



PRESS KIT

FALL WINTER 2024/2025





FREE YOUR JOURNEY



POWERTEX

SALEWA SELLA FREE COLLECTION IS ENGINEERED
IN THE DOLOMITES, CRAFTED FOR EXPLORATION,
DESIGNED TO SET YOU FREE.

Sella Free 3L Shell Jacket
Sella Free 3L Shell Pant
Sella Free 20L/22L

PRESS INFORMATION

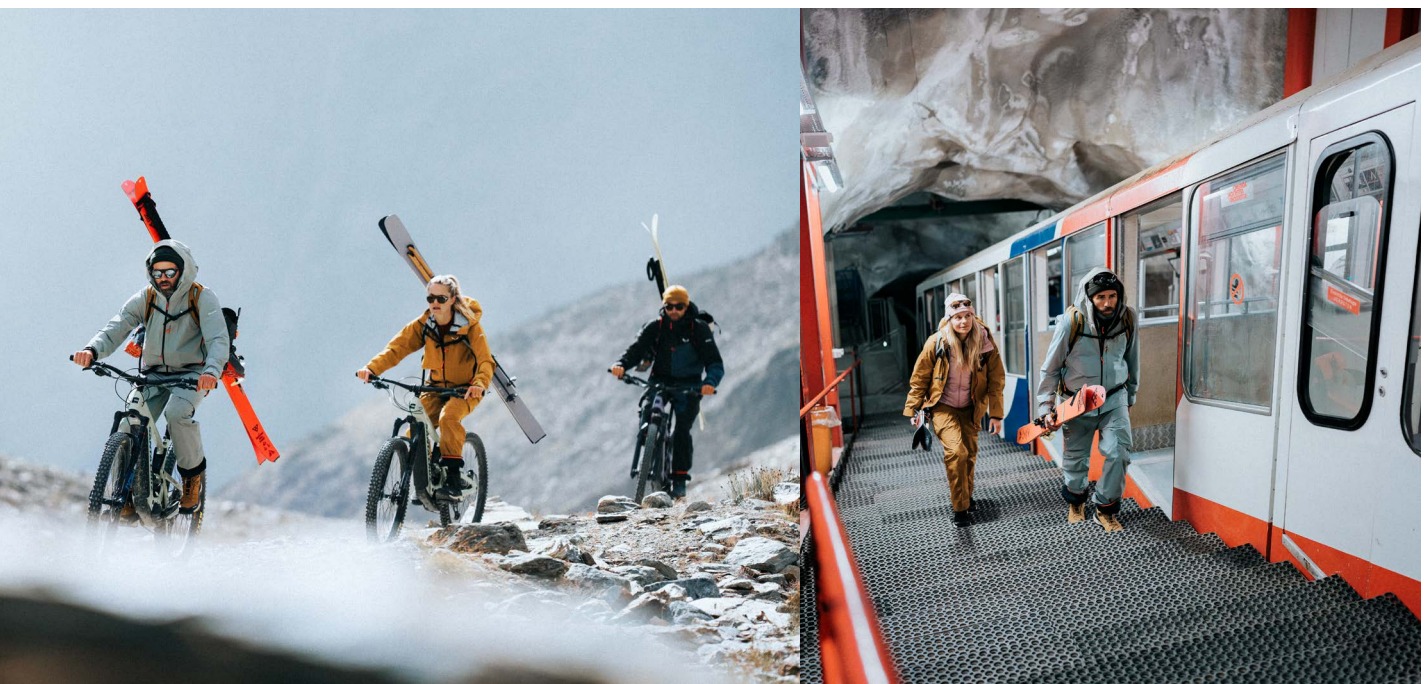
If there's one thing we can be sure of, it's that change is the only constant. Things once considered beyond doubt are transformed as time passes, as behavior and styles evolve, as all of our lives undergo great change. And the most notable change of all, which has been taking place before our very eyes for several decades now, is climate change. Winters are becoming ever more erratic.

Months where snowfall was once guaranteed have become prime time for traditionally summer sports, like hiking and biking. Conversely, we now experience snow in what was once considered springtime. As our climate changes, our behavior is changing. We are finding new ways of looking at things, exploring from different angles rather than just approaching them head-on. It's important to learn how to respond to the changing situation, to understand these new stimuli so that we can adapt and, where possible, anticipate new ways of enjoying the mountains.

