



Press Information
Spring/Summer 2024

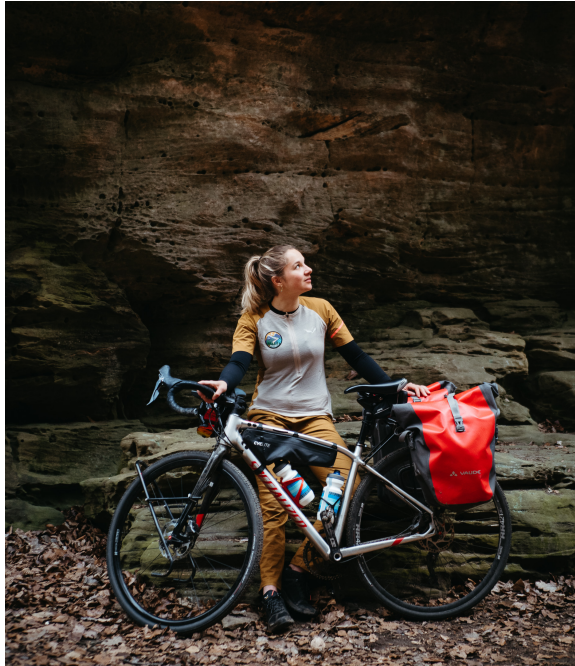
From the city, to the mountains, to the crag – the Salewa summer 2024 bike-to collection

Natural fabrics, functional designs – the Vento collection highlights and sustainable inspiration:
'Upossible' – a bike & climb project with Salewa athlete Eline Le Menestrel



Bozen/ Bolzano – 14 May 2024 – The South Tyrolean brand takes a holistic approach to mountain sports – including when it comes to biking. Last summer, Salewa launched its 'bike-to...' collection as a capsule series and now it's available in the main Summer 2024 collection. All products are designed to enable mountaineers to move comfortably, freely and sustainably in the mountains. True to the motto, 'Live the mountains, ride with nature' – these styles are made to 'bike to hike' or 'bike to climb'. It's a way of reaching more distant destinations, such as remote summits or mountain huts that might form the starting point for a hike or walk-in to a climb. Whether forest roads or singletracks, by mountain bike or e-bike, the **Vento highlights** are designed to support bikers in every situation. And this also includes looking good in more urban environments, such as the daily commute, riding to university, the gym or the climbing wall. And for full multifunctionality, these products naturally perform well off the bike to hike or climb in.

Designed to leave as few traces as possible, Salewa uses innovative fabric blends with natural resource-saving materials, such as hemp, merino wool and Tencel™ lyocell fibres. All materials offer odour-inhibiting characteristics and outstanding moisture management. The thermoregulating properties of this intelligent material mix provide sufficient insulation for early-morning temperatures or cold crosswinds, but also cooling performance during hot, strenuous afternoon activity. In addition, all styles in the women's and men's collection – with the exception of the padded liner shorts – bear the Salewa Committed icon and meet additionally strict environmental and social responsibility criteria.



Upossible – bike & climb with Salewa athlete Eline Le Menestrel

Following its successful start in 2023, 'Upossible' – the sustainable bike & climb project launched by Salewa athlete Eline Le Menestrel and her partner Simon Kreutz rolls onwards in 2024. We're looking forward to more, memorable bike & climb moments with Eline and Simon.

'Upossible' combines climbing, cycling and environmental activism. It all started when Salewa athlete and climber Eline Le Menestrel discovered biking. Until that point, travelling accounted for the largest part of her carbon footprint and she was looking for ways to reduce it. One day, Eline and Simon found themselves stuck in a car in a traffic jam on the way to go climbing and started thinking ... What if there were more bikes in the mountains than cars? And the idea was born for 'Upossible'. It's an initiative which involves far more than just Eline and Simon riding their bikes to go climbing, and is inspiring other outdoor enthusiasts to do the same. As such, the pair have been travelling to major cities around Europe and then riding from the city centre out to some of the most attractive climbing areas in the surrounding regions. Along the way, Eline and Simon have been meeting locals, friends and other guests and encouraging them to join in. The idea is to inspire everyone to head out of town on their bike to go climbing over a long weekend. In 2023, Eline and Simon spent 35 days on their 'Upossible' tour, visited five climbing regions, cycled 880 kilometres through six European countries and travelled 4,515 kilometres by train. In 2024, they're planning to visit ten, new 'Upossible' destinations, including France, Italy, Germany and Austria and more.

Eline says she likes wearing the Vento collection: "Functional bike clothing is normally only made of synthetic fibres. The fine, sustainable blend of natural merino wool, hemp and Tencel in Salewa's bike-to collection fits with what we want to say – and it just feels great to climb in. And by the way, this year, we're focussing on multi-pitch routes."

