



**Press Release**  
**Spring / Summer 2025**

**The best of both worlds. With its new NXT collection for spring/summer 2025 and THE NXT STEP athlete project, Salewa is connecting traditional mountaineering with new interpretations of mountain sports**



**Bolzano/ Bozen, 11 March 2025** - The mountains have always been Salewa's playground. Shaped by time, nature, and the elements, they are constantly evolving – and Salewa is evolving with them. For spring/ summer 2025, Salewa is presenting a completely new collection that sits within its mountaineering line, but extends to cover other activities, such as climbing and speed hiking. NXT is a powerhouse of technical innovation that remains open and accessible to all interpretations of mountain sports and multi-sports use. Performing comfortably in varied technical terrain and diverse situations, from scrambling or climbing at moderate grades to technical routes at high altitude.

NXT is a story with a fast-forward approach. Pronounced like the word "next", the NXT collection refers to the 'next objective' and is therefore new by definition. This is a story that looks both back to Salewa's past, and forwards to the future. While drawing inspiration from the tastes, passions, and requirements of modern and progressive mountain-inspired enthusiasts. Simultaneously, it's also the story of a special encounter involving two different generations, brought together by Salewa in THE NXT STEP athlete project. Luca Andreozzi, a young climber, skateboarder and indie rock fan teams up with Hanspeter Eisendle, an experienced South Tyrolean alpinist and mountain guide.



## THE NXT STEP – A STORY OF EVOLUTION, MOUNTAINEERING AND SELF-AWARENESS

THE NXT STEP is more than just a physical challenge. It's a story of opposites coming together. Luca Andreozzi, a young Italian climber closely connected to the urban bouldering scene is looking to develop himself as a climber. He wants to improve his alpine climbing skills in the Dolomites and climb the classic Piaz Arete/Delagokante on the Vajolet Towers, one of the most famous and impressive faces in the Alps. This would be a real evolution for Luca – involving a very different type of climbing to what he is used to, and requiring not only curiosity and the desire to explore, but also solid technical skills and high adaptability. To help him with this project, Luca contacted mountain guide Hanspeter Eisendle, a man who represents a completely different generation of alpine climbing, and who has left his own mark on the history of mountaineering.

During the project, Hanspeter accompanies Luca and passes on valuable advice. He shows him how to see the mountain with all its nuances, and experience climbing in its purest form. The Piaz route, which is symbolic for Dolomite rock, is a fitting testing ground for both the new products from Salewa's NXT collection and Luca's newly acquired skills and ability. "Working with Peter on this project has enabled me to experience a very different type of climbing: more intensive and meditative. At the same time, I could feel how learning to connect with my natural surroundings helped me to tap into and release new energy. I feel very grateful to have had this experience," says Luca.

This is precisely the idea behind THE NXT STEP, providing climbers with the opportunity to discover climbing in its purest form, with a fast, light and uncomplicated approach that matches Lucas' dynamic and modern style. With THE NXT STEP and the NXT collection, Salewa is appealing to young climbers, like Luca, who are looking to continually develop themselves and take on the challenges of modern alpinism. This is a journey that starts in the bouldering gym or climbing hall, leads to rock faces and culminates on alpine routes.

THE NXT STEP is available to view from mid-April on [YouTube](#) and [salewa.com](#).

## NXT – A COLLECTION FOR MAXIMUM PERFORMANCE AND REDUCED IMPACT

For its NXT collection, Salewa has engineered products to respond to the demands of 'fast mountaineering' – moving quickly with less weight through changing terrain in the mountains. Salewa sees NXT as matching a combination of the alpine disciplines of mountaineering, climbing and speed hiking, with each of these requiring a different skill set.

The equipment you take with you needs to be versatile enough to cope with a range of seemingly contrasting demands: it needs to be lightweight yet robust, precise yet comfortable, and minimalist yet multi-functional. With the NXT collection, Salewa is seeking to meet these requirements.

When it comes to design, the collection has a modern aesthetic that builds from rock grey tones, transitions via communication languages that merge to create an analogue and digital hybrid, and blends both heritage and futurist influences. The sustainable, mono-material approach to fabric selection is durable, lightweight, and circular to reduce environmental impact.



