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## HAGLÖFS' L.I.M JACKET: THE LIGHT SWITCH

**SS20's expanded L.I.M range includes this outdoors essential – fast becoming a modern classic.**

*Stockholm, March 2020.*

One of the defining features of the SS20 collection from Haglöfs is lightness. This is best exemplified by the lightweight and high-performance L.I.M range. This season, Haglöfs' lineup of L.I.M gear introduces new members to the family and improved versions of existing ones taking pride of place.

When it comes to the trusty **L.I.M Jacket**, there are two ways to understand what makes it an essential. The first is to pack and carry it with the rest of your gear; the second is to put it on.

The SS20 iteration of the L.I.M Jacket has been constructed from ultralight GORE-TEX Paclite® Plus material – a great option for garments that are intended to be put on and stashed away quickly and effectively. A seamless construction reduces weight and the abrasion-resistant inner surface lets it slip effortlessly over skin and other layers, making it perfect as a backup outer layer.

The L.I.M Jacket is made to be so light that when it's in your bag, you won't even notice it's there. That all changes once you put it on: it's waterproof, windproof and highly breathable. As soon as the weather is about to change or you stop for a break, the jacket offers great protection and comfort.

The L.I.M Jacket is an integral part of the L.I.M range in the Haglöfs SS20 collection - perhaps the most complete selection of L.I.M items yet, with additions and refinements throughout. The L.I.M "As light as we can go" design philosophy calls for lightweight and high-performance materials, stripping away everything that isn't essential for protection from harsh weather in the midst of tough outdoor activity.

### **The L.I.M Concept – 'Less is More'**

The basic concept is simple. Remove everything unnecessary but keep what is needed. It might sound easy, but it's a long process. Every garment is tried out, compared, evaluated, tested and reworked – over and over again. What material weighs as little as possible without sacrificing durability, flexibility, waterproofing and packability? How thin can you make a membrane without compromising its other qualities? There's always a smarter way of constructing something, but it's never obvious. Having perfected the L.I.M Concept for 20 years, at this point Haglöfs understands this better than anyone, this is as light as it gets.

**Haglöfs' L.I.M jacket will be available from Spring 2020, in Haglöfs' own stores and online, as well as through selected retailers worldwide.**

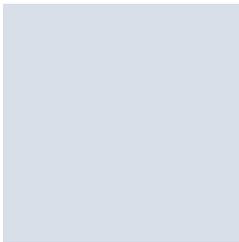
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In 1914, Wiktor Haglöf made the first stitch in a backpack that went on to inspire generations of people to get outside. From our Swedish heritage, with a commitment to sustainability and innovation, Haglöfs has continued to create progressive outdoor products at the highest level for hiking, mountaineering and freeriding. The Haglöfs brand is currently marketed to the Nordic region, Europe and Asia, and has been owned by ASICS Corporation since 2010. For more info, please visit [www.haglofs.com](http://www.haglofs.com).

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