

Multisporters by Nature!



LOOK— BOOK/ SPRING/ SUMMER 2024

ISBJÖRN 
OF SWEDEN

WELCOME TO ISBJÖRN OF SWEDEN®

SPRING / SUMMER 2024

We are delighted to offer you a wider range of colors in our SUN collection, made out of ECONYL® regenerated Nylon that turns global ocean waste problems into new garments.

This work also inspired us to make a new print on our Tencel® Tee for kids, as a playful celebration and reminder of how important this work is for the welfare of our oceans all around the globe and for the planet as a whole.

As always you will find a variety of midlayers to go with our breathable and waterproof shells, to provide the best possible layer-on-layer concept for our children and teens this season.

Enjoy and see you Outdoors!

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OUR SUSTAINABILITY PLEDGE

Making premium outdoor wear with both our children's and our planet's wellbeing in mind, has always been our DNA.

Our garments are made to withstand the test of time, lots of play, outdoor exploration, and growing children.

Longevity is our silver bullet, making extremely durable and longlasting products, that with extendable solutions can be used, expanded and re-used over, and over again.

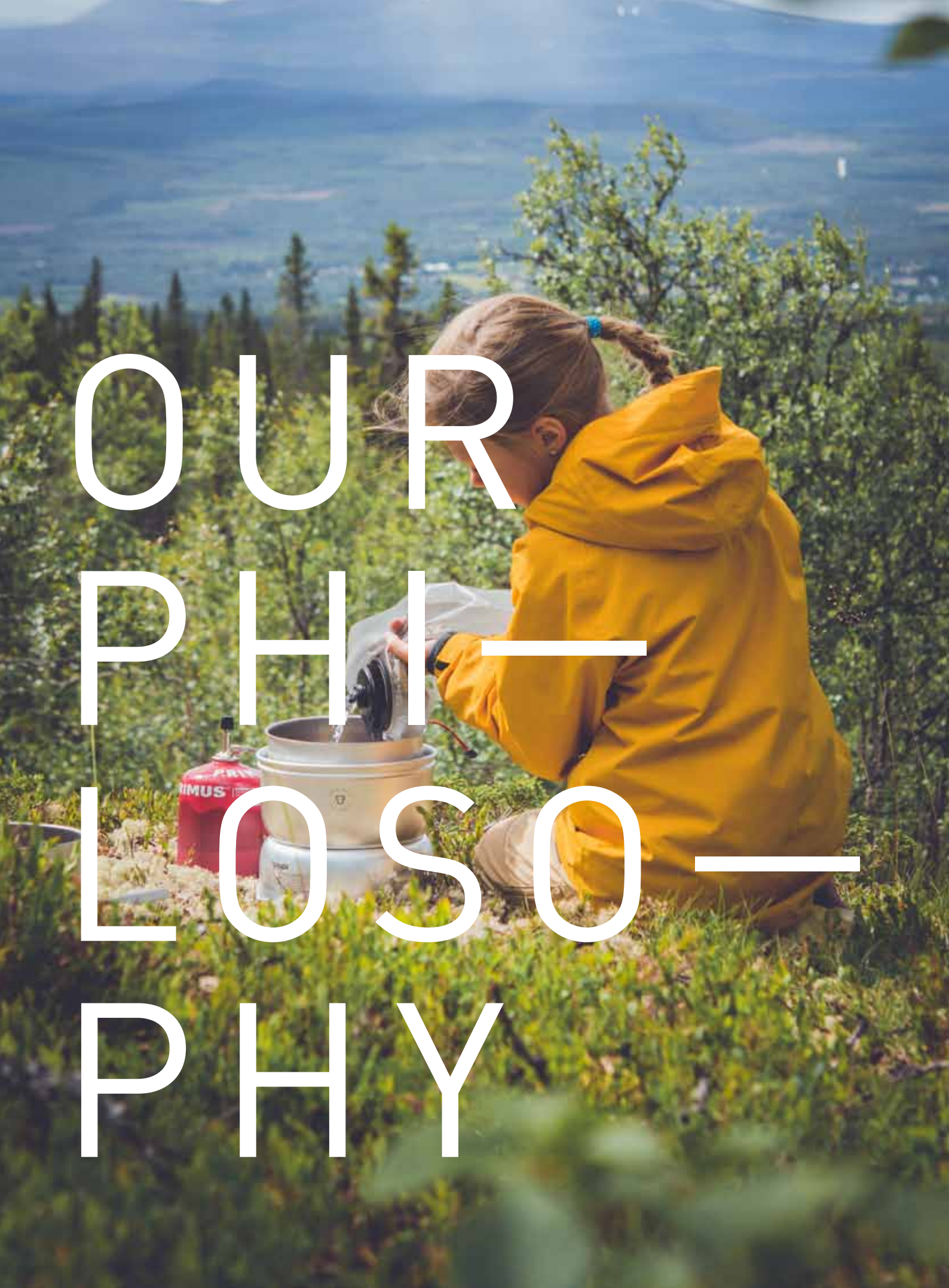
With that said we are fully aware of that the fashion industry is a major contributor to the rise in global greenhouse gas emissions.

That's why we have created a set of climate pledges; a clear roadmap to becoming free from microplastic in 2026, fully circular in 2030 and climate neutral in 2045, so that we can contribute to the UN's goal of limiting our planet's temperature rise to 1.5 degrees by 2050.

Together, we will reach our goals!

ISBJÖRN 
OF SWEDEN





OUR PHI— LOS— PHY

EQUIPPING THE ADVENTURER OF TOMORROW

ISBJÖRN IS A LIFESTYLE

Isbjörn is not a fashion trend or a studio brand. *Isbjörn* is a lifestyle brand and what we do, we do for real! We want to inspire and encourage young families of today to enjoy and explore the outdoors with their kids. With our *Isbjörn* gear, we aim to make sure that the outdoor experience will be a positive one and maybe a starting point of a longlasting relationship. We hope that the love and respect for the outdoors will stay with the kids when entering into their adult life. In that way we truly build the adventurers of tomorrow. It is as simple as that!

DURABILITY IS KEY TO SUSTAINABILITY

We all know that the production of garments affects the environment. For every garment we can produce in recycled materials, we are very happy and proud. We continuously strive to make our garments in materials thoroughly tested and approved for not being hazardous to the environment.

Our garments endure tough times when used, but can still be handed over to a smaller sister, brother or a friend. Not only once, but twice and even three times. In that way we can together limit the use of natural resources. That is being environmentally friendly according to us!

THE SAFETY FOR YOUR CHILD

Safety for your child is important to all parents. By buying garments without hazardous chemicals and with recycled or biodegradable materials, you do not only make a good choice for the planet, but also for the health of your child.

BUY SMART WITH A LONG TERM PERSPECTIVE

We truly offer sustainability in the perspective that one garment can be inherited and used again and again. That way the initial cost is not so high at the end of the day. That way we save both you wallet and planet resources.

WHAT'S NEW IN OUR SS2024 COLLECTION

This season, our Lynx microfleece is made out of 100% recycled polyester fiber. This is all in alignment with us reaching our goal to become a fully circular brand in 2030.

All our zippers from YKK is PFA free, which makes us 100% free from PFA in both materials and trims.

With Isbjörn, you can trust us in always making incremental improvements on our products. For you as our beloved customer AND for the planet. We do this together!

Maria Frykman,

Maria Frykman, CEO and co-founder

OUR STORY

Nordic KidsWear AB and the brand *Isbjörn of Sweden*, was founded 2005 by two female entrepreneurs and mothers.

The business idea was born when they had their first babies in 2001, not finding proper outdoor gear and wanting to keep their outdoor lifestyle, they took action and started Isbjörn of Sweden. In 2015 the brand celebrated their 10th anniversary and the journey so far has been fantastic.