As our winters change, so does the way we experience them, with more sports being added to the mix. We now hike, bike and trek before or after our ski descents. Ski-tourers are always on the move, explorers hunting for prime conditions where they have the freedom to express themselves. Hiking, biking and even catching the train are becoming increasingly popular ways of reaching ski areas and seeking out those winter conditions.

This significant change and new behavior are the inspiration for the new Salewa "Sella Free" Ski Touring collection, which will be launched for Fall/Winter 2024 – a range of clothing so well-rounded, so versatile, like never before.

Free Your Journey.





A COLLECTION FOR PROGRESSIVE SKI TOURER

The new "Sella Free" Ski Touring Collection – with its DNA engineered in the Dolomites – is designed to enable you to experience ski touring and freeriding wherever your journey takes you.

This new capsule ski touring collection is a go-to-combo with products from head to toe, dedicated for those who go in search of real experiences, enthusiasts who live life on the move, love the descent just as much as the ascent and will pedal, climb or hike, for however many kilometers it takes to reach fresh powder and reap the reward, enjoying the freedom to let loose.

It is for individuals in search of new locations and new cultures, who are able to savour every moment of their journey, taking it all in, seeking, finding, and continuing to explore, travelling by train, e-bike or their own two feet, setting off from the city and standing out from the crowd, already kitted up with a pair of skis slung across their backs. On their way to their next destination, to a place where they can be free.

The Salewa Sella Free collection is engineered in the Dolomites, crafted for exploration, and designed to set you free. Free your journey, enjoy the ride.





FREE YOUR JOURNEY



SALEWA SELLA FREE COLLECTION IS ENGINEERED
IN THE DOLOMITES, CRAFTED FOR EXPLORATION,
DESIGNED TO SET YOU FREE.

