



Helly Hansen's Fall/Winter '21 Collection Delivers Proven Technologies and Innovative Designs

OSLO, NORWAY (2020) — During Helly Hansen's 140-year plus history, the brand has pushed the limits of technical outerwear with a long list of first-to-market innovations. From the first supple waterproof fabrics to the newest breakthrough in responsible waterproof/breathable technology, the Norwegian-based brand has taken inspiration from their experience living and working in some of the world's harshest environments. For the Fall/Winter 2021 season, Helly Hansen continues to draw on their extensive knowledge alongside that of their professional partners to deliver professional grade gear, featuring the brand's proven technologies integrated into purposeful, innovative designs.

This season, Helly Hansen is expanding their responsible waterproof/breathable LIFA INFINITY™ and LIFA INFINITY PRO™ technology into new designs within their ski and outdoor collections including the ULLR Freeride collection, the Resort collection and the Odin collection, built for outdoor professionals and backcountry ski touring.

Also new this season is LIFALOFT™ Air, a lighter and warmer insulation with maximum breathability, as well as the H1 Pro Protective Base Layer, featuring protective pads integrated in strategic areas for optimal protection and aerodynamic performance on the slopes.

This season's Urban collection introduces the new Lumines Jacket, made for active urban commuters. Specifically designed to provide performance, protection, comfort and safety in the fall and winter months with dropping temperatures and dwindling sunlight, this jacket uses VizLite® Dual Technology for maximum visibility alongside HELLY TECH® Professional fabric construction and the H2Flow™ ventilation system.

Whether trekking up or skiing down a mountain or living and commuting in and around the city, Helly Hansen's new winter '21 collection offers performance, comfort and protection in stylish, purposeful and innovative designs.

Fall/Winter 2021 Highlights

Ski:

Last winter season, Helly Hansen launched their most innovative and sustainable waterproof/breathable technology to date, LIFA INFINITY PRO™, made without any added chemical treatments. For Fall/Winter 2021, this groundbreaking technology will be introduced in three styles built for freeride skiers – the **Elevation Infinity 2.0 Jacket**, the women's **Elevation Infinity Shell Jacket**, and the **ULLR Chugach Infinity Powder Suit**. Each new piece features a fully waterproof/breathable LIFA INFINITY™ membrane and 100% LIFA® face fabric, which combine to deliver the extreme waterproofness and breathability of HELLY TECH® Professional construction. With LIFA INFINITY PRO™, the water repellent protection is everlasting and never needs to be reproofed with chemical treatment after use.



This season, the fully waterproof/breathable LIFA INFINITY™ membrane will also be featured in the Resort collection in the new men's **Alpha Infinity Jacket** and women's **Verbier Infinity Jacket**. In addition to the revolutionary membrane, both jackets are built with a recycled face fabric and a PFC-free durable water repellent treatment, providing the professional grade waterproofness and breathability of HELLY TECH® Professional construction. Both jackets also feature the brand's unique H2Flow™ ventilation system for optimal temperature regulation and a Life Pocket+™, which keeps phones and electronics working longer in cold conditions.

Rounding out the season's ski collection, the new **LIFALOFT Air Insulator Jacket** features a lighter and warmer insulation with maximum breathability. With more air pockets and an open structure, the new LIFALOFT™ Air allows more air to pass through during high-intensity activities while keeping wearers warm when activity levels shift.

Outdoor:

For Fall/Winter 2021, LIFA INFINITY PRO™, Helly Hansen's most innovative and sustainable waterproof/breathable technology to date, will also be featured in the Odin collection, designed for outdoor professionals and backcountry skiers, in the new **Odin Infinity Insulated Jacket**. The technology is made without any added chemical treatments and features a fully waterproof/breathable LIFA INFINITY™ membrane and 100% LIFA® face fabric, which combine to deliver the extreme waterproofness and breathability of HELLY TECH® Professional construction. The Odin Infinity Insulated Jacket never needs to be reproofed with chemical treatment after use as the water repellent protection is everlasting. Developed with feedback from search-and-rescue professionals, this jacket also features the brand's lighter, warmer LIFALOFT™ insulation.