Isbjörn is a lifestyle brand. We equip the adventurer of tomorrow. Our aim is to make the best possible outdoor wear ever, for the ones that need it the most; our children. And we do so with the environment in mind, all the way!

Isbjörn garments are made to endure a tougher climate and a harder use. It therefore came as a rather natural choice to pick the toughest bear on the planet as the symbol for the brand — the polar bear.

The Isbjörn collection covers the age from 0—16 years, offering all necessary layers you might need for your child to be active outdoors, at day care, in school or in spare time with family.

Today the brand is distributed at 10 different markets and by over 300 exclusive retailers all over the world.

The *DNA of Isbjörn* is to bring true passion, technical performance and product sustainability into the world of kidswear and teenage outdoor clothing, by offering products in the same high quality as premium adult outdoor brands, adding some love and a fashionable touch to it and also taking an environmentally friendly approach when choosing the materials.

We do not compromise!

Why settle for less? It is quite simple actually. What is best for your child is also best for the planet.

See you outdoors!

Maria & Camilla, Founders of Isbjörn



The background of the image features a close-up of blue fabric, likely a garment, with a white label partially visible on the right side. The label contains a recycling symbol and some text, including the number '50'.

OUR
SUSTAIN
ABILITY
PLEDGE



ISBJÖRN

Waterproof membrane
100% water column
Keeps the skin dry all season
Breathability
100% of moisture
Moisture is released and the body remains
dry and thermally balanced

Green & Heart
Bluesign certified materials
Recycled materials
Sustainable long lasting garment
PFOA free water repellency treatment

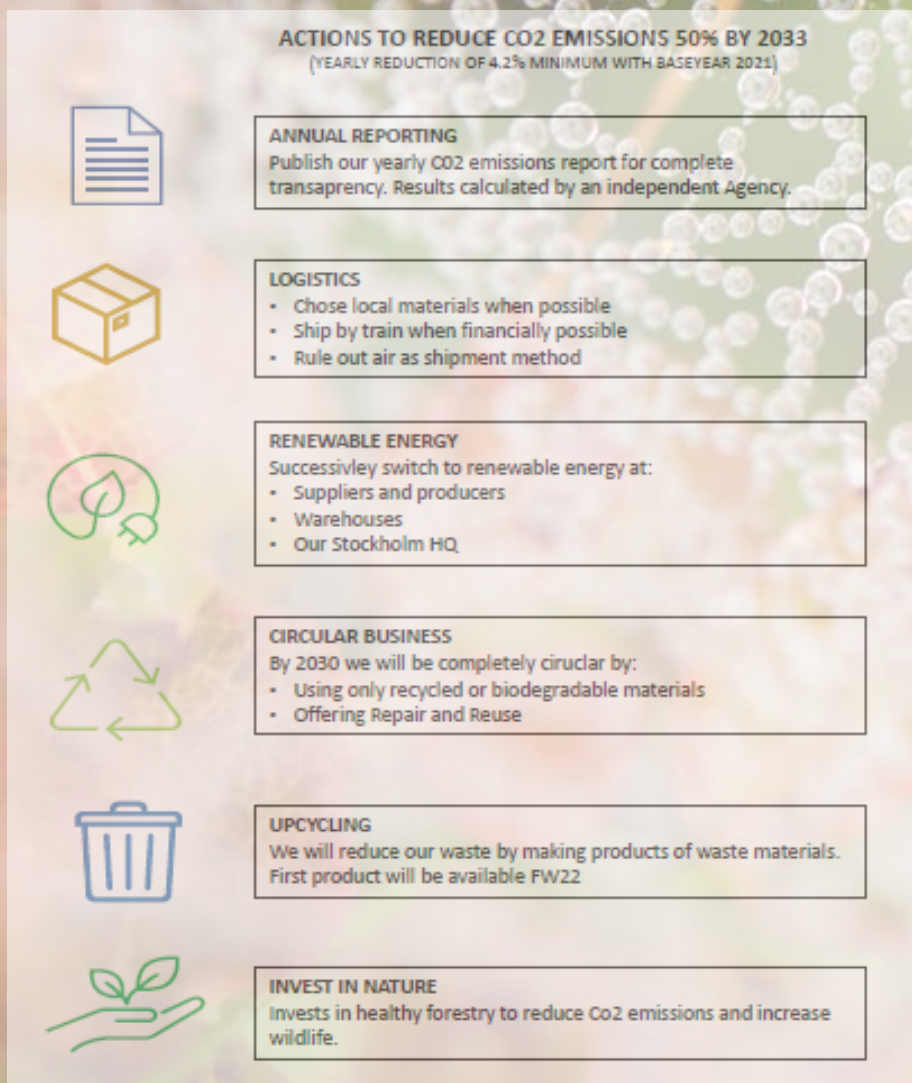
USE, REUSE AND RECYCLE

www.isbjornotsweden.com

OUR SUSTAINABILITY PLEDGE

OUR PLEDGES Making premium function wear with our kids' and our nature's wellbeing in mind has always been our DNA. Our garments should withstand the test of time, lots of play, outdoor exploration, and growing kids. With that said we are fully aware that the fashion industry is a major contributor to the rise in global greenhouse gas emissions. That's why we have created a set of pledges; a roadmap to becoming climate neutral and fully circular, so we can contribute to the UN's goal of limiting our planet's temperature rise to 1.5 degrees by 2050. We will continue making long lasting garments that will serve your family for many seasons and leave a healthy planet for future generations. You as a customer can help us by staying informed, caring for your garments, and buying only what you need. Together with you we will reach our goals.

ACTIONS TO REDUCE CO2 EMISSIONS



OUR ROAD MAP TO NET ZERO 2045

2022 Climate Calculations

Isbjörn will within 2022 measure and report our energy use and greenhouse gas emissions and, in accordance with UN's goal, do our part to limit the global temperature rise to 1.5 degrees Celsius by 2050. But we want to take a bigger responsibility. Therefore, our goal is to reduce our emissions by at least 50% by 2033 and we aim to be at net zero emissions by 2045. In order to achieve this we need to be fully circular; use only recycled or biodegradable materials, work with renewable energy, and continue to support the

2026 Free of Microplastics

We have already started phasing out virgin microplastics in our materials and by 2026 our collection will be completely microplastic free.

Microplastics are especially bad for our nautical life as the microbeads travel in the water stream from our households to the ocean and end up in the stomach of sea life. The microbeads easily soak up harmful chemical and hurts the flora and ecosystem of the ocean. Often the microplastic travels right back to us and ends up in our stomach through the seafood and fish we eat.

We will never make synthetic pile garments and we are working hard on phasing out synthetic fleece.

2030 We are Circular

Our mission is to become a fully circular brand.

We are constantly working on phasing out our virgin materials. It's not an easy task to find recycled fibers that are as durable and water consumption strict as our BlueSign certified Nylon, but we won't give up until we find them. It's an important step to us becoming fully circular. By 2030 all our materials will be 100% recycled or biodegradable, and our customers will be able to return worn out garments for either reselling or recycling so we can close our loop.

WHY DO BIRDS FEATHERS NOT GET WET?

Why does this type of water repellency in nature work without perfluorinated compounds?

EFFECTIVE IMPLEMENTATION OF NATURAL FUNCTIONS

The *Rudolf Group* has answered these questions by means of the scientific branch Bionic. Bionic does not mean to just imitate nature, but to realise its functional principles and to transfer them to technical solutions. Thus, novel, sustainable and ecologically advantageous technologies for imparting

hydrophobic properties have been developed. Hydrophobic finishing with *Bionic-Finish® Eco* is based on a fluorine-free recipe. Hyperbranched, hydrophobic polymers with ramified structures like in tree tops orientate in an orderly manner on the textile and crystallise on specifically adjusted comb polymers. The optimum arrangement of many of these functional elements is highly effective. Additional boosters (crosslinking agents) ensure the optimum attachment and durability on many fibre substrates.