Sella Free 3L Shell Jacket
Sella Free 3L Shell Pant
Puez Winter Shoe



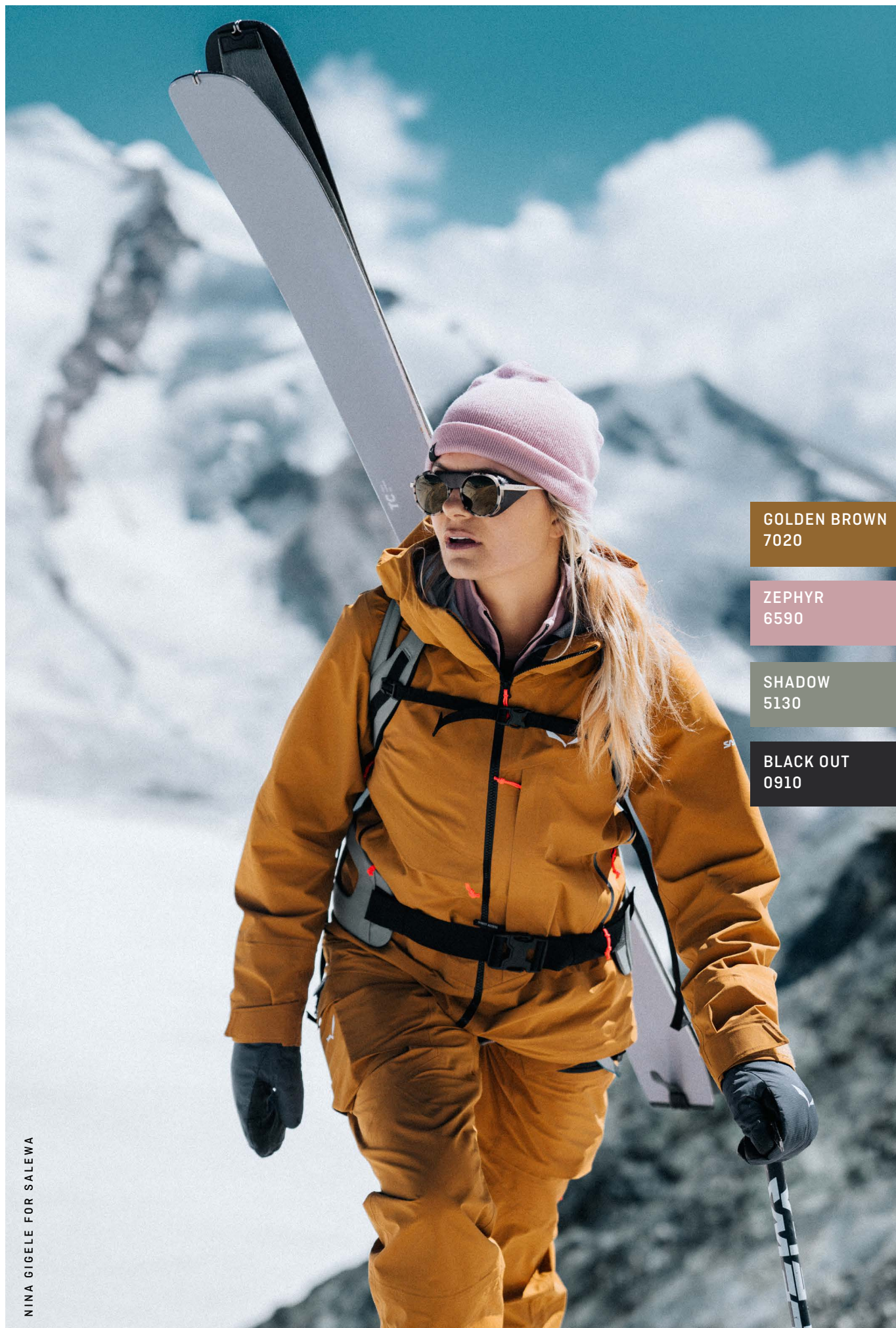
FREE YOUR JOURNEY



**DRY BACK
CONTACT**

SALEWA SELLA FREE COLLECTION IS ENGINEERED
IN THE DOLOMITES, CRAFTED FOR EXPLORATION,
DESIGNED TO SET YOU FREE.

