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## VIKING

### PRESS RELEASE

**“Let’s go to the moon!”**

#### **- Viking introduces out-of-this-world insulation in AW25 footwear collection**

Since 1920, Viking Outdoor Footwear has been on a mission “to create a world where everyone can be an explorer.” In 2025, the Norwegian brand takes that mission one step further, making otherworldly explorations possible in its “Let’s go to the moon” collection.

Featuring Solarcore®, the most advanced technology of its kind, “Let’s go to the moon” brings unmatched insulation and comfort to kids, junior, and adult footwear, even in the harshest conditions. Solarcore® adopts the thermal advantages of NASA’s aerogel technology and infuses it into ultra-thin foam. The final product is a low-density material that gets warmer when compressed, allowing the foot and toes to radiate heat with every step.

Honoring tradition while pushing modern footwear boundaries, “Let’s go to the moon” blends the top features of Viking best-sellers with Solarcore®’s cutting-edge technology. The result is four new products that ensure unbeatable warmth and adventure-ready comfort. The Constrictor Warm, an all-time adult classic, is now also available in children’s sizes and with the added benefit of Solarcore® insulation. Designed with hunters in mind, the Villrein Neo SC delivers the same superior traction and top-tier thermal protection as the Constrictor models, ensuring reliable performance in the toughest conditions.

Designed for extreme weather and diverse terrains, this collection ensures that everyone—from the youngest explorers to the most experienced hunters—can enjoy the outdoors with Viking’s renowned durability, performance, and quality. Whether tackling subzero temperatures or carrying a heavy load across a muddy trail, the “Let’s Go to the Moon” collection promises all-weather protection and adventure-ready comfort.

### KIDS

#### **CONSTRUCTOR WARM SC WP 2V**

*Durable and waterproof high cut kids' shoe with premium insulation*

Prepare your little astronaut for outer space with Constrictor Warm SC WP 2V, a tough shoe featuring out-of-this-world warmth. Viking’s newest addition, Solarcore® combines NASA-developed technology with an ultra-thin material that gets warmer when compressed. This means that your child will be radiating heat with every step. A full rubber outsole with deep lugs helps ensure unbeatable traction. Additionally, the upper is fitted with toe and heel reinforcements for all-around protection. For easy adjustment the boot has dual velcro fasteners.

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Sizes: 22-33  
Colours: Black  
RRP: EUR 90,-

## JUNIOR

### CONSTRUCTOR WARM SC WP 1V SL

*Waterproof and reflective high cut junior shoe with premium insulation*

Fly your young explorer to the moon with Constrictor Warm SC WP SL, a waterproof shoe featuring out-of-this-world warmth. Viking's newest addition, Solarcore® combines NASA-developed technology with an ultra-thin material that gets warmer when compressed. The high cut upper is protected with extra durable toe and heel reinforcements, while an EVA midsole adds cushioning and insulation. A rubber outsole with deep lugs helps ensure a high-traction grip. In addition, the collar is fitted with a cozy, soft material for extra comfort.



Sizes: 30-41  
Colours: Black / Cream  
RRP: EUR 100,-

## ADULT

### CONSTRUCTOR WARM SC GTX

*Waterproof and reflective boot with premium insulation*

The Constrictor Warm GTX SC blends the top features of past best-sellers with cutting-edge technology, honoring tradition while pushing modern footwear boundaries. Solarcore®, a superior thermal technology inspired by NASA, features an ultra-thin material that becomes warmer when compressed, allowing your foot and toes to radiate heat with every step. A waterproof PFAS-free GORE-TEX membrane keeps moisture out, while large reflective details help increase low-light visibility. A recycled EVA midsole offers cushioning and support, and a stability plate assists the heel when carrying heavy loads. The outsole features Vibram

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MegaGrip rubber and Traction Lug technology, unleashing unbeatable grip in the most difficult terrain. Finally, a cored-out section on the outsole cuts down on a few more grams, helping make Constrictor Warm SC GTX the most advanced boot on the market in its category.



Sizes: 36-47  
Colours: Black  
RRP: EUR 290,-

## VILLREIN NEO SC

*Waterproof boot with premium insulation*

If you are on the hunt for the ultimate high-traction, high-end boot, look no further. Villrein Neo SC offers top-of-the-line performance on muddy or icy trails and rugged terrain, making it an excellent choice for hunters and herdsman. A multi-layer shell, a steel shank, and an integrated toe cap deliver added protection and durability. The shaft and lining have a 5 mm neoprene layer, which is lightweight, flexible, waterproof and warm. Solarcore®, a superior thermal technology inspired by NASA, features an ultra-thin material that becomes warmer when compressed, allowing your foot and toes to radiate heat with every step. A recycled EVA midsole offers cushioning and support, while a stability plate assists the heel when carrying heavy loads after the hunt. The outsole features premium Vibram MegaGrip rubber and Traction Lug technology, unleashing unbeatable grip in the most difficult terrain. Finally, a cored-out section on the outsole cuts down on a few more grams, helping make Villrein Neo SC the ultimate rubber boot.



Sizes: 36-46  
Colours: Black  
RRP: EUR 210,-

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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](http://vikingfootwear.com).

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