**Salewa Press Information**

**Winter 2023/24**

Experience the fascination of ski touring – with the new Salewa Sella ski touring collection

**With its new Sella ski touring collection, South Tyrolean mountain sports brand Salewa is offering a reliable and highly functional apparel system specifically designed to meet the demands of ski tourers.**

**Ein Bild, das draußen, Person, Skifahren, Schnee enthält.

Automatisch generierte Beschreibung**

**Bozen/ Bolzano, xx October 2023** - Exploring untouched snow and powder with good friends, enjoying the peace and tranquillity of nature in winter away from the masses. The satisfaction of working the ascent, reaching a summit, earning your turn, and carving lines in fresh powder on the way back down – this is what makes ski touring so exceptional. However, ski touring also means being properly equipped and knowing how to adapt in back country terrain. Apparel needs to be light, breathable, and robust to provide protection in difficult conditions. Ski touring is a highly versatile activity – with high-energy uphill skinning and fast, sometimes chilly ascents. The layering system underpinning the new ski touring collection by Salewa for winter 2023/24 provides flexibility and performance for active use in diverse conditions: targeted weather protection with bodymapped thermal comfort and high breathability. This is a collection for all ski tourers – from rookies to pros – who are ready to explore and discover new places, to see winter and all that it offers with new eyes.

**The right equipment is key**

As an activity, ski touring varies greatly, depending on multiple factors, such as personal preference and experience level, choice of tour and prevailing conditions. This is why the South Tyrolean mountain sports brand Salewa is offering such a wide range of versatile ski touring apparel, especially when it comes to outer layers. From Durastretch softshells via hybrid technical shells to lightweight 100% wind- and waterproof hardshell combinations. To ensure high functionality and maximum breathability, the Sella collection is designed according to bodymapping principles that place specific fabrics exactly where they are needed. In addition, the Sella collection outfit is made of robust, hard-wearing materials engineered to last. By using strategically positioned Durastretch inserts, the Sella styles ensure the required full freedom of movement for kick turns and long ascents. Moreover, all products in the collection are noticeably lightweight and easy to wear.

“I need to be able to rely 100% on my equipment during my tours. My gear gets subjected to severe punishment, so it’s important that it’s built to cope with this kind of treatment. I normally start planning what to take months before an actual tour, to make sure I have the right equipment. The Salewa Sella collection products have become firm favourites – they perfectly match my requirements for ski touring. Both on the ascents and the descents,” explains Yannick Boissenot, extreme ski mountaineer and member of the Salewa athlete team.

The Sella collection by Salewa scores high not only on functionality and quality, but also when it comes to sustainability. All styles in the collection bear the Salewa Committed icon and are manufactured according to additionally strict and independently audited environmental and social responsibility standards for a lower impact.

Ein Bild, das Person, Kleidung, Menschliches Gesicht, Lächeln enthält.

Automatisch generierte BeschreibungEin Bild, das Schnee, Person, draußen, Kleidung enthält.

Automatisch generierte Beschreibung

**The fascinating world of ski touring**

Ski touring is part of Salewa’s DNA and has been an important source of inspiration since the early days of the Dolomites-based brand. With its ‘Winter Soul Days’, Salewa wants to encourage people of all ages and all levels to go ski touring and develop their skills out in nature with other like-minded fellow travellers. To bring the ‘Winter Soul Days’ vision alive, Salewa invited four passionate skiers from different backgrounds to meet up and go on a discovery tour together.

**Winter Soul Days: The soul of the Dolomites**

What is it that really drives us? What makes us want to travel? Where does soul come into it? What makes us search out new challenges – with like-minded individuals. Is travel always an encounter with ourselves? Everyone has their own personal connection to the mountains – what’s the best way to share this passion with others and explore mutual touch points? Is it really possible to bring four different people together – from four different countries – to unfamiliar terrain in the Dolomites with all its cultural diversity? Finding the answers to these questions is no easy matter. Unless you were to go on a voyage of discovery. To the heart of the matter – and maybe back to yourself.

**A journey of discovery that leaves a lasting impression**

Travelling sustainably, four professional skiers from four different countries make their way by train and public transport to Val Badia/ Gadertal in the Dolomites. The participants include **Yannick Boissenot**, a French freerider from the Salewa People team, **Maria Zlotecka**, a ski mountaineer from Poland, **Nina Gigele,** an entrepreneur and skier from Austria and **Michael Mair,** ski instructor and freerider from South Tyrol. Together, they embark on a shared journey to explore traditional values and customs. In a place, where to a certain extent, time has stood still. Where local dishes meet international fine cuisine, and tradition and modernity are in harmony. Where innovation and technological progress are combined with respect for nature.

