

FALKE

ERGONOMIC SPORT SYSTEM

PUBLIC RELATIONS

FALKE Ergonomic Sport System Autumn/Winter 2020/2021

FALKE Running

No matter if you want to run a short round, practice your pace or go on a long-distance run - FALKE's Running products offer optimum support for every athlete. FALKE running socks feature a padding effect thus preventing the development of blisters. In addition, a special mix of materials ensures excellent moisture management. The running trousers and shirts made of innovative materials that provide optimum temperature and moisture management will protect the body from cooling down as well as from overheating. Their perfect fit ensures maximum flexibility.

FALKE Trend Socks

The wave pattern of the FALKE RU4 Wave is reminiscent of the 1980s and set stylish accents in the winter. Its sporty shades create beautiful colour schemes perfectly matching multi-coloured running shoes.

In celebration of FALKE's 125th anniversary, the FALKE RU4 in striped design comes with a vintage FALKE logo and a bird motif. The red logo beautifully contrasts the black/white stripes. FALKE's proven fit and the medium size padding of the sock provide highest running comfort.

FALKE Underwear

The FALKE Warm Underwear range of products has now been complemented by a long-sleeve with stand-up collar that fits nicely around the neck and protects from cold temperatures. A red line on the plain coloured FALKE Warm Shirts sets a beautiful contrast and underlines the functional zones.

FALKE Apparel

Sport tights, shirts and jackets in a close fit round off the collection and complete the sports outfit. In addition, gloves, mittens and headbands protect hands and ears. The colour red contrasts muted shades, while dazzling colours such as yellow, blue and green are eye-catchers on socks and underwear.

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FALKE Trekking

Trekking is a particularly diverse kind of sport, spanning from leisurely city trips to demanding hikes in the mountains. FALKE supports you in all your plans with suitable socks and perfectly fitting functional underwear.

FALKE Trekking Socks are optimally coordinated to the needs of hikers. Whether you require special protection during alpine tours or prefer short shafts and thin padding for easy hike - FALKE offers socks for every hiker suited to their individual hiking route.

The **FALKE Wool-Tech Light** protects the body and feels particularly soft on the skin thanks to its special mix of materials with merino wool. Combine it with a long-sleeve shirt and crop trousers, and you are perfectly prepared for upcoming tours.

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FALKE Skiing

No matter if you are an occasional skier or a professional athlete - FALKE offers ski outfits that are tailored to your needs. Besides socks that protect from pressure marks in particularly stressed areas, functional underwear, made of different qualities, keep the body warm in cold and icy temperatures. With its high comfort, premium materials and a perfect fit, FALKE products ensure an enjoyable day in the snow.

FALKE SK2 and SK4

Our bestsellers FALKE SK2 and SK4 are now available with medium compression. Thanks to the compression the sock fits particularly tight to the calf and the foot. This will stimulate the blood circulation, which in turn results in warmer feet. In addition, the compression accelerates the muscle regeneration, so the legs won't feel sore even after a few days on the slopes. The high merino wool content provides optimum moisture and temperature management.

Both socks are also offered in a trendy version. The FALKE SK4 for women is available with a giraffe print. But also the FALKE SK2 Crest with a mountain silhouette has been relaunched in new colours.

FALKE SK7

A new addition to the FALKE Skiing collection is the FALKE SK7 which comes completely without padding providing ultimate power transmission. The sole made of polypropylene absorbs moisture and keeps feet pleasantly dry. A special feature of this sock is the absolutely crease-free fit, even in tight ski boots.

FALKE Underwear

A long-sleeve for women with giraffe print is the new must-have and a perfect match to the FALKE SK4 trend sock. The FALKE Maximum Warm Underwear is now offered with red contrast lines, which set visual accents at the functional zones. They symbolise the "FALKE Red" which has been part of the company's history.



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125 Years Capsule Collection

125 years of perfect craftsmanship, passion for detail, high-quality materials, innovative ideas and experience: Having started as a roofing company in 1895, FALKE soon developed to an international clothing and lifestyle company. Thanks to the ambition and the experience of all Falke generations, the family-owned business finally became the company it is today.

The Capsule Collection for the 125th anniversary is a stylishly interpreted homage to FALKE's history and represents a mix of sportswear and knitwear that combines the brand's values quality, design and craftsmanship.

Inspired by the iconic styles from FALKE's fashion archives, the design unites the individual products of the Capsule Collection. All articles are labelled with the lettering "Ski", which is reminiscent of a catalogue of the first FALKE terry ski socks from 1979. Some of the designs are complemented by the falcon, which was taken from the old logo that can still be seen on the packaging of FALKE fine legwear products.

The collection consists of five products each for women and men, each in two different colours, including underwear as well as overlayers. The FALKE Wool Tech Tights are complemented by the FALKE Wool Tech Longsleeve with contrasting sleeves and can be combined with the FALKE SK4 125 years ski socks in FALKE's usual high quality. In addition to underwear, the collection includes the FALKE ski pullover and the FALKE anniversary sweater for women and men in a striking retro design.