**Press Information Summer 2023**

**Climbing naturally**

**Salewa invests further in hemp. Over half of all products in the new Spring / Summer 2023 Lavaredo climbing collection**

**are made using up to 53% of this natural material.**

**Bolzano, December 2022** – Hemp is a natural talent. It grows pretty much anywhere, and in a wide range of climates. Hemp production requires little or no additional water, and the plant grows without the need for harmful herbicides and pesticides. Yet what was an important industrial crop all but vanished for a century. Today, the benefits of hemp are being rediscovered, especially when it comes to making high-quality clothing. In South Tyrol, where hemp cultivation once played an important role, with Italy the leading international producer of hemp-based fabrics, industrial hemp is now increasingly sown, grown and processed one again.

Since 2016, South Tyrolean mountain sports expert Salewa has been bringing the tradition and expertise of hemp cultivation back to Italy and working the natural fibre into its collections. Industrial hemp not only has exceptional sustainability credentials, but also offers natural functional performance for mountain and sports apparel. Hemp regulates both temperature and moisture, is highly breathable, inhibits odours and dries fast. It is also very strong and is resistant to dirt.

Two years ago, Salewa introduced Alpine Hemp in its climbing collection using innovative, hybrid technologies. The Lavaredo collection was designed specifically for climbers. With the new launch, Salewa is making a long-term commitment to a regional circular economy using natural resources. Moreover, ten per cent of the profits that it makes with the collection is to be invested in local cultivation.

Ein Bild, das Person, Im Haus enthält.

Automatisch generierte Beschreibung

*“Hemp has so much to offer in helping us make more sustainable textiles. With its soft woody bast fibre, this plant is a natural soil regenerator and carbon fixer. As a mountain sports brand, we are committed to protecting nature. At a personal level, we view the mountains as a place to wind down, find inspiration, enjoy powerful experiences and a place where people live and work. As such, we want to protect them for future generations. We’re delighted that the Lavaredo collection has been so successful and that we are now able to introduce its third edition with new colours and designs for spring summer 2023,”* says Christine Ladstätter, Innovation and Special Projects Manager Salewa.

|  |
| --- |
| Salewa Alpine Hemp means....   * **Rediscovery:** Industrial hemp is now being rediscovered. The natural crop used to be very important in Italy, but was virtually forgotten in the 60s and 70s due to its association with the recreational drug marijuana. * **Risk-taking:** Salewa is rethinking the way that hemp fibres are used and finding ways to overcome practical and legal obstacles. * **Understanding:** Salewa recognises the potential of this natural material as an alternative to synthetic fibres in making technical mountains sports apparel with a reduced environmental impact. * **Acting local:** Among other things, hemp is sown, grown and harvested directly at Salewa’s headquarters in Bolzano. * **Holistic thinking:** Working together with regional partners from different sectors, (bakers, building materials suppliers, etc.) to use all parts of the hemp crop. * **Giving back/ acting on climate change:** Promoting the cultivation of hemp in the Alps means using a plant that brings back lost biodiversity, restores nutrients to the soil, uses little or no water, requires no pesticides and captures CO2 from the atmosphere. |

The Lavaredo climbing collection with Alpine Hemp now consists of some 25 products that all have Salewa Committed status and are manufactured according to additionally strict and independently-audited environmental and social responsibility standards. Alpine Hemp also features elsewhere in parts of the Salewa Alpine Life and Puez trekking collections for 2023. For its climbing collection, Salewa uses this proven natural fibre blend with hemp as the main component together with certified organic cotton, recycled polyester and elastane. The resulting fabric is robust, yet soft, comfortable and very pleasant to the touch. To ensure the stretch performance and abrasion resistance required for climbing walls or vertical rock, the South Tyrolean textile experts rely on hybrid constructions enhanced with tried-and-tested Durastretch technology. The collection’s look is inspired by the brand’s home in the Dolomites with understated, yet bold, earthy colourways.

Ein Bild, das draußen, Gelände, Stein, Schnee enthält.

Automatisch generierte Beschreibung

**Highlights from the 2023 Lavaredo climbing collection with hemp:**

**Ein Bild, das Kleidung, Mantel enthält.

Automatisch generierte BeschreibungEin Bild, das Surfen, Person, Mann, weiß enthält.

