



"We Live to Discover" – Jack Wolfskin Presents Strategic Brand Repositioning

**FW 22/23 COLLECTION WITH TECHNOLOGICAL AND SUSTAINABLE
INNOVATIONS REPRESENTS FUTURE BRAND DIRECTION**

Idstein, Germany (17 January) – The leading outdoor company Jack Wolfskin based in Idstein near Frankfurt, Germany, presents its new strategic brand direction under CEO Richard Collier with the fall/winter 2022 collection. At the heart of this direction is the new claim „We Live to Discover“ as well as a subtle revision of the corporate identity and the renowned logo with the wolf paw. Jack Wolfskin is guided by an understanding that all people have an inherent

urge to discover. Therefore, the company encourages people to follow it, connect with nature and experience transformative outdoor moments together with others. To this end, the company develops German engineered performance apparel, footwear and equipment with the highest standards of technology, design and sustainability.

“Jack Wolfskin was forged around a campfire over 40 years ago. We are now taking the brand back to its roots,” says Collier. “With our products and expertise, we enable transformative moments of discovery for all. We encourage people to go out and discover their surroundings - near and far. The joy of discovery and shared moments are more important than achieving specific destinations. Jack Wolfskin is a brand for everyone following their curiosity.”

As part of the new strategic brand direction, Jack Wolfskin has also modernized its product and technology architecture. A clear focus on selected activities and catchy technology names provide customers with the best possible orientation. “This way, we intend to be a central component of selected outdoor activities such as hiking, biking, trekking and ski touring,” Collier said.

In its product development, Jack Wolfskin is driven by its German design ethos, which is characterized by durability, reliability and performance. The company’s mission is to provide the best and most sustainable solutions that minimize its impact on our planet. With this in mind, the Fall/Winter 2022 collection presents unique technology innovations as well as approaches to circular products.

Sustainability is prioritized from all business operations from product development to supply chain. With the new direction, the company commits even more to action than in the past. In collaboration with researchers and opinion leaders, it champions the ecological restoration of ecosystems, and builds opportunities for all to take action.

Along with the brand repositioning, Richard Collier has also introduced a clear roadmap for the global expansion of the brand: In addition to the major growth markets China, the USA and Russia, Jack Wolfskin aims to continue to grow in Europe. The focus here is on the Netherlands, Belgium, Great Britain, Poland and Italy. The DACH region remains an important core market. Increased importance is also being attached to digital business. By expanding its existing omnichannel model, customers are to receive the best service at all touchpoints worldwide. Jack Wolfskin will also launch a digital offensive in marketing and have a much stronger presence in digital channels, in particular social media. Targeted marketing campaigns support the repositioning of the brand.

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.



Engineered in Germany, Proven in the Wild.

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