READ MORE

Rudolf Group: www.rudolf.de/en/
Isbjörn's environmental profile:

STANDARDS AND PARTNERS

OEKO-TEX STANDARD 100



If a textile article carries the STANDARD 100 label, you can be certain that every component of this article, i.e. every thread, button and other accessories, has been tested for harmful substances and that the article therefore is harmless for human health.

The test is conducted by our independent OEKO-TEX® partner institutes on the basis of our extensive OEKO-TEX® criteria catalog. In the test they take into account numerous regulated and non-regulated substances, which may be harmful to human health. In many cases the limit values for the STANDARD 100 go beyond national and international requirements.

The criteria catalog is updated at least once a year and expanded with new scientific knowledge or statutory requirements. It is not easy for manufacturers and customers to keep an overview of the legal situation concerning harmful substances every day. Our experts from the OEKO-TEX® institutes do this for you.

STANDARDS AND PARTNERS CONT.

NATIONAL FOREST STEWARDSHIP



What does FSC stand for?

FSC stands for Forest Stewardship Council, an organization that works to promote the practice of sustainable forestry worldwide. The Forest Stewardship Council sets standards for forest products, independently certifies that these standards have been met, and bestows labels upon the products that qualify.

What is FSC certified bamboo?

If the bamboo is labeled as "FSC Certified," it means that the bamboo used in the product and the manufacturer that made it met the requirements of the Forest Stewardship Council

Why FSC is required?

Becoming FSC certified shows that you comply with the highest social and environmental standards on the market. Public concern about the state of the world's forests and in this case bamboo resources is increasing, and FSC provides you with a credible solution to complex environmental and social issues

RESPONSIBLE WOOL STANDARD RWS®

What is the RWS and what objectives does it have?



The Responsible Wool Standard is a voluntary standard that addresses the welfare of sheep and the land they graze on.

- 1) Provide a tool to recognize the best practices of farmers.
- 2) Ensure that wool comes from farms that have a progressive approach to managing their land, practice holistic respect for animal welfare of the sheep and respect the Five Freedoms of animal welfare.
- 3) Ensure strong chain of custody for certified materials as they move through the supply chain

BLUESIGN® SYSTEM PARTNER

THE FIVE PRINCIPLES OF THE BLUESIGN® SYSTEM

What is the meaning of a sustainable textile business? It means to conserve valuable resources, to minimize environmental impact and to drive innovations. Industrial partners will in particular have to examine all their components and processes on the basis of clear principles. In this spirit the textile industry will be able to guarantee sustainability to both consumers and environment.

1. *Resource productivity* — sustainable use of energy and raw materials
2. *Consumer safety* — responsibility to people and environment
3. *Water emission* — improved protection of the natural circulation
4. *Air emission* — less air pollution for a better climate
5. *Occupational health & safety* — improve working conditions.



LONGEVITY IS THE SILVERBULLET

EVERY SEASON COUNTS...

For every season you re-use your ISBJÖRN garment, you cut its carbon footprint with 50% and counting. Longevity is truly the key to being sustainable, reducing the amount of products we produce and use.

DURABILITY IS THE KEY TO MAKE LONGLASTING GARMENTS

From the start, we have chosen the most durable quality materials. That way the garments stands the test of time and endures to be used and re-used. By siblings or a new family, if sold on the second hand market. Circularity did not even exist when we started Isbjörn in 2005. Today it is a necessity to have built into your business model. We are proud to offer products that enables that.

THREE OWNER GUARANTEE

In 2012 we started to put a special label inside the garment where you as the owner could put the name of your child. This is not a new invention of course. But what was new were that we did not only offer an area for one (1) name, but for three (3) names. See picture to the right. This was and still is our guarantee to the end consumer. If taken good care of, an Isbjörn garment should last for a minimum of three owners.

DURABILITY IS THE KEY TO MAKE LONGLASTING GARMENTS

From the start, we have chosen the most durable quality materials. That way the garments stands the test of time and endures to be used and re-used. By siblings or a new family, if sold on the second hand market.

2 IN 1 EXPANDABLE IN SIZE

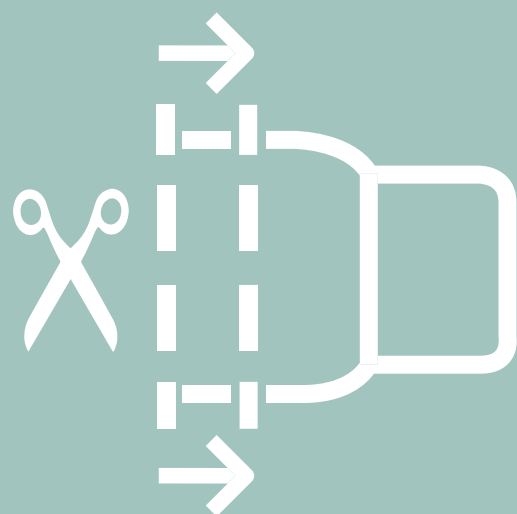
ALL OUTER LAYERS ARE EXPANDABLE IN SIZE

It is magic and yet so simple. by expanding your garment in size, you can re-use your Isbjörn garment for at least two seasons for the same child.

Taken well care of, your Isbjörn garment is then ready to be passed over to a younger sibling or a new family.

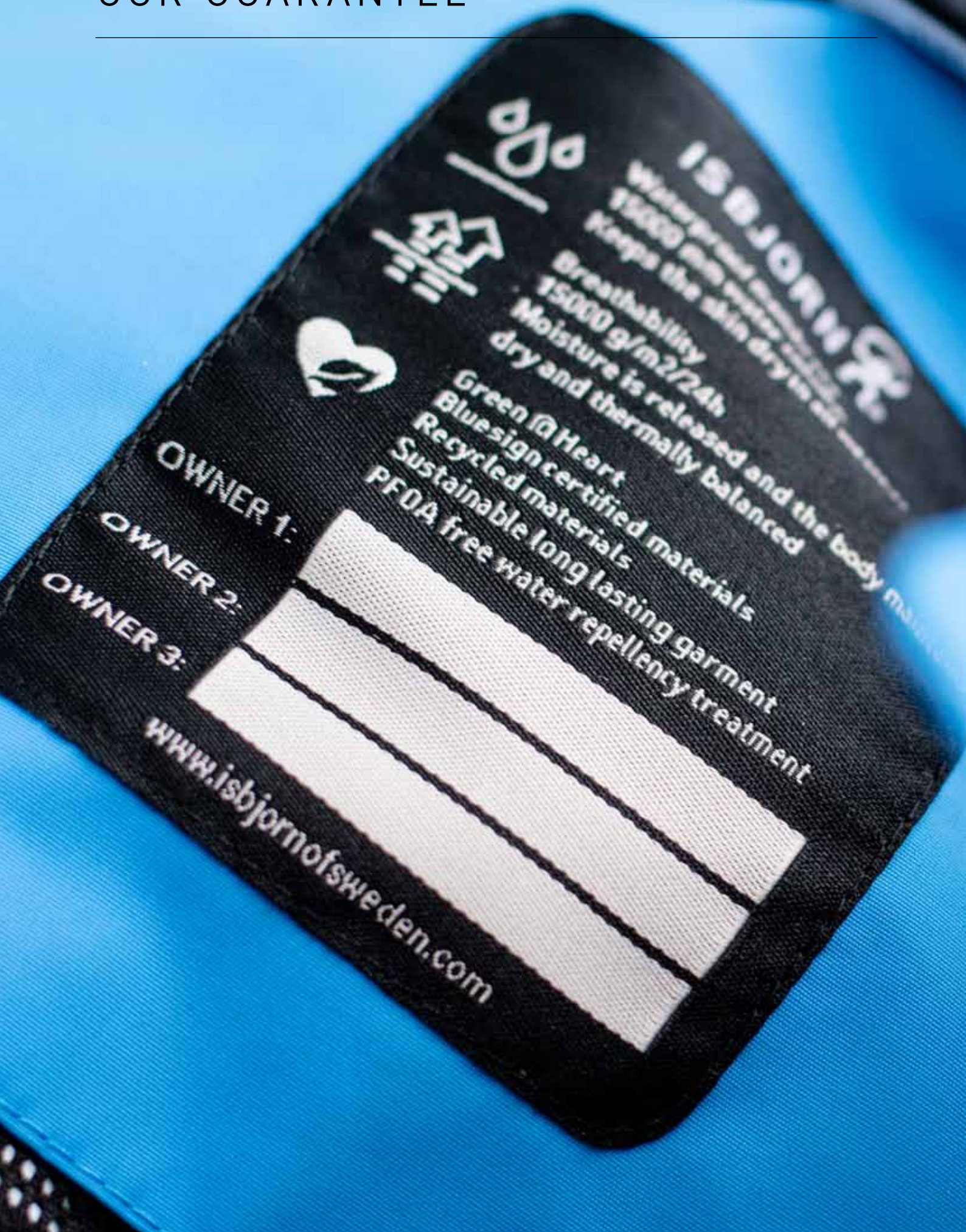
HOW TO MAKE IT HAPPEN :)

