



PRESS KIT

SPRING SUMMER 2024





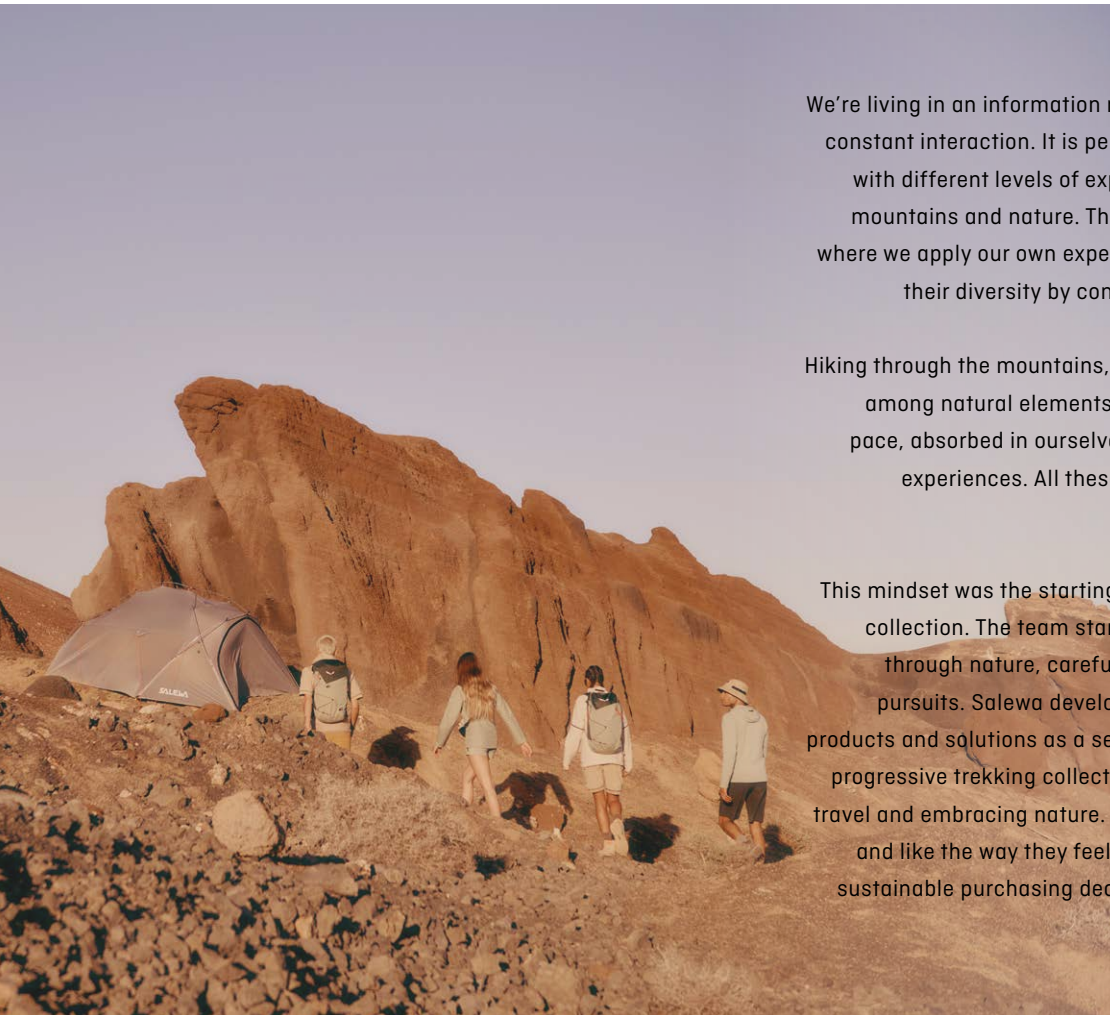
WE_AR* NATURE



THE SALEWA PROGRESSIVE TREKKING COLLECTION IS ENGINEERED IN THE DOLOMITES, CRAFTED FROM NATURAL FIBERS, AT HOME IN NATURE. ANYTIME, ANYWHERE.

