



Press release Autumn/Winter 2025

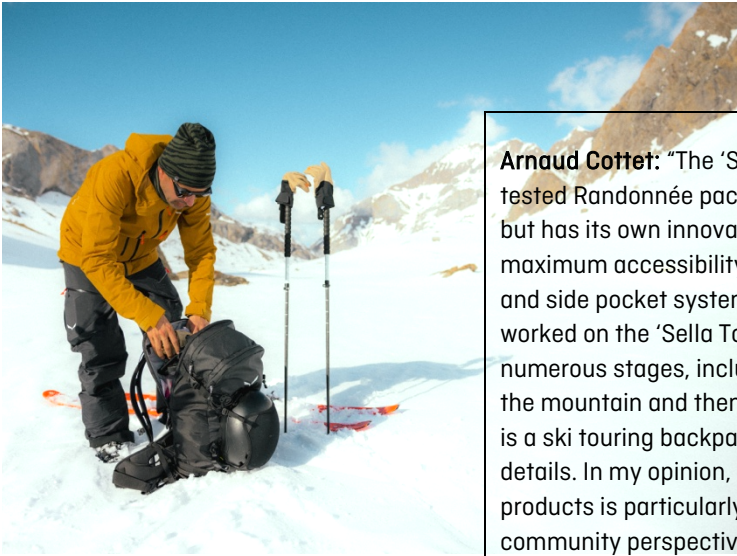
## **Salewa presents the new 'Sella Tour' ski touring backpack**

**Co-developed with Salewa athlete Arnaud Cottet, the Sella Tour 32L / 30L W is a pack that will appeal to everyone seeking freedom through freeriding and ski touring**



**Bolzano/Bozen, 2<sup>nd</sup> October 2025** – Freedom is far more than something you simply find when you reach a destination. Instead, it develops slowly over time, en route, on the journey in, on the ascent, the descent and the way back out. The Salewa Winter 2025 'Sella Free' ski touring collection is best summarized by its motto 'Free Your Journey', which captures this feeling. Furthermore, the collection applies this notion of freedom to developing products that are free and versatile enough to adapt to a wide range of conditions. A central example of this is the 'Sella Tour 32L/30L W' ski touring pack, which launches this winter. It was developed in close collaboration with professional ski mountaineers – in particular with Salewa athlete and Glacier Optics founder Arnaud Cottet, who joined the product development team specifically for the project in 2022. He was part of the process right from the start and has been closely involved in the pack's development, from the initial ideas to prototype testing and improving, right the way through to the final version.

The 'Sella Free' collection was inspired by and developed in the Dolomites and is aimed at a generation of mountain enthusiasts who naturally integrate changing snow conditions, new forms of ecomobility, and sustainable equipment into their experience. As such, they embody a new, modern interpretation of ski mountaineering – flexible, responsible and informed by a spirit of adventure. The 'Sella Tour' backpack embodies this attitude. It's a product that combines functionality with emotion – and is designed for maximum freedom and versatility wherever it is to be found – en route.



**Arnaud Cottet:** "The 'Sella Tour' is a new replacement for Salewa's tried-and-tested Randonnée pack line. It draws from Salewa's iconic Dry Back backpacks, but has its own innovative concept: a hybrid full-zip back panel designed for maximum accessibility. It combines the advantages of both rear compartment and side pocket systems to ensure faster access and securer storage. We worked on the 'Sella Tour 32L / 30L W' for over three years. This involved numerous stages, including taking prototypes and improved iterations out onto the mountain and then heading back to the workshop to refine them. The result is a ski touring backpack that combines functionality, comfort and innovative details. In my opinion, involving athletes in the development process of new products is particularly valuable – they not only bring their expertise, but also the community perspective. I'm proud to have been part of it."



### **Sella Tour 32L / 30L W – a technical companion for ski touring and freeriding**

At the heart of the new 'Sella Tour 32L / 30LW' ski touring backpack is the innovative Salewa Dry Back Contact carrying system, which gives a direct, close-contact fit and ensures optimal stability, balance and load control. At the same time, the breathable back panel ensures excellent airflow. The pack is made from water-repellent, 100 per cent recycled and durable Regen Robic® nylon. Its feature set is specifically tailored to meet the demands of ski touring and ski mountaineering. The highlight is the main compartment on the back of the pack, which zips opens fully and flips down to allow rapid access to all contents. A third zip puller makes it easier to directly reach equipment stored in the lower section of the backpack. In addition, there's dedicated storage for avalanche safety equipment, plus multiple options for secure and reliable ski and tool fixation.

RRP: € 180

### **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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