

Klättermusen introduces Nitty Gritty as their new agency

Nitty Gritty and Klättermusen partner to bring refined mountaineering equipment to the conscious connoisseur.

Klättermusen, an established maker of refined mountaineering equipment, and Nitty Gritty, a retailer and developer of high value lifestyle and design brands, today announced the start of a strategic collaboration.

Klättermusen has been committed to crafting durable mountaineering equipment since 1975, when a group of young mountaineers in the north of Sweden set out to create the best possible equipment. Klättermusen has continued developing its equipment guided by the philosophy: *Maximum Safety for you, Minimum Impact on nature.*

Pursuing these ideals has put Klättermusen at the forefront of sustainable yet technically advanced fabric development. Icons such as bags made from recycled fishnets and jackets using renewable biomass showcase both dedication and technical know-how. Continuously evolving through testing in harsh and extreme conditions, Klättermusen equipment is guaranteed to endure.

Nitty Gritty started out in 1991 in Stockholm as a counter reaction to all the mainline clothing department stores dominating the market in the early 90's. Within a few short years, Nitty Gritty established itself as a point of reference for their detailed curation of creative and inspiring brands from around the world. Nitty Gritty is also responsible for the success of many premium brands in Sweden and Scandinavia, including Stone Island.

Building on a working relationship over many years, this new collaboration will see Nitty Gritty lead the introduction of Klättermusen to the lifestyle and fashion segment of stores.

Klättermusen has always had a selective approach to retailers as a way to ensure retailers represent the values which have set Klättermusen apart from mass-market brands.

- "For over 40 years we have made mountaineering equipment without compromising our values of performance and sustainability. We are proud to see that our values now resonate with a growing number of global customers. As we keep our focus on developing refined mountaineering equipment, working with retail partners who share our vision is paramount. Our collaboration with the Nitty Gritty teams is a natural extension." Gonz Ferrero, CEO of Klättermusen

- "We see people in search of unique brands with deeply rooted values, particularly for niche brands whose aim is to stay niche and not succumb to mass-market blues. Premium retailers continue looking for strong and distinctive brands. We believe Klättermusen has a big role to play here, and are excited to get started." Marcus Söderlind, CEO of Nitty Gritty