This season's outdoor collection also introduces the brand's new LIFALOFT™ Air, a lighter and warmer insulation with maximum breathability, in the **LIFALOFT Air Insulated Flannel Shirt Jacket**. With 60g LIFALOFT™ Air insulation and a soft-touch flannel face fabric, the jacket is versatile and comfortable while also maintaining a purposeful fit.

Base Layer:

Developed with feedback from Helly Hansen's ski racing professionals, the new **H1 Pro Protective Top and Pant** feature a unique design with protective pads integrated in strategic areas to create the fastest possible combination of base layer and speed suit. Designed for aerodynamic performance, the new base layers offer safety and protection without creating bulk while also enhancing speed. They're also built with LIFA® fibers in a seamless construction, providing excellent moisture management as well as comfort and freedom of movement.

Urban:

Specifically designed for the fall and winter months as temperatures begin to drop and sunlight starts to dwindle, the new **Lumines Jacket** is made for the urban commuter, featuring VizLite® DT phosphorescent tape and the H2Flow™ ventilation system, delivering max comfort, breathability and visibility. The jacket keeps commuters safe using VizLite® Dual Technology phosphorescent tape, which absorbs UV energy in natural light that is then emitted in low light conditions without needing an external light source. In addition to safety and visibility, the Lumines Jacket features



HELLY TECH® Professional fabric construction for extreme waterproof/breathable protection and the H2Flow™ ventilation system for optimal temperature regulation.

Helly Hansen is also expanding their Arctic Patrol collection this season with the new **Arctic Patrol 3-in-1 Light Parka**, a durable, functional and customizable parka developed together with scientists who work in the harsh conditions of the Arctic. Built with 2 layers, including an insulator jacket made with PrimaLoft® Gold body mapping insulation and a HELLY TECH® Professional waterproof, breathable outer parka constructed with durable CORDURA® fabric, this parka is ideal for unpredictable weather conditions and varying levels of activity.

Footwear:

The Fall/Winter 2021 Footwear collection includes new styles designed to offer maximum comfort and protection both outdoors and in the city.

Designed to complement the brand's Verglas outdoor collection, the **Cascade HT** is a lightweight, yet stable and well-cushioned performance hiker. It's fully waterproof, featuring a HELLY TECH® waterproof/breathable membrane, and provides optimal cushioning, comfort and grip for tough days on the mountain even on challenging terrain in harsh conditions.

Built for transitioning to and from the mountain and designed to complement the brand's ULLR freeride collection, the **Canyon ULLR Boot HT** is lightweight, protective and comfortable. The boot is fully waterproof, featuring a HELLY TECH® waterproof/breathable membrane, and constructed to provide good traction and extra comfort after a long day on the slopes.

Rounding out the Winter '21 footwear collection, the **Lumineer Viz-Lite** provides safety, comfort and protection for those who live in and around the city. Providing max visibility and safety, this sneaker uses VizLite® Dual Technology phosphorescent tape, which absorbs UV energy in natural light that is then emitted in low light conditions. The Lumineer Viz-Lite is also well-cushioned and offers great traction, ideal for an active urban lifestyle.



Helly Hansen's New Odin Infinity Insulated Jacket Wins Industry-Leading Awards Named ISPO Awards Gold Winner & OR Innovation Awards Winner

OSLO, NORWAY (2021) — Helly Hansen is proud to be honored as an ISPO Awards Gold Winner and Outdoor Retailer Innovation Awards Winner for the new **Odin Infinity Insulated Jacket**. Honoring the most forward-thinking products for their design and functionality, both awards recognize the jacket as one of the most innovative new products within the outdoor industry. Named a Gold Winner at this year's ISPO Awards, the Odin Infinity Insulated Jacket was selected as the best product in the Outdoor Insulated Apparel category by an international jury of experts. Additionally, the jacket received a special Sustainability Achievement, highlighting the responsible waterproof/breathable LIFA INFINITY PRO™ technology featured in the product.

