

At nature's service for over fifty years

● **1960 Backpacks**
Åke Nordin starts Fjällräven in a basement in Örnsköldsvik. His revolutionary aluminium backpack frame makes the wilderness a little bit more accessible.



● **1964 Termo Tent**
The first condensation-free tent is introduced. Its innovative construction with two layers of material means that people can wake up dry and comfortable in the outdoors.

● **1965 First Golden Fox**
Per-Åke Sjöman is named Golden Fox, a title that has ever since honoured people who have made significant contributions to the development of outdoor life.

● **1966 Greenland Expedition**
A group of Scandinavian alpinists and researchers travel to Greenland to study glaciers. Fjällräven's tents and backpacks are used and lauded by members of the expedition.

1968



● **Greenland Jacket**
Fjällräven's first jacket is developed in cooperation with members of the Greenland expedition. The jacket is made from a durable fabric that is too heavy for Fjällräven's lightweight tents but, when impregnated with beeswax and paraffin, proves to have excellent functional properties. The fabric is called G-1000 and the impregnation Greenland Wax.

● **1970 Greenland Trousers**
Fjällräven's first trousers quickly become a favourite among outdoor enthusiasts, both for excursions in the mountains and for everyday outdoor activities.

● **1973 HAP**
In 1965, Fjällräven's Arctic sleeping bag was already being used on expeditions on a regular basis. The introduction of the next generation HAP (High Alpine Polar) model means that the sleeping bag can be used in many more environments.

● **1974 Safari Jacket**
After having provided expeditions to tropical climates with equipment, Fjällräven develops its first specially designed travel garments.

1974

● **Expedition Down**
Åke Nordin decides to never be cold again. His solution consists of two jackets that are sewn together. The overlapping construction prevents heat loss and keeps out cold winds.

● **1975 Gyro Frame**
The tethered suspension gives the user full mobility while still keeping control of the backpack.

● **1976 Canada Shirt**
Fjällräven's Canada Shirt quickly becomes a symbol for durable outdoor shirts. The thick fabric and generous cut retains heat and the shirt becomes a favourite in many outdoor wardrobes.

1978

● **Känken**
Created to prevent back problems in school children, Känken has become an iconic example of Swedish design. In 2008 Känken becomes the first climate compensated backpack in the world.

● **1979 Fjällräven Weeks**
Fjällräven starts to take curious beginners outside to spark an interest in spending time outdoors.

● **1989 Silbuett**
Fjällräven studies the body's movements when sleeping and introduces its Silbuett sleeping bag. The sleeping bag is a huge hit.

● **1992 Akka Tent**
The popular Akka tent is introduced. A more advanced version of the original model is still part of our range today.

● **1992 Fält Jacket**
Together with Lars Fält, founder of the Swedish Armed Forces' survival school, Fjällräven develops the Fält Jacket to meet the most demanding requirements that can be placed on a survival garment.



● **1993 Fjällräven Extreme Marathon (F.E.M.)**
Sweden's first extreme marathon, F.E.M., takes place in the mountains with 70, 50 and 30 kilometre versions held over two days. Arranged first in Björkliden and later in Åre.

● **1994 Save the Arctic Fox**
A project with researcher Anders Angerbjörn is initiated to save the endangered Scandinavian arctic fox. The Save the Arctic Fox project is still active today.

● **1997 Fjällräven Polar**
The first Fjällräven Polar takes place – a dogsled competition north of the Arctic Circle where the participants consist of "regular people". The objectives are to show that the wilderness is enjoyable even in a harsh winter climate and to draw attention to climate change in the Arctic region.

● **1999 Vidda**
Fjällräven introduces its most popular outdoor trousers in durable G-1000. With their reinforced knees and rear, adjustable leg endings and eight practical pockets, Vidda quickly becomes a favourite among experienced mountain trekkers.

