

PRESS KIT

Fall & Winter 2021



Sustainable values since 1960

Introducing Fjällräven Fall & Winter 2021

Pine Weave

Fjällräven introduces new fabric

Fjällräven Wool

Setting a high bar for traceability

Expedition X-Lätt Jacket

Enhancing the 1974 Expedition Series



Introducing Fjällräven Fall & Winter 2021

SUSTAINABLE VALUES SINCE 1960

Sustainability is not an abstract concept for *Fjällräven*. Rather, it is a value that is shared within the company and has a natural impact on how the brand develops its products and business. As such, functionality, durability and timeless design have a strong presence in all Fjällräven products.

The highlight for Fjällräven Fall & Winter 2021 however, are the innovation efforts applied to the development of more sustainable materials.

The plant-based *Pine Weave* is a new benchmark for cellulosic (plant-based) fabric and makes its debut in the *Tree-Kånken* backpack. A welcome addition to the iconic *Kånken* product family, *Pine Weave* sends a clear message about the viability of alternative materials to those that

are fossil-based. Not only in the future. But here and now.

Fjällräven's wide assortment of wool products is upgraded in Fall & Winter 2021. For its wool sweaters the brand only uses traceable wool that is ZQ-certified and -audited, or recycled. Also, the brand's Swedish recovered wool finds new insulating purposes in products like the *Keb Wool Padded Jacket*.

The new *Expedition X-Lätt Jacket* adds more versatility and lightness to the successful *1974 Expedition Series*.

These are significant developments on Fjällräven's journey to walk with nature, and the brand welcomes everyone to join them on their way.

Nature is waiting. See you out there.

Fjällräven's symbols (read more at fjallraven.com)





Pine Weave

Fjällräven introduces new fabric

Pine Weave is developed to explore alternatives to fossil based materials, and contribute to a more bio-based economy in which cellulosic (plant-based) fibres could play an important role.

A new kind of cellulosic fabric

The majority of cellulosic fabrics fall short in terms of durability and functionality. Fjällräven has modified the production processes for *Pine Weave* so that it lives up to the high standards expected of its materials. The fibres are spun into a filament yarn for heavy-duty fabrics. Durable and stable, *Pine Weave* has better tenacity and strength than other cellulosic fabrics. It also features antipilling resistance.

The colouring process – typically the most energy intensive stage of fabric manufacturing – is also updated for *Pine Weave*. It consumes 65% less water, 40% less energy and 50% less chemicals. The coating process of the fabric is solvent-free. It uses a combination of polyurethane and wax that gives *Pine Weave* a worn-in patina with everyday use.

Made from traceable wood

The fibres that make up *Pine Weave* are especially unique in the industry as they originate from traceable wood. For

Pine Weave, Fjällräven has created a locally controlled supply of raw materials that takes into account factors not covered by industry standards. This ensures the wood in *Pine Weave* comes only from cultivated and certified trees, rather than those growing naturally in virgin or primeval forests. All the raw material in *Pine Weave* comes from a clearly defined area outside of *Örnsköldsvik* in northern Sweden. The set-up allows Fjällräven to oversee how the trees are managed.

Addressing forest industry concerns

The forest industry is facing public criticism for its conflicting priorities of profit and conservation. In some areas, this criticism is justified. There is also great need however, to find alternatives to fossil-based raw materials. Until there are fully sustainable wood-sourcing practices that cater to the specific needs of Fjällräven products, the brand is moving ahead with responsible and transparent best-practices. And where possible, Fjällräven is influencing the development of beneficial practices.



In 1960, *Åke Nordin* founded *Fjällräven* in his basement in the town of *Örnsköldsvik* in northern Sweden. Today the company's timeless, functional and durable outdoor equipment enjoys a global presence and can be found in over 70 countries. *Fjällräven's* product range comprises outdoor clothing and accessories for

men and women as well as backpacks, tents and sleeping bags. *Fjällräven* prioritises acting responsibly towards people, animals and nature and encourages and sustains public interest in the outdoors. The company is the initiator of two popular outdoor events, *Fjällräven Classic* and *Fjällräven Polar*, which attract thousands of participants every year.

High resolution product images:
www.press.fjallraven.com

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PINE WEAVE

Lichen Green 627

Tree-Kånken

Everyday Outdoor – Kånken Family

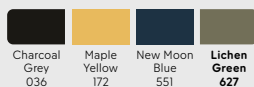


One tree, 175 Tree-Kånkens. The first product to use *Pine Weave* is one of Fjällräven's most iconic: *Kånken*. The new *Tree-Kånken* offers the same reliable functionality that people have come to expect from any *Kånken*, but made in an entirely new, plant-based fabric.

With *Tree-Kånken*, Fjällräven's product development team went to new levels to explore raw materials that are not fossil-based. The result is a backpack where the main fabric and lining is made of wood that comes from a clearly defined area close to the brand's hometown of *Örnsköldsvik*. The wood is processed into a 100% plant-based cellulose yarn, which is then woven into a unique cellulosic fabric.

The *Tree-Kånken* features practical details *Kånken* fans know and love as well as new solutions. Including loops on the front for attaching a bike light, bottom straps for securing a jacket or yoga mat, and a reflective logo. The *Tree-Kånken* is not just a step towards more bio-based outdoor products, it is a great pack for your everyday needs.

