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**FJÄLL  
RÄVEN**  
SINCE 1960

**BRAND GUIDE**

- 2022 -

# OUR MISSION

**DEVELOPING TIMELESS,  
FUNCTIONAL & SUSTAINABLE  
OUTDOOR EQUIPMENT.**

SINCE 1960, Fjällräven has been committed to developing environmentally responsible, function & durable outdoor equipment while inspiring more people to discover life outdoors



# 50 YEARS OF THE GREENLAND JACKET

In 1966 our founder Åke Nordin led the iconic Greenland Expedition where he tested and wore the very first Greenland Jacket - 50 years later every product we make is still designed in Sweden and tested around the world.





- OUR DOWN PROMISE -  
**ETHICAL / TRACEABLE  
SUSTAINABLE**  
- [fjallraven.com/sustainability](https://fjallraven.com/sustainability) -

# SERVING NATURE FOR OVER 50 YEARS

## FJÄLLRÄVEN:

It was over 50 years ago in Örnsköldsvik, Sweden, when a call from the wild outdoors gave rise to the world renowned outfitting company now known as Fjällräven. In 1950, a young Swede named Åke Nordin, developed, out of necessity, an ergonomic backpack frame that launched the outdoor apparel and equipment company into business. Ten years later, in 1960, the official Fjällräven was set in motion with a driving force to produce innovative, durable, functional, and timeless products that would be coveted across continents and generations of outdoor enthusiasts.

Currently, Fjällräven products are sold in 20 countries worldwide. We are continuously growing and are constantly moving into other markets. In 2012, Fjällräven embarked in North America making the hub of American outdoor adventure Boulder, Colorado, the home of our Fjallraven U.S.A. headquarters. With the thread of Swedish enthusiasm, we continue to market durable, functional, sustainable materials as this crucial time calls for future generations to choose sustainability while enjoying the nature of the outdoors.

**WE'LL SEE YOU OUT THERE!**

04

- OUTDOOR VERSATILITY -

# ANY PANT ANY CONDITION



# THE FJÄLLRÄVEN WAY

**“Our goal is a healthier outdoor life, now and for future generations.” - Aiko Bode, Fjällräven's Chief Sustainability Officer**

Fjällräven makes functional, timeless, and long-lasting outdoor equipment in order to have the lowest negative impact on the environment as possible. But our responsibility goes beyond our products. In 2013, we launched The Fjällräven Way guidance tool for our sustainable work where we have chosen the compass as a symbol to show us the way. It contains four areas or directions of activity with the cardinal directions borrowed from the universal tool for continued inspiration in maintaining The Fjällräven Way.

On The Fjällräven Way compass N stands for Nature & Environment, E for Economy & Business Processes, S for Social Responsibility and W for Wellbeing.



**GUIDANCE TOOL FOR  
SUSTAINABLE WORK**

# SUSTAINABILITY

Through low impact, environmentally responsible materials we consistently strive to leave the outdoors better than we found it.

## FLUOROCARBON FREE

### WE HAVE BANNED PFCS FROM OUR PRODUCTION

Since 2012 we have only used fluorocarbon -free technology in the production of our garments.



07

**WE'VE BEEN TREKKING  
FOR 50 YEARS, AND I HOPE  
WE NEVER GET THERE.**

Founder - Åke Nordin





LEAVE NO TRACE

# OUR RESPONSIBILITY ON NATURE & ENVIRONMENT

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**“To leave no trace”** is a common motto among outdoor enthusiasts. Just as we would like to leave last night’s campsite with little impact as to not disturb nature, nor leave any trace of human imprint, we would also like Fjällräven as a company to have as small an environmental footprint as possible. For many years, Fjällräven has been working actively to protect people, wildlife and nature. As an outdoor company, with many employees who themselves love being outdoors, this seems completely natural to us.

Sustainably, we are proud to be able to offer our customers timeless, durable and functional outdoor clothing and equipment. We are convinced that products that last longer are better for the environment than trendy low cost items that only last one season and end up in the land-fill. Of course, we are also careful to ensure that our products are manufactured correctly from the start. Therefore, we are constantly striving to improve processes, select suitable raw materials, and decrease our consumption of water, energy and chemicals.

# SAVE THE ARCTIC FOX

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## **We want to see more arctic foxes in the Scandinavian mountains**

The arctic fox, *Vulpes lagopus*, one of Scandinavia's original inhabitants, has resided in Sweden since the inland ice first began to recede. The arctic fox is unfortunately under severe threat of extinction in Scandinavia and Finland due to overhunting for its beautiful fur coat. Despite the arctic fox becoming a protected species in 1928 in Sweden and 1930 in Norway, the population has had a difficult time recovering. The primary reasons for this include insufficient access to food and competition from the red fox which is pushing the arctic fox away from its natural habitat. The shorter and milder winter due to climate change also affects their living conditions.

