



Stockholm, Sweden

**Hello, my name is Martin Axelhed,  
I'm the CEO of Fjällräven and I would like  
to make a deal with you.**

First, I want to personally thank you for your vote of confidence when it comes to our products. We have worked diligently to produce them with the lowest possible environmental impact while also offering the highest possible levels of durability and functionality.

They are designed to last for decades of use, to be passed on to the next generation or re-sold on the secondhand market. This way, fewer products need to be produced, less energy needs to be consumed and fewer products will end up as waste. But for that chain of events to work, your participation is needed.

Which brings me to the deal I'm proposing: If we promise to continue to work hard making longlasting products with as little environmental impact as possible, will you promise to let those products work hard too? To use them for many years and not replace them with new products one or two seasons later? It might take some extra care and perhaps some repair as the years go by, but it will be worth it in the long run. What do you say?

I hope it makes sense to you as much as it makes sense to me and as much as it makes sense for the environment. Have a great day in the outdoors!

Respectfully,

A handwritten signature in blue ink that reads 'Martin Axelhed'.

*Martin Axelhed, CEO, Fjällräven*