

FALL 2024 LOOKBOOK



A changemaking community

Our vision is to be a changemaker for a society where people can thrive, on a planet in balance.

This is not some dreamy, distant outcome of the work we do.

It is the work.

Every day, for all of us.



It's time to take on the world

It may sound a bit over the top and not as humble as we usually like to be – but it is true. For years, we have been challenging the footwear industry to do better. We've been offering the best traction, and we've shown that you can run a flourishing business with respect for people and planet. We cannot do this from the sideline. It is time for Icebug to grow in impact.

What we offer is vital: we give people the gear needed to move outside – no matter the conditions. In big parts of the world, ice and snow is a real problem that cost people life years and society billions. Our traction technologies are an answer to this and should be widely used. Today, they are household products in Scandinavia, and as of now we will do all we can to make them so in all parts of the world where people still slip and fall – or stay inside to avoid doing so.

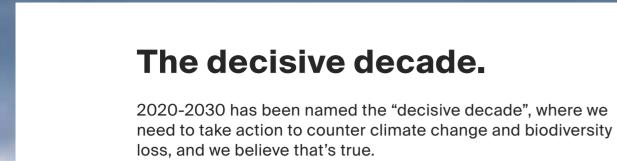
Secondly, our sustainability work needs to be scaled. Our programs within solar energy and sustainably sourced natural rubber must be used by more brands and more should copy our pioneering transparency work, known as Follow the Footprints. If we succeed in inspiring others – our impact will grow exponentially.

This is not the time for Icebug to lay low. Rather, this is the time for us to put in a new gear and do all that we can to make our impact even greater.

Our objective is to become the premier brand from Scandinavia for a lifestyle of health and sustainability. We plan to do so by offering outstanding footwear that you can use for at least twice as long as the competition.

A future fit business is a business that also serves the common good. We want our footwear to be used – a lot – and help people be physically active and connect with others and nature. To us, a great number of uses per year means that Icebug is doing well, and that the world is doing better from people enjoying a sustainable, outdoor lifestyle.

This collection marks the start of a new journey.
Welcome to be a part of it!



These times call for all of us to find our inner motivation for becoming our version of activists, to find what we love and how we want to protect that.



How we make a difference.



1% FOR THE PLANET

1% of our sales are always donated to environmental nonprofits. NPOs we have supported last year:

Naturarvet, Hej Främling and Tuki Nepal.





The mission is to help the industry to secure safe, dignified and properly paid employment for their workers. All Icebugs assembly factories have been audited during last year and are closely followed up for regular improvement. Fairwear also evaluate and publish Icebugs effort as a brand.



B CORP



As a certified B Corp, Icebug is part of a global community of businesses that meet high standards of social and environmental impact.

We want to use our business to make a positive impact in peoples' lives. We are aiming at changing the shoe industry in a sustainable direction.

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Scan this code

and see all information about

Aura ReWool RB9X®

FOLLOW THE FOOTPRINT™

Through Follow the Footprints[™] we make it possible to easily follow and check that we walk the talk. Simply scan the QR code and you will come to a website where we present the product's key sustainability indicators:

Carbon emissions, kg CO2 equivalents per pair of shoes

Weight-% of recycled materials

Weight-% of biobased materials

Product journey - the suppliers that made this shoe.

FSC® certified Natural rubber in outsoles

FSC® secures sustainable forestry (rubber farming) and good working conditions and traceability in the whole value chain.

Icebug initiated a collaboration in 2021 with Forest Stewardship Council® (FSC) and other footwear brands to develop an FSC® certified footwear rubber supply chain in Thailand. We invited other footwear brands to source from the same supplier in order to increase the volumes and keep the farmers and rubber processor motivated.

Icebug is now FSC® certified (license code: FSC-C173562) and so is the whole value chain. From SS23 all the natural rubber that we source for our outsoles is FSC® certified natural rubber from small holder farmers in Thailand. As we use recycled trim-off material in our outsoles we need a transition period before FSC® labelling the shoes.

For FW24 we aim to FSC® label all styles.



Switching to solar energy

In 2021, we formed a partnership with the Clean Energy Investment Agency (CEIA) and several well-known brands to initiate rooftop solar energy installations in our partner factories in Vietnam. Through meticulous feasibility studies, we identified the potential for substantial benefits, including up to 67% reduction in climate emissions and significant energy cost savings – a real Win-Win!

