



PRESS KIT
SALEWA_ SPRING SUMMER 2026



SET THE TONE OF YOUR HIKE.



YOU CHOOSE THE PACE. LISTENING TO YOUR BODY, YOUR BREATH, YOUR HEARTBEAT.
FOLLOWING YOUR OWN RHYTHM, FINDING YOUR OWN FREQUENCY. SHARING THE VIBE.



YOU SET THE TONE, OF YOUR HIKE.

SS 2026

PRESS INFORMATION

For Spring/Summer 2026, Salewa is maintaining its focus on speed hiking. It's not about racing, but the individual experience – following your own rhythm, moving at your own pace, in touch with your body and surroundings. Mindful movement, balancing dynamic activity with calm, reflective moments – seizing the freedom to choose your own path.

The Salewa Spring/Summer 2026 collection focuses on three core attributes: lightness, protection, and dynamism. The products are designed to be used as versatile, year-round outfits – suitable for changeable weather conditions, challenging terrain, and relaxed hikes. This sense of movement is also reflected in the designs with their clean lines, modern cuts, and warm colours that create a sporty look that combines lightness, functionality, and style.



SET THE TONE

With its SS26 campaign, SET THE TONE [of your hike], Salewa is addressing three different groups of speed hikers, based on their distinctive characteristics and requirements – each with a tailored outfit designed to meet their specific needs:

/ GLEAMERS seek calm and mindfulness in nature – for a slower, more meditative experience.

/ HIKERS enjoy dynamic movement, adaptability, and balancing physical and mental well-being on the trail.

/ ESCAPISTS thrive on freedom and speed – moving fast over trails and beyond, with lightweight, high-performance gear.

Three characters, three paces – accompanied by three custom soundtracks created by Godblesscomputers. Each track with its own tempo (BPM), reflecting these different approaches to experiencing speed hiking – from calm, to energetic, to intense.



CHOOSE THE PACE



FOLLOW YOUR RHYTHM



SET THE TONE

With its SS26 collection and SET THE TONE [of your hike], Salewa invites all mountain enthusiasts to redefine speed hiking – as their own personal expression of embracing freedom and connecting with nature. Whether mindful, active, or adventurous – we all set our own pace and determine the rhythm of our journey.

||||| 103 BPM

THE GLEAMER



- 29325_6A41 _PEDROC 2 DST LIGHT CAP
- 29285_6A40 _PEDROC WIND HD LIGHT JACKET W
- 29287_1980 _PEDROC 3 PL HD JACKET W
- 29291_5A50 _PEDROC TECH DRY T-SHIRT W
- 75026_0910 _PEDROC CORE 20L W
- 29309_5281 _PEDROC DST 2 IN 1 SHORTS W
- 61476_1986 _PEDROC 2 MAX W

||||| 125 BPM

THE HIKER



PEDROC 2 DST LIGHT VISOR_ 29326_5B11

PEDROC DST LIGHT JACKET M_ 29327_8770

PEDROC DRY LIGHT T-SHIRT M_ 29294_8260

PEDROC CORE 22L_ 75025_5150

PEDROC 3 DST 2 IN 1 PANT M_ 29297_3010

PEDROC 2 M_ 61473_7246

||||| 130 BPM

THE ESCAPIST



29325_8261 _PEDROC 2 DST LIGHT CAP

29282_5A50 _PEDROC 2 PTX 2.5 LIGHT JACKET M

29329_5B10 _PEDROC DST LIGHT VEST

29290_5A50 _PEDROC TECH DRY T-SHIRT M

75028_0573 _PEDROC ACTIVE 12L

29308_3B11 _PEDROC DST 2 IN 1 SHORT

61475_7261 _PEDROC 2 MAX

Selected highlight products of the Salewa Spring/Summer 2026 Speed Hiking collection:

PEDROC WIND HD LIGHT JACKET W/M

The Pedroc HD Light Jacket is a lightweight, wind- and weather-resistant speed hiking jacket made from breathable ripstop fabric with a PFAS-free DWR finish to resist light rain. Designed for fast-paced mountain activities, it features a close-fitting hood, a chest zip pocket, and a rear mesh insert for enhanced ventilation when the tempo heats up. Reflective details enhance visibility in low light. This compact, athletic windbreaker shell packs away into its own pocket for easy transport.



PEDROC DRY LIGHT T-SHIRT M



The Pedroc Dry Light T-Shirt is an ultra-light, breathable mesh baselayer designed to deliver exceptional moisture management during high-output mountain activities.

Built for speed and comfort, the Pedroc Dry Light T-shirt is crafted from a soft, lightweight, and airy Dry'ton mesh that moves with the body. Its athletic fit, featuring underarm gussets, enhances mobility. Reflective details ensure visibility in low light at dawn and dusk, while flatlock seams prevent chafing, making it the ideal functional first layer for dynamic speed hiking and alpine use.

PEDROC DST 2IN1 SHORT W/M



The Pedroc DST 2-in-1 Short is made of lightweight, wind-resistant nylon to ensure comfort and performance during high-intensity activities. The built-in liner functions as a breathable and fast-drying next-to-skin layer, supporting moisture management and lasting comfort.

Additional features include a hidden thigh pocket on the liner, an adjustable waistband for a customizable fit, a zip-secure mesh back pocket for essential items, and reflective details to enhance visibility during early morning or late evening hikes. The shorts are the ideal Speed-Hiking companion.

PEDROC 2 MAX SHOE W/M

The Pedroc 2 Max is a lightweight, fast and protective speed hiking shoe built for rebound and stability, offering a smooth roll-off and delivering optimal grip and traction. Whatever the trail, whatever the terrain – from mountain use to urban settings – this versatile shoe is built to last. It features a high-tenacity, protective and breathable mesh upper that ensures durability and comfort during intense activity. The shock-absorbing EVA midsole, combined with an integrated stability plate, provides high rebound and reliable guidance on variable ground.

Underfoot, the Pomoca™ Speed Hiker 2 outsole supports a fluid stride and secures optimal grip and traction even on demanding surfaces. Reflective details enhance visibility when sessions extend into low-light conditions.



PEDROC ACTIV 12L BACKPACK

The Pedroc Active 12L is a compact speed hiking pack made from recycled ripstop nylon. It features a breathable Dry Back Contact carrying system with ergonomically split shoulder straps and twin compression cords to deliver a secure, vest-inspired fit that stays close to the body, even during dynamic movement.

With quick access pockets, a hydration system set-up, and easy-to-use pole storage, this pack is built to support faster, freer and further adventures in the mountains.



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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