

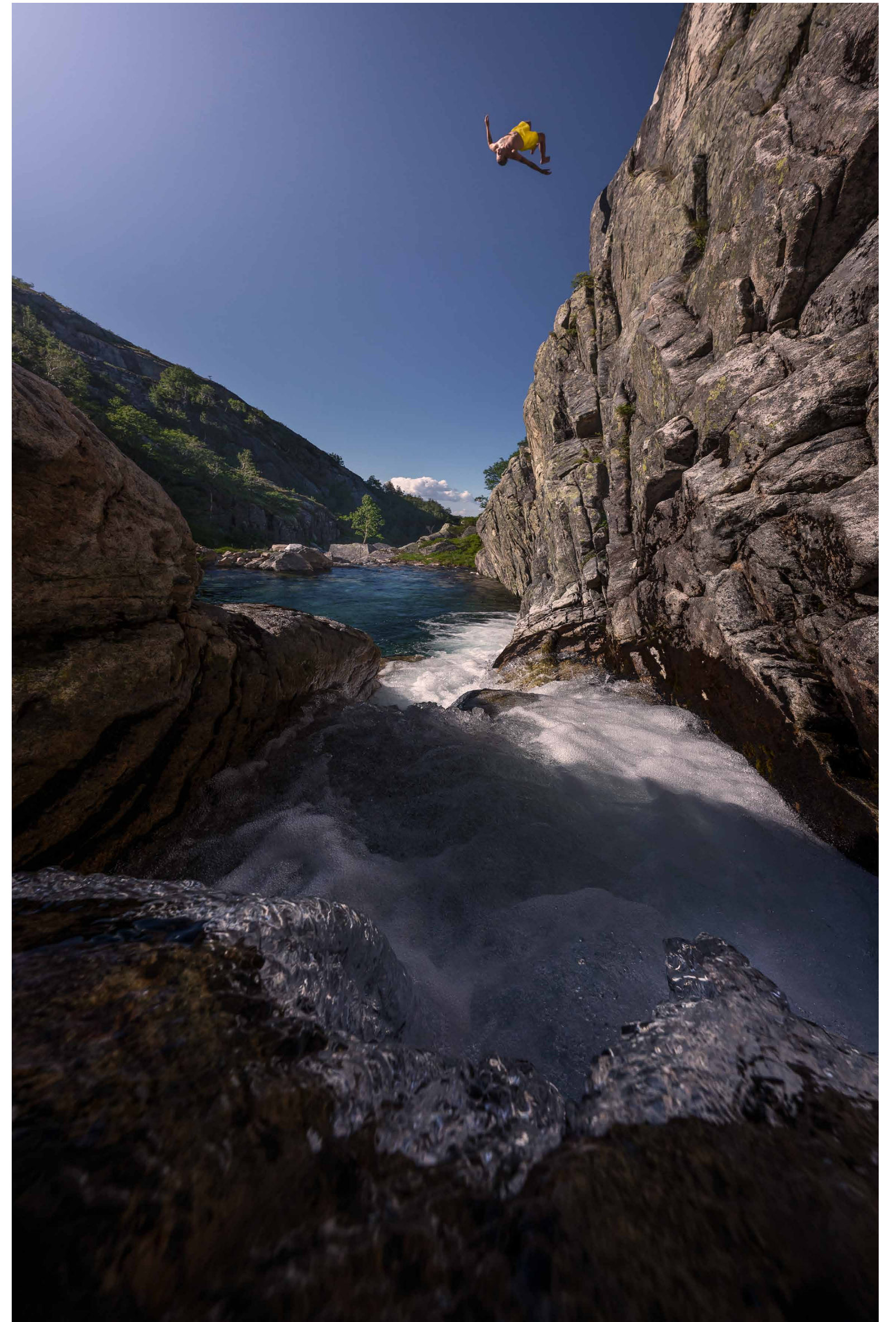
Spring/Summer 24

Lookbook

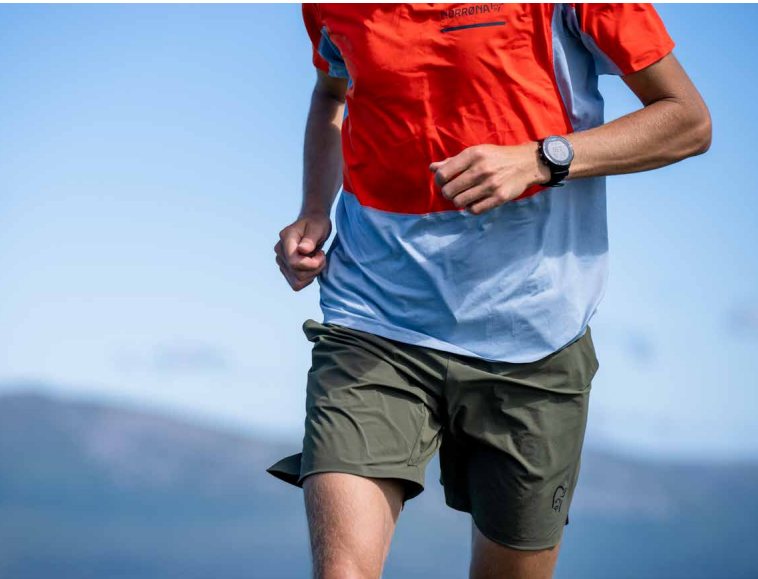
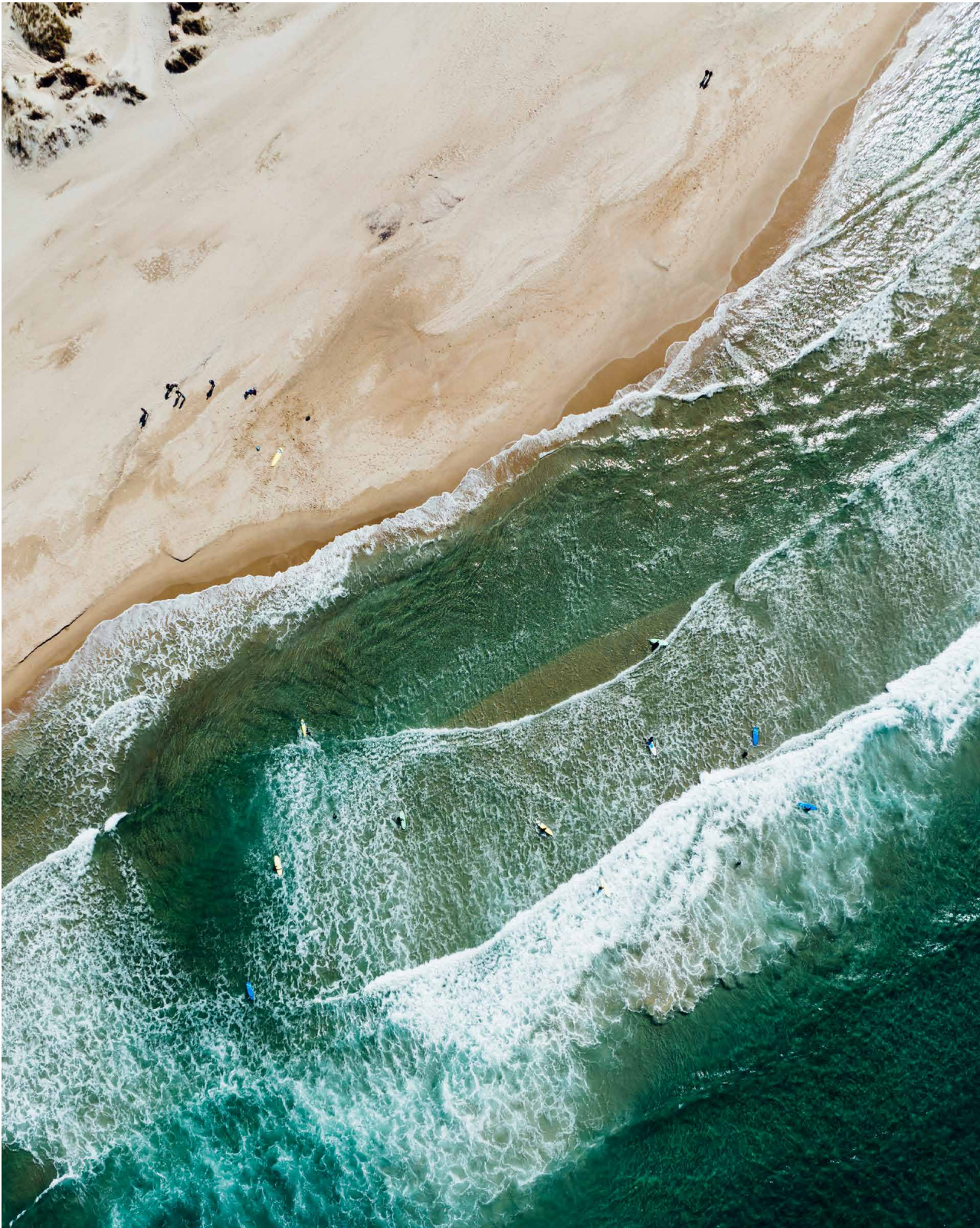


SS24 marks the introduction
of an entirely new collection –
femund – the perfect addition
to our technical product line.
The effortless styles on display
in our lookbook have been
created for our kind of summer.
For the heat. For the sweat.
For the adventure.

Welcome to nature.



Our kind of summer



Outdoor/Hiking

femund – a collection of timeless outdoor essentials, inspired by our heritage. Versatile, comfortable and long lasting, a natural element of the Norwegian “friluftsliv” lifestyle. Named after the beautiful and rugged area in central Norway, the perfect destination for the dedicated outdoor adventurer.

“In all things of nature there is something of the marvellous.”

Aristotle

M's
Outdoor/Hiking

- 1
3405-24 /29 Cotton Pocket T-shirt, Caviar
2642-24 femund Cotton Cargo Short, Camo Beige
2640-24 femund Flannel Shirt, Navy Blazer
1485-14 /29 Lumberjack Beanie, Emperador
2670-24 femund Leather Gloves, Kangaroo
2638-24 femund synkron® 80L Pack, Olive Night
- 2
2674-24 femund pureUll Zip Neck, Loden Green
1829-24 falketind flex® Tech Shorts, Caviar
2640-24 femund Flannel Shirt, Pureed Pumpkin
3420-18 /29 Snapback, Pale Grey
- 3
2628-24 femund Light Cotton Shorts, Navy Blazer
2626-24 femund Light Shirt, Olive Night
2670-24 femund Leather Gloves, Kangaroo
- 4
2642-24 femund Cotton Cargo Short, Olive Night
2683-24 femund equaliser Merino Polo Shirt, Rosin
2693-24 femund Webbing Camo Slim 25mm Belt, Camo Beige



