



# PRESS KIT

>> SPRING SUMMER  
2 0 2 5





NXT

» » » A FAST  
FORWARD STORY



THE MOUNTAINS HAVE ALWAYS BEEN OUR PLAYGROUND SHAPED BY TIME,  
NATURE AND ELEMENTS THEY ARE CONTINUOUSLY EVOLVING. THE DOLOMITES  
ROCK INSPIRED OUR NEW MOUNTAINEERING COLLECTION. ENGINEERED  
FOR ADVANCED AND DURABLE PERFORMANCES, SURPRISINGLY LIGHT.  
WHAT'S NEXT? NEXT.



## PRESS INFORMATION

Salewa has a long-standing, deep-rooted alpine heritage. Mountaineering, climbing and technical mountain sports form the very foundations of its company DNA. This is clearly reflected in the SALEWA brand slogan: PURE MOUNTAIN.

Like mountaineers reaching a summit and then considering their next objective, to create its SS25 collection Salewa asked a simple question: "What's next?". And the simple answer is: NXT.

With NXT, Salewa has created a collection that sits within its mountaineering line, but extends to cover other activities, such as climbing and speed hiking. The resulting products are a powerhouse of technical innovation that are both highly desirable to progressive users and accessible to a wide range of new consumers. They are versatile, multidisciplinary, multifaceted, and ready to interpret the mountains in new ways. Yet perform comfortably in varied technical terrain and different situations, from scrambling or climbing at moderate grades to technical routes at high altitudes.





## NXT - A COLLECTION FOR MAXIMUM PERFORMANCE AND REDUCED IMPACT

NXT is a story with a fast-forward approach. Pronounced like the word “next”, the NXT collection refers to the ‘next objective’ and is therefore new by definition. This is a story that looks both back to Salewa’s past, and forwards to the future. While drawing inspiration from the tastes, passions, and requirements of modern and progressive mountain-inspired enthusiasts.

The mountains have always been Salewa’s playground. Shaped by time, nature, and the elements, they are constantly evolving – and Salewa is evolving with them. With its NXT collection, Salewa has engineered products to meet the demands of ‘fast mountaineering’: moving quickly with less weight in the mountains through changing terrain. As such, Salewa sees NXT as a combination of the alpine disciplines of mountaineering, climbing and speed hiking, with each of these requiring a different skill set:

- The high endurance levels of a trail runner and speed hiker to be able to cover long distances and vertical metres during the approach and the intended tour.
- The precision, agility, and control of a climber to be able to move quickly and securely in rocky terrain.
- The mental strength of an alpinist to have the confidence to cope with exposed situations and difficult conditions.

In the mountains, the equipment you take with you needs to be versatile enough to cope with a range of seemingly contrasting demands: it needs to be lightweight yet robust, precise yet comfortable, minimalist yet multi-functional. Moreover, Salewa has worked hard to reduce its environmental impact. With the NXT collection, Salewa is seeking to meet these requirements.

The collection has a modern aesthetic that builds on rock grey tones, transition via communication languages that merge to create an analogue and digital hybrid, a blend of heritage and futurism, and a sustainable, mono-material approach to fabric selection that is durable, lightweight, and circular.

» LIGHTNESS AND DURABILITY. PRECISION AND COMFORT. MINIMALISM AND VERSATILITY. IN NXT, OPPOSITES ATTRACT TO FORGE A NEW CONCEPT OF FAST MOUNTAINEERING, WHICH LOOKS TO THE FUTURE, YET CARRIES SALEWA’S ACCUMULATED EXPERTISE WITHIN IT:

PURE MOUNTAIN.





[03]

>> NXT PTX 3L JACKET | PANT

[01] ULTRALIGHT WATERPROOF  
3-LAYER POWERTEX  
FOR THE PERFECT MIX  
OF BREATHABILITY AND  
PROTECTION

[02] SPECIFIC DESIGN FOR  
TECHNICAL HIGH PERFORMANCE  
USAGE IN ALPINE CONDITIONS

[03] QUICKLY UNPACKABLE  
AND STOWABLE FOR  
LIGHTWEIGHT CARRY



[02]



[01]





[03]



[02]

## >> WILDFIRE NXT MID GTX

[01] DOOR TO SUMMIT SHARP CONSTRUCTION FOR MATCHING ALL MOUNTAIN ACTIVITIES.

[02] GORETEX INVISIBLE FIT FOR UNMATCHED ULTRALIGHT PROTECTION.

[03] VIBRAM ALL TERRAIN SOLE FOR EMPOWERED PERFORMANCE ON ANY TERRAIN.

