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SALEWA.COM

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BRAND & COMPANY

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.

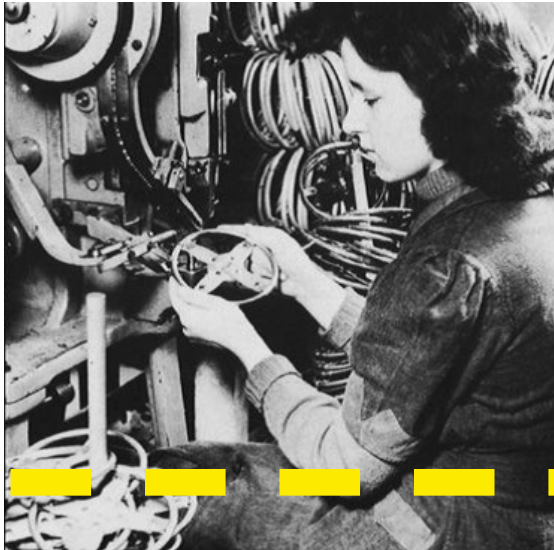
Consistently striving to find new ways to build better, game-changing equipment, the brand has a unique understanding of mountain sports. Progressive mountaineering is about more than just **performance**; it encompasses an **appreciation of the natural world** and **individual and shared experiences** 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



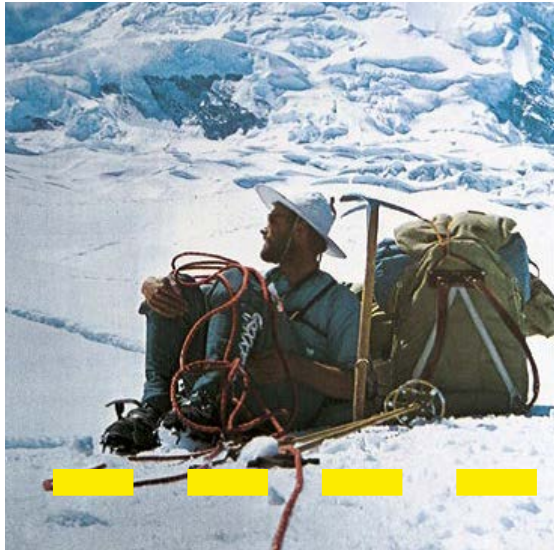
1935

On July 8, 1935, Josef Liebhart registered SaLeWa, a Munich subsidiary for saddlery and leather goods. The name comes from SAttler, LEder, and WArein.



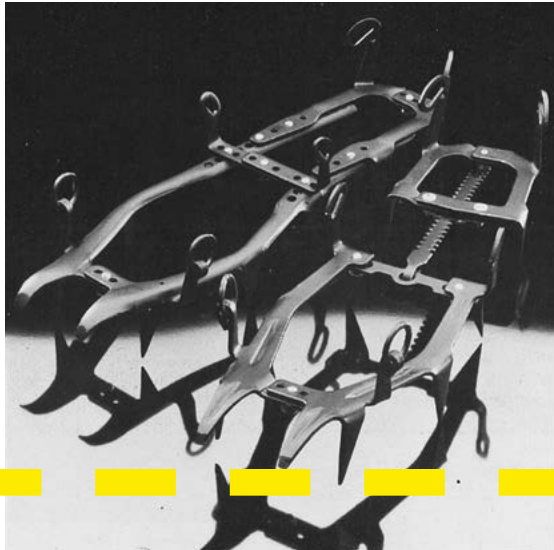
1940s

In the 1940s, Salewa primarily makes camera bags. The company also adds backpacks, leather footballs, and ski poles to its portfolio.



1955

Hermann Huber and Salewa develop the unique Andean backpack together, with Salewa supporting his expedition; Huber becomes Salewa's managing director in 1972.



1960

Salewa develops the adjustable classic lightweight crampon and tubular ice screw, setting the industry standard and establishing itself as a leading innovator in mountain sports.



1979

The Salewa eagle logo is created to symbolize the quality and performance of Salewa products.



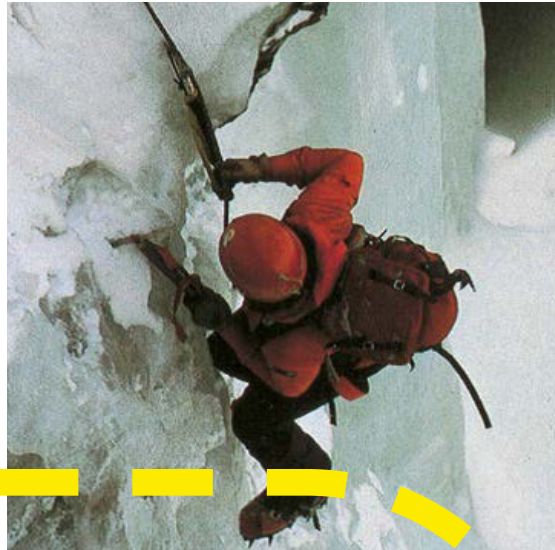
1985

In the course of close collaboration with Reinhold Messner and Kurt Albert, numerous new ideas are tested on expeditions.



1990

Salewa is acquired by Heiner Oberrauch and the Oberalp Group. The brand headquarters is relocated to Bolzano.



2001

Based on the motto 'Half weight – double resistance', Salewa launches its first-ever lightweight collection.

OUR HISTORY



2002/03

With the opening of the first Salewa store in Finale Ligure (Italy) in 2002, international expansion began in 2003 with branches in France and Spain, followed by an export offensive.



2005

Salewa establishes its own Footwear division and opens a Research & Development centre in Montebelluna (Italy).



2011

The new Salewa headquarters opens and is an iconic landmark in Bolzano.



2014

Salewa implements a global brand relaunch with a new logo and new corporate identity.



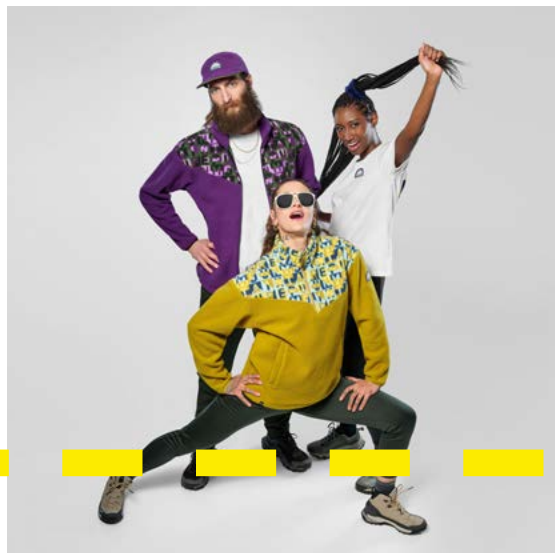
2018/22

Salewa is focusing on natural materials like wool and hemp and launched "Second Life" in Bolzano in 2022 to extend product life.



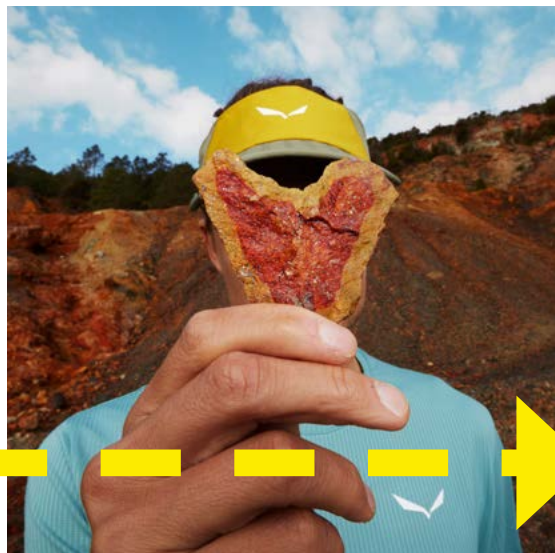
2024

Salewa offers a fresh look and feel to a younger, more urban target group with its WE_AR* NATURE campaign.



2025

The brand celebrates its 90th Birthday with a '90 Years Anniversary' collection.



