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VIKING

PRESS RELEASE

Viking Outdoor announces AW25 Kids Apparel Collection

In 2023, Viking entered the world of apparel with its very first Autumn & Winter Apparel Collection for kids. Now, in 2025, the Norwegian outdoor brand continues its journey of providing high-quality performance wear designed for outdoor adventures. Ensuring durable quality that can withstand repeated washing and extended play, Viking apparel **lets kids be** kids, that simple!

Let's embrace all of winter's wonders with Viking!

Viking's Kids Apparel AW25 Collection features everything you need to get your little one ready for the season. Outerlayers include playsuits that are built to resist wear and tear yet have the lightness and range of motion necessary for playing out in the elements. Midlayers are cleverly designed for maximum versatility, while the merino wool baselayers are moisture-controlling, cozy and itch-free.

Essentials like hats, gloves and mittens similarly combine comfort with appropriate levels of durable protection. Materials, meanwhile, have been carefully selected and tested to meet Viking's high demands for durability, protection from rain, wind and snow, and visibility in low-light conditions. With high comfort and protection requirements met, all products are designed to appeal to a child's own sense of playful aesthetics.

The collection's highlight is the new Jolly Insulated Rain Suit, which offers complete protection and versatility. Surface-treated with Bionic Finish Eco for long-lasting water repellency, this suit is perfect for days with pouring rain and low temperatures. Its soft and velvety inside ensures long-lasting comfort and unlimited flexibility, whether you're crawling, jumping, or rolling through wet, muddy adventures.

ALV PRINTED WINTER PLAYSUIT

Durable, waterproof, windproof, and insulated winter snowsuit

The Alv Printed Winter Playsuit is the perfect companion for colder winter months. Featuring a durable, 100% recycled outer layer treated with Bionic Finish Eco, this suit protects against wet weather. Reflective detailing increases visibility after dark, while double zippers allow for quick entry and exit. A practical front chest pocket makes storing little treasures or outdoor essentials easy – ideal for little explorers who are always “on the go.” Crafted with a warm padding for exceptional insulation and a soft, comfortable liner, this playsuit ensures kids stay warm and snug, allowing them to fully explore all of winter's wonders.

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Sizes: 80-104
Colours: Olive
RRP: EUR 190,-

INSULATED RAIN SUIT

Waterproof, durable, and soft rain suit

The Jolly Insulated Rain Suit offers complete protection and versatility, perfect for days with pouring rain and low temperatures. The lightweight, padded liner adds an extra layer of warmth, and the removable foot straps ensure the suit stays in place. A detachable hood can easily be put on or taken off based on preference, while reflective details increase visibility after dark. Crafted with durable materials, welded seams and a Bionic Finish ECO treatment for long-lasting water repellency, your child can easily jump into this overall, ready to conquer their next adventure.



Sizes: 80-128
Colours: Navy / Pink
RRP: EUR 95,-

PLAYTIME FLEECE HOODIE WARM

Soft, versatile, comfortable micro fleece hoodie

The Playtime Fleece Hoodie Warm is versatile and practical when dressing your child for shifting temperatures. Wear it as a lightweight and protective outer layer on mild days, or as an insulating mid-layer beneath a playsuit during the coldest months. Made using recycled materials, the soft micro fleece provides warmth and comfort while feeling light and easy, and the debossed Viking logo in the front adds a modern and cool look.

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Sizes: 92-140

Colours: Navy / Pink

RRP: EUR 40,-

SOFT BASELAYER MERINO PANTS

Soft and warm base layer in two-layer merino and bamboo

The Soft Baselayer Merino Pants harness the unbeatable insulation properties of wool, without the itch. Thanks to a non-itching knitted bamboo inside layer, kids will feel a soft and smooth fabric against their skin. This is combined with a layer of merino wool on the outside – a unique fabric that keeps warm in the cold and cool during warmer days or high activity. Additionally, merino wool doesn't require washing as frequently as other fibres, which helps prolong the longevity of both the product and material.



Sizes: 86-140

Colours: Pink

RRP: EUR 50,-

SOFT BASELAYER MERINO TOP

Soft and warm base layer in two-layer merino and bamboo

The Soft Baselayer Merino Top harnesses the unbeatable insulation properties of wool without the itch. Thanks to a non-itching knitted bamboo inside layer, kids will feel a soft and smooth fabric against their skin. This is combined with a layer of merino wool on the outside – a unique fabric that keeps warm in the cold and cool during warmer days or high activity. Additionally, merino wool doesn't require washing as frequently as other fibres, which helps prolong the longevity of both the product and material.

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Sizes: 86-140
Colours: Navy / Pink
RRP: EUR 55,-

PLAY WOOL RIB BEANIE

Merino wool mix beanie for kids

You can be confident your child will stay warm and protected with the Play Wool Rib Beanie. That's because the beanie is made from a merino wool mix, nature's ultimate fibre. The rib knit provides a comfortable and soft feel against the skin, making it an ideal choice for toddlers who might find headwear annoying to wear. Additionally, beanie also features a wide brim that can be folded down and a reflective patch on the front for increased visibility after dark.



Sizes: 46-48, 50-52, 54-56
Colours: Aqua / Olive / Navy / Pink / Light Pink
RRP: EUR 35,-

PLAY WOOL THERMO SOCKS

Soft and comfortable wool frotté socks for kids

Stay warm down to the very tips of your toes with Viking's Play Wool Thermo Socks. Made from a soft frotté and crafted with wool for excellent insulation, these socks allow little feet to move comfortably while playing in colder months. The high cut ensures the socks stay in place while also adding extra warmth to the lower leg. Don't let valuable playtime be affected by cold feet so make sure to add these winter essentials to your child's wardrobe.

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Sizes: 19-21, 22-24, 25-27, 28-30, 31-33, 34-36, 37-39

Colours: Black / Olive / Navy / Pink

RRP: EUR 20,-

SOFT MERINO WOOL BALACLAVA

Soft and warm balaclava in two-layer merino and bamboo

The Soft Merino Wool Balaclava harnesses the unbeatable insulation properties of wool without the itch. Thanks to a non-itching bamboo knitted inner layer, kids will feel a soft, smooth fabric against their skin. This is combined with an outer layer of merino wool – a unique fabric that keeps warm in the cold and cool during warmer days or high activity. Additionally, merino wool doesn't need to be washed as frequently as other fibres, which helps prolong the longevity of both the product and material.



Sizes: 46-48, 50-52, 54-56

Colours: Grey/Light Grey / Navy / Pink

RRP: EUR 30,-

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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.

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