- 5
2689-24 femund Cotton Shorts, Camouflage
3417-21 /29 Cotton Viking T-shirt, Grape Shake
3455-24 /29 Sporttech Cap, Indigo Night
- 6
2648-24 femund flex® Pant, Rosin
1821-22 falketind equaliser Merino T-shirt, Indigo Night/Pure Cashmere
2626-24 femund Light Shirt, Camo Beige
2401-22 femund 4-season Tunnel Tent 2p, Olive Drab
- 7
2666-24 femund equaliser Crew Neck, Grape Shake
1801-24 falketind flex® Light Shorts, Indigo Night
1485-14 /29 Lumberjack Beanie, Emperador
1849-20 falketind 35L Pack, Indigo Night
2001-17 lyngen Lightweight Merino Socks Long, Cool Black

3405-24 /29 Cotton Pocket T-shirt, Caviar
2642-24 femund Cotton Cargo Short, Camo Beige
2640-24 femund Flannel Shirt, Navy Blazer
1485-14 /29 Lumberjack Beanie, Emperador
2670-24 femund Leather Gloves, Kangaroo
2638-24 femund synkron® 88L Pack, Olive Night



W's
Outdoor/Hiking

- 1

2654-24

femund Flannel Shirt, Grape Shake

2690-24

femund Cotton Shorts, Grape Shake

2657-24

femund warm³ Jacket, Violet Quartz

2636-24

femund Webbing Tech Belt, Rosin

5802-23

senja Merino Lightweight Socks Long, Olive Night
- 2

1485-14

/29 Lumberjack Beanie, Emperador

2662-24

femund Tech Singlet, Orange Alert

2693-24

femund flex¹, Olive Night

5802-23

senja Merino Lightweight Socks Long, Olive Night

5209-22

norrøna 20L Pack, Olive Night
- 3

2644-24

femund warm³ Jacket, Pureed Pumpkin

2660-21

femund warmwool flex² Tights, Caviar

3411-22

/29 Cotton Vikinghead Embroidery T-shirt, White
- 4

2692-24

femund flex¹ Lightweight Shorts, Indigo Night

2664-24

femund Tech Shirt T-shirt, Orange Alert

2681-24

femund econylTM 6L Hip Pack, Indigo Night
- 5

2654-24

femund Flannel Shirt, Grape Shake

2690-24

femund Cotton Shorts, Grape Shake

2636-24

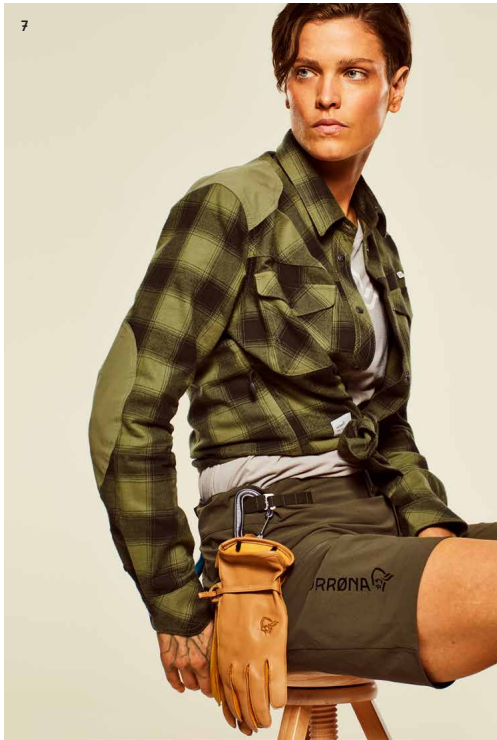
femund Webbing Tech Belt, Rosin

5802-23

senja Merino Lightweight Socks Long, Olive Night

2639-24

femund synkron[®] 65L Pack, Olive Night



- 6

2631-24

femund Light Shirt Camo Beige

2692-24

femund flex¹ Lightweight Shorts, Indigo Night

2662-24

femund Tech Singlet Vintage, Indigo
- 7

2654-24

femund Flannel Shirt, Rosin

2656-24

femund equaliser Merino T-shirt, Pure Cashmere

2204-24

fjorð flex¹ Light Shorts, Olive Night

5802-23

senja Merino Lightweight Socks Long, Olive Night

2670-24

femund Leather Gloves, Kangaroo
- 8

2676-24

femund pureUll Long Sleeve, Loden Green

2653-24

femund Cotton Jacket, Oatmeal

2691-24

femund flex¹ Lightweight Pants, Olive Night
- 9

2662-24

femund Tech Singlet, Orange Alert

2693-24

femund flex¹, Olive Night

5802-23

senja Merino Lightweight Socks Long, Olive Night

2654-24

femund Flannel Shirt, Navy Blazer
- 10

2661-24

femund warm² Hood, Orange Alert

2690-24

femund Cotton Shorts, Pure Cashmere
- 11

2661-24

femund warm² Hood, Pure Cashmere

1860-20

falketind flex¹ Shorts, Orange Alert



A
3414-23 /29 Cotton Activity Embroidery T-shirt, Caviar
2633-24 femund Light Cotton Shorts, Vintage Indigo
2636-24 femund Webbing Tech Belt, Camo Beige

B
2633-24 femund Light Cotton Shorts, Vintage Indigo
2657-24 femund worm[®] Jacket, Oatmeal



Mountaineering

We divide our mountaineering category into two collections:

trollveggen – Revolutionizing alpine climbing with the Gore-Tex jacket and bib in 1979, the collection is developed for first ascents and demanding climbs.

falketind – Durable lightweight products for all seasons, any weather. Our most versatile collection.