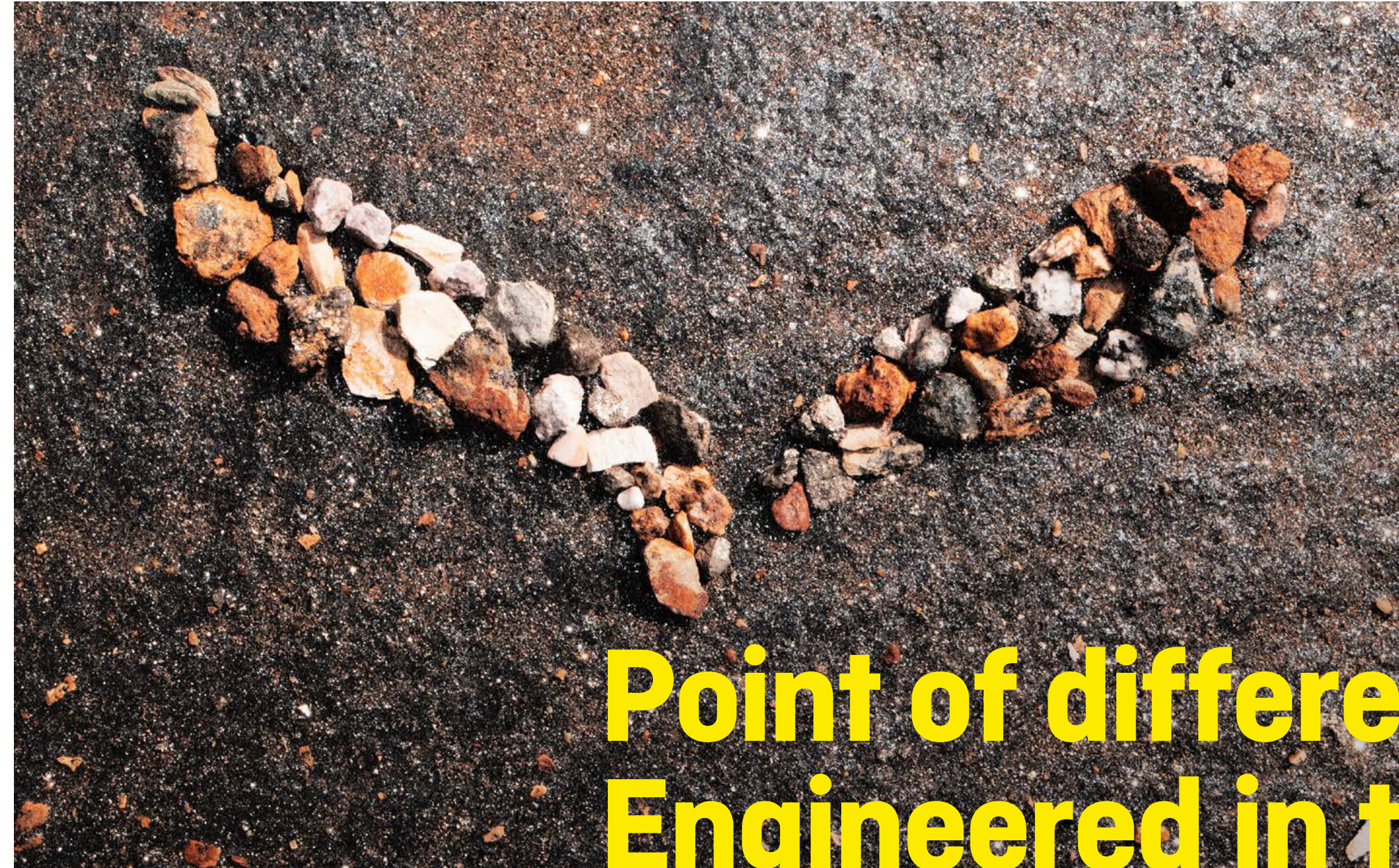
2026

Salewa launches "Salewa Love," the brand's new sustainability strategy.

WHAT SALEWA STANDS FOR

Salewa sees itself as a product of its environment. Its **home** is the **Dolomites**. Everything it does is influenced by the beauty of the mountains, the opportunities they present, and the values they inspire. The Dolomites have shaped generations of alpinists, climbers, and mountain enthusiasts. Salewa stands in the tradition of this experience and seeks to preserve and pass it on to future generations.

Brand essence:
Pure Mountain



Point of difference:
Engineered in the Dolomites

Salewa understands how new movements challenge established conventions to implement their own progressive and creative interpretation of mountain sports. The brand embraces the challenge of engineering **reliable, functional** and **technical** solutions with their own distinctive aesthetic to support and empower mountaineers as they pursue their goals. Salewa sees the growing number of new **mountain enthusiasts** as a positive development and dedicates itself to motivating, raising awareness, and

empowering this target group. Salewa has been part of the mountain sports movement since 1935. Mountain activities are at the heart of everything it does. Salewa is in daily contact with professional alpinists, mountain guides and other mountain experts and channels their input and feedback into its development process. It field tests all its technologies and products directly in the proving grounds of the Dolomites. Salewa products blend **mountain culture** and **tradition** with progressive, technical **innovation**.

OUR LOCATIONS

Salewa has deep roots in the Dolomites and deliberately set up its headquarters in Bolzano to strengthen this connection to its alpine homeland. As an international company, Salewa is now active at more than 10 locations worldwide.

Headquarters, Bolzano, Italy

The Salewa headquarters in Bolzano, opened on 6 October 2011, and designed by architects **Park Associati & Cino Zucchi Architetti**, it's one of the most impressive buildings in the region. Standing at a height of **50 metres**, with its multifaceted slabs and towers with extensive glass and perforated aluminium surfaces, it resembles a rock crystal and reflects the surrounding mountains of the Dolomites, blending into the alpine environment.



The modern building made of glass, steel, wood, and concrete combines contemporary architecture with elements of nature. The adjacent '**Salewa Cube**' climbing hall is a further exceptional feature. In summer, its high glass doors open to provide a unique indoor-outdoor experience. In addition, the building has its own photovoltaic system, district heating, and innovative ventilation systems to ensure energy-efficient use. The Salewa headquarters is a workplace

to over 300 employees, but also a place that represents the values of alpine culture, tradition and innovation. As such, it has established itself as a central meeting point for mountain sports enthusiasts.

Footwear Division, Montebelluna, Italy

The Salewa footwear department has been based in Montebelluna, Northern Italy since 2005. The region is renowned for manufacturing mountain boots and sports shoes. This is where Salewa's footwear experts conduct their research and development. **Montebelluna** is a cluster of industrial expertise, local suppliers, incubators, trade associations and training organisations – the ideal innovation hub.

New footwear is developed with technology such as CAD software and 3D printers, before being subjected to rigorous testing in Salewa's specialist laboratories. Salewa has some 40 employees on site dedicated to **research and development, design, quality assurance and supply chain management.**



Headquarters, Bolzano, Italy



SUSTAINABILITY FOR THE FUTURE: SALEWA'S PATH

THE OBERALP GROUP'S "CONTRIBUTE" GOALS

"We invest in sustainability because we believe in it."

As part of the Oberalp Group, Salewa operates according to the group-wide future strategy of the **family-owned business**. Our goal is to halve our emissions by 2030 (Scopes 1, 2, and 3) – using 2024 as a baseline – a target we are working on getting validated by the Science Based Targets initiative. In the long term, we aim to achieve Net Zero by 2050 in alignment with the Paris. A key element of this is the systematic

integration of circular economy principles into product development and business processes – for example, through the use of materials with a lower environmental impact, as well as a **focus on durability and repairability**.

In addition, we follow clear social and environmental goals in our partner factories, aligned with the ILO conventions among others. The focus here is on high

standards for health and safety, programmes to support employees, such as the EIS pilot project in Bangladesh, and the continuous improvement of environmentally friendly production processes.

For further insights, see the current Oberalp Group "Contribute" report or visit www.oberalp.com/sustainability und www.salewa.com/en-gb/social-and-environmental-responsibility.

Salewa collaborates with the following partners



THE SALEWA LOVE BRAND MANIFESTO

Salewa LOVE is more than a sustainability strategy, it's a conscious call to responsible action: "Wear it. Love it. Share it."

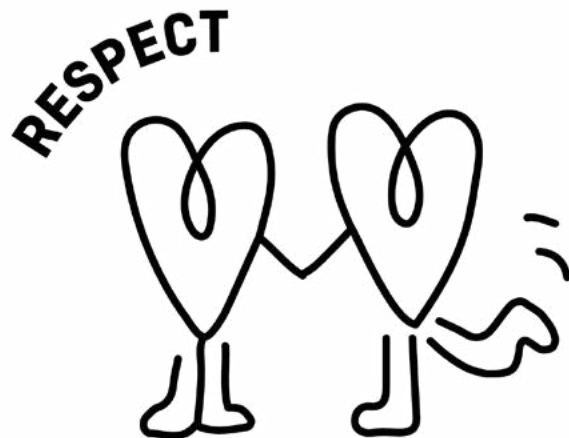
Our Salewa LOVE Brand Manifesto is based on three pillars that aim to put a shared promise into action: **Respect, Re-Think and Re-Love**. It's about protecting the things that we love: the mountains, the people who live in them and with them, and the generations who will walk these paths after us. These three pillars form a shared journey, not a destination, but a continuing commitment to do better every day.

