

Expanded Kids Apparel Collection in AW24

- Viking updates its kids apparel collection that's "Inspired by Workwear, Designed for Play"

The Norwegian outdoor footwear and apparel brand Viking announces it will be enhancing its popular kids apparel line with several new and improved playsuits, jackets, midlayers and accessories.

Among the latest additions are the new two-piece playsuits including the Play Winter Jacket Thermal and Play Winter Pants Thermal, which aim to provide similar warmth as a one-piece playsuit yet with greater versatility. Four new midlayer and outerlayer jacket models will also hit the market, including Aery Padded Winter Jacket, Expower Winter Down Parka, Expower Winter Down Jacket, and Playtime Pile Midlayer Anorak. Finally, a new windproof wool balaclava and neck warmer – both in 100% merino wool – have been added to complement the accessories line, as well as a pair of tough and toasty merino wool-synthetic blend socks.

Besides these new models, all of the collection's playsuits have now also been updated with improved thermal insulation to ensure even better protection from the cold.

Step towards consolidating position in apparel

Since 1920, Viking Outdoor Footwear has pursued its mission "to create a world where everyone can be an explorer." This commitment has produced footwear widely recognized for its durability and performance, ideal for conquering the rugged Nordic terrain and tough weather. In line with this ongoing mission, Viking began its foray into the apparel market in 2023, beginning with a focus on the youngest outdoor adventurers.

While designed with a childish appeal, the children's apparel line actually draws inspiration from adult workwear that unites durability, functionality and long-lasting comfort. It includes baselayers, midlayers, outerlayers, and accessories. These latest additions are expected to help meet the growing demand from parents and caretakers looking for the quality and protection they've come to expect from Viking footwear, now also applied to apparel.

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About Viking Outdoor Footwear

Founded in 1920, Viking is an outdoor footwear and apparel company based in Oslo, Norway. Using the rugged Nordic landscape and its unforgiving climate as both product testing ground and playground, Viking strives to achieve its mission to create a world where everyone can be an explorer. By using the latest material innovations and technologies and combining these with 100 years of know-how, Viking continues to pioneer products that are renowned for their quality, durability, and performance.

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