“Getting to the summit is optional,
getting down is mandatory.”

Ed Viesturs

M's
Mountaineering

1
1821-22 falketind equaliser Merino, Hawaiian Surf/Indigo Night
1863-20 falketind flex[®] Heavy Duty Pant, Winter Twig
2640-24 femund Flannel Shirt, Navy Blazer

2
1603-24 trollveggen Zipoff Pant, Arednalin/Rhubarb
1803-23 falketind alpha[™] Zip Hood, Arednalin
1849-20 falketind 35L Pack, Indigo Night

3
2626-24 femund Light Shirt, Camo Beige
2224-21 fjørø Wool T-shirt, Olive Night
2648-24 femund flex[®] Pant, Rosin

4
2628-24 femund Light Cotton Shorts, Navy Blazer
1810-23 falketind Power Grid Hood, Indigo Night
1821-22 falketind equaliser Merino T-shirt,
Indigo Night/Pure Cashmere



5
1829-24 falketind flex[®] Tech Shorts, Arednalin
2672-24 femund pureUll Long Sleeve, Beige Camo
1810-22 falketind aero[®] Hood, Arednalin/Pure Cashmere

6
1603-24 trollveggen Zipoff Pant, Arednalin/Rhubarb
1821-22 falketind equaliser Merino T-shirt,
Indigo Night/Pure Cashmere

7
2642-24 femund Cotton Cargo Short, Camo Beige
1810-23 falketind Power Grid Hood, Classic Green

8
1802-21 falketind Gore-Tex Jacket, Classic Green
2642-24 femund Cotton Cargo Short, Camo Beige
1810-23 falketind Power Grid Hood, Classic Green



A
1829-24 falketind flex¹ Tech Shorts, Arednalin
2672-24 femund pureUll Long Sleeve, Beige Camo
1810-22 falketind aeroTM Hood, Arednalin/Pure Cashmere

B
3422-22 /29 Trucker Mesh Snap Back Cap, Oyster Grey
2672-24 femund pureUll Long Sleeve, Beige Camo



W's
Mountaineering

- 1

1823-22 falketind equaliser Merino T-shirt, Pure Cashmere
1861-24 falketind flex[®] Pant Short, Caviar
- 2

1823-22 falketind equaliser Merino T-shirt, Pure Cashmere
1860-20 falketind flex[®] Shorts, Royal Blue
- 3

2664-24 femund Tech T-shirt, Vintage Indigo
1802-24 falketind flex[®] Light Shorts, Rosin
1613-19 trollveggen Gore-Tex Gaiters, Caviar
1485-14 /29 Lumberjack Beanie, Emperador
- 4

1814-22 falketind Gore-Tex PacLite Jacket, Royal Blue
5807-23 senja equaliser Lightweight T-Shirt, Royal Blue
1806-24 falketind equaliser Stretch Short Tights, Royal Blue



- 5

1806-24 falketind equaliser, Indigo Night
2662-24 femund Tech Singlet, Orange Alert
5802-23 senja Merino Lightweight Socks Long, Olive Night
- 6

2225-21 fjørå Wool T-shirt, Orange Alert
1826-24 falketind equaliser Stretch Tights, Royal Blue
- 7

1860-20 falketind flex[®] Shorts, Orange Alert
1823-22 falketind equaliser Merino T-shirt, Peach Amber/Orange Alert
1874-17 falketind Lightweight Merino Socks, Caviar
- 8

1621-22 trollveggen Superlight down[®] Hood, North Atlantic
2630-24 femund Tech Long Sleeve, Vintage Indigo
1826-24 falketind equaliser Stretch Tights, Indigo Night



A
2225-21 fjord Wool T-shirt, Orange Alert
1826-24 falketind equaliser Stretch Tights, Royal Blue

B
1860-20 falketind flex¹ Shorts, Orange Alert
1823-22 falketind equaliser Merino T-shirt, Peach Amber/Orange Alert
1874-17 falketind Lightweight Merino Socks, Caviar



Trail Running

senja – Specially developed for trail running, the senja collection consists of technical and packable products to offer a year-round kit consisting of extremely light yet weather protective clothing. Named after the peninsula with some of the world's most scenic runs in the midnight sun.

“When I’m running I don’t have to talk to anybody and don’t have to listen to anybody. This is a part of my day I can’t do without.”