LOVE – Our Heart-Shaped Guide

To make this holistic strategy more tangible, Salewa has introduced a simple, heart-shaped character, "LOVE". "LOVE" symbolises that we are all responsible for sustainability. Furthermore, the symbol encourages us to choose products more consciously, use them for longer and share them more.

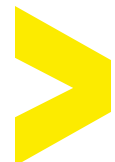
This pillar provides clear guidelines for the production processes used to make Salewa products:

- We focus on long-lasting partnerships and long-term relationships. **Our Code of Conduct** and **Responsible Business Conduct** are the cornerstones for further developing these partnerships.
- We have clear, mandatory environmental and chemical guidelines for our suppliers that support safe and responsible production practices (**Chemical & Environmental Policy**).
- Salewa implements Human Rights Due Diligence to identify risks to human rights throughout the entire value chain, take action to minimize them, and support remediation where required.
- Salewa supports transparency by being audited through external organisations annually. In this way, we ensure that we back up our words with actions (**Fair Wear Foundation**).



SALEWA
LOVE
OUR CALL TO CARE

1. Respect – Responsible Production



2. Re-Think – Circular Design Commitment



Salewa is gradually shifting from the traditional “design-use-dispose” model to a **circular approach** in product design. By combining suitable, responsibly selected materials with a focus on lower environmental impact, and durability, alongside designs intended for long-lasting use, easy maintenance and repairability. This is intended to ensure that products and their components remain in circulation for as long as possible.

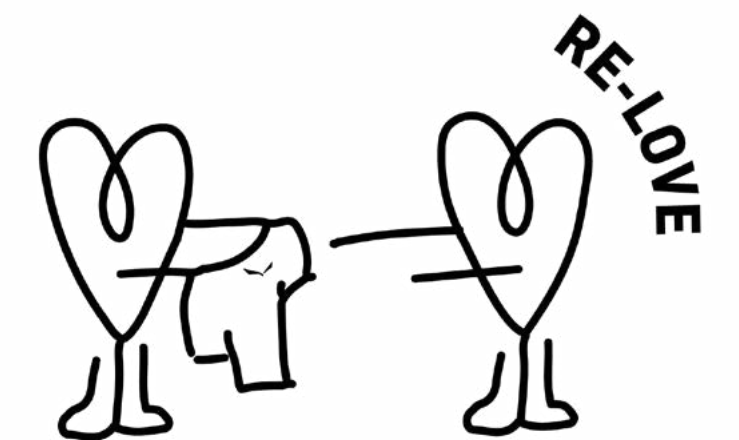
Salewa focuses on:

- Conscious material selection to reduce environmental impact and improve durability
- Designs optimised for performance and durability
- Design solutions and constructions that enable repairs, facilitate maintenance and use resources efficiently

Re-Love is our commitment to supporting our customers in keeping our products in use for as long as possible. Through repair, refurbishment and resale in so-called second-life projects, Salewa aims **to further extend the lifespan of products** and reduce the need for new resources. Using carefully considered solutions, we’re applying circular economy principles to our business models – from professional repair services to second-life programmes, as well as developing return and recycling schemes. We aim to harness the full potential of circular product design – the Re-Think pillar. After all, these pillars are designed to work together and will not be able to carry this concept on their own.

How Salewa wants to extend the lifespan of your products:

- Professional repair and product care services, digitally or in our stores in Bolzano and Kiefersfelden
- Salewa Second-Life programme
- Future return, donation and recycling schemes



3. Re-Love – Giving Products a Second Life

INTERVIEW WITH ALEXANDRA LETTS

AN INTERVIEW WITH THE SUSTAINABILITY COMPLIANCE & STRATEGY MANAGER OF THE OBERALP GROUP

In heading the Oberalp Group sustainability team, Alexandra Letts is continuously driving Salewa's sustainability efforts forward.

What exactly does that mean for Salewa?
For customers, this can mean shopping consciously or preferring Salewa because it stands for quality and long-lasting products and is committed to continuously improving working conditions in the factories where its products are made. It's more a question of "how you produce" rather than "where do you produce". Making a product entail also looking after your clothes and equipment and repairing them instead of replacing them.

What motivates the Oberalp Group and Salewa when it comes to sustainability?
At Salewa, we're mountain lovers with a strong connection to our home, the Dolomites. We've been observing the climate change for years. There are alarming photos of mountain summits that were covered in snow and ice ten years ago and are now scree fields. Climate change is drastically visible. And it's become obvious that both manufacturers and consumers must change the way we produce and consume goods.



ALEXANDRA LETTS

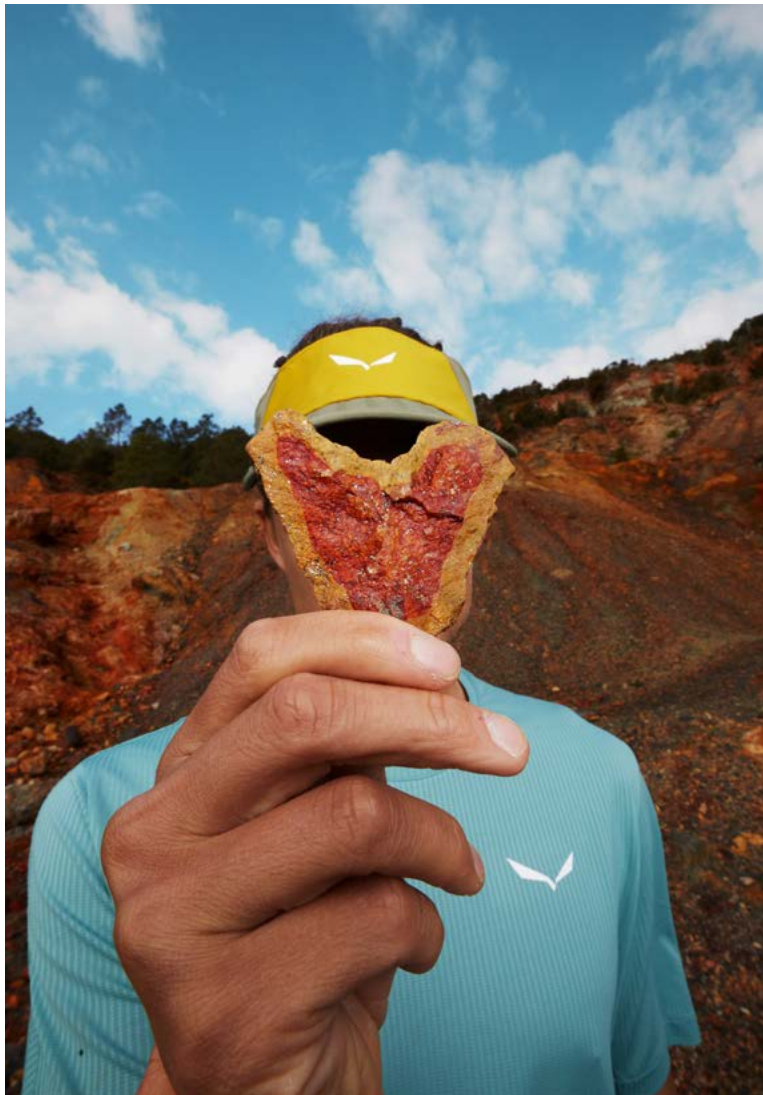
It's very important to us to support our customers in this. We also strive to continue improving what we do. In this, we collaborate with other organisations and brands – for example, in working groups on topics such as human rights, chemicals, and looking for ways to make 'simple' recycling of products and packaging possible. The field of sustainability is vast and requires to be effective. We're still at the beginning of our efforts, yet we've already achieved quite a lot.



Are there measures through which Salewa promotes the development of more sustainable products?

For many years now, Salewa has used innovative technical materials, and invested in research especially on recycled and natural materials. A good example is the use of wool in two very different ways, that reflect Salewa's hybrid approach, between tradition and innovation: our iconic Salewa Sarner jacket, where we use recycled wool from old jumpers, processed into the traditional South Tyrolean Sarner knit, And an innovation is the use of virgin wool with the Responsive® technology, such as combining wool from the Alps with reactive minerals and recycled polyes-

ter. The resulting TirolWool® Responsive keeps you warm. Aside single examples of materials and technologies, in 2023, Salewa started to "re-think" the way it makes products, and to incorporate Circular Design in new developments. This entails the selection of materials with a lower impact based on internal LCA screenings, focusing on longevity, designing for disassembly and repair and offering improved services and spare parts, to make this possible. Very importantly, it has also begun to better engage its customers to contribute, with tools like videos on how to care for products, and the participation in take-back and resell, for extending the lifetime of products.



Salewa is an international brand with production sites all over the world. How do you ensure fair working conditions?

