



Jack Wolfskin x Highsnobiety

We are all born naked and howling. Two German-based cultural pioneers and designers – the outdoor performance apparel and gear brand Jack Wolfskin that has outfitted wilderness adventures since the '80s, and Highsnobiety, the media platform that defines style – put their collective minds together to create a limited-edition capsule that defies convention while maintaining classic outdoor design with premium weather protection. The partnership is in alignment with the launch of the Highsnobiety Sports channel.

Launching May 11, 2022, the collection spans from jackets and caps in contemporary colors to an assortment of bags, rucksacks, and pouches. Consistent with Jack Wolfskin's heritage, sustainably conscious manufacturing and materials, durability and lifelong performance were prioritized throughout the design process. Highsnobiety's visionaries provided additional hits and features that give the collection a distinct personality.

The limited collection is inspired by classic Gorpcore styling in reverence to the trail mix of raisins and peanuts that is a staple on outdoor excursions, with an aesthetic that is practical, utilitarian, technical and made for multi-season use. Though fun in nature, the line stays true to Jack Wolfskin's roots with unrivaled German design and performance features. All seven styles are created exclusively with waterproof breathable Texapore Ecosphere technology, made with 100% recycled and reused materials.

Product testing for the collection went beyond the typical walk in the woods with The Ultimate Geartest. Driven by the Gorpcore movement's obsession with technical details and performance, the garments were put through extreme, dramatic and ultimately humorous methods of use to earn credibility in outdoor and city situations. But that was just the beginning. The Jack Wolfskin x Highsnobiety collaboration places the community at the forefront of the launch with an initiative to get more people to experience the outdoors through their own means and style. A communal hiking adventure through Runyon Canyon in West Hollywood at 7:30 a.m. on May 11 will mark the launch of this collection in tandem with the opening of the Highsnobiety Sports HQ in Los Angeles.

“When our team began discussing the ideal collaborative partner to continue our path, HIGHSNOBIETY made perfect sense,” said Mokhtar Benbouazza, Jack Wolfskin's Vice President of Marketing & Digital. “Anyone who is committed to the Highsnobiety media brand cherishes quality and has a keen interest in the technical aspects of clothing. The collaboration inspired us to create some of our most forward designs, but more importantly, it has sparked

the start of a hybrid community that will encourage more discovery in the outdoors. We have developed new products for new discoverers while staying true to ourselves.”

Products will be available in the Highsnobiety online shop worldwide, launching May 11, as well as in the Highsnobiety pop up shop in Silver Lake, Los Angeles, opening May 10 for two weeks.

Socials: @jackwolfskin @highsnobiety

About Jack Wolfskin

Jack Wolfskin is a globally-leading provider of premium German-engineered outdoor apparel and equipment. The company was founded beside a campfire among friends deep in the Canadian wilderness in 1981 with a mission to inspire all explorers to live to discover through shared, transformative outdoor experiences wherever they are. Headquartered in Idstein, Germany, Jack Wolfskin operates a North America office in Park City, Utah, and an Asian office in Shanghai, China. The company has grown to become a leading outdoor brand across Europe and Asia with more than 540 JACK WOLFSKIN stores and over 4,000 points of sale worldwide. Jack Wolfskin is rooted in sustainability and focused on designing ethical and eco-conscious products, as well as promoting fair and humane working conditions. The company has been a member of the Fair Wear Foundation since 2010, as well as a bluesign® system partner that holds the entire supply chain accountable on a sustainability basis since 2011. Jack Wolfskin also offers products with the Green Button label. The company currently employs over 1,100 people worldwide. In January 2019, Jack Wolfskin was acquired by Callaway Golf Company.

About Highsnobiety

Highsnobiety is a brand dedicated to a new generation of cultural pioneers. Our mission is to discover and champion the best our culture has to offer, connect people through our love of style, and amplify a community of emerging creators. Always ahead of the curve, Highsnobiety is dedicated to discovering what's next. Founded in 2005 by CEO David Fischer, Highsnobiety is a global business headquartered in Berlin with offices in New York, Los Angeles, London, Hong Kong, Sydney, Tokyo and Milan. We are a digital media and cultural consultancy at the intersection of style, art, design and technology, providing a platform for the brands and people we are passionate about.