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## **ISBJÖRN of Sweden Unveils FW25 Collection: Championing Adventure, Comfort, and Sustainability**

**Stockholm, Sweden – ISBJÖRN of Sweden**, the leading brand in sustainable high-performance outdoor wear for children and teens, proudly announces the launch of its Fall/Winter 2025 (FW25) Collection. Designed to inspire exploration while safeguarding our Planet, the FW25 lineup introduces bold innovations and updates to beloved staples, all in an array of captivating new colors to brighten the winter season.

### **A Revamped Bestseller: Penguin Jumpsuit in Stunning New Colors**

Back for another exciting season, the award-winning Penguin Snowsuit—celebrated for its durability and outstanding performance—returns with a fresh twist. This FW25, the Penguin Jumpsuit debuts in an exquisite vibrant color range including Chocolate, Pistagio, Wild Rose and Ice, adding a touch of sophistication and warmth to winter adventures. Featuring Primaloft® recycled insulation, waterproof and breathable 2-layer protection, and expandable sizing, it remains the ultimate choice for families seeking sustainable, high-quality outerwear.



### **Introducing the TriPod Ski Jacket: A Teen Favorite in the Making**

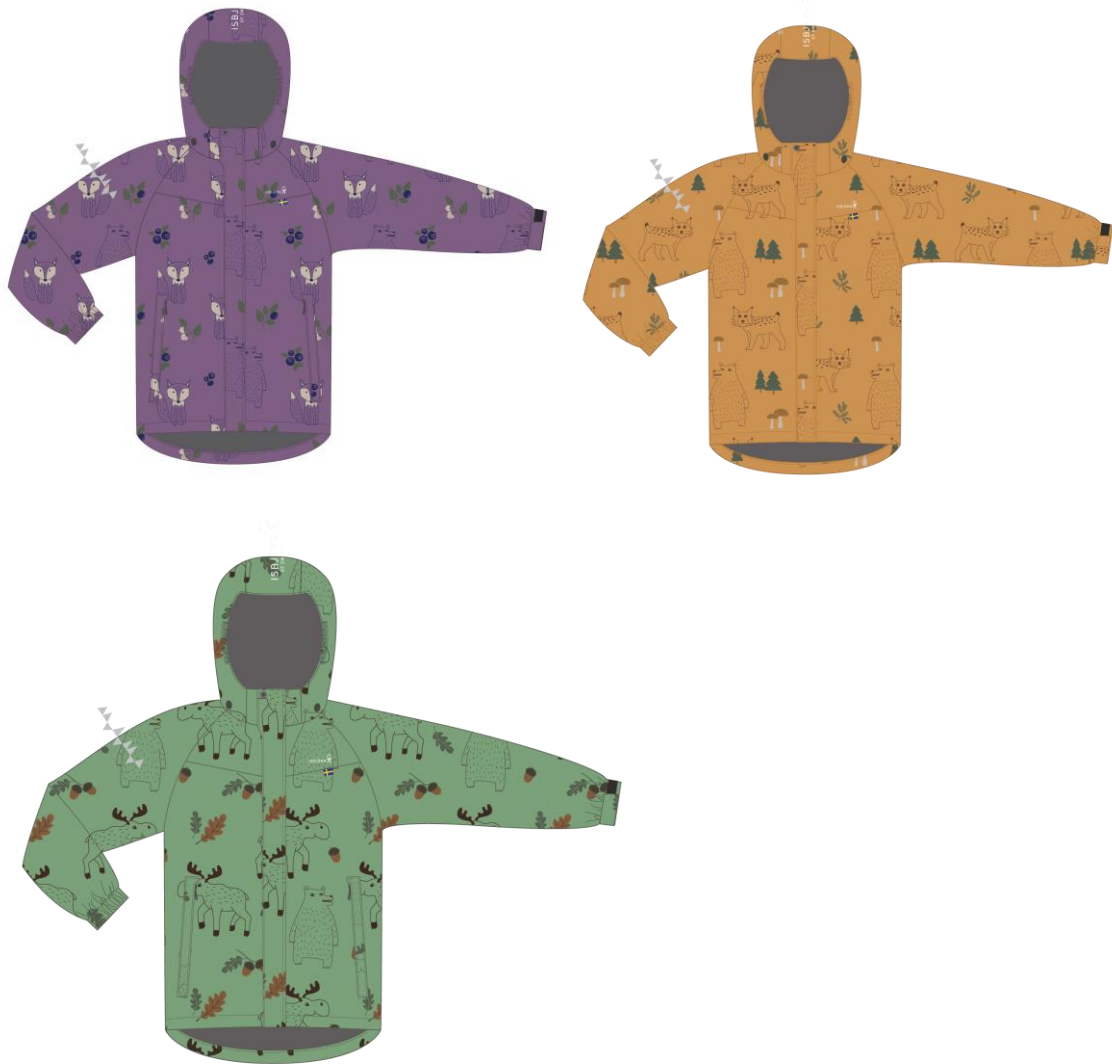
Teenagers will celebrate the debut of the TriPod Ski Jacket, a dynamic blend of performance and style. Perfect for the slopes and beyond, this jacket combines durable 2-layer hardshell fabric with Bluesign® certified materials, offering unbeatable waterproofing and breathability. Available in the new Chocolate colorway and also Black, alongside classic hues, the TriPod features magnetic closures, pre-bent sleeves for enhanced mobility, and a fully adjustable fit—ensuring young explorers conquer every winter escapade in comfort and confidence.



### **Welcome Harry & Friends: A Playful Winterwear Collection for Kids**

Meet Harry the Bear and his whimsical woodland companions—the fox, the moose, and the lynx—in ISBJÖRN's delightful new Harry & Friends Collection! This vibrant line for younger children brings the magic of nature to life, pairing fun, imaginative designs with premium materials. Featuring Primaloft®

recycled insulation, waterproof and breathable 2-layer protection, and expandable sizing, perfectly aligning to the families seeking sustainable, high-quality outerwear. All in all, adorned with Harry's adventures friends. The collection debuts in the playful FW25 shades of Lion, Lavender, and Pistachio, sparking creativity and outdoor play in every setting.



### Sustainability at the Core

ISBJÖRN of Sweden remains unwavering in its commitment to sustainability. With the FW25 collection, this dedication takes center stage, utilizing recycled and biodegradable materials, PFA-free water-repellent finishes, and expandable sizing to minimize waste. Every garment is crafted with the planet in mind, ensuring that future adventurers inherit a healthier world.

## Experience the FW25 Collection!

From the slopes to forest trails, ISBJÖRN's FW25 Collection ensures every adventure is memorable, stylish, and kind to the planet. Explore the collection and join us in a season of discovery at [www.isbjornofsweden.com](http://www.isbjornofsweden.com).

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For more information on ISBJÖRN Re.Explore, please contact: Maria Frykman,  
[maria@isbjornofsweden.com](mailto:maria@isbjornofsweden.com), +46 76 2244890

## About ISBJÖRN of Sweden

Founded in 2005, ISBJÖRN of Sweden creates high-performance outdoor apparel for children and teens, inspired by the strength and adaptability of the polar bear. Driven by the philosophy "Multisporters by Nature," the brand combines technical excellence with eco-conscious practices, enabling families to explore the great outdoors sustainably and in style.