



# HÄRKILA AW21 PRESS RELEASE

Härkila's new Autumn/Winter 2021 collection is for the ambitious hunter who pursues their prey and perseveres no matter the climate or terrain. Launching three new specialist sets, the Härkila hunter will be thriving in extreme cold with our new Driven Hunt set or the Metso Winter range, while those dreaming of shooting big game will be better equipped than ever with our updated Moose Hunter 2.0.

With brand new innovative camouflage technology, Moose Hunter 2.0 is a collection that merges heritage with innovation. Härkila's first hunting clothes were pioneering moose hunting gear, and we're taking this to the next level with Moose Hunter 2.0. The range features a new red camo designed specifically to make the hunter as invisible as possible to big game, while staying visible to fellow hunters. Our signature GORE-TEX membrane and certification carries over and ensures the best quality for rough terrain and climate.

Nature's own abilities meet technology in our new Metso Winter range. Building on traditional loden clothes, where wool is known for being silent, water-repellent, breathable, moisture wicking, and warm, Metso Winter enhances these with the modern technology of Bionic Finish® Eco. From this combination you get a suit that is perfect for stalking in rough terrain and cold weather. The clothes are made with lavalan® wool, which is a truly natural, renewable, and sustainable material. It's solely sourced from European countries, it is mulesing-free, and has a sharp focus on animal welfare all the way from the breeding to the shearing process.

Lastly, the new Driven Hunt series is made for hunter who braves extreme subzero temperatures. This is Härkila's warmest suit to date and is perfect for the patient hunter who waits at his post or in his high seat for hours in the cold. The combination of Thermo Poly Shield™ Fill insulation and HWS® membrane makes for a warm and dry hunt whether it takes place in wind, rain, or snow.

In addition to these highly specialized sets, we're launching a few styles in our Essentials range. These support all our hunting suits, so for example where you might need a base layer, our new Base Active is superb for active hunts like stalking. The styles are all made in soft, high-quality materials to secure the hunter's comfort in every move.

Trust Härkila for your gear, trust your instincts for your hunt.