

**PRESS
INFORMATION**

INTRODUCING FALL / WINTER 2017



**FOREVER
WARM
FOREVER
DRY
FOREVER
NATURE**

Fall & Winter Collection 2017



FOREVER NATURE

NATURE IS FOREVER in our hearts at *Fjällräven*. It's where we come from. It's in our DNA. And it'll always be our destination. Nature inspires us. To create clothing and equipment that allow you to enjoy all that nature brings. And to look for ways to minimise our impact upon the environment.

With our *Fall & Winter* 2017 collection we've combined our heritage – our roots in nature – with this constant compulsion to preserve the great outdoors. From recycled fabrics to high-tech materials, this is our best collection yet.

Our new *Bergtagen* collection returns us to the world above the tree line; the mountainous environment where the trees don't grow but your spirit does. We've expanded our *Eco-Shell* collection to ensure we're keeping you *Forever Dry* while reducing our environmental footprint. We've re-engineered our long-standing winter favourite the iconic *Expedition Down Jacket* into a 'Lite' version and broadened our *Keb* range to ensure we're keeping you *Forever Warm* with all the technical details you need.

Welcome to our world in nature. Welcome to *Fall/Winter* 2017 at Fjällräven.

FJÄLLRÄVEN'S ENVIRONMENTAL SYMBOLS (read more at fjallraven.com)



Recycled polyester



Fluorocarbon-free impregnation



Organic cotton



Climate compensation



In 1960, Åke Nordin founded Fjällräven in his basement in the town of Örnsköldsvik in northern Sweden. Today the company's timeless, functional and durable outdoor equipment enjoys a global presence and can be found in over 30 countries. Fjällräven's product range comprises outdoor clothing and accessories for

men and women as well as backpacks, tents and sleeping bags. Fjällräven prioritises acting responsibly towards people, animals and nature and encourages and sustains public interest in the outdoors. The company is the initiator of two popular outdoor events, *Fjällräven Classic* and *Fjällräven Polar*, which attract thousands of participants every year.

High resolution product images:

www.fjallraven.com/presskit

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www.fjallraven.com



FJÄLLRÄVEN
BERGTAGEN

*Engineered for a life
above the tree line
where the trees don't grow
but your spirit does.*

BERGTAGEN

FJÄLLRÄVEN RECONNECTS WITH LIFE ABOVE THE TREE LINE WITH ITS BERGTAGEN COLLECTION

FOR FALL/WINTER 2017 *Fjällräven* has gone back to its roots, to where it all started: the mountains. Designed for a life above the tree line, the *Bergtagen* collection is built on equal parts tradition and innovation. Each layer of this mountaineering system makes no compromises on functionality, durability, quality and sustainability.

Designed in collaboration with an elite test team, including Sweden's first mountain guide *Stefan Palm*, *Bergtagen* is for anyone who spends time above the tree line, in one of nature's harshest environments, where life struggles to exist and demands on gear are great.

The very word 'Bergtagen' comes from a long-lost Swedish saying. It refers to how the mountains can change you. How after even just a short time in their presence you'll feel spellbound and humbled. Something spiritual happens up there, above the tree line. It's a connection with nature that once made can never be broken.

This mountaineering system comprises base layers, a work layer, a shell layer and insulation layers. *Fjällräven* uses state of the art materials and taped seams; has made no concessions on trims and details and it has incorporated the *RECCO Avalanche Rescue System*. All this is to deliver the best performance in demanding conditions; to

ensure you leave the mountains safe and fulfilled.

There are two base layer tops: *Bergtagen Woolmesh Sweater* and *Bergtagen Woolterry Hoodie* and both short and long-length bottoms: *Bergtagen Longjohns* and *Bergtagen Shortjohns*, as well as a *Bergtagen Beanie*. All are made from a fully traceable *Merino Wool* blend from *Aclima* that offers high comfort and performance in changeable environments.

The lightweight, highly technical *Bergtagen Jacket* and *Trousers* are designed for a variety of activities above the tree line. This work layer is optimised for unrestricted movement in varying temperatures.

The shell layer is developed using *Fjällräven's* sustainable *Eco-Shell* material. The *Bergtagen Eco-Shell Jacket* and *Trousers* protect from bitter winds and precipitation and effortlessly follow the body's movements.

There is then an insulation layer to suit a variety of situations. *The Bergtagen Lite Insulation Jacket*, *Bergtagen Insulation Parka* and *Bergtagen Mummyfoot* allow for easy adaption to extreme weather quickly and without compromising performance.

For Fall/Winter 2017 *Fjällräven's* not making a journey towards the unknown. It's making a journey home. And with *Bergtagen* it's come prepared.



