



## **A Perfect Team: Jack Wolfskin and Mountaineering Legend Reinhold Messner Announce Collaboration**

**With his wife Diane, the legendary mountaineer advises the newly founded Jack Wolfskin Brand Council and becomes part of the Discovery Team.**

IDSTEIN (April 2023) – Outdoor icon Reinhold Messner and his wife Diane Messner will become advisors and exclusive members of the Brand Council at Jack Wolfskin, one of the world's leading specialists in outdoor clothing, equipment and footwear. The Messner couple and other international members will work with Jack Wolfskin to develop strategic sustainability concepts and long-term rewilding projects within the newly founded Brand Council. Rewilding is part of Jack Wolfskin's Brand Reset. The brand follows the principle „Rewild ourselves - Rewild the world“ and supports everyone reconnecting with nature and sharing knowledge about nature. The focus is also on rebuilding nature and ecosystems. Jack Wolfskin is committed to this task, stands up for these values and acts accordingly. Jack Wolfskin supports the Messner Mountain Foundation (MMF), founded by Messner and other NGOs and partners as part of the partnership.

Reinhold Messner is the world's most famous mountaineer. The South Tyrolean was the first to climb all 14 eight-thousanders, the „Seven Summits“, and to cross Antarctica, the Gobi and Takla Makan deserts and Greenland lengthways. Following his time as an MEP (1999-2004), Reinhold Messner spent more than 20 years building up his Messner Mountain Museums (MMM) and his foundation (MMF). His latest project, the Messner Mountain Heritage (MMH) promotes traditional mountaineering and hiking worldwide. Messner has received numerous awards and honors, including the Royal Geographic Society's Patron's Medal, one of the highest awarded by the British Royal Family, for his contribution to mountaineering and mountain areas.

„We are responsible for protecting and restoring nature for future generations to enjoy. Jack Wolfskin and the members of the Brand Council share these values. That is why we are very pleased to be able to support the company in its quest for comprehensive sustainability,” say Diane and Reinhold Messner.

„As an outdoor company, we are responsible for protecting nature and biodiversity as much as possible. That is why we have defined long-term goals in our strategy with the mantra „We Live to Discover“ and actively support national and international projects of various organizations. With Diane and Reinhold Messner, we share this responsibility and realize projects that reflect our shared values,” says Mokhtar Benbouazza, Vice President Marketing & Digital at Jack Wolfskin.

The Jack Wolfskin Brand Council aims to expand the rewilding strategy developed by Jack Wolfskin under Richard Collier, CEO Jack Wolfskin. Above all, regional and local activities are to be promoted. In addition to the MMF, this includes the FCC (Foundation Conservation Carpathia), whose managing director, Christoph Promberger, Jack Wolfskin has supported since the 1990s.

In addition to Diane and Reinhold Messner, other members of the Brand Council are Waterbear founder Ellen Windemuth, the Polish journalist and Jack Wolfskin brand ambassador Martyna Wojciechowska and Jack Wolfskin founder Ulrich Dausien.

Visit Jack Wolfskin’s digital home to get inspired through the projects and meet the entire **Discovery Team.**



## Abot 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

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