Puez Hemp Durastretch Jacket
Puez Hemp Durastretch Pant
Puez Knit Mid Powertex

PRESS INFORMATION



We're living in an information revolution – a time of transformation, rapid change and constant interaction. It is perhaps why we are seeing increasing numbers of people, with different levels of experience, backgrounds and outlooks being drawn to the mountains and nature. These spaces represent fixed points that people return to, where we apply our own experience and skills. They are places where people express their diversity by connecting with others and reconnecting with themselves.

Hiking through the mountains, crossing desert landscapes and remote plains, moving among natural elements. Embracing the journey and the experience, at our own pace, absorbed in ourselves or with like-minded people who enjoy sharing similar experiences. All these things are linked in the pursuit of a new multisensory, mental and physical wellbeing.

This mindset was the starting point in developing the Salewa Spring / Summer 2024 collection. The team started with the evolving habits and approaches to moving through nature, carefully observing newcomers to the mountains and outdoor pursuits. Salewa developers noted the language used and the interpretation of products and solutions as a seamless transition between urban and outdoor. The new progressive trekking collection is dedicated to these users. To everyone who enjoys travel and embracing nature. To those who consciously choose to wear natural fibres and like the way they feel on their skin. People who choose to make eco-friendly, sustainable purchasing decisions. Who want to feel at one with their surroundings, as they venture into new expressive environments.

WE_AR* NATURE

We are nature, and we wear it.

THE PROGRESSIVE TREKKING COLLECTION

The Salewa SS24 Trekking collection was created for all those who love embracing nature and feeling enveloped by it. Urban codes and narratives meet environmentally-friendly attitudes – this is where Salewa's proprietary Alpine Hemp fabrics enable connections with the surroundings for a full immersion in nature.

The apparel styles combine natural fibres, such as hemp or merino wool, with synthetic materials to provide unique, natural-feeling comfort next to skin that will feel at home anywhere in the outdoors.

Each product – with its DNA engineered in the Dolomites – is designed to enable you to experience nature wherever you find it. Which is why we say not just Wear Nature, but We Are Nature. Because we identify with nature wherever we feel at home.

The Salewa Progressive Trekking Collection is engineered in the Dolomites, crafted from natural fibres, at home in nature. Anytime, anywhere.



