



UNITED WE HIKE: *JACK WOLFSKIN INSPIRES SHARED HIKING ADVENTURES AND UNFORGETTABLE MOMENTS IN NATURE*

Idstein, Germany, February 2022 – JACK WOLFSKIN, a globally leading manufacturer of sustainably designed performance apparel, footwear and equipment will release in March its new UNITED WE HIKE campaign to inspire all people to go hiking with others and to experience unforgettable outdoor adventures. No matter what age, origin or history, everyone climbs the same mountain while hiking. With the new campaign, JACK WOLFSKIN underlines that with the right equipment, the necessary knowledge and in suitable company, everyone can overcome their own hurdles with self-confidence. For this year's campaign – the third in the UNITED WE HIKE series

– JACK WOLFSKIN captures the stories of a team of five women with diverse backgrounds who came together to hike in Styria in the Southern Austrian Alps near Slovenia. The UNITED WE HIKE campaign captures five outdoor influencers **Amira, Magarita, Marie, Sarah** and **Michaela** during their time on the WOLFTRAIL, an exclusive hiking adventure organized by JACK WOLFSKIN. Through the campaign, JACK WOLFSKIN documents the different experiences of the women and demonstrates that nature makes no distinctions between people. At the same time, JACK WOLFSKIN tells the unique stories behind the characters.



All five women are impressively committed in different ways to ensuring that everyone finds their place in the hiking community with a sustainable commitment to nature. **Amira** lives in the UK and is the founder of Wanderlust Women, a hiking and adventure group in particular for Muslim women that encourages the discovery of nature. **Magarita** is all about sustainability and positivity. She is the founder of Behind the Greens, a platform for uplifting content about sustainability and environmental protection. **Marie** is an

outdoor enthusiast who pursues a variety of activities from skiing to trail running. She is an experienced hiker and is the founder of Three Peaks Adventures, a travel expedition company. **Sarah** is a city girl who regularly goes out into nature to ease her mind and find focus. She has an eye for beautiful little moments and always finds inspiring words for her outdoor and travel photography. **Michaela** grew up in the Swiss mountains and loves to explore nature. She shares tips for positive thinking and more mindfulness for a happy life.

To capture an authentic story for this year's UNITED WE HIKE campaign and to meet the specific needs and demands of female hikers worldwide, JACK WOLFSKIN relied on an exclusively female team from product to campaign development. Thus, the entire cast as well as the complete production crew consisted of women, including the photographer, videographer, mountain guide and producer. The campaign will launch a few days before International Women's Day. JACK WOLFSKIN Brand Communication Manager Nina Krystin Jungels and Brand Creation Manager Kirsten-Christin Truhoel accompanied the shooting production of UNITED WE HIKE. "Taking on the WOLFTRAIL as an all-female team was an impressive experience," said Nina Krystin Jungels. "The trail was more than an ambitious hike in a breathtaking environment. It taught us a lot about ourselves, about solidarity, tolerance and respect for the group."

"The composition of the team was very diverse, and all of the women brought out their unique personalities," added Kirsten-Christin Truhoel. "Hiking as a team connected us all during the days in Styria. We met the challenges with courage and mastered them. This campaign is intended to inspire exactly such experiences and adventures." "The new minimalist ATHLETIC HIKE collection is aimed at active women who demand high performance and design from their outdoor products," said Laura Jade Johnson, JACK WOLFSKIN Product Manager. "Women see the world with their own eyes. They set goals, grow through challenges and support each other. With these values, we want to inspire women to join our passion for hiking and encourage them to go their own way."





THE CAMPAIGN

The UNITED WE HIKE campaign launches on March 3 and ends on April 6, 2022. The image campaign will be played out on all channels from social media (TikTok, Instagram, YouTube, Facebook) to digital banners, point of sale and special interest magazines. The hiking community can also follow the unique experiences of the five women on the influencers' social media channels. The campaign focuses on Germany, Austria, Switzerland and Great Britain.

THE COLLECTION

With UNITED WE HIKE, JACK WOLFSKIN presents its new **ATHLETIC HIKE** collection for spring/summer 2022. This is launched exclusively for women and is aimed at hikers with a passion for design and minimalism. The monochrome styles convince with sophisticated technical details, can be combined in many ways through layering and offer optimal freedom of movement and wearing comfort.

WOLFTRAIL

WOLFTRAIL brings JACK WOLFSKIN's brand essence of shared wanderlust and hiking together to the center. The WOLFTRAIL adventure was launched in early 2020 with the unique long-distance hiking experience in the Romanian Carpathians. For this, JACK WOLFSKIN developed the first, exclusive long-distance hiking trail with its trusted partners ASI Reisen and Carpathia. After the long-distance hike in Romania, the focus in winter 2020 was on hiking on one's own doorstep with an awareness of local nature and sustainable travel. Last year, the WOLFTRAIL led through the breathtaking Scottish Highlands. The campaign focused on individual experiences on shared adventures.

THE PARTNERS

The WOLFTRAIL was created and developed by JACK WOLFSKIN together with trusted and long-term partners. The official organizer is the renowned company ASI Reisen from Innsbruck which has organized and lead the WOLFTRAIL journeys for the past several years. The individual WOLFTRAIL stages are available through the Komoot routing app to allow anyone to hike the routes at any time. Previous WOLFTRAILS were co-sponsored with by the Alladale Wilderness Reserve and the Conservation Carpathia Foundation (FCC). The organizations actively support the protection of forests and wolves, two topics that are vitally important to JACK WOLFSKIN.



ASI Reisen



THE WOLFTRAIL-TRAVEL 2022

This year's WOLFTRAIL is a six-day hiking experience through Styria. The trail leads from the Hohe Tauern over the Eisenerz Alps to the Hochschwab group. The impressive Dachstein massif marks the start. Occasionally wolves are observed in Styria. The trip can be booked via [ASI Reisen](#). Included in the trip are the transfers, accommodations, meals, a German and English-speaking guide and an ASI tour book. The cost of the trip depends on the type of accommodation and starts at 995 euros. Beginning March 3, 2022, the excursions can be booked from late June to mid-September.

ABOUT JACK WOLFSKIN

JACK WOLFSKIN is a globally leading provider of premium German-engineered outdoor apparel, footwear and equipment. The company was founded beside a campfire among friends deep in the Canadian wilderness in 1981 with a mission to inspire all discoverers by creating transformative outdoor experiences wherever they are. Headquartered in Idstein, Germany, JACK WOLFSKIN operates a North American 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 490 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 1,400 people worldwide. In January 2019, JACK WOLFSKIN was acquired by Callaway Golf Company.

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