



Pack your backpack and press play

Fjällräven launches online Trekking Event Fjällräven Classic

Starting this summer, Fjällräven will introduce *Fjällräven Classic TV*: The brand's solution to the current situation to get people immersed in a trekking experience which is streamed online, from the point of view of a trekker. Fjällräven Classic TV will digitally transport viewers from all across the globe to the locations of Fjällräven's successful trekking events. The first episode will go live on 27 May 2020, at 12:00 CET, on Fjällräven's social channels and on the Classic website.

Fjällräven Classic treks have become the perfect gateway to outdoor life for those members of the trekking community who have long dreamed of hiking and camping the wilds of northern Sweden. The original concept of Fjällräven Classic was launched in 2005 with the aim of encouraging more people to trek in the Swedish mountains. Over the years it has evolved to an event that caters to over 2.000 people every year, from all over the world, trekking the 110km stretch of the *Kungsleden* from *Nikkaluokta* to *Abisko* with everything on their back. The event has grown rapidly - so has the concept of Fjällräven Classic.

After a few years, the event expanded from Sweden to Denmark, then to the US in 2016. In 2017 Fjällräven Classic took place in four different locations around the world, when Sweden, Denmark and the US were joined by Hong Kong.

For the year 2020 Fjällräven set out with a great ambition to further expand the Fjällräven Classic to more countries and continents than ever before with additional events planned for Germany, UK, China and South Korea. The brand received incredible feedback from the global trekking community and tickets were sold out quickly.

But 2020 has proven to be a particularly complex year in many regards and it was with great sadness that Fjällräven had to cancel the

events in Germany, Denmark, UK, US, China and Sweden due to the Covid-19 pandemic. [Read more here.](#)

It was at this point that a creative solution was needed to enable people to still enjoy the beautiful landscapes of Fjällräven Classics. For this reason, Fjällräven is creating an immersive, digital series of online trekking events to bring at least a semblance of the Fjällräven Classic experience to people wherever they are.

Starting with *Classic Germany*, the first episode will last for 3 continuous days and span across 57km of winding trails through fields and forests, along ridges and lakes, over hills and grasslands of the beautiful *Allgäu* region in Germany. Viewers will be able to join in for a few hours, or for the entire three day trek, experiencing the trail from a point of view perspective.

The first edition of Fjällräven Classic TV will be streamed as soon as the 27-29 May 2020, starting at 12:00 CET on the [Fjällräven Classic website](#) giving you the possibility to tune in whenever and from wherever you want.

The second episode is planned for 1-4 July 2020, starting at 12:00 CET, and will take trekking fans all over the world digitally to Denmark following the 75km trek over grassy hills, through dark forests and along the shoreline.

So get your remote, pack your backpack and tune in for a unique Trekking experience brought straight to your home by the Fjällräven Classic team.

Visit the [Fjällräven Classic Website](#) and follow Fjällräven on [Facebook](#) to get updates on future episodes taking you to all the different breath-taking Fjällräven Classic locations as far as local regulations and possibilities allow.



In 1960, Åke Nordin founded Fjällräven in his basement in the town of Örnsköldsvik in northern Sweden. Today the company's timeless, functional and durable outdoor equipment enjoys a global presence and can be found in over 70 countries. Fjällräven's product range comprises outdoor clothing and accessories for

men and women as well as backpacks, tents and sleeping bags. Fjällräven prioritises acting responsibly towards people, animals and nature and encourages and sustains public interest in the outdoors. The company is the initiator of two popular outdoor events, *Fjällräven Classic* and *Fjällräven Polar*, which attract thousands of participants every year.

High resolution product images:
www.press.fjallraven.com

For more information please contact:
Philipp Kloeters, +49 8139 8023-21
philipp.kloeters@fjallraven.se

www.fjallraven.com