PUEZ HEMP/DURASTRETCH 2/1 HYBRID JACKET M



PUEZ HEMP/DURASTRETCH 2/1 HYBRID JACKET W



QUICKSAND
7180

OATMEAL
7260

DARK OLIVE
5280

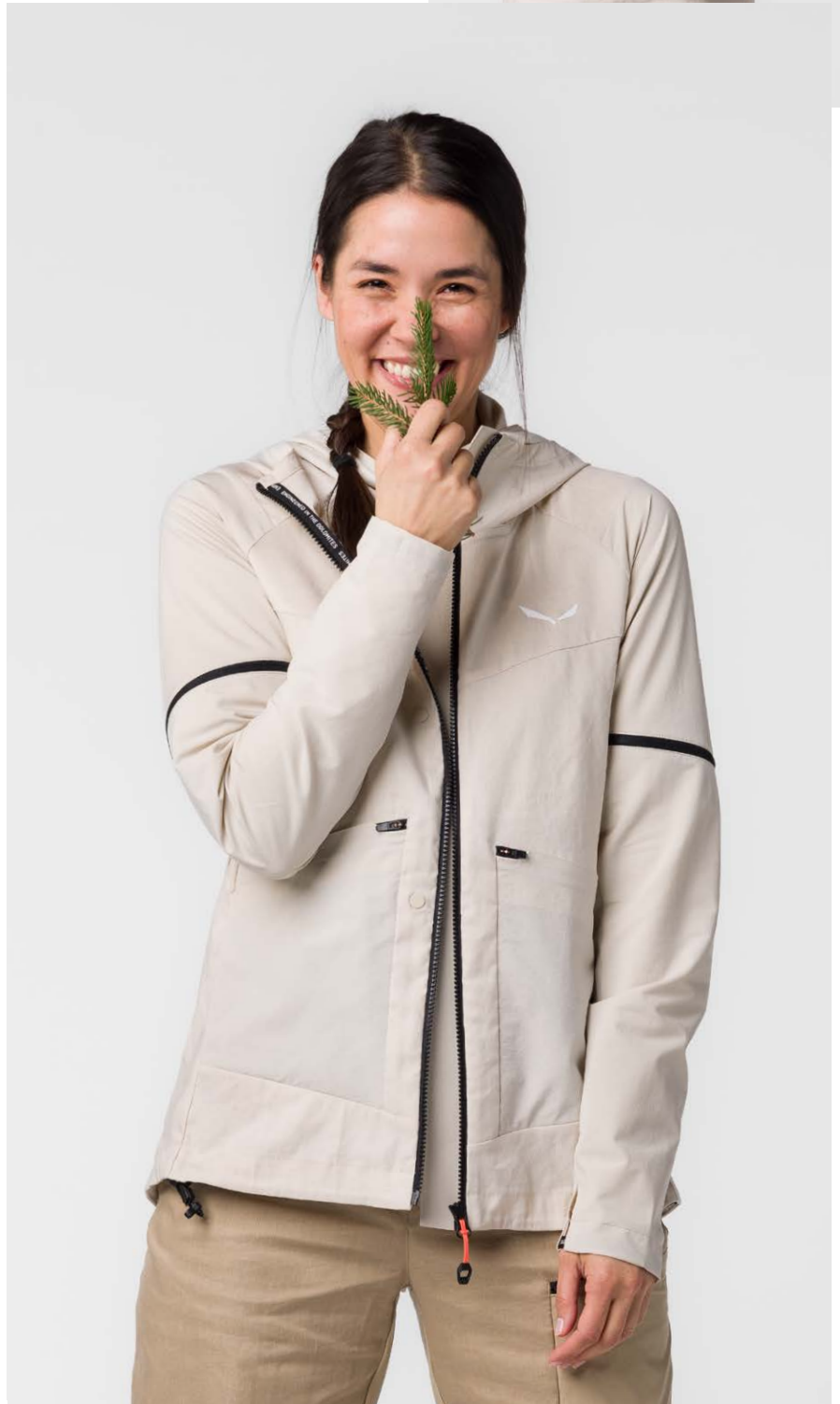
SHADOW
5130

BLACK OUT
0910



PUEZ COLLECTION

- 28842_7260** PUEZ HEMP/DST 2/1 HYB JACKET W
- 28848_7260** PUEZ AM/DST HOODY W
- 28862_5280** PUEZ AM HYB T-SHIRT W
- 28871_7180** PUEZ HEMP/DST 2/1 PANTS W
- 28925_7260** HEMP FLEX 5 PANEL CAP
- 01439_5136** PUEZ 23L BACKPACK W
- 61435_7392** PUEZ KNIT MID PTX BOOT W





