**Haglöfs**

**Stockholm, 13th of June 2018**

 **REFINEMENT | HAGLÖFS SPRING/SUMMER 2019 COLLECTION**

Refinement. That's one word that can sum up the Haglöfs SS19 range. Pieces were streamlined, silhouettes improved, features added, and new notes of color bought in – fashionable and attractive, without being locked to fleeting trends, and selected from timeless sources of inspiration to give even more of "instant classic" feel to the line. This also brings Haglöfs closer to its roots. Innovation and improvement has always been part of the company’s philosophy. When Wiktor Haglöf founded the company, he wanted to make people's lives a little bit better, easier and more comfortable through the products that he produced. This meant making sure that everything had a purpose. That every detail on the product performed a function. And that, through refinement, the products kept on getting better over time.

**BALANCING CARE WITH PERFORMANCE**

A key development this year has been the inclusion of more PROOF™ fabrics in the range. This season, 12% of the whole clothing collection and 8% of the footwear is made from PROOF™ – Haglöfs proprietary technology that delivers great weatherproofing in an environmentally friendly package. PROOF™ ECO, also increasingly present in the range, takes it one step further, by incorporating organic or recycled material into the mix. Every product made from PROOF™ is waterproof, windproof, breathable – and completely free from fluorocarbons.

This contributed to the overall approach to SS19, where sustainability and performance combine to produce top-quality, long-lasting and good-looking gear. It's best exemplified by some standout items from the line.

**GRYM BY NAME, GRYM BY NATURE**

Take, for example, the Grym Evo Jacket, for men and women. This hard-wearing and highly protective piece is constructed from carefully-selected, sustainable materials – like PROOF™ ECO, delivering enviably high active performance in a sound and sustainable package.

Cutting-edge construction techniques provide the jacket with ultrasonically-welded seams – they lie almost completely flat between the jacket and your body, keeping bulk down to an absolute minimum and virtually eliminating any risk of chafing or discomfort against the rest of your kit. The jacket also comes with an in-built Recco reflector: a trackable tag that will let you be found in the wilderness, should you find yourself in any trouble.

**ON THE MOUNTAIN, LESS IS MORE**

Haglöfs' popular L.I.M series, Less Is More, has been built to deliver maximum performance for outdoor activity at a very low weight and a minimalistic design. Over the years, the series has grown to include gear for all activities – from high-pulse sports clothing to mountain wear. It's developed to help you move while you're wearing it, of course, but an added feature of L.I.M gear is that it is extremely packable. Which is why this mountain jacket is set to become an essential part of your kit.

Senior clothing designer Robert Olsson says: "The biggest challenge with creating L.I.M products is finding the right balance between weight and performance. A super lightweight garment can sometimes mean sacrificing the technical aspects of a product, resulting in something that is thin and fragile. We want a product to last for as long as possible, and it has to be able to cope with the challenges you face up in the mountains or out in the wilderness. So, with L.I.M, everything that's not a "must have" part of the item is removed. We don't include any unnecessary details. Only the necessary pockets. Only the drawstrings that the garment can't do without."

The L.I.M MTN Proof Anorak is a pull-over jacket that will save space and weight in your pack, and can be donned quickly when conditions turn rough. It's made with environmentally friendly PROOF™ ECO material, making it a sound environmental choice. It's designed to withstand the elements – plus snags and obstacles. Light doesn't have to mean fragile, and the L.I.M MTN PROOF Anorak is hard-wearing, as well as high-performance.

**FOR THE PERFECT STRIDE**

The Haglöfs OXO GT shoe is designed specifically for longer hikes in rough conditions, making the most of ASICS GEL™ and FluidRide™ technologies for comfort and a perfect walking motion. It fits perfectly as soon as it's worn, and is protected with breathable GORE-TEX® Extended Comfort. What's more, the leather used in its production comes from tanneries given a top rating by the Leather Working Group - an organisation dedicated to sound, sustainable and cruelty-free practises in the industry's farming and production. This season, the lines and design have been tweaked for a better fit and performance.

These three products give a glimpse into how Haglöfs SS19 collection delivers more of the high-quality gear that adventurers have come to expect. The collection will be released in February 2019.

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

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