**Kick-Start Your Day: The new speed hiking campaign from Salewa**  
Introducing the communication concept “Six to Nine”: Experiencing the natural world and the magic hour before dawn.

The alarm goes off. The first light of day is making itself felt from below the horizon. Your backpack is packed and ready in the corner of the room. It’s the perfect time of day to feel **free and reconnect –** with yourself, with others and with nature. The hour before dawn is a magical time. As the sun is rising and the world is waking – the perfect time to go speed hiking.  
  
This is the creative idea behind “Six to Nine: Kick-Start Your Day”. Salewa’s new international communication campaign was created to accompany the launch of its new Spring/Summer 2023 Speed Hiking collection. As such, it follows the same moment in the lives of different people around the world, as they experience the ‘mountains as their outdoor gym’. People who know where to go to tap into the power of the magic hour, who have discovered a place in the mountains that they can visit as dawn breaks to find inspiration and boost both body and soul before breakfast or before the working day begins.

“When it comes to speed hiking, Salewa focuses on being active in the mountains, but also on making time for yourself and finding your own rhythm,” says Thomas Aichner, Marketing Director Salewa. “Speed Hiking brings people together, it’s **inclusive** and knows no borders or boundaries – whether young or old, sporty or less sporty. Wherever you live and regardless of gender or skin colour. Speed hiking is a democratic movement. The hills and mountains are open to everyone, all over the world – from the Alps to city parks.

The “Six to Nine” campaign is accompanied by a film that tells the story of 4 different groups of people in different parts of the world: from the Dolomites, where Salewa is based, via Nice to Singapore and Boulder, Colorado. It tells the story of everyday people and of athletes – i.e. “Salewa People” – from **different cultures,** and their experiences in the city and the mountains. People enjoying shared experiences through speed hiking as part of a global community. All the snapshots and moments take place between six and nine o’clock in the morning, whether heading out from a mountain village to a Dolomites summit or starting from the centre of town to reach a hill in a city park.

The media campaign kicks off in spring 2023, with all physical, visual and digital touchpoints featuring the campaign slogan “Kick-Start Your Day”. The typical mountain panoramas you would expect to see from Salewa will be replaced by more urban themes and impressions. As such, this underlines the versatile nature of the products in the speed hiking collection, which is aimed at a modern contemporary audience and offers a “**progressive**” approach to mountain sports with lightweight functional, technical, adaptable and aesthetic solutions.

**Six to Nine**: Kick-Start Your Day – with the Salewa Speed Hiking collection.