Bergtagen Woolmesh Sweater (women & men)

This soft and warm technical base sweater has a body-mapping design, combining three *Merino Wool** blends for optimised comfort and performance. The high-loft, wool terry – and exclusive Fjällräven technique – over the shoulders and chest binds air to insulate against the cold. The terry-loop structure inside helps wick away sweat, while the flat-knit outer structure reduces friction with other layers. Wool mesh is used on the sleeves, sides and lower torso for maximised ventilation. The structure of both materials helps prevent the fabric clinging to the skin when you're sweaty.



Bergtagen Woolmesh Sweater W

Mountaineering – Bergtagen Family



89870

Sizes.....XXS-XL

Material*.....Wool mesh: 80% wool, 20% polyamide.

Wool terry: 52% wool, 35% polyester, 13% polyamide.

Wool rib: 95% wool, 5% elastane.

Weight..... 170 g in size S



Grey
020

Bergtagen Woolmesh Sweater

Mountaineering – Bergtagen Family



83989

Sizes.....XS-XXL

Material*.....Wool mesh: 80% wool, 20% polyamide.

Wool terry: 52% wool, 35% polyester, 13% polyamide.

Wool rib: 95% wool, 5% elastane.

Weight..... 225 g in size M



Grey
020

Bergtagen Woolterry Hoodies (women & men)

This warm and snug base-layer hoodie is made from a thick, insulating *Merino Wool** blend combining wool terry – and exclusive Fjällräven technique – and wool rib. The high-loft, wool terry binds air to insulate against the cold. The terry-loop structure inside helps wick away sweat, while the flat-knit outer structure reduces friction with other layers. There is a half-length, two-way zip at the front and hood with ribbed edging to facilitate temperature control. The side panels are in a rib knitted wool elastane blend, offering a smooth fit.



Bergtagen Woolterry Hoodie W

Mountaineering – Bergtagen Family



89871

Sizes.....XXS-XL

Material* Wool terry: 52% wool, 35% polyester, 13% polyamide.

Wool rib: 95% wool, 5% elastane.

Weight..... 275 g in size S



Grey
020

Bergtagen Woolterry Hoodie

Mountaineering – Bergtagen Family



83990

Sizes.....XS-XXL

Material* Wool terry: 52% wool, 35% polyester, 13% polyamide.

Wool rib: 95% wool, 5% elastane.

Weight..... 320 g in size M



Grey
020

Bergtagen Longjohns (women & men)

These comfortable, body-mapping longjohns combine four different fabrics for optimised performance and comfort. *Merino Wool** is moisture wicking and soft against the skin, while the polyester and polyamide fibres make these longjohns hardwearing and easier to care for than pure wool garments.

The high-loft, wool terry – and exclusive Fjällräven technique – on the knees, upper front and rear offers great insulation where most needed. The terry-loop structure inside helps wick away sweat, while the flat-knit outer structure reduces friction with other layers. The wool mesh on the upper thighs, back of thighs and lower legs aids ventilation without restricting movement. The structure of both fabrics helps prevent the fabric clinging to the skin when you're sweaty.



Bergtagen Longjohns W

Mountaineering – Bergtagen Family



89872

Sizes.....XXS-XL

Material* *Wool mesh:* 80% wool, 20% polyamide.

Wool terry: 52% wool, 35% polyester, 13% polyamide.

Wool rib: 95% wool, 5% elastane.

Wool interlock: 100% wool.

Weight.....200 g in size S



Grey
020

Bergtagen Longjohns

Mountaineering – Bergtagen Family



83991

Sizes.....XS-XXL

Material* *Wool mesh:* 80% wool, 20% polyamide.

Wool terry: 52% wool, 35% polyester, 13% polyamide.

Wool rib: 95% wool, 5% elastane.

Wool interlock: 100% wool

Weight.....230 g in size M



Grey
020

Bergtagen Shortjohns (women & men)

Combining two fabrics, these shortjohns are made from temperature regulating and moisture wicking Merino Wool* blend. The front and rear are covered with a wool elastane rib knit for smooth, next-to-skin comfort, while wool mesh sections provide excellent ventilation without restricting movement.



Bergtagen Shortjohns W

Mountaineering – Bergtagen Family



89873

Sizes.....XXS-XL

Material*.....Wool terry: 52% wool, 35% polyester, 13% polyamide.
Wool rib: 95% wool, 5% elastane.

Weight.....125 g in size S



Grey
020

Bergtagen Shortjohns

Mountaineering – Bergtagen Family



83992

Sizes.....XS-XXL

Material*.....Wool terry: 52% wool, 35% polyester, 13% polyamide.
Wool rib: 95% wool, 5% elastane.

Weight.....145 g in size M



Grey
020

Bergtagen Beanie (unisex)



This light, comfortable beanie is made using a soft, warm Merino Wool* blend. It combines insulating wool terry in the lower section with a stretchier rib knitting at the crown. It fits easily under a helmet or hood and deftly fits in a pocket when not needed.

