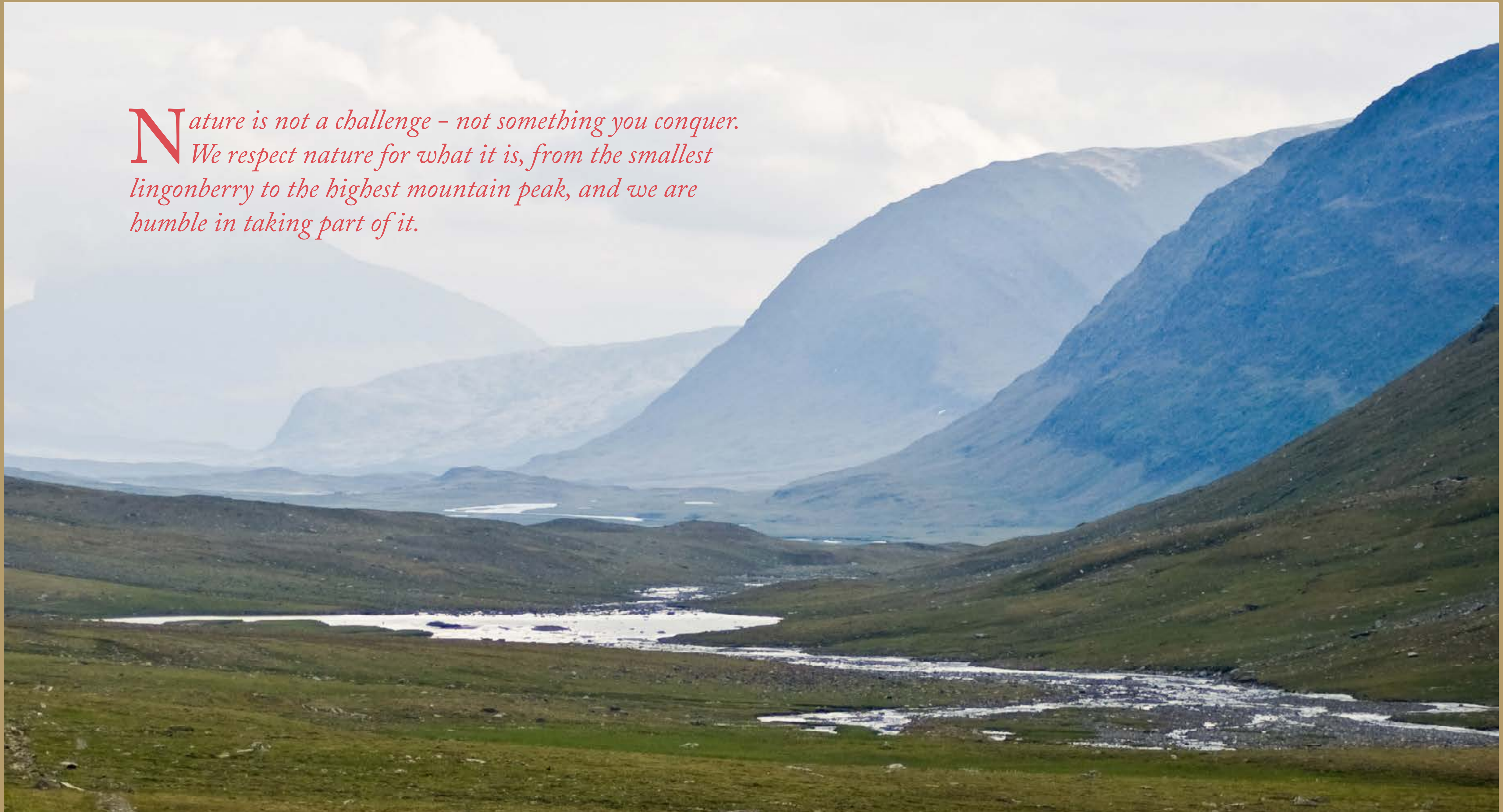




DESIGN PLATFORM

*Nature is not a challenge – not something you conquer.
We respect nature for what it is, from the smallest
lingonberry to the highest mountain peak, and we are
humble in taking part of it.*





The year was 1950 as *Åke Nordin* was about to commence on a hike in the mountains of *Västerbotten* with a close friend. Åke was a scout and loved being outside. However, carrying inconveniently wasn't something for the young boy. And inconvenient was exactly what the backpacks of the 50's were. Shapeless sacks hanging at your lower back, forcing the bearer to walk leaning forward in order to compensate for the weight.

In a mow near the family's holiday cottage outside *Örnsköldsvik* he crafted a wooden frame. On his mother's pedal-sewing machine he sew a bag made from a robust cotton fabric that he attached to the wooden frame with leather straps.



Abisko product testing, summer of 1970.

Our driving force is the desire to develop timeless, functional and durable outdoor equipment and the urge to maintain and foster the trekking community, while acting responsibly towards people, animals and nature. Following these core values, we go out hiking and on winter adventures every year to test our products and get ideas for new ones.



Abisko product testing, autumn of 2017.

Year after year.

The objective is to always create something that will be used, cherished and worn for many years. A jacket bought by your grandmother 35 years ago comes to life when you find it in the attic, dust it off and notice that you are holding a jacket that works even now and still fills the shelves at *Naturkompaniet*.

Products are designed to last more than one season, without giving in to current trends.

“Lighter jackets for brighter days”

Fjällräven's heritage, with its history and tradition, is visible in our products. Outdoor equipment that is designed and developed with creativity and proven solutions for a long life span in nature's service. Simplicity is key in our products and everything - starting with the smallest of seams - have a purpose and a function, nothing is just for show.





WAX

Weatherproof. By nature.

We cherish our products in the same way that we cherish nature. The longer they are used, the better they get. When equipment from other brands are thrown away when worn out, at *Fjällräven* we just apply a new layer of *Greenland Wax* for impregnation.

The recipe is secret but the ingredients are simple: pure paraffin and high quality beeswax. This makes *Greenland Wax* a more environmentally friendly alternative.

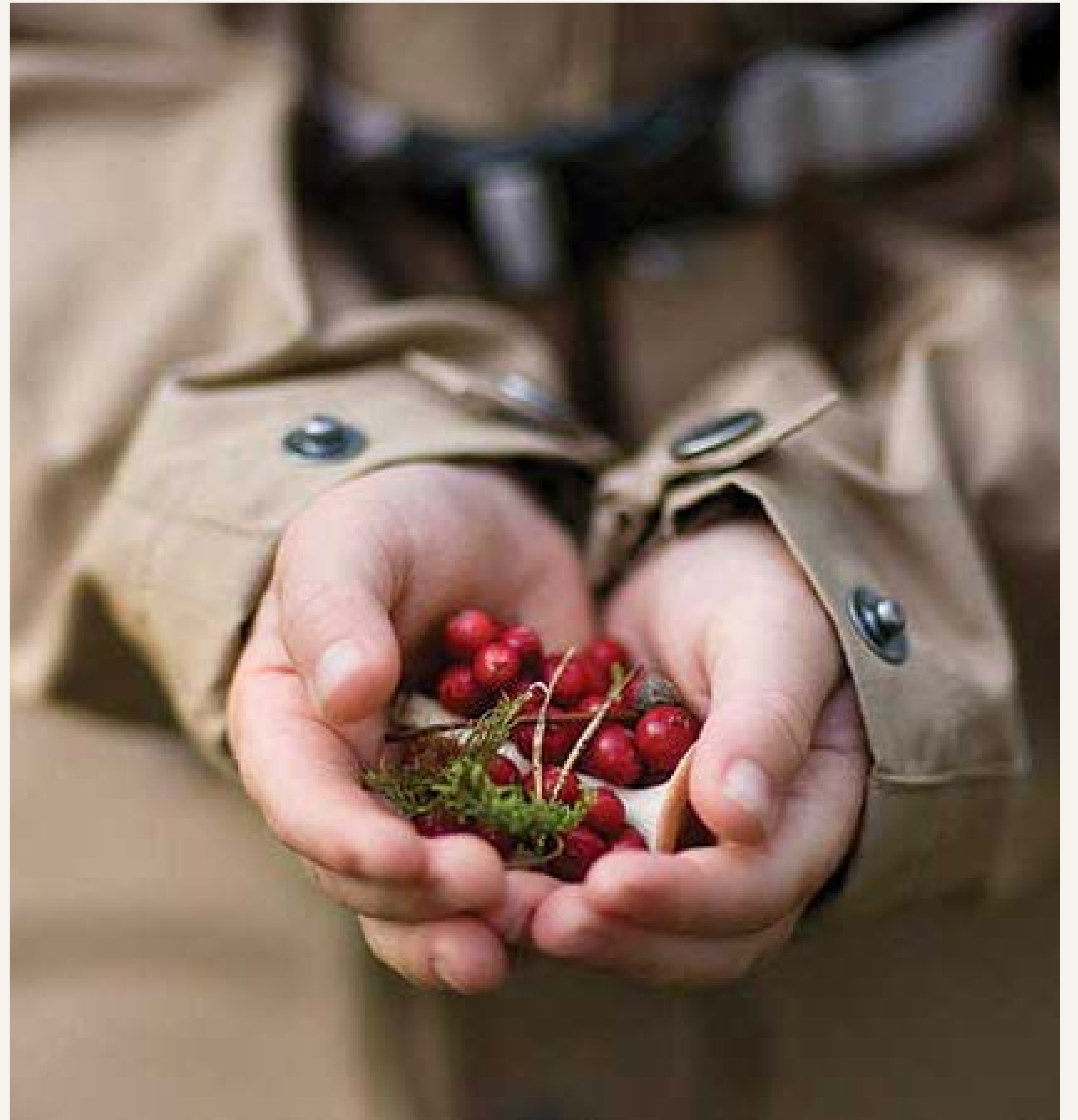




FJÄLLRÄVEN LINGON

Maintaining an interest for outdoor activities is a driving force within Fjällräven. By introducing nature early on in life, we believe we are taking an important step in creating a curiosity for nature.

This new collection provides products designed to enable your child to share in on your adventures. It should be a natural part of the childhood to experience nature together with your family.





*We want the products to
communicate **warmth**. Within
every detail mediate **safety**
and **comfort**, without
compromising **utility**.
Be **genuine**, yet always
stay **unpretentious**.*

The keywords together with the overall feeling expressed through the images is to be used as guidance in the design process. Something to compare with to ensure that the design is on the right path. The collection should invite to a playful and curious exploration of nature. Be something you can enjoy nature with, in all weathers.

Introducing baby products, *Fjällräven* needs to combine the tradition found in *Fjällräven* with the stability and cosiness sought after in baby products. The utility, genuine and unpretentious expressed from the brand today should go together with the warmth, safety and comfort desired in a baby product.

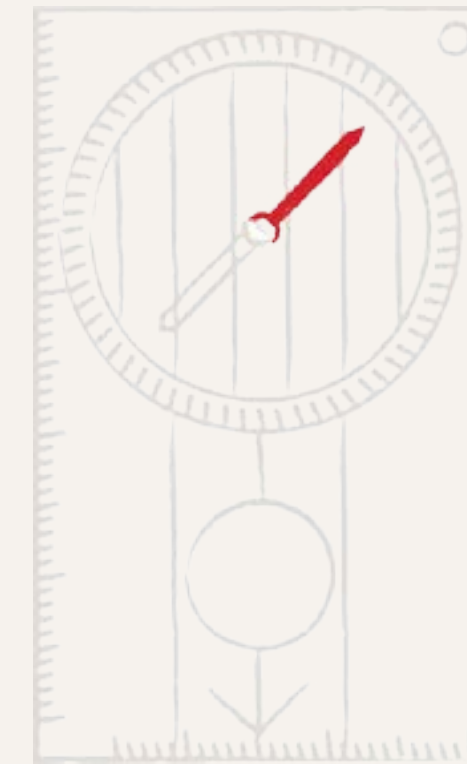


ERIKA

28, 1st child, Hornstull

- Fashion- conscious mother that likes to meet up with her friends at the corner café or at the deli.
- Has recently bought her first-born daughter a Kanken Mini.
- Likes to be seen as an healthy and mother

Being a user of the more urban collection within fjällräven, the step towards baby products is not that far. She wants products that makes her look active.



TOM

36, 1st child, Skellefteå

- Born and raised Fjällräven user. Goes trekking every other weekend.
- Want functionality in his products.
- Passes on the tradition of Fjällräven to his child.

Already being a frequent user of Fjällräven and in need of products that tolerates a rougher environment, he is seen as a likely user of the baby collection.