When you turn the sleeve or leg inside out, you will find an orange seam. Undo the orange stitches and the inner lining will release the outer fabric with additional 3cm.




GROW CUFF

OUR GUARANTEE





TREK &
TRAIL /
WILD
@ HEARST



When you're wild at heart, you need outdoor gear that moves with you.

Our *Trek & Trail* collection offers versatile durability for outdoorsy youngsters. Cool, comfortable and quick-drying garments for everyday play and adventure.

Give them some good wild times.



MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Material: 80% TENCEL®,
20% Merino Wool

Technical std: natural function, fast
drying, cooling effect on the skin

Eco profile: 100% natural fiber.
Lenzing® fiber (fast growing wood
species, sustainable crops, natural
watering). OEKO-Tex Class 100.

LOGO TEE TEENS

Tencel® is made from cellulose fiber from fast-growing wood species, including eucalyptus trees grown in sustainable forest plantations. The manufacturing process is gentle on the environment and whenever possible is recycled and reused. This is partly the reason why Tencel® was awarded “The European Award for the Environment” by the EU. Environmental issues are a strong compelling factor why we like to use Tencel® in our summer clothes. In addition, the material makes the t-shirt comfortable to wear and has a cooling effect which makes it gentle to the skin. Tencel® effectively transports moisture and can absorb 50 percent more water than cotton. This makes it a perfect choice for hot summer days and when traveling in warm climates. 100% Tencel® has an almost silky, cooling feeling. We blended the fiber with a little piece of Merino Wool, to get that cosy feeling of warmth when needed. A durable garment where we take advantage of the benefits of the different materials. 100% natural. Perfect for hiking, training or just casual wear.

Art. No: 7131

Weight: 195gr/m²

Sizes: 134/140 — 146/152 — 158/164
— 170/176cl

Colors: Moss — Lavendar —
Saffron — Navy

OCEAN TEE KIDS

Proud to present our Tee collection in Tencel® fiber. Tencel® or the generic name “lyocell fiber”, is a natural material. Tencel® is made from cellulose fiber from fast-growing wood species, including eucalyptus trees grown in sustainable forest plantations. The manufacturing process is gentle on the environment and whenever possible is recycled and reused. This is partly the reason why Tencel® was awarded “The European Award for the Environment” by the EU.

Environmental issues are a strong compelling factor why we like to use Tencel® in our summer clothes. In addition, the material makes the t-shirt comfortable to wear and has a cooling effect which makes it gentler to the skin

than for example cotton. Tencel® effectively transports moisture and can absorb 50 percent more water than cotton. This makes it a perfect choice for hot summer days and when traveling in warm climates. 100% Tencel® has an almost silky, cooling feeling. We prefer to blend the fiber with a little piece of Merino Wool, to get that cosy feeling of warmth when needed. All in all, a durable garment where we take advantage of the benefits of the different materials all together. 100% natural. Perfect for hiking, training or just casual wear.

Art. No: 7101

Weight: 195gr/m²

Sizes: 86/92 — 98/104 — 110/116 —
122/128cl

Colors: FrostPink — ForestDew —
Navy — Lavendar — Moss



MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Main material: 94% Nylon, 6% Elastane, 170gr/m²
Reinforcement: 88% Nylon Cordura®, 12% Elastane, 250gr/m²
Eco profile: bluesign®, extremely durable.

TRAPPER PANT KIDS CORDURA®

A durable allround *Trapper Pant* is made from a fantastic soft, strong and quick drying Nylon with Cordura® reinforcements. The trapper pant is slightly stretchy offering an ultimate fit and comfort whilest being active. The pant has an adjustable waistline with velcro straps and has adjustable leg endings. The garment has pre-bent knees for maximum freedom of movement. This piece goes excellent as an every day pant and is a great companion on any trip, climbing, trekking or hiking. Bluesign® certified material.

Art. No: 2800

Sizes: 86/92 — 98/104 —110/116 —122/128cl

Colors: Graphite — SkyBlue — Oat — Lavendar — Moss



TRAPPER PANT TEEN CORDURA®

A durable allround *Trapper Pant* made from a fantastic soft, strong and quick drying Nylon with reinforcements in Cordura®. The trapper pant is slightly stretchy giving it the ultimate fit and comfort when being active. The pant has an adjustable waistline with velcro straps and adjustable leg endings. The garment has pre-bent knees for maximum freedom of movement. This piece goes excellent as an every day pant and is a great companion on any trip, climbing, trekking or hiking. Ventilation zippers are to be found at the upper leg providing instant comfort when needed and a zipper pocket at the front leg. Bluesign® certified material.

Art. No: 2810

Sizes: 134/140 — 146/152 —158/164 — 170/176cl

Colors: Graphite — SkyBlue — Oat — Moss — Black



A photograph of two young children on a sandy beach. The child on the left is wearing a light green long-sleeved shirt and matching shorts, with a green hooded swim cap. The child on the right is wearing a dark blue long-sleeved shirt and matching shorts, with a dark blue hooded swim cap. They are both smiling and looking towards the camera. The background shows the ocean waves and a red buoy in the distance.

SUN/
HAPPY
SWIM —
MING

Isbjörn's *Sun wear* takes care of UV rays so kids can enjoy the summer sun.

Crafted from recycled Ocean waste -renewed into durable nylon stretch with reliable, non-chemical sun protection (UPF 50+). Cool and comfortable when summer heats up. And they dry in no time after a dip.

Happy swimming.



UV FILTER



FOR BATH

QUICK
DRYING

MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE

ECONYL®
ENDLESS POSSIBILITIES

Material: 78% regenerated Nylon from OceanWaste ECONYL®, 22% Elastane

Weight: 190 gr/m².

SUN protection profile: UPF 50+

ECO profile: Recycled Nylon from Ocean Waste, ECONYL®, OEKO Tex Class 100

OEKO-TEX®
CONFIDENTIAL IN TEXTILES
STANDARD 100



OTTER SUN HAT

A *SUN protection hat* for the smallest kids. The brim is lined to give it stability. The hat also has laces to tie under the chin. The style is made out of ECONYL® regenerated Nylon that turns ocean waste problems into fashion. The garment is tested and certified for sunprotection factor (UPF) of over 50+. Thanks to its innovative construction, it is twice as resistant to chlorine and suntan cream and oil, compared to competitors' fabrics. The material offers shape retention, 2-way stretch, a nice softness, which offers a perfect fit and comfort. The ultra flat surface makes is resistant to pilling.

