



Hiking Greece – Defying the Heat

Jack Wolfskin launches new Light Hiking collection designed for fast, ambitious hiking in warmer climates

Idstein (February 2023) – Jack Wolfskin, one of the world's foremost outdoor clothing, equipment and footwear specialists, will launch its Hiking Greece - Defying the Heat campaign this coming summer, unveiling its new Light Hiking apparel, footwear and equipment collection. The collection is characterised by lightweight, highly functional materials, sporty fits and styles that are particularly suitable for shorter, intensive day hikes in demanding terrain and dry and hot temperatures. The Prelight Windbreaker jacket for women weighs just 120 grams.

The campaign centres around outdoor enthusiasts following their passion for challenging routes on historical trails in Greece. The journey of discovery leads over remote and rocky trails, through spectacular landscapes and the characteristic silver-green olive groves, past the waterfalls of Eptalofos, over the peak of Gerondovrachos and the historic path to the village of Delphi to the Gulf of Corinth. The multi-faceted, ever-changing route satisfies all the senses, offering deliciously scented herbs, magnificent vistas and extraordinary insights.

The campaign emphasizes the transfer and broadening of knowledge. Apart from hiking, it focuses on learning about local landscapes and plants and preparation of regional foods in an outdoor kitchen. In Greece, the energetic team of young explorers led by brand ambassador Gürel Sahin discovers how to create delicious meals from fresh seafood using local herbs and spices with simple techniques.



We Live to Discover



For this year's campaign, once again dedicated to the mantra "We Live to Discover," Jack Wolfskin followed landscape and travel photographer **Gürel Sahin**, outdoor enthusiast **Angela Neururer**, who grew up in the mountains, outdoor expert and chef **Michi Steffl**, **Alois Kunz** and **Annika Vossen**. They all bond over their love of nature and their urge to discover new horizons. This Jack Wolfskin crew confirms that hiking and exploring as a team makes every experience even more unforgettable.

Nature is a source of strength yet it presents personal challenges and triumphs to each and every one. Jack Wolfskin seeks to motivate people to venture out and connect with nature, to gather new experiences and enjoy outdoor life with family and friends. The aim of the campaign is to simultaneously raise awareness for environmental protection and enhance knowledge of these unique landscapes and ecosystems.

"With our current campaign Hiking Greece - Defying the Heat, we are focusing primarily on social media to reach young outdoor enthusiasts," said Mokhtar Benbouazza, Jack Wolfskin's Vice President Marketing & Digital "By sharing knowledge about local nature, we intend to inspire more people to go on their own journeys of discovery."

THE CAMPAIGN

This high-profile image campaign will launch on March 23 and conclude on April 26, 2023, playing across all of the brand's own social media channels (Facebook, Instagram, Tiktok, Youtube), a landing page, digital banners, points of sale, newsletters and special interest magazines. Focus is set on Germany, Great Britain and Austria.

THE TRAVEL EXPERT

Jack Wolfskin has been collaborating with Innsbruck based tour operator **ASI Reisen** since 2009. The trip can be booked through ASI.

THE COLLECTION

Hiking Greece – Defying the Heat launches Jack Wolfskin's new light hiking collection for the summer of 2023. The lightweight design of the products and the resulting benefits allow discoverers to ascend faster and further. Apart from its modern, purist look, the brand-new Light Hiking collection excels through its exceptional functionality - perfect for demanding terrain and hot, dry climates. Highest quality materials are used, such as Pertex® Quantum Air, one of the lightest and yet extremely tear-resistant fabrics on the market, as well as insulation material Polartec® Alpha®, which is twice as breathable and dries 60 percent faster than conventional insulation materials. The collection's modern purism is reflected in monochrome colour schemes as well as translucent elements throughout its ultra-lightweight, athletic styles. All may be packed small and are perfect to be worn in the trendy layering system.



ABOUT JACK WOLFSKIN

Jack Wolfskin is one of the leading providers of premium quality outdoor apparel, footwear and equipment in Europe and the largest franchisor in the sports retail market in Germany. Jack Wolfskin products are currently available in more than 490 Jack Wolfskin stores and at over 4,000 points of sale worldwide. Jack Wolfskin products are renowned for their optimised functionality, high quality and exceptional innovation. In recent years the specialist outdoor brand has captured a large share of the market with numerous new products and materials. Jack Wolfskin is also a pioneer of the first order when it comes to sustainability. The company has been a member of the Fair Wear Foundation since 2010 and was awarded with FWF Leader status seven times. Jack Wolfskin is also a bluesign® system partner since 2011. The company is head-quartered in Idstein, in the Taunus region of Germany and currently employs over 1,440 people worldwide.