Haruki Murakami

M's
Trail Running

1
5805-23 senja flex¹ Shorts, Caviar
5818-23 senja warm¹ Hood, Olive Night
5802-23 senja Merino Lightweight Socks Long, Olive Night

2
5802-24 senja flex¹ Shorts, Caviar
5819-23 senja aero⁷⁹ Vest, Caviar
2672-24 femund pureUll Long Sleeve, Beige Camo

3
5802-24 senja flex¹ Shorts, Caviar
5819-23 senja aero⁷⁹ Vest, Caviar
2672-24 femund pureUll Long Sleeve, Beige Camo
5801-23 senja econyl¹⁷⁹ 7L Pack, Olive Night

4
5826-23 senja equaliser, Caviar
5821-23 senja equaliser Tights, Olive Night/Caviar
5215-20 norrøna Five Panel Tech Cap, Caviar
5801-23 senja econyl¹⁷⁹ 7L Pack, Olive Night



5
5826-23 senja equaliser, Arednalin
5803-23 senja Gore-Tex Active Jacket, Arednalin/Blue Fog
5821-23 senja equaliser Tights, Caviar
5215-20 norrøna Five Panel Tech Cap, Caviar

6
5826-23 senja equaliser, Arednalin
5821-23 senja equaliser, Tights Caviar
5215-20 norrøna Five Panel Tech Cap, Caviar

7
5805-23 senja flex¹ Shorts, Caviar
5826-23 senja equaliser Lightweight T-shirt, Mykonos Blue
5803-23 senja Gore-Tex Active Jacket, Mykonos Blue/Blue Fog
5215-20 norrøna Five Panel Tech Cap, Caviar

8
5805-23 senja flex¹ Shorts, Caviar
5820-23 senja equaliser Lightweight Long Sleeve, Mykonos Blue
5215-20 norrøna Five Panel Tech Cap, Caviar

9
5805-23 senja flex¹ Shorts, Caviar
5827-23 senja alpha⁷⁹ Ziphood, Mykonos Blue
5826-23 senja equaliser Lightweight T-shirt, Mykonos Blue



A
 5826-23 senja equaliser Lightweight T-shirt, Mykonos Blue
 5803-23 senja Gore-Tex Active Jacket, Mykonos Blue/Blue Fog
 5215-20 norrøna Five Panel Tech Cap, Caviar
 5801-23 senja econyl™ 7L Pack, Olive Night

B
 5826-23 senja equaliser, Arednalin
 5803-23 senja Gore-Tex Active Jacket, Arednalin/Blue Fog
 5821-23 senja equaliser Tights, Caviar
 5215-20 norrøna Five Panel Tech Cap, Caviar

W's
Trail Running

1
5822-23 senja warm¹ Hood, Olive Night
5808-23 senja equaliser Stretch Tights, Olive Night/Caviar
5801-23 senja econyl¹⁹ 7L Pack, Olive Night

2
5805-24 senja equaliser Sleeveless T-shirt, Blue Fog
5806-23 senja Gore-Tex Active Jacket, Flamingo/Blue Fog
5809-23 senja flex¹ Shorts, Flamingo/Blue Fog

3
5823-23 senja aero¹⁰ Vest, Flamingo/Blue Fog
5808-23 senja equaliser Stretch Tights, Caviar
5824-23 senja equaliser Lightweight Long Sleeve, Flamingo

4
5806-23 senja Gore-Tex Active Jacket, Flamingo/Blue Fog
5809-23 senja flex¹ Shorts, Flamingo/Blue Fog

5
5805-24 senja equaliser Sleeveless T-shirt, Royal Blue
5806-24 senja flex¹ Shorts, Olive Night
5801-23 senja econyl¹⁹ 7L Pack, Olive Night



6
5823-23 senja aero¹⁰ Vest, Royal Blue/Blue Fog
5807-23 senja equaliser Lightweight T-shirt, Olive Night
5806-24 senja flex¹ Shorts, Royal Blue
5209-22 norrena 20L Pack, Olive Night

7
5805-24 senja equaliser Sleeveless T-shirt, Blue Fog
5806-23 senja Gore-Tex Active Jacket, Flamingo/Blue Fog
5809-23 senja flex¹ Shorts, Flamingo/Blue Fog

8
5809-23 senja flex¹ Shorts, Royal Blue
5822-23 senja warm¹ Hood, Royal Blue
5210-22 norrena 6L Hip Pack, Olive Night
5802-23 senja Merino Lightweight Socks Long, Olive Night

9
5824-23 senja equaliser Lightweight Long Sleeve, Royal Blue
5806-24 senja flex¹ Shorts, Royal Blue



A
5822-23 senja warm¹ Hood, Olive Night
5808-23 senja equaliser Stretch Tights, Olive Night/Caviar
5801-23 senja econylTM 7L Pack, Olive Night

B
5823-23 senja aero[®] Vest, Royal Blue/Blue Fog
5807-23 senja equaliser Lightweight T-shirt, Olive Night
5806-24 senja flex¹ Shorts, Royal Blue
5209-22 norrana 20L Pack, Olive Night

Mountain Biking

We divide our mountain biking category into two collections:

fjorå – Bold, innovative, and durable. Freeride inspired mountain biking since 2009.

skibotn – Introduced to serve the full-face fanatic, the collection consists of durable products in subtle designs developed to take a beating down the trails.



“Ride as much or as little or
as long or as short as you feel,
but ride!”