Receiving further recognition for its innovative technologies and features, this jacket has also been selected as an Outdoor Retailer Innovation Awards Winner from a record number of submissions received this year. Determined by a diverse jury of luminaries, designers, retailers and journalists, this award recognizes the jacket's cultural, environmental and business impact as well as its thoughtful design, featuring LIFA INFINITY PRO™ technology and LIFALOFT™ insulation.

With LIFA INFINITY PRO™, the Odin Infinity Insulated Jacket features a fully waterproof/breathable LIFA INFINITY™ membrane and durable water repellent performance, achieved without the use of chemicals. Using LIFA® technology, a proprietary Helly Hansen fiber that is lightweight and hydrophobic, the new membrane is combined with 100% LIFA® face fabric, creating a revolutionary technology that meets the extreme waterproofness and breathability of HELLY TECH® Professional construction. With everlasting water repellent protection that never needs to be reproofed with chemical treatment after use, this jacket is durable and long-lasting while still delivering superior professional grade performance.

Developed with feedback from search-and-rescue professionals, the Odin Infinity Insulated Jacket also features Helly Hansen's LIFALOFT™ insulation, which is 20% lighter while still being warmer than standard insulation. These professionals were in need of an insulated shell jacket that could keep them warm in unpredictable weather conditions while also being lightweight for long missions and days on the mountain. With LIFALOFT™ insulation, this jacket is ideal for search-and-rescue professionals as well as ski touring, providing an optimal balance of lightweight warmth for varying activity levels.





In addition to the LIFALOFT™ insulation, this jacket comes with multiple pockets and an integrated whistle attached to the zipper puller on the chest pocket. Both features were also developed as a result from the feedback and insight of search-and-rescue professionals.

“With the Odin Infinity Insulated Jacket, we drew from the insights and experiences of professionals to develop gear that could meet their specific needs for functionality and performance,” says Jayna McParland, Design Manager for Mountain at Helly Hansen, “but we wanted to take it one step further, pushing ourselves to create a jacket that’s also more responsibly made. We are honored that our efforts have been recognized by these industry-leading awards organizations, and we’re excited to continue innovating within the outdoor industry with products that are more responsible without compromising on performance.”

Official statements of the ISPO Awards jury: “Sustainable down to the last meter of sewing yarn. Helly Hansen redefined the build-up and use of sustainable materials with this new fabric made from dope dye polypropylene (LIFA) that cuts the CO2 emission to almost half compared to PES. A perfect mixture of hydrophilic and hydrophobic materials processed into a jacket to avoid the use of chemicals. Thanks to the chemical properties of the fabric, it’s totally water repellent without DWR treatment. Even the dope dyeing process is well considered to act sustainable and save our planet.”

“Such a high-quality jacket by Helly Hansen with LIFALOFT™ insulation. The concept behind and the safety aspect with Recco® are a perfect match and on top the Odin Infinity Insulated Jacket comes with a nice silhouette. I can definitely say it’s a top product for the next mountain tour!”

Additional features of the jacket include hood and cuff adjustments, a double zipper front, articulated elbows and a Recco® reflector for added safety, allowing the wearer to be searchable to rescuers. Available in both men’s and women’s specific styles, the Odin Infinity Insulated Jacket will land in-store and online in Fall 2021.



To learn more about the innovative LIFA INFINITY PRO™ technology or for more information on Helly Hansen’s existing Odin collection, please visit www.hellyhansen.com.



