**Salewa Press information**

Salewa launches new Alpine Life Collection for Autumn & Winter 2023/24

**With its new Alpine Life collection, Salewa is expressing alpine life and culture by consciously combining mountain traditions with the demands of contemporary, urban life**

**Ein Bild, das Kleidung, Baum, Person, draußen enthält.

Automatisch generierte Beschreibung**

**Bolzano, 12 July 2023** – Salewa has always been linked to the development of alpinism. However, the mountain sports brand based in the Dolomites defines alpinism as more than just the increasing number of sporting activities in the mountains. It also includes the cultural dimension, such as people’s way of life in the mountain villages of the region. “It’s the combination of both these dimensions that makes alpinism such a fascinating experience. We want to inspire people to climb mountains, but also to learn from their unique alpine habitat,” says Thomas Aichner, International Marketing Director Salewa. “Anyone who experiences the cultural aspects of alpine life will gain a rich insight into and understanding of the people who live and work in the mountains all year round.”

The Salewa Alpine Life collection for autumn/winter 2023/24 embodies and expresses this awareness. In accordance with Salewa’s nature-tech approach, natural fibres, such as hemp and wool are blended with synthetic fabrics in a combination of traditional and functional, alpine codes. The collection is intended for exploring the hamlets in the valleys or visiting mountain huts after a tour – as well as for everyday, urban life.

The overall design approach is characterized by a clean look with minimalist cutlines and great attention to detail when it comes to features. As such, Salewa is working together with South Tyrolean artist Mirijam Heiler for the Alpine Life collection. “The secret language of nature” project places graphic elements on the products and labels in the collection. For example, a secret poem is represented in alpine larch and pine needles, instead of letters. It is an attempt to create greater awareness of the language of nature and support the trend to link human life back to the natural world.

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| **Ein Bild, das Baum, Kleidung, Person, Menschliches Gesicht enthält.  Automatisch generierte Beschreibung Ein Bild, das Person, Kleidung, Schulter, Taille enthält.  Automatisch generierte Beschreibung**  **SALEWA MOUNTAIN ARTIST SERIES WITH MIRIJAM HEILER**  **- THE SECRET LANGUAGE OF NATURE -**  In her ‘secret language of nature’, the artist Mirijam Heiler uses alpine larch and pine needles arranged as small poem and messages. However, they remain indecipherable, just as the language of nature remains a mystery.  By familiarizing ourselves with the language of nature and learning to observe, to read and to understand it, we go back to our origins. To understand who we are, where we come from, and how we can live in harmony with nature, we need to find ways to get closer to the mood of the natural world. In the mountains, people are reduced their original substance. The mountain encourage us to forgo everything that is superfluous – to leave necessary weight or digital devices behind. There is a reward for those who humbly engage in this experience of nature: awe, amazement and the potential to change our perceptions. This is how Mirijam Heiler chooses to depict the ‘mountain experience’, without explicitly showing the mountains themselves. For the artist, the ‘pure mountain’ concept indicates precisely the reduction, pureness, and simplicity of the mountains.  *“We need to get into the mood of nature to understand who we are, where we come from, and how we can live together with her.”* Mirijam Heiler, artist. |

**Highlights of the Alpine Life Collection for Autumn & Winter 2023/24**

Ein Bild, das Kleidung, Ärmel, Oberbekleidung, Sweater enthält.

Automatisch generierte BeschreibungEin Bild, das Kleidung, Person enthält.

Automatisch generierte Beschreibung

**SARNER UNDYED WOOL HOODED JACKET M/W**

Natural, alpine, modern: The Sarner hooded jacket from the Salewa Alpine Life collection is made of undyed wool sourced from local sheep farmers and fuses alpine attitude with sustainable materials and a contemporary aesthetic.

This new interpretation of the iconic, knitted Sarner jacket consists of a mix of recycled and undyed wool from Tyrolean mountain sheep and Bavarian merino sheep. For centuries people in the Alps have been using wool to stay warm. The well-deserved comeback that wool has been experiencing in recent years has much to do with its outstanding thermo-regulating characteristics, which Salewa further enhances here by using additional knitting techniques. By combining Sarner knit technique and wool’s high lanolin content give the styles increased durability and help keep out wind and light rain. The special, bonded 2-layer construction has a knitted wool exterior and a soft, viscose jersey inner layer to give the wearer additional comfort. With its understated details and clean design lines, the jacket has a minimalistic, natural aesthetic that combines the best of modern design and traditional styling. The jacket provides a warm and versatile softshell solution for users looking to incorporate the look and functionality of alpine lifestyles into their everyday life.

**Main features:**

* Weight: 425g (women, size 36), 525g (men, size 50/L)
* Material:
  + Sarner Tirol Wool 2L, 438g/m² (63%WO 30%PL 6%VI 1%EA)
  + Wool Knit Sarner 2L 408 g/m², (60%WO 38%VI 2%EA)
  + Wool Felted 255 g/m² (60% PL 25% WO 15% PC)
* Salewa Committed: All chemicals verified, manufactured under third-party-audited social standards and working conditions, >50% natural or recycled materials
* RRP: 320 euros

Ein Bild, das Kleidung, Oberbekleidung, oben, Motorhaube enthält.

Automatisch generierte BeschreibungEin Bild, das Kleidung, Oberbekleidung, Ärmel, oben enthält.