All three assembly factories in Vietnam have embraced the project and moved far along the many steps needed to complete it. The combined impact of these installations will surpass the total emissions generated throughout Icebug's value chain. As Icebug represents a smaller portion of these factories' total output, the impact on our own emissions is less than 10%. This exemplifies Icebug's commitment to scaling impact.

We now extend an invitation to other brands to join us in this initiative, making the process more accessible and cost-effective for them. By working together, we can accelerate progress and collectively address the climate crisis we face. At the time of writing, five brands have joined and more are likely to join during the year.

We expect that once the solar installations are in place, carbon footprints will be lowered around 1 kg CO2e per pair.

Full leather traceability by SPOOR

Danish Scanhide/SPOOR and Ecco Leather provides Icebug with SPOOR leather that enables tracing of the leather origin back to the farm - and down to single hides and cows! The point of this is to know that this leather is from healthy and well treated cows from Danish farms which assures no deforestation and good working conditions.

SPOOR also provides sustainability footprint data for the leather that is even order specific. The SPOOR Nubuck with DriTanTM has about half the carbon footprint of the global average for leather (Wordly material base, former Higg MSI), meaning roughly 2,8 kg less CO2e per pair of Metro nubuck leather shoes.

Of course we also keep the excellent features of Eccos Dritan® leather with Leather Working Group (LWG) gold standard. The Dritan® method saves chemicals, water and energy. A tannery with LWG gold level scores high in all sustainability requirements, from the environmental management system to restricted substances.

The SPOOR leather was launched in FW23 on some selected Icebug styles and will be used for all production of nubuck leather for FW24.

GORE-TEX ePE

From FW24 ICEBUG will only use ePE membrane from GORE-TEX.

For more than 40 years, the GORE-TEX brand has been on a continuous journey of using science and innovation to find solutions for real, complex problems.

For GORE-TEX, responsible performance means holding commitment to sustainability to the same high level as commitment to performance - through innovating more sustainable materials, technologies and processes.

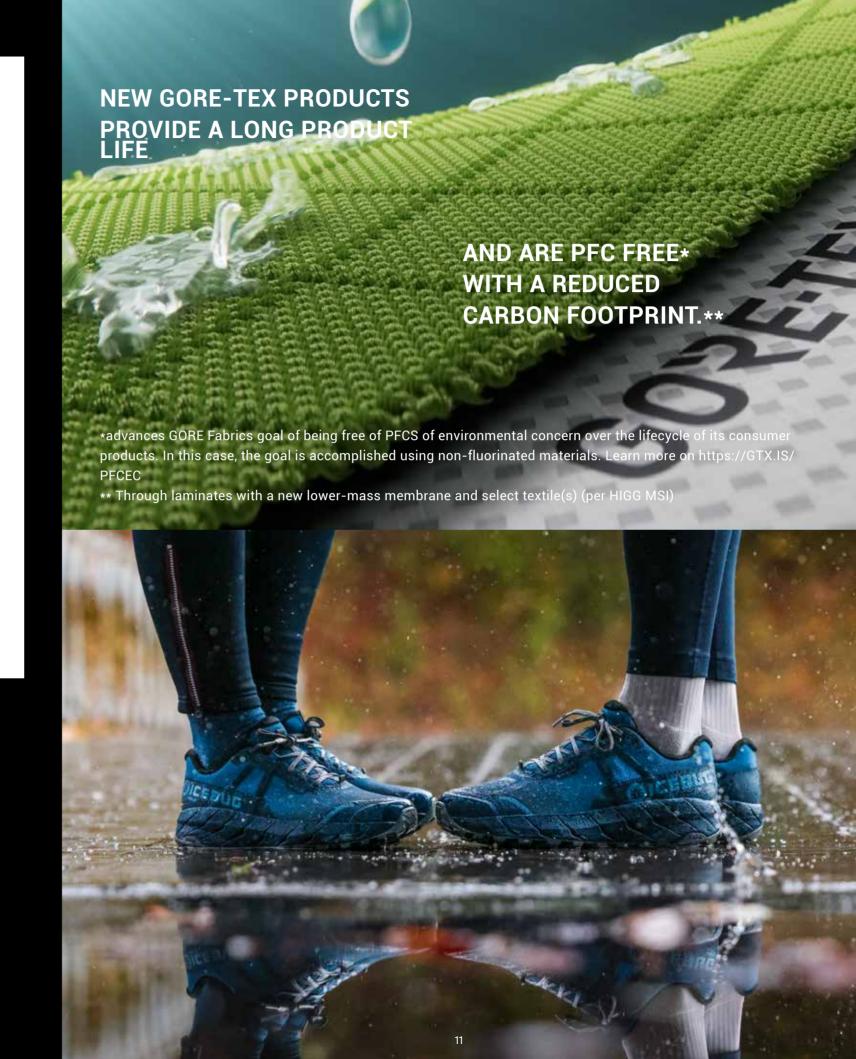
This commitment inspires the development of GORE-TEX product technologies that offer new levels of both functional, durable performance and sustainability.