Art.no:89874

Sizes.....One size

Material*.....Wool terry: 52% wool, 35% polyester, 13% polyamide
Wool rib: 95% wool, 5% elastane

Weight.....35 g



Grey
020



Bergtagen Jacket (women & men)

This is a technical jacket designed for activities above the tree line. The cut is engineered for unrestricted movement and a unique seam taping technology gives an extraordinarily pliable jacket, with little friction against other layers. The main fabric is hardwearing, wind- and water-resistant *G-1000 Lite Eco* with *G-1000 Eco* on the shoulders. The elbows and lower back have reinforcements in stretchy *Corylon* (a material exclusive to Fjällräven), an aramid-based fabric that despite being abrasion-resistant is very soft and supple. The snug-fitting adjustable hood has space for a helmet. Two zipped chest pockets let you store essentials within easy reach and there are zipped side-ventilation openings too. All zips can be opened with gloves on. The Bergtagen Jacket is also equipped with a RECCO reflector.



Bergtagen Jacket W

Mountaineering – Bergtagen Family



89861

Sizes.....XXS-XL

Material.....*G-1000® Lite Eco*:

65% polyester, 35% cotton.

G-1000® Eco: 65% polyester, 35% cotton.

Corylon: 90% polyamide, 10% aramid.

Weight..... 570 g in size S



Basalt
050

Hokkaido
Orange
208

Mountain
Blue
570

Bergtagen Jacket

Mountaineering – Bergtagen Family



83981

Sizes.....XS-XXL

Material.....*G-1000® Lite Eco*: 65% polyester, 35% cotton.

G-1000® Eco: 65% polyester, 35% cotton.

Corylon: 90% polyamide, 10% aramid.

Weight..... 670 g in size M



Basalt
050

Hokkaido
Orange
208

Mountain
Blue
570

Bergtagen Trousers (women & men)

This is a technical pair of trousers designed for activities above the tree line. The cut offers unrestricted movement in steep terrain and their excellent breathability properties make for a drier, more comfortable experience in varying temperatures. The unique seam taping technology makes them extraordinarily pliable without rubbing against other layers. The main fabric is hardwearing, wind- and water-resistant *G-1000 Lite Eco* with double layers of *G-1000 Eco* on the rear for extra protection. The knees, inside of the waistband and inner lower legs are reinforced with aramid-based *Corylon* fabric (a material exclusive to Fjällräven).

Zippered side ventilation from the hips to the knees releases excess heat and zips on the sides of the lower legs make it easier to take these trousers off and on. There are also openings at the knees for adding kneepads (sold separately.) The *Bergtagen Trousers* are equipped with a RECCO reflector.



Bergtagen Trousers W

Mountaineering – Bergtagen Family



89866

Sizes..... 34-48

Material *G-1000® Lite Eco*: 65% polyester, 35% cotton.

G-1000® Eco: 65% polyester, 35% cotton.

Corylon: 90% polyamide, 10% aramid.

Weight..... 590 g in size S



Basalt 050 Hokkaido Orange 208 Mountain Blue 570

Bergtagen Trousers

Mountaineering – Bergtagen Family



83986

Sizes..... 44-58

Material *G-1000® Lite Eco*: 65% polyester, 35% cotton.

G-1000® Eco: 65% polyester, 35% cotton.

Corylon: 90% polyamide, 10% aramid.

Weight..... 670 g in size M



Basalt 050 Hokkaido Orange 208 Mountain Blue 570

Bergtagen Eco-Shell Jacket (women & men)

Made from Fjällräven's own Eco-Shell material, this jacket is waterproof and breathable and combined with aramid-based Corylon reinforcements (a material exclusive to Fjällräven), on the elbows and lower back, it's hardwearing too. Seams are placed for minimum friction under a backpack and the fit is shaped yet roomy enough for insulation layers. The hood has space for a helmet and can be adjusted for protection from the elements without limiting vision or movement. The Bergtagen Eco-Shell Jacket is also equipped with a RECCO reflector.



Bergtagen Eco-Shell Jacket W

Mountaineering – Bergtagen Family



89863

Sizes.....XXS-XL

MaterialEco-Shell 3 L Ripstop Stretch: 100% polyester
Corylon: 90% polyamide, 10% aramid.

Membrane100% polyester

Water column..30 000 mm

Breathability...26 000 g/m²/24h

Weight..... 350 g in size S



Hokkaido Mountain
Orange Blue
208 570

Bergtagen Eco-Shell Jacket

Mountaineering – Bergtagen Family



83983

Sizes.....XS-XXL

MaterialEco-Shell 3 L Ripstop Stretch: 100% polyester.
Corylon: 90% polyamide, 10% aramid.