Eddy Merckx,
Belgian former professional road & track bicycle racer

M's
Mountain Biking

- 1

4203-24

skibotn Tech Long Sleeve, Indigo Night

2216-21

fjørå flex[®] Heavy Duty Shorts, Tawny Port

2203-18

fjørå Windstopper Gloves, Caviar

2201-23

fjørå econyl[™] 18L Pack, Caviar
- 2

4207-24

skibotn equaliser T-shirt, Indigo Night

2640-24

femund Flannel Shirt, Navy Blazer

4205-24

skibotn flex[®] Shorts, Caviar
- 3

2626-24

femund Light Shirt, Camo Beige

2222-18

fjørå equaliser Lightweight Long Sleeve, Norrøna Green

2203-24

fjørå flex[®] Shorts Light, Olive Night
- 4

2672-24

skibotn pureUll Long Sleeve, Loden Green

2203-20

fjørå flex[®] Shorts, Olive Night

2206-23

fjørå econyl[™] 6L Hip Pack, Caviar
- 5

4203-24

fjørå Tech Long Sleeve, Grape Shake

4204-24

skibotn flex[®], Caviar
- 6

2203-20

fjørå flex[®] Shorts, Violet Quartz

4201-24

skibotn flex[®] Shirt, Grape Shake

2222-18

fjørå equaliser Lightweight Long Sleeve, Violet Quartz

2203-18

fjørå Windstopper Gloves, Caviar

2201-23

fjørå econyl[™] 18L Pack, Caviar
- 7

4207-24

skibotn equaliser T-shirt, Olive Night

2203-20

fjørå flex[®] Shorts, Norrøna Green

2202-20

fjørå flex[®] Pants, Norrøna Green
- 8

4207-24

skibotn equaliser T-shirt, Olive Night

2203-20

fjørå flex[®] Shorts, Norrøna Green

2202-20

fjørå flex[®] Pants, Norrøna Green
- 9

2207-18

fjørå dri[®] Jacket, Violet Quartz

4203-24

fjørå Tech Long Sleeve, Grape Shake

4204-24

skibotn flex[®], Caviar





2203-20 fjørå flex¹ Shorts, Violet Quartz
4201-24 skibotn flex¹ Shirt, Grape Shake
2222-18 fjørå equaliser Lightweight Long Sleeve, Violet Quartz
2203-18 fjørå Windstopper Gloves, Caviar
2201-23 fjørå econyl¹⁸ 18L, Pack Caviar

W's
Mountain Biking

- 1

2227-18
2205-20
2201-23

fjørð equaliser Lightweight T-shirt, Olive Night
fjørð flex[®] Shorts, Loden Green
fjørð econyl[™] 18L Pack, Caviar Black
- 2

2204-24
2227-18
5210-22

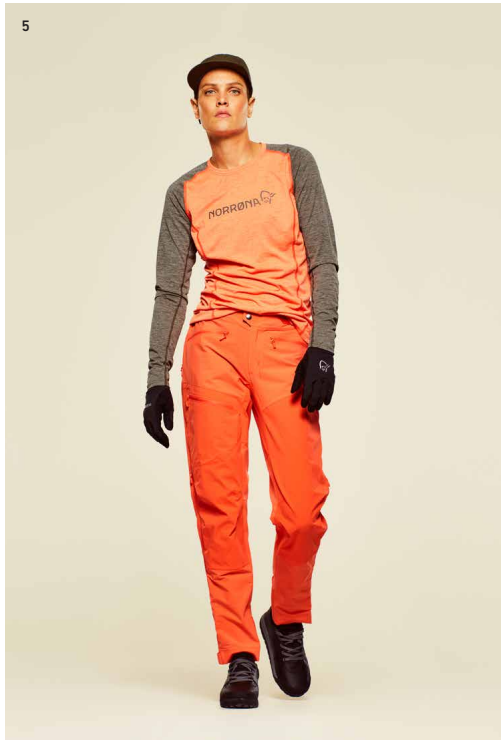
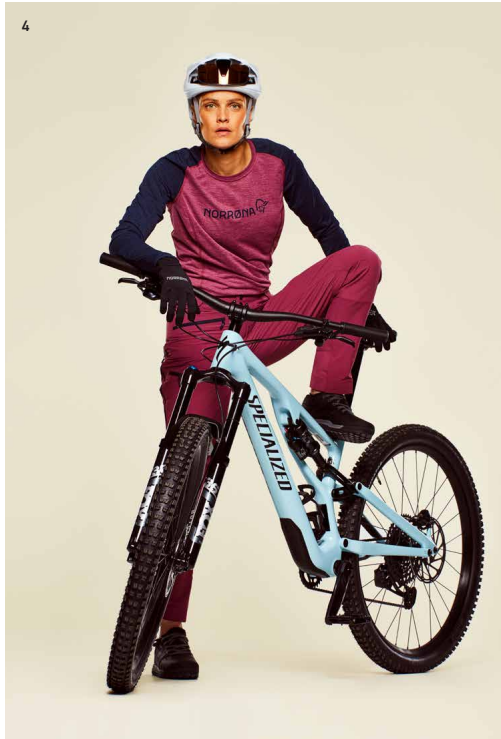
fjørð flex[®] Light Shorts, Violet Quartz
fjørð equaliser Lightweight T-shirt, Violet Quartz/Indigo Night
norrona 6L Hip Pack, Indigo Night
- 3

2204-20
2228-18

fjørð flex[®] Pant, Indigo Night
fjørð equaliser Lightweight Long Sleeve, Mykonos Blue/Aquarius
- 4

2228-18
2204-20

fjørð equaliser Lightweight, Violet Quartz/Indigo Night
fjørð flex[®] Pant, Violet Quartz/Indigo Night



- 5

2225-21
2204-20

fjørð Wool T-shirt, Olive Night
fjørð flex[®] Pant, Loden Green
- 6

2204-20
2228-18

fjørð flex[®] Pant, Orange Alert
fjørð equaliser Lightweight Long Sleeve, Orange Alert
- 7

