



# PRESS KIT

FALL WINTER // 2025 // 2026





# SET THE *TONE* OF YOUR NIGHT.



YOU SHINE FOR A MOMENT: LIGHTING UP THE NIGHT, DRAWING LINES.  
LISTENING TO YOUR BODY, YOUR BREATH, YOUR HEARTBEAT.  
FOLLOWING YOUR OWN RHYTHM, SHARING THE NIGHT WITH YOUR PEOPLE.

SET THE TONE, OF YOUR NIGHT.

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The Salewa Fall/Winter 2025 collection was born with a clear vision. To empower people to make the most of their speed hiking activities in nature and discover the mountains moving at their own pace, in their own rhythm – including in winter. As such, Salewa is responding to the changing nature of mountain sports. Due to climate change, there is no longer a classic winter and summer season. Mountain sports are becoming more and more cross-seasonal. Apparel, footwear and equipment need to be increasingly versatile to meet a wide range of different requirements.





This is why Salewa is presenting its first ever Speed Hiking collection for Fall/Winter 2025. The collection features styles that combine lightweight designs with functional comfort and protection against unpredictable winter conditions. At a design level, Salewa has translated the dynamic and athletic nature of speed hiking into a modern and aesthetic look. In addition, all products are equipped with targeted reflective icons and details to increase visibility in the dark and introduce a discrete and creative style statement.



The new Salewa collection is aimed at everyone who enjoys speed hiking and fast-moving activities through the darker, colder months – where they can pursue their goals, push their limits, or just be themselves. Speed hiking is a mountain sport that encourages people to listen to their body, follow their own rhythm and define the tone of how they move in the mountains. This notion of freedom and self-expression is encapsulated in the campaign slogan: **"Set the tone of your night"**. Whether alone, or sharing the experience with others who feel the same way. For Fall/Winter 2025 Salewa is inviting users to explore and expand their comfort zone. Enabling everyone to access the mountains at their own pace, however and whenever they choose. Whether by headlamp in the early morning hours or on moonlit trails at night.



# PEDROC WIND HOODED JACKET



/ BODY-MAPPED LINING FOR COMFORT AND PROTECTION

/ WINDPROOF DESIGN FOR SHOULDER SEASONS AND UNPREDICTABILITY

/ PACKS EASILY INTO A POCKET FOR ON-THE-GO USE



# PEDROC TIROLWOOL AIR HYBRID JACKET



/ ENGINEERED FOR PERFORMANCE WITH A BODY-MAP HYBRID CONSTRUCTION

/ TIROL WOOL® AIR INSULATION FOR AN OPTIMAL WARMTH-TO-PACKABILITY RATIO

/ UNMATCHED VERSATILITY FOR EVERY MOUNTAIN EXPERIENCE





## PEDROC 2 POWERTEX MID SHOE

/ SOFT CUSHIONING FOR A SPEEDY, ENERGIZED PACE

/ POWERTEX® KEEPS YOUR FEET FRESH, DRY, AND PROTECTED

/ POMOCA® OUTSOLE WITH DIRECTIONAL LUGS FOR A SMOOTH STRIDE





## THE HIGHLIGHT PRODUCTS OF THE SALEWA FALL WINTER 2025/2026 COLLECTION ARE:

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The Pedroc TirolWool® Air Hybrid Jacket is all about lightweight and versatile warmth. This highly packable, insulating jacket is based on a body-mapped design that places specific materials at different body zones. For this purpose, Salewa has developed a new insulation material – **TirolWool® Air**. It's made of wool from Tirol and South Tyrol combined with synthetic functional fibres containing up to 75 per cent recycled polyester. This provides natural thermal comfort, and also supports the local circularity economy. Its hollow fibres are extremely lightweight and trap and store air close to the body. This is how the jacket retains heat and prevents overcooling. The Pedroc TirolWool® Air Hybrid Jackets outstanding warmth-to-weight ratio makes it the perfect choice for all winter speed hiking adventures. Further features include the insulated hood, mesh front pocket and discrete reflective detailing for use after dark.

/ PEDROC  
TIROLWOOL AIR  
HYBRID JACKET M



/ PEDROC  
TIROLWOOL AIR  
HYBRID JACKET W



RRP JACKET: 250 €

/ PEDROC WIND  
HOODED JACKET M



/ PEDROC WIND  
HOODED JACKET W



RRP JACKET: 180 €

Wind and water-resistant on the outside, soft and warm on the inside. The Pedroc Wind Hooded Jacket is a lightweight windbreaker for high-output dynamic activity in unpredictable weather and a wide range of terrain. When not in use, the packable, technical layer stashes into own pocket.

The lightweight, water-resistant ripstop shell has a smart lining in synthetic jersey at the front and lightweight, wicking mesh at the back. Underarm gussets provide extra ventilation and breathability. In addition, the Pedroc Wind Hooded Jacket features sleek cutlines, a close-fitting hood, invisible pockets and all-round reflective detailing for greater security when the days get shorter.