Membrane100% polyester

Water column..30 000 mm

Breathability...26 000 g/m²/24h

Weight..... 630 g in size M



Hokkaido Mountain
Orange Blue
208 570

Bergtagen Eco-Shell Trousers (women & men)

Made from Fjällräven's own *Eco-Shell* material, these trousers are waterproof and breathable and combined with aramid-based *Corylon* reinforcements (a material exclusive to Fjällräven), on high wear areas, they're hardwearing too. Full-length *AquaGuard* zips at the sides let out excess moisture and heat and allow for easy on and offs, without removing your boots, while buttons at the top hold them in place when closing the zips. Velcro elastic tabs allow you to adjust the width of the waist to suit your shape. The leg endings have detachable snow gaiters that fit snugly around ski/trekking boots. Two zipped leg pockets with mesh inner pockets provide space for a map and compass. The *Bergtagen Eco-Shell Trousers* are also equipped with a *RECCO* reflector.



Bergtagen Eco-Shell Trousers W

Mountaineering – Bergtagen Family



89867

Sizes.....34-48

Material*Eco-Shell 3 L Ripstop Stretch*: 100% polyester.
Corylon: 90% polyamide, 10% aramid.

Membrane100% polyester

Water column ..30 000 mm

Breathability...26 000 g/m²/24h

Weight..... 680 g in size S



Hokkaido Orange 208 Mountain Blue 570

Bergtagen Eco-Shell Trousers

Mountaineering – Bergtagen Family



83987

Sizes.....44-58

Material*Eco-Shell 3 L Ripstop Stretch*: 100% polyester.
Corylon: 90% polyamide, 10% aramid.

Membrane100% polyester

Water column ..30 000 mm

Breathability...26 000 g/m²/24

Weight..... 715 g in size M



Hokkaido Orange 208 Mountain Blue 570

Bergtagen Lite Insulation Jacket (women & men)

Made using Fjällräven's high-performance, synthetic insulation, *G-Loft Supreme* this jacket has exceptional warming capacity even in wet conditions. And it's light and compressible, easily sliding under a shell layer. It's recycled polyester shell fabric and lining make it a good environmental choice too.

The snug-fitting hood, cuffs and hem all have elastic edging. The zipped hand pockets have been positioned so as to be accessible via ventilation openings in a shell jacket, worn on top.



Bergtagen Lite Insulation Jacket W

Mountaineering – Bergtagen Family



89864

Sizes.....XXS-XL

Material100% polyester

Lining.....100% polyester

Fill..... *G-Loft Supreme*: 100% polyester

Fill weight..... 60 g/m² in body, 40 g/m² in sidepanels

Weight..... 355 g in size S



Hokkaido Mountain
Orange Blue
208 570

Bergtagen Lite Insulation Jacket

Mountaineering – Bergtagen Family



83984

Sizes.....XS-XXL

Material100% polyester

Lining.....100% polyester

Fill..... *G-Loft Supreme*: 100% polyester

Fill weight..... 60 g/m² in body, 40 g/m² in sidepanels

Weight..... 430 g in size M



Hokkaido Mountain
Orange Blue
208 570

Bergtagen Insulation Parka (women & men)

This roomy, well-insulated parka is the perfect cold-weather addition to this mountaineering system. Two-layers of *G-Loft Supreme* trap heat in a durable, yet lightweight, recycled polyester shell that gives full protection from the wind and even insulates when wet. The hood is adjustable and the two-way front zip allows you to handle a climbing harness without removing the parka. There is plenty of space for storing gloves, goggles and energy bars in the chest pockets, the lower front pockets and the inside mesh pockets. Despite its size, this parka is easily compressible and can be stowed in its own hood.



Bergtagen Insulation Parka W

Mountaineering – Bergtagen Family



89865

Sizes.....XXS-XL

Material100% polyester

Lining.....100% polyester

Fill.....G-Loft Supreme: 100% polyester

Fill weight.....120 g/m²

Weight.....1050 g in size S



Hokkaido Mountain
Orange Blue
208 570

Bergtagen Insulation Parka

Mountaineering – Bergtagen Family



83985

Sizes.....XS-XXL

Material100% polyester

Lining.....100% polyester

Fill.....G-Loft Supreme: 100% polyester

Fill weight.....120 g/m²

Weight.....1140 g in size M



Hokkaido Mountain
Orange Blue
208 570

Bergtagen Mummyfoot (unisex)

This warm, weather-resistant belay bag provides extra warmth for your legs and feet when on belay. Made with *G-Loft Supreme* it's insulating even when wet as well as being easily compressible into a backpack. The face fabric and lining are made using lightweight recycled polyester. The foot box is made using hardwearing, partly recycled polyamide. There is a two-way zip from the top, around the foot box and up to the knees for easy removal as well as to enable walking. The *Bergtagen Mummyfoot* fits perfectly with the *Bergtagen Insulation Parka* and together they function as a sleeping bag.