QUICKSAND
7180

SHADOW
5130

DARK OLIVE
5280

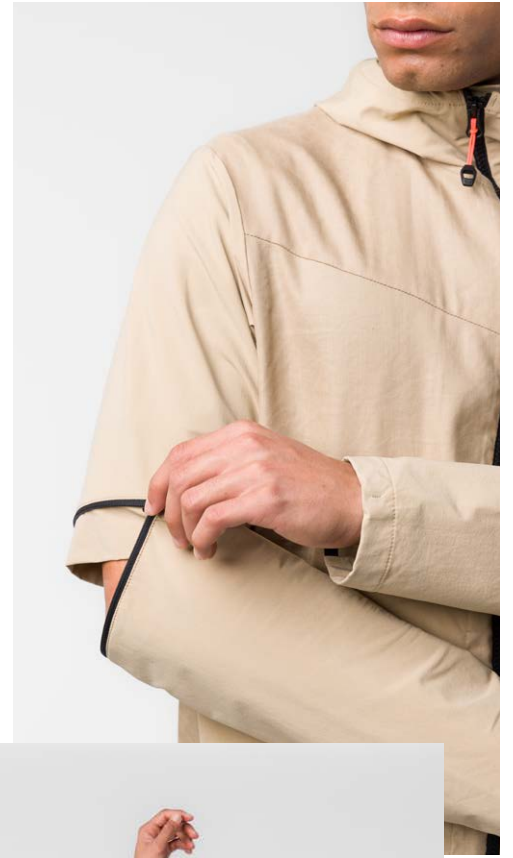
BLACK OUT
0910

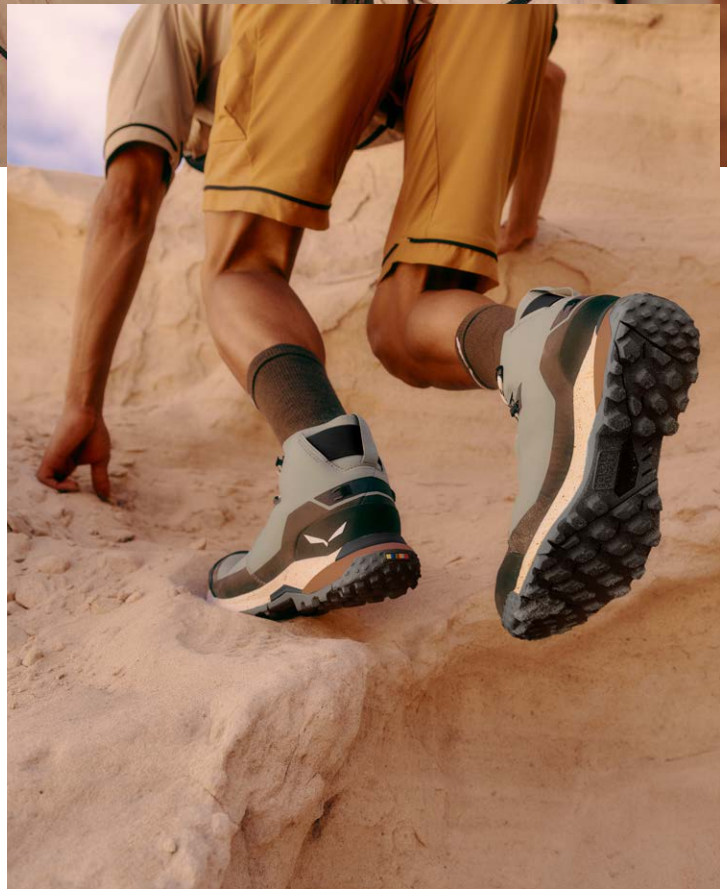
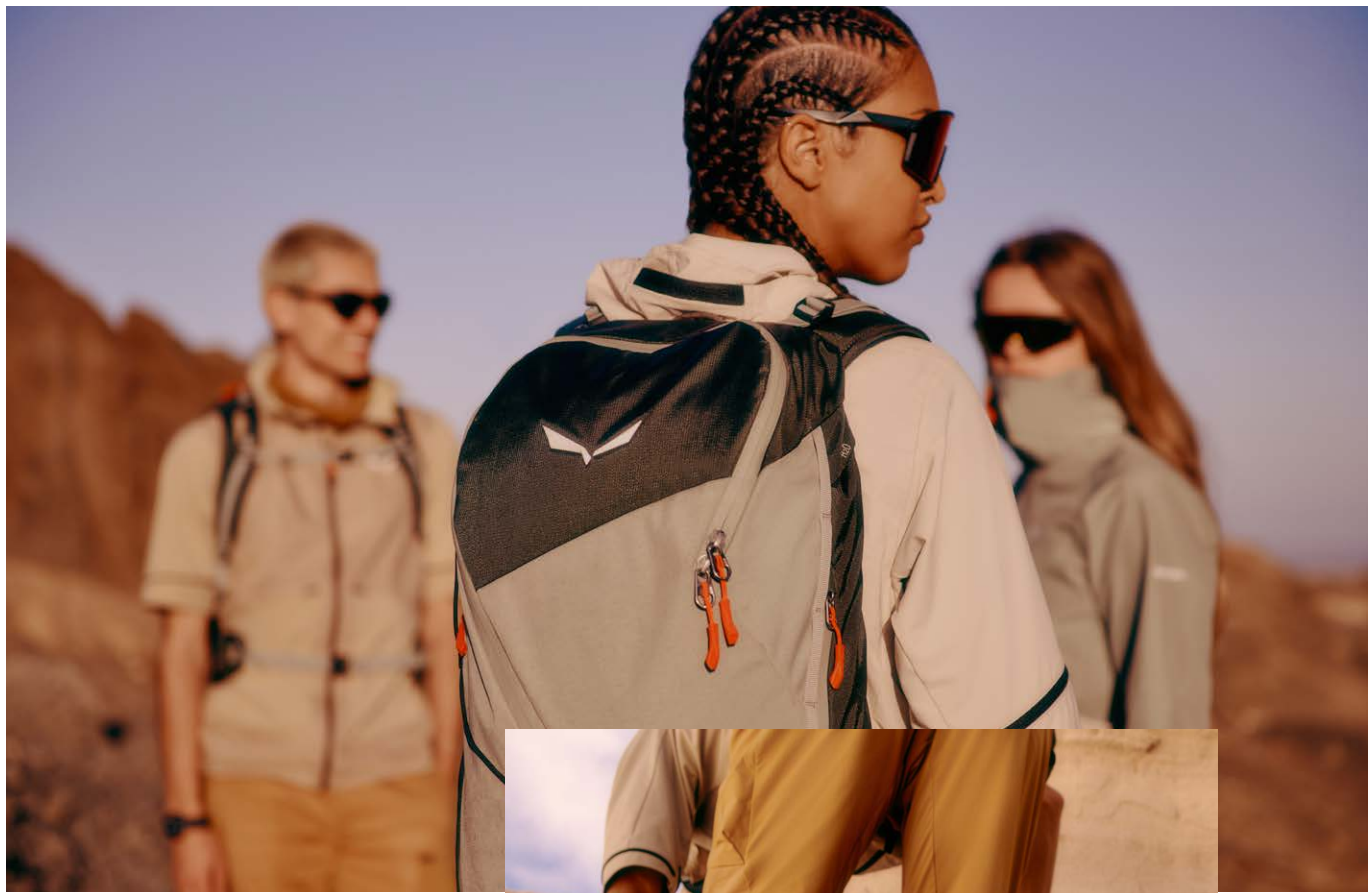
GOLDEN
BROWN
7020



PUEZ COLLECTION

- 28841_7180** PUEZ HEMP/DST 2/1 HYB JACKET M
- 28845_5130** PUEZ AM/DST HD JACKET M
- 28861_5130** PUEZ AM HYB T-SHIRT M
- 28872_5280** PUEZ HEMP/ DST PANTS M
- 28924_7180** PUEZ HEMP BRIMMED HAT
- 01442_5136** PUEZ 40+5L BACKPACK
- 61434_5136** PUEZ KNIT MID PTX BOOT M





The new Progressive Trekking Collection from Salewa is based on three main pillars:

*** Nature tech**

Nature tech means using natural and sustainable fibres in combination with technical materials

*** Experience shaped**

The collection offers innovative, user-based solutions for maximum usability and easy handling

