PRESS RELEASE | OCTOBER 2020

**#WHATSYOURLINE**

A brand new version of the iconic Haglöfs Vassi range for freeskiers makes its debut in the company's FW20 collection. Are you ready to find your line?

**En bild som visar utomhus, snö, skidåkning, sluttning

Automatiskt genererad beskrivning**

Refreshed, reworked and rebuilt for a new era – Haglöfs' legendary Vassi range has been given a new lease of life for FW20 with new materials and improved features, but with the same kind of premium design and adventurous spirit that led to its creation in the first place. The all-new Vassi GORE-TEX PRO is the result of this upgrade – much-hyped, greatly anticipated, and set to hit the mountain this fall.

A close up of a sign

Description automatically generatedThe first Vassi gear was originally developed in association with professional skier Per Jonsson, making its debut in 2012. It was named after the Vassitjåkka mountain in the very north of Sweden and designed to be perfect for freeskiers who wanted to ski in even the most extreme conditions.

Since then, the Vassi name has become synonymous with high-adrenalin, high-skill backcountry activity. This is set to continue with the 2020 upgrade of the Vassi jacket and pants – they're still built with the same purpose and performance in mind, but improved across the board.

To celebrate the new Vassi gear, last winter Haglöfs launched a competition in which they invited adventurers to find their perfect line down the mountain and record themselves taking it. The competition had a fantastic response – you can check out some of the entries on the Haglöfs Instagram account, tagged #whatsyourline. Be sure to stay tuned, the winners are set to be announced next week.

As for the gear itself, the FW20 version of Vassi has seen a significant upgrade. It's made using a GORE-TEX PRO material for superb performance and resilience. This is paired with the kinds of features that make it perfect for freeskiing in any conditions – like a smart, genuinely protective design, featuring snow skirt and bib and optimized for deep powder, as well as laser-cut ventilation. These are bold pieces for bold freeskiers, and designed to look the part as well as perform.

Essentially, the new Vassi GORE-TEX PRO is cutting-edge gear, Guaranteed To Keep You Dry™ no matter where you are on the mountain, in freezing blizzards or on clear and sunny winter days.

Vassi GORE-TEX PRO jacket and pant available now in Haglöfs’ own stores, at haglofs.com, as well as through selected retailers worldwide from October 2020.



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A close up of a sign

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PRODUCT SHEET | VASSI GTX PRO JACKET

**Vassi GTX Pro Jacket**

**Fabrics:** GORE-TEX Pro most breathable, 3-layer 100% Polyamide, 40D semi dull, double rip stop face laminated to a ePTFE membrane and a solution-dyed grid backer, 113 g/m², bluesign® approved. Hydrostatic head: >28,000 mm, RET: <6

**Key Features:** Made from 40D GORE-TEX Pro - highly breathable, for superior wind- and waterproofing. Slanted front ventilation to avoid interfering with your backpack. Two zippered front lower pockets positioned so as not to interfere with hip belt. Two chest pockets, one discretely hidden behind placket with goggle wipe attached. One ski pass pocket on lower sleeve. Two open mesh inner pockets. RECCO® reflector for searchability. 3-way adjustable helmet compatible hood, 2-way water resistant Vislon zip. Unique inner placket with laser cut ventilation holes. Brushed lining in chin guard and neck for warmth and comfort. Snow skirt with stretch and rubber grip to keep the snow out. Cord adjustment in waist. Articulated sleeves with large Velcro adjustment in cuff, for comfort when wearing gloves. Centre back length 85,1cm (Men’s size L).

**Weight:** 681g (Size L)

**Available in size range:**

Women: XS - XXL

Men: S - XXL

**Price:** 650 EUR

A close up of a sign

Description automatically generatedEn bild som visar person, kläder, kappa, kavaj

Automatiskt genererad beskrivningEn bild som visar kappa, kläder, kavaj, har på sig

Automatiskt genererad beskrivning

PRODUCT SHEET | VASSI GTX PRO PANT

**Vassi GTX Pro Pant**

**Fabrics:** GORE-TEX Pro most breathable, 3-layer 100% Polyamide, 40D semi dull, double rip stop face laminated to an ePTFE membrane and a solution-dyed grid backer, 113 g/m², bluesign® approved. Hydrostatic head: >28,000 mm, RET: <6 Reinforcement weave: 76% Polyamide, 24% Aramid, heavy duty Polyamide with a liquid crystal polymer featuring extreme strength and modulus as well as good abrasion resistance, 245 g/m²

**Key Features:** Made from 40D GORE-TEX® Pro - highly breathable, for superior wind- and waterproofing. Articulated knees and full side ventilation with 2-way water-repellent zippers. Velcro adjustment straps at lower leg. Two zippered thigh pockets with bellow and webbing loop for transceiver. RECCO® reflector. Reinforced instep and internal gaiter with rubber grip and adjustment. Higher waist to keep the snow out, with integrated and adjustable suspenders for a perfect fit. Zip fly under protective placket. Stretch panel in back for extra comfort and moisture management.

**Weight:** 714g (Size L)

**Available in size range:**

Women: XS - XL

Men: S - XXL

**Pant:** 550 EUR

A close up of a sign

Description automatically generatedEn bild som visar kläder, kostym, stående, person

Automatiskt genererad beskrivningEn bild som visar kläder, stående, kostym, framsida

Automatiskt genererad beskrivning

HAGLÖFS | SINCE 1914

We come from Sweden, a country of extreme weather and extensive landscape. A place where the outdoors isn’t just a far-off place, it’s in the fabric of our culture and community. We are committed to creating gear that will support anyone, anywhere in their own outdoor adventure. We were founded in 1914 by Wiktor Haglöf, a visionary with a dream and a toolbox. Our story has evolved from humble beginnings, and we’ve ventured into new territory, creating technical designs that set a new standard in craftsmanship.

At Haglöfs, we are Outsiders by Nature. We draw outside the lines, think outside the box, and live outside our comfort zones. We encourage exploration both physically and mentally through embracing the outdoors. We believe that everyone can experience the outdoors, and do all we can to ensure that it will still be there for future generations to explore.

A close up of a sign

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