

ISPO 2020

HIGHLIGHTS FOR THE WINTER SEASON

Stylish and perfectly outfitted!

SENJA – A NEW SKI TOURING COLLECTION

Bergans Senja collection is exclusively designed to maximize your comfort and safety when you are ski touring. Thanks to over 50 years of mountain skiing experience, Norwegian designers know the tiny details that can often make the difference. With Senja, they present a collection of quality products made from the best technical fabrics available.

And a hybrid softshell jacket like the new Senja hybrid softshell jacket should be in every ski tourers collection. With its combination of two light and highly stretchable softshell fabrics, the jacket offers maximum freedom of movement and outstanding breathability. The softshell fabric sewn into the hood and shoulder area is waterproof, while the softshell fabric used in the seat and underarm areas is highly breathable. Both fabrics adjust to movements, providing maximum freedom of movement. Thoughtful details such as two large zippered front pockets, pit zips, reflectors and an extended back section round out the softshell jacket's features, quickly making it an absolute must for ski touring. Sale price: €300



MYRKDALEN – YOUR NEW FREERIDE FAVORITES

With this stylish jacket, freeride wishes come true! The new Bergans Myrkdalen Jacket is a weatherproof freeride jacket with a straight, stylish precision fit and many fantastic details. With the hood extended, a brightly colored neon yellow area becomes visible for enhanced visibility on- or off-piste. Articulated elbows are also designed with brightly colored inserts that can be seen when the arm is bent 90° or more. Handy velcro fasteners on the underside of the sleeve are another striking feature for comfortable wear and easy handling even with gloves. To prevent moisture from penetrating the jacket, the waterproof lower rear exterior fabric is repositioned slightly upward. Additional equipment features: 2-way front zipper, pit zips, Recco® reflector on the hood, mesh goggle pocket, ski pass pocket. Available as a 3-layer jacket and as a warmer, insulated version with PrimaLoft® Black Eco insulation, both offer maximum weather protection thanks to the Dermizax® fabric. Available in men's and women's sizes in three great color combinations. The jacket features bluesign approved fabrics and trimmings along with recycled material. Sale price €500



OSLO COLLECTION – YOUR EVERDAY HEROES

With its successful Oslo collection, Bergans of Norway enters its third winter season. This casual lifestyle collection combines timeless everyday fashion apparel with the functional and protective features of outdoor clothing. All of it designed with a strict focus towards more sustainable materials and production methods. The new Oslo unisex down parka is a true head-turner and the perfect combination of style and warmth for very cold winter days! Whether worn for a stroll through the city or long walks, it looks great and provides perfect weather protection against extreme cold. Unisex styling works equally well for both women and men! It is filled with quality recycled down from RE:DOWN. The waterproof Bergans Element Active® membrane (min. 5000-millimeter water column) forms an outer layer to protect against rain and humidity. It also provides outstanding wind protection and circulates excess heat to the outside. The fashionable unisex look is the perfect style for her and for him, available in three colors. Sale price: €450



BERGANS AND SPINNOVA

Last year the outdoor supplier Bergans of Norway and the Finnish fiber manufacturer Spinnova initiated a development partnership. Their goal: to develop a new and radical sustainable textile production mode. The very first prototype is already in use. Bergans of Norway is one of the first vendors with a complete line made with Spinnova fibers. The Norwegian company went to great lengths to debut the first result of the new technology by the end of 2019: a simple backpack produced without any harmful chemicals. The backpack is still a prototype and is available only in very limited quantities. However, both partners stress that they are already making the product available so that customers can participate in its further development. The fabric is currently designed for use as a backpack. After a certain period of use, the consumer can return the backpack to have it recycled into new Spinnova fabric and transformed into a new and different product.



DETAILED INFORMATION, TEXTS AND IMAGES AVAILABLE AT [NEWS.BERGANS.COM](https://www.bergans.com/news)

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