



Press information Autumn/ Winter 2026



Alpine Life – tradition meets innovation

For Autumn/ Winter 2026, Salewa is translating its alpine heritage into a modern design language – from new Sarners to contemporary cord styles.

Bolzano/Bozen, 17 August 2026 – While traditional craftsmanship, natural materials and heritage-inspired looks continue to shape the world of fashion, alpine influences are gaining new relevance beyond urban expression, inspiring a new generation of contemporary looks that bring the calm and focus of the natural world into a lifestyle context. With its new Autumn/Winter 2026 Alpine Life collection, Salewa is drawing on its alpine heritage and translating it into a modern design language. The result is a range of versatile apparel pieces, rooted in the mountains and active lifestyles, yet equally at home in everyday urban life.



‘Resilient by Nature’

The collection is underpinned by its leitmotif, or guiding theme, ‘Resilient by Nature’. Channelling the resilience of natural environments and alpine values, Salewa is placing durability, authenticity and longevity at the heart of the collection. This attitude informs every aspect of the collection, from its design language to its choice of materials.



SARNER – NEW DEFINITION OF AN ALPINE ICON

The Sarner is an enduring icon of alpine culture, a timeless classic mountain style. For years, it's formed an integral part of Salewa collections and, perhaps more than any other piece, embodies the brand's deep roots in the alpine world. For Autumn/Winter 2026, Salewa is continuing this heritage and further evolving this established icon for a new generation.

The new Fanes Sarner Light Hybrid Jacket is a lightweight, contemporary take on the traditional Sarner with a warm, thermoregulating viscose-wool blend. It maintains the classic appearance, yet with a streamlined silhouette and contemporary cut that bring the look firmly into the present. As such, this alpine original is retranslated into a versatile piece for active everyday life — authentic to its roots, yet modern and functional in its expression.

FANES SARNER LIGHT HYBRID JACKET W&M // RRP: 260,00 €



CORD – WORKWEAR FUNCTIONALITY AND CONTEMPORARY STYLING

Few fabrics have come to define the current return to heritage-inspired styling quite like corduroy. Prized for its robust texture and exceptional comfort, the versatile fabric combines lasting durability with an effortlessly comfortable feel.

With the relaxed Fanes Cord Overshirt and plush, comfortable Fanes Cord Pant, Salewa is evolving the material and integrating it into its Alpine Life collection. Soft structures, natural colourways and modern silhouettes lend the styles an easy, understated confidence. These versatile looks combine effortlessly and transition seamlessly between urban everyday life and moments spent in the natural world. Both the Overshirt and Pant are made of soft cotton corduroy with additional elastane content for freedom of movement.

FANES CORD OVERSHIRT M & W // RRP: 140,00 €

FANES CORD PANTS M & W // RRP: 120,00 €

Further highlights from the collection include the Fanes Full Zip Jacket (RRP: 100,00 €), a retro-inspired fleece based on Salewa's heritage patterns and retro colourways, and the timeless Fanes Dry Pullover (RRP: 120,00 €) made with a hybrid hemp and organic cotton jersey blend. They extend the collection with further styles combining alpine functionality with contemporary lifestyle versatility.



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

PRESS CONTACTS

SALEWA INTERNATIONAL

Anna Angermeier – nanacom
T: +49 15115657936
anna.angermeier@nanacom.de

ITALY

Sara Gatti, Chiara Ottolini - OMNICO PR GROUP
T: +39 0262411911 M: +39 3460018463
salewa-ita@omnicomprgroup.com

GERMANY | AUSTRIA | SWITZERLAND

Nadja Schmidt – nanacom
T: +49 152 36318591
nadja.schmidt@nanacom.de

FRANCE

Benjamin Carraz
T: +33 476525959
benjamin.carraz@salewa.fr

POLAND

Lukasz Kudla
T: +48 53 35 21 411
lukasz.kudla@salewa.com

SPAIN

Nuria Casaldaliga Solo
T: +34 637511473
nuria.casaldaliga@salewa.com

CZECH REPUBLIC | SLOVAKIA | HUNGARY

Karel Glogar
T: +42 0604 382 811
karel.glogar@oberalp.com

USA

Eric Henderson - Meteorite PR
T: +1 (307) 6902984
ehenderson@meteoritepr.com