Bergtagen Mummyfoot Mountaineering – *Bergtagen Family*



89868

Sizes..... One size
Material 100% polyester
Lining..... 100% polyester
Fill..... *G-Loft Supreme*: 100% polyester
Reinforcement 100% polyamide
Fill weight..... 120 g/m²
Weight..... 660 g


Hokkaido
Orange
208





FJÄLLRÄVEN
BERGTAGEN

*Engineered for a life
above the tree line
where the trees don't grow
but your spirit does.*

FJÄLLRÄVEN & THE SWEDISH MOUNTAIN GUIDE ASSOCIATION

FJÄLLRÄVEN AND THE SWEDISH MOUNTAIN GUIDE ASSOCIATION ANNOUNCE STRATEGIC PARTNERSHIP



AS PART OF ITS long-term commitment to enabling and inspiring people to explore nature, *Fjällräven* has begun a long-term strategic partnership with *The Swedish Mountain Guide Association* (Svenska Bergsguideorganisationen/SBO). The move comes as *Fjällräven* launches its new *Bergtagen* collection, a mountaineering system of clothing designed for life above the tree line.

This partnership is mutually beneficial and built on a base of shared values. Both *Fjällräven* and SBO have a deep respect for nature as well as a passion for helping people to explore and experience the natural environment.

Fjällräven will support the education of new SBO mountain guides and it will provide them with clothing from its *Bergtagen* collection to test in real-life mountain situations. SBO in turn will provide product feedback and product visibility as well as sharing knowledge and supporting at events.

“We couldn’t have found a better partner,” says *Andreas Cederlund*, *Fjällräven*’s Product Communication Manager. “SBO share our values about helping and inspiring people to get out in nature. And they perfectly embody the spirit of *Bergtagen* – mountain guides choose to spend a life above the tree line and that’s exactly what our new mountaineering collection is for.”

“We wanted to take a step forward in our development so we were looking for a long-term partner to support our education programme as well as a partner that shares our values about being humble towards nature. We feel *Fjällräven* and its *Bergtagen* collection is a great match for us,” says *Magnus Strand*, responsible for partnerships at SBO.

There is an additional aspect to this collaboration. *Fjällräven* has always had as its driving force the aim of inspiring but also enabling people – by sharing knowledge and producing high-quality outdoor clothing – to experience nature. But life above the tree line requires more than just a general knowledge and awareness of the outdoors. It requires skill, experience and, in certain cases, professional expertise. By teaming up with The Swedish Mountain Guide Association, *Fjällräven* can share expert knowledge of the outdoors, but now for environments above as well as below the tree line.

In January, a new intake of trainee mountain guides begin their training in *Davos, Switzerland*. Training takes between three and a half and five years. SBO trains and examines Swedish mountain guides and is a member of the IFMGA (International Federation of Mountain Guiding Association). SBO focuses heavily on ski touring and developing inter-personal skills – its guides are on a personal, as well as a technical development journey. For more information about SBO, please visit: www.sbo.nu.



In 1960, *Åke Nordin* founded *Fjällräven* in his basement in the town of *Örnsköldsvik* in northern Sweden. Today the company’s timeless, functional and durable outdoor equipment enjoys a global presence and can be found in over 30 countries. *Fjällräven*’s product range comprises outdoor clothing and accessories for

men and women as well as backpacks, tents and sleeping bags. *Fjällräven* prioritises acting responsibly towards people, animals and nature and encourages and sustains public interest in the outdoors. The company is the initiator of two popular outdoor events, *Fjällräven Classic* and *Fjällräven Polar*, which attract thousands of participants every year.

High resolution product images:

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FOREVER DRY

Fjällräven continues its commitment to nature by expanding its use of Eco-Shell



High Coast Eco-Shell
Padded Parka W

THERE'S NO SUCH thing as bad weather, only bad clothing. This is guiding principle at *Fjällräven*. And the 'bad clothing' aspect has a double meaning: bad in terms of performance and bad for the environment. With *Eco-Shell*, *Fjällräven* has developed a material that's not only good for nature; it offers great functionality too. And for Fall/Winter 2017, the Swedish outdoor brand is expanding the use of this sustainable, waterproof and breathable material even further. Its commitment to both keeping you dry and looking out for nature is forever.

New for the season, *Eco-Shell* now covers environments from sea level to high up in the mountains and it does so with PVC-free impregnation. First comes the *High Coast Eco-Shell Padded Parka* for women and the *High Coast Eco-Shell Padded Jacket* for men. The material is also used in the new *Bergtagen* collection, a mountaineering system for life above the tree line. And of course, it continues to be used in the *Keb* range and the *Övik* range. Additionally, *Eco-Shell* makes an appearance in *Fjällräven*'s hunting collection this season with the *Lappland Eco-Shell Jacket*.

Fjällräven first launched *Eco-Shell* in 2015 with its *Keb Eco-Shell Jacket*, *Anorak & Trousers*. In doing so, it took a step ahead of many others in the outdoor industry by moving away from PFC materials.

Eco-Shell has a special structure of hydrophilic corridors. Like microscopic veins they transport moisture, namely sweat, away from the body. But water and snow can't penetrate through to the skin and instead bead on the outer surface. This offers similar functionality to other shell fabrics, but *Eco-Shell* has the added benefit of fluorocarbon-free impregnation.

