

DECATHLON

QUECHUA × FORCLAZ

2021

SPRING & SUMMER

PRODUCT LAUNCH

INNOVATION

AT THE HEART OF OUR PRODUCTS

Innovation is in Decathlon's DNA: the knowledge of our designers, combined with our teams' passion for the mountains and our customer-oriented approach, is one of the brand's many strengths.

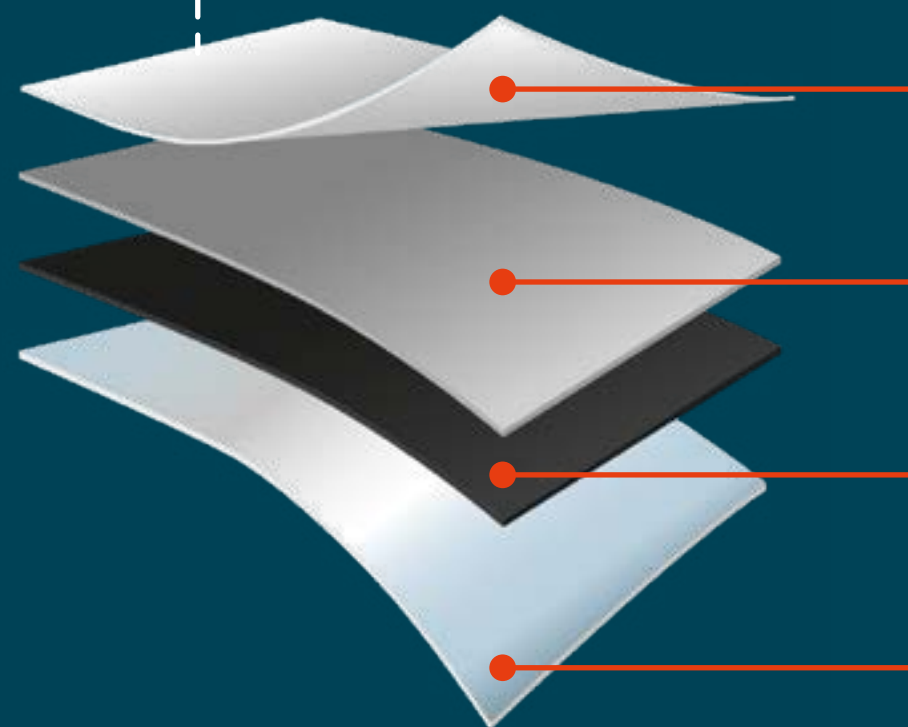
The launch of Decathlon's first 2 Second Tent in 2005 helped revolutionize camping and positioned Decathlon as a global leader in the outdoor industry. Since then, the brand has continued to develop new technologies, from production processes to components, with the ultimate goal of making sports and the outdoors more accessible with quality, affordable gear.

"Fresh & Black" Technology

FRESH & BLACK



A combination of innovative fabrics that naturally regulate the temperature and brightness inside the tent, keeping it cool and dark, even in the middle of the day.



WHITE POLYESTER
REFLECTS SUNLIGHT

TiO²
REFLECTS SUNLIGHT

CARBON
BLOCKS LIGHT

ALUMINIUM
REFLECTS LIGHT AND HEAT



The EASYFIT Concept

A patented system that simultaneously allows adjustments of the length of the back and tightness of the shoulder straps by pulling on a single strap on both sides of the pack.

The Trek 100 Backpack:

This eco-friendly, repairable backpack boasts comfort and accessibility, featuring a unique shape designed to fit all body types and an easyfit adjustment system. Available in men and women's models.



The EASY Tent

In 2020, 15 years after the launch of the first "2 Second" Tent, this compact, user-friendly, instant-folding model continues to transform the camping experience.

The EVOFIT Concept

Utilizes a combination of materials, including a 4-way stretch fabric and innovative design techniques, to make hiking shoes more comfortable for varying foot shapes and widths.