Automatisch generierte Beschreibung**

**LAVAREDO HEMP HOODED JACKET M/W**  
The Salewa Lavaredo Hemp Hooded Jacket is designed for use in rough, rocky terrain and is made of Alpine Hemp (49% hemp, 40% organic cotton, 11% polyester), which offers natural wear comfort, high breathability, thermoregulation and abrasion resistance. It’s equipped with a close-fitting hood - that fits neatly under a helmet, ergonomic sleeves and shoulders, plus stretch seams for additional freedom of movement. With its two zip pockets, this jacket makes a functional and stylish climbing partner. The Lavaredo Hemp Hooded Jacket is available for women and men from spring 2023 in three colours respectively.

**Main features**  
RRP: 125 euros   
Main fabric: Alpine Hemp Jersey 350 g/m² (49% hemp, 40% organic cotton, 11% polyester)  
Side inserts: Durastretch PFC Free bluesign® 151 g/m² (85% polyester (82% recycled), 15% elastane)  
Weight: 435 g (Women 44/38), 540 g (Men 50/L)  
Size: 38/32 – 48/42 (Women); 44/XS – 56/3X (Men)   
Colours: Syrah, Iantana Pink, Oatmeal (Women); Autumnal, Dark Olive, Java Blue (Men)

Ein Bild, das Kleidung, Shirt enthält.

Automatisch generierte Beschreibung

**LAVAREDO HEMP POCKET T-SHIRT M**  
The natural, comfortable and functional Salewa Lavaredo Hemp Pocket T-Shirt is made of 55% hemp fibre and environmentally-friendly, 100% organic cotton. Due to its pure, natural fibres, the T-shirt offers high breathability, thermoregulation and natural moisture management during intensive climbing sessions at the wall or crag. Available from spring 2023, the Lavaredo Hemp Pocket T-Shirt for men comes in two different colours.

**Main features**  
RRP: 60 euros   
Main fabric: Alpine Hemp Jersey 175 g/m² (55% hemp, 45% organic cotton)  
Weight: 160 g (50/L)  
Size: 46/S – 54/2X   
Colours: Autumnal, Java Blue



**LAVAREDO HEMP CROP HOODIE W**The Lavaredo Hemp Crop Hoodie is the ideal climbing companion and made of over 50% natural materials. This hybrid construction, crop-cut hoodie uses a hemp, cotton and polyester blend fabric for natural moisture management, prevents odour build-up, and has 4-way stretch properties that work well during more intensive routes or problems. Available for women from spring 2023 in two colours.

**Main features**  
RRP: 100 euros   
Main fabric: Alpine Hemp Jersey 350 g/m² (49% hemp, 40% organic cotton, 11% polyester)  
Weight: 450 g (42/36)  
Size: 38/32 – 48/42   
Colours: Syrah, Oatmeal

Ein Bild, das Kleidung, Hose, stehend, Person enthält.

Automatisch generierte Beschreibung

**LAVAREDO HEMP RIPSTOP PANT M/W**The Lavaredo Hemp Ripstop Pant contains over 50 per cent natural fibres, and combines climbing-specific functionality with natural robustness and comfort. Its hybrid fabric blend of naturally breathable hemp with recycled polyester and elastane ensures long-lasting durability and the stretch performance required for athletic bridging moves. This climbing pant has a gusseted crotch and soft, tailored waist that works comfortably under a harness and ensures full freedom of movement.

**Main features**  
RRP: 130 euros   
Main fabric: Alpine Hemp Ripstop 205 g/m² (53% hemp, 44% polyester (recycled), 3% elastane)  
Weight: 280 g (Women 42/36), 300 g (Men 50/L)  
Size: 40/34 – 48/42 (Women); 46/S – 54/2X (Men)  
Colours: Black out, Syrah, Golden Brown­ (Women), Black out, Dark Olive, Golden Brown (Men)

**ABOUT SALEWA**

Salewa is passionate about mountain sports – ambitious alpinism and the mountain experience. Founded in Munich in 1935, the management-led, family-owned company is now located in the Dolomites of South Tyrol. Based at its headquarters in Bolzano, the company develops technical products that combine traditional materials with progressive designs. Salewa is committed to upholding high environmental and social standards. Its success is built on a strong sense of regional identity and a belief in quality and values. The brand’s in-depth knowledge of mountain sports is reflected in its pursuit of finding new ways to build better, game-changing equipment. Progressive mountaineering is about more than just performance, it is about gaining inspiration from the mountain environment, personal development and sharing experiences.

Salewa is a leading international manufacturer of innovative mountain sports equipment with four product categories: Apparel, Footwear, Equipment and Technical Hardware.

[www.salewa.com](http://www.salewa.com)

Graphical user interface, text, application

Description automatically generated