

Sports car manufacturer and leading outdoor brand share passion for performance and design

Porsche and Norrøna Forge new Collaboration

Porsche and Norwegian outdoor brand Norrøna have teamed up to launch a new winter sports collection under the tagline “Crafting new Adventures”. The collaboration centers on Norrøna’s famous *lofoten* big mountain freeride collection for men and will debut in November 2025.

Stuttgart. Porsche and the Norwegian outdoor brand Norrøna, two brands with a proven record of excellence in design and performance, will launch a new winter sports collection. The new collaboration taglined “Crafting New Adventures” centers on Norrøna’s famous *lofoten* big mountain freeride collection – a series rooted in what Jørgen Jørgensen, fourth generation owner and leader at Norrøna, calls “loaded minimalism”: “This design philosophy drives us to create clean, functional products with all the essential details. I would humbly say that the Norrøna *lofoten* collection is our version of the Porsche 911.”

Michael Mauer, Vice President Style Porsche, played a crucial role in bringing the two brands together. He first discovered Norrøna’s *lofoten* collection for big mountain freeriding in the Swiss ski destination of St. Moritz. His personal passion for freeriding – and his appreciation for the Norwegian outdoor brand – sparked a creative dialogue between him and Jørgen Jørgensen of Norrøna. Soon the idea to collaborate was born. “I like the term ‘loaded minimalism.’ It’s similar to what we aim for at Porsche: clean, functional designs driven by a pursuit of performance.”

The Porsche x Norrøna collection will include exclusive Norrøna *lofoten* big mountain freeride products for men – available at porsche.com select Porsche Centers worldwide, Norrøna retail stores and norrøna.com. The collection comprises of an

insulated shell jacket and pants that are tailormade for freeriding and perfectly suited for all ski and snowboard activities. Made from GORE-Tex®, the high-quality, world-leading fabric for durable waterproofness, optimized breathability as well as total windproofness and equipped with plenty useful features like a helmet-compatible storm hood and hand-warming pockets, the collection guarantees maximum performance and off the slope. Using two materials to provide optimal thermal performance and comfort as well as excellent quick-drying and moisture-wicking properties the warm fleece jacket is made for freeriding and works also perfectly for mountaineering, trekking, and all outdoor activities.

Porsche and Norrøna share a rich history and great heritage. Founded in 1929 by Jørgen Jørgensen, the great-grandfather of today's leader and owner, who bears the same name, Norrøna's history dates back almost one hundred years. Porsche's legacy as the world's leading sports car manufacturer goes back to the year 1948 when Ferry Porsche was looking for his dream car and created the Porsche 356. The first jointly developed and designed Porsche x Norrøna collection will debut in November 2025.