Art. No: 9181

Weight: 190 gr/m²

Sizes: 44/46 — 48/50cm

Colors: Mint — Navy — Bubblegum — Papaya

DOLPHINE SUN JUMPSUIT

A gorgeous *SUN protection jumpsuit* for the active toddler that protects the child from the harmful UV Radiation. The style is made out of ECONYL® regenerated Nylon that turns ocean waste problems into fashion. The garment is tested and certified for sunprotection factor (UPF) of over 50+. Thanks to its innovative construction, it is twice as resistant to chlorine and suntan cream and oil, compared to competitors' fabrics. The material offers shape retention, 2-way stretch, a nice softness, which offers a perfect fit and comfort. The ultra flat surface makes is resistant to pilling. The garment has long sleeves and 3/4 leg length and a longer zipper in the back for easy dressing. The style comes in three delightful colours, with a print on the chest in contrast colour.

Art. No: 9101

Weight: 190 gr/m²

Sizes: 74/80 — 86/92 — 98/104 — 110/116cl

Colors: Mint — Navy — Bubblegum — Papaya



WHALE SUN CAP

A *SUN protection cap*. The brim is lined to give it stability. The cap also has a sunprotection piece for the neck and is adjustable with a cord and stopper. The style is made out of ECONYL® regenerated Nylon that turns ocean waste problems into fashion. The garment is tested and certified for sunprotection factor (UPF) of over 50+. Thanks to its innovative construction, it is twice as resistant to chlorine and suntan cream and oil, compared to competitors' fabrics. The material offers shape retention, 2-way stretch, a nice softness, which offers a perfect fit and comfort. The ultra flat surface makes is resistant to pilling.

Art. No: 9171

Weight: 190 gr/m²

Sizes: 48/50 — 52/54 cm

Colors: Mint — Navy — Bubblegum — Papaya



MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Material: 78% ECONYL® regenerated Nylon, 22% Elastane
Weight: 190 gr/m².
SUN protection profile: UPF 50+
ECO profile: Recycled Nylon from Ocean Waste, ECONYL®, OEKO Tex Class 100



SUN SWEATER KIDS

A longleeve *SUN protection sweater*. This longleeve sweater comes in four delightful colours with a logotype print in contrast colour on the chest. The garment is tested and certified for sunprotection factor (UPF) of over 50+. The style is made out of ECONYL® regenerated Nylon that turns ocean waste problems into fashion. The garment is tested and certified for sunprotection factor (UPF) of over 50+. Thanks to its innovative construction, it is twice as resistant to chlorine and suntan cream and oil, compared to competitors' fabrics. The material offers shape retention, 2-way stretch, a nice softness, which offers a perfect fit and comfort. The ultra flat surface makes is resistant to pilling.

Art.No: 9111

Weight: 190 gr/m²

Sizes: 86/92 — 98/104 — 110/116 — 122/128cl

Colors: Mint — Navy — Bubbelgum — Papaya

SEALION SUN SWEATER KIDS



WALRUS SUN LEGGING KIDS

A pair of *SUN protection leggings* with an over the knee length, with a soft elastic in the waist. The garment is tested and certified for sunprotection factor (UPF) of over 50+. The style is made out of ECONYL® regenerated Nylon that turns ocean waste problems into fashion. The garment is tested and certified for sunprotection factor (UPF) of over 50+. Thanks to its innovative construction, it is twice as resistant to chlorine and suntan cream and oil, compared to competitors' fabrics. The material offers shape retention, 2-way stretch, a nice softness, which offers a perfect fit and comfort. The ultra flat surface makes is resistant to pilling.

Art.No: 9131

Weight: 190 gr/m²

Sizes: 86/92 — 98/104 — 110/116 — 122/128cl

Colors: Mint — Navy



MID LAYER/ OUR 2ND LAYER

A photograph of two young girls sitting on a white surface against a plain white background. The girl in the foreground has long blonde hair and is wearing a pink zip-up hoodie, smiling broadly. The girl behind her has curly brown hair and is wearing a teal zip-up hoodie, also smiling. Large, semi-transparent grey text is overlaid on the image, reading 'MID LAYER/' on the first line, 'OUR' on the second, '2ND' on the third, and 'LAYER' on the fourth.

Looking for an adventure buddy? Look no further.

Outdoorsy youngsters deserve the best.

Isbjörn midlayers are crafted from durable, top-performance materials that offer as much warmth as the season requires. Letting out moisture when play gets intense. Breathing style and stamina.

Let's have some fun together.



MOISTURE
WICKING



STAY WARM



LIGHT
WEIGHT



QUICK
DRYING

MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Material: 100% PES, 100% recycled
Weight: 185 gr/m²
Eco profile: Bluesign®, 100% recycled PES



LYNX MICRO FLEECE JUMPSUIT

The *Lynx Micro Fleece Jumpsuit* is a wonderful and soft thinner middle layer helping the baby regulate its body temperature. The garment can be used all year round, as an outer layer during late spring and summer as well as a lighter insulation piece during the colder season. The garment has soft cuffs in sleeve and leg endings. The zipper has a zipper garage and goes from the collar all the way down to the left leg ending, simplifying dressing and undressing as well as changing diapers. We are very happy to be able to offer this favourite piece in 63% recycled fiber. Bluesign® certified material.

Art. No: 3102
Weight: 185 gr/m²
Sizes: 56/62 — 68/74 — 80/86 cl
Colors: Windchime — Bubblegum — Navy

LYNX MICRO FLEECE JACKET

The *Lynx Micro Fleece Jacket* is one of our most beloved insulation pieces. Now also available in 100% recycled fiber. Thin, supple and extremely soft. Perfectly suited as a baselayer and a lighter insulation layer. It's ability to regular the body temperature makes the jacket very comfortable to wear when being active. The garment can be

used all year round. The zipper has a protection piece. Zipper and embroidery come in a darker tone-in-tone colour. Bluesign® certified material.

Art. No: 3112
Weight: 185 gr/m²
Sizes: 86/92 — 98/104 — 110/116 — 122/128 — 134/140 — 146/152cl
Colors: Windchime — Bubblegum — Navy



LYNX MICRO FLEECE PANT

The *Lynx Micro Fleece Pant* is a versatile pant in a thin, supple and extremely soft fleece. Now also available in 100% recycled fiber. The pant can be used as an insulation pant or just as a soft pant. It's ability to regulate the body temperature makes the pant very comfortable to wear when being active and the soft cuffs in the leg ending keeps the garment in place. Bluesign® certified mat

Art. No: 3132
Weight: 185 gr/m²
Sizes: 86/92 — 98/104 — 110/116 — 122/128 — 134/140 — 146/152cl
Colors: Windchime — Bubblegum — Navy



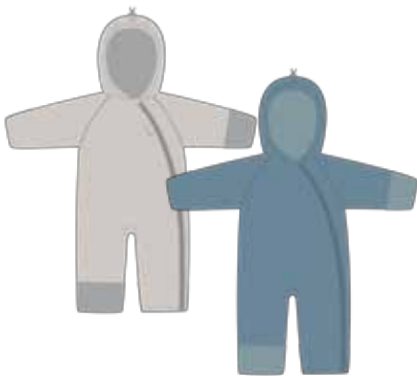


MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE

Material: 46% recycled Wool, EU origin, 35% Polyester, 16% Nylon and 3% Other Fibres

Weight: 380gr/m²

Eco profile: 46% recycled Wool, OEKO-Tex, EU origin, Anti-Odor (natural), Anti-Bacterial (natural)



SHAUN JUMPSUIT

Our *Shaun Fleece Jumpsuit* is a lovely baby jumpsuit in a recycled wool/synthetic blend providing a comfortable thermal insulation. The fabric surface has a knitted structure with a melange effect and a soft brushed inner fleece side, offering a high next-to-skin comfort. The baby model has a zipper from the collar down to the leg ending, with a zipper garage. The style offers expandable gloves and socks, perfect to buy somewhat bigger in size and grow into. The garment should wash on 30 degrees with a wool sensitive detergent, keeping the form and function of the garment without pilling. The material offers a high warmth-to-weight ratio and the design makes it suitable for almost any occasion; sport or leisure.