The new GORE-TEX products are not just scientific innovations. They're proof that GORE-TEX is taking a huge step to lowering environmental footprint without compromising on performance. These products introduce an innovative new membrane based on expanded polyethylene (or ePE) - thin, incredibly strong and durable with a low environmental footprint.

So when you wear a shoe with this tech, you know you are choosing a non fluorinated material option (PFC free) to reduce your footprint with the same waterproof, windproof and breathable guarantee.

GORE-TEX



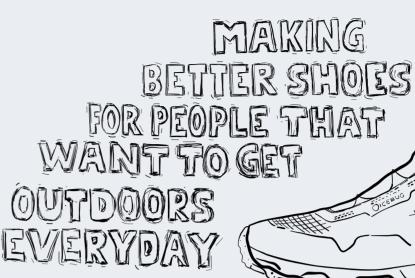


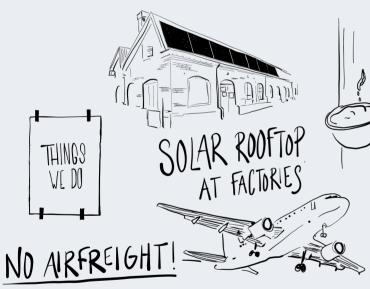
The big picture, in one picture.













FOLLOW

THE

FOOTPRINTS











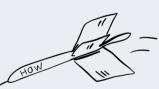


RESULTS IN

INSPIRING MORE SUSTAINABLE

~ LIFESTYLES~







SUSTAINABLE TRANSFORMATION

GET OUT AND ENJOY!





RACE TO ZERO



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Running

The freedom to continue forest or road runs even when it's getting cold, slippery, and dark is truly remarkable.

With outstanding traction, reflective details, and closed textile uppers, our winter running shoes will keep you on your feet even in the most challenging terrain.

Our goal is to inspire and assist people in staying active outdoors, regardless of weather conditions, and we are committed to delivering this opportunity.









NEW COLOR

NEW COLOR

NEW STYLE

NEW STYLE

NEW STYLE

NEW STYLE



NewRun BUGrip® Black/Apricot M: G18001-9H

W: G18002-9H



NewRun BUGrip® Sage/Amber M: G18001-9J W: G18002-9J



NewRun BUGrip® GTX Black/Grass M: G18003-9D W: G18004-9D



NewRun BUGrip® GTX LightGrey/Black M: G18003-9F

W: G18004-9F



TrueBlack M: H73005-0A W: H73006-0A



Arcus 2 RB9X™GTX

MistBlue M: H73005-0B W: H73006-0B



Arcus 2 BUGrip® GTX TrueBlack M: H70009-9A W: H70010-9A

NEW COLOR



Arcus 2 BUGrip® GTX Olive/Terracotta M: H70009-9B





NEW COLOR



Aura RB9X™ Black M: I23001-0A W: I23002-0A



Aura RB9X™ Lightgrey / Lime M: I23001-0B W: I23002-0B



Aura RB9X™ DeepBlue / Copper M: I23001-0D W: I23002-0D



Pytho6 RB9X™ Petroleum / Orange M: H91001-0B



Pytho6 RB9X™ Petroleum / Aruba

W: H91002-0B

NEW STYLE



Pytho6 BUGrip® MossBlack/Sand M: H89001-9E W: H89002-9E



Pytho6 BUGrip® WinterBirch/Black M: H89001-9F W: H89002-9F





Rover 2 RB9X[™]GTX Black / SlateGrey M: I53001-0A W: I53002-0A



Rover 2 RB9X™GTX SteelBlue M: I53001-0B



Rover 2 RB9X™GTX Hibiscus W: I53002-0B





Rover 2 BUGrip® GTX TrueBlack M: I53001-9A I53002-9A





Rover 2 BUGrip® GTX LightMoss M: I53001-9B

W: I53002-9B