The shared journey of these four individuals promises exciting adventures and unforgettable experiences. Relaxed descents in fine, sparkling powder, promising ascents with professional ski guide **Manuel** and insights into everyday alpine life at the homely **Lüch Colz** farmstead, with its animals and local produce. The ultimate aim of the trip though, is the steep and narrow cliffs of the Gadertal Dolomites/ Val Badia that are home to some of the most impressive couloirs to be found anywhere in South Tyrol.

**Optional: campaign video/ Link to YouTube Video**

**PRODUCT HIGHLIGHTS SELLA SKI TOURING COLLECTION**

**SELLA DURASTRETCH HYBRID JACKET W/M (28731\_0910/ 28730\_1571)**



The Sella Durastretch Hybrid Jacket is designed to combine the best of both worlds: weatherproof protection for use in adverse conditions and the breathability and freedom of movement for active ascents. With its specific hybrid construction, the Sella Durastretch Hybrid Jacket merges the comfort of a softshell jacket with the protection of a hardshell jacket at more exposed areas, i.e. the front and shoulders. The functional bodymapped design places specific functional fabrics where they are needed most. At the back and on the arms: the Durastretch softshell main fabric with 22% merino wool provides outstanding breathability and moisture management. At the front panel and shoulders, the lightweight, wind- and waterproof, 3-layer Powertex fabric delivers targeted weather protection in even the worst conditions.

The Sella Durastretch Hybrid softshell jacket includes winter-specific features such as the direct-access pocket with innovative double-slider zip for rapid access to an avalanche device or inner layers. The zips are water-resistant and the cuffs come with Velcro-adjustment to fit cleanly over winter gloves. Both fabrics are treated with a PFC-free durable water repellent (DWR) finish.

RRP: 280 euros

**SELLA DURASTRETCH VEST W/M (28520 / 28519)**



In high winds or on long ascents in deep powder, additional core insulation is often required around the torso. The Sella Durastretch Vest is a wind-resistant, water-repellent and breathable softshell vest for ski touring. Its wicking softshell performance and 4-way stretch comfort make this the ideal lightweight gilet to provide extra comfort with freedom of movement when working hard in cold alpine conditions.

The Sella Durastretch Vest has a high integrated collar with closure up to the chin for maximum comfort, two concealed slash zipped side pockets and a light, elasticated hem and cordlock adjustment. The women’s version of the Sella Durastretch Vest comes with a hood. The bonded details and reduced stitching give a clean, finished look. This is an especially sustainable Salewa Committed style with a PFC-free durable water-repellent (DWR) finish to help maintain its breathability.

RRP: 140 euros

**SELLA DURASTRETCH HYBRID PANT W /M (28742\_0910 // 28738\_1571)**



Whether rookie or pro, ski touring means alternating between intensive uphills and fast, sometimes chilly downhills where the body has to cope with constantly changing differences in temperature. The Sella Durastretch Hybrid Pant provides weatherproof softshell flexibility with temperature-regulating, bodymapped performance to remain active and comfortable all day without overchilling. The Durastretch Merino softshell main fabric offers high breathability and moisture management supported by additional venting zips for extra ventilation during periods of increased activity. Simultaneously, the lightweight, wind- and waterproof 3-layer Powertex inserts at the front of the thighs and seat area give targeted weather protection. To ensure freedom of movement the supple, stretch construction has a gusseted crotch for kick turns, while the anti-cut kick patches prevent skis and crampons from catching or tearing.

Further features including two zipped hand pockets and a zipped cargo leg pocket with handy open stash pocket underneath make the Sella Durastretch Hybrid the ideal softshell pant for ski touring.

RRP: 260 euros

**SELLA 24L BACKPACK W (01296\_7260)**



The Sella women’s 24-litre pack is made for ski touring and is built around the lightweight and highly breathable Dry Back Contact carrying system. Salewa’s proprietary backpack technology gives a close contact carry for greater stability on skis, yet keeps the back cool, reducing sweat and the associated risk of overchilling in winter conditions. This is made possible by the 3D air channels that are directly integrated into the EVA back panel. Moreover, the Split Shoulder straps ensure better freedom of movement for the upper body, which is so crucial when skiing. The Sella 24L is a dedicated ski touring pack with intelligent details, such as a full-length zip opening, double ice tool attachment, glove-friendly magnetic buckles, and a dedicated avalanche safety equipment compartment. In steeper alpine terrain, the on-the-go diagonal double fixation system makes it possible to attach skis without having to take the pack off.

The Sella 24L backpack also performs well in terms of durability and sustainability. It is built from 100%-recycled, high-tenacity 210-denier Regen Robic® nylon, which is 60% more tear-resistant than standard nylon pack fabrics and is labelled with the Salewa Committed icon.

RRP: 200 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