We focus on long-lasting partnerships and long-term relationships. Our Code of Conduct and Responsible Business Conduct form the basis for continuously developing these responsible business partnerships. We have clear, mandatory environmental and chemical guidelines for our suppliers that support production practices that comply with our Chemical

& Environmental Policy. Salewa implements Human Rights Due Diligence to identify risks to human rights at production locations, take action to minimize them, and support remediation where required. Through collaboration with external organisations, Salewa is transparently monitored annually by Fair Wear Foundation, covering labour conditions in our partner factories to ensure that the brand follows through on its words with actions.



PRODUCT & QUALITY

SALEWA'S ACTIVITIES

Salewa engineers perfectly fitting technical equipment for mountain sports activities.



Salewa sees trekking as an experience-based activity, that gives everyone a chance to reconnect with **nature**, seek adventure and **recharge** while exploring new paths. It's not about performance, it's about **enjoying the mountains** and

Trekking

Whether high-alpine with full winter conditions and fine powder or backcountry spring tours with firm and changeable conditions – ski touring means adapting to a wide variety of conditions. Salewa Ski Touring products are designed to be **particularly versatile** and mix and match to provide weather protection and versatile insulation in different layering systems.

Ski Touring



their culture. The Salewa trekking collection meets the same demands as its climbing and mountaineering collections – products you can rely on 100 % only with a greater focus on comfort and design.



From starting out at the crag, to bolted alpine sport climbing and multi-pitch trad climbing adventures on rock and ice. Salewa's Climbing collection is

known for its **lightweight**, yet particularly strong and **abrasion-resistant products** built for maximum freedom of movement.

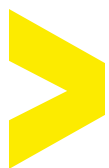
Climbing



Salewa sees speed hiking as moving fast, but in your own time and at your own pace – training for and in the mountains. Comfort, protection and lightness are key. The activity is easy to integrate into daily routines, requires little equipment, and is

beneficial for both body and soul. With its Speed Hiking collection, Salewa provides particularly lightweight, **functional**, and **comfortable products** for fast hiking on technically demanding terrain.

Speed Hiking



Setting out from sunny valleys to move up over frozen glaciers and explore rock faces and exposed ridges to reach wind-swept summits. Salewa provides specialized equipment for alpine mountaineering from head to toe (helmets to boots).

As a specialist provider, Salewa develops dedicated products for each of these disciplines. All Salewa mountain sports products are designed based on two central aspects: **safety and robustness**.

Mountaineering



Salewa connects not only sporting activities with alpinism, but also the culture, life and work, and people of the mountains and valleys in the Alps. The Salewa Alpine Life collection combines the **tradition and culture of the mountains with modern, urban**

everyday lifestyles. Natural materials meet clean, functional designs. It's all about connecting with the alpine way of life – whether exploring villages in the valleys after a mountain tour or for everyday life in more urban contexts away from the mountains.

Alpine Life

SALEWA DESIGN PHILOSOPHY



MANUELE COLA
Product Director
Salewa

How would you describe Salewa’s design philosophy?
Salewa’s design philosophy underpins its current and future product and collection designs. It’s based on two main foundations:

MOUNTAIN HYBRID
We’re constantly striving to create new, innovative concepts and solutions. To make this possible, we combine different elements to bring together the best of different worlds. This enables us to develop unique hybrid materials, constructions, processing methods, and designs.

ANGULAR DESIGN
We use strong geometrical forms and clear lines. This allows us to translate Salewa logo language into our product design and create products with clean and technical characteristics.

Which values underpin Salewa’s design philosophy?
Salewa stands for the very highest quality, more so than virtually any other mountain sports brand. We develop high-tech products with high-quality materials that are outstandingly crafted. We are committed to sustainability – and this strongly influences the materials we choose to work with. The third cornerstone of our design philosophy is innovation. We develop our own hybrid materials, deploy a modern aesthetic and use the latest technologies.

What are the origins of the current Salewa design?
We introduced the original version of our current design when we relaunched the brand back in 2014 and have been constantly refining it ever since. This means that we are continuously applying our design direction to the individual collection concepts for each new season.

When it comes to Salewa’s design process, an important term is ‘inside-out engineering’. What does it mean?
We use the term ‘inside-out engineering’ to explain how we design each product from its interior core and then expand outwards. As such, we zero in on user requirements and avoid getting lost in the details.



What is the most important source of inspiration for Salewa’s designs?

Our most important source of inspiration is the Dolomites, the mountain range that forms our home. A striking example of this is the Spring 2025 NXT collection, whose modern aesthetic is derived from the pale grey tones of Dolomites rock towers and faces. Yet at the same time, we also draw inspiration from current social developments. For example, the 2024/25 winter collection was strongly influenced by the changing approach to the mountains in response to climate change.

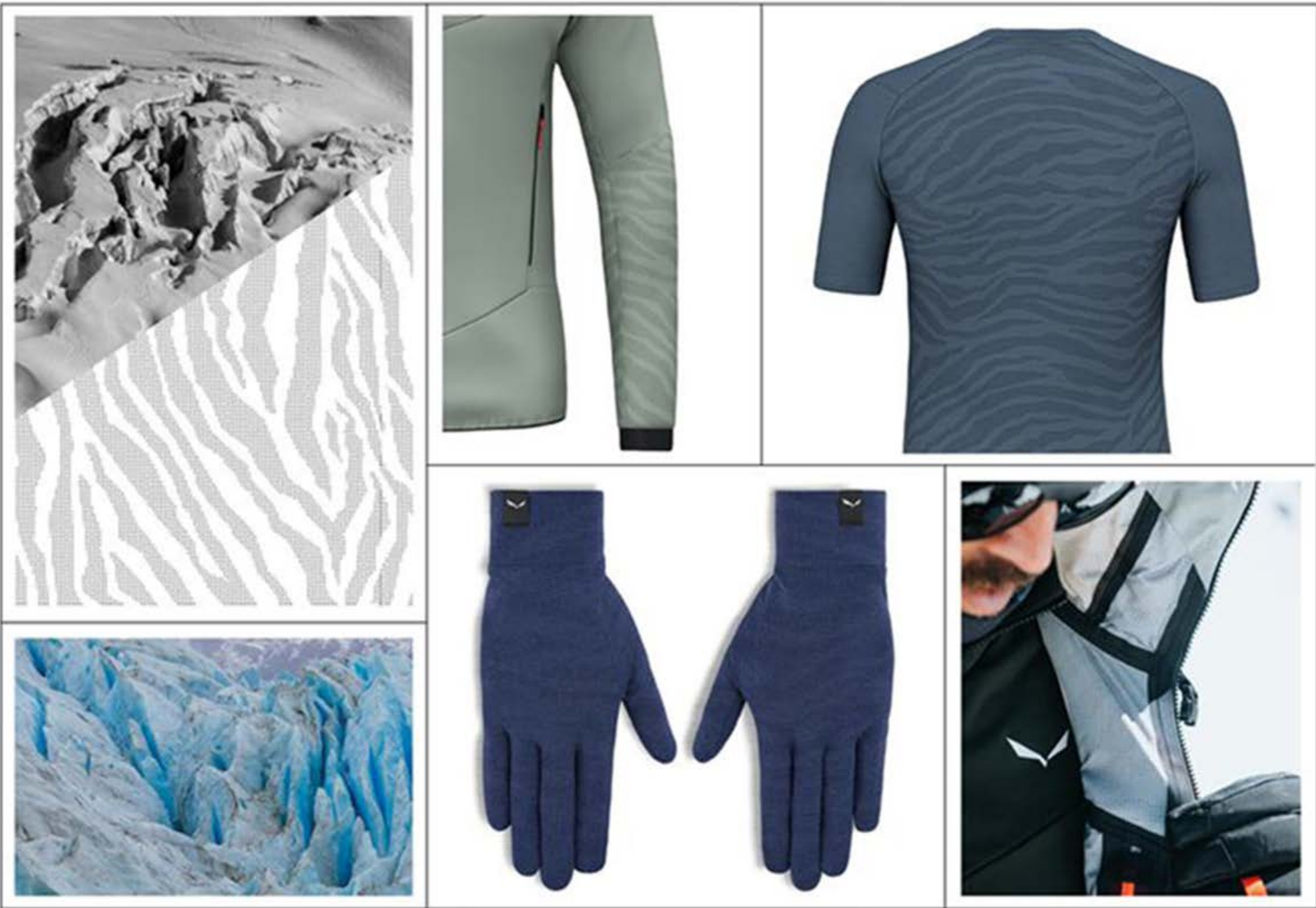


How are users involved in designing Salewa products?

