PRESS RELEASE | MARCH 2021

**Haglöfs welcomes pro climber Matilda Söderlund as new ambassador**

Haglöfs has just signed the Swedish professional climber Matilda Söderlund as their newest brand ambassador. She is the latest addition to the Haglöfs Outsiders, a team of ambassadors and athletes dedicated to exploring the world and experiencing nature at its peak. Matilda has been pushing limits on demanding routes around the world since 2003, and is the first Nordic female to climb grade 9a.

**En bild som visar klippa, utomhus, berg, stenig

Automatiskt genererad beskrivning**

“We couldn’t be more excited to welcome Matilda as a Haglöfs ambassador,” says Victor Adler, Global Marketing Director at Haglöfs. “It’s not only her incredible climbing skills and accomplishments that impress us, but her heartfelt dedication to following her life’s passion. Matilda is the perfect addition to the Outsiders by Nature team, and we’re honored she’s agreed to share her adventures with us.”

Matilda climbed for the first time at a birthday party when she was 11 years old, and entered her first competition just a few weeks later. From there, her competition career escalated quickly, from placing second in the Swedish Youth Championships to competing with the world’s best in the World Games and World Championships. When she went to college to earn her economics degree, Matilda initially resolved herself to moving on from climbing in favor of "growing up and getting a ‘real job.’” However, after graduating in 2017, her true feelings grew abundantly clear.

“I realized that climbing is my biggest passion in life and I want to build my life and career around that—the best realization and decision I’ve ever made,” says Matilda. “Now I’ve been climbing full time for four years and I love it and am feeling very grateful that I get this opportunity!”

“My love and passion for climbing and my desire to grow and improve are key ingredients,” she adds. “I also really enjoy the process of working hard towards something, and I definitely love what I’m doing. Plus, all the spectacular places and incredible people I get to see is an amazing bonus.”

As Haglöfs’ brand ambassador, Matilda will share her upcoming goals and adventures—and give Haglöfs followers an insider’s look at what it truly takes to do what she does.

“I’m feeling incredibly happy that I get to begin this journey with Haglöfs,” says Matilda. “Haglöfs has been a dream partner to work with for years. Amazing products, great values and a dedication to always improving. Super excited to kick this off!”

Follow Matilda and her adventures [here](https://www.instagram.com/matilda_soderlund/).



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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.