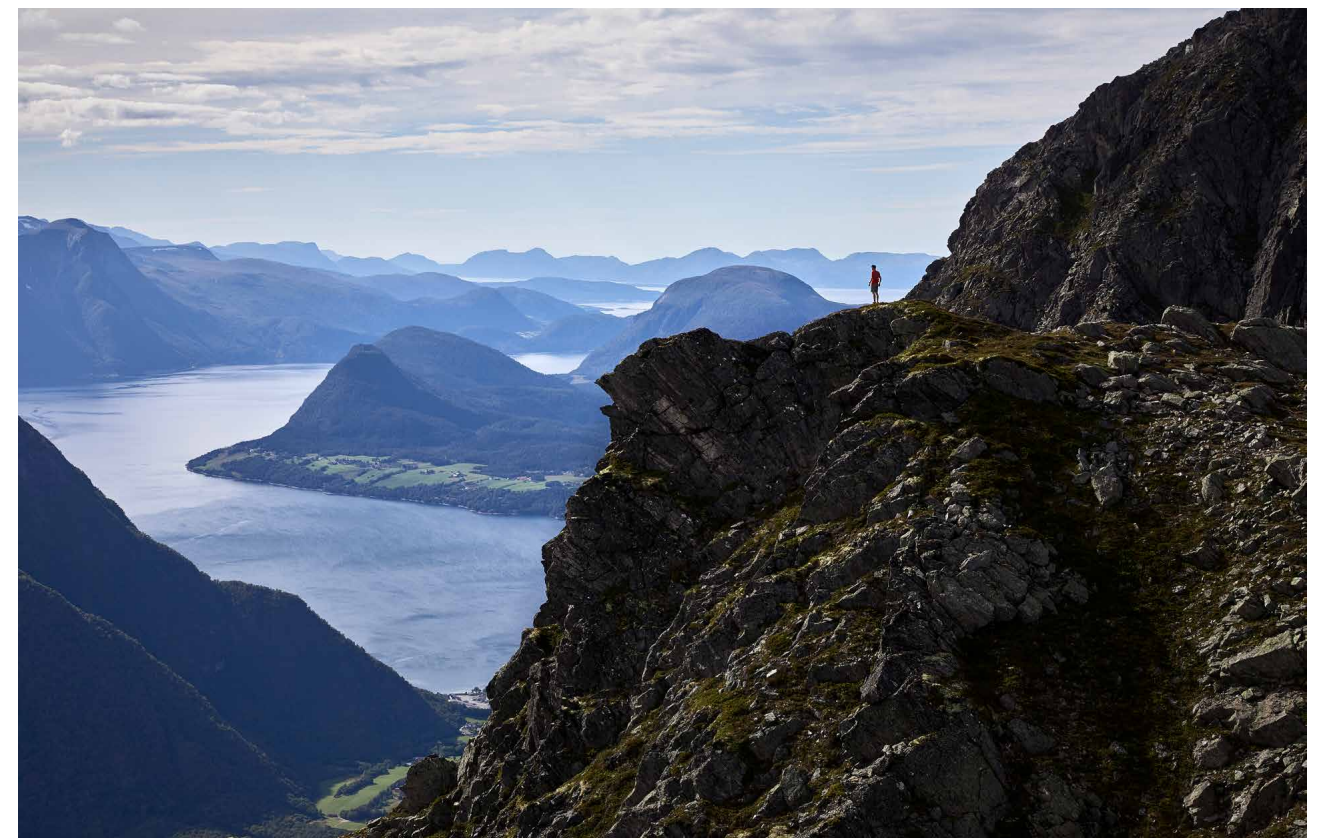
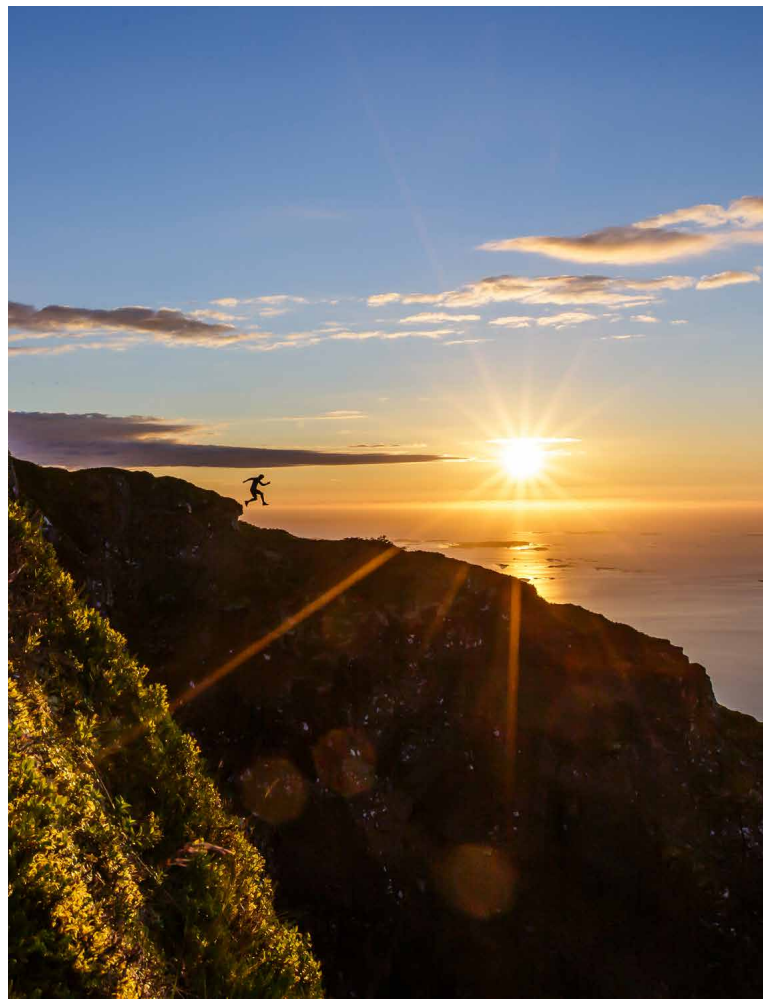
2205-20
2227-20