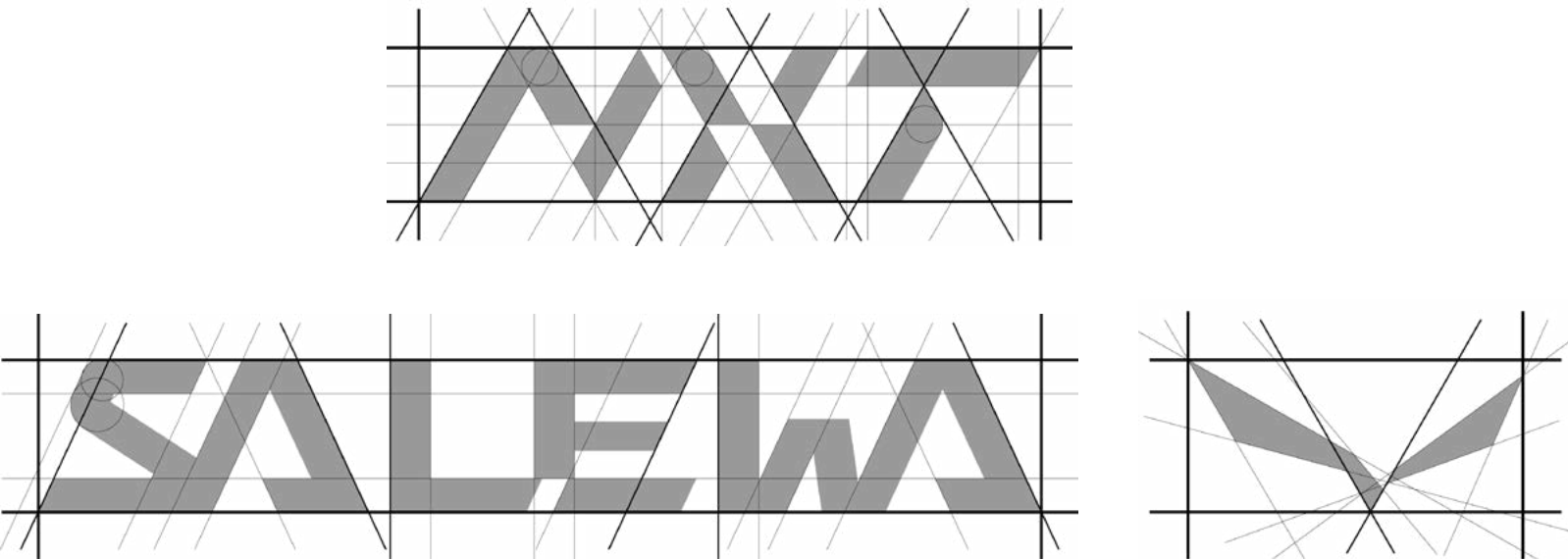
We don’t just focus our products on our users, we actively involve them in their design. To do this, we work with athletes from our Salewa People Team and involve them in the development process from an early stage to make sure that each product meets real-life requirements on the mountain.

How will Salewa’s design direction evolve in future?

Salewa already stands for combining years of mountaineering expertise with modern designs and will continue to do so in the future. In future, we plan to focus even more on modern and youthful aesthetics, without compromising on technology.



Choosing the right material has a strong influence on design. How does Salewa select the fabrics for its new products?
For us, materials are the new colours. We’re constantly developing new materials, by combining traditional raw materials with state-of-the-art technologies. This allows us to create a unique design for each product and each collection – closely tailored to meet the individual requirements of each activity area.



OUR TECHNOLOGIES

By continuously developing new, proprietary technologies, Salewa stands for innovation in the mountain sports industry more than virtually any other brand. These technologies enhance both performance and comfort during mountain experiences.

Salewa has developed versatile solutions, perfectly tailored to individual activities and different conditions. Its most important technologies:

Technology	Product category	Description
Alpine Hemp	Apparel	breathable, robust, natural, pleasant wear comfort
TirolWool®	Apparel	thermoregulating, natural, odour neutral
Dryton	Apparel	cooling, breathable, fast drying
Durastretch	Apparel	robust, stretch, breathable
Powertex	Apparel / Footwear	waterproof, breathable, PFC-free
Dry Back	Backpacks	breathable, lightweight, robust
3F®	Footwear	flexible, stabilising, supportive
CFF	Footwear	individual customization, support for different foot types, improved comfort
Pomoca®	Footwear	maximum support, high grip, optimal friction, optimal roll-off performance

Alpine Hemp is produced from a blend of alpine hemp fibres. Hemp is ideally suited as a textile fibre for outdoor and sports apparel due to its natural functional performance. Hemp **regulates** both **temperature** and **moisture**, is highly **breathable, inhibits odours and dries fast**. In addition, hemp is very strong and is resistant to dirt.

At the same time, the plant has an excellent environmental record, as it requires little or no additional watering and can grow without the need for pesticides and herbicides. Since 2016, Salewa has been working to bring the tradition and expertise of hemp cultivation back to Europe and to include the natural fibre into its collections.

Alpine Hemp



Wool is naturally temperature-regulating and moisture-absorbing, which is why it has been used by people in the mountains for ages to provide **reliable protection** against cold, windy, and wet weather. Salewa seeks to contribute to preserving this heritage and is therefore increasingly relying on the use of alpine wool. As such, the brand is particularly interested in sourcing its wool locally.

For its TirolWool, Salewa uses only **wool from sheep from the Alps** and Dolomites, which is purchased at fair prices and washed, combed, and processed in Italy. The particularly short production routes help to further reduce CO2 emissions. At the same time, this close cooperation within local value chains ensures that the material is of a particularly high quality.

TirolWool®



Dryton is a hybrid fabric that ensures **high wear comfort** on the mountain – including in warmer temperatures. The material effectively transports moisture away from the body and distributes sweat over a larger area, allowing it to

evaporate more quickly. In addition, the fast-drying properties of the material prevents it from feeling wet or clammy. Dryton’s further advantages are its **high breathability, low weight, and durability** and easy-care nature.

Dryton



Durastretch is the ideal material to ensure good **mobility in rocky terrain**: It’s manufactured from tear and abrasion-resistant nylon (polyamide) yarn, which makes it particularly rugged and long-lasting. For maximum freedom of movement, it’s available in different

versions with 2- or 4-way stretch. Thanks to its breathable properties, the material quickly wicks away sweat, making it **comfortable** to wear all day. Durastretch is primarily used to make hardwearing trousers and shorts, and to reinforce knee panels and side inserts.