## **Funding for research and conservation measures**

Anders Angerbjörn, an arctic fox expert, professor, and researcher at Stockholm University, believes that the number of arctic foxes in the mountains could be doubled with the right measures. Today, there are between 130 and 200 adult individuals, but for a species to be considered stable, approximately 500 adults are required.

Since the beginning of the 1990s, Fjällräven has been cooperating with Anders Angerbjörn in a number of different arctic fox projects. We help spread information, supply equipment, and donate money to research and food supplementation. In 2010, Anders Angerbjörn was awarded with our Golden Fox Award for his enduring and crucial work.





# OUR PRODUCT PROMISE

## OUR PRODUCT PROMISE

WITH FJÄLLRÄVEN'S PRODUCTS YOU CAN ENJOY NATURE WITHOUT HAVING TO WORRY ABOUT YOUR EQUIPMENT. OUR PRODUCT PROMISE IS BASED ON SIX IMPORTANT PRINCIPLES THAT YOU CAN EXPECT WHEN YOU INVEST IN SOMETHING FROM US.

### 1. Functionality

Fjällräven has a lot of experience producing functional equipment for all types of outdoor activities. Ventilation openings, pocket placement, material selection – everything is based on many years of experience and exhaustive tests in varying conditions.

### 2. Durability

When you buy something from Fjällräven, you can be sure that you won't need to buy a replacement for a very long time. The long lifespan of our items depends on many factors: production experience, superior material selection, product formulations, as well as stringent quality control throughout the production chain and product testing

### 3. Timelessness

We develop products we do it with the intention that you are able to use them and love them year after year without you getting tired of the products or the products tiring out on you. Instead of following trends, we are completely focused on function creating designs that are simple and timeless.

### 4. Reliability

Our equipment is suitable for use in places where there's no margin for error. We strive to choose materials and solutions, which give a safe and reliable product anywhere in the globe. That's why all our products are tested, worn, and used by experienced test groups before we put them on the market.

### 5. User-friendliness

Our products should be easy to handle once you are familiar with how to use them. It doesn't matter how smart the functions of our products are if they are difficult to use in exposed locations or severe weather.

### 6. Versatility

One reason to spend time in the great outdoors is the incredible variety it offers. One day it's blowing a howling gale, the next the sun shines down from a clear blue sky. Nature's versatility is also reflected in our products, which we design so that they work in both varying climates and for a broad range of activities. For example, our durable G-1000 fabric can be adapted using Greenland Wax so that the garments can be used in both cold climates and tropical environments.

# KÅNKEN

## The Backpack That Straightened a Generation

During the 1970s, statistics demonstrated that nearly 80% of the Swedish population suffered from back pain at some point in their lives. Notably, back problems were starting to appear at a very young age. Chief medical officers and physical therapists of Sweden were expressing concerns about the back health of school children and recognized that there was a connection between the shoulder bags, which were fashionable at that time, and the presented pattern of back pain. Experts felt that the risk of back pain could be reduced if the weight of school books could be distributed across both shoulders instead of just one.

## A supporting idea ...

Fjällräven's Åke Nordin was following the debate and decided to design an affordable and functional backpack with plenty of space for school books and supplies. Ake used two three-ring binders as basis for the size.

The Kånken backpack was created in cooperation with the Swedish Guide and Scout Association. The now famous and well-loved backpack was introduced just in time for the beginning of the school year in 1978. When the weight of the bag was redistributed from one shoulder to both, children's back problems reduced drastically.

## Not much has changed

More than 35 years later Kånken (meaning "to carry") has straightened millions of backs and is worn by children and adults around the world.

As a product, the backpack has barely changed since its debut in 1978. Kånken is still manufactured from hard-wearing, water-repellent Vinyon F fabric. It has a spacious main compartment with a large opening, two side pockets, and a zipped front pocket. It includes a seat pad, stored in a hidden pocket in the back, which doubles to provide stability and comfort. We add more colors every year. We also added new models to accommodate laptops and tablets.

Kånken was the first backpack in the world to offer 100% climate compensation. Since 2008, Fjällräven has been offsetting all emissions resulting from production and transport of Kånken.



12

# KÅNKEN

MEANING: "TO CARRY"



# G-1000

G-1000, Fjällräven's own hardwearing and versatile fabric, is a well-proven outdoor classic that will prepare you for all types of adventures in climates all year round from the tropics to the polar regions. The tightly woven fabric (65% polyester and 35% cotton of the highest quality) is impregnated with our own Greenland Wax. This combination of the dense fabric and the wax makes G-1000 one of the world's best outdoor fabrics with a number of beneficial properties:



**Hardwearing** G-1000 is very resistant to wear. This durability in combination with its low weight makes it an excellent choice for both travelling and outdoor life.

