



PRESS INFORMATION SUMMER 2026



Set the tone of your hike – with its new Speed Hiking collection for Spring/Summer 2026, Salewa focuses on moving fast at your own pace

Bolzano/Bozen, 19 February 2026 – With its Spring/Summer 2026 Speed Hiking collection, Salewa is refocusing on developing a conscious approach. It's not about speed and performance, but the individual experience – following your own rhythm, moving at your own pace, in touch with your body and surroundings. The emphasis is on mindful movement – balancing dynamic activity with moments of calm reflection – seizing the freedom to choose your own path, as reflected by the campaign slogan, "Set the tone (of your hike)". The new collection is created to complement this approach – with lightweight, reliable functional products in a clear design language.

***"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."***

Lightweight, protective and dynamic – developed for versatile use

The Salewa Speed Hiking Spring/Summer 2026 collection is designed as a versatile, multifunctional year-round concept that will match with products from the 2025/26 Autumn/Winter collection. Lightweight materials with high breathability and intelligent designs provide enduring comfort during use for changeable conditions and demanding terrain or relaxed activity. Clean lines, modern silhouettes and warm colourways capture the dynamic feel of speed hiking in a sporty look that combines lightness, functionality, and style.



Setting The Tone

Salewa is placing the connection between movement and sound at the heart of its campaign. Three distinctive, original soundtracks – each with its own tempo based on heart rates (BPM) – reflecting three different approaches to speed hiking – from calm, to energetic, to intense. These relate in turn to three distinct groups or personalities:

- 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.

Each of them follows their own rhythm and their own beat, accompanied by an exclusive soundtrack produced by Godblesscomputers for the campaign. Organic rhythms, field recordings, and sounds from the natural world are mixed together to form three tracks with three different tempos (BPMs), reflecting the three different tempos and forms of speed hiking.

Click here for the official 'Set the Tone' playlist:

[SIDE A soundcloud link](#) & [Side B soundcloud link](#)

Please Note:

This soundtrack must not be used or shared in any form before the official campaign launch (Spring 2026).

Please contact us if this is a problem.

Highlights from the SS26 Speed Hiking collection:



Pedroc Wind HD Light Jacket W/M

A lightweight, packable windbreaker for fast-moving mountain activity. Its silky-smooth ripstop fabric has a PFAS-free DWR finish to resist wind and light rain, while a rear wicking mesh insert quickly transports moisture away. With an athletic fit that features a close-fitting hood, zip chest pocket and reflective detailing, making it the ideal companion for dynamic tours.

RRP: € 120



Pedroc Dry Light T-Shirt W/M

The functional baselayer for high-intensity movement. Made of soft, light and airy Dry'ton mesh for freedom of movement and outstanding moisture management. With reflective details, underarm gussets and flatlock seams to prevent chafing – ideal for alpine layering systems.

RRP: € 55



Pedroc DST 2in1 Shorts W/M

Designed for high comfort in alpine terrain. These wind-resistant speed hiking shorts have a breathable and fast-drying liner to keep you comfortable during fast-moving activity. With hidden pockets, adjustable waistband and reflective details – a practical all-rounder.

RRP: € 100



Pedroc 2 Max Shoe W/M

A lightweight, speed hiking shoe for mountain trails or urban adventures. Its shock-absorbing EVA midsole and integrated stability plate ensure high rebound and guidance. Underfoot, the Pomoca™ Speed Hiker 2 outsole promotes a smooth stride and optimal grip and traction, while reflective details add extra visibility in the dark.

RRP: € 140



Pedroc Activ 12L Backpack

Compact, lightweight, versatile. This speed-hiking backpack made of recycled ripstop nylon has a breathable Dry Back Contact carrying system, fast-access pockets and split shoulder straps to provide a secure, vest-inspired fit. Its hydration system set-up and easy-to-use pole storage are designed to go faster, freer and further during long days in the mountains.

RRP: € 100

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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