

PRESS RELEASE SPRING / SUMMER 2024



OUTDOOR FOOTWEAR
SINCE 1921



Legendary boot, legendary style

Introduced in 1996 and proven on countless expeditions ever since, the Alaska trekking boot is the ultimate classic of the Hanwag collection. Its timeless design has now been given an extra touch of style. As the Hanwag Alaska XC GTX, it comes in three stylish colourways which can be customised to suit individual tastes.

The Hanwag Alaska XC GTX comes in three colour combinations: For additional customisation, it's supplied with differently coloured laces.



BROWN/ VIOLET

+ 1 additional pair of laces



BLACK/BLACK

+ 3 additional pairs of laces



NAVY/GREY

+ 2 additional pairs of laces

ABOUT HANWAG

"Born in Bavaria – worn around the world": Hanwag has been manufacturing high-quality mountaineering and trekking footwear at its headquarters in Vierkirchen, near Munich since 1921. Hanwag footwear stands for traditional Bavarian craftsmanship and durability combined with technical expertise and continuous innovation. With a specific focus on the perfect fit, robustness and high-quality materials, all of the company's footwear is made in Europe. Almost all of HANWAG's footwear is made using either traditional handcrafted double-stitching or cemented construction methods. Using these two high-quality techniques means that most of HANWAG's footwear can be resoled, which in turn extends the life of their footwear.

PRESS CONTACT

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HANWAG ALASKA XC GTX

FULL FUNCTIONALITY IN A NEW DESIGN

In terms of functionality, the Hanwag Alaska XC GTX lacks behind nothing compared to the classic. Its name speaks for itself. Anyone trekking through Alaska or other similar adventurous regions on foot, needs a boot that they can rely on 100 per cent. Stability and surefooted hiking comfort – these are the hallmarks of the Hanwag Alaska. All made possible by the boot's heritage and design DNA, which has been carefully optimized by Hanwag over the years.

- The one-piece construction of its leather upper reduces the number of seams required – which makes the boot even more hardwearing and gives it a fine and distinguished, yet understated appearance.
- The comfortable Trekking Last and lacing with reinforced lace hooks deliver the perfect Hanwag fit.
- Underfoot, the TPU reinforced midsole and Vibram outsole offer surefooted grip in rugged terrain.
- The protective, high upper made of high-quality nubuck leather provides the Hanwag Alaska the required stability and durability for trekking and hiking in even the toughest conditions.
- Its scree protection rand provides protection for the foot from stones and low branches – on the new Hanwag Alaska XC GTX it bears a distinctive lasered GORE-TEX logo.



Inside, the waterproof, breathable GORE-TEX membrane makes the boot reliably weatherproof and helps to promote good moisture management and a pleasant foot climate. While the original Hanwag Alaska exudes a robust, rugged elegance, the new Alaska XC GTX comes with an extra touch of colour and style.

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HANWAG ALASKA XC GTX



BEST OF BOTH WORLDS

As such, the Hanwag Alaska XC GTX combines the best of both worlds: Highest functionality for all types of outdoor use and a design that incorporates the Alaska's characteristic lines with individual colour customization. This is modern outdoor design at its very best. Ready for big hiking adventures and to make a stylish impact.



ALASKA – A FRIEND FOR LIFE

The Hanwag Alaska is built to see its wearers through thick and thin – for years to come. Properly looked after, its sturdy leather upper ensures years and even decades of happy trekking. A further important advantage: Users can continue to use their well-worn-in trekking boots even if the Vibram outsoles should wear out. This is because they are fully resoleable, like most Hanwag models. This saves money and is good for the environment, because most of the boots high-quality materials continue to enjoy an active life. How does resoling work? See [this video](#) on the Hanwag YouTube channel



TREKKING IN GREENLAND

Hiking through Greenland's inland ice sheet, off-trail in the vast natural wilderness through the Arctic summer. The Hanwag Alaska is ideal for such demanding trips. An unforgettable adventure – that doesn't always go to plan... Read the full report on [HANWAG STORIES](#).

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ALASKA XC GTX

GORE-TEX
PRODUCTS



[05652g]-Brown/Violet



Upper material: Nubuck leather

Lining: GORE-TEX

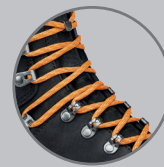
Weight: per pair ca. 1640 g (UK 8) ♂

Sizes: 6 – 13 (UK) ♂

Price: Alaska XC GTX

RPP 380,- EUR

[012012]-Black/Black



[007600]-Navy/Grey