**Water resistant** Greenland Wax makes G-1000 garments very resistant to rain and moisture. This means that you can wear them during brief rain showers. Also, if the fabric gets wet, it will dry fast.

**Windproof** The dense weave makes G-1000 almost totally windproof. Once impregnated with Greenland Wax it offers complete protection against biting winds.

**Breathability** One of G-1000's most impressive qualities is its excellent ventilation. It naturally releases moisture from the body with ease, an essential quality especially when partaking in strenuous activities.

**UV protection** The fabric provides almost 100% protection against the sun's ultraviolet rays (UVA and UVB) and therefore greatly reduces the risk of sunburn.

**Mosquito safe** The tight weave keeps mosquitoes and other flying insects away from your skin – practical both in the mountains and the forest or when travelling in hot climates. (Note that G-1000 Lite is not mosquito safe.)

## Five types of G-1000

G-1000 comes in five versions where all the versions share the benefits of the original fabric yet each has its own specific properties.

As of 2016, all versions of G-1000 are woven only with organic cotton and recycled polyester.

**G-1000 Original** 65% recycled polyester, and 35% organic cotton G-1000 Original is the original fabric in Fjällräven's comfortable outdoor clothing. It started as a tent fabric that proved to be too heavy for lightweight tents. Tested under conditions including everything from Arctic and sub-Arctic expeditions to coffee breaks on sharp stones in forest glades.

**G-1000 silent** - Quiet and soft. 65% recycled polyester and 35% organic cotton. G-1000 Silent is a brushed version of the original fabric resulting in a fabric that is soft and quiet. The brushed finish weakens the fabric somewhat, but in return you get a garment that does not rustle, which is practical for hunting and game preservation work. It is also well-suited for clothing that will be used as much at work as out in the terrain.

**G-1000 Lite** - Lightweight and cool. 65% recycled polyester and 35% organic cotton G-1000 Lite weighs less and is cooler than the original fabric, which makes it a good choice for light trekking garments in summer and travel garments that can handle tough wear. The fabric is woven with rip-stop threads, which makes it durable despite its relatively low weight.

**G-1000 HeavyDuty** - An even stronger fabric. HeavyDuty is an extra durable version of the fabric and is almost impossible to wear out (laboratory tests gave it extremely high results). We use it for backpacks and bags, and for reinforcements in garments that require exceptional durability.

**G-1000 AIR** - 3X more breathable than G-1000 Original. Superior comfort in warm climates – our newest G-1000 AIR fabric has been developed for excellent airflow in outdoor conditions. Light, yet durable with nitrated rip-stop technology, G-1000 AIR is a revolution in outdoor technology. Built for Travel.

# TROUSERS

**FJÄLLRÄVEN TROUSERS** are developed out of a need for many different activities and contexts. The common denominator in all of them is that they offer protection from wind, rain and are hard wearing while at the same time fitting comfortably and offering durability so strong they will accompany you during your nature experiences for many years to come. Choosing a lighter tent, sleeping bag and stove, you can shave off several kilos. This means that the few grams you will save by cutting off the handle of your toothbrush are not so important. With less and lighter equipment you can also choose a smaller backpack that will weigh less.

## TREKKING AND OUTDOOR TROUSERS

- Trekking trousers are our most hardwearing trousers. The majority of them are made from wind and water resistant G-1000, which just might be the outdoor world's most adaptable and durable fabric. This tightly woven fabric is impregnated with Greenland Wax and you can apply more wax to increase your trousers' durability and resistance to wind and rain. We also have several models that are made from comfortable stretch and hybrid trousers where we have combined G-1000 with stretch panels for an optimal balance between durability and mobility.

## TRAVEL TROUSERS

- Our travel trousers combine high durability and low weight and are perfect for adventures in warmer latitudes and warm summer days at home. Most of the models are made from MicroTravel (MT), which provides excellent ventilation and feels cool against the skin while still offering protection from the sun's burning rays. In addition, MT is practically wrinkle-free, dries quickly, and takes up little space in your suitcase. Clearly, trousers made from MT are the perfect choice for travelling. You can also find travel trousers in our durable but lightweight G-1000 Lite.

## HUNTING TROUSERS

- Hunting, fishing, bird watching and other activities in the forest place special demands on your equipment. Our trousers for these activities are made from a quiet, "swish-free" fabric and are packed with practical details. Most of the models are made from durable G-1000 Silent, however, a few are made from wind and waterproof Hydratic. Here you will find trousers that are made for a higher activity level where more ventilation is needed and stretch panels are added for extra mobility. Another characteristic of our hunting trousers is that they are still lined for comfort when sitting still in cold temperatures.

