

SUMMER TREKKING STARTS HERE

Fjällräven's new Abisko Midsummer collection is setting a new standard for warm climate trekking

SUMMER HIKING can involve everything from smooth and well-maintained trails in the pleasantly warming sun to seriously steep and rocky backcountry in scorching heat. Or pouring rain, thunder or even snow. What you get depends on how high above sea level you are, what the weather has in store for you and where in the world you find yourself. For the 2020 spring and summer season, *Fjällräven* introduces the new *Abisko Midsummer collection* that focuses on clothing that is optimised for trekking in warm weather conditions – lightweight, ventilated, quick drying and packable. All with the same timeless design that has become an acknowledged part of *Fjällräven's* strong focus on sustainability – where every garment should withstand not only the rigors of the trail but also fleeting trends and short-lived fashion fads, thereby staying constantly relevant and in use for as many years as possible, even for generations.

“ Warm weather conditions haven't been a focus for *Fjällräven* historically. But in recent years we have recognised the need to develop this side of things and introduce products that are optimized for warmer climates,”

Fjällräven's head of design and innovation, Henrik Andersson.

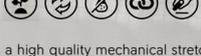


FELIX AEJMELAEUS-LINDSTRÖM is *Fjällräven's* material expert and has been involved in the development process of the new collection. What we call sweat, he calls water molecules: “The garments we develop for warm climates need to both protect against the sun's radiation and also need to contribute to air flow and promote vapor transmission,” says Felix. “If we can assist the air flow that takes place between the garment and the skin, the water molecules move about and leave space for new ones – that is, the skin is allowed to release more water molecules so that the body can cool down more easily. For this to happen the composition of the fabric itself is of great importance,” he adds. You can read the full interview with Felix [here](#).

NEW

G-1000 Air Stretch

Light, airy, highly packable and durable



G-1000 Air Stretch is a high quality mechanical stretch fabric and the latest contribution to the diverse range of fabrics that have been developed from *Fjällräven's* original outdoor fabric G-1000. The functionality of G-1000 Air Stretch is, as the name implies, perfect for garments that need to be light, airy and feel unrestricted to move in. Made with organic cotton and partly recycled polyester. As with all versions of G-1000, it is very durable and you'll be well prepared for all types of outdoor activities.

On a mission to inspire:

The Fjällräven Classic Expansion

“OUR MISSION STATEMENT IS VERY CLEAR”, says *Carl Hård af Segerstad*, Brand Event Manager at *Fjällräven*. “It is to inspire and encourage more people to spend time in nature. So what essentially started with *Åke Nordin*, our founder, inviting groups of people to experience the outdoors with his new functional, durable clothes and equipment in the 70's, stayed with us, developed and grew to become the first *Fjällräven Classic* event in Sweden 2005. Today, we organize *Classics* around the world in a lot of different climates”. To find out more about the *Fjällräven Classic*, it's expansion around the world, visit the [Press Room](#) or [classic.fjallraven.com](#).

<p>SEPTEMBER 2020 Classic USA <i>Copper Mountain</i></p> <p>Through the Colorado Rockies with epic views, rewarding climbs and thin air.</p> 	<p>MAY 27-29, 2020 Classic Germany <i>Allgäu</i></p> <p>With the Bavarian Alps in the south and the rich cultural landscape in the north.</p> 	<p>JULY 2020 Classic United Kingdom <i>Fort William</i></p> <p>Moors, lochs and innis. Trek with us through the legendary Scottish Highlands.</p> 	<p>JULY 1-4, 2020 Classic Denmark <i>Obsevatten</i></p> <p>Over grassy hills, into dark forests, along the coastline and through charming villages.</p> 	<p>AUGUST 7-14, 2020 Classic Sweden <i>Kungälden</i></p> <p>Through Europe's last wilderness with everything you need on your back.</p> 	<p>JULY 17-19, 2020 Classic China <i>Qilian</i></p> <p>Pristine, exposed and remote, defining outdoor culture in the middle kingdom.</p> 	<p>OCTOBER 2020 Classic Hong Kong <i>MauLobos trail</i></p> <p>Through lush tropical forests with serene coves, sweeping bays and shimmering cityscape views.</p> 	<p>OCTOBER 2020 Classic Korea <i>Jeju Island</i></p> <p>Mt Hallasan National park welcomes you with the magnificent mix of sea, mountain and forest. And Korean BBQ.</p> 
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“Is there a Fjällräven Classic near you? If not, maybe there will be soon.”



CARL HÅRD AF SEGERSTAD, Brand Event Manager at *Fjällräven* is not only responsible for the *Fjällräven Classic* trekking events around the world, he also has a lot of trekking in different parts of the world, such as hot and humid South Korea or Hong Kong. So if anyone knows any good tricks that can make trekking in the heat easier, it should be him. Read an interview with his tips [here](#).

Warm weather functionality with the new Fjällräven Abisko Midsummer collection

At about the same pace as *Fjällräven* has moved into markets all over the world, the company's development of new fabrics for warm climates has made significant advances. Lighter, airier fabrics such as *G-1000 Air*, in combination with smart ventilation solutions like those in *Keb Trousers*, are just two examples of garments and innovations that make trekking in the heat a little easier. With these innovations, *Fjällräven* adds the *Abisko Midsummer collection* to its *Abisko* family of products. The focus here is on lighter garments, with extra airflow and freedom of movement, that dry faster than ever.



Please find the full [press kit](#) and [lookbook](#) for the spring and summer season of 2020 on the [press room](#).

PRESS CONTACT

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