Sella Free 22L
Sella Free 3L Shell Jacket
Sella Free 3L Shell Pant



GOLDEN BROWN
7020

ZEPHYR
6590

SHADOW
5130

BLACK OUT
0910



SELLA FREE COLLECTION | WOMEN

28993_7020

SELLA FREE 3L PTX JACKET W

28999_6591

SELLA CREVASSE JACKET W

29117_7020

SELLA FREE 3L PTX PANTS W

75001_3898

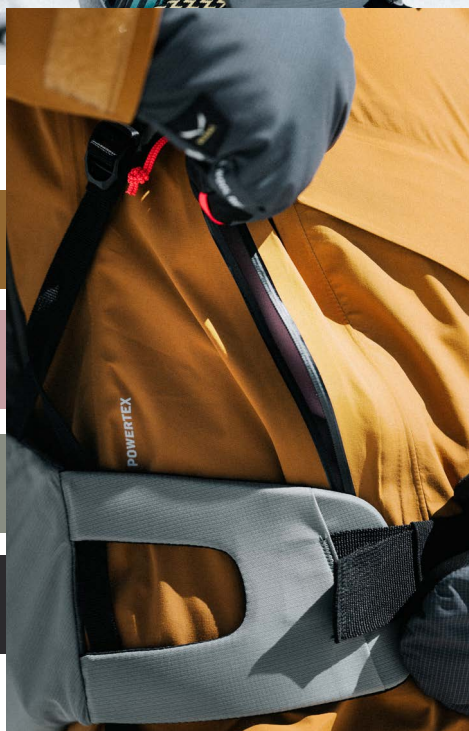
SELLA FREE 20 L BACKPACK W

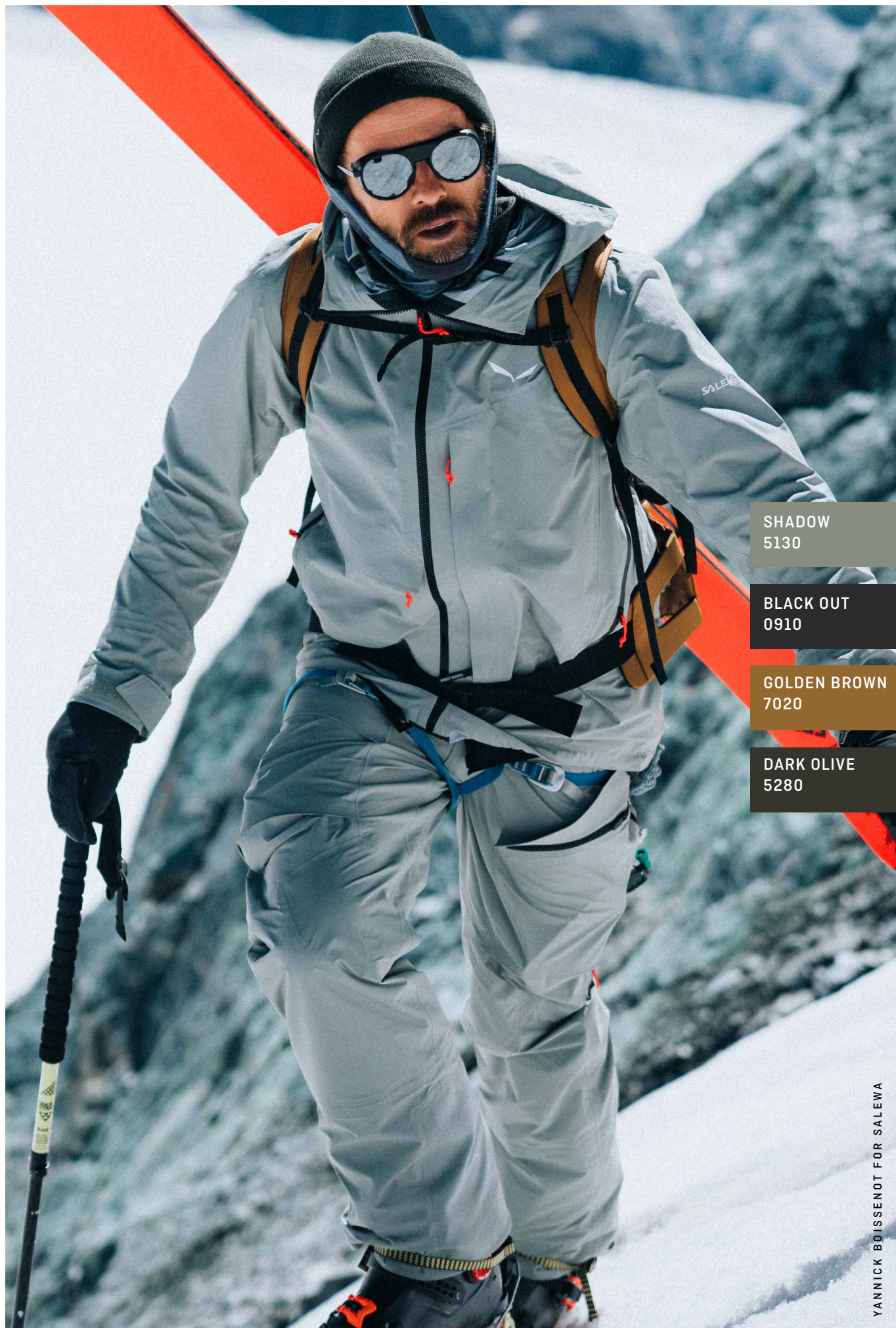
28527_0911

ORTLES TWR MITTEN W

28773_6590

PUEZ AM BEANIE





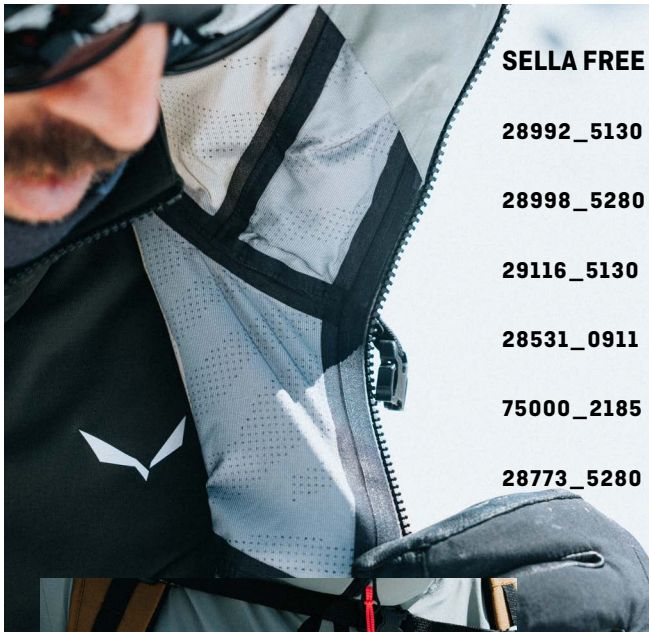
SHADOW
5130

BLACK OUT
0910

GOLDEN BROWN
7020

DARK OLIVE
5280

YANNICK BOISSENOT FOR SALEWA



SELLA FREE COLLECTION | MEN

28992_5130

SELLA FREE 3L PTX JACKET M

28998_5280

SELLA CREVASSE JACKET M

29116_5130

SELLA FREE 3L PTX PANTS M

28531_0911

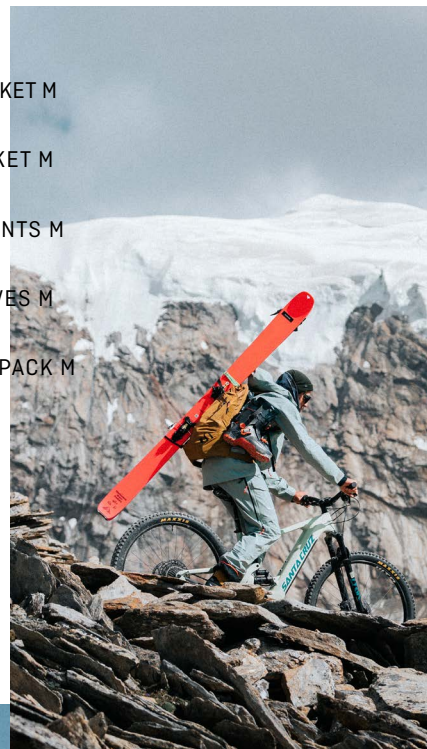
ORTLES PTX-TWR GLOVES M

75000_2185

SELLA FREE 22L BACKPACK M

28773_5280

PUEZ AM BEANIE



The highlight products of the Salewa Fall/Winter 2024 Ski Touring Collection:

SELLA FREE 3L PTX JACKET M/W & SELLA FREE 3L PTX PANT M/W

This freeride inspired ski touring outfit combines the new and reliable Sella Free 3L Powertex Jacket and the Sella Free 3L Powertex Pant for demanding descents.

The Sella Free 3L Powertex Jacket offers reliable protection and durability with its lightweight, 3-layer Powertex® laminate designed to offer exceptional waterproofing in alpine terrain and breathable comfort on descents. Check out the subtle print backer inside. This fabric is 100% PFC-free and made out of recycled polyamide, as part of Salewa's ongoing commitment to sustainability. Mountain-focused features include a helmet compatible hood, the patent pending Direct Access pocket for rapid access to a transceiver, fixed snow skirt, side ventilation and free motion patterning to maximize mobility.