AIR SECONDS Technology

An all-in-one, inflatable hoop structure that is easy to set up and take down.

The Air Seconds 6.3 Tent:

An easy-to-pitch, inflatable tent with polycotton components for greater comfort, breathability and durability.

INNOVATION

AT THE HEART OF OUR PRODUCTS

Designing hiking and camping products isn't just about applying new technologies. Our R&D teams work together through every stage of product development, studying body movement, testing components and industrial processes in the field and in the lab.

Our laboratory simulates real-life conditions for a number of different tests, including shower tests to assess the waterproof properties of products and wind tunnels to measure wind resistance and durability.

With our Mountain HQ at the base of the Mont Blanc, our field testing teams - partners, industry experts, customers and our product teams - put products to the test in the "real world," ensuring our products are the best they can be in every condition.





OUR COMMITMENT TO SUSTAINABILITY

Our environmental approach aims to address a product's impact across its entire life cycle, while retaining essential technical qualities for optimal performance.

This effort starts with the design itself; our production and design teams source materials with the lowest possible environmental impact so we can offer products that are both responsible and durable. For example:



MERINO WOOL COLLECTION:

Decathlon continues to expand its collection of merino wool products. Today, Decathlon's backpacking brand, Forclaz, offers a full merino wool collection from head to toe, including hats, headbands, buffs, tights, baselayers, t-shirts, sleeping bag liners, gloves and mid-layers.

The newest products include dye-free t-shirts and sleeping bag liners, a development that greatly reduces the environmental impact compared to traditionally-dyed, nonorganic fabrics.

1/ MATERIALS MADE FROM NATURAL FIBERS

We invest in fabrics derived sustainability, including wool, cotton and silk. We are committed to monitoring the origin of our raw materials to ensure sustainable practices.

Merino wool : We use responsibly-sourced merino wool and avoid chemical processing of the wool, reducing environmental impact. Why merino? Clothing made with merino wool is a sustainable choice, with benefits including breathability, temperature control, quick-drying properties and odor control.



COTTON

The cotton used in Decathlon's Quechua & Forclaz-branded products is organically produced, grown without the use of chemical fertilizers, pesticides or GM organisms, which reduces soil and groundwater pollution. This method of production, using the best environmental practices, is a better way of growing cotton.

**TREK 500
T-SHIRT**

2 / RECYCLED MATERIALS

Whenever possible, Decathlon uses recycled polyester, a component made from plastic bottles, to make our products, such as the MH500 t-shirt collection.

Our product teams take care to ensure that the choice of recycled materials does not compromise the durability of the product, which is why some products contain a hybrid blend of recycled and non-recycled materials.

MH500 T-SHIRT COLLECTION

Lightweight, breathable and colorful, these tops are made from 100% recycled polyester.



3 / MORE RESPONSIBLE DYEING

The process of dyeing involves high energy and water consumption; to help reduce this consumption, we use several different techniques.

- **"Dope Dyeing":** During the process of mass pigmentation, known as "dope dyeing," pigments are added to newly manufactured yarn, thus avoiding the need for dye baths. This process reduces water consumption and the amount of energy used during dyeing.



TREK 500 PANTS:

Versatile pants that quickly convert to shorts. This new model now features an eco-friendly design. Our teams have implemented dope dyeing techniques, allowing them to reduce the environmental impact of the women's model by 13% and men's by 30%.

- **Two-tone Dyeing:** Only one thread out of every two is dyed. This dyed yarn is also dyed by mass pigmentation or "dope dyeing." The resulting thread is a lighter color with a slightly heathered look.

By using this specific dyeing process we are able to **reduce our CO2 emissions by 35%** for the **Trek 100 Backpack** and by **20%** for the **MH100 Tent**, compared to previous models.



MH100 TENT

- **Greige:** Undyed, raw yarn; the product remains white.

For example, by using undyed yarn to make the Trek 500 Merino T-shirt, we reduced our CO2 emissions by 25%, compared to other models.