Art. No: 6671

Weight: 380 gr/m²

Sizes: 56/62 — 68/74 — 80/86 cl

Colors: LunarBeam — PearlBlue

SHAUN HOODIE KIDS

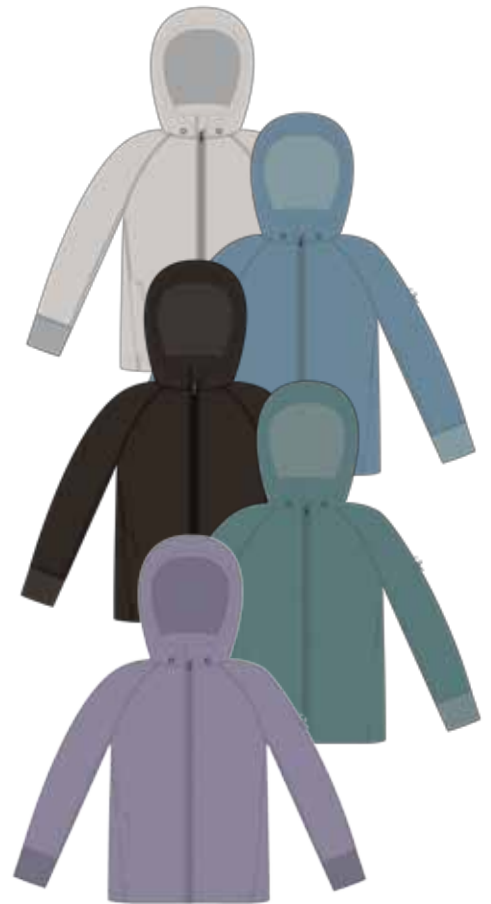
Our *Shaun Fleece Hoodie* for Kids is a zip off hoodie jacket in a recycled wool/synthetic blend providing a comfortable thermal insulation. The fabric surface has a knitted structure with a melange effect and a soft brushed inner fleece side, offering a high next-to-skin comfort. The kids model has a snap off hoodie construction with zip garage. Extended sleeves using the inner soft fleece as a nice design detail, with thumb holes. Zip side pockets. The garment should wash in 30 degrees with a wool sensitive detergent, keeping the form and function of the garment without pilling. The material offers a high warmth-to-weight ratio and the design makes it suitable for any occasion; sport or leisure.

Art. No: 6681

Weight: 380 gr/m²

Sizes: 86/92 — 98/104 — 110/116 — 122/128 cl

Colors: LunarBeam — PearlBlue — Espresso — Pine Silver — Lavender



SHAUN HOODIE TEEN

Our *Shaun Fleece Hoodie* is a hooded jacket in a recycled wool/synthetic blend providing a comfortable thermal insulation. The fabric surface has a knitted structure with a melange effect and a soft brushed inner fleece side, offering a high next-to-skin comfort. The teen model has a hoodie with integrated high collar. Extended sleeves with thumb holes. Zip side pockets. The garment should wash on 30 degrees with a wool sensitive

detergent, keeping the form and function of the garment without pilling. The material has a high warmth-to-weight ratio and the design makes it suitable for almost any occasion; sport or leisure.

Art. No: 6691

Weight: 380 gr/m²

Sizes: 134/140 — 146/152 — 158/164 — 170/176cl

Colors: LunarBeam — PearlBlue — Espresso — PineSilver — Lavender



MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Material composition: 48% recycled Polyester, 44% Nylon, 8% Elastane

Eco profile: Recycled Polyester, Bluesign®, top notch durability due to high amount of Nylon fiber

PANDA PANT

Panda pant provides a superior insulation under hardshell items like Kuling, Hurricane or the Expedition pant. A 4-way stretch midlayer providing excellent insulation and vapour emission capabilities. The material has a smooth jersey face for easy layering and a soft microfleece inner which provides a superb next-to-skin comfort. Unisex fit. full length. Bluesign® certified material.

Art.No: 6381

Sizes: 86/92 — 98/104 — 110/116 — 122/128

Art.No: 6391

Sizes: 134/140 — 146/152 — 158/164 — 170/176cl

Color: Black



PANDA HOODIE KIDS

Panda Hoodie for Kids is a snap-on hood midlayer providing excellent insulation and vapour emission capabilities. The material has a smooth jersey face for easy layering and a soft brushed inner fleece side, providing a superb next-to-skin comfort. The jacket has a front zipper with a garage, extended sleeves with thumb holes and two side pockets with hidden zippers. Unisex fit. Bluesign® certified material.

Art. No: 6341

Weight: 220 gr/m²

Sizes: 86/92 — 98/104 — 110/116 — 122/128cl

Colors: Black — SkyBlue — OrangePeel — FrostPink — EmeraldGreen — Mint



PANDA HOODIE TEEN

Once you put your *PANDA Hoodie* on, it will probably be very hard to take it off. PANDA is a 4-way stretch midlayer providing excellent insulation and vapour emission capabilities. The material has a smooth jersey face for easy layering and a soft microfleece inner which provides a superb next-to-skin comfort. The teen version has a high collar with zip garage.

Extended sleeves with thumb holes. Two side pockets with zippers. Unisex fit. Bluesign® certified material.

Art. No: 6351

Weight: 220 gr/m²

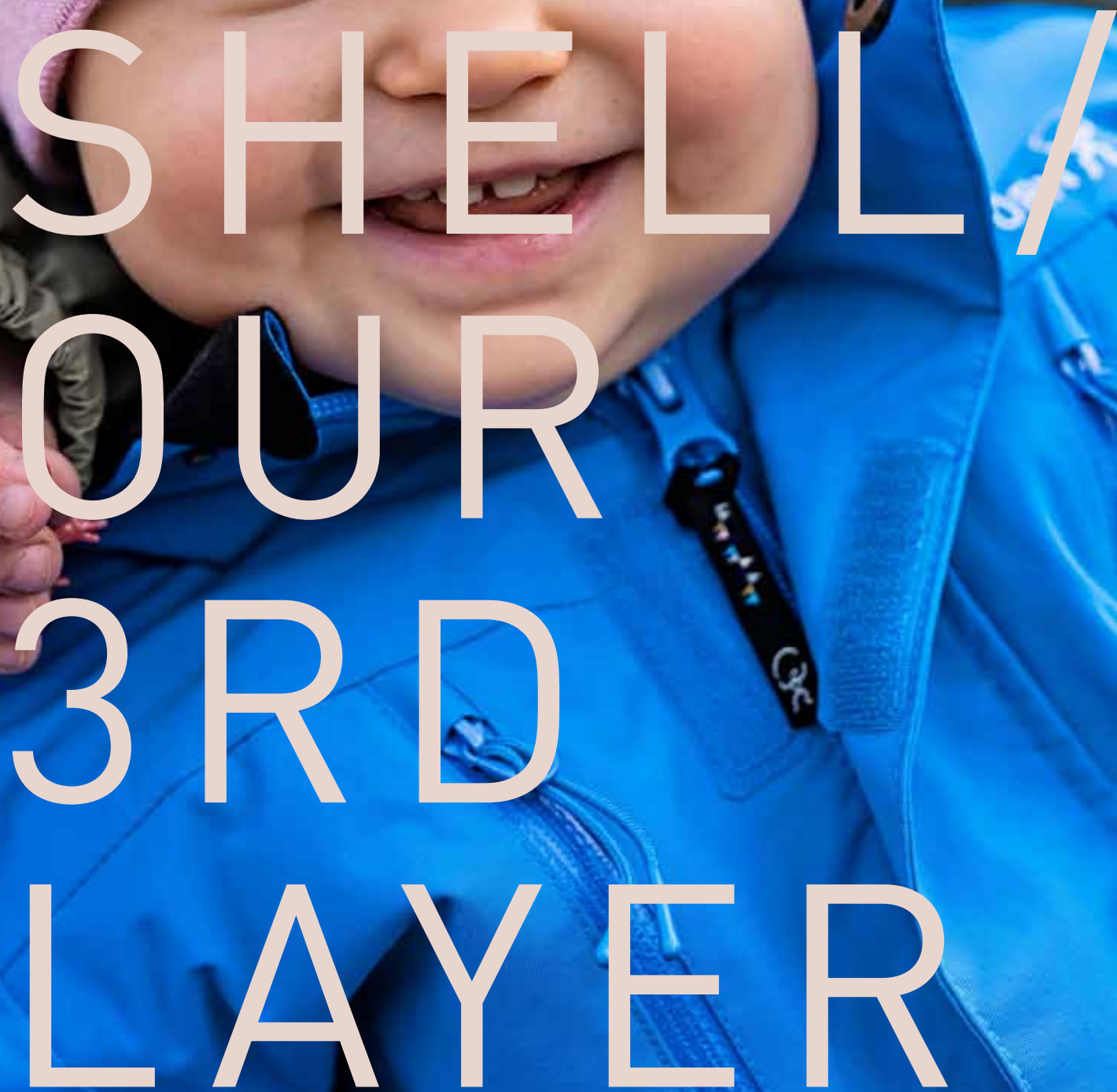
Sizes: 134/140 — 146/152 — 158/164 — 170/176cl

