



ICONIC MEETS NEW

The Kånken family grows in Summer 2020

A SPLIT SECOND. That's all it takes to recognise a *Kånken* backpack passing you by on someone's back. So easy to spot – there is only one Kånken after all, even if it comes in different shapes and sizes. Throughout the years, different versions of this iconic product have been developed, the number of colours it comes in has increased and it's seen the addition of new materials – but every single Kånken backpack has the same simple, timeless design that has been loved by all since the very first one saw the light of day in 1978. In Spring/Summer 2020, Fjällräven continues to grow its diverse and iconic Kånken with two new members: *Kånken Totepack* and *Kånken Hip Pack*. Making this season's offering a diverse variety of strong products for a wide range of customers.

Kånken news: From schoolbag to global traveller

Since Kånken was launched in 1978 it has journeyed from *Örnsköldsvik* in northern Sweden to every corner of the world, and what started as a functional schoolbag quickly became a global traveller for people from all walks of life. Naturally, the Kånken family has grown over the years. And although every new member is unique in personality and character, they are all Kånkens. Uncomplicated, functional, fun. This season Fjällräven is happy to welcome some new siblings to the family.



Kånken Totepack, the spacious shoulder bag that thanks to its straps is actually two bags in one – it can be worn over your shoulder when you are catching the bus through town, or as a backpack when you jump on your bike and need full freedom of movement. It looks about as similar to the classic Kånken as can be – and naturally the handy seat pad is included here too so you are always ready for a spontaneous outing or rest in the park. In addition to this, it also has a secure sleeve for a 13-inch laptop, so you can take your office with you, wherever you go. It has a zippered opening at the top, and on the outside there is the Kånken front pocket, under the iconic Kånken logo.



The other newcomer, *Kånken Hip Pack*, offers you the perfect way to carry your valuables. Fasten it around your hips and off you go! It doesn't get any easier than this to keep your most valuable items close. On the inside there is a separate pocket and a key ring, and on the outside there are two zippered pockets for keeping valuables safe and accessible. The Hip Pack is made from the same durable *Vinylon F* as the original backpack, and has the same iconic logo of course – the same one that takes only a split second to recognise as it passes by.

Additionally, *Kånken* and *Kånken Sling* come in new colours. They all have their own personalities and are all eager to go on new adventures.



Kånken Totepack

Kånken Sling

Kånken

Kånken Hip Pack

[For more information click here](#)

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