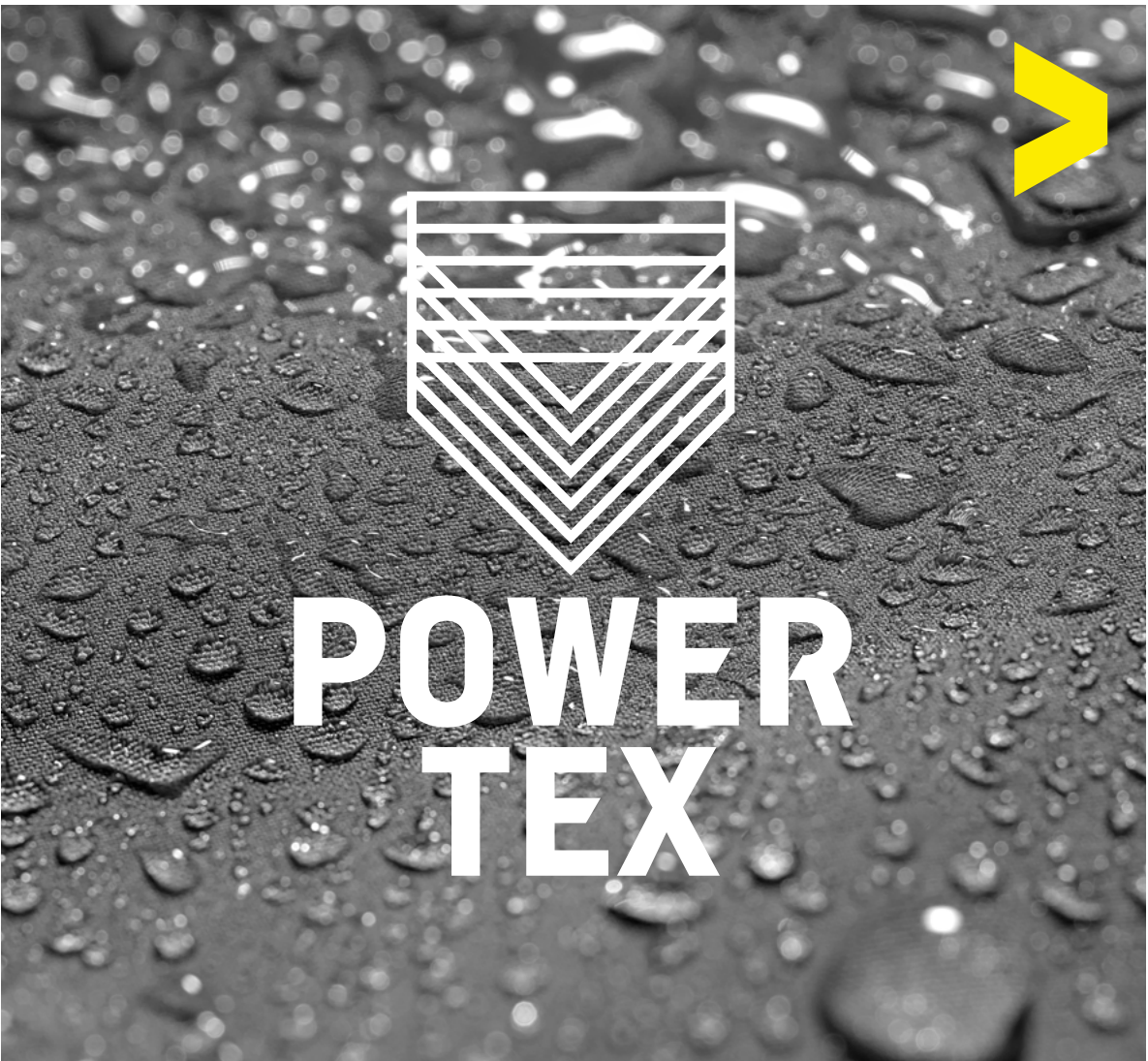
Durastretch



The PFC-free Powertex membrane ensures that you stay dry even in the harshest weather conditions. The water- and windproof laminate construction with a **hydrostatic head of at least 10,000 millimetres** provides reliable protection in adverse weather conditions.

At the same time, the breathable membrane allows up to 10 litres of water vapour per square metre to evaporate within 24 hours, which easily directs sweat outwards and reduces the formation of condensation. This ensures high wear comfort – even during intensive activity.

Powertex



With Dry Back, Salewa has developed a highly innovative carrying system that combines a **low weight with high stability** that works to keep the back dry. Thanks to its reduced contact area, improved **airflow**, and 3D air channels, it keeps the back area cool and dry. At the same time, the system is particularly lightweight and comfortable to wear.

Salewa Dry Back backpacks have ergonomically shaped padded Split Should Straps, that help keep the load close to the body. The load control strap and split hipbelt ensure good overall stability and effective load transfer to the hips. In the Custom version, it is also possible to individually adjust the back length and customize the fit.

Dry Back

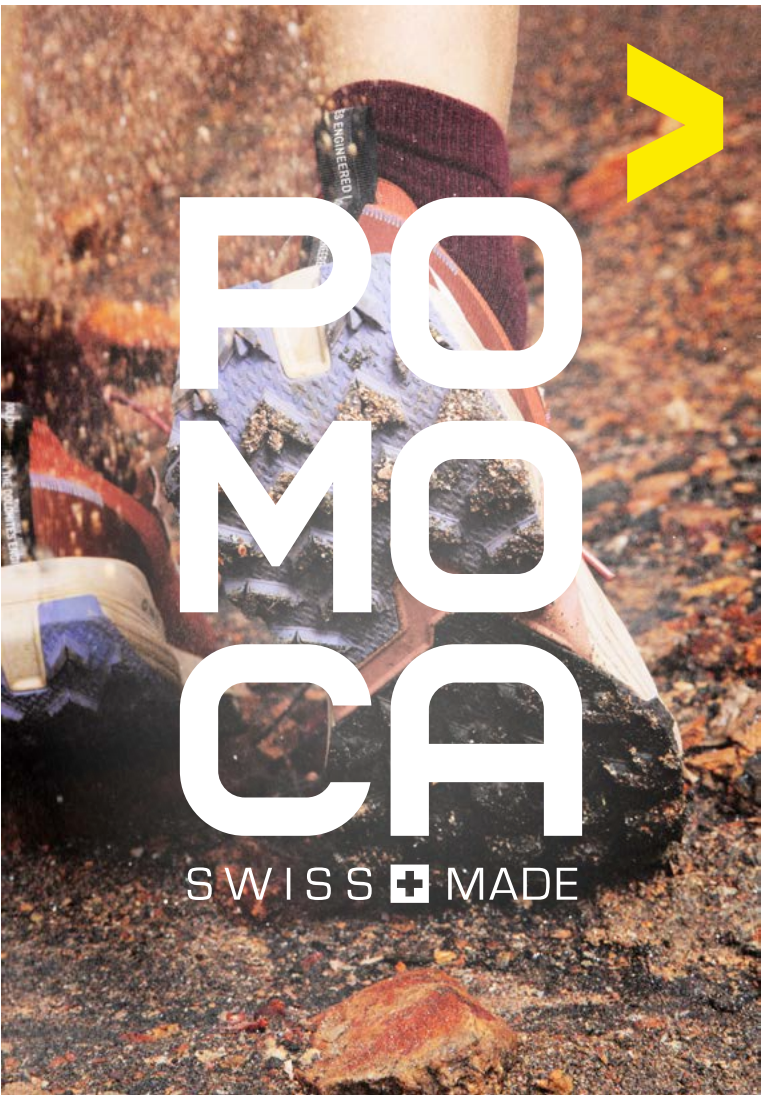




3F System®

The Salewa 3F System® connects the midfoot, heel and outsole to form a **functional unit** that ensures the **optimal combination** of **flexibility, fit and stability**. It promotes natural movement of the foot, while providing secure grip on all types of terrain. Refined during rigorous testing in the Dolomites and alpine environments, and informed by biomechanical research, the 3F System® has three core functions: Flex for unrestricted ankle movement and reduced fatigue, Fit for a secure, adjustable, and precise fit, and Support for lateral stability, optimal balance, and flexible ankle protection. Salewa uses the 3F System® in many of its footwear products. It's the interconnecting foundation that ensures reliable performance and comfort for alpine activities.

Pomoca® outsoles from Salewa offer reliable **grip, efficient roll-off performance**, and **secure footing** on a wide variety of terrain. This performance is made possible by their special rubber compound and specific lug shape and arrangement, which delivers enhanced traction and a natural roll-off. This makes movement more efficient, saving energy and reducing fatigue during prolonged use. Pomoca® outsoles stand for grip, stability and walking comfort – in both dry and wet conditions. Salewa uses specific Pomoca® sole constructions for different areas of use, for example, speed hiking, technical alpine approaches or trekking.



Pomoca®



CFF/CFF Winter

Salewa's Custom Fit Footbed (CFF) enables users to **customize the fit** of their shoe for maximum wear comfort. Its design offers targeted cushioning, particularly in the heel area, as well as optimised breathability at foot contact points. The Custom Fit Footbed is supplied with an additional Volume Reducer, which can be used to give a more precise fit for increased stability and support. Both the CFF footbed and the Volume Reducer are made from **recycled rubber and EVA**. The CFF Winter version has a felt lining that covers the footbed for additional insulation in colder conditions.



PEOPLE &
PROJECTS

SALEWA PEOPLE TEAM

The Salewa People Team is made up of athletes and mountain enthusiasts from various disciplines from all over Europe. What do they all have in common? A deep connection to the mountains and to the Salewa brand. Salewa People Team members carry out a number of projects throughout the year according to their various focuses. Here are some examples of the projects they are involved in.



Simon Gietl

Alpinist & climber, Italy, 11/02/1985

Simon Gietl is a passionate alpinist known for his **spectacular solo climbing routes**. Two of his most outstanding first ascents were the first solo winter traverse of the Tre Cime in 2020 and the first solo traverse of all the main summits of the Rosengarten skyline in 2022. Simon continues to follow his philosophy of protecting his routes with traditional methods only, using cams, nuts and pitons. **“I give the mountain the chance to throw me off”,** he says.

Eline Le Menestrel is a member of one of France’s best-known climbing families yet has gone on to leave her own particular mark on the sport. She combines her alpine climbing projects with her **inspiring commitment to environmental causes**. Eline also has a further, unexpected skill – she is a highly-talented flute player. This is how she describes herself: “I feel most at home when I can just be myself. When I’m climbing, playing music – with family and friends and when I’m outdoors in nature – or in the mountains.”



Eline Le Menestrel

Climber & activist, France, 03/30/1998



Karolina Tuszyńska is a passionate hiker who combines her long-distance hiking with mindful **awareness of nature and the environment**. Growing up in Poland, she discovered her love for the mountains early on while hiking with her father. After completing a master’s degree in pharmacy and several years in clinical research, she decided to follow her passion and now shares her experiences as a content creator. She is particularly fond of multi-day trips and unknown regions, which she explores year after year in new, challenging projects.