KARIN

43, 4th child, Eslöv

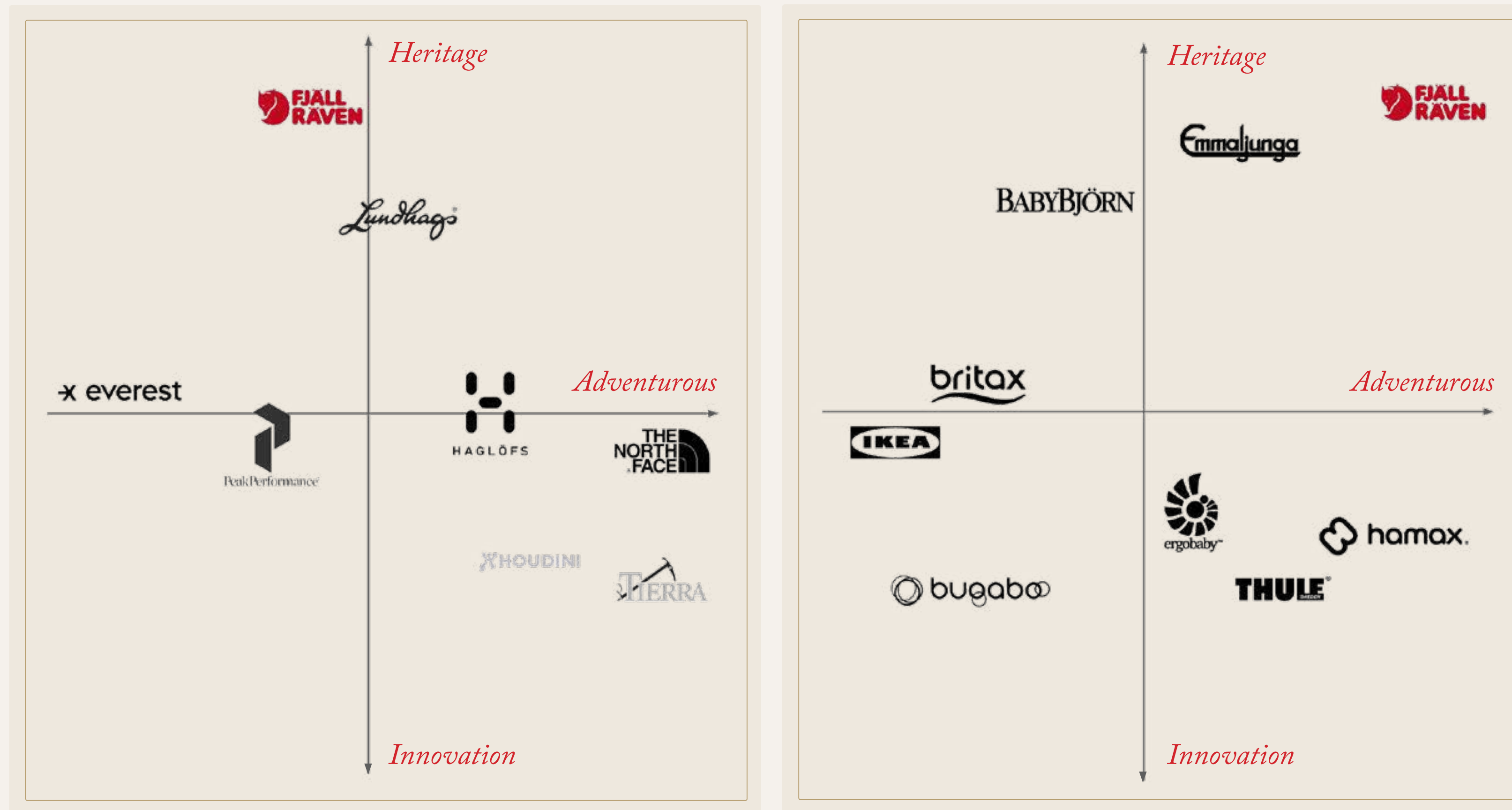
- Mother of four children with a lot on her schedule.
- In need of products that can be used by all her children.
- Tired of broken and worn out things.

Looking for more robust and tolerable baby products, she is likely to end up with Fjällräven.

USER

The users of *Fjällräven Lingon* are the people who put value in the heritage they pass on to the next generation. The same person that once found her grandmother's *Greenland jacket* in the attic now introduces her child to the nordic nature for the first time. Users search for robust, durable and timeless products that look natural both in- and outside the urban environment. It all starts with the products they use to embark on their every day adventures together - their personal connection to nature, even in the city.





Compared to other outdoor brands *Fjällräven* is perceived as the most traditional one, with the greatest heritage on the market. Amongst the outdoor equipment brands, *Fjällräven* is however not experienced as particularly adventurous since there are other brands that have positioned themselves towards more extreme conditions, for polar expeditions or mountain climbing.

When *Fjällräven* is introduced in the context of baby brands it is still perceived as the most traditional brand, which is desirable. Whereas it is now experienced as more adventurous in comparison.

The brand itself does not change. In different contexts it is positioned differently depending on what type of brands it is compared to. Baby brands are not seen as adventurous, therefore *Fjällräven* separates itself from the other brands and can position themselves as the more adventurous brand in everyday life while maintaining its status as brand with a rich heritage.

A person wearing a dark blue jacket, a brown knit beanie, and grey fingerless gloves is sitting in a forest, holding a dark blue cup and drinking. They are wearing a large black backpack. To their right is a green tent. The background shows many trees and a glimpse of a snowy mountain peak. The text "Adventurous in everyday life" is written in a white, italicized serif font across the middle of the image.

Adventurous in everyday life

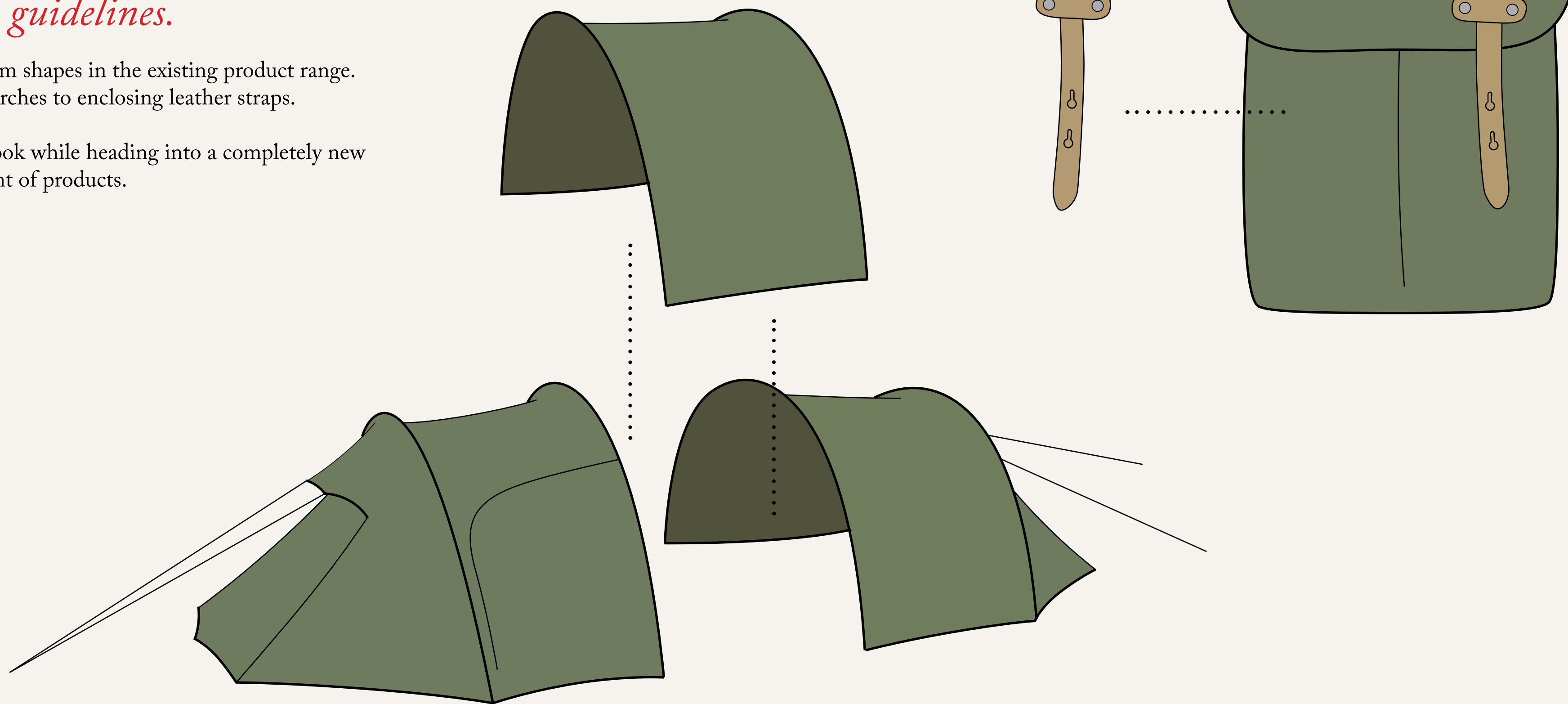


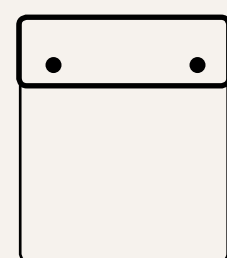
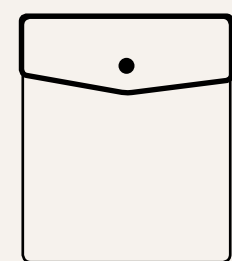
FJÄLLRÄVEN LINGON

Design guidelines.

Design guidelines are drawn from shapes in the existing product range.
From fabric tensed over arches to enclosing leather straps.

This to maintain the *Fjällräven* look while heading into a completely new segment of products.



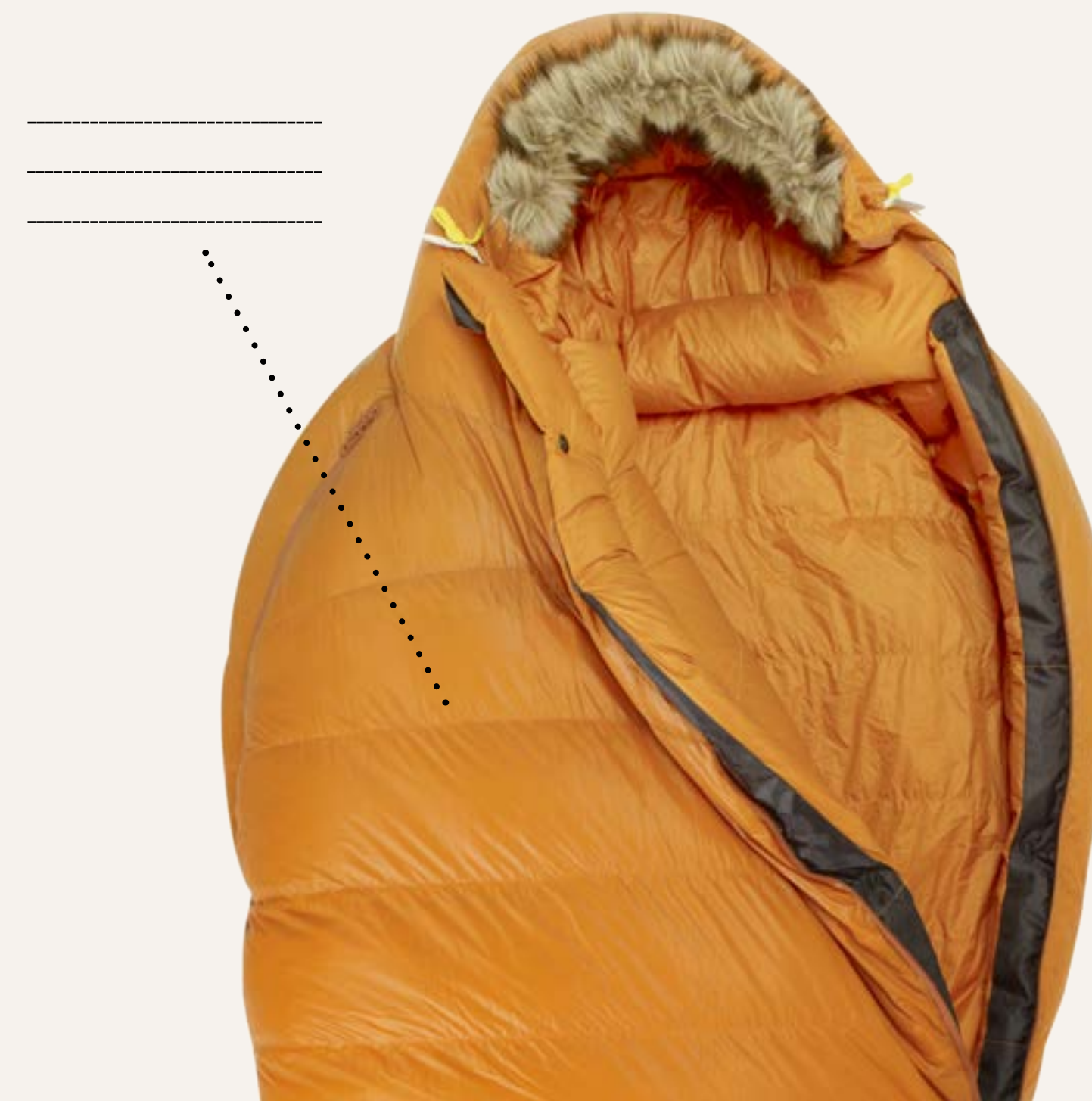


DESIGN DETAILS

The heritage is in the details.