## EVERYDAY TROUSERS

- Why compromise on durability and functionality in your everyday clothing? Well, we certainly do not want to, so we have developed a series called Everyday Outdoor, well-tailored high-quality trousers that can be worn anywhere and at any time. These trousers often have fewer pockets than our advanced outdoor models, but in the same spirit, are made from practical durable fabrics such as G-1000 or MicroTravel.



The  
**VIDDA PRO  
TROUSER**  
With G-1000+  
Greenland Wax

15

EVERY JOURNEY

STARTS SOMEWHERE





# OUR DOWN PROMISE

**Another ethical aspect** that we are adamant about is our unwavering use of superior quality down. Fjällräven has its own distinct down that is only collected as a by-product from food source and food production. All of our down is from geese that have never been live-plucked nor caged resulting in a lofty efficient down. Not only are we ethical in our collection of down, but also we are worthy of the quality in this production. Geese that are stressed secrete oils that damage and weigh down the natural loft that is meant to eventually keep us warm. The more ethical collected down results in the highest grade of down protecting safely from the cold. In this regard, we work exclusively with one down supplier, who in its turn works with specifically selected farms and one particular slaughterhouse. All involved parties work according to the Fjällräven Code of Conduct, which includes regulations on the wellbeing of the geese when they are raised, transported, and finally slaughtered.

**Fjällräven uses the highest of quality** control system to monitor this process by conducting regular inspections, including both announced and unannounced visits. Conditions are also checked regularly by an independent Swedish veterinarian. The down's quality and cleanliness are controlled by the independent test institute IDFL, International Down and Feather Laboratory.



# ECO-SHELL

## WATERPROOF + BREATHABLE IS NOT ENOUGH

The Eco-Shell Collection by Fjällräven is the most technical and sustainable hardshell program on the market. Incorporating design and function into a waterproof jacket, the Eco-Shell Collection delivers performance in both wet and dry environments as the fabric allows for breathability as well as complete water-proofing up to 30,000MM.

We also use a PFC-Free DWR, ensuring that the environment is always top of mind but never sacrificing our performance.



**IT'S MORE THAN A JACKET,  
IT'S A MOVEMENT.**

18



- ECO-SHELL -

**WATERPROOF AND  
BREATHABLE**



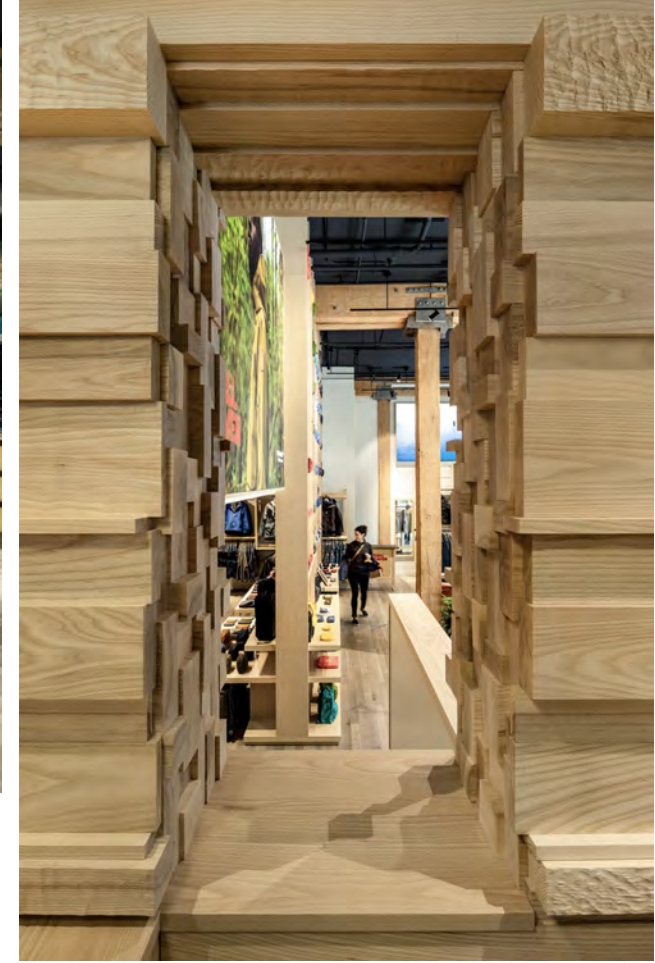
# NORTH AMERICA BRAND STORE LOCATIONS



**BOULDER**  
Flagship store



22



**SEATTLE**  
Flagship store

23



**SOHO**  
Flagship store