**Haglöfs FW18   
Stockholm, July 3rd 2018**

**HaGLÖFS RELAUNCHES THE ICONIC “SHOSHO“ BACKPACK**

**Haglöfs reintroduces its iconic ShoSho daypack to the collection – in a new, updated and refined version. The name “ShoSho” means “I pay tribute to you.” It comes from a prayer used by the Sherpas of the Himalayas to show respect to the mountains. Haglöfs gave the name to this line of backpacks as a way of paying tribute to the people.**

ShoSho – a classic Haglöfs backpack with an authentic look – has been updated with a selection of smart new details and a convenient integrated computer sleeve. The daypack has been designed to accompany you on your everyday commute, but it’s also perfect for shorter adventures. Its fluorocarbon-free DWR treatment provides weatherproofing while reducing its environmental footprint.

Key features include:

* One spacious compartment with snow lock and drawstring
* Internal computer sleeve
* Top lid pocket
* Compression cords on the side panels
* Key holder
* Fluorocarbon-free DWR treatment for weatherproofing and durability

Text and associated images can be downloaded at <https://www.mynewsdesk.com/haglofs>  
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