



Press Release Autumn/Winter 2025

Set the tone of your night: Salewa presents first-ever winter speed hiking collection

Reinterpreting speed hiking as a mountain sport for autumn and winter – exploring alpine landscapes in the colder seasons and pushing individual comfort zones.



Bolzano, 29 August 2025 – Discovering the mountains moving in your own rhythm, at your own pace, whether during the daytime or after dark – whatever the weather, whatever the season. With its new Autumn/Winter 2025 'Pedroc' collection, Salewa is launching a new range of apparel, footwear and equipment for speed hiking and fast-moving dynamic activity in the mountains through the darker, colder months of the year. The accompanying 'Set The Tone Of Your Night' campaign encourages people to keep active in winter, follow their own rhythm, push their limits and enjoy exploring new paths.

Speed hiking – a dynamic, easily-accessible activity for 365 days a year

Beliefs often get set in stone. People used to think that winter was for winter sports and that summer was for summer sports. However, snowlines are shifting higher and transitional seasons are getting longer – all due to climate change. Mountain sports are now being practiced across the seasons and apparel, footwear and equipment need to be more versatile than ever. This is why Salewa is refining its successful 'Pedroc' speed hiking collection to extend its designated area of use into autumn and winter. The 'Set The Tone Of Your Night' campaign celebrates the freedom and self-expression of moving through the mountains at your own pace,



however and whenever you choose, whether together with friends or on your own. It encourages us to leave our comfort zones and explore alpine terrain on our own terms.

'Set the tone of your night' – freedom and self-expression in your own rhythm

Speed hiking involves much more than moving fast through the mountains – it's about defining yourself through the way you move. This means listening to your body, and following your own heartbeat, whether you're out with friends or on your own. In the beam of your headlamp before the sun is up or on moonlit trails after dark. The 'Set The Tone Of Your Night' encapsulates this special mood and places it firmly at the heart of the new collection. As such, it celebrates movement as a form of self-expression, in touch with nature, mindful, aware and in the moment.

"Our new campaign celebrates the freedom and rhythm of speed hiking, bringing its energy to life. It's about shaping the experience of the mountains and the night in your own way, and embracing the special connection between people and nature," explains Nol Gerritse, Salewa Brand Director.



The products in the new 'Pedroc' collection are lightweight, functional and offer enhanced visibility

With its first-ever 'Pedroc' speed hiking collection for autumn & winter, Salewa is blending high performance with intelligent design. All styles combine lightweight constructions built for fast-moving activity and freedom of movement with functional comfort for reliable weather protection against the wind or cold. Reflective icons and discrete design details promote enhanced visibility in the dark – and introduce an additional touch of creative style. Overall, the collection translates the dynamic athletic nature of speed hiking into a clean and contemporary design language. Pedroc products are designed to versatile enough to cover everything from demanding alpine use to after-work winter training sessions on forest trails.



SELECTED PRODUCTS FROM THE PEDROC SPEED HIKING COLLECTION:



Pedroc Wind Hooded Jacket M/W

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. Further features include the sleek, athletic cutlines, a close-fitting hood, invisible pockets and reflective design details for greater security when the days get shorter.

RRP: 180 euros



Pedroc TirolWool® Air Hybrid Jacket M/W

The Pedroc TirolWool® Air Jacket is all about lightweight, versatile warmth and high functionality. Its intelligent body-mapped design places the required fabrics and materials exactly where they are needed. Engineered with innovative TirolWool® Air insulation that blends Tyrolean and South Tyrolean wool with synthetic functional fibres containing up to 75% recycled polyester. The lightweight, hollow fibres trap air close to the body to help retain core warmth and prevent overcooling – and also ensure high breathability at a low weight. As such, it offers an outstanding warmth-to-weight ratio, and is ideal for fast-moving winter tours. Further features include the insulated hood, mesh front pocket and discrete reflective detailing for better visibility in the dark. The perfect jacket for anyone who wants to remain fast, lightweight and comfortable during the colder months.

RRP: 250 euros



Pedroc 2 Mid Powertex Shoe W/M

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 both 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, both the heel and toe caps are additionally reinforced. The shoe's lightweight 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. Reflective graphic details provide enhanced visibility on night-time trails.

The shoe is also available as a low-cut leather version.

RRP: 160 euros 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.

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