It is possible to distinguish *Fjällräven* products from afar. Large or small, everything serves a purpose and the tradition that is Fjällräven flows through the products into the smallest of details. From the durable fabrics, fur linings, punched buttons and pocket lids. This is what creates the timeless design, made to last through the moving trends.

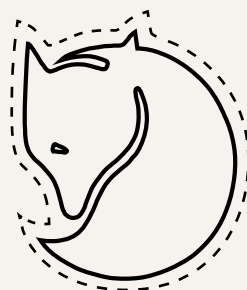
When designing the new product line *Fjällräven Lingon*, these are the key characteristics chosen to shape it. All down products within *Fjällräven* have a horizontal sectioning into down compartments. A detail that will be applied to the down used in the baby collection. Down and soft cotton will be used closest to the baby.



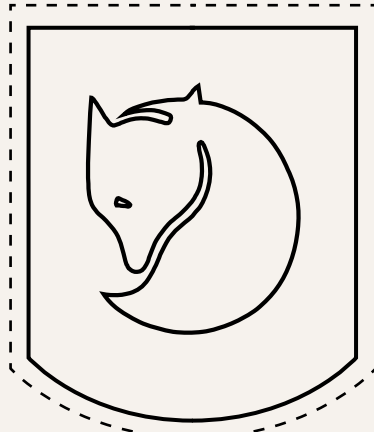


Logo

The logo comes in three versions; the small fox logo, the badge logo and the patch logo.



Placement: Upper/lower right corner.
Material: Leather or embroidered.



Placement: Center aligned.
Material: Leather with the fox incused.



Placement: Upper/lower right corner.
Material: Thin textile fabric with the text logo printed.

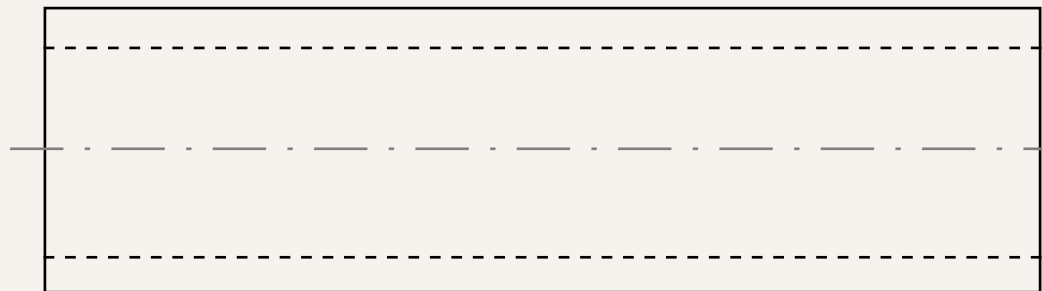
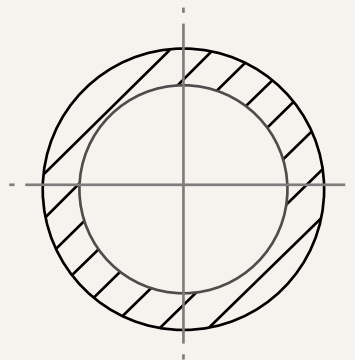
Surfaces

Surfaces should always be clean from unnecessary seams and add-ons. This to emphasize the beauty in the Fjällräven fabrics and give the product a timeless and classic look.



Aluminum frames

Well-crafted frames are the backbone of *Fjällräven*. These are made in either aluminium or wood depending on application.



Colors

The Fjällräven color pallet is carefully selected to bring a natural feel to the products. All colors in the pallet can be combined and they are all considered base colors for all kinds of products. However, brand-builder products may advantageously be in one of the two colors *UN Blue* or *Burnt Orange* to give the product the extra attention.



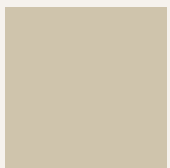
246 - Tarmac



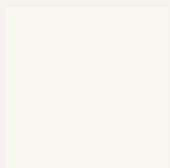
620 - Green



220 - Sand



217 - Limestone



107 - Ecu



550 - Black



030 - Dark Grey



633 - Dark Olive



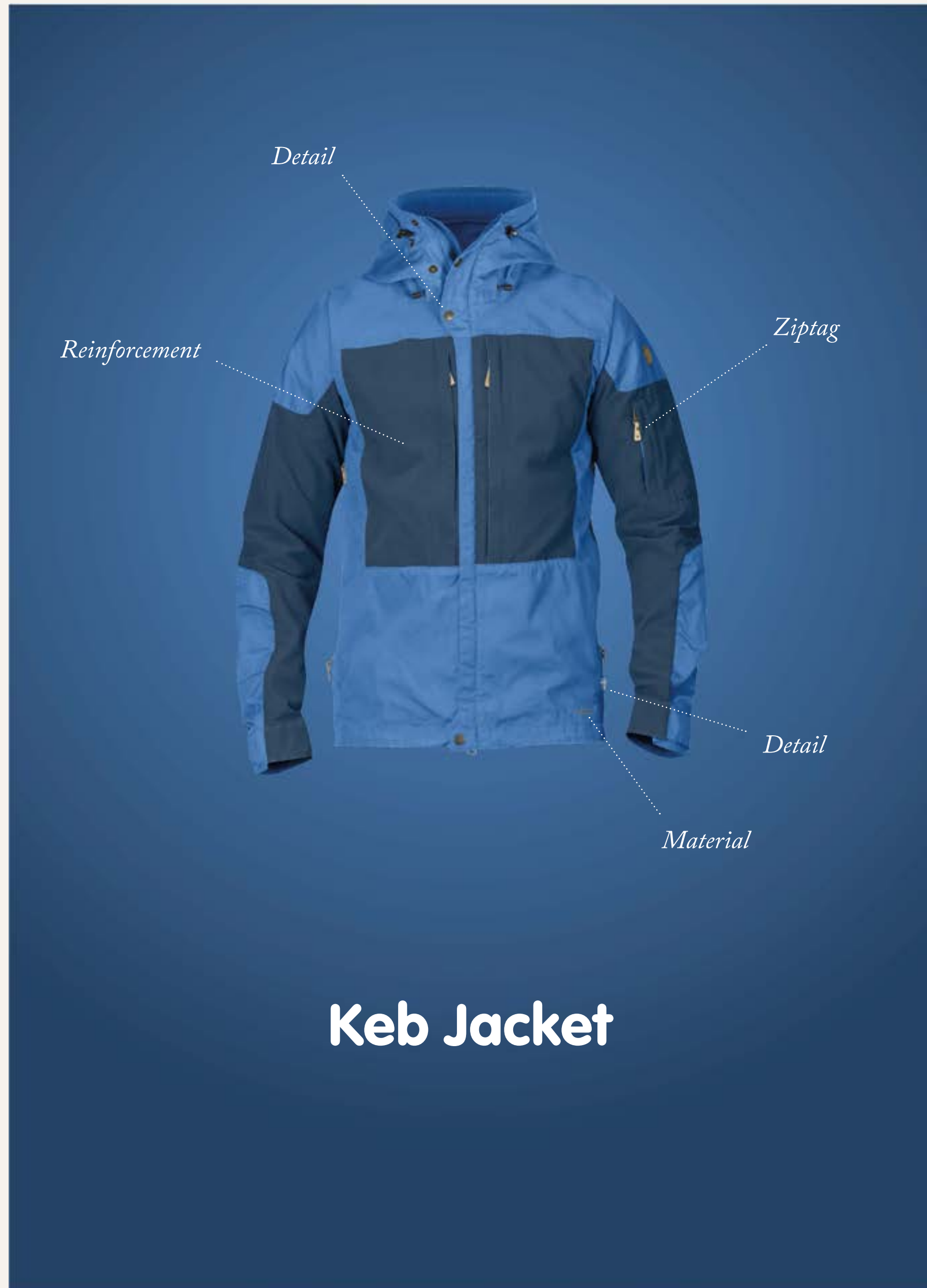
520 - Uncle Blue



525 - UN Blue



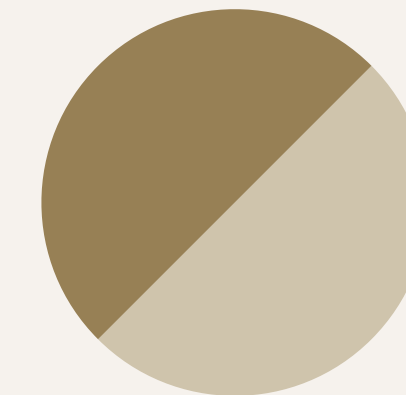
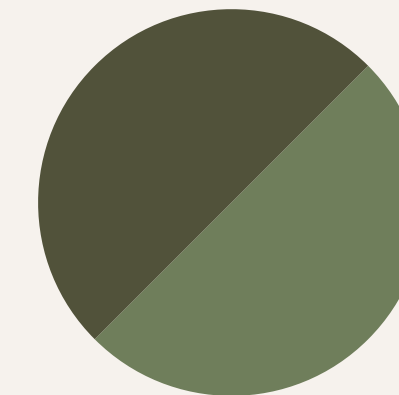
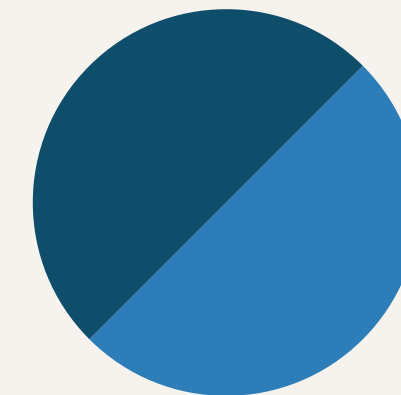
212 - Burnt Orange



Keb Jacket

Reinforcements

The reinforcements that are used on different *Fjällräven* products has the same color tone as the base. The reinforcements are often in a darker shade than the base color. The *Lingon* collection uses the colors in the same way to mediate durability in the reinforcement details.



Fabrics

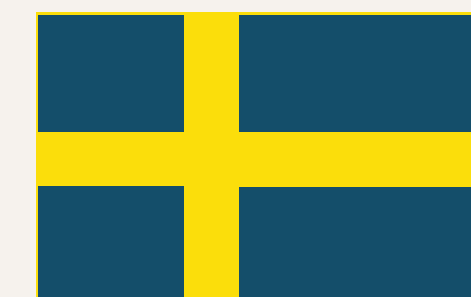
Fjällräven don't use *Gore-Tex* or *Entrant*, they use their own combination of polyester and cotton named G1000. It is a high quality material, with . G1000 exists in four categories - *Original*, *Silent*, *Lite* and *HeavyDuty*. These different materials is used to customize the product into being as well adapted to the environment as possible.

Eco shell is *Fjällräven*'s own highly functional material that provides complete protection in bad weather and tough conditions.



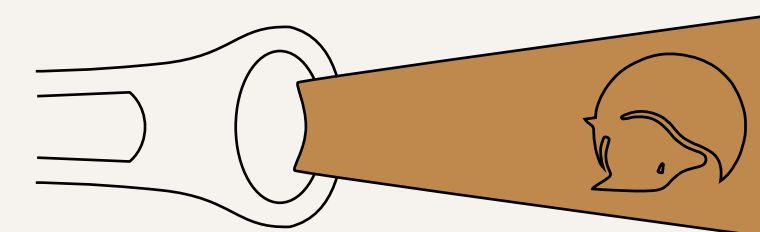
Significant details

The swedish flag and the punched bronze buttons are classic *Fjällräven* details. Even though the cost increases, time is spent on the smallest of details to show the time and care put into the product.