"Fluorocarbons are chemically stable, which means they aren't broken down in the environment. Instead they spread and are stored in living organisms," explains *Fjällräven*'s Sustainability Manager, *Christiane Dolva*. "Some research also shows that they can affect reproduction systems and hormone production in mammals. They are suspected to cause cancer and can travel long distances. They've even been found in the *Arctic*. This is why we've decided not to use them in our clothing."

The *High Coast Eco-Shell Padded Parka* for women is a no-nonsense, everyday jacket with simple features but high performance. Come rain, wind or shiver-inducing temperatures, this parka is up to the challenge.

For men, *Fjällräven* is releasing the *High Coast Eco-Shell Padded Jacket*. This offers the same technical and practical features only in a shorter length.

With these new *Eco-Shell* products, *Fjällräven* cements its position as one of the leaders of sustainable development in the outdoor industry.



In 1960, *Åke Nordin* founded *Fjällräven* in his basement in the town of *Örnsköldsvik* in northern Sweden. Today the company's timeless, functional and durable outdoor equipment enjoys a global presence and can be found in over 30 countries. *Fjällräven*'s product range comprises outdoor clothing and accessories for

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www.fjallraven.com



High Coast Eco-Shell Padded Parka W

Outdoor – High Coast Family



89733

Sizes.....XXS-XL (Available in Asian sizes)
 Material*.....Eco-Shell 2.5-layer Stretch: 100% polyester
 Lining100% polyamide
 Fill.....G-Loft Supreme: 100% polyester
 Fill weight.....40 g/m²
 Membrane100% polyester
 Water column ..20 000 mm
 Breathability.....15 000 g/m²/24h
 Weight.....580 g in size S



Khaki 255 (345) Red Oak 345 (355) Black 550 (030) Night Sky 575 (314)

Lightly padded with *G-Loft Supreme*, Fjällräven's synthetic insulation material, this everyday parka is warm even in damp conditions. Add to that the *Eco-Shell* made from new and recycled polyester this is the perfect conscious choice for cool, wet, autumn days. The fitted, long length design provides warmth for the rear and looks great too. This parka boasts an adjustable hood with laminated brim, two hand pockets and two inside pockets, all with zips. The sleek finish is complemented by a two-way zip and a narrow placket with press buttons.



High Coast Eco-Shell Padded Jacket

Outdoor – High Coast Family



84750

Sizes.....XS-XXL (Available in Asian sizes)
 Material*.....Eco-Shell 2.5-layer Stretch: 100% polyester
 Lining.....100% polyamide
 Fill.....G-Loft Supreme: 100% polyester
 Fill weight.....40 g/m²
 Membrane100% polyester
 Water column.. 20 000 mm
 Breathability.. 15 000 g/m²/24h
 Weight.....650 g in size M



Khaki 255 (030) Red Oak 345 (560) Black 550 575 (030)

Lightly padded with *G-Loft Supreme*, Fjällräven's synthetic insulation material, this everyday jacket is warm even in damp conditions. Add to that the *Eco-Shell* made from new and recycled polyester this is the perfect choice for cool, wet, autumn days. The simple design has an adjustable hood with laminated brim, two-way zip and a narrow placket. There is a draw-cord adjustment at the hem for keeping out the cold



FOREVER WARM

Never feel the cold again with Fjällräven's heritage-inspired winter jackets



Expedition Down Jacket

ALL THE TECHNICAL details aside, Fjällräven's winter jackets have one purpose: to keep you warm. And this season, it has looked deep into its existing range, drawn on its history and heritage and created an offering that's uncompromising in cold-weather performance. For Fall/Winter 2017 *Fjällräven* promises to keep you warm, forever.

It was on a stormy winter's night sometime in the early 1970s, when Fjällräven founder *Åke Nordin* found himself cold and uncomfortable in the mountains of Northern Sweden. There was little he could do about this miserable situation, apart from make a promise to himself. A promise to create a jacket that was so warm, once wrapped in its embrace you'd never be able to feel the cold again.

The result was the *Expedition Down Jacket*. A jacket that was later to be designated as an art piece. Although *Åke Nordin* was proud of this achievement, he was prouder still about fulfilling his own promise. With the *Expedition Down Jacket*, he'd mastered the art of staying warm.

This jacket was the starting point for all Fjällräven's winter jackets to come. This season the classic *Expedition Down Jacket* has been re-engineered to offer better fits for both men and

women without messing with the same classic appeal and insulating properties.

It's being joined by a lighter version: the *Expedition Down Lite Jacket* (men & women's versions). This has about 35% less down than the original and there's a stitch-through padding technique to give a slightly more fitted cut. And as the name suggests, this jacket is for when it's cold, but not completely freezing.

In the spirit of staying forever warm, Fjällräven has also expanded its *Keb* collection with the *Keb Expedition Down Jacket*, the *Keb Touring Down Jacket* and the *Keb Lite Padded Jacket*, all for both men and women. These jackets have a whole host of details that make them suitable for technical trekking and ski touring.

