

PRESS  
INFORMATION

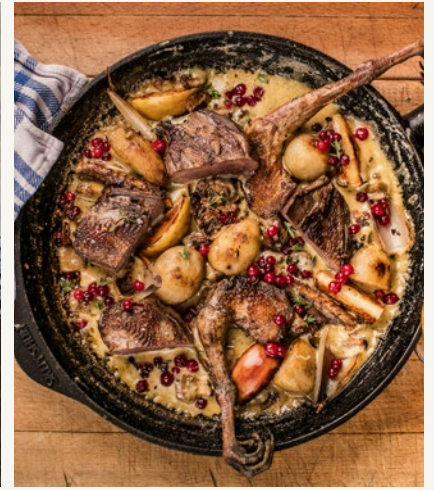
INTRODUCING FALL / WINTER 2017



FJÄLLRÄVEN

# CONSCIOUS HUNTING

*We're conscious of all the details that make a good day hunting  
a great one. Staying warm and dry. Moving about silently and freely.  
We make equipment for nature. On nature's terms.*



## Conscious hunting

Products that work in the wilderness often work well for hunting. This is probably one of the reasons why hunters worldwide have always appreciated *Fjällräven*. Our garments are durable and reliable. They have been designed to enjoy a lifetime in the outdoors. We've made equipment for hunting since the 80s and a couple of years ago we decided to develop these products even further. The outcome was *Conscious Hunting*.

For Fall/Winter 2017, we're focusing on some of the fundamentals for a great day out hunting: Staying warm and dry and moving about silently and freely in the outdoors, with products designed to be used in nature, and that have been produced on nature's terms.

For wet-weather hunting days our new *Lappland Eco-Shell Jacket* is the perfect companion for our other hunting garments made from *Eco-Shell* – our very own sustainable shell material, free from harmful fluorocarbons in the coating. *Lappland Eco-Shell Jacket* is designed for active hunting.

For silent, challenging hunting, this season includes the *Lappland Pysch Trousers* and *Jacket*. They're soft, warm and virtually soundless, and they have no problems resisting cold winds. They're made from a bonded fleece, and they're reinforced with *G-1000 Silent Eco* in exposed areas to resist wear from rough terrain. The *Lappland Friluft* Hunting Backpack is an unusually versatile backpack made so you can move freely, and comfortably carry pretty much everything you need on a hunt.

For Fall/Winter 2017, we're proud to present a full range of equipment that'll never get between a hunter and his or her perfect hunting experience. A line-up just as functional as it is conscious. So you can enjoy nature out hunting today. And tomorrow.

FJÄLLRÄVEN'S ENVIRONMENTAL SYMBOLS (read more at [fjallraven.com](http://fjallraven.com))



Recycled polyester



Fluorocarbon-free impregnation



Organic cotton



Climate compensation



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 30 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:**

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## MOVE SILENTLY

*Fjällräven is focusing on silent and sustainable materials*



*Lappland Pyrsch Jacket*

One of the most important things we have focused on this season is the development of garments with silent functionality.

We meet the high demands of active hunters on sound discipline, without compromising our fundamental principles: our clothing is produced on nature's terms, but also to be durable and highly functional. Needless to say, this concerns not only which materials are selected but also the design and details of the garments. A pair of trousers that's out-dated after a season or two or a shell garment that simply doesn't get the job done do not qualify as *Fjällräven* garments. On the contrary, our equipment is timeless and functional. Equipment that'll work out in the wild.

An approach like this places great demands on both design and the materials we choose. We gladly use organic cotton and recycled polyester, but that's not enough. All the materials we choose need to be both sustainable and very durable. And for hunters, soundless as well.

Our own fabric G-1000 has been around since the 70s and it's been properly tested by outdoor people all over the world ever since. G-1000 is a well-proven outdoor classic suitable for hunting

all year round. Its dense weave can be treated with *Greenland Wax*. The combination of G-1000 and *Greenland Wax* makes it one of the world's best outdoor fabrics with a number of strong properties.

G-1000 *Silent Eco* is a brushed version of the original fabric and it's both soft and silent. Its brushed finish means that the garments don't rustle, which is practical for hunting and game preservation work. It's made from 65% recycled polyester and 35% organic cotton.

Our newcomers this season *Lappland Pyrsch Trousers* and *Jacket* are reinforced with G-1000 *Silent Eco* in exposed areas. This season also sees the start of Fjällräven exclusively using G-1000 *Eco* in all G-1000 equipment.

*Eco-Shell*, our own shell material, has also been developed with both functionality and sustainability in mind. Like G-1000 *Silent Eco*, it's soft, silent and pliant. *Eco-Shell* is used in our new *Lappland Eco-Shell Jacket* that further increases the number of *Eco-Shell* garments in Fjällräven's hunting collection.

Both *Eco-Shell* and G-1000 *Silent Eco* are remarkably good material choices for the conscious hunter of today and are used throughout the entire Fall/Winter 2017 range. Silent, and produced on nature's terms.



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*Lapland Pysch Jacket W / M*

Hunting – Lapland Family



90810 / 90820

When the sound of silence is what you're after, pull on our *Lapland Pysch Jacket*. Designed for active hunts, it's made from a soft, bonded fleece that resists cold winds and lets you move about unnoticed. The cut is long to keep your rear warm, and there are several practical pockets, including a roomy back pocket that is perfect for storing a dog's leash or gloves.

*Sizes* ..... XXS-XL / S-XXXL

*Material\** ..... 59% polyester 26% wool 12% polyamide,  
3% polyurethane.

*G-1000® Silent Eco*: 65% polyester, 35% cotton.

