

New distribution brand in the Oberalp brand house

# Oberalp Group takes over distribution for the Scandinavian brand "2117 of Sweden" for thirteen countries

**Oberalp adds 2117 of Sweden to its exclusive distribution brand portfolio**

January 2022 - The Oberalp Group (Bolzano, Italy) takes over the exclusive distribution of the Swedish outdoor clothing brand "2117 of Sweden" for thirteen countries: namely Italy, Poland, Hungary, Slovenia, Croatia, Serbia, Bosnia, Macedonia, Montenegro, Kosovo, Spain, Andorra, and France.

The handshake took place early last summer but remained confidential until everything was wrapped up. Oberalp CEO Christoph Engl, Oberalp Business Unit Director Distribution Stefano Bovolon, and General Manager Central Europe Axel Brosch had been responsible for the agreement with the Scandinavian outdoor clothing manufacturer.

"We see ourselves as a brand partner on an equal level and together with 2117 we are striving for healthy and mindful growth," says Oberalp CEO, Christoph Engl. "The strong imprint on sustainable, straightforward, and honest winter clothing in Scandinavian style led us to the decision to include 2117 in our premium brand portfolio. We feel particularly connected to the brand's business philosophy and values because our six mountain sports brands have also been committed to a strong CSR (Corporate Social Responsibility) philosophy for many years."

2117 was founded in 2003 by a group of friends who were looking for high-quality, sustainable, and at the same time affordable skiwear, but couldn't find what they were looking for on the market. The Swedish startup had grown quickly, not least because of the exceptionally sustainable approach that the company founders still live by today.

The Swedish brand is now part of the brand portfolio of "Wänerstedt AB", a family business that has been in the fashion industry for generations. Today, 2117 is represented in 18 countries on four continents.

"The minimalist Scandinavian design with the high demand for functionality and sustainable and resource-saving materials and

supply chains is exactly what consumers are looking for. Especially our young customers are paying more and more attention to where and how the products they wear are made. Of course, fashion must not be neglected," explains Stefano Bovolon.



*2117 of Sweden – pure Scandinavian design with a commitment to sustainability*

Oberalp sees itself as a brand house for the outdoor and mountain sports sector and is the only group of companies worldwide that focuses exclusively on mountain sports. In addition to its own brands Salewa, Dynafit, Pomoca, Wild Country, Evolv, and LaMunt, the company from South Tyrol is a distribution partner for the brands Speedo, Under Armour, Fischer, Smith, X-Bionic and X-Socks, Barts, Falke, and Burlington.

With its years of expertise, Oberalp sees itself not only as a distribution partner but as a brand developer that supports its partners with long-term strategies and visions and helps them achieve solid success.

## Press Contact

**OBERALP AG**

Barbara Bertagnolli  
Executive Assistant President &  
Group Corporate Communication  
+39 0471 24 27 01  
[group.pr@oberalp.com](mailto:group.pr@oberalp.com)

.....

**The Oberalp Group** is a family-owned and management-led company with headquarters in Bolzano, northern Italy. Heiner Oberrauch founded the company in 1981 and today the group employs roughly 700 people, runs 10 subsidiaries in Europe and the United States, and serves 3,500 customers in over 60 countries worldwide. In addition to the development and production of mountain sports articles, the company also operates as a distribution partner of sports-based brands. The formerly Munich-based SALEWA brand has been part of the Oberalp Group since 1990. Over the years, the group has acquired the brands DYNAFIT, POMOCA, WILD COUNTRY, and EVOLV. In 2022, the group launched the new mountain brand by women for women LaMunt. The family business relies on the courage to break new ground, continuous innovation in products, processes, and thinking. A conscious, sensible approach to the environment and resources and a passion for sport and mountains are the foundation of a living corporate culture. Since 2019, the Oberalp Group's sustainability report "Contribute" has been published simultaneously with the balance sheet figures. For the fifth time in succession, the company was the only enterprise in Italy to be awarded the „Leader Status“ of the NGO „Fair Wear Foundation“.

[www.oberalp.com](http://www.oberalp.com)