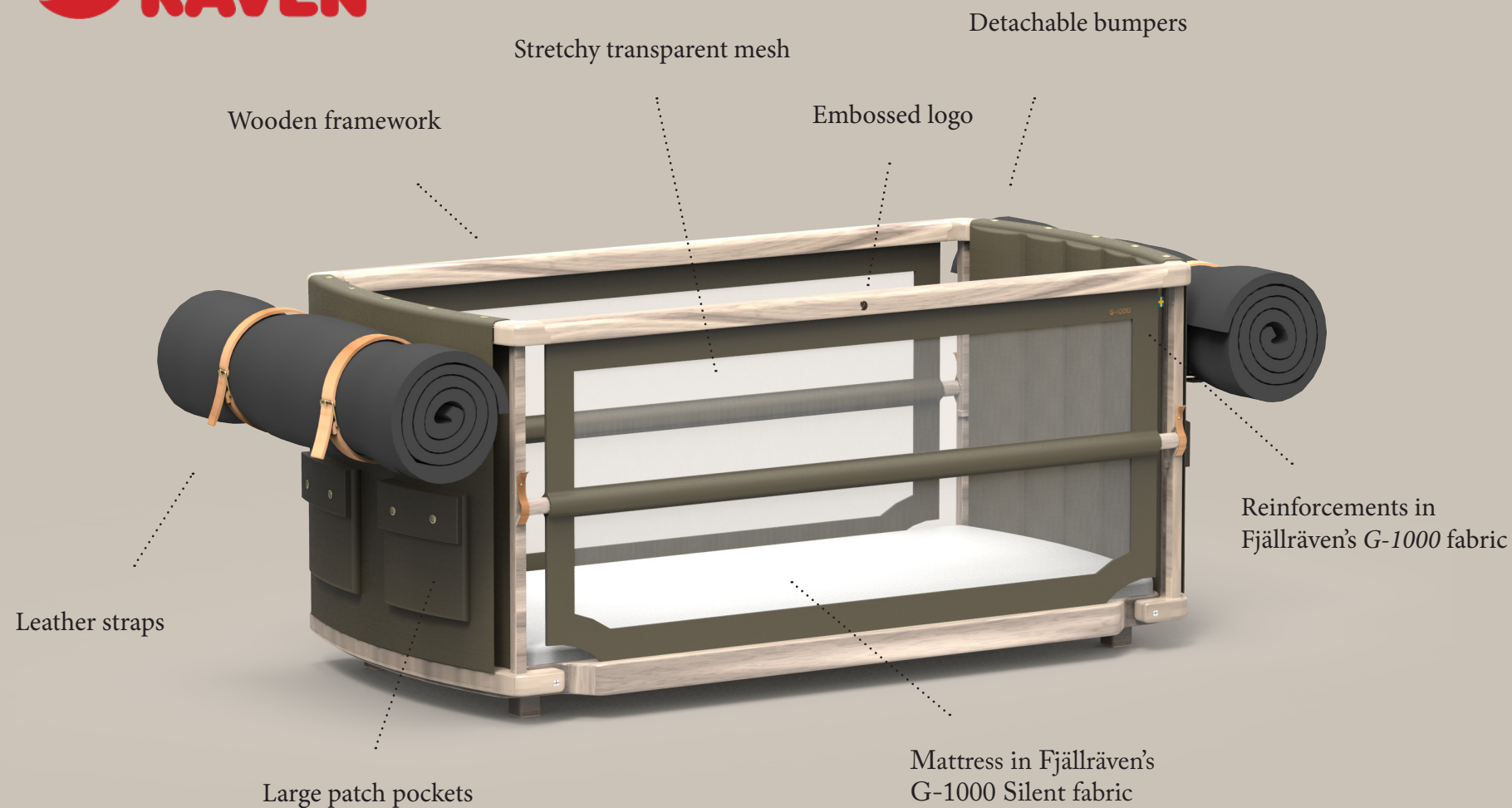
Ziptags

As well as the overall design of *Fjällräven*, the zip tags are clean and functional. The zip tags are either designed as a leather zip tag or as a rope strap in the same color as the base product. Both models works in the child equipment collection.









FJÄLLRÄVEN CRADLE



*A part of the
Fjällräven Lingon brand.*

The Fjällräven Lingon brand was established with the ambition to maintain an interest for outdoor activities. To introduce nature early in life is, according to us, an important step in creating a curiosity for nature.

The brand consists of six different products within children's equipment. One of them is the Fjällräven Cradle - a traditional yet functional baby bed, made for peaceful nights between the big adventures!

Wooden Framework

The framework is made in pale and smooth wood. Wood, rather than metal, in combination with its slightly rounded shape gives a warm and embracing feeling.

Bumpers

The cradle is equipped with two bumpers, one for each of the sided containing bars. The outside of the bumpers consists of two large pockets and leather straps for further storage possibilities.

Mattress

The mattress is made in Fjällräven's G-1000 Silent fabric. It is a soft and silent fabric that won't disturb during the night - neither from feeling nor sound.

Patch Pockets

The outside of the detachable bumpers carries two large patch pockets, in which e.g. toys can be stored.

Leather Straps

A significant design feature is the leather straps used for closure of different kinds, for example the closure of the middle bar.

Reinforcements & Mesh

In order to give the cradle a robust and qualitative feel, the soft and stretchy mesh on the sides of the cradle is trimmed with G-1000 reinforcements.

Jesper Ericsson

THE USER

Everyday adventurers.

The Fjällräven Cradle user is an explorer - regardless the extent of the expedition. It is a parent with a strong belief that nature gives us opportunities as well as responsibilities, that nature is vulnerable.

It is also a parent that cherish quality, constantly searching for robustness, durability and timelessness in a product.

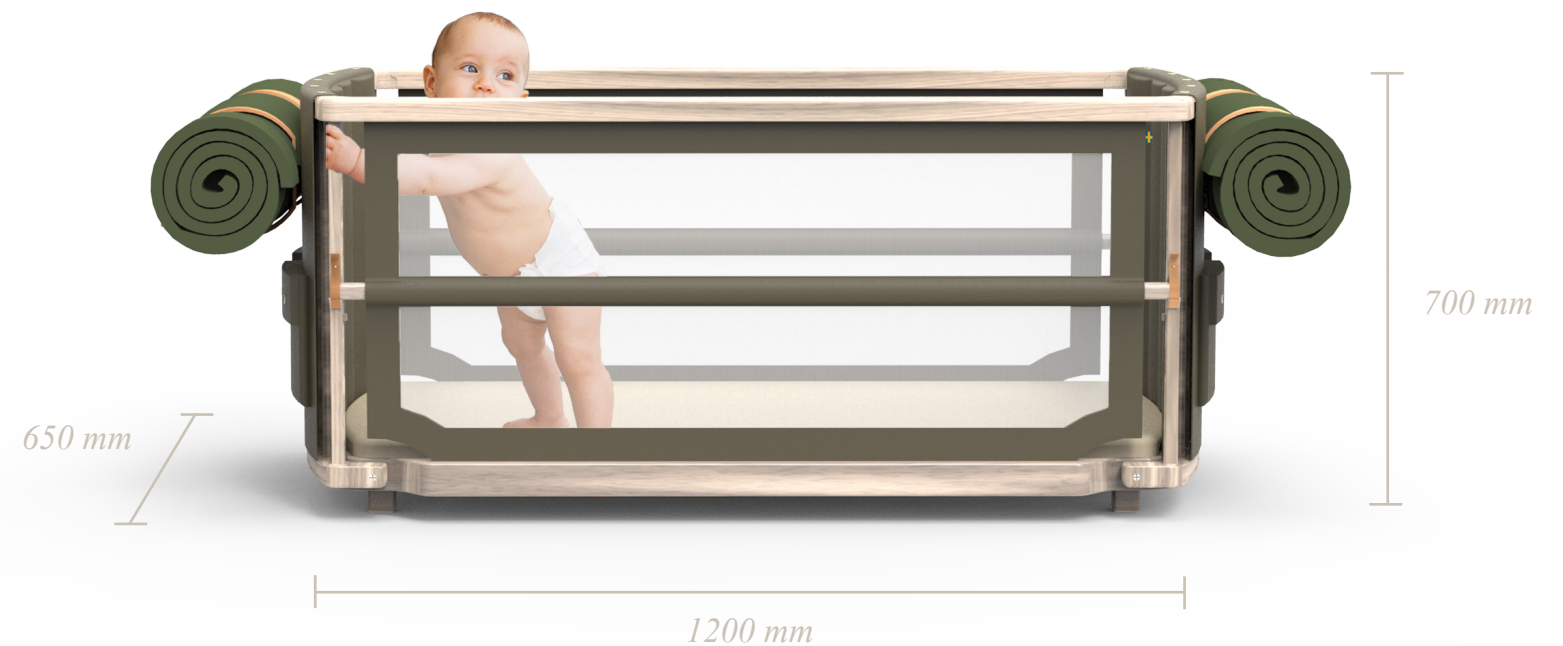
Human Centered Design

The studies from the Human Centered Design resulted in several insights within the baby equipment field, some more valuable than others for the designers at Fjällräven Lingon.

One of the major insights was that most parents desire a baby bed with adjustable height, to get around the fact that babies grows a lot in their first couple of years.

Another insight was that most parents wanted a simple design when it comes to their children's cradle. This was not really an economical issue, but a matter of aesthetics.

Both of these insight, among many others, were paramount in the early design stages.

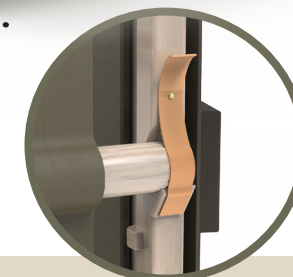
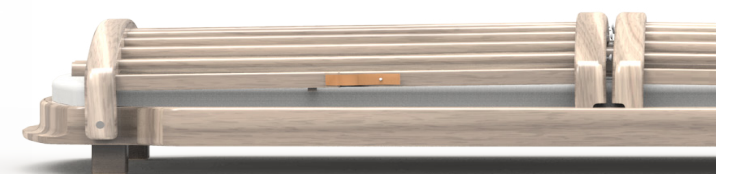
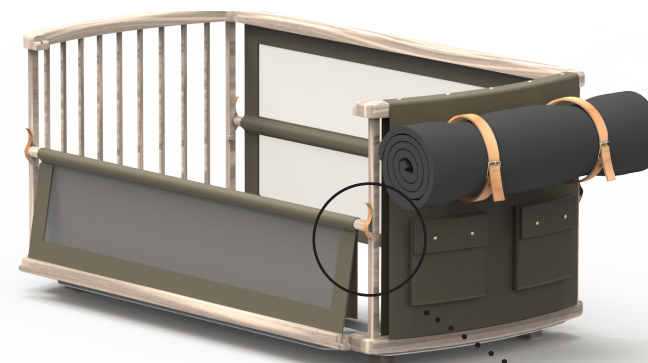


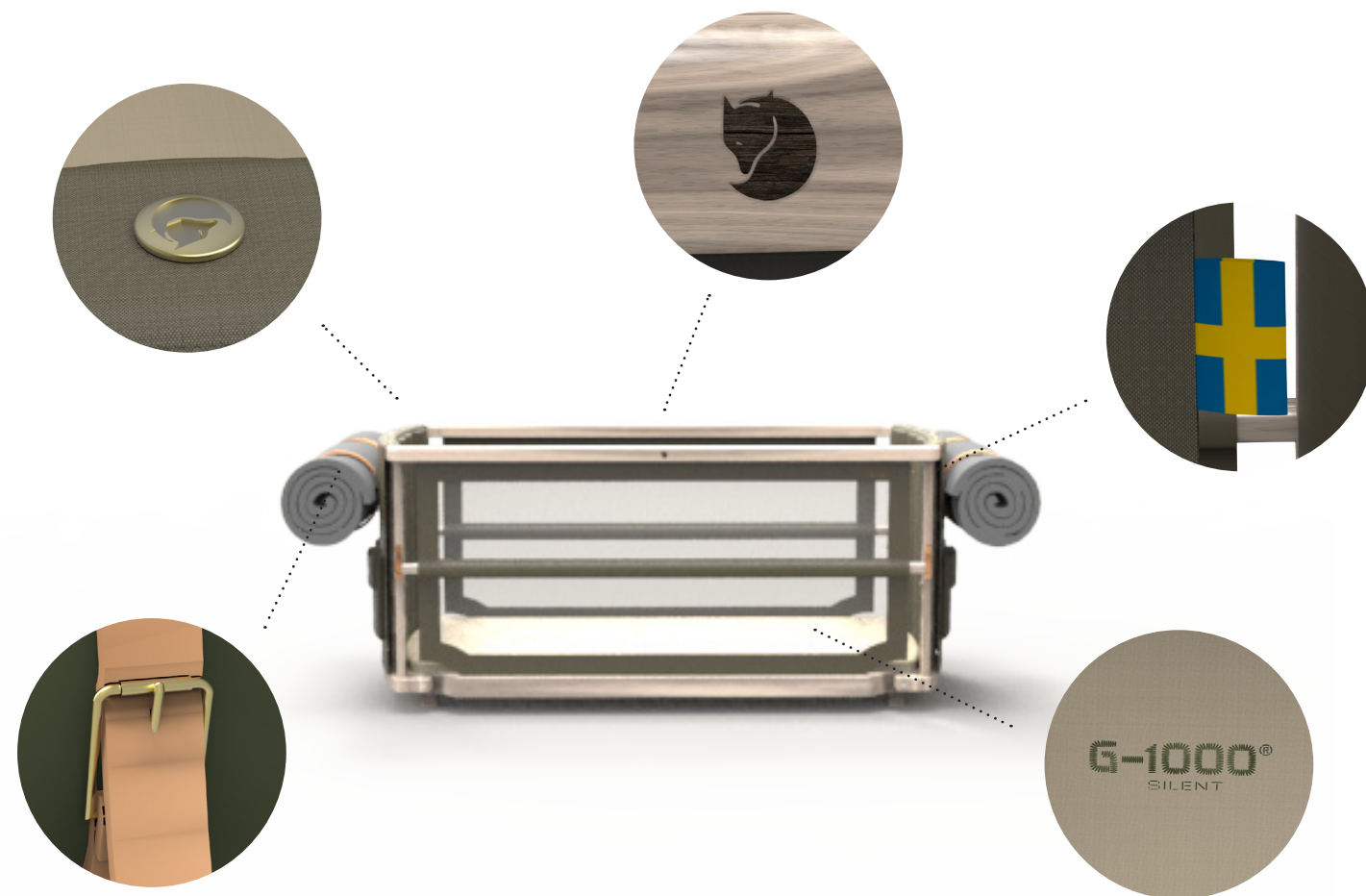
Adjustable side & height.