Helly Hansen's ULLR Freeride Collection Upgraded with Responsible Waterproof/Breathable LIFA INFINITY PRO™ Technology

OSLO, NORWAY (2020) — Innovation has been at the forefront of Helly Hansen's designs and technologies since its founding in 1877. Drawing on an extensive heritage and using professional insight and experience, the Norwegian-based brand makes gear that professionals trust to help them stay and feel alive. Last winter season, the brand launched their most innovative and sustainable waterproof/breathable technology to date, LIFA INFINITY PRO™, made without any added chemical treatments. For Fall/Winter 2021, this groundbreaking technology will be introduced in three styles built for freeride skiers – the **Elevation Infinity 2.0 Jacket**, the women's **Elevation Infinity Shell Jacket**, and the **ULLR Chugach Infinity Powder Suit**.



All three styles feature the innovative LIFA INFINITY PRO™ technology with a fully waterproof/breathable LIFA INFINITY™ membrane and durable water repellent performance, achieved without the use of chemicals. Using LIFA® technology, a proprietary Helly Hansen fiber that is lightweight and hydrophobic, the new membrane is combined with 100% LIFA® face fabric, creating a

revolutionary technology that meets the extreme waterproofness and breathability of HELLY TECH® Professional construction. With everlasting water repellent protection that never needs to be reproofed with chemical treatment after use, this technology is durable and long-lasting while still delivering superior professional grade performance.

The Elevation Infinity 2.0 Jacket is a continuation of the award-winning Elevation Infinity Shell Jacket, which launched last winter season. With feedback from professional skiers such as Mattias Hargin, Emil Stegfeldt and Simon Hillis, Helly Hansen's design team made specific adjustments to the jacket to meet their professional needs. Freeride skiers often use radios to communicate on the mountain, so the team designed a link between the inside chest pocket and the outside chest pocket, allowing the pros to feed a cable through and clip a mouthpiece onto their hood, collar or backpack. Pockets are also essential, so this jacket features 2 chest pockets, including a Life Pocket+™ which keeps phones working longer in cold environments, 1 bigger chest pocket and 2 lower hand pockets.

As a complement to the Elevation Infinity 2.0 Jacket, the women's Elevation Infinity Shell Jacket is equipped with all the same professional grade features in a design specifically built for women. With feedback from professional skiers including Marte Tveten and





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Juliette Willmann, this jacket features a women's specific fit and design while maintaining the functionality and performance of the men's counterpart.

Rounding out the collection is the ULLR Chugach Infinity Powder Suit with its unique design built for 100% protection even in deep powder. In addition to the LIFA INFINITY PRO™ technology, the powder suit comes with a Life Pocket™, inner integrated suspenders, multiple stash and hand pockets, hood and collar adjustments and a Recco® reflector for added safety.

“This season, we wanted to offer even more styles featuring our revolutionary responsible waterproof/breathable LIFA INFINITY PRO™ technology,” said Philip Tavell, Category Managing Director for Ski at Helly Hansen. “Professional insight is at the heart of what we do, and we're fortunate to work closely with our professional skiers to finetune our designs to give them everything they need for protection and performance on the mountain.”

The Elevation Infinity 2.0 Jacket, women's Elevation Infinity Shell Jacket and ULLR Chugach Infinity Powder Suit will be available alongside the entire ULLR collection in Fall 2021.

To learn more about the innovative LIFA INFINITY PRO™ technology or for more information on Helly Hansen's ULLR collection, please visit www.hellyhansen.com.





Helly Hansen's Winter '21 Resort Ski Collection Adds Responsible Waterproof/Breathable LIFA INFINITY™ Technology

OSLO, NORWAY (2020) — During Helly Hansen's history of over 140 years, the Norwegian-based brand has developed some of the most innovative technologies that have transformed the world of performance ski apparel. From the first technical base layers in the 1970s to the first fleece fabrics, Helly Hansen's innovations have always pushed the boundaries of technical apparel, earning the brand the trust of professionals and ski enthusiasts alike. For the Fall/Winter 2021 Resort ski collection, the new men's **Alpha Infinity Jacket** and women's **Verbier Infinity Jacket** will feature Helly Hansen's responsible professional grade waterproof/breathable LIFA INFINITY™ technology without any added PFCs.