The Pedroc PL Wind Hooded Jacket is the ideal, versatile midlayer, for unpredictable weather and harsh conditions – during the colder months and transitional seasons.

The versatile hybrid Pedroc Jacket features a lightweight nylon windbreaker overlay at the front, a close-fitting hood and a soft, comfortable collar. Its fast-drying and moisture-wicking 95% recycled fleece fabric helps prevent chills and overcooling. With reflective elements for low light conditions and night-time use.

/ PEDROC PL WIND  
HOODED JACKET M

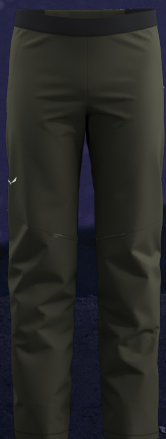


/ PEDROC PL WIND  
HOODED JACKET W



RRP JACKET: 170 €

/ PEDROC  
STORMWALL  
DURASTRETCH WIND  
PANT M



/ PEDROC  
STORMWALL  
DURASTRETCH WIND  
PANT W



RRP PANT: 150 €

The Pedroc Stormwall Durastretch Wind Pant is a water-resistant, windproof and versatile, technical Durastretch softshell pant for dynamic speed hiking tours.

For additional protection, there are robust weatherproof Stormwall softshell panels at the upper thighs. All its stretch fabrics have a PFAS-free water repellent finish.

The Pedroc Stormwall Wind Pant's ergonomic construction is designed to ensure full freedom of movement for high-octane activity and speed hiking. And the high, close-fitting waistband ensures all-day comfort. Further features include a mesh back pocket for small essentials and discrete, reflective details for night-time use.



## / PEDROC 2 MID POWERTEX SHOE M/W

Comfort right from the moment go.

The Pedroc 2 Mid Powertex is a lightweight, supportive and soft-cushioning speed hiking shoe with a highly versatile sole for fast-moving activity in mountain terrain and urban environments.

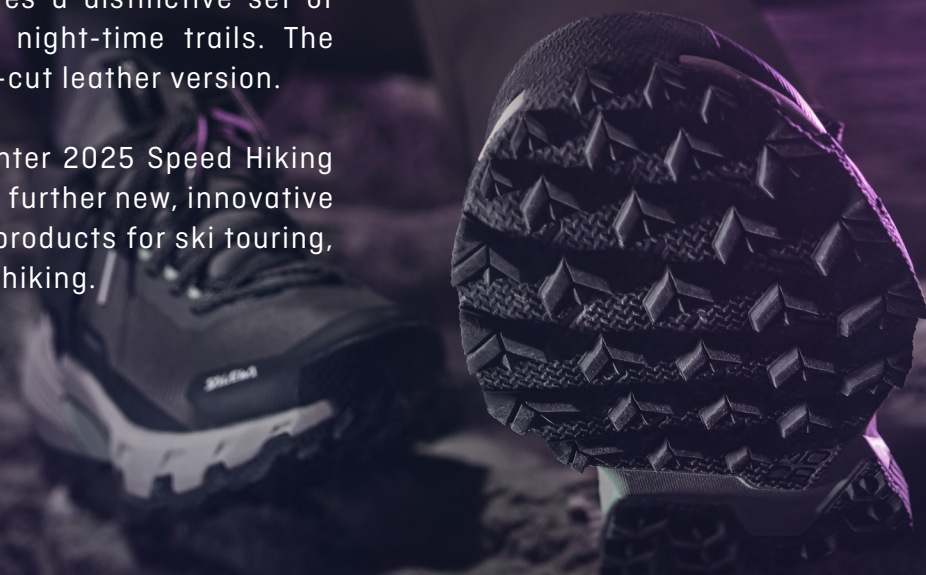
Its oversized, cushioning EVA midsole delivers optimal rebound, while the trail running-influenced last, new Salewa® 3F system and firm EVA plate offer dynamic stability and high absorption. For greater protection, the heel and toe caps are additionally reinforced. And the shoe's sleek synthetic upper is equipped with a waterproof, breathable Powertex® membrane with a PFAS-free water repellent finish. This works to keep feet dry even in rain, mud or light snowfall.



Underfoot, the Pomoca™ outsole has directional lugs that promote a smooth roll-off for fluid forward motion, plus optimal grip and traction in variable terrain. The Pedroc 2 Mid Powertex features a distinctive set of reflective graphic details for night-time trails. The shoe is also available as a low-cut leather version.

In addition to the new Fall/Winter 2025 Speed Hiking collection, Salewa is launching further new, innovative and updated mountain sports products for ski touring, mountaineering and mountain hiking.

RRP SHOE: 160 €





## 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](http://WWW.SALEWA.COM)

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