The long sides of the cradle are adjustable in height, in order to make the handling of the baby easier for the parent. It also gives the parent the possibility to keep a hand on the baby while sleeping, since the bed base has two possible levels of height.

Foldable

When the cradle is not used, it is easily folded into a total height of 180mm. This enables the cradle to be stored under an adult bed. As the product is designed to be used at a collective/rented cabin where space is an issue and every visitor might not have children, this technical solution is of great importance.





In-house fabrics

The collection of G-1000 fabrics is the backbone of the Fjällräven brand. The fairly thick cotton-polyester-mixture symbolizes craftsmanship and quality, and is recognized by the embroidered G-1000 logo.

Logo and swedish flag

Since the cradle's framework is made of wood, the fox logo (see Fjällräven Design Platform) was embossed on the upper bar of the side of the cradle. The embossment itself resembles a seal - a guarantee of quality.

Embossed buttons

As recognized from the Fjällräven products, such as jackets, trousers and backpacks, the Fjällräven embossed brass buttons are used to seal pockets or attach accessories, as described in the Design Platform.

Leather details

Instead of plastic buckles, leather straps are used as far as possible. The leather straps attached on the short sides of the cradle resembles the straps on the old Fjällräven trekking backpacks. All leather details are natural colored and patinated in a characteristic Fjällräven manner.



How this is circular

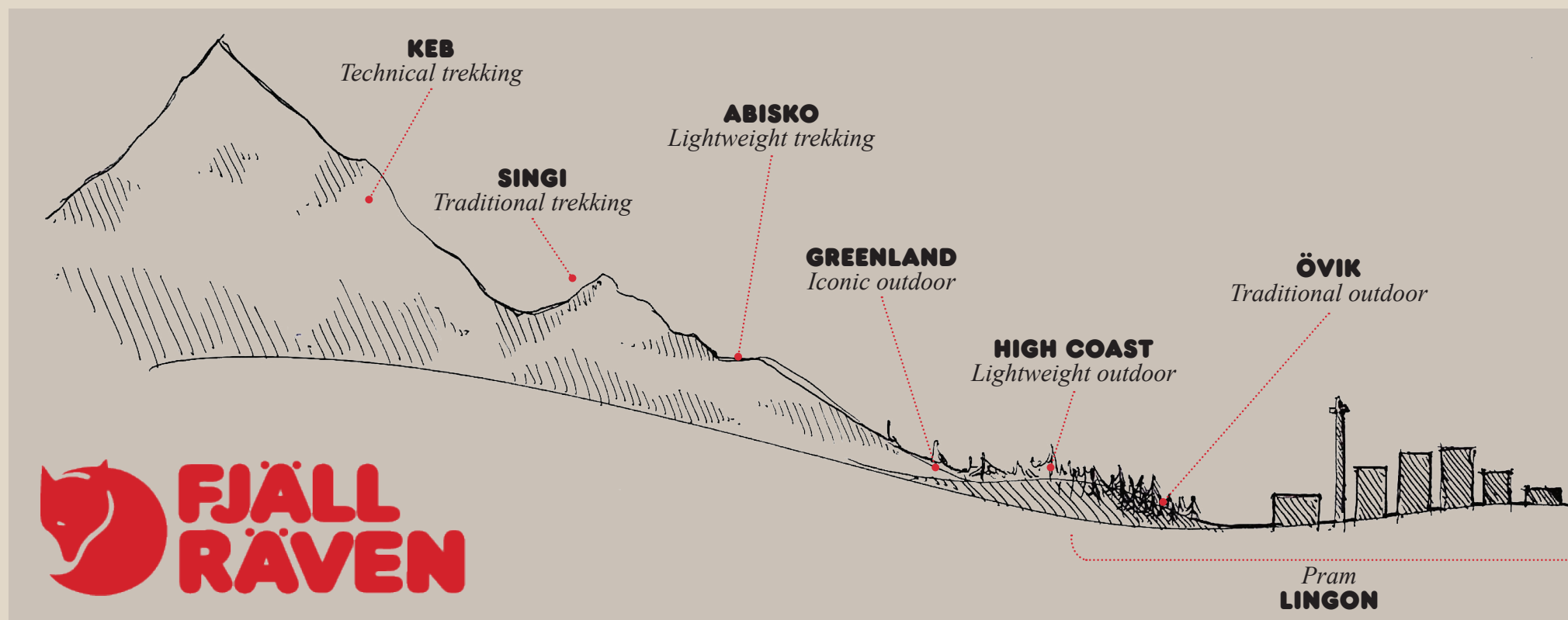
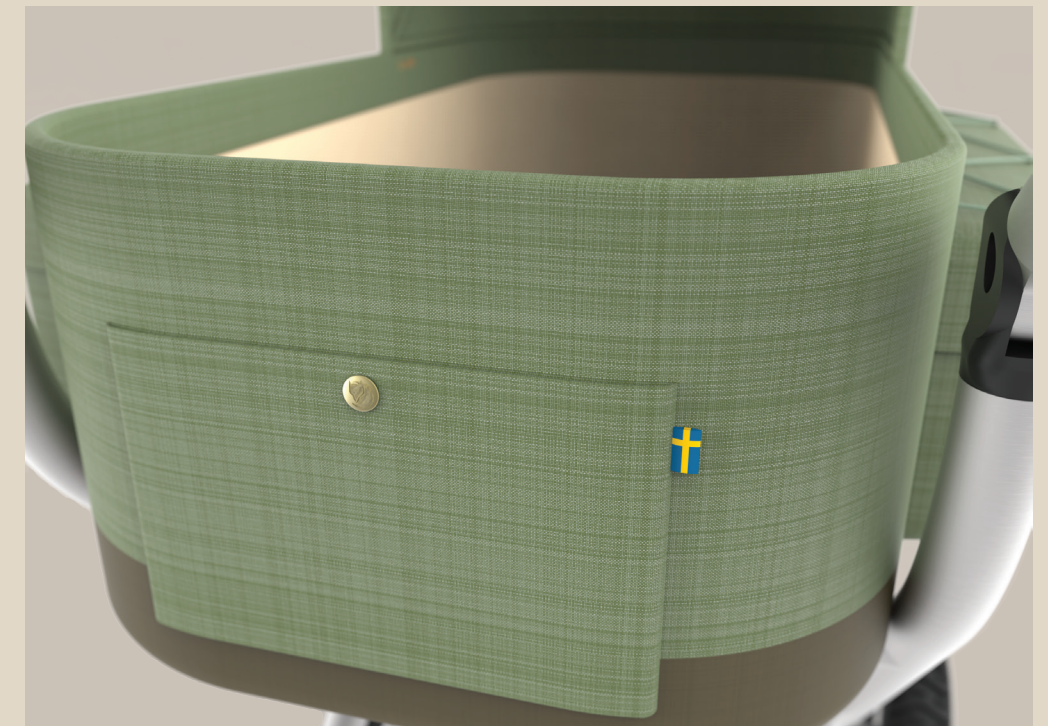
The Fjällräven Lingon products are made to last for generations. Through tradition, heritage, craftsmanship, quality materials and a sustainable mindset Fjällräven Lingon contribute to a circular economy rather than a linear one.

Besides this, Fjällräven Lingon will collaborate with STF (Svenska Turistföreningen) and equip their mountain stations with Fjällräven Lingon baby equipment for their visitors to rent during their stay.



From the smallest lingonberry to the highest peak. Introducing you to nature for the first time...

Designed to Last by
Jonathan Henriksson
Fjällräven - Pram



LINGON PRAM

Introducing nature early on in life is an important step in creating a curiosity and respect for it. *Lingon Pram* is made for the smaller adventures that introduces your child to nature for the very first time.

It provides a warm and comfortable environment from which you and your child safely can explore the world together on your everyday adventures.

The users of the *Lingon* collection are people who cherish the heritage they pass on to the next generation. Handling, storage and safety is key for the user of a pram designed to carry your child through the outdoor environment.

LINGON PRAM



Adjustable handlebar with leather grip

Spacious 6 litre side compartments with elastic ribbons on the lid and plastic buckles.

Large air infalted rubber wheels with tracks. For a firm grip in rougher terrain.

Front wheels in fixed position to increase stability. Elevated framework ensures the users passability.

Fully extendable canopy with openings on each side.

On some trips you may need an extra blanket. Use the leather straps to hold it in place.

Durable metal basket for storing whatever doesn't fit the side compartments.

Green Dark Olive



UN Blue Uncle Blue



Sand

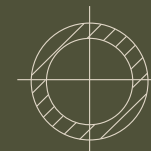
Fabrics

Fjällräven's own hardwearing *G1000* fabric is a well proven outdoor classic. It's windproof and have excellent ventilation. Wax treated and not even the rain will get to your child.

The carry-cott's *G1000 HeavyDuty* have excellent durability while the *G1000 Lite* of the canopy further increases the ventilation for the child inside.



A tough outside needs a soft inside. Fine cotton fabric is used on the inside of the cott for maximum comfort for your child.



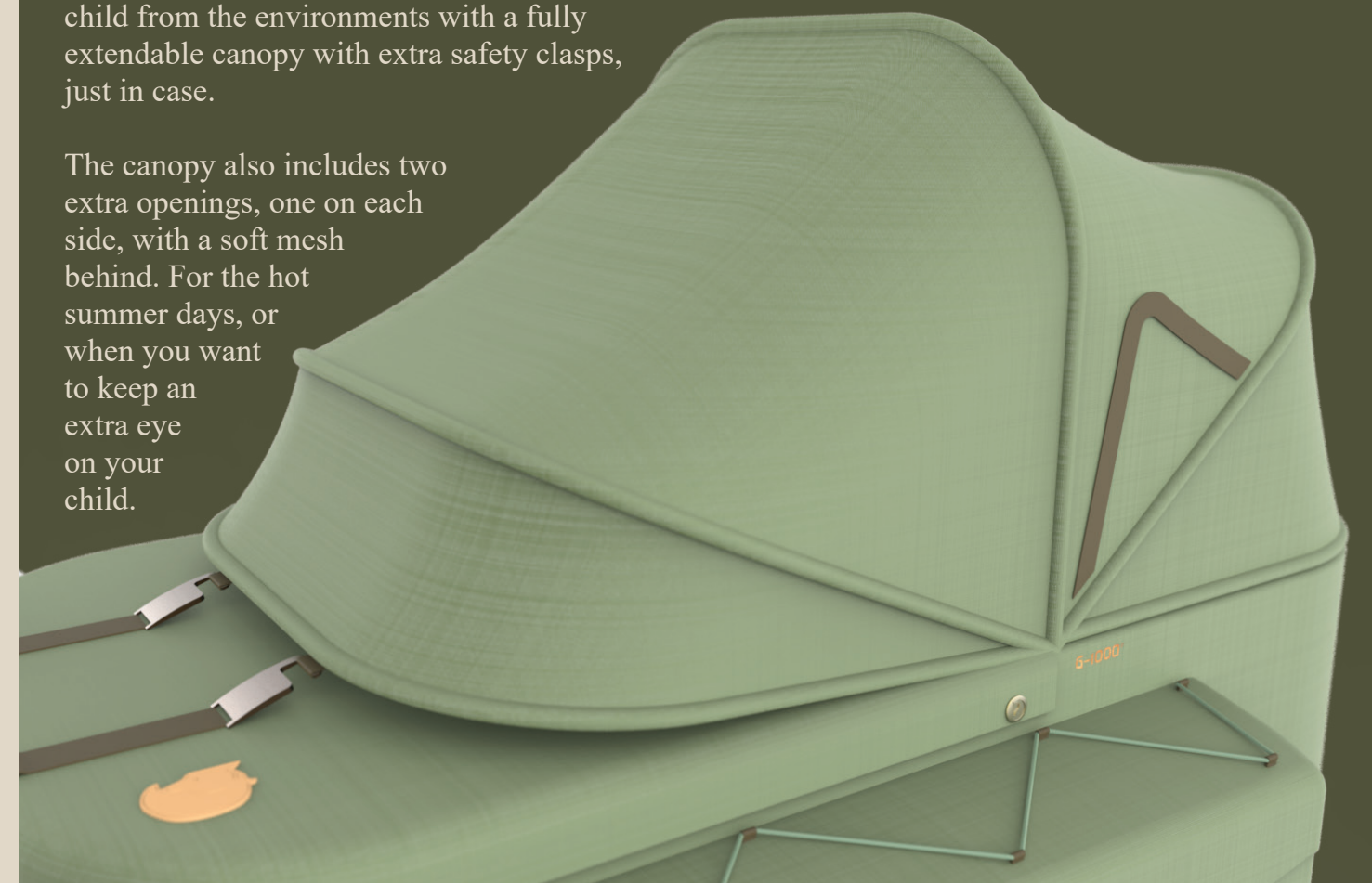
Aluminium

Round aluminium frames that will hold for years to come makes the pram robust and reliable. The material allows some natural suspension, so the child can sleep carelessly, even on bumpy trails.