'Upossible' has confirmed the following dates for 2024:

- 25 May in Bondues (France)
- 29 & 31 May in Grenoble (France)
- 22 July in Chamonix (France)
- August in Isny in Allgäu (Germany)
- 19 or 20 September in Bolzano/Bozen (South Tyrol, final date tbc)
- Early October in Innsbruck (Austria, date tbc)
- 19 December in Brussels (Belgium)

For further information, see [Eline's Instagram channel](#).



Highlights of the 2024 Vento collection



VENTO HEMP/DST SHORTS M

Robust, breathable and versatile – the Vento MTB shorts are a versatile option for biking, mountaineering, and climbing. Their main material is Alpine Hemp – a natural, comfortable and sustainable high-performance functional fabric with a low environmental impact. The hemp stretch fabric is reinforced with recycled polyester ripstop yarns for additional abrasion resistance. Areas subject to greater wear have built in Durastretch panels, which increase comfort, durability and extend the overall lifetime. The anatomical gusseted leg ensures excellent freedom of movement both on and off the bike for mountaineering and climbing. The comfortable Velcro-adjust waistband has a mesh insert at the back yoke for enhanced breathability. Further features include: a laser-cut zip-secure cargo leg pocket, two side pockets and reflective details for additional safety when riding in the dark, making this the ideal companion for long mountain adventures.

RRP: 130 euros



VENTO AM HZ T-SHIRT W

Lightweight and breathable – the Vento Shirt for women has an athletic fit and specific features for bike tours. It has a longer cut back for greater wear comfort, a short front zip for additional breathability and two flap pockets set at the lower back to store smaller essentials close to hand. The close-fitting, bodymapped design features Salewa's proprietary AlpineWool®, which contains soft merino wool from mountain sheep and bio-based Tencel™ lyocell fibres that are manufactured using an environmentally responsible production process from the renewable raw material wood. Both fibres have natural anti-odour properties, provide excellent moisture management, and offer thermoregulating heating in frosty temperatures and cooling performance during intensive activity. For additional long-lasting durability, there are also Durastretch softshell inserts at the critical wear zones, such as the back and shoulders. The striking colour block design is further complemented by fluorescent, reflective coral red details positioned to reflect car headlights in the dark.

RRP: 120 euros



VENTO AM HYB JACKET M / W

Bike, gravel, MTB or bike-to-climb: the hybrid Vento Jacket is a windbreaker made from a lightweight 160-gram merino wool blend with Tencel™ lyocell fibres. It's fine, soft AlpineWool® merino wool comes from mountain sheep and has natural anti-odour properties, the same as its Tencel™ content. Natural, bio-based Tencel™ lyocell fibres are manufactured using an environmentally responsible production process from the renewable raw material wood. In addition, the naturally wicking yarns have a smooth texture that offers superb moisture management. For additional long-lasting durability, the merino wool blend is reinforced with polyamide fibres. The windbreaker jacket is built according to the bodymapping principle where carefully chosen materials are matched with the specific needs of different areas of the body to ensure best possible functionality. At the front torso, there is a wind-protective, but breathable nylon Tencel™ overlay panel that fits closely to prevent flapping when riding at speed on the flats or downhill. The athletic, cycling-specific cut with a longer drop tail back for greater protection on bike tours. The close-fitting sleeves are extra-long to prevent wrist-gap when the arms are extended on the bike. Further features such as the stylish, contrasting rear zip pocket, full front zip and high collar to seal out the wind, make this wind-resistant jacket the ideal companion for all bike tours. For additional safety in poor visibility conditions, a reflective neon coral red stripe is strategically placed to catch car headlights.

RRP: 160 euros



VENTO MERINO SHORT LINER M/W

Salewa designed the Vento Short Liner specifically for mountain biking on mountain trails. The padded liner shorts are made of a breathable merino-Tencel™ blend with open polyester mesh panels. This combination of materials ensures high breathability and pleasant wear comfort in the saddle, while the polyester inserts further increase the overall durability. The integrated cushioning seat pad is treated with an antibacterial finish. The short liner is the ideal combination for use with the Salewa 2/1 Bike Pant, Salewa Bike Shorts or other MTB shorts. With soft, yet secure silicone grippers to prevent friction and chafing for all-day pedalling comfort.

RRP: 90 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

PRESS CONTACTS

SALEWA INTERNATIONAL

Franziska Sinn – Communication Manager
T: +39 3404207253
franziska.sinn@salewa.com

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

ITALY

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

GERMANY | AUSTRIA | SWITZERLAND

Nadja Schmidt – nanacom
T: +49 15236318591
E: nadja@nanacom.de

FRANCE

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

POLAND

Monika Janecka
T: +48 536083701
monika.janecka@oberalp.com

SPAIN

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

CZECH REPUBLIC | SLOVAKIA | HUNGARY

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

UK

Clive Allen – Ascent Marketing
T: +44 1539739995
clive@ascentmarketing.co.uk

USA

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