*** Future proof**

Future-proof designs with outstanding details and long-lasting durability



The most important products of the Salewa Spring / Summer 2024 Trekking collection are:

PUEZ HEMP/DURASTRETCH 2/1 HYBRID JACKET M/W PUEZ HEMP/DURASTRETCH 2/1 HYBRID PANT M/W



PUEZ HEMP/DURASTRETCH 2/1 HYBRID JACKET - M



PUEZ HEMP/DURASTRETCH 2/1 HYBRID JACKET - W

This versatile Alpine Hemp outfit for trekking adventures all over the world was built to ensure functionality and adaptability in wild, natural environments and urban scenarios. The progressive design is based on the Alpine Hemp/Sorona® blend main material made from technical and natural fabrics.

The Alpine Hemp main fabric is made with a blend of hemp fibres and offers natural performance with exceptional strength and high breathability combined with a unique texture. The hybrid woven construction blends hemp with bio-based Sorona® responsible biopolymer fibres made from corn starch for long-lasting enhanced softness and thermoregulating comfort, while Durastretch panels provide additional abrasion resistance and freedom of movement.

This jacket and these pants are Salewa Committed products, manufactured according to additionally strict and independently audited environmental and social responsibility standards.



PUEZ HEMP/DURASTRETCH 2/1 PANT - M

In blustery conditions, the jacket's fitted elastic hood, adjustable hem and cuffs with integrated thumb loops help you seal the wind out, while on warmer days the zip-off arms quickly transform your jacket into a short-sleeved vest/gilet. Its two double-access front pockets have separate compartments: one with top zip closure to securely store the sleeves or your belongings, the other with a side snap button to form comfortable hand pockets. Also with the pants, the wind-resistant fabric works well on gusty days. And when temperatures rise, the lower legs zip off to make shorts. Alternatively, you can raise the leg ends using an adjustable drawcord.

The pant has two open hand pockets and a zipped cargo leg pocket for important items that you want to keep close to hand. Additionally, the men's model has one open rear pocket.

UVP jacket : 200 euros

UVP pants : 170 euros



PUEZ HEMP/DURASTRETCH 2/1 PANT - W

PUEZ 40+5 L BACKPACK

The new Puez 40+5 L Backpack is a large, progressive pack for a wide range of modern trekking applications. It covers all kinds of trekking scenarios from multi-day trips in the Dolomites or mountain ranges the world over.

Made from rugged, lightweight 210-denier Robic ripstop nylon and textured 330-denier Kodra ballistic nylon, in an idiosyncratic, progressive and versatile design. It's roll-top opening and deep offset Infinity Double-Zip allow quick and easy front, side and bottom access to all sections of the main compartment, including to items that might be buried at the bottom of your pack. The roll-top also gives you an extra five litres of extended storage space on longer trips.

Developed in the Dolomites, based on extensive R&D work with mountain enthusiasts and professional alpinists, the Salewa easy-adjust Dry Back Custom carrying system with improved 3D channel ventilation has ergonomically-shaped, padded split shoulder straps and an adjustable back length and a customized fit.

To give you greater versatility, its modular fixation and intuitive storage options include: side pockets, hydration system exit, daisy chain attachment, security pocket for valuables with a key holder and a zipped side pocket for your bottle. Should weather conditions deteriorate, the Puez has water-repellent zips and comes with its own raincover.

This backpack is a Salewa Committed product with a PFC-free durable water repellent (DWR) treatment, manufactured for a lower, more sustainable impact, according to additionally strict and independently-audited environmental and social responsibility standards.

UVP : 190 euros



PUEZ 40+5L BACKPACK

PUEZ KNIT MID POWERTEX BOOT M/W

The first hiking boot with Salewa Alpine Hemp! The Puez Knit Mid Powertex hiking boot is designed to provide a smooth roll-off and long-lasting comfort for short and extensive mountain hikes on rugged trails and varied terrain.

