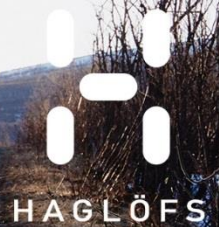


# OUTSTANDING OUTDOOR EQUIPMENT



Press release September 1st 2015

## HAGLÖFS 19FOURTEEN – URBAN PRODUCTS FOR OUTDOOR PEOPLE

**19FOURTEEN is Haglöfs' Outdoor Lifestyle concept, consisting of products for everyday use. While creating 19FOURTEEN, Haglöfs drew not only on its heritage and long tradition of craftsmanship but also on the company's expertise in modern materials, technical function and advanced constructions. The result is a timeless collection for people who lead active lives that flow between the city and nature.**

Haglöfs' passion for outdoor activities gained a new dimension with the introduction of the Outdoor Lifestyle concept, 19FOURTEEN. Several years of development lie behind the concept, and this work has been just as much a trip back in time as a step into the future. The pure, simple design that Haglöfs has become known for throughout its 100-year history is evident in the collection, and the names of the products, the choice of colors and the details have been inspired by Dalarna, the region where Haglöfs was founded. The collection also has been given the same uncompromising attention that all of Haglöfs' products receive, and its products contain many of the company's most advanced materials and constructions.

For Fall/Winter 2015, Haglöfs offers 19FOURTEEN clothing, shoes and bags that function for all types of activities, whether you commute to and from work/school or spend a weekend in the country. The collection contains both new and updated products that provide warmth and protection to face the daily challenges presented by changing weather conditions from early fall to late winter.

The collection includes the award-winning LIMA JACKET (ISPO Gold Winner Award), an extremely durable windproof and waterproof shell jacket made from 3-layer Gore-Tex®. Here you will also find something as unusual – but often necessary – as a waterproof down jacket, FLODA II DOWN PARKA. Padded with 700 FP traceable, bluesign®-approved down, it is undeniably the collection's warmest jacket. HAGLÖFS KRYLBO is the concept's timeless boot.

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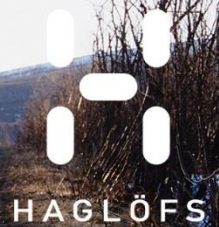
Haglöfs develops clothing, footwear and hardware for people who invest in an active outdoor lifestyle. From small-scale backpack manufacturing in 1914, Haglöfs has developed into one of the world's leading suppliers of technical and sustainable outdoor products by means of modern product development and strategic distribution. The Haglöfs brand is primarily marketed to 25 European and Asian markets and the company employs some 200 people. Sales for 2014 amounted to SEK 766 million. Haglöfs is owned by ASICS Corporation since 2010. [www.haglofs.com](http://www.haglofs.com)

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Inspired by Haglöfs' classic trekking boots, it has been developed to offer comfort and stability – and is at the same time waterproof and warm to withstand both nasty weather and really cold winter days.

One of the new products is ORNÄS PARKA – a trench coat-inspired shell jacket made from 3-layer Gore-Tex® Soft Shell that clearly demonstrates how classic design can be paired with modern technology. This year's collection also includes a new backpack, SÄRNA 20, which is the ultimate expression of the 19FOURTEEN collection: pure design, honest materials, good fit and technical solutions, all carefully tested and designed to simplify your everyday activities, both today and tomorrow.

Text and associated images can be downloaded at [www.haglofs.com/press](http://www.haglofs.com/press)  
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