2005

● **2005 Åke as a role model**
1,300 of Sweden's most experienced business executives select Åke Nordin as one of their leading role models in Sweden. The award is handed out by the Founders Alliance at Stockholm City Hall.



● **Fjällräven Classic**
The annual 110 km trek is held for the first time. Trekkers follow the Kungsleden Trail in Swedish Lapland, one of the world's most beautiful environments.

● **2008 PAK 5**
The PAK 5 is launched, a complete set for mountain trekking that weighs less than five kilos. Named Scandinavia's best outdoor product.

2008

● **Kajka**
A new trekking backpack is introduced and becomes a favourite among trekkers around the world. Since then, Kajka has received many prestigious awards for its function and comfort.



● **2010 Akka is awarded**
The Akka tent range is reintroduced and Fjällräven receives recognition for its development. One of the awards received is for "Best Outdoor Product", which is given to the Akka Dome tent by Swedish outdoor magazine, Utemagasinet.

● **2010 Keb Trousers**
The Keb Trousers made from G-1000 and stretch are released and immediately win the Outdoor Industry Award for "Best Outdoor Trousers". The judging panel praises the trousers' durability, functionality and environmental friendliness.

● **2011 Lubkka**
The Lubkka is developed in collaboration with Sami reindeer herder Nils-Anders Blind. Inspiration comes from the traditional Sami garment with the same name (luhkka means "bad weather collar").

● **2011 Eco-Shell**
The Eco-Shell shell fabric is developed in cooperation with Teijin. Before the Eco-Trail Jacket even reaches the stores it wins a number of environmental awards, including the SOA Sustainability Award as the most environmentally friendly new product of 2011.



● **2015 Eco-Shell 2.0**
A new series of sustainable shell garments is launched as part of the Keb family of technical outdoor clothing, lifting waterproof hardshells to a new performance level. Keb Eco-Shell Anorak draws attention instantly and is presented with a prestigious ISPO Award.

● **2012 Fjällräven Numbers**
We launch Fjällräven Numbers, a line of outdoor garments with exceptionally long lives and low impact on the environment. Gaiter Trousers No. 1 were named the best new outdoors trousers by the outdoors media.

● **2012 Fjällräven Polar 2.0**
Fjällräven Polar starts up again in a new format. The participants still travel with dog sleds, but instead of competing with each other the focus is placed on sharing knowledge of outdoor life and inspiring more people to take part in outdoor activities in the winter.

● **2013 Save the Arctic Fox 2.0**
Fjällräven's support in conserving the Arctic Fox population is intensified when Fjällräven starts financing a full-time research position at Stockholm University's Department of Zoology.

● **2013 The Fjällräven Way**
We launch The Fjällräven Way – a comprehensive and aspirational sustainability policy document with guidelines for our corporate responsibility at a number of different levels and areas within the organisation.

● **2013 Kajka with a wooden frame**
Fjällräven upgrades the popular Kajka with a new frame that has exciting eco-credentials. Laminated birch is as strong as aluminium, yet decreases the frame's CO₂ emissions by 90 per cent.

● **2014 Down Promise is launched**
After having established a unique manufacturing process, where Fjällräven's down is 100% traceable and produced with the greatest possible care given to the well-being of the birds, our Down Promise is launched: Only ethically produced down of the highest quality.

2016

● **2016 New Tent Collection**
A total of 17 new tents in three series are launched after in-depth development work is carried out. New materials, an innovative dual-fabric construction and further improved features give tents that are exceptional both on the scales and in the wilderness.

● **2016 Känken becomes art**
Distinct, low-key design and a high level of functionality – and now also an artistic work. The Swedish Society of Crafts and Design classifies Känken as applied art and awards it with the same copyright protection as music, film and literature.

● **2016 Re-Känken**
A development project to create a Känken from as little raw material, water and energy as possible results in Re-Känken, manufactured from 11 recycled PET bottles and using innovative Spin-Dye® technology.

