



**Press Information  
Summer 2025**

## **90 years of Salewa – From Munich saddlery to international mountain sports brand**

With its 90 Years Anniversary Collection, Salewa is celebrating alpine living in retro style and shared special experiences on the mountains.



**Bolzano, 30 June 2025** – 90 years of passion for the mountains, 90 years of alpinism, 90 years of innovation: Salewa is celebrating its birthday by launching a very special collection. Inspired by its own heritage designs and the roots of the brand, the 90 Years Anniversary Collection pays homage to alpine living (*alpine Lebensgefühl*) and shared experiences in the mountains. By combining retro looks and patterns with modern functionality and sustainable materials, Salewa is retelling its own story – a tale of people who see the mountains as their home, of shared experiences, and the values associated with a simple life in the mountains passed on down through the generations.

### **From its origins in Munich to a new base in Bolzano**

Salewa started out in Munich in 1935 when Josef Liebhart founded a company to make *Sattel* (saddlery) and *LederWaren* (leather goods) hence the origins of the name Sa-Le-Wa. Over the decades, the original saddlery branched out to make alpine and mountain sports equipment, and some pioneering products. For example, Salewa made the first adjustable twelve-point crampons, and invented the tubular ice screw, the legendary Andes backpack and the Helium helmet. From its headquarters in Bolzano, the



company continues to develop technical mountain products that combine traditional materials, progressive designs and a high degree of innovation. Moreover, Salewa is committed to high environmental and social standards and rooted in regional identity, quality and integrity.

In the mid 1980s, Heiner Oberrauch, the man who is today President of the Oberalp Group was quick to understand the potential of a new material from the USA – fleece. The lightweight, fast-drying synthetic fabric was water-repellent, insulating – and ideal for mountain sports. At that time, Heiner and his brother ran the first large sports shop in Bolzano and imported Salewa equipment into South Tyrol – at that time Salewa was still purely a hardware brand. Under his initiative, Salewa, as licensee, developed its own fleece apparel collection and released it successfully in Italy. Working together with a creative design team, the first Polarite fleece pullovers were launched – bright, functional, fully on trend and captured the zeitgeist. They remained a huge success to this day – and now return to feature in the 90 Years Anniversary Collection. In 1990, Heiner Oberrauch took over Salewa and brought the company's headquarters to Bolzano. Since then, the heart of the brand beats in the middle of the Dolomites. As such, Salewa was also the first brand in the portfolio of the Oberalp Group, which today includes six international mountain sport brands.

"PURE MOUNTAIN – ENGINEERED IN THE DOLOMITES" is Salewa's brand slogan, yet at the same it's an attitude and a way of life. One of the clearest examples of its vision, aesthetic approach and values is the company's striking headquarters with its integrated climbing gym. Today, Salewa stands for much more than just technical mountain sports equipment. Consistently striving to find new ways to build better, game-changing equipment, the brand has a unique understanding of mountain sports. It's about more than just products and performance, it encompasses an appreciation of the natural world and individual and shared experiences in the mountains. In keeping with the philosophy of the Oberrauch family, the focus is primarily on leaving a "grandchild-friendly" future for coming generations.

### Growing old in style

The 90 Years Anniversary Collection is more than a fashionable attempt to mine the past. It bears testament to Salewa's commitment to its roots, continuing innovation and courage to forge new paths and go its own way. Salewa is constantly moving forward, and always looking to the mountains.

The anniversary collection combines iconic design elements with cutting-edge technology and sustainable fabrics. But the most important element, the heart of the collection, is the people behind the brand. Members of the Salewa People Team, such as Magdalena Mittersteiner, Alice Russolo, and Yannick Boissenot, were invited to give the anniversary collection a face – and a story. Together with their families, they talk about how Salewa forms part of their own lives. For example, Alice Russolo recalls her first experiences of skiing with her father, which triggered her passion for winter and photography. For them, Salewa is more than just a brand – it's family. Magdalena Mittersteiner talks of her uncle Roland – a quiet man and climbing legend who inspired her own climbing adventures. Yannick Boissenot describes his family connection to the mountains – as a cherished inheritance: "For my grandfather, my mother and myself, the mountains are more than just a place. They're where we come from, they're our common origins. This is where we walk side by side, and tell our stories. My grandfather passes on his memories, my mother accompanies me on my journey and me, I'm still exploring my way ahead, inspired by the wonder of it all. Every time we head into the mountains, we write a new chapter – including the laughter, the quiet moments, and the magnificent images. Mountains are more than just some goal. They are part of who we are."





### Selected products from the 90 Years Anniversary Collection:

#### EAGLE ANNIVERSARY JACKET

At the heart of the collection is the Eagle Anniversary Fleece, which, with its distinctive 'pure mountain' retro design, pays special tribute to its own history and development. Available in two versions – with a full or half zip – the unisex fleece combines functional design with nostalgic elements. The look and appearance is classic SALEWA, while practical details such as the stand-up collar and side pockets offer enhanced comfort for everyday and mountain use. The material – 100% recycled polyester fleece – provides lightweight warmth, dries quick, is odour-resistant, and is versatile enough to use for camping, hiking, or everyday urban adventures. A specially designed anniversary logo on the sleeves recalls SALEWA's past, emphasises the company's profound connection to nature, and symbolises continuous change – from its origins and on into the future.



#### EAGLE ANNIVERSARY T-SHIRT M/W

Everybody has their own special memories of the mountains. For SALEWA, the story begins in 1935 – the year the brand was founded. For its 90th anniversary, SALEWA has designed a limited-edition T-shirt that symbolically connects the past, present and future. The specially-created anniversary logo depicts the company's profound connection to nature, the mountains and the steady passage of time. Made from a blend of soft cotton and Tencel™ lyocell, the T-shirt's natural fibre enhance moisture management, provide a pleasant next-to-skin feeling and help prevent odour build-up. Tencel™ is made from wood sourced from responsibly managed, FSC®-certified forests and produced using resource-saving processes – in line with SALEWA's conscious approach to nature and the environment.

All items in the 90 Years Anniversary Collection are exclusively limited edition.





## 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.

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