Using LIFA® technology, a proprietary Helly Hansen fiber that is lightweight and hydrophobic, both new styles are constructed with a fully waterproof/breathable LIFA INFINITY™ membrane, which is achieved without the use of chemicals. In addition to the revolutionary membrane, the Alpha Infinity Jacket and the Verbier Infinity Jacket are built with a recycled face fabric and a PFC-free durable water repellent treatment, delivering the extreme waterproofness and breathability of HELLY TECH® Professional construction. With LIFA INFINITY™, part of the brand's most innovative and sustainable waterproof/breathable technology to date, both jackets offer responsible and superior professional grade performance.

In addition to the LIFA INFINITY™ technology, both the Alpha Infinity Jacket and the Verbier Infinity Jacket have been designed with a list of technical features to maximize comfort and performance on the slopes including:

- Helly Hansen's unique H2Flow™ ventilation system with strategically placed ventilation to improve overall airflow and provide optimal temperature regulation
- PrimaLoft® insulation for added warmth
- A Life Pocket+™ which keeps phones and electronics three-times as warm as a regular pocket to keep them working longer in cold climates
- A Recco® reflector for added safety, enabling the wearer to be searchable to rescuers
- An adjustable and removable hood and a ski pass pocket

"For our Winter '21 Resort ski collection, we wanted to stay true to the classic designs that consumers are looking for while offering them in a more forward-thinking and responsible way,"





said Katrine Jopperud, Design Manager for Ski at Helly Hansen. “With the new Alpha Infinity Jacket and the Verbier Infinity Jacket, we’ve been able to offer fully featured, responsibly made technical ski apparel, which we hope will exceed the expectations of both professionals and ski enthusiasts.”

These new styles will be available alongside Helly Hansen’s entire Resort ski collection in-store and online in Fall 2021.



Helly Hansen Launches H1 Pro Protective Base Layers Built for Optimal Protection and Aerodynamic Performance



OSLO, NORWAY (2020) —As a brand founded and based in Norway, Helly Hansen knows how to make gear that can withstand harsh, unpredictable conditions. In the 1970s, the brand developed the first technical base layers, essential for keeping dry and warm especially during the winter months. Since then, Helly Hansen has continued to innovate within the base layer category, providing gear built to function and perform within a variety of cold weather activities. For the Fall/Winter 2021 season, the brand is launching their latest base layer innovation, the **H1 Pro Protective Top and Pant**, designed for optimal protection and aerodynamic performance on the slopes.

Developed with feedback from Helly Hansen’s ski racing professionals, including the Canadian National Alpine Team, the new H1 Pro Protective Base Layers feature a unique design with protective pads integrated in strategic areas to create the fastest possible combination of base layer and speed suit. Based on their experience, the professional skiers were in need of gear that could be more protective without creating bulk while also enhancing their speed. As a result, Helly Hansen’s designers created new base layers with strategically placed fabric pads built into their construction. Designed for aerodynamic performance, the H1 Pro Protective Top and Pant also feature a compression fit, which keep the pads in place when pulling on a speed suit.

“Professional insight and feedback are at the core of everything we do,” said Philip Tavell, Category Managing Director for Base Layer at Helly Hansen. “With the new H1 Pro Protective Base Layers, we really listened to what our pros needed and pushed ourselves to innovate and provide gear that could keep them safe while still being performance-driven.”

The H1 Pro Protective Top and Pant are also built with Helly Hansen’s proprietary LIFA® fibers in a seamless construction, offering excellent moisture management as well as maximum comfort and freedom of movement. With a unisex design, the new base layers will be available in-store and online in Fall 2021.

