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VIKING

PRESS RELEASE

Introducing Viking's New *Sense of Mystery* Collection for Kids

- Adding a touch of magic to everyday children's shoes

Viking Footwear unveils its *Sense of Mystery* collection, an exciting new line of shoes designed to bring a vibrant, playful energy to kids' everyday adventures. Every model in this collection explores the enchanting power of light and color through a unique blend of glitter, holographic accents, and luminous, restorative tones that inspire creativity and fun.

All five models in the collection are built with practicality in mind. A waterproof membrane ensures feet stay dry, while a toasty lining and an EVA midsole provide warmth and cushioning for all-day comfort. The full rubber outsole guarantees solid grip and stability, making these shoes perfect for any exploration, rain or shine.

Drawing on Viking's mission "to create a world where everyone can be an explorer," the *Sense of Mystery* collection not only adds a sparkle to each step but also ensures that young feet stay warm, dry, and comfortable no matter the weather. With its creative combination of playfulness and performance, this collection captures the magic of everyday wonders while providing the durability and protection Viking is known for.

BELLE BUTTERFLY WARM GTX 2V

Durable, waterproof, insulated, and glittery high cut kids' boot

Give your little explorer wings to fly with Belle Butterfly Warm GTX 2V, a toasty and durable high cut shoe that offers both fun and protection. A waterproof PFAS-free GORE-TEX membrane ensures feet stay dry, while a toasty lining and an EVA midsole keep them warm. A full rubber outsole provides solid grip, and dual velcro fasteners enable kids to find their perfect fit. A sure favorite among butterfly and glitter fans alike.



Sizes: 22-33

Colours: Black / Dark Pink

RRP: EUR 100,-

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FUN BUTTERFLY WARM WP 3V

Waterproof, insulated, reflective, and glittery high cut kids' boot

Give your little explorer wings to fly with Fun Butterfly Warm WP 3V, a high cut boot that offers unlimited fun and protection. Viking's Watershield membrane, an EVA midsole, and a soft, cozy lining ensure that feet stay dry and toasty in wet conditions. Toe and heel reinforcements, and a full rubber outsole with solid grip provide all-around protection. The durable high cut upper is fitted with three velcro fasteners for a practical, precise fit. A sure favorite among butterfly and sparkle fans alike.



Sizes: 22-33

Colours: Black / Navy

RRP: EUR 80,-

EQUIP GLITTER WARM WP PULL-ON

Waterproof, insulated, and glittery pull-on kids' boot

Equip your child's everyday adventures with a boot offering both style and comfort. The high cut, glittery and iridescent upper features a convenient slip-on style and a back velcro fastener to keep the shoe in place. Viking's Watershield membrane ensures foot comfort in wet conditions, while a cozy insulating layer keeps away the cold. Below, a lightweight EVA midsole reduces the impact of each step, and a rubber outsole provides solid grip.



Sizes: 22-33

Colours: Black / Pink

RRP: EUR 80,-

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EQUIP SHINE WARM WP PULL-ON

Waterproof, insulated, iridescent, and reflective pull-on kids' boot

Equip your child's everyday adventures with a boot offering both style and comfort. The high cut, iridescent upper features a convenient slip-on style and an adjustable drawstring to keep the shoe in place. Viking's Watershield membrane ensures foot comfort in wet conditions, while a warm insulating layer keeps out the cold. An extra soft, foldable shaft allows for a second look. Below, a lightweight EVA midsole reduces the impact of each step, and a rubber outsole provides solid grip.



Sizes: 22-33

Colours: Charcoal / Eggshell

RRP: EUR 85,-

EQUIP STAR WARM WP 1V

Durable, waterproof, insulated, and glittery mid cut kids' shoe

Equip your child's everyday adventures with a shoe offering both fun and comfort. The sturdy, glittery and iridescent upper features elastic laces and a one-velcro fastener for an easy, sparkly and personalized fit. Viking's Watershield membrane keeps moisture out, while a warm insulating layer keeps back the cold. Below, a rubber outsole provides solid grip, and a foot strap gap makes this a perfect playsuit match!



Sizes: 22-33

Colours: Black / Pink

RRP: EUR 85,-

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ABOUT VIKING

With over 100 years of experience and a passion for outdoor adventures, VIKING is the Norwegian pioneer in the footwear segment. Founded in 1920 by Peter Mathias Røwde in Askim, Norway, the brand continues to stand out with innovative designs and a focus on lightweight, flexible rubber boots in iconic looks. VIKING's mission is to make adventure accessible to everyone and promote an active lifestyle – regardless of age or experience. Since the 1990s, VIKING has placed a special focus on children's shoes, and since 2023, the brand has also offered outdoor clothing for children, aiming to introduce even the youngest adventurers to the thrill of exploration.

The company, headquartered in Oslo, has been led by CEO René Høgsted since 2019. VIKING is committed to continuous innovation through modern technologies and high-level partnerships to combine the highest quality, comfort, and function. Under the motto "Every Step is Meaningful," the company is also working consistently and with clear goals to reduce its ecological footprint. For more information, visit vikingfootwear.com.

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