



Fjällräven voted most sustainable brand in its industry according to Sustainable Brand Index 2020 Sweden

Europe's largest brand study on sustainability, the *Sustainable Brand Index™* 2020, has announced that *Fjällräven* is an industry leader within sustainability in *Sweden*. Choosing between over 1 400 brands Swedish consumers voted for Fjällräven as the most sustainable brand from the "Clothing and Fashion Brand" industry.

"Sustainability is a deeply rooted value at Fjällräven and it remains at the core of everything we do. But we're not as good at promoting it, as we are at trying to make a real difference through our actions. We're extremely happy to see that consumers recognise Fjällräven as a sustainable brand and that they value our constant efforts to improve our materials, production processes and supply chains from a sustainability and traceability point of view", says *Christiane Dolva*, Head of Sustainability at Fjällräven.

Fjällräven's products are made with a strong focus on longevity, durability and sustainability, three parameters that are the backbone of all processes involved – from the drawing board to material choices, from production to what happens at the end of a product's life.

"Products should be durable and long-lasting in the physical sense, but also in the emotional sense. After all, what good is a garment made with the world's most durable fabric, if it feels outdated only a year after you buy it? For this reason, timeless design is a very high priority for us. And we're delighted when we see our products handed down from one generation to the next because it means we have succeeded in creating a long-term relevance that helps make a more sustainable behaviour possible"

With regard to materials, the use of recycled, organic and renewable are always prioritized. This is made possible by actively applying the *Higg Index* criteria wherever possible. Fjällräven is also a member of the *Sustainable Apparel Coalition* and part of the *UN Global Climate Action Initiative*. Since 2015, all products have utilised fluorocarbon-free impregnation methods and the brand switched to the use of recycled polyester and organic cotton in all new G-1000 products. Animal welfare and social sustainability remain at the forefront of the brand's work and production processes.

Fjällräven has also been recognised for their industry-leading, transparent and ethical, down production process (detailed in the 'Fjällräven Down Promise') and a comprehensive sustainable and traceable wool range. This is all part of the brand's ongoing efforts to reduce their environmental impact and produce sustainably.

The Sustainable Brand Index™ is Europe's largest independent brand study on sustainability, including over 1 400 brands, 35+ industries and 58 000 consumers across 8 countries. Carried out annually since 2011, the study looks at how sustainable brands are perceived by their important stakeholders. Find out more at www.sb-index.com



Christiane Dolva,
Head of Sustainability at Fjällräven.



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 70 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:
www.press.fjallraven.com

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