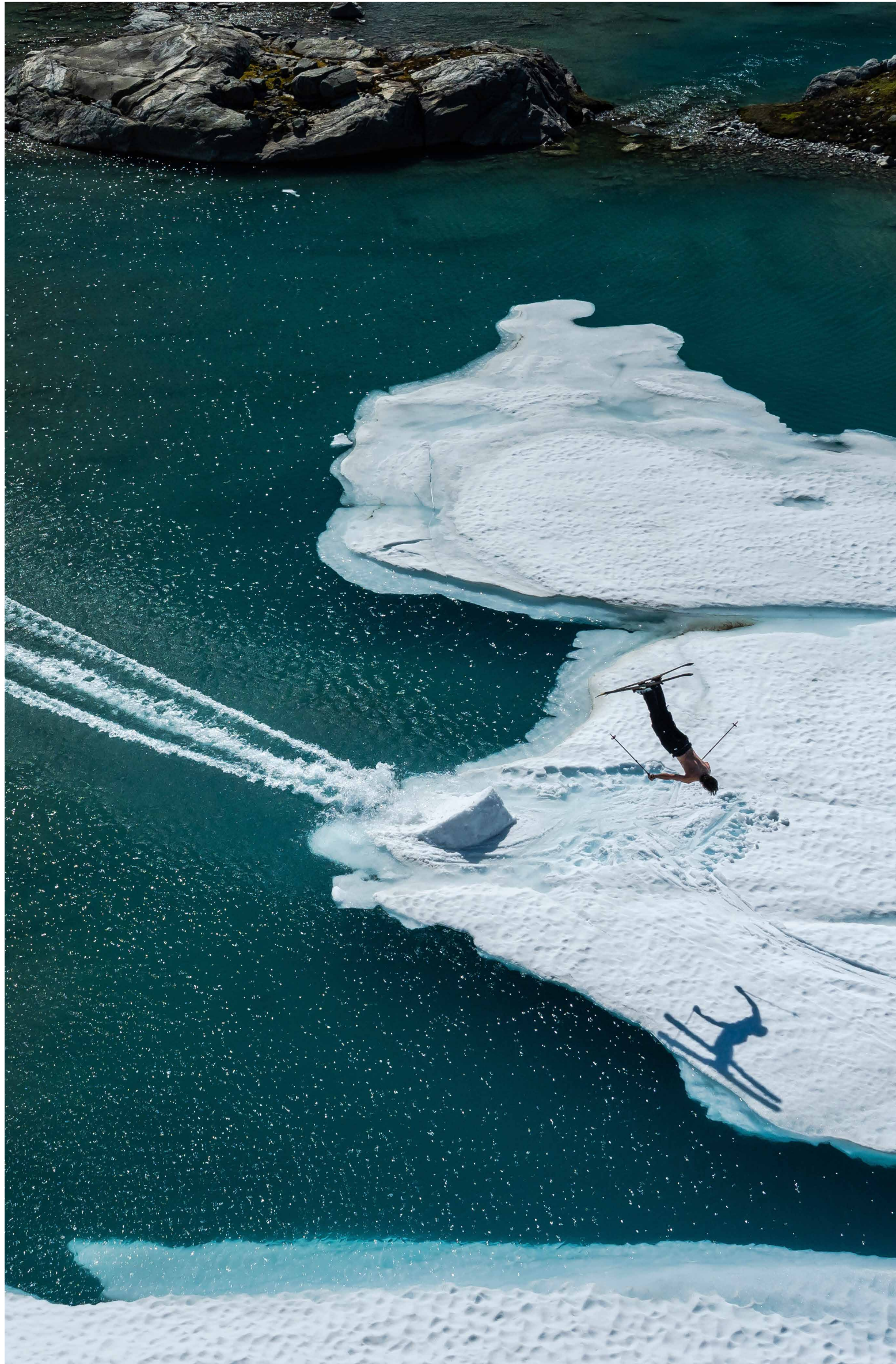
fjørð flex[®] Shorts, Orange Alert
fjørð equaliser Lightweight T-shirt, Orange Alert



**“Real freedom lies
in wildness, not in
civilization.”**

Charles Lindbergh





Our mission is to create the greatest outdoor products.

Surrounded by the Arctic and Norwegian wilderness, the need to explore and a passion for the outdoors has always been in our DNA. We take pride in understanding and mastering the most demanding conditions nature has to offer.

With relentless dedication to quality, function, design, and sustainability, we have crafted products for uncompromising adventurers through four generations since 1929.

Welcome to nature.