

Jack
Wolfskin

MARKED BY THE
WILDERNESS
FOR 40 YEARS
AT HOME OUTDOORS



SUSTAINABLE AND STYLISH

Everyday Outdoor – cool models for the environmentally conscious

With the new season, the topic of sustainability also plays an important role in the EVERYDAY OUTDOOR segment. An absolute highlight is **the new ECOSTRIDE trainer**. During its development, the focus was on achieving the **lowest possible consumption of resources**: 'Because every single drop of water counts,' explains Daniele Grasso, Vice President Product and Apparel at JACK WOLFSKIN.

'The ECOSTRIDE combines state-of-the-art technology and a more sustainable approach to footwear manufacturing.' **Only undyed, natural materials** were used – like hemp, which requires 50 % less water to grow than cotton. And the robust and durable sole contains not only natural rubber but also recycled rubber.



ECOSTRIDE LOW M/W

Sustainable footwear with a clean design

These cool trainers combine technical and sustainable material developments with timeless design and will delight both environmentally conscious outdoor enthusiasts and urban travellers. Primary materials are selected to save water during various manufacturing processes and reduce the use of pesticides and chemicals:

- The natural fibre upper is made of undyed hemp
- The lining and laces are made of cotton
- Even the eyelets are embroidered to minimize the production of waste
- The sole is made of a blend of natural, recycled and synthetic rubber
- The comfortable cork-lined insole consists of 75 % innovative Bio-EVA, which is extracted from sugar cane

Material: HEMP main material; CORK; COTTON
Weight: 720 g (M, size 8); 590 g (W, size 4)



REDUCED WATER
CONSUMPTION



USE OF
NATURAL FIBRES



RECYCLED
MATERIAL

WATCH THE FILM

