

Klättermusen announces global partnership with Slam Jam.



25th March 2021, Åre, Sweden Klättermusen, maker of the world's most refined mountaineering equipment, today announces a global partnership encompassing distribution, retail and creative collaboration, with Italian streetwear retailer and esteemed cultural conduit Slam Jam.

Beyond distribution and retail, Slam Jam will also collaborate with Klättermusen as a full-stack go-to-market global partner, providing every level of service from direction of branding and design, to wholesale, retail and engagement with the fashion community.

Founded by Luca Benini in 1989, Slam Jam began in a small warehouse on the rural outskirts of Ferrara, and over the last almost 30 years has become a globally recognised cultural institution. Today, Slam Jam leverages its credibility and experience within the community to globally promote the style and attitudes of subcultures.

Swedish mountaineering brand Klättermusen has been creating refined mountaineering equipment, made to last, for over 45 years. Every piece of equipment with Klättermusen's name is made with the timeless consideration of 'Maximum Safety for You, Minimum Impact on Nature'. A long-time favourite amongst those in-the-know on the mountain, recently, Klättermusen has received growing attention from off the mountain adventurers and everyday explorers as a result of its uncompromising attention to functional details.

Klättermusen CEO and Nordic Mountaineer Gonz Ferrero says of the announcement, "As a long-time admirer of Luca and Slam Jam's work it was meaningful to see this required. Only great things happen when two forces of pioneering spirit and authenticity collaborate".

The partnership launches with Klättermusen's SS21 collection and continues with the creation of Klättermusen's Off The Mountain in AW21, available globally in high-end retailers and from Slam Jam's digital platform.

[Slamjam.com](https://slamjam.com)

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About Klättermusen

Since 1975 Klättermusen has been a pioneer in making refined Scandinavian Mountaineering Equipment. The designs combine utility and extreme durability, always with consideration of the environment in mind. Klättermusen supports and inspires outdoor enthusiasts through unforgiving weather conditions and unpredictable terrains. Rigorously tested in real-world conditions, the equipment embodies Klättermusen's commitment to creating the best and most sustainable equipment available.