjustable suspenders. For freeriders, Haglöfs is also complementing its backpack segment with the Skrå 27 backpack – the ultimate freeride pack.

Last but not least, the *Edge Evo Anorak* is a perfect example of how Haglöfs rejuvenates classic items from the past and gives them new life as tomorrow's iconic pieces. This new piece was inspired by a real classic from 1997 – the Edge Anorak, a trekking jacket that already boasted fantastic features for its time. The updated Edge Evo Anorak is equipped with even smarter features like long front and side zippers, an adjustable hood, and fluorocarbon-free DWR-treated surfaces to help repel water and dirt. It’s also made from PROOF™ fabric – Haglöfs’ most sustainable waterproof technology – for even better protection.

*“We always look for innovative new technology and product solutions – but this season we also wanted to showcase our heritage more visibly. This led us the creation of an exclusive print design, in collaboration with a Dalarna-based designer – resulting in a modern version of the folk-art style known as kurbits. We applied it to some key products this season”, Paul continues.*

Haglöfs FW19 collection is being launched in Haglöfs' own stores and online, as well as through selected retailers worldwide.

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**fall/winter 2019 – PRODUCT NEWS**

L.I.M GTX SHAKEDRY HOOD   
Last year, Haglöfs’ L.I.M concept was brought into Haglöfs’ snow segment with the L.I.M Touring collection. For FW19 Haglöfs introduces the *L.I.M GTX SHAKEDRY Hood* – the world’s first dual layer SHAKEDRY™ shell jacket – both in the men’s and women’s range. The L.I.M GTX SHAKEDRY hood is the embodiment of cutting-edge performance, technology and innovation. Constructed inside out, the waterproof membrane is on the outside – layered over body mapped QuadFusion™ƞ insulation. Intended for high pulse winter activities such as ski-touring, SHAKEDRY™ technology is extremely breathable and regulates temperature excellently. Additionally, the top back panel is made from super-stretchy GORE-TEX® material for better mobility and durability.

KHIONE & NENGAL   
Last year the pinnacle freeride collections Khione & Nengal were updated with a 3-layer jacket with the PROOF™ ECO membrane. For FW19, Haglöfs has also added the *Nengal* *3L PROOF Bib Pant* for men. It features long ventilation zippers at the sides, adjustable suspenders, zippered thigh and chest pockets, an internal lower gaiter with elasticated rubber grip, and fluorocarbon free DWR-treated surfaces to help repel water and dirt. The hero styles *Khione 3L PROOF Jacket* for women and *Nengal 3L PROOF Parka* for men are also being launched with Haglöfs' own interpretation of the kurbits pattern.

The Khione & Nengal garments are all about functionality and smart details, but never at the expense of your appearance. They're fully equipped with features, including trackable RECCO® reflectors for extra security.

EDGE EVO ANORAK – A UNISEX TREKKING JACKET  
The *Edge Evo Anorak* takes a classic from 1997 to the next level. The updated Edge Evo Anorak is made from robust, protective 3-layer PROOF™ fabric – offering full water- and windproofing, without compromising style or utility. It’s been designed in a classic silhouette with a little extra length for added protection and is loaded with technical features and built to a truly iconic design. The Edge Evo Anorak has also been launched in the new kurbits pattern as well as in two other colors.

SKRÅ 27 – THE ULTIMATE FREERIDE BACKPACK  
Haglöfs’ backpack segment is complemented handsomely by the *Skrå 27* backpack – the ultimate freeride pack. The first Skrå backpack was launched in 2012, and the item has been on an evolutionary journey ever since. For FW19 the Skrå 27 makes no compromises in functionality and is optimized for freeride skiing and snowboarding. It has a dedicated snow safety gear section and a spacious, easy-access main compartment that allows you to carry everything you need for a day in the backcountry.

**fall/winter 2019 fact sheet**

PROOF™ AND PROOF™ ECO

PROOF™ is Haglöfs' most sustainable, waterproof, windproof and breathable material – a high-performance fabric that provides outstanding protection from the elements as well as real comfort. All PROOF™ materials are 100% fluorocarbon free, both in the membrane and the DWR treatment.

PROOF™ ECO is a natural development of this material. It has all the same properties as PROOF™ with another sustainable aspect added to it. For example, the material could also be made from recycled materials, or it could contain organic cotton.