Sometimes on your everyday adventures nature might become to harsh for those just introduced to it. Comfort comes from always being able to shelter your child from the environments with a fully extendable canopy with extra safety clasps, just in case.

The canopy also includes two extra openings, one on each side, with a soft mesh behind. For the hot summer days, or when you want to keep an extra eye on your child.





At Svenska Turistföreningen's mountain stations it will be possible to rent the full product line from *Fjällräven Lingon*. Child equipment that allows your child to share in on your adventures. Instead of buying new products for the hike or trip in our nordic nature you simply find it on site, waiting for you when you arrive.

Fjällräven products are made to last for years to come. Both with durable materials and by its timeless designs that never go out of style.

The components closest to the child can easily be removed and cleaned before the next little adventurer takes place. If something brakes it's repaired as its utility and safety is held to the highest standards.

ADD ONS



Foldsack No. 2.



Greenland wax.



Rain Cover.



Footmuff.

TECHNICAL

Foldable

The pram can easily be folded to fit in a car for trips and easy storage.

Brakes

With firm brakes and an emergency function it's safe to explore even inclined terrains.

Carry cot

Only one hand required to remove the carry cott with a simple lever. Leaves the other hand free to lift it off.



BRAND DETAILS



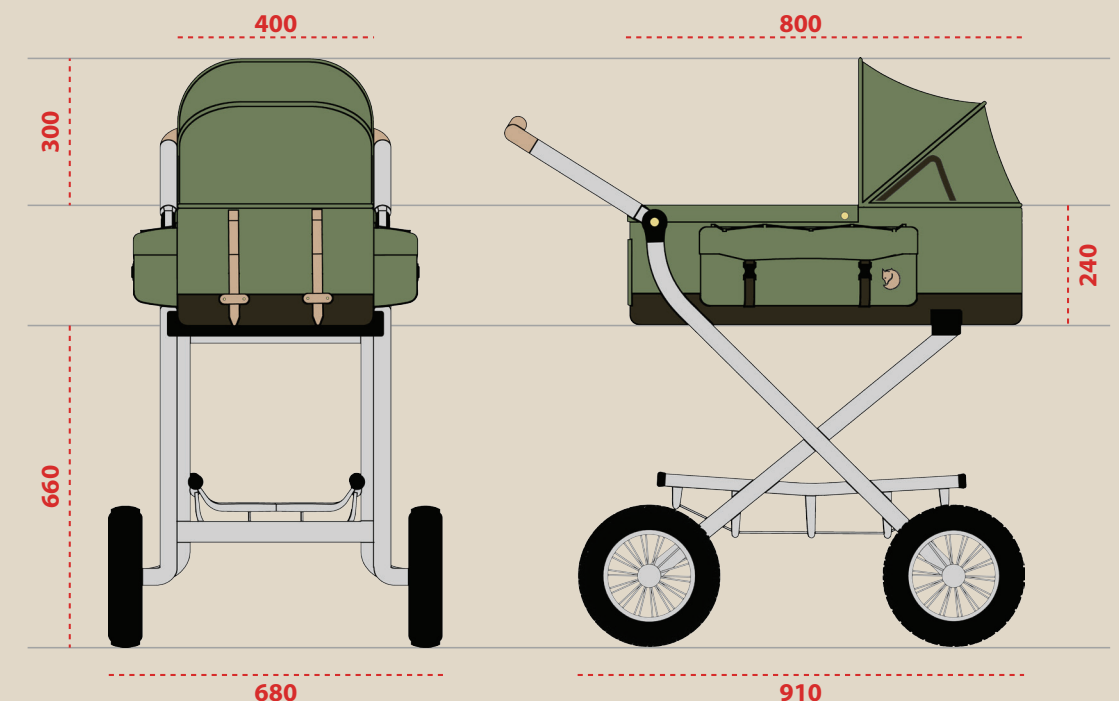
Punched brass buttons and leather logo



Large fabric surfaces



Toned reinforcements in exposed areas





LINGON CHILD BIKESEAT



Where *adventure*
is for *everyone*

Heritage combined with functionality creates the new child equipment collection *Lingon*, where warmth, safety and comfort meets utility, genuine and unpretentious design. The *Lingon* child bikeseat is designed for those who think nature should be a part of every child growing up. An adventure is for everyone, even the children.

Designed to Last by
Linn Rilegård
Fjällräven - Child bikeseat



User

Lingon is a branch in Fjällräven consisting of child equipment that aims to attract an outdoor adventures target group that wants an everyday adventure together with family and friends.



Human centered design

User studies shows that there's a lot to wish for in the construction and design of a child bikeseat. A tiltable back seat, removable interior, weather protection and ability to more storage space are some examples of desired features. The greatest problem areas are loading and unloading the child and luggage to the bike, due to unstability. To find a solution for those areas as well as protection in bad weather conditions could be further development in the construction.

An other development could be to design some padding to the aluminium handles, so that the child could also lean its head against the sides of the framework.

Safe

Five point attachment belt for high safety and a solid buckle for easy loading and fastening of the child. The two straps on each side of the seat is always connected to eachother, which results in buckle with only three parts instead of five.

Adjustable



Adventurous

A solid framework makes it easy to take all your and your childs belongings with you on the trip.



G-1000



The robust and water proof material G-1000 is used in products from Fjällräven to make sure that weather won't be a concern during use.

Aluminium

A framework of aluminium adds a durable and safe feeling to the product. The framework is inspired of the firebrigade construction used to attach backpacks and luggage to.

Wood

Molded plywood enables a thin construction with a soft shape. It contributes a natural and light feeling to the seat. The plywood helps create a retro design together with the clean shape and no unnecessarily material.

Color scheme



Base- and reinforcement colors are used to visualize different functions and features in the products. The bikeseat has a base colored pad and cushions on the belt in a reinforcement color.

BRAND DETAILS

To create a Fjällräven-feeling in the product design, specific materials and colors were carefully selected with consideration to the branding platform as well as a circular economy perspective.

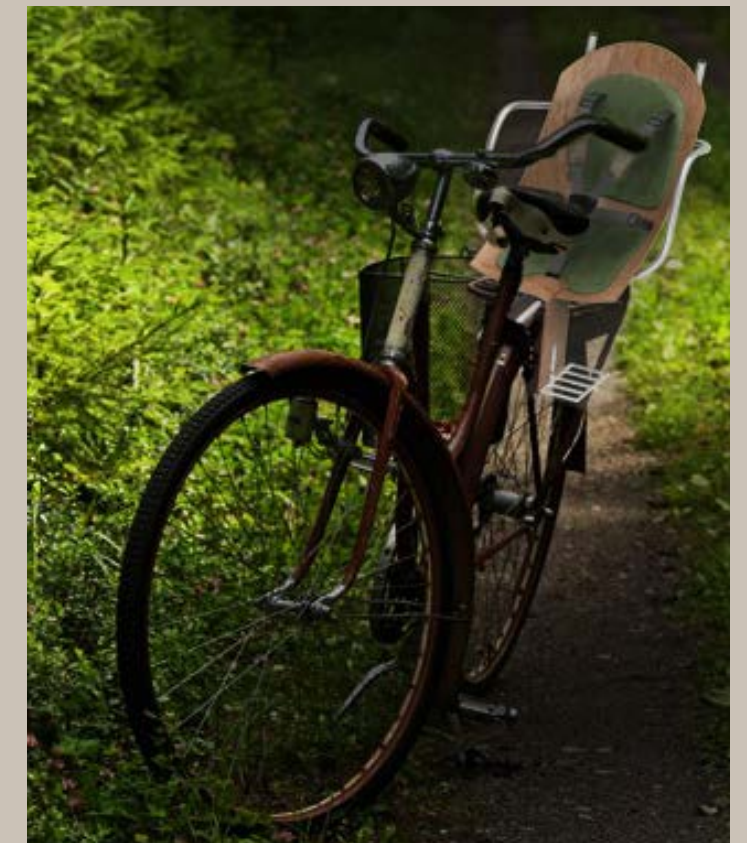
Overall design

Heritage is valued high in all products from Fjällräven, and at the same time the products have all desired functions. Therefore the child bike seat is designed as a stripped version of a modern seat, with the important functions still included.

Circular economy



- 1 All child equipment tools will be provided to the user thorough STF base camps in the Swedish alps. The service enables for the user to rent the equipment needed, at the location where it's needed. Thorough this service, the user is offered a wide range of products that can be used in a sustainable way.
- 2 Durability in focus. The products aims to be used for several generations.
- 3 Environmental friendly materials that guarantees the user of a sustainable production and manufacturing.
- 4 Modularisation has been integrated in the design to increase the products life length. The cushion, belt and footrest are removable and easy to change if needed.





USER

There's a first time for everything

The baby carrier, adapted for an outdoor usage, allows even the smallest children to meet nature on their own terms. Safely in the closeness to its parents. The baby carrier makes life easier for those with an active lifestyle that want to share the outdoor activities with their child. After all, nature is the best playground.

BABY CARRIER

This is where outdoor life begins

A lifelong journey of exploring the nature starts already during the first year. *Fjällräven* introduces a new collection of baby products, enabling you to bring even the youngest explorerer into nature. Safe and comforting products that express the heritage within fjällräven builds the new brand extension, *Fjällräven Lingon*.



The new baby collection claims a spot on the market of baby proiducts as one of the most adventourous one. The baby carrier is the product within the collection that enabels you to bring your child to all places. Without the limitation of roads, exploring natur wiht your child becomes possible in all enviroments.

Outdoor gear must be able to cope with all kinds of weather. A selection of materials that combines breathability with water and dirt repellence creates a baby carrier ideal for outdoor activities. This is the new hiking baby carrier for all of you that loves outdoor activities and want to share the fun with you child.

Designed to Last by
Agnes Östevik

Fjällräven - Baby Carrier



Shoulder strap

Head support

Fastening strap

Leather strap

Leather loop

Mesh pocket

Waist belt

LINGON BABY CARRIER

Material: G1000; 65% polyester, 35% cotton
Colors: Green, Dark Olive; UN Blue, Uncle Blue; Limestone, Sand



Focus on functionality

Shoulder straps

Padded and adjustable shoulder straps, distributing the weight evenly.

Head support

Foldable support that can be fastened either on the shoulder straps for support or folded down for front-facing carrying.

Fastening straps

Two adjustable straps holding the baby in place. Fastened on the shoulder straps with plastic buckles.

Mesh fabric

A thin mesh between the wearer and the child increases the airflow while the close contact remains.

