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VIKING

PRESS RELEASE

Viking Introduces AW25 *City Explorer* Collection

- Urban style meets functionality in footwear line for adults

Blending modern aesthetics with advanced functionality, Viking's *City Explorer* collection offers everything urban explorers need and want. A streamlined look? All-weather protection? Premium leather? Recycled materials? Superior traction? Yes, Viking's *City Explorer* ticks every box.

Built on years of comfort and grip technology, both models in this collection are designed to adapt to life on the go, no matter the terrain or conditions. Whether zipping through city streets or exploring a nearby park, Viking's *City Explorer* collection fits the fast-paced urban lifestyle while also being highly versatile.

The AW25 *City Explorer* collection covers all the bases, redefining the look and feel of the city sneaker with the performance-driven technology Viking Outdoor is known for.

CITY EXPLORER MID FLEECE WP

Urban, waterproof, and insulated mid cut shoe

City Explorer Mid WP offers a perfect blend of modern design and advanced functionality. This mid-cut urban shoe steps up the material game, combining premium leather, a breathable mesh, and textured, recycled rubber. A hidden lacing system and turned-in stitches provide a clean, streamlined look. The PFAS-free Watershield waterproof membrane adds an extra layer of protection, keeping your feet dry no matter the weather. Below, a rocker recycled sole has been specially developed to provide a smooth, resistance-free roll from heel to toe. For maximum traction and flexibility, a full rubber outsole features zonally optimized, high-traction treads and flex grooves.



Sizes: 36-47

Colours: Black / Olive / Cement

RRP: EUR 140,-

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CITY CHELSEA FLEECE WP

Urban, waterproof, and insulated mid cut shoe

City Chelsea Fleece WP is a versatile shoe designed for all that urban life has to offer. A ripstop upper featuring a PFAS-free Watershield waterproof membrane, and toe and heel reinforcements ensure durability and all-around protection. A recycled EVA midsole provides cushioning and support, and integrated reflective piping adds practicality and visibility in low light. The elastic shaft provides a comfortable fit, making this a smart and stylish choice for city commutes. Below, a rocker recycled sole has been specially developed to provide a smooth, resistance-free roll from heel to toe. For maximum traction and flexibility, a full rubber outsole features zonally optimized, high-traction treads and flex grooves.



Sizes: 36-47

Colours: Olive / Cement / Black

RRP: EUR 120,-

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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 For more information, visit vikingfootwear.com.

Press contact

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