Karolina Tuszyńska Hiking and trekking enthusiast, Poland, 07/11/1990

Jean-Baptiste Chandelier, also known as JB, is a French paraglider renowned for his extraordinary combination of **alpine flying** and **visual storytelling**. After growing up in the French Alps, he has been at the intersection of sport, creativity, and nature for many years. JB’s impressive **film projects** portray paragliding as a precise yet poetic movement in the alpine environment. His work demonstrates not only technical prowess, but also a respectful and conscious approach to the mountains and landscapes in which he operates.



Paraglider & filmmaker, France, 08/18/1985 **Jean-Baptiste Chandelier**

HUNZA TOGETHER

A SKI TOURING ADVENTURE IN THE HEART OF PAKISTAN

Ski touring in the era of climate change

The Hunza Valley in northern Pakistan is a culturally diverse and strikingly beautiful region. Surrounded by some of the world’s highest mountains, it’s the perfect place for adventurers and far from the mass tourism agenda. Salewa athletes Yannick Boissenot and Arnaud Cottet headed there hoping to experience a very special **ski touring adventure**. Together with a group of Pakistani mountaineers, they went in search of perfect lines down couloirs in untouched terrain. This project is a unique adventure and a cultural exchange with a difference.



Alpinist, Switzerland, 11/02/1985

Arnaud Cottet



“You notice climate change, of course, not just in Pakistan, but everywhere in the mountains – especially on the glaciers or in spring, when you can only find snow really high up.”

Yannick Boissenot

Yannick Boissenot

Mountaineer & filmmaker, France, 03/11/1984

From the very beginning, the tour is influenced by climate change: During acclimatisation at their first camp, warmer temperatures lead to dangerous snow conditions, and planned routes prove impossible. Even at altitudes of 4,000 to 5,000 metres, instead of couloirs, they find only hard, frozen slopes impossible to ski. Despite these setbacks, they

discover perfect lower slopes to ski together. The tour to the Hunza Valley by Yannick and Arnaud is a prime example of the **impact climate change has on mountain sports**. Thanks to their flexibility and patience, both athletes were able to enjoy unique landscape, discover beautiful, untouched lines in perfect powder and appreciate exchanging experiences with local mountaineers, in spite of poor conditions.

SIMON MESSNER

THE ALPINE LIFE

In the three-part Salewa **mini-series “Alpine Life”**, Simon explores his own particular approach to the mountains. As the son of mountaineering legend Reinhold Messner, Simon grew up with the mountains, yet feels a deep aversion towards them.

Living with legacy, the present, and nature
Simon Messner is an alpinist, just as his father is. His climbing style can be summed up as: **“traditional climbing with the utmost respect for the mountain”**. He’s not about conquering mountains, but humbly exploring them. Simon sees innovations in mountaineering as a natural development and a natural continuation on from the roots of alpinism.

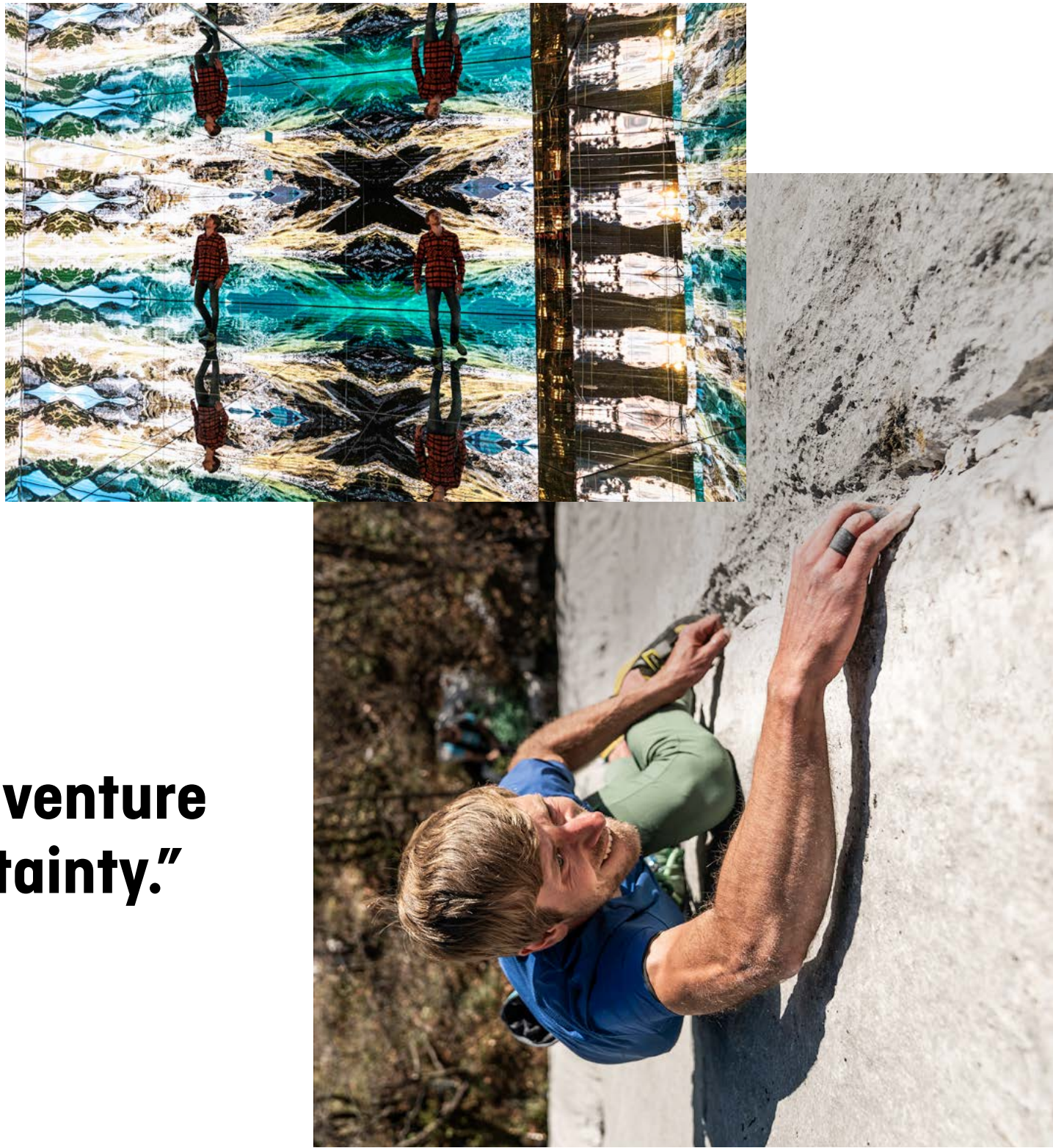


“There’s no such thing as an adventure without difficulties and uncertainty.”

Simon Messner

Simon Messner

Alpinist & climber, Italy, 11/08/1990



Despite this – or maybe precisely because of it – he decided to attempt to really understand what the mountains mean. Despite his fear of heights as a boy, climbing changed his relationship with them. In turn, he dedicated his life to mountaineering and **becoming an alpinist**. Since then, his life has been influenced by two main emotions: fear and the **desire to experience adventure**. He spends his time running a mountain farm with his girlfriend and climbing – preferably free solo. His life involves finding freedom, exploring the natural world, and being at home in among the mountains. The **“Alpine Life” series** with Simon Messner is available on YouTube.

UPOSSIBLE

A RIDE TO CHANGE



“Adapting is freedom.
There’s beauty in change.
Action is empowering.”