Adjustment strap

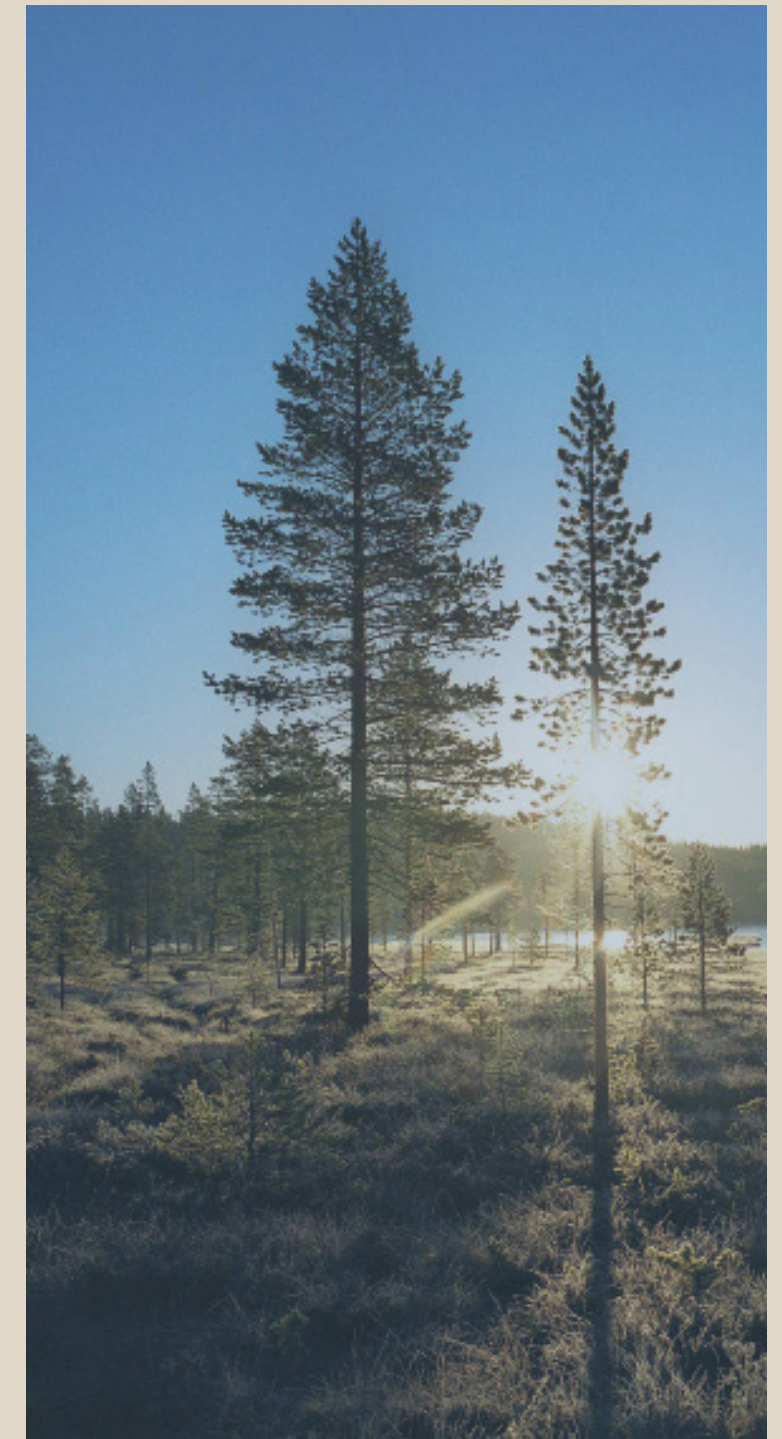
Mesh fabric

Waist belt

With the functionality of a trekking backpack, the waist belt holds the main load. Padded and adjustable for optimal carrying comfort.

Mesh pockets

Two easily reached side pockets on the waist belt in stretch mesh fabric.



Reference products



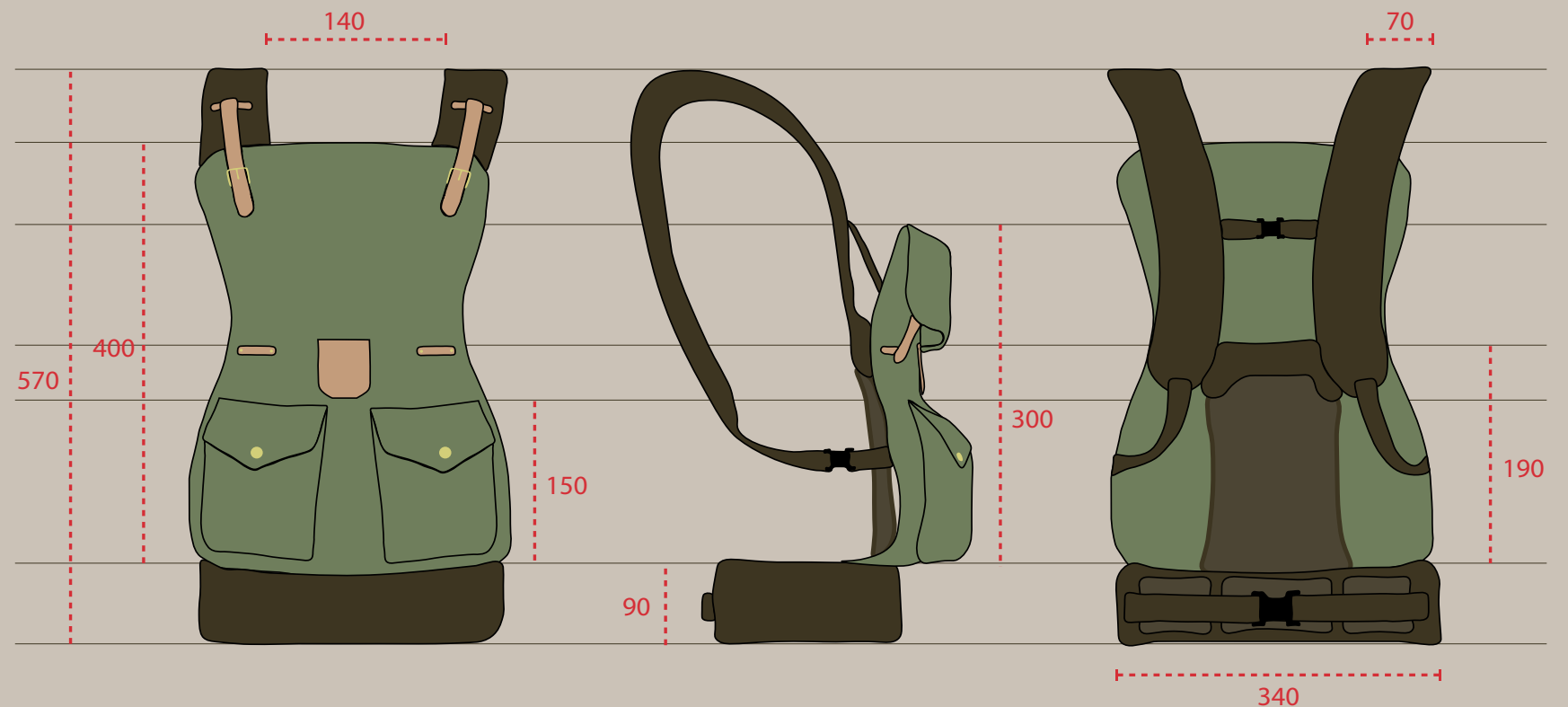


SVENSKA TURISTFÖRENINGEN

Protect and conserve the nature we love

Timeless, functional and durable equipment. With products that last longer, the environmental footprint becomes smaller. To leave no trace in nature applies on the night's campsite as well as on the company as a whole.

To further reduce the environmental impact, *Fjällräven* introduces a renting service at the mountain stations in Sweden, *STF*. The *Lingon* products will be available for renting, providing visitors with functional outdoor baby products. As a result, the usage of each product will be increased and the environmental footprint reduced. With our products that last for generations, this is a natural step to take in the right direction.



G-1000®

FABRICS

Functional and durable

G-1000: the outer material is *Fjällrävens* own hardwearing fabric. Water resistant, windproof and breathable.

Tencel lyocell: the inside is covered with a blend of *Fjällrävens* tencel and organic cotton. The tencel is cool to wear, soft to the skin and transports moisture effectively.

Mesh: the waist belt and shoulder straps are padded with a breathable mesh fabric and offers a high degree of carrying comfort.

BRAND DETAILS

The heritage is in the details

Leather loops

Leather logo

Pockets with envelope lid

Swedish flag

Punched brass buttons

Side pockets within the pocket

Sidepockets on the waist belt

Technical solutions

Ergonomic wide leg position, adjustable with zippers.

Infant height position, adjustable with a zipper. Enables you to carry your newborn high on your chest.

Four carrying positions; facing in at two different heights, facing out and on the back.

Side pockets within the two front pockets for warming and covering your hands against weather while holding around your baby.





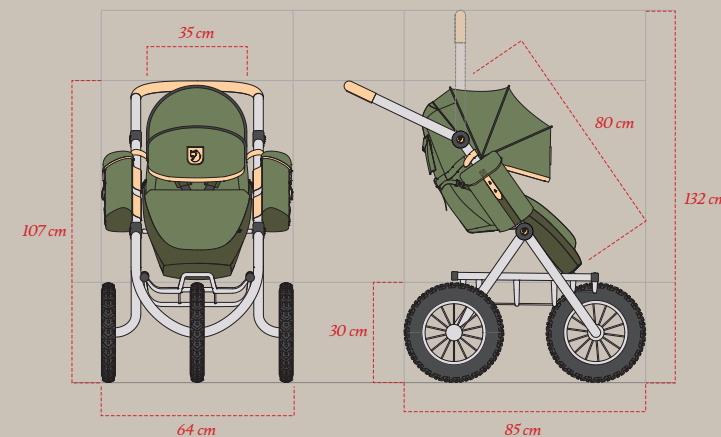
LINGON STROLLER

BY COMBINING the maneuverability and flexibility of a modern city stroller with robust materials and timeless design, the *Lingon* stroller from *Fjällräven* is instantly falling in line with classics like the *Greenland* jacket, *Abisko* backpack, and *Kånken*.

The chassi, that can be lowered for additional stability and off-road properties as well as comfortability for the child, challenges the norm of what a stroller is.



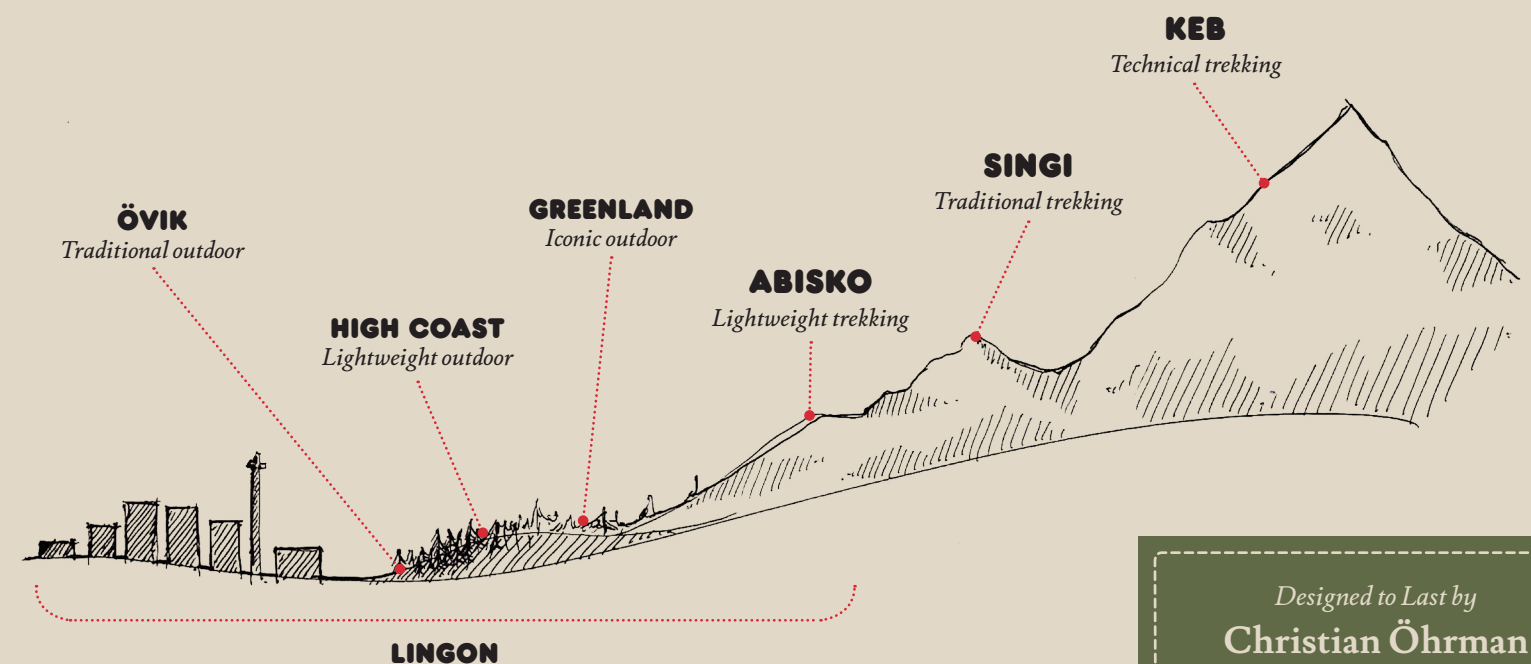
SPECIFICATIONS



USER

The *Lingon* stroller is aimed towards users who cherish high quality and tradition above trends and intricate gadgets; who loves nature and is longing to share it with their children.