*Membrane* ..... 100% polyurethane

*Weight* ..... 800 g in size S / 1000 g in size M



Dark Olive  
633

Dark Olive/  
Orange  
Camo  
633-211



*Lappland Pyrsch Trousers W / M*

Hunting – *Lappland Family*



90811 / 90821

Designed for quiet performance and to help you get closer to your prey, *Lappland Pyrsch Trousers* combine hardwearing *G-1000 Silent Eco* with a robust bonded fleece. The cut is articulated for unrestricted movement and *Hydratic* on the rear and knees means you don't get wet when sitting or kneeling on damp ground. The perfect tough yet pliant trousers for walk and stalk hunts.

*Sizes*..... XXS-XL / S-XXXL

*Material\** ..... 59% polyester 26% wool 12% polyamide,  
3% polyurethane.  
*G-1000® Silent Eco*: 65% polyester, 35% cotton.

*Liner*..... 100% polyurethane

*Membrane* ..... 100% polyurethane

*Fit/waist*..... Regular fit / Mid waist

*Reinforcement* Yes

*Leg ending*..... Fixed length

*Leg type*..... Full leg

*Weight*..... 550 g in size S / 700 g in size M



Dark Olive 633	Dark Olive/ Orange Camo 633-211
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\*) Contains non-textile parts of animal origin



## KEEP DRY

*Fjällräven continues its commitment to nature by expanding its use of award winning Eco-Shell*



*Lappland Eco-Shell Jacket*

A shell garment should keep you dry. For us it's equally important to produce it in harmony with the environment. And this is the basis for Eco-Shell: uncompromising in functionality without fluorocarbons in the coating. New for this season, *Eco-Shell* is now being offered to conscious and active hunters with the *Lappland Eco-Shell Jacket*.

A lot has happened since we launched *Eco-Shell*. It has not only won several prizes such as Swedish Outdoor Product of the Year and an ISPO award, what is more important: it has won over the outdoor community. Eco-Shell has a special structure of hydrophilic corridors – they are like microscopic veins that transport moisture, namely sweat, away from the body. But water and snow can't penetrate through the fabric and instead bead on the outer surface. This is similar to the protection offered by other shell fabrics, but Eco-Shell has the added benefit of using fluorocarbon-free impregnation.

“Fluorocarbons are chemically stable, which means they aren't broken down in the environment. Instead they are spread and stored in living organisms,” explains Fjällräven's Sustainability Manager, *Christiane Dolva Törnberg*. “Some research also shows that they affect reproduction systems and hormone production in mammals. They are suspected carcinogens and can travel long distances. They've even been found in the Arctic. This is why we've decided not to use them in our clothing.”

With the new *Lappland Eco-Shell Jacket* and other new *Eco-Shell* products, Fjällräven has cemented its position as one of the leaders of sustainable development in the outdoor industry.



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*Lappland Eco-Shell Jacket W / M*

Hunting – Lappland Family



90001 / 90000

Designed to perform on days when most people would think twice before leaving the cabin, *Lappland Eco-Shell Jacket* protects from persistent rain while ventilating out the moisture that builds up inside during active stalks. Its articulated cut and light, pliant fabric let it silently and comfortably move with you, and a number of useful pockets keep ammunition and other items at the ready. So pull up the hood and go meet the game.

*Sizes*..... XXS-XL / S-XXXL

*Material\** ..... *Eco-Shell 3 L Ripstop Stretch*: 100% polyester

*Membrane* ..... 100% polyester

*Water Column* 30 000 mm

*Breathability*.. 26 000 g/m<sup>2</sup>/24h

*Weight*.....530 g in size S / 650 g in size M



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## MOVE FREELY

*Functionality and details that let you focus on your hunting experience*



Lappland Friluft 45

We don't want anything to get between a hunter and their experience. We want them to be out on hunting stands, no matter what nature brings.

Once out there, every piece of equipment needs to be perfect. Everything from the tiniest seam to choices made concerning material and functionality. And we believe that equipment should be produced on nature's terms. So we can all enjoy nature today. And tomorrow.

Our new *Lappland Friluft* is a versatile backpack developed for active hunting. It can easily carry everything a hunter needs for a day out in the forest. Despite its discreet appearance, it has a lot of smart functions: firstly, it's two backpacks in

one, it's equipped with a detachable gun holder and it has a reversible rain cover with both winter and summer camouflage prints. *Lappland Friluft* ventilates well when activity levels rise and it's made from *G-1000 Eco*, a robust and reliable fabric made from recycled polyester and organic cotton. It will make a great outdoors companion for any hunter for many years to come.

*Lappland Friluft* is an example of the kind of gear that just does what it should, leaving hunters to move about freely out there, able to focus on the experience itself.



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**Smart front pocket**  
The front pocket can be detached and used separately as a minimalistic backpack.



**Scaled down**  
Without the front pocket the backpack has a slimmer silhouette.



**Gun holder**  
The front pocket functions as a gun holder during long approaches.



**Carrying comfort**  
Fixed-length, well-ventilated back panel and ergonomically shaped shoulder straps, supple enough to use with a gun.

*Lapland Friluft 45 / Lapland Friluft 45 W*

Hunting – Lapland Family



27220 / 27221

*Lapland Friluft* backpack lets you move freely and comfortably carry everything you need on a long-distance hunt. The front pocket can be used for securing your gun to the pack, and can also be detached and used separately as a small backpack – maybe by a hunting companion or for shorter scouting excursions. There's even a bird net, which together with a reversible camouflage rain cover makes this an unusually versatile hunting pack.

Material\* ..... G-1000® HeavyDuty Eco: 65% polyester, 35% cotton  
 Height ..... 68 cm  
 Width ..... 32 cm  
 Depth ..... 30 cm  
 Volume ..... 45 L  
 Rain Cover .... Included  
 Weight ..... 2130 g



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