DURABLE PRODUCTS THAT ARE HARD-WEARING AND REPAIRABLE

Our teams work hard to create products that are as durable as possible - and repairable for when it's needed. Our Mountain HQ design teams address product repairability from the earliest stages of the design process. A damaged buckle shouldn't mean the end of a backpack's useful life.

The availability of spare parts (tent hoops, backpack buckles, self-adhesive patches, pole caps etc.) and repair kits means that outdoor enthusiasts are now able to repair products themselves. Additionally, most of Decathlon's Quechua and Forclaz-branded backpacks come with a 10-year warranty, with all of Decathlon's products having at least a 2-year warranty.

DISCOVER SPRING & SUMMER 2021 NEW PRODUCTS

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APPAREL



MH500 Tank Top (W)

8612446 Light Green **COMING MAY**

\$12.99



MH500 T-shirt (W)

8544136 Blue Gray **COMING MAY**

8612426 Pink **COMING MAY**

8612429 Green **COMING MAY**

\$14.99



MH500 T-shirt (M)

8587285 Gray **AVAILABLE NOW**

8587274 Red **COMING APRIL**

8587276 Blue **AVAILABLE NOW**

8587280 Blue Print **COMING APRIL**

\$14.99

[Product Link](#)



MH500 Long-Sleeved T-shirt (W)

8569507 Blue Gray **COMING MAY**

\$19.99



MH500 Leggings (W)

8603091 Light Green **COMING JUNE**

\$29.99



MERINO WOOL COLLECTION

Travel 100 Wool T-shirt

8493310 Men's Blue **COMING MAY**

8569390 Women's Pink **COMING MAY**

\$24.99



MERINO WOOL COLLECTION

Travel 500 Wool T-shirt

8492190 Men's Blue **COMING MAY**

8573905 Men's Green **COMING MAY**

8600417 Women's Purple **COMING MAY**

\$39.99



MERINO WOOL COLLECTION

Travel 500 Wool Long-Sleeved T-shirt

8501956 Men's Navy **COMING MAY**

8501955 Men's Orange **COMING MAY**

8574134 Women's Purple **COMING MAY**

\$44.99



Waterproof Hiking Jacket MH500 (M)

8502097 Blue **COMING MARCH**

8502098 Gray **COMING MARCH**

8595736 Ocher **COMING APRIL**

\$99.99



Waterproof Hiking Jacket MH500 (W)

8595740 Burgundy Red **COMING MARCH**

8595741 Blue Gray **COMING MARCH**

\$99.99

DISCOVER SPRING & SUMMER 2021 NEW PRODUCTS

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APPAREL



MH500 Socks (2 pair)

8647189 Gray - Mid **COMING JUNE**

8616568 Black - Mid **COMING JUNE**

8616561 Black - High **COMING JUNE**

\$19.99 / \$24.99



MH900 Socks (2 pair)

8616547 Khaki **COMING JUNE**

8647192 Gray Black **COMING JUNE**

\$29.99

FOOTWEAR



NH500 Hiking Shoes

8502453 Brown Men's **AVAILABLE NOW**

8526217 Beige Kahki Women's **COMING MARCH**

\$49.99

[Men's Product Link](#)

[Women's Product Link](#)



MH500 Waterproof Hiking Shoes

8492138 Women's Pewter **AVAILABLE NOW**

8612210 Women's Gray Coral **COMING APRIL**

8504162 Men's Gray **AVAILABLE NOW**

\$74.99

[Men's Product Link](#)

[Women's Product Link](#)



Trek100 Waterproof Leather Hiking Boots (Wide)

8550247 Men's Khaki **AVAILABLE NOW**

8559702 Women's Blue **COMING MARCH**

\$129

[Product Link](#)



Trek 100 Waterproof Leather Hiking Boots

8501910 Men's Brown **AVAILABLE NOW**

8501924 Women's Brown **AVAILABLE NOW**

\$129

[Men's Product Link](#)

[Women's Product Link](#)