It has an abrasion-resistant knitted nylon and ripstop polyester mid-cut upper reinforced with an external toe cap and all-round protective rubber rand with a PFC-free waterproof and breathable Powertex® membrane. It has a dedicated trekking last, dual EVA midsoles with graded stiffness and softer heel cushioning for optimized landing. The Puez Knit Mid Powertex has a Pomoca™ Alpine Trekker outsole for grip and traction in technical terrain.

At the heart of its construction built into the insole, the new Salewa Edging Plate II, a special thermoplastic frame that runs the entire length of the boot, offers a combination of enhanced flex and rebound for long-lasting hiking comfort with specific levels of stiffness and flex at the forefoot, and heel for targeted stiffness, plus increased stability.

Designed according to a circular approach to manufacturing, the forefoot midsole uses recycled hemp fabric waste and virgin hemp and reduces the usage of virgin EVA, saving resources and offering a sustainable perspective, without making sacrifices on performance. The same concept is applied to the sustainable shoelaces on this model, by combining hemp with recycled polyester.

This trekking boot bears the Salewa Committed icon and meets strict criteria for additional sustainability and environmentally-friendly manufacturing.

UVP : 250 euros



PUEZ KNIT MID POWERTEX BOOT - M



PUEZ KNIT MID POWERTEX BOOT - W





SHADOW
5130

ZEPHYR
6590

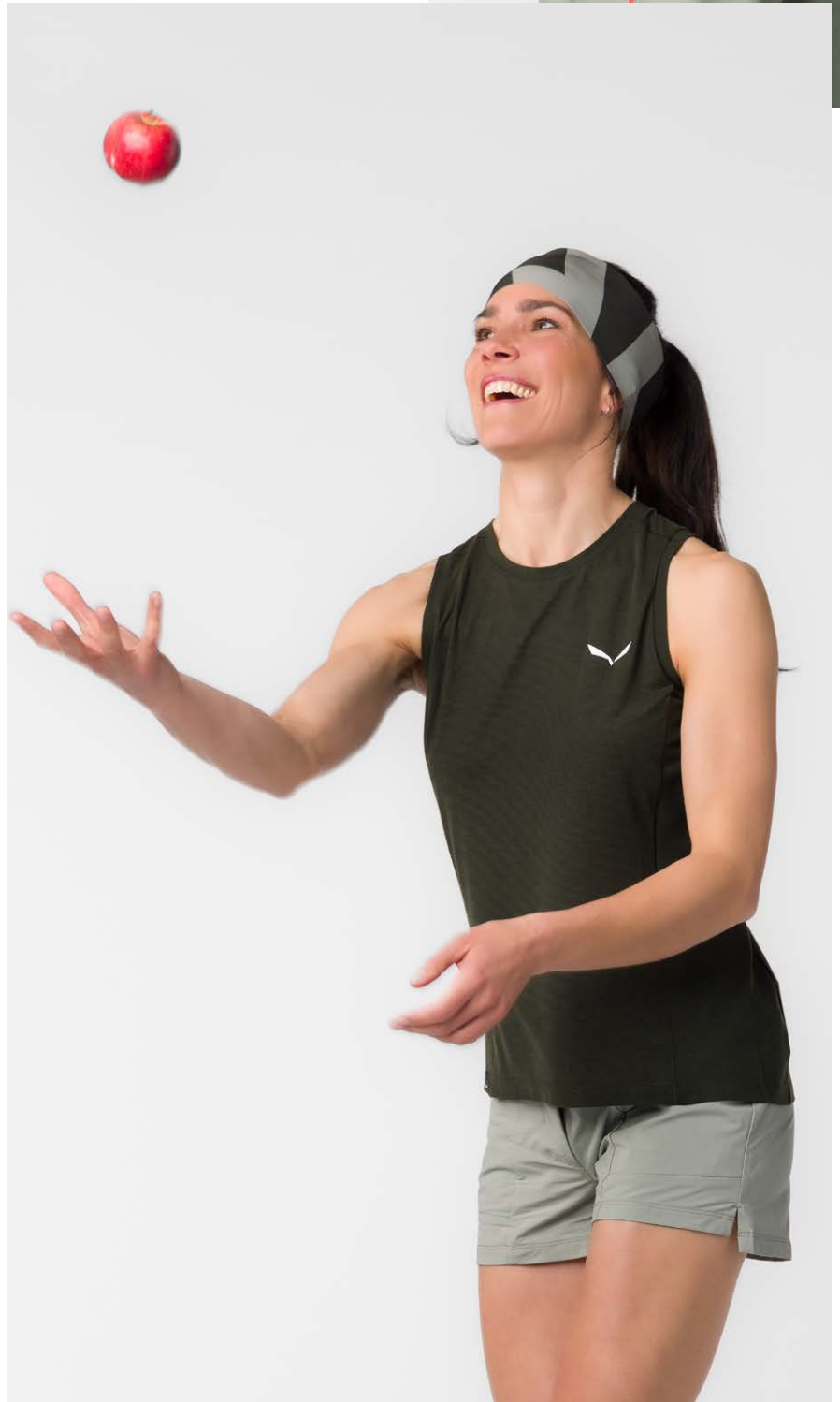
WHITE
0010

DARK OLIVE
5280



PUEZ COLLECTION

- 28477_5130** PUEZ GTX-PAC JACKET W
- 28860_0010** PUEZ WAFFLE HYBRID PL JACKET W
- 28965_5280** PUEZ DRY TANK W
- 28315_5130** PUEZ DST CARGO SHORTS W
- 28279_6590** PEDROC DST CAP
- 69032_7950** MTN TRAINER AM CREW SOCKS W
- 61362_7517** MTN TRAINER LITE GTX SHOE W





JAVA BLUE
8100

SHADOW
5130

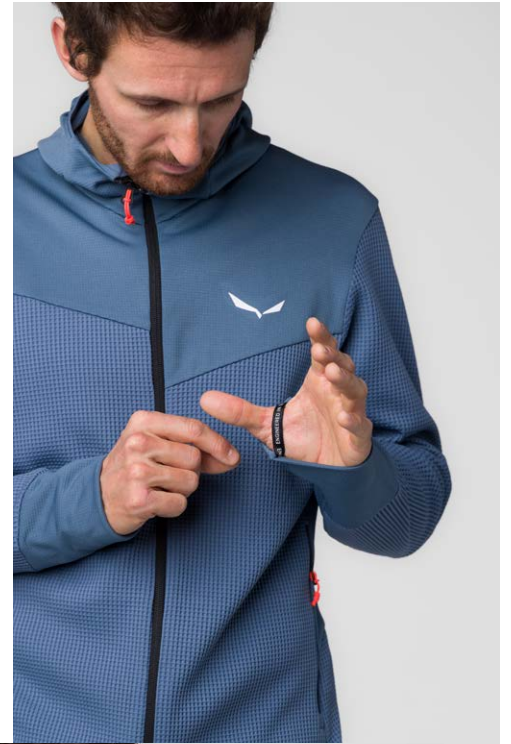
DARK OLIVE
5280

BLACK OUT
0910



PUEZ COLLECTION

- 28615_8100** PUEZ AQUA 4 PTX 2.5L JACKET M
- 28849_8100** PUEZ WAFFLE HYB PL HD JACKET M
- 28866_5131** PUEZ HYBRID DRY T-SHIRT M
- 28963_5280** PUEZ 4 SHORTS M
- 28926_0910** FANES LIGHT CAP
- 01270_5671** ALP MATE 36L BACKPACK
- 05669_0900** PUEZ ALUMINIUM PRO POLES
- 72600_5671** PUEZ LUNCH BOX



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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