

## Helly Hansen Delivers Odin 1 World Infinity Jacket, Built for Lightweight Durability with Responsible and Innovative Waterproof/Breathable Technology

**OSLO, NORWAY (2022)** — Since 1877, Helly Hansen has been the brand trusted by professionals, using their experience and feedback to develop innovative gear that delivers on performance and protection. For Spring/Summer 2022, the Norwegian-based brand continues to elevate its outdoor performance-driven designs with the new **Odin 1 World Infinity Jacket**, featuring Helly Hansen's responsible, professional grade LIFA INFINITY™ waterproof/breathable technology.

Now in its fourteenth season, Helly Hansen's Odin collection has been designed with and for professionals, offering the most complete and purposeful weather protection in lightweight, functional designs. The highly durable Odin 1 World Infinity Jacket was developed with insights from the Squamish Search and Rescue team in British Columbia, Canada, including the desire for an extra breathable jacket that offers high-level protection that can be trusted against wind and rain.

Featuring Helly Hansen's innovative, responsible LIFA INFINITY™ technology, the jacket boasts a fully waterproof/breathable LIFA INFINITY™ membrane, which is achieved without the use of chemicals. In addition to the revolutionary membrane, the garment is built with sturdy recycled fabric content and a PFC-free durable water-repellent treatment – delivering the extreme waterproofness and breathability of HELLY TECH® Professional construction. This trusted technology makes the Odin 1 World Infinity Jacket suitable for year-round use, offering superior protection while remaining lightweight and durable.



Additionally, the jacket includes under arm vents and optimized seam placement for enhanced comfort, and easily packs into a small bag. With a lightweight helmet and backpack-compatible construction, the jacket's pockets are elevated. While a whistle on the chest pocket zipper and a RECCO® reflector feature as added safety measures – direct results of feedback provided by the Squamish search and rescue professionals.

“To further evolve the Odin collection, we continue to work with professionals and develop products like the Odin 1 World Infinity Jacket with their insights front of mind. The knowledge and experience search and rescue teams have of the challenging environments we create gear for are a key source of inspiration and guidance for us. With this jacket, it was important for us to design more responsibly, while still creating a fully featured, technical piece that is fit-for-purpose in the elements,” said Philip Tavell, Category Managing Director for Mountain at Helly Hansen. “As a brand, we continue to raise the bar when it comes to responsible design, and we are proud to deliver an extremely



waterproof/breathable jacket without the use of chemicals, making the garment better for both the wearer and the environment.”

Ahead of its Spring 2022 release, the Odin 1 World Infinity Jacket received a prestigious 2021 Good Design Award, recognising its excellent and innovative design and functionality. The jacket was a standout to the jury, who received more than 1000 submissions from around the world. Good Design’s Chief Curator Christian Narkiewicz-Laine said of the 2021 award laureates: “With their designs, they are setting the highest standards in their industry.”

The jacket will be available in both men’s and women’s specific styles in-store and online from Spring 2022. To learn more about Helly Hansen’s innovative technologies and the entire Odin collection, please visit [www.hellyhansen.com](http://www.hellyhansen.com).

### **About Helly Hansen**

Founded in Norway in 1877, Helly Hansen continues to develop professional grade apparel that helps people stay and feel alive. Through insights drawn from living and working in the world’s harshest environments, the company has developed a long list of first-to-market innovations, including the first supple waterproof fabrics more than 140 years ago. Other breakthroughs include the first fleece fabrics in the 1960s, the first technical base layers in the 1970s, made with Lifa® Stay Dry Technology, and today’s award winning and patented H2Flow™ temperature regulating system.

Helly Hansen is a leader in technical sailing and performance ski apparel, as well as premium workwear. Its uniforms are worn and trusted by more than 55,000 professionals and can be found on Olympians, National Teams, and at more than 200 ski resorts and mountain guiding operations around the world.

Helly Hansen’s outerwear, base layers, sportswear and footwear are sold in more than 40 countries and trusted by outdoor professionals and enthusiasts around the world. To learn more about Helly Hansen’s latest collections, visit [www.hellyhansen.com](http://www.hellyhansen.com).