MH900 Waterproof Hiking Boots (W)

8612219 Women's **COMING JUNE**

\$119



MH900 Waterproof Hiking Shoes (M)

8589703 **COMING JUNE**

\$109



FH500 Hiking Shoes (M)

8586081 Blue Gray **COMING JUNE**

\$89.99



FH500 Hiking Shoes (W)

8606704 Blue Gray **COMING JUNE**

\$89

DISCOVER SPRING & SUMMER 2021 NEW PRODUCTS

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ACCESSORIES




12oz Insulated Mug
8640745 Khaki **COMING MAY**
8640746 Purple **COMING MAY**
8640747 Red **COMING MAY**
\$9.99




0.8L Insulated Bottle
8554867 Blue **AVAILABLE NOW**
8554868 Purple **AVAILABLE NOW**
8574755 Red **AVAILABLE NOW**
\$19.99
[Product Link](#)




25oz Insulated Bottle
8641519 Red **COMING MAY**
8640739 Black **COMING MAY**
8640740 Khaki **COMING MAY**
8640741 Purple **COMING MAY**
\$14.99




18oz Insulated Tumbler
8640742 Black **COMING MAY**
8640743 Purple **COMING MAY**
\$12.99

BACKPACKS





20L MH500 Backpack
962984 Black **AVAILABLE NOW**
962992 Coral **AVAILABLE NOW**
\$59.99
[Product Link](#)




30L MH500 Backpack
963054 Khaki **AVAILABLE NOW**
963042 Yellow **AVAILABLE NOW**
963034 Dark Blue **AVAILABLE NOW**
\$69.99
[Product Link](#)




40L MH500 Backpack
963085 Black **AVAILABLE NOW**
963093 Khaki **AVAILABLE NOW**
\$79.99
[Product Link](#)




50L TREK100 Easyfit Backpack
8559690 Black **COMING MAY**
8559694 Red **COMING MAY**
\$89.99



60L TREK100 Easyfit Backpack
8575705 Khaki **COMING MAY**
\$99.99



70L TREK100 Easyfit Backpack
8559696 Ocher **COMING MAY**
\$109



90L TREK100 Easyfit Backpack
8559698 Blue **AVAILABLE NOW**
\$129.00
[Product Link](#)

DISCOVER SPRING & SUMMER 2021 NEW PRODUCTS

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CAMPING



2 Second Tent

8391914 - 2 Person **AVAILABLE NOW**
8391915 - 3 Person **AVAILABLE NOW**

\$99.99 / \$129

[Link - 2 Person Tent](#)

[Link - 3 Person Tent](#)



2 Second Fresh & Black

8505870 - 2 Person **AVAILABLE NOW**
8505871 - 3 Person **AVAILABLE NOW**

\$129 / \$149

[Link - 2 Person Tent](#)

[Link - 3 Person Tent](#)



2 Second Tent XL Fresh & Black

8581560 - 2 Person **AVAILABLE NOW**
8581561 - 3 Person **AVAILABLE NOW**

\$149 / \$169

[Link - 2 Person tent](#)

[Link - 3 Person tent](#)



NEW RELEASE



2 Second Easy Tent

8640905 - 2 Person **COMING JUNE**

\$149



2 Second Tent Easy Fresh & Black

8553541 - 2 Person **AVAILABLE NOW**

\$199

[Product Link](#)



TREK500 Tent

8581571 - 3 Person **COMING JUNE**

\$199



MH500 Folding Chair

8492643 **AVAILABLE NOW**

\$39.99

[Product Link](#)



MH500 XL Folding Chair

8512943 **COMING MARCH**

\$59.99



MH500 Folding Table

8512947 **COMING MARCH**

\$49.99



Trek 700 Inflatable Hiking Mattress

8493395 **AVAILABLE NOW**
8493806 **AVAILABLE NOW**

\$49.99 / 59.99

[Link - Size L](#)

[Link - Size XL](#)

[View Collection](#)