## OVERVIEW NXT COLLECTION HIGHLIGHTS

For further information about all the products in the collection, please see the [press kit](#)



### NXT 25L BACKPACK

Engineered for extreme mountain environments, the NXT is Salewa's toughest pack ever. Made from two very strong fabrics: ultra-lightweight Challenge ULTRA™ 100X for exceptional abrasion and tear resistance and durability with a water-resistant recycled polyester laminate backer and high-tenacity 330D nylon Robic® expedition-proven over the years on alpine packs. The close-contact, harness-friendly Dry Back Contact carrying system with Split Shoulder Straps gives you stability, freedom of movement and good ventilation.

With a full feature set for technical mountaineering: dual tool attachment, helmet holder and ski strap compatibility, generous two-way side access, and rope fixation.

RRP: € 220

### WILDFIRE NXT MID GTX

The Wildfire NXT MID GORE-TEX is a high-performance, door-to-summit approach shoe with a seamless, Kevlar®-reinforced Matryx® upper that combines hiking comfort and durability with climbing precision. Engineered with the latest evolution of Salewa's trademark 3F System, it wraps the ankle and outer foot to guarantee a good fit, support, and agility. The unique Salewa® multi-zone outsole with Vibram® Megagrip compound provides secure grip and traction in all conditions on any terrain.

With PFAS-free GORE-TEX invisible fit technology for waterproof, breathable protection, and a reduced impact.

RRP: € 220



### NXT HARNESS

The NXT Harness has a strong and flexible FrameWave construction. It combines the lightness and packability of a mountaineering harness with the usability of a climbing harness – offering good load distribution with no pressure points and full freedom of movement, while freeing up room in your pack.

With four rapid-access gear loops, rear gear loop, two ice clipper slots and a reinforced belay loop, the NXT Harness is well equipped for technical missions. Dual side buckle adjustment allows you to dial the fit and keep everything centered whether you are wearing full winter layers or just a tee.

RRP: € 150







## ABOUT SALEWA

Salewa is passionate about mountain sports – ambitious alpinism and the mountain experience. Founded in Munich in 1935, the management-led, family-owned company is now located in the Dolomites of South Tyrol. Based at its headquarters in Bolzano, the company develops technical products that combine traditional materials and progressive design. Salewa is committed to high environmental and social standards and rooted in regional identity, quality and integrity. Consistently striving to find new ways to build better, game-changing equipment, the brand has a unique understanding of mountain sports. Progressive mountaineering is about more than just performance, it encompasses an appreciation of the natural world and individual and shared experiences in the mountains.

Salewa is a leading international manufacturer of mountain sports equipment with innovative products in four product categories: Apparel, Footwear, Equipment and Technical Hardware.

[www.salewa.com](http://www.salewa.com)

### PRESS CONTACTS

#### SALEWA INTERNATIONAL

Franziska Sinn – Communication Manager  
T: +39 3404207253  
[franziska.sinn@salewa.com](mailto:franziska.sinn@salewa.com)

Anna Angermeier – nanacom  
T: +49 15115657936  
[anna@nanacom.de](mailto:anna@nanacom.de)

#### ITALY

Sara Gatti, Serena Adinolfi – OMNICO PR GROUP  
T: +39 0262411911 M: +39 3460018463  
[salewa-ita@omnicoprgroup.com](mailto:salewa-ita@omnicoprgroup.com)

#### GERMANY | AUSTRIA | SWITZERLAND

Nadja Schmidt – nanacom  
T: +49 15236318591  
E: [nadja@nanacom.de](mailto:nadja@nanacom.de)

#### FRANCE

Benjamin Carroz  
T: +33 476525959  
[benjamin.carroz@salewa.fr](mailto:benjamin.carroz@salewa.fr)

#### POLAND

Lukasz Kudla  
T: +48 53 35 21 411  
[lukasz.kudla@salewa.com](mailto:lukasz.kudla@salewa.com)

#### SPAIN

Nuria Casaldaliga Sala  
T: +34 637511473  
[nuria.casaldaliga@salewa.com](mailto:nuria.casaldaliga@salewa.com)

#### CZECH REPUBLIC | SLOVAKIA | HUNGARY

Karel Glogar  
T: +42 0604 382 811  
E: [karel.glogar@oberalp.com](mailto:karel.glogar@oberalp.com)

#### USA

Eric Henderson - Meteorite PR  
T: +1 (307) 6902984  
[ehenderson@meteoritepr.com](mailto:ehenderson@meteoritepr.com)