Furthermore, all these new *Keb* products come with a *Repair Kit* to extend their life. And ease of repair has been considered in the design. This is in keeping with Fjällräven's commitment to developing sustainable and durable products that last the test of time.

Although history has been the starting point, none of these jackets are light on the latest technical features. And all down is sourced according to Fjällräven's strict *Down Promise policy*. Once again, Fjällräven makes no compromises on sustainability or performance.



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High resolution product images:

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Expedition Down Jacket (women & men)

This iconic down jacket gets a modern makeover with an updated fit and a fine-tuned cut of the hood. It's packed with 700 CUIN fill power from 90% goose down and 10% feathers with a fill weight of 640g. The high-quality, ethically-produced down is distributed in two offset layers that eliminate heat loss.

The outer fabric is made from hardwearing polyamide with PFC-free impregnation.

The protective hood and hem have signature yellow draw cords for help with keeping out the cold.

The shoulders are reinforced with synthetic padding to resist moisture and pressure.



Expedition Down Jacket W

Polar



89029

Sizes.....XXS-XL

Material*.....100% polyamide

Lining.....100% polyamide

Fill power.....700 CUIN

Fill.....90% goose down, 10% feather

Fill weight.....640 g

Weight.....1560 g in size S



Flame
Orange
214
(525)

Black
550

Navy
560

Expedition Down Jacket

Polar



84600

Sizes.....XS-XXL

Material*.....100% polyamide

Lining.....100% polyamide

Fill power.....700 CUIN

Fill.....90% goose down, 10% feather

Fill weight.....730 g

Weight.....1760 g in size M



UN Blue
525 (214)

Black
550

Navy
560

Expedition Down Lite Jacket (women & men)

This lighter edition of the popular classic has 35% less down and a stitch-through padding technique that gives a slightly more fitted cut. It's packed with 700 CUIN fill power from 90% goose down and 10% feathers but with a fill weight of 420g. The detailing is largely the same however, with the yellow coloured draw cords and large pockets. The outer fabric is made from hardwearing polyamide with PFC-free impregnation.

The shoulders are reinforced with synthetic padding to resist moisture and pressure.



Expedition Down Lite Jacket W

Polar



89995

Sizes.....XXS-XL

Material*.....100% polyamide

Lining100% polyamide

Fill power.....700 CUIN

Fill.....90% goose down, 10% feather

Fill weight.....420 g

Weight:.....1060 g in size S



Flame Orange 214 (525)	UN Blue 525 (560)	Black 550	Navy 560	Green 620
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Expedition Down Lite Jacket

Polar



84605

Sizes.....XS-XXL

Material* 100% polyamide

Lining.....100% polyamide

Fill power.....700 CUIN

Fill.....90% goose down, 10% feather

Fill weight.....480 g

Weight.....1260 g in size M



Flame Orange 214 (525)	UN Blue 525 (560)	Black 550	Navy 560	Green 620
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Keb Expedition Down Jacket (women & men)

This technical winter trekking or ski touring jacket is made from light, recycled polyamide with fluorocarbon-free impregnation. It's padded with premium-quality, ethically-produced down, distributed in two offset layers that eliminate heat loss. It's made from 95% goose down and 5% feather with a fill power of 800 CUIN and a fill weight of 350g. It's reinforced with synthetic padding over the shoulders and double layers of fabric on the hood, shoulders, lower sleeves and back for extra durability. It boasts detachable braces that allow you to have the jacket 'on' without using the sleeves. This offers extra security in windy conditions. Insulated baffles at the collar, sleeves and hem help keep heat in. Draw cords and buttons are designed for easy repair and a repair kit is included in the purchase price.



Keb Expedition Down Jacket W

Trekking – Keb Family



89116

Sizes..... XXS-XL

Material*..... 100% polyamide

Lining 100% polyamide

Fill power..... 800 CUIN

Fill..... 95% goose down, 5% feather

Fill weight..... 350 g

Weight..... 1 140 g in size S



Stone
Grey/
Black
018-550
(550)

Lava
335

Storm/
Night Sky
638-575 (575)

Keb Expedition Down Jacket

Trekking – Keb Family



84752

Sizes..... XS-XXL

Material* 100% polyamide

Lining..... 100% polyamide

Fill power..... 800 CUIN

Fill..... 95% goose down, 5% feather

Fill weight 420 g

Weight..... 1 240 g in size M



Stone
Grey/
Black
018-550
(550)

Lava
335 (018)

Storm /
Night
Sky
638-575
(575)

Keb Touring Down Jacket (women & men)

This lightweight and highly compressible down jacket is filled with ethically produced down and it's made from recycled polyamide with fluorocarbon-free impregnation. It's reinforced with double layers of fabric on the shoulders, lower sleeves and back for extra durability. It has a fill weight of 120g; it's made from 95% goose down and 5% feathers, and has a fill power of 800 CUIN. It has pockets that don't interfere with a climbing harness and a well-fitting, easily adjustable hood. A repair kit is also included in the purchase price.