Trek 900 Sleeping Bag

8575975 **AVAILABLE NOW**

\$149.99

[Product Link](#)

[View Collection](#)

DECATHLON'S MOUNTAIN HQ

DESIGNING AT THE FOOT OF MONT-BLANC

Decathlon's Mountain Headquarters is located at the foot of Mont-Blanc in the French Alps, a world-renowned destination for outdoor activities, from hiking and camping to skiing and climbing. It's here that all of Decathlon's in-house brands for mountain sports are based, including Quechua (camping and hiking) and Forclaz (backpacking). Drawing inspiration from the local landscape and community, our teams are driven to create the best products possible to get outdoors.



OUR TIMELINE

EST. 1976

FIRST STORE IN LILLE, FRANCE

Founded on the mission to make sports and the outdoors more accessible, Decathlon launched in Lille, where the company continues to have its main headquarters today.

1986

PRODUCTION OF FIRST IN-HOUSE PRODUCT: A BICYCLE

With the goal of making higher quality products at even better prices, Decathlon started making its own products. Today, Decathlon has over 50 in-house brands covering more than 80 sports.

1997

BIRTH OF THE MOUNTAIN BRAND

Wanting to be closer to the mountains for designing and testing products, a dozen employees left Decathlon's main HQ in Lille to create a new Mountain HQ in the French Alps, launching Decathlon's now legendary Quechua brand.



2005
LAUNCH OF THE "2 SECONDS" REVOLUTION

"I dream about a tent that you can just throw in the air and that pitches itself." - Inspired by this challenge, Quechua's design team got to work, and two years later, with nearly 18,730 hours of research and development, they succeeded in creating the 2 Second Tent.

2007-2009

WEDZE LAUNCH, SIMOND ACQUISITION

Decathlon formed a new ski and snowboard brand, Wedze, and in 2009 acquired the historic Simond brand, focusing Quechua's activities on camping and hiking.



2010
FIRST ECO-FRIENDLY FLEECE

Decathlon created its first fleece made entirely from recycled polyester, sourced from plastic bottles, with the goal of reducing its carbon footprint and protecting the environment while ensuring a quality product.

OUR TIMELINE



2014
NEW MOUNTAIN HQ

Decathlon created its current Mountain Headquarters, an environmentally-friendly building that's home to a large-scale store, office space for all of Decathlon's mountain product teams, prototyping workshops, Fablab and more.



FORCLAZ

2016
DECATHLON LAUNCHES FORCLAZ

Decathlon launched a backpacking-specific brand, Forclaz. Stemming from a word that means "a narrow mountain passage", Forclaz is dedicated to making durable, lightweight products geared for backpacking across all types of terrain.



EASY

2020
15 YEARS ON, THE CAMPING
REVOLUTION CONTINUES!

The game-changing 2 Second Easy Tent was created in 2020. The tent aims to transform how people set up camp, with an easier-than-ever setup and breakdown system.



2026
COMMITMENT FOR A MORE
SUSTAINABLE FUTURE

By 2026, Decathlon aims to have 100% of its products be designed with a more respectful approach to the environment.

LINKS

PHOTOS

SPRING & SUMMER

2021

DECATHLON

ABOUT DECATHLON

Decathlon, a leading company in the sports market, has two activities: the creation of sports products and its distribution of products online and in stores. Founded on the mission to make sports more accessible, Decathlon designs, innovates, produces and sells its own products. This vertical integration means that Decathlon is able to ensure the highest value at the best price point with the goal of increasing access to sports for people of all levels and ability. Decathlon has in-house brands dedicated to specific sport categories, including Quechua for camping and hiking and Forclaz for backpacking.

Founded and headquartered in France and active abroad in 70 countries with more than 1,600 points of sale, Decathlon's services, brands and store teams have been working since 1976 with a constant ambition: to innovate in all areas to remain the main playing partner of all sports lovers.

For more information, please visit www.decathlon.com/pages/press.

MEDIA CONTACT

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