SELLA FREE 3L PTX JACKET M



SELLA FREE 3L PTX JACKET W



SELLA FREE 3L PTX PANT M



SELLA FREE 3L PTX PANT W

The Sella Free 3L Powertex Pant is a technical ski pant, which is designed specifically for technical backcountry use. Its 3-layer hardshell fabric combines reliable weather protection with high breathability. Snowsports-specific features include a detachable bib with zip pocket, adjustable inner gaiters and kick patches for edge and crampon protection. With zippered leg ventilation to manage moisture and a slightly roomier, freeride-style cut.

This pant is also a Salewa Committed style manufactured according to additional eco and sustainability standards for a lower impact.

RRP Jacket : 500 €

RRP Pant : 450 €



SELLA CORD PANT M



As part of the new Sella Free capsule collection, Salewa is presenting a limited edition water- and windproof Salewa Cord Pant for Fall/ Winter 2024. These stylish pants with an après compliant look & feel combine robust corduroy fabric with technical ski touring features.

The Salewa Cord Pant is made of a newly developed 3-layer corduroy laminate with 100% polyester, 63% of which is recycled. This pant comes with fully sealed seams to support waterproofing and an additionally durable water repellent PFC free main finish to prevent moisture pick up. From a functional perspective, it incorporates a comfortable waistband with belt loops, two big cargo pockets and a ski touring specific leg end with an inner gaiter, robust crampon protection and a zipped gusset to extend the volume for ski touring boots also in walk-mode.