About Helly Hansen

Founded in Norway in 1877, Helly Hansen continues to develop professional grade apparel that helps people stay and feel alive. Through insights drawn from living and working in the world’s harshest environments, the company has developed a





long list of first-to-market innovations, including the first supple waterproof fabrics more than 140 years ago. Other breakthroughs include the first fleece fabrics in the 1960s, the first technical base layers in the 1970s, made with Lifa® Stay Dry Technology, and today's award winning and patented H2Flow™ temperature regulating system.

Helly Hansen is a leader in technical sailing and performance ski apparel, as well as premium workwear. Its ski uniforms are worn and trusted by more than 55,000 professionals and can be found on Olympians, National Teams, and at more than 200 ski resorts and mountain guiding operations around the world.

Helly Hansen's outerwear, base layers, sportswear and footwear are sold in more than 40 countries and trusted by outdoor professionals and enthusiasts around the world. To learn more about Helly Hansen's latest collections, visit www.hellyhansen.com.



Helly Hansen Expands Arctic Patrol Collection Designed for Customizable Functionality and Protection in Extreme Conditions

OSLO, NORWAY (2020) — Founded and based in Norway, Helly Hansen draws on its knowledge and experience of living in the world's harshest environments to make gear built to withstand unpredictable conditions. In working closely with professionals, the brand creates professional grade gear tailored to their specific needs for performance, function and protection. For the Fall/Winter 2021 season, Helly Hansen expands their Arctic Patrol collection with the new **Arctic Patrol 3-in-1 Light Parka**, a durable, functional and customizable parka developed together with scientists who work in the harsh conditions of the Arctic.



The Arctic Patrol 3-in-1 Light Parka is built with 2 layers, including an insulator jacket made with PrimaLoft® Gold body mapping insulation and a HELLY TECH® Professional waterproof, breathable outer parka constructed with durable CORDURA® fabric. The 2-layer system is ideal for unpredictable weather conditions and varying levels of activity.

Helly Hansen's design team worked closely with scientists working in the Arctic and enlisted the help of professor and researcher Danny Longman, a lecturer in physiology at Loughborough University, to better understand the needs of professionals working in extreme environments. He worked with a group of scientists based in the Arctic to research what clothing they needed to do their job, specifically focusing on the physical demands they face, how their bodies react to the cold conditions and how their gear contributes to their ability to work efficiently and comfortably.

"Scientists working in Arctic environments must be able to work as though they are in an office," said physiology lecturer Danny Longman, "and they must feel as though they are in an environment in which they can function unencumbered by the severity of their surroundings. The scientists' work is punctuated by long periods of inactivity and they inevitably encounter snow and ice, so waterproof yet breathable clothing is important."

Based on this research, the Arctic Patrol 3-in-1 Light Parka features multiple storage options, including large bellow pockets on the front and back of the parka and strategically placed tool loops, enabling easy access to supplies and documents. Additionally, the 2-layer system provides customizable functionality, as they can be worn separately on warmer days with high levels of activity or together for optimal warmth in freezing temperatures. Available in both men's and women's specific styles, the parka is also waterproof, breathable and constructed with gender-specific body mapping insulation tailored to provide warmth in strategic areas. Additional features of the parka include an integrated repair kit, Recco® reflectors for added safety, a Life Pocket+™



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which keeps phones and electronics working longer in cold conditions and a waterproof bag which the parka can be packed into for easy travel and convenience.

“We listen closely to our professionals and work to provide them with gear they can trust to perform and offer protection even in the harshest of conditions,” said Kristoffer Ulriksen, Category Managing Director for Urban at Helly Hansen. “This season, we wanted to expand our Arctic Patrol collection with a new parka built to provide the highest level of waterproof, breathable protection while still being highly functional and versatile for those who live and work in extreme environments.”

The Arctic Patrol 3-in-1 Light Parka will be available in Fall 2021.

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