[04] SEAMLESS ZONAL DESIGN FOR UNCOMPROMISED COMFORT, TRUST AND ADAPTABILITY.

[05] IMPROVED 3F SYSTEM FOR SUPPORT AND COMFORTABLE FIT ON THE MEDIAL AREA.



[01]



[04-05]



## THE HIGHLIGHT PRODUCTS OF THE SALEWA SPRING / SUMMER 2025 COLLECTION ARE:

Ultralight, waterproof and extremely breathable – the minimalist NXT Powertex 3L Jacket is engineered with a 3-layer laminate, fully seam-sealed construction made of 100% recycled polyamide with a PFAS-free DWR (durable water repellent) finish that delivers a water column of 20,000 mm and a Moisture Vapor Transmission Rate (MVTR) of 30,000 g/m<sup>2</sup>/24h. The durable elasticated cuffs, dual-adjust helmet hood, and drawcord hem further help to seal out bad weather.

Designed for maximum packability and weighing just 230 grams (size 50), this alpine shell combines well with the NXT 3L Powertex Pant.

Stowable protection for when you want to move fast and light – despite its featherlight weight, the NXT Powertex 3L Pant gives you full waterproofing and exceptional breathability with its 20,000 mm water column and 30,000 g/m<sup>2</sup>/24h MVTR. This 100% recycled fabric has a PFAS-free durable water-repellent (DWR) finish.

With a dedicated storage loop to roll up and stash away in your pack, and easy-entry side zip and elasticated waistband that make it quick to pull on if the weather suddenly turns.

>> NXT PTX 3L JACKET W  
>> NXT PTX 3L PANT W



UVP JACKET: 320 €  
UVP PANTS: 220 €

>> NXT PTX 3L JACKET M  
>> NXT PTX 3L PANT M



UVP JACKET: 320 €  
UVP PANTS: 220 €



>> NXT 25L BACKPACK



UVP: 220 €

Engineered for extreme mountain environments, the NXT is Salewa's toughest pack ever. Made from two very strong fabrics: ultra-lightweight Challenge ULTRA™ 100X for exceptional abrasion and tear resistance and durability with a water-resistant recycled polyester laminate backer and high-tenacity 330D nylon Robic® expedition-proven over the years on alpine packs.

The close-contact, harness-friendly Dry Back Contact carrying system with Split Shoulder Straps gives you stability, freedom of movement and good ventilation.

With a full feature set for technical mountaineering: dual tool attachment, helmet holder and ski strap compatibility, generous two-way side access, and rope fixation."

>> WILDFIRE NXT MID GTX M  
>> WILDFIRE NXT MID GTX W



UVP: 220 €

The Wildfire NXT MID GORE-TEX is a high-performance, door-to-summit approach shoe with a seamless, Kevlar®-reinforced Matryx® upper that combines hiking comfort and durability with climbing precision.

Engineered with the latest evolution of Salewa's trademark 3F System, it wraps the ankle and outer foot to guarantee a good fit, support, and agility. The unique Salewa® multi-zone outsole with Vibram® Megagrip compound provides secure grip and traction in all conditions on any terrain.

With PFAS-free GORE-TEX invisible fit technology for waterproof, breathable protection, and a reduced impact.



Safe protection, sleek aesthetics, solid performance. The Aria has a well-ventilated construction with a tough, recycled polycarbonate PC shell and foam-injection EPP core for high impact protection and energy absorption at a low weight.

Equipped with a dial system for easy one-handed fit adjustment. To prolong its lifespan all parts are fully replaceable and readily available – from the padding to the fit system and lamp clips.

This the first time that recycled PC and EPP have been used to make a lightweight in-mold climbing helmet that conforms to the highest levels of safety and protection.

#### >> ARIA HELMET



UVP: 100 €

The NXT Harness has a strong and flexible FrameWave construction. It combines the lightness and packability of a mountaineering harness with the usability of a climbing harness – offering good load distribution with no pressure points and full freedom of movement, while freeing up room in your pack.

With four rapid-access gear loops, rear gear loop, two ice clipper slots and a reinforced belay loop, the NXT Harness is well equipped for technical missions. Dual slide buckle adjustment allows you to dial the fit and keep everything centered whether you are wearing full winter layers or just a tee.

#### >> NXT HARNESS



UVP: 150 €



# NXT

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>>> NXT PTX 3L PANT M



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>> ARIA HELMET





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>> NXT HARNESS  
>> NXT 25L BACKPACK



## 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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