Sizes.....	One size
Material*.....	100% lyocell
Lining.....	100% lyocell
Webbing.....	100% polypropylene
Height.....	36 cm
Depth.....	14 cm
Volume.....	16 L
Weight.....	410 g



Charcoal Grey 036
Maple Yellow 172
New Moon Blue 551
Lichen Green 627

- A unique new *Kånken* with main material and lining in *Pine Weave*, our unique fabric made from 100% plant-based cellulose fibers.
- Volume-based traceability with raw materials from certified spruce and pine trees cultivated in Sweden.
- Large flat front pocket with vertical zipper.
- Loops on the front that can be used to attach a bike light.
- Straps for securing an extra jacket or a yoga mat underneath.
- Reflective logo on the front.

Wool

Fjällräven sets a high bar for traceability and sustainability

Fjällräven is setting out on the Fall & Winter 2021 season with a promise: it will use only wool that is traceable, as well as ZQ-certified and -audited, or recycled, in every one of its sweaters. Doing this, the brand ensures the highest

standards of animal welfare and wellbeing in the wool production for its sweaters. Furthermore, Fjällräven is finding new uses for its Swedish recovered wool.



Timber Brown 248

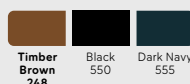
Keb Wool Padded Jacket M



Trekking – *Keb Family*

SizesXS-XXL
Material*100% polyester
Lining100% polyester
Filling80% wool, 20% polylactide
Fill weight60 g
Weight515 g in size M

With the *Keb Wool Padded Jacket*, Fjällräven adds recovered wool padding into the *Keb* product line. The wool, which is naturally thermo-regulating, helps balance body temperature when activity intensity varies. The hood provides cosy warmth in biting winds, and four pockets take care of small items. Light and packable, the jacket is an ideal insulation garment for layering under a shell during cold weather conditions.



Timber Brown 248 Black 550 Dark Navy 555



WOOL

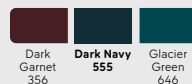
Dark Navy 555

Övik Knit Cardigan W

Everyday Outdoor – *Övik Family*

SizesXXS-XL
Material*100% wool
FitRegular Fit
Weight420 g in size S

Nothing beats the cosy warmth of a really good woollen cardigan. Except for one made of traceable and ethically produced wool. With the *Övik Knit Cardigan*, Fjällräven updates the timeless favourite *Övik Knit Sweater*. The cardigan has the same functionality and timeless jacquard-knitted pattern as the sweater, only now with a higher collar and the easy adaptability of a buttoned front.



Dark Garnet 356 Dark Navy 555 Glacier Green 646

*) Contains non-textile parts of animal origin



Expedition X-Lätt Jacket

Fjällräven compliments the 1974 Expedition Series with a new extra lightweight and packable jacket

Following the successful launch of the 1974 *Expedition Series* in 2020, the *Expedition X-Lätt Jacket* brings more versatility and functionality to the product family. 100%

recycled polyamide fabric with 80% recycled polyester insulation, it is the lightest jacket in the Expedition Series.



True Red 334



Deep Forest 662

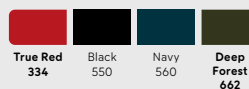
Expedition X-Lätt Jacket W / M



Trekking – Polar Family

Sizes.....XXS-XL / XS-XXL
 Material.....100% polyamide
 Lining.....100% polyamide
 Filling.....100% polyester
 Fill weight.....60 g
 Weight.....280 g in size S / 300 g in size M

On cold and active days in the mountains you need more warmth than a shell jacket offers. The *Expedition X-Lätt Jacket* is the super-light insulation you need when your own body heat is not enough. Made from 100% recycled polyamide fabric it is a suitable insulation layer and a great addition for a variety of outdoor activities in the outdoors. All year round.



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Fjällräven

ABOUT THE BRAND

Fjällräven is one of Sweden's most classic outdoor brands, as well as a leading supplier of outdoor clothing and equipment in *Scandinavia*. Founded in 1960 by entrepreneur *Åke Nordin* in the small town of *Örnsköldsvik* in northern Sweden, its mission is to encourage more people to spend time in nature.

Fjällräven's functional and durable clothing, backpacks, tents and sleeping bags are appreciated by outdoor enthusiasts all over the world. Some products have also become classics, including the *Greenland Jacket* from 1968 and the *Expedition Down Jacket* from 1974. The *Kånken* backpack, which debuted in 1978, remains one of the most sold Fjällräven products of all time.

Fjällräven has also played a key role in shaping outdoor life in Sweden throughout the 1960s and 1970s. Together

with the *Swedish Tourist Association* and the *Swedish Outdoor Association*, its products contributed to more Swedes spending time in nature.

Today, Fjällräven products are sold in over 70 countries in its brand stores, through retailers and online. As a brand, Fjällräven makes every effort to act responsibly towards people, wildlife and the environment. It also encourages people to take an active interest in nature through events like the *Fjällräven Classic* and *Fjällräven Polar*.

Fjällräven is part of the *Fenix Outdoor Group*, which also includes *Tierra*, *Primus*, *Hanwag*, *Brunton*, *Royal Robbins*, *Naturkompaniet*, *Friluftsland*, *Partioaitta* and *Globetrotter*.



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