Colors: Black — SkyBlue — OrangePeel — FrostPink — EmeraldGreen — Mint









SHELL/ OUR 3RD LAYER

Waterproof garments are not hard to find. But highly breathable waterproof ones, that are also green at heart, are a rare breed.

Outdoorsy youngsters deserve top-performance gear, no compromises. Gear that can take a beating and keep out fierce winds and downpours. Not to mention look great too.

Bring on the wet weather.



WINDPROOF

WATER
PROOF

GROW CUFF



BREATHABLE

MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Outer material: 2-layer laminated bluesign® certified fabric, 100% Nylon Double Tactel, 212gr/m²

Inner material: 100% Nylon, bluesign® certified, 60gr/m²

Technical std: 15.000mm/15.000gr/m²/24h, 100% seam sealed

Eco profile: All material bluesign® certified, BIONIC Finish Eco® DWR

TODDLER HARDSHELL JUMPSUIT

The TODDLER hardshell playsuit is a waterproof and breathable 2-layer piece for the child just starting to explore on their own. Fully seamsealed with water repellent zippers. The zipper goes from the collar down to the hip for easy dressing and undressing. The garment has a loose fit for optimal freedom of movement and to enable an easy layer on layer dressing principle. It has a button off hood construction, soft cuffs at the sleeve endings, silicone elastic and rubber straps at the leg endings. Fluorocarbone free and water repellent treatment. Bluesign® certified materials.



EXPANDABLE IN SIZE

Art. No: 4680

Weight: 100% Nylon Double Tactel, 212gr/m²

Sizes: 74 — 80 — 86 — 92 — 98cl

Colors: Moss — Bubblegum

MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Outer material: 2-layer bluesign® certified fabric, 100% Nylon Oxford Full Dull 250gr/m²

Inner material: 100% Nylon, 60gr/m², bluesign® certified fabric

Technical std: 15.000mm/15.000gr/m²/24h, 100% seam sealed

Eco profile: All materials are bluesign® certified, BIONIC Finish Eco® DWR

KULING HARDSHELL PANT KIDS

Kuling Hardshell Pant is an excellent everyday and even all year round piece. Waterproof and breathable 2 layer hard shell. Fully seamsealed with water repellent zipper. This pant is an excellent vapour emission substitute for any kind of traditional rainwear and a very comfortable and durable garment. The model has a high waistline with a zipper at the side. It has permanent elastic straps and an elastic tightening in leg endings and durable rubber straps under the feet. Fluorocarbone free water repellent treatment. Bluesign®.



EXPANDABLE IN SIZE

Art. No: 2611

Weight: Oxford Full Dull 250gr/m²

Sizes: 74/80 — 86/92 — 98/104 — 110/116cl

Colors: Black — Navy

MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Outer material: 2-layer bluesign® certified fabric, 100% Nylon Oxford Full Dull 250gr/m²

Inner material: 100% polyester, 60gr/m², bluesign® certified material

Technical std: 15.000mm/15.000gr/m²/24h, 100% seam sealed

Eco profile: All materials are bluesign® certified, BIONIC Finish Eco® DWR.

HURRICANE HARDSHELL PANT KIDS

Hurricane Hardshell Pant is a 2-layer piece offering a garment suitable for all activities where you face wind, water and need protection. Waterproof and highly breathable. Fully seamsealed with water repellent zippers. The pant has a front zipper, adjustable waistline with velcro straps, removable elastic and loops for a belt if so preferred. The pant has zippers at the leg endings, offering a construction that makes it easier to use over a ski boot (at winter) or a hiking boot during the warmer season. The leg ending has silicone elastic, making the pant stay in place. Pre-bent knees for optimal freedom of movement. This is an excellent all year around garment, suitable for a variety of weather conditions and activities. Fluorocarbon free water repellent treatment. Bluesign® certified materials.

EXPANDABLE IN SIZE

Art. No: 3621

Weight: 250gr/m²

Size: 110/116 — 122/128cl

Colors: Black — Navy



MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Outer material: 2-layer bluesign® approved fabric, 100% Nylon Double Tactel 212gr/m²

Technical std: 15.000mm/15.000gr/m²/24h, 100% seam sealed

Eco profile: bluesign®, BIONIC Finish Eco® DWR

RAIN & WIND PANT KIDS AND TEENS

Rain Pant is a slightly lighter version of our popular “heavy duty” Hard Shell Pant. This garment should be used as a protection piece for rain- and wind during the warmer summer season when trekking, hiking or persuing other spring & summer and early fall activities. It can also be used for every day school activity for the smaller kids. Fluorocarbene free , water repellent treatment. Bluesign®.

EXPANDABLE IN SIZE

Art. No: 2650 / 2660

Weight: 212gr/m²

Sizes 2650: 86/92 — 98/104 — 110/116 — 122/128cl

Sizes 2660: 134/140 — 146/152 — 158/164 — 170/176cl

Color: Black



SHELL LAYER

MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Outer material: 2-layer bluesign® certified fabric, 100% Nylon Tactel 155gr/m²

Inner material: 100% mesh polyester, 60gr/m², bluesign® certified material

Technical std: 15.000mm/15.000gr/m²/24h, 100% seam sealed

Eco profile: All materials are bluesign® certified, BIONIC Finish Eco® DWR.

STORM HARDSHELL JACKET KIDS

Our *Storm Hardshell Jacket* offers everything you need from a 2-layer Hardshell when it comes to performance and comfort. It is 100% waterproof and highly breathable. The jacket is fully seamsealed with water repellent zippers. The garment has a snap off hood construction with one adjustable point at the back and elastics in the sides for a nice fit. A front zipper with a zipper garage and a front flap. Two waterproof chest pockets for both looks and function. Pre-bent sleeves for optimal freedom of movement, with soft stretchy cuffs in the sleeve endings. Two adjustable points

at the hem. Mesh lining inside. This jacket is an excellent all year around garment, that can be used for a variety of weather conditions and activities. Fluorocarbene free water repellent treatment. Bluesign® certified materials.

EXPANDABLE IN SIZE.

