H&M Group’s Arket brand has taken a major step forward having added Klättermusen to its roster of brands, offering external ready-to-wear for the first time.

The launch sees Klättermusen joining the retailer’s existing list of external brands but is particularly important because RTW is part of the mix alongside its accessories.

The items launch this month on Arket’s webstore and at flagships in London (27–29 Long Acre), Amsterdam (Koningsplein 20), Copenhagen (Købmagergade 33), Gothenburg (Östra Hamngatan 39), and Stockholm (Drottninggatan 53).

“We are proud to offer the best from other brands to complement our collections. Technical gear is part of our design library, so including Klättermusen in our assortment is a natural choice,” said Karl Johan Bogefors, Arket Brand & Communications Director. “It’s also a celebration of our shared values: we both aim to offer sustainable products and high-quality Nordic design, and we are honoured to offer their expertise in outdoor equipment to our audience”.

It’s clearly also an important move for Klättermusen given the high profile Arket has and its presence in premium shopping locations in multiple countries.

For those unfamiliar with the brand, Klättermusen is a “rigorous maker” of mountaineering equipment and has supplied outdoor enthusiasts “with the best and most sustainable” gear since 1975.

The brand was launched in northern Sweden by a group of friends, and today its triangle logo is a common sight among climbers and explorers.

But the important point here is that exposure via Arket should deepen its appeal for those consumers seeking to wear the look even if they don’t undertake the activity.
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The selection at Arket includes outerwear such as jackets and vests, accessories including practical tote bags and cross-body bags, and T-shirts and other basic layers. Accessory cords, reflective touches and a bright palette of colours are key elements throughout the collection, and all pieces are made with sustainable materials.

By Sandra Halliday

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