Like the other pieces from the collection, this limited-edition version also bears the Salewa Committed label.

RRP: 320 €

SELLA FREE BACKPACK M/W

Inspired by the Sella couloirs and classic freeride lines of the Dolomites, the ski specific Sella Free pack is made for ski heroes and snow addicts prepared to earn their turns in the backcountry without compromise. It has a wrapping fit with Salewa's Dry Back Contact carrying system and ergonomic split shoulder straps for maximum freedom of movement on skis. It gives a close contact carry for increased load control, while the breathable back panel works to keep things comfortable.

Made from durable and abrasion-resistant 100% recycled Regen Robic®, this ski-specific pack comes with a fully opening back panel, fast access to avalanche safety equipment, double ice tool attachment and glove-friendly magnetic buckles. It also features on-the-go diagonal ski fixation, which allows riders to fix their skis without taking off their pack – which can come in very handy in steep backcountry terrain.

This is a Salewa Committed product manufactured according to strict, independently audited environmental and social responsibility standards and fair working conditions.

RRP: 160 €



SELLA FREE 22L BACKPACK M



SELLA FREE 20L BACKPACK W



PUEZ WINTER MID PTX BOOT M/W

From slushy city streets to full winter mountain conditions. The Puez Winter Powertex is a warm, hardwearing boot with a smooth microfiber upper and PFC-free waterproof Powertex® membrane for weather protection and increased breathability.

For additional insulation on colder days, beside the high cut construction, there's extra padding at the ankle and toe box, while the felt-lined CFF Winter footbed lets you customize the fit.

At the heart of its construction built into the insole, the Salewa Edging Plate II, a special thermoplastic frame that runs the entire length of the boot offers a combination of enhanced flex and rebound for long-lasting hiking comfort with specific levels of stiffness and flex at the forefoot, and heel for targeted stiffness, plus increased stability. Together with the midsole made of upcycled hemp this shoe enables a long-lasting cushioning and hiking comfort. Underfoot, the Pomoca™ Alpine Trekker outsole gives good grip and traction on slush, snow, and ice. In addition, the Salewa 3F System with Kevlar® cables ensures a supportive fit at the ankle and wrapping midfoot stability. Designed according to a circular approach to manufacturing, the Alpine Hemp midsole at the forefoot uses recycled hemp fabric waste and virgin hemp, reducing the usage of virgin EVA, saving resources and offering a sustainable perspective, without making sacrifices on performance. Salewa applied the same concept to the sustainable shoelaces on this model, by combining Alpine Hemp with recycled polyester.

This boot bears the Salewa Committed icon and meets Salewa's strict criteria for additional sustainability and environmentally-friendly manufacturing.