Art. No: 4600

Weight: 155gr/m²

Sizes: 86/92 — 98/104 — 110/116 — 122/128cl

Colors: SkyBlue—Mint—Moss—Saffron—Navy—Love—Frostpink—Lavender









MONSUNE HARDSHELL JACKET TEEN

Our *Monsune Hardshell Jacket* offers everything you need from a 2-layer hardshell when it comes to performance, comfort and attitude. Waterproof and highly breathable. Fully seam sealed with water repellent zippers and mesh lining inside. The jacket has a high collar construction with a front zipper with zipper garage and two chest pockets. The hood has three adjustable points. The jacket has pre-bent sleeves for optimal freedom of movement and soft stretchy cuffs in sleeve endings with a velcro closing. Further-

more, it has two adjustable points at the hem. This jacket is an excellent all year around garment, that can be used for a variety of weather conditions and activities. Expandable in size. Fluorocarbon free water repellent treatment. Bluesign®.

EXPANDABLE IN SIZE

Art. No: 5600

Weight: 100% Tactel Nylon 155gr/m²

Sizes: 134/140 — 146/152 — 158/164 — 170/176cl

Colors: Black — Moss — Windchime — Lavender — Mint SkyBlue — Saffron — Navy

MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Outer material: 2-layer bluesign® certified fabric, 100% Nylon Tactel 155gr/m²

Inner material: 100% polyester, 60gr/m², bluesign® certified material

Technical std: 15.000mm/15.000gr/m²/24h, 100% seam sealed

Eco profile: All materials are bluesign® certified, BIONIC Finish Eco® DWR.



MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Outer material: 2-layer bluesign® approved fabric, 100% Nylon Oxford Full Dull 250gr/m²

Inner material: 100% Nylon, 60gr/m², bluesign® certified material

Technical std: 15.000mm/15.000gr/m²/24h, 100% seam sealed

Eco profile: All materials are bluesign® certified, BIONIC Finish Eco® DWR.

HURRICANE HARDSHELL PANT TEEN

Hurricane Hardshell Pant is a 2-layer piece offering a garment suitable for all activities where you face wind, water and need protection. Waterproof and highly breathable. Fully seamsealed with water repellent zippers. The pant has a front zipper, adjustable waistline with velcro straps, removable elastic and loops for a belt if so preferred. The pant has zippers at the leg endings, offering a construction that makes it easier to use over a ski boot (at winter) or a hiking boot during the warmer season. The leg ending has silicone elastic, making the pant stay in place. Pre-bent knees for optimal freedom of movement. This is an excellent all year around garment, suitable for a variety of weather conditions and activities. Fluorocarbon free water repellent treatment. Bluesign® certified materials.

Art. No: 4621

Weight: 100% Nylon Oxford Full dull 250gr/m²

Size: 134/140 — 146/152 — 158/164cl

Colors: Black — Navy



EXPANDABLE IN SIZE

MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Outer material: 3-layer bluesign® approved fabric, 100% Nylon Tactel 220gr/m²

Technical std: 15.000mm/15.000gr/m²/24h, 100% seam sealed, RECCO® reflector inside

Eco profile: bluesign®, BIONIC Finish Eco® DWR

RECCO®

RECCO® The two-part system consists of a RECCO® detector used by organized rescue groups and RECCO® reflectors that are integrated into your outerwear. The reflector is permanently attached, requires no training and no batteries to function. It is always "on" and ready.



EXPEDITION 3L HARD SHELL JACKET TEEN

Expedition Hard Shell Jacket and Pant offers everything you need of a 3-layer hard shell when it comes to details, performance, comfort and attitude. Waterproof and highly breathable. Fully seam-sealed with water repellent zippers. This garment gives our adventurous teenager an equipment worthy of a true adventurer, keeping them in sync with the elements, independent of activity and weather conditions. The jacket has a high collar with front zipper and a zipper garage, two chest pockets and generous ventilation zippers in the sides to provide a quick and optimal ventilation when so needed. The jackets has a snow gaiter inside, prebent sleeves, adjustable hem at three points and an adjustable helmet compatible hood. Pre-bent velcro closure sleeves with a stretchy cuff inside for a perfect fitting. Inside pocket for valuables. Tone-in-tone colored reflex tone-in-tone, to secure

safety. the jacket is equipped with a RECCO® reflector. Fluorocarbon free water repellent treatment. Bluesign®.

Art. No: 4640

Weight: 220gr/m²

Sizes: 134/140 — 146/152 — 158/164 — 170/176cl

Colors: Hibiskus — Denim



EXPEDITION 3L HARD SHELL PANT TEEN

Expedition Hard Shell Pant offers everything you need of a 3-layer hardshell when it comes to technical performance, comfort and attitude. This garment gives our adventurous teenager an equipment worthy of a true adventurer, keeping them perfect in sync with the elements, independent of activity and weather conditions. The pant has an adjustable waist with velcro straps and belt loops if so preferred. Removable elastic waist cuff as well as elastic straps. Front zipper. Hip height leg zippers for extra ventilation and easy on and off. Zipped leg pockets. Prebent knees for optimal freedom of movement. Snowgaiter and a curved back at leg ending to avoid damage to

the hem of the boots. Abraison reinforcement at the lower leg part. The stretchy cuff in the adjustable waistline is removable, making the pant very versatile in function. Small pocket at the top for valuables. Reflexes made in a tone-in-tone colour to secure an elegant safety. Equipped with RECCO® a reflector. Fluorocarbon free water repellent treatment. Bluesign® certified material.

Art. No: 4650

Weight: 220gr/m²

Sizes: 134/140 — 146/152 — 158/164 — 170/176cl

Colors: Hibiskus — Denim







A baby wearing a pink beanie with a small pink logo and a blue corded sweater is looking down at a field of blue cornflowers. The baby's hands are visible, reaching towards the flowers. The background is a soft-focus field of similar flowers.

ACCES-
SORIES
NO
CHEAT-
ING



You can't cheat in the outdoors.

A simple hat may be just that — or a functional little garment that makes exploring nature even more enjoyable.

Our kids deserve the best outdoor gear. So we made a whole set of great accessories to match the rest of our range.

No cheating.

MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Material: 49% Wool(18.5 micron), 5% Nylone, 46% Bamboo interlock

Weight: 200 gr/m².

Eco profile: bluesign® certified material, full line RWS standard wool, FSC® certified bamboo, natural anti-odor and anti-bacterial material.



HUSKY BEANIE

Husky Beanie is a model with a regular cut made in a functional blend of wool and bamboo fiber from FSC certified crops. A perfect fit for layering with helmet. Comfortable during high activity and sports such as soccer, biking, running, nordic skiing, skating (under helmet). Providing excellent moisture management and a cooling effect when sweating. Quick drying. Bluesign® certified material.

Art. No: 6042

Weight: 240gr/m²

Sizes: 48/50 — 52/54 — 56/58cm

Colors: Black — Frostpink — SkyBlue



HUSKY BABY CAP

Husky Baby Cap is a traditional newborn baby cap model made in a functional blend of wool and bamboo fiber from FSC certified crops. Soft and natural fiber closest to the babies skin, providing a natural functionality. The cap can be tied under the chin. Quick drying. Bluesign® certified material.

Art. No: 6051

Weight: 240gr/m²

Sizes: 36/38 — 40/42

Colors: SkyBlue — Frostpink



MATERIAL COMPOSITION, TECHNICAL STANDARD & ECO PROFILE



Material composition: 48% recycled Polyester, 44% Nylon, 8% Elastane

Eco profile: Recycled Polyester, Bluesign®, top notch durability due to high amount of Nylon yarn

PANDA BEANIE

Panda Beanie is a supercool and soft Beanie made out of the same material as our lovely Panda Hoodie. Regular shape with a somewhat higher top, ended with an overlock seam that curls slightly.

Art. No: 6321

Weight: 220gr/m²

Sizes: 48/50 — 52/54 — 56/58cm

Colors: Black — SkyBlue — OrangePeel — Mint — EmeraldGreen — FrostPink





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