The robust and adventurous expression of the stroller triggers the users to look beyond the ordinary use of a standard stroller.



Designed to Last by
Christian Öhrman
Fjällräven - Stroller

G-1000®

Hood that can extend 110°
for complete cover

Leg cover provide warm weather
protection and cosiness even in
the stormiest of conditions

Spacious side pockets
that can be opened and
closed single handed

Combined fender and footrest
that allows the little adventurer
to easily climb in and out of the
stroller

30 cm wheels with air filled, coarse
treaded tires for maximum comfort
and performance in all terrains

LINGON STROLLER

Material: G-1000 Original: 65% polyester, 35% cotton,
Nylon: 100% polyamide, Frame: 100% Aluminium

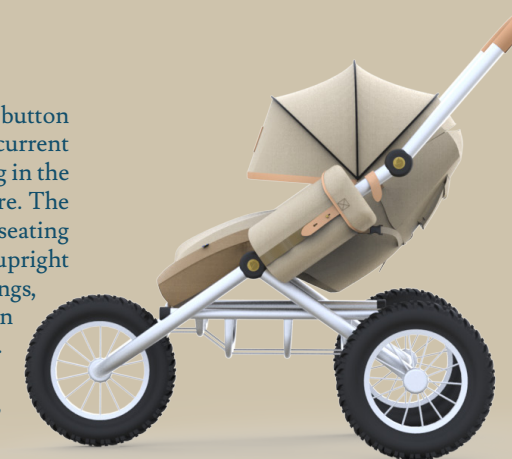


BE PREPARED for any activity

WITH THE ABILITY to adjust
the position of the chassi
comes endless possibilities.

According to Swedish parents,
essential functions of a stroller
include sturdiness, customization
of seat and handlebar position,
and simplicity. *Fjällräven* meets
these needs by designing a stroller
that can handle rough terrain and
weather, and that delivers well
tested solutions for easy everyday

handling. By the click of a button
the stroller adapts to the current
use - a stroll in the city, a jog in the
woods, or a hike on the mire. The
adjustment abilities of the seating
enables for the child to sit upright
and enjoy the surroundings,
as well as taking a nap in
nearly horizontal position. The
generous packing opportunities is,
obviously, in the *Fjällräven* DNA.



FOLDING THE STROLLER is easily done in
three quick steps. After unmounting
the seat, press the button at the
lower chassi joint while lightly
pushing the handlebar downwards. When
the wheels reaches their outmost position,
fold in the handlebar by pressing the upper
chassi joint button.



Designed to Last by
Christian Öhrman
Fjällräven - Stroller



THIS IS WHERE OUTDOOR*life* BEGINS



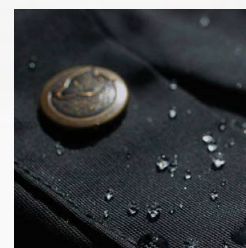
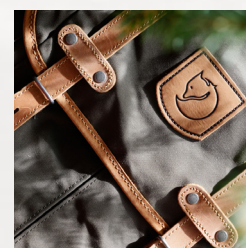
A LIFE-LONG JOURNEY of discovery can start in a small stream, at the foot of an ancient tree or on the top of a hill with panoramic views. *Fjällräven Lingon* series makes it easy for children to meet nature, in rain or shine. Just like our adult equipment, the *Lingon* products are carefully tested and made from materials that can withstand weather, wind, and hard wear out in the terrain. Comfortable, warm, and with practical details – to make the adventures convenient for both parent and child.

Fjällräven is taking yet another step in making experiences in nature more accessible and sustainable by providing rental of *Lingon* equipment at *Svenska Turistföreningen's* mountain station. This service is a natural step for *Fjällräven* to take, since we work passionately to leave as small an environmental footprint as possible. A service such as this requires high quality products; products that will be used. Again and again. Just like we at *Fjällräven* are used to.

As with nature, *Fjällräven's* products are made to Last.



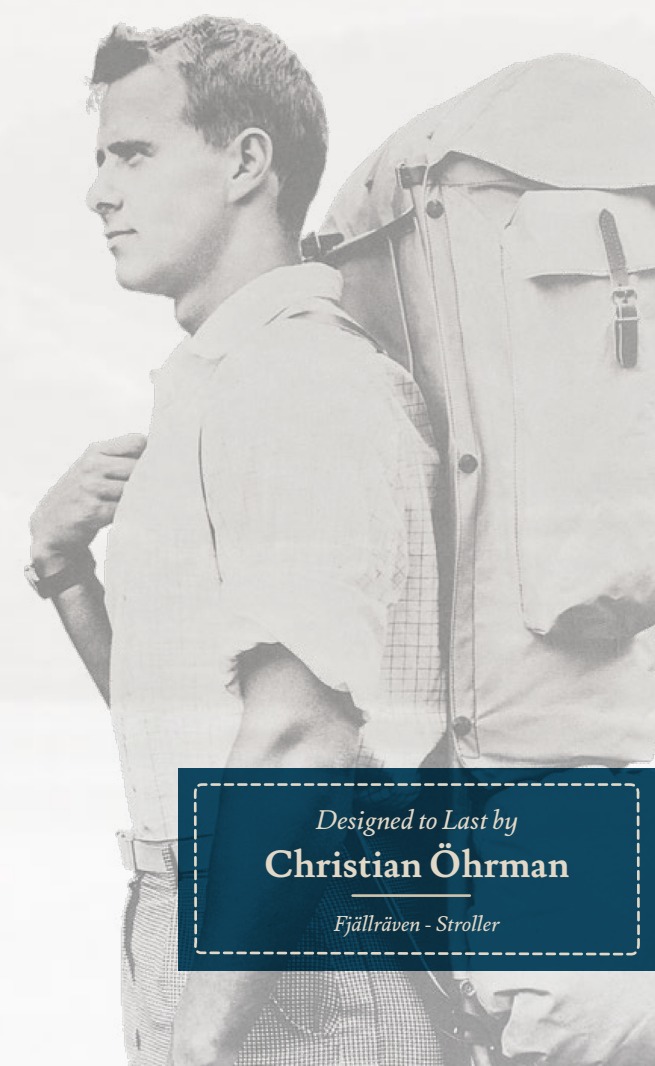
HERITAGE



TO CLARIFY AND VISUALIZE the *Fjällräven* brand's strong connection to its half-century history as makers of great outdoor and trekking products, a collection of elements has been highlighted in the *Lingon* stroller design. One occurring element is the calf leather straps and details that are hallmarks for *Fjällräven*. The use of the well-renowned fabric *G-1000* is another distinct brand core feature.

For the *Lingon* stroller chassis, thick aluminium tubing was used to accentuate sturdiness as well as connects back to the *Fjällräven* backpack frames of the 1960s.

The choice of colors was made to bond with the early products from when late CEO Åke Nordin started the company. Much of what *Fjällräven* is as a brand comes from its pride in tradition, which is reflected in the appearance of the *Lingon* stroller.



Designed to Last by
Christian Öhrman
Fjällräven - Stroller



Adam Nordström

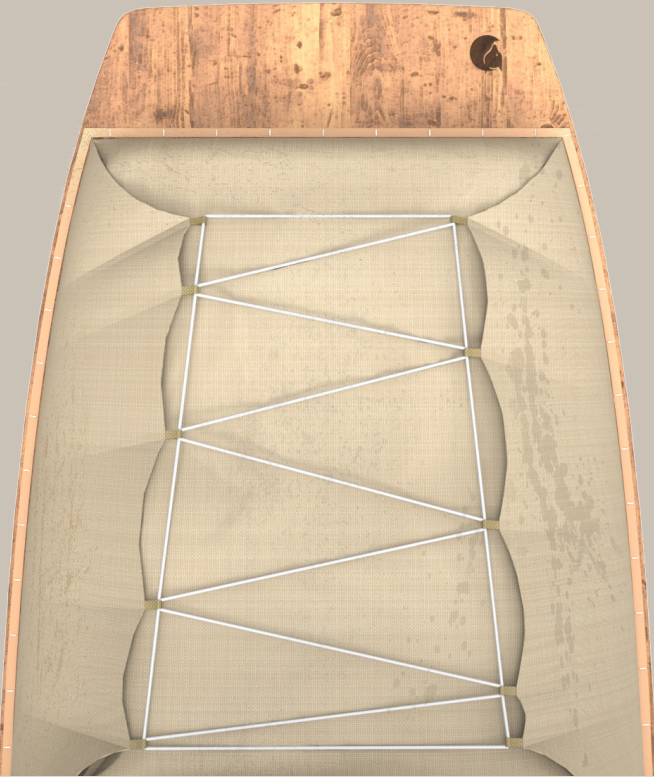


CHILD BIKE TRAILER



*As one of the most iconic and recognizable outdoor brands, Fjällräven now enables you mountain bikers, trail hikers and park strollers to bring your children on to your adventures. By emphasizing the brand's tradition and applying this onto children's products, the outcome is **LINGON**.*

Within the brand extension *Lingon*, the child bike trailer stands out as the most adventurous product. But although it is equipped with all features needed for whatever outdoor plan you have on mind, it remains subtle and unpretentious. Built on scandinavian ideas and traditional outdoor material and form language, it combines the modern engineering that are child bike trailers with well known design from the mountains and forests.





G-1000®

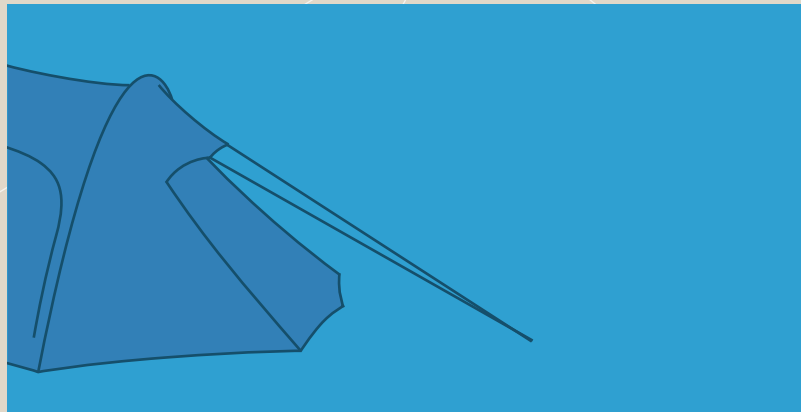


ALL SEASON

The heritage is in the details.

Even though the trailer first and foremost is built to be attached to a bicycle, it is possible to dismantle the wheels and put it directly on the ground, making it a child sled for winter usage. Together with the roll-up cover that snaps to the windshield and the packing opportunities, it is there to serve you all season. In addition, a laying down child position is made possible thanks to the removable seat and the generous trailer length.

The scandinavian feel lays in the well known *Fjällräven* details, the swedish flag, arctic fox and iconic *G-1000* fabric. Together with the wooden frame, on which the classic fire brigade is mounted.



MATERIALS

For the feel of it.

As a complement to the *G-1000* fabric that covers all of the trailer's soft parts, tirred birch are selected for the wooden frame while aluminum pipes and details are used on addition main features.

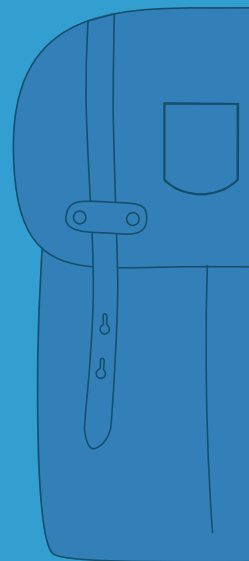
The small number of used materials contributes to a subtle look that is significant for *Fjällräven's* products.



YOU

The user.

The user of *Fjällräven's* child bike trailer are the ones that understand that great gear are gear that lasts. The ones that sees nature as something to be a part of, and not something to conquer. And the ones that believes that a shared experience always is a better experience.



BORN TO NATURE

For us on *Fjällräven*, it's nothing but obvious to include the new members of the family to the life you used to live. Therefore, we've made our child bike trailer with the hope that it will be something to feel safe and comfortable in. So that when it's time to go for a ride, focus will be on the passing nature.

85 cm



110 cm

SVENSKA TURISTFÖRENINGEN

And how it all makes sense.



At *Fjällräven*, one of the greatest motivations is the strive towards a more sustainable way of living. Because of this, *Fjällräven* has started a collaboration together with *Svenska Turistföreningen*, *STF*. The collaboration is based on *Fjällräven* providing their products included in *Lingon* to the mountain stations hosted by *STF*. Now visitors can rent the gear needed for their specific activity and return it at the end of their stay. As a result of this, the user's struggle in transporting the product to the station is eliminated while the usage of each product increases. Adding to this the brand's ability to make products that lasts in generations, we see this a definite step in the right direction of becoming even more aware of what lays ahead and reducing the footsteps we leave behind.