RRP: 240 €

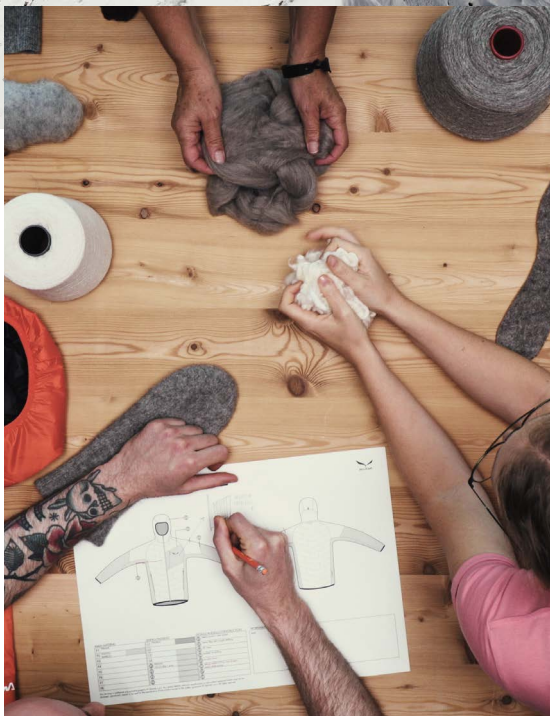
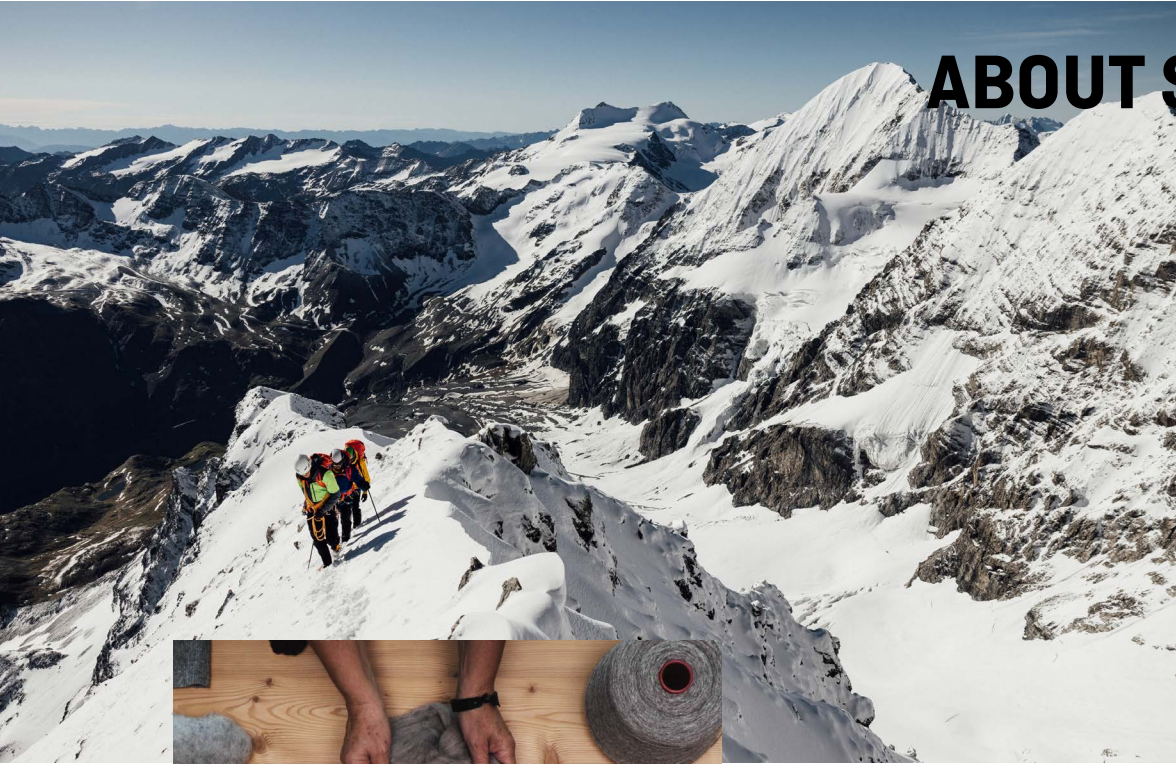


PUEZ WINTER MID PTX BOOT M



PUEZ WINTER MID PTX BOOT W

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 CONTACT

SALEWA INTERNATIONAL

Franziska Sinn -
Communication Manager
T: +39 340 420 7253
E: franziska.sinn@salewa.com

Anna Angermeier - nanacom
T: +49 151 1565 7936
E: anna@nanacom.de

ITALY

Sara Gatti, Serena Adinolfi -
OMNICOM PR GROUP
T: +39 02 62411911 | +39 346 0018463
E: salewa-ita@omnicomprgroup.com

GERMANY | AUSTRIA | SWITZERLAND

Nadja Schmidt - nanacom
T: +49 152 3631 8591
E: salewa@nanacom.de

FRANCE

Anne Guinot - 187 COM
T: +33 669091560
E: anne@187com.fr

POLAND

Magdalena Slusarczyk
T: +48 570 782 688
E: magdalena.slusarczyk@oberalp.com

SPAIN

Nuria Casaldaliga
T: +39 340 4207253
E: nuria.casaldaliga@salewa.com

CZECH REPUBLIC | SLOVAKIA | HUNGARY

Karel Glogar
T: +420 604 382 811
E: karel.glogar@oberalp.com

UK

Clive Allen - Ascent Marketing
T: +44 2539 739995
E: clive@ascentmarketing.co.uk

USA

Eric Henderson - Meteorite PR
T: +1 (307) 690 2984
E: ehenderson@meteoritepr.com