The Upossible manifesto

Eline Le Menestrel

Climber & activist, France, 03/30/1998

What would it be like if there were more bicycles in the mountains than cars? This question lies at the heart of Eline Le Menestrel’s Upossible project. Together with Simon Kreutz, she travelled around Europe by bike in 2023. Their objective: to **inspire climbers and endurance athletes to use bicycles as a sustainable means of transport in the mountains.** But how do you win people over to this approach if they have a full-time job and a limited amount of leisure time? Eline and Simon decided to visit four big European cities and then ride out from

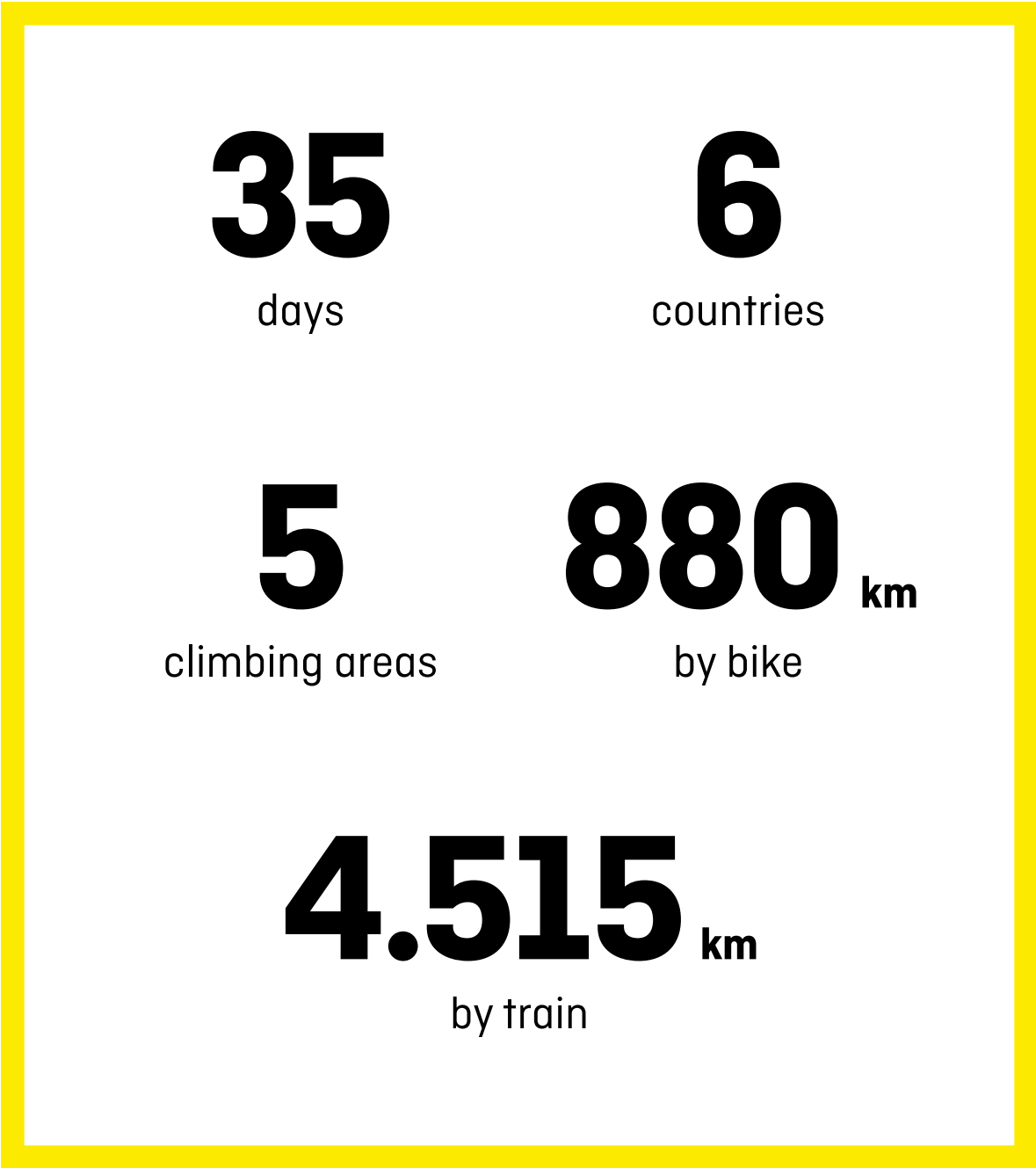


relationship with nature. Upossible has inspired outdoor enthusiasts to travel more sustainably even if they have a full-time job. It’s created a platform that brings together mountain lovers who want to find a more sustainable way to spend time in the mountains.

Eline has been speaking at events and festivals since 2023 to present the Upossible project. In 2024, she carried out a further seven stages and is inspiring more and more climbers to rethink how they travel.

the city centre to the most interesting climbing areas nearby. They split their journey into four stages, with each of them spanning an extended weekend: from Brussels to Freyr, from Luxembourg to Berdorf, from Vienna to Hohe Wand and from Naples to Palinuro. Each stage took four to five days with Eline and Simon travelling between their destinations by train.

What was the result of the trip? The **outdoor community has regained a certain amount of ecological intelligence.** The project is encouraging a cultural shift towards a better



RED BULL

X-ALPS

Red Bull X-Alps is considered the toughest and most demanding adventure race in the world. Over 30 athletes cover more than **1,200 kilometres** in the mountains by running and flying. On average, they cover 150 kilometres per day – sometimes even more. It involves speed hiking narrow

trails, steep via ferratas, or dazzling white snowfields, and paragliding over mountain summits and valleys. Participants have to cope with the extreme conditions, injuries, lack of sleep and exhaustion in the race across the Alps. Not all of them reach the finish line. Red Bull organizes this unique

event every two years. Swiss Salewa athlete Christian ‘Chrigel’ Maurer won the race when he first entered it in 2009 – and remained unbeaten ever since – until 2025. In 2025, the **Red Bull X-Alps trophy** saw a new winner – the South Tyrolean Salewa athlete Aaron Durogati.

Since 2013, Salewa has been main sponsor of Red Bull X-Alps and also equips all participants with technical clothing designed to cope with the extreme conditions and challenges of the race. The Salewa People Team, which includes the athletes Chrigel Maurer, Aaron Durogati, Paul Guschlbauer, Thomas Friedrich, Simon Oberrauner, and Markus Anders, is well represented at the race.



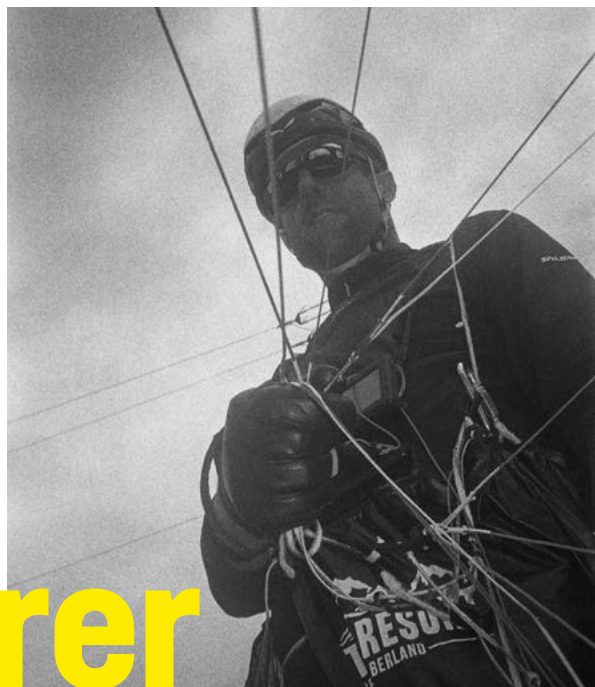
Aaron Durogati

Alpinist & paraglider, Italy, 06/06/1986

Born in Merano, Aaron Durogati grew up with mountain sports from a young age. Whether mountaineering, skiing or ski touring – Aaron is a very versatile alpinist. His biggest passion is paragliding. He won the **2023 Paragliding World Cup**, was winner at the Red Bull Elements, and impressively secured first place at the Red Bull X-Alps in 2025, defeating the long-time champion Christian ‘Chrigel’ Maurer. In addition to competitions, he’s involved in diverse hike&fly or ski adventures around the world – whether in India, Georgia or the Dolomites.



Christian “Chrigel” Maurer grew up in the Bernese Oberland and started paragliding as a child. He went on his first tandem flight when he was seven years old, and completed his paraglider pilot qualifications at the age of 16. Since the early 1980s, he’s been one of the world’s most successful paraglider and dominated the hardest international hike&fly race – the Red Bull X Alps. He’s a multiple world and European championship winner and has established numerous world records. Chrigel lives in Switzerland and uses his alpine expertise to go on adventures, take part in competitions and further the development of paragliding and hike&fly sports.



Christian Maurer

Paraglider & hike&fly expert, Switzerland, 07/27/1982

SALEWA

ALPINE CAMPUS

Since 2022, Salewa has been running courses for aspiring and experienced mountain enthusiasts with its Alpine Campus. The aim: to experience the passion of mountain sports together.



Alpine Campus

The Alpine Campus provides **access to the mountains** for alpine activities, but also to appreciate nature and provide a cultural experience. It aims to raise awareness about alpine habitats and the way of life in the mountains. By operating small groups, it's possible to deliver **intensive learning**. Spending time and **exchanging ideas with like-minded individuals** and the **mountain experience** are important components of the Salewa Alpine Campus – whether ski touring, climbing, or cooking together in the mountains.

“The Alpine Campus helps participants gain a deeper understanding of the mountains in order to plan their alpine activities more carefully.”



The Salewa Alpine Campus caters for both beginners and experienced alpinists looking to expand their alpine knowledge in mountain sports disciplines or refresh and improve their skills in the mountains. Salewa works in close cooperation with local mountain schools, for example in the Dolomites with its long-standing partner, **Globo Alpin**.

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