



**Press Information  
Autumn/ Winter 2024**

## **Salewa presents new 'Sella Free' ski touring collection**

**Exploring new paths to freedom: With its 'Free your Journey' campaign and accompanying collection, Salewa is presenting a new approach to ski touring.**



**Bolzano/ Bozen, 14 October 2024** – If there is one thing that we can be sure about, it's that change is here to stay. As we change our behaviour, our attitudes and the way we live, around us things are changing that we once took for granted. The biggest of these changes has been taking place for decades before our very eyes – climate change. And winters are particularly affected. White winters, as we used to know them, are becoming increasingly rare. Temperatures are rising, snow levels fluctuate, and often melt in the valleys. This is having a significant effect on winter sports, and ski touring in particular. In the past, it was possible to strap on touring skis right from the valley. Today, it's often required to start much higher up to find fresh snow. This necessitates a change in behaviour – and ambitious alpinists and passionate skiers are now searching for and finding new ways to overcome the challenge.

### **Free your journey**

Snow-covered peaks, fresh powder and untouched slopes – this is what a perfect winter day in the mountains should look like. However, in reality, snow is often hard to find and instead we find ourselves looking at green and brown slopes. So how to ensure that you can still enjoy a great winter experience? By adapting to be creative and flexible. Ski-tourers are always on the move, seeking prime conditions where they have the freedom to express themselves. As our winters change, so does the way we move



to experience them. Ski tourers are not just exploring the mountains, but also local transport systems and other sustainable modes of transport. Ski touring is now being combined more and more with other mountain sports. Hiking, biking and trekking to reach the snowline. This all makes a classic ski touring day a much more diverse adventure with maximum freedom and flexibility right from the start.



Salewa athlete and freeskiier Yannick Boissenot explains: "I notice climate change most when I look at the glaciers. However, you also really feel it in spring, when you can only find snow really high up. This is why I love combining ski touring with hiking or (e-)biking. It's sustainable and it's really good fun mixing up a number of sports in the same day."

Nina Gigele, Austrian professional skier, ski guide and entrepreneur adds: "What I really like about the Salewa 'Free your Journey' campaign is that it's opening up a whole new field of possibilities, to experience genuine adventures – in the most sustainable way possible. Of course, this means that you need to get creative and be well prepared. Salewa's 'Sella Free' collection lets you do anything and go anywhere. Skiing, hiking and biking –without losing sight of what is most important of all – the adventure itself."

### The new Sella Free collection by Salewa

The 'Sella Free' collection was developed by Salewa in the heart of the Dolomites with the vision to create products for ski touring and freeriding that are creative and versatile enough to adapt to the new conditions. Travelling by public transport hiking, mountain biking, ski touring and freeriding – to be equipped for all these environments, we need equipment that is as versatile as our plans for the day.

The Sella Free collection covers all bases with designs that can adapt according to activity requirements.

The collection features high-quality, multifunctional styles, that work throughout the whole tour – from start to ascent, descent and finish. In particular, they provide flexibility and performance for a wide range of activities in diverse weather conditions. The products are all lightweight and breathable to prevent sweating on the ascents. And provide targeted weather protection for the descents. Overall freedom of movement and robust, tearproof materials that won't rip during short sections of climbing or rappelling are the name of the game. The Sella Free ski touring outfit combines all these requirements.

### COLLECTION HIGHLIGHTS



#### SELLA FREE 3L PTX JACKET M/W

The Sella Free 3L PTX Jacket is a lightweight, waterproof and abrasion-resistant 3-layer technical hardshell made of 3-layer laminate Powertex®. It offers exceptional weather protection in alpine terrain and high breathability and comfort on ski touring descents. Powertex® is 100% PFAS-free. As part of Salewa's commitment to sustainability, this fabric is made of recycled polyester. Mountain-focused features include a helmet compatible hood, Direct Access System pocket (patent pending) for rapid



access to an avalanche transceiver, fixed ski skirt and side ventilation zips. Nina Gigele says: "For me, the perfect ski touring jacket has to keep the wind off you, but let you vent heat while skinning uphill. At the top, I want it to protect me and prevent me from overcooling in the wind and the cold. During the descent, it needs to be light and flexible so that I can move well in it. And overall, it must be lightweight, but tearproof. I think that the Sella Free 3L PTX Jacket is a really cool hardshell because it really combines all these different requirements."

**RRP: € 500**



#### **SELLA FREE 3L PTX PANT M/W**

The Sella Free 3L PTX Pant is a lightweight, fully waterproof & breathable technical hardshell ski touring pant built especially for back country use. Its 3-layer Powertex® hardshell fabric combines reliable weather protection with high breathability. Further features include the detachable bib and braces with zip pocket, adjustable inner gaiters and anti-cut kick patches for edge and crampon protection. In addition, these pants come with zippered leg ventilation for moisture management and a slightly roomier, freeride-style cut for maximum freedom of movement. Salewa athlete and freeskiier Yannick Boissenot: "The perfect ski touring pant is lightweight and breathable for the ascents and waterproof for the descents. The Sella Free 3L Powertex Pant is also just super comfortable to wear. I also really rate the crampon and edge protection insert at the leg ends."

**RRP: € 450**

Both products, the jacket and pant, are Salewa Committed products that meet additional strict environmental and sustainability standards compared to other models. They are subject to Salewa's chemical standards policy and strict external supply chain monitoring via social audits, and all water-repellent fabrics are PFAS-free.



#### **SELLA FREE BACKPACK 22 L (M) and 20 L (W)**

Inspired by the couloirs of the Sella Massif and classic freeride lines of the Dolomites, the 'Sella Free' collection ski touring backpack is for all ski enthusiasts. The pack sits close to the body and benefits from Salewa's Dry Back Contact carrying system and ergonomic split shoulder straps for maximum freedom of movement. It gives a close contact carry for increased load control and comfort. 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. In addition, the on-the-go diagonal ski fixation system makes it possible to attach touring skis without having to take the pack off. This is particularly useful in steep terrain. The Sella Free Backpack is also a Salewa Committed product manufactured according to stringent social audits and verified chemical testing.

**RRP: € 160**





### PUEZ WINTER MID PTX BOOT M/W

From slushy city streets to alpine conditions. The Puez Winter Powertex is a warm, hardwearing winter boot with a smooth microfiber upper and PFAS-free waterproof Powertex® membrane for high wet weather protection and maximum breathability. At the heart of the boot, is the new Salewa Edging Plate II, a thermoplastic frame built into the insole that runs the entire length from the forefoot to the heel. It offers targeted levels of stiffness and flex at different sections for stability combined with enhanced flex and rebound. Inside, it combines with the upcycled hemp midsole to offer extended cushioning and hiking comfort. The midsole contains both recycled hemp waste and virgin hemp as Salewa works to improve this product's sustainability. Salewa applies the same approach to the shoelaces, which use a blend of hemp and recycled polyester. The Puez Winter PTX is a further Salewa Committed product that meets additional environmental and sustainability standards. It's also subject to the Salewa chemical standards policy and strict external supply chain monitoring via social audits, and all its water-repellent fabrics are PFAS-free. Underfoot, the Pomoca™ Alpine Trekker outsole ensures good grip and traction on slush, snow, and ice.

**RRP: € 240**

### 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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