Automatisch generierte Beschreibung

**FANES 3L PTX HEMP 2/1 PARKA W/M**

The Salewa Fanes 3L Powertex Hemp 2/1 Parka from its Alpine Life collection represents an unusual combination: It uses natural materials, yet simultaneously offers full weather protection. This is made possible by its innovative, technical 3-layer main fabric that is composed of natural, sustainable fibres. POWERTEX COTTON HEMP 3L is a new PFC-free material with an organic cotton and hemp outer fabric, backed by a wind-and waterproof laminate. Salewa combines it here with a further highly breathable POWERTEX 3L fabric to provide additional comfort.

Moreover, thanks to its 2-in-1 construction, this parka offers exceptional versatility for multi-season use. The detachable inner jacket is padded with 80-gram TirolWool® Responsive insulation to provide long-lasting, thermo-regulating warmth. In addition, the padding is naturally odour-resistant and easy-care. Both jackets, the insulating bomber-style inner jacket and hardshell outer parka can be worn separately as well as worn together. As such, Salewa has created a fully windproof and waterproof, breathable jacket with versatile wear options that can be worn virtually all year round, and in a wide range of weather conditions and environments. The Fanes 3L Powertex Hemp Parka is a versatile, functional solution with refined urban styling. While it has a sleek, clean look from the outside – this jacket is rich on functionality and workmanship. Its innovative main fabric gives it a unique look that reflects Salewa’s nature tech approach – combining mountain expertise with contemporary, urban functionality.

**Main features**

* Weight: 830 g (women, size 36) / 909g (men, size 50)
* Back lengths: 83cm (women, size 36)/ 92cm (men, size 50)
* Outer fabric:
  + Powertex Cotton Hemp 3L, 215g/m² (65% CO, 35% CA)
  + Powertex 3L, 20k/20k, PFC Free 146g/m² (100% PA)
* Filling: Tirol Wool Responsive, 80g/m² (60% PL, 40% WO)
* Salewa Committed: All chemicals verified, manufactured under third-party-audited social standards and working conditions, PFC-free, >50% natural or recycled materials
* RRP: 700 euros

Ein Bild, das Kleidung, oben, Ärmel, Oberbekleidung enthält.

Automatisch generierte BeschreibungEin Bild, das Kleidung, oben, Person, Ärmel enthält.

Automatisch generierte Beschreibung

**FANES TWR BOMBER JACKET W/M**

The Fanes TirolWool® Responsive Jacket packs a layer of lightweight, 60-gram TirolWool® Responsive core insulation into a water-repellent, windproof ripstop nylon outer shell. Meanwhile, the arms are made of hybrid wool in a comfortable woven Sarner knit. With its typical knitted collar, and stretch cuffs and hem, this modern style remains true to its bomber-jacket origins.

For additional water repellency and resistance to dirt, the outer fabric is treated with a PFC-free DWR (Durable Water Repellent) finish. The wool used to make its TirolWool® insulation fill is regionally sourced, and then combed and dyed in Italy. TirolWool® is enhanced with a mix of natural Responsive minerals. This blend of thermoreactive minerals is powdered, melted and blended before being loaded into recycled polyester fibres. Responsive minerals in a fabric give it the ability to absorb IR (infrared) energy emitted by the body and release it back to the body over time – for greater energy and more efficient thermoregulation.

With its two zipped side pockets and inside chest pocket, the Fanes TirolWool® Responsive Jacket offers a clean and uncluttered look to suit all occasions.

**Main features**

* Weight: 340 g (men), (women, size 42/36), 480 g (men, size 50/L)
* Main fabric: Nylon Woven Ripstop 20D PFC-free
  + Bluesign 41 g/m² (100% PA)
  + Wool Knit Sarner 2L 401 g/m² (45% VI 36% WO (recycled) 13% PA 3% AF 3% EA)
  + Polarlite Wool 240 g/m² (61% PA 39% WO)
* Lining:
  + Nylon Woven Downproof 20D PFC-free
  + Bluesign 38 g/m² (100% PA)
* Filling: Tirol Wool Responsive 60 g/m² (60% PL 40% WO)
* RRP: 260 euros

Ein Bild, das Kleidung, Hose, Person enthält.

Automatisch generierte BeschreibungEin Bild, das Kleidung, Hose, Tasche, Person enthält.

Automatisch generierte Beschreibung

**FANES CORD HEMP PANT W/M**

What sets this pant apart from other cord pants? Over one third of its soft, yet hard-wearing 260-gram corduroy fabric is made of hemp fibres. This makes the material not only tear resistant, but above all temperature-regulating and pleasant to wear. Cut for freedom of movement and to follow body shape, the regular fit offers superb comfort. The vintage styling features a classic five pocket design, zip fly with press button closure and robust belt loops. In addition, this pant is a Salewa Committed product manufactured according to additionally strict and independently-audited environmental and social responsibility standards.

**Main features**

* Weight: 510 g (women, size 42/36), 545 g (men, size 50/L)
* Main fabric: Hemp Corduroy 260 g/m² (69% CO 29% CA 2% EA)
* Lining: Dry’ton PL Lite 87 Printed BS (100% PL)
* Salewa Committed: All chemicals verified, manufactured under third-party-audited social standards and working conditions, PFC-free, >50% natural or recycled materials
* RRP: 150 euros

**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 and progressive design. Salewa is committed to high environmental and social standards and rooted in regional identity, quality and integrity. Consistently striving to find new ways to build better, game-changing equipment, the brand has a unique understanding of mountain sports. Progressive mountaineering is about more than just performance, it encompasses an appreciation of the natural world and individual and shared experiences in the mountains. Salewa is a leading international manufacturer of mountain sports equipment with innovative products in four product categories: Apparel, Footwear, Equipment and Technical Hardware.

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

Graphical user interface, text, application

Description automatically generated