Keb Touring Down Jacket W

Trekking – Keb Family



89282

Sizes.....XXS-XL (Available in Asian sizes)

Material*.....100% polyamide

Lining100% polyamide

Fill power..... 800 CUIN

Fill..... 95% goose down, 5% feather

Fill weight.....120 g

Weight.....470 g in size s



Stone Grey/ Black 018-550 (550)	Lava 335	Alpine Purple/ Amethyst 590-588 (588)	Storm/ Night Sky 638-575 (575)
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Keb Touring Down Jacket

Trekking – Keb Family



84751

Sizes.....xs-xxl (Available in Asian sizes)

Material* 100% polyamide

Lining..... 100% polyamide

Fill power..... 800 CUIN

Fill..... 95% goose down, 5% feather

Fill weight..... 150 g

Weight..... 600g in size M



Stone Grey/ Black 018-550 (550)	Lava 335 (018)	Storm/ Night Sky 638-575 (575)	Glacier Green 646 (638)
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Keb Lite Padded Jacket (women & men)

This light and packable insulation jacket can be worn on its own or as a liner underneath a shell. It's made from recycled polyamide and padded with 60g/m² of *G-Loft Supreme* synthetic padding. This provides great insulation even in damp conditions. The shoulders are reinforced with a double layer of fabric to increase durability. A repair kit is included in the purchase price.



Keb Lite Padded Jacket W

Trekking – *Keb Family*



89332

Sizes.....XXS-XXL

Material*.....100% polyamide

Lining.....100% polyamide

Fill.....*G-Loft Supreme*: 100% polyester

Fill weight.....60 g/m²

Weight.....270 g in size S



Stone Grey 018 (550)	Lava 335	Alpine Purple 590 (588)	Storm 638 (575)	Glacier Green 646 (638)
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Keb Lite Padded Jacket

Trekking – *Keb Family*



84753

Sizes.....XS-XXXL

Material*.....100% polyamide

Lining.....100% polyamide

Fill.....*G-Loft Supreme*: 100% polyester

Fill weight.....60 g/m²

Weight.....330 g in size M



Stone Grey 018 (335)	Lava 335 (018)	Black 550 (018)	Storm 638 (646)	Glacier Green 646 (638)
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FJÄLLRÄVEN SHEEP

Fjällräven releases fully-traceable 100% Swedish Wool Sweaters

FJÄLLRÄVEN OFFERS YET another example of how it's retracing its roots while keeping its feet firmly in the here and now. It's adding an exclusive new wool sweater to its collection, made entirely from wool sourced from the Swedish mountains. These exclusive sweaters are the result of a small-scale best-practice project that's designed to look into traceability in the wool chain.

Fjällräven is a brand that takes all aspects of sustainability seriously. In 2013 it launched The Fjällräven Way, its sustainability mission. Its goal: to enable a healthier outdoor life, now and for future generations. This mission is multifaceted, encompassing nature, economy, wellbeing and social responsibility. As a result, Fjällräven has banned PFCS from its production, expanded its use of organic and recycled materials and established a traceable down policy known as its *Down Promise*, which was deemed best in the outdoor industry by *Four Paws*. This best-practice wool project is the next step in the journey.

"In recent years we've managed to control and guarantee the whole chain of ethically produced down," says *Martin Axelhed*, Fjällräven's CEO. "Now we want to find a similar solution for wool. We know that wool can be produced sustainably, so now we're hoping to find out if we can take it to the next level."

And the next level means maintaining a fully traceable production chain. Historically, traceability has been difficult, especially when sourcing from distant countries such as *Australia*, *New Zealand* and *South Africa*. There are challenges

in terms of getting to the farm level but also of knowing what kind of requirements to put on the farm.

"We've often bought wool through yarn manufacturers or even fabric manufacturers that contact yarn manufacturers, that have contact with spinners and so on. So it's been challenging to source our wool directly from the farm that produces it," says *Christiane Dolva*, Fjällräven's Sustainability Manager. "With this best-practice project we can explore both good requirements on the farm and at every other step of the supply chain."

Using Sweden as the testing ground has its obvious geographical benefits for Fjällräven. But it has also posed problems: the wool industry has been outsourced for a long time. However Fjällräven has managed to not only source high-quality Swedish wool from a holistic-management farm, *Brattlandsgården* near *Åre*; it's also working with Swedish spinners and knitters.

120 sweaters will be produced initially, in both a men's and a women's style. The wool quality is between 19 and 21 microns. By comparison, *Merino wool* is between 17 and 24 microns*. The sweaters will be available in Fjällräven's five *Brand Centres* from Fall/Winter 2017. After this, Fjällräven hopes to expand the collection but also to take insights and experiences from this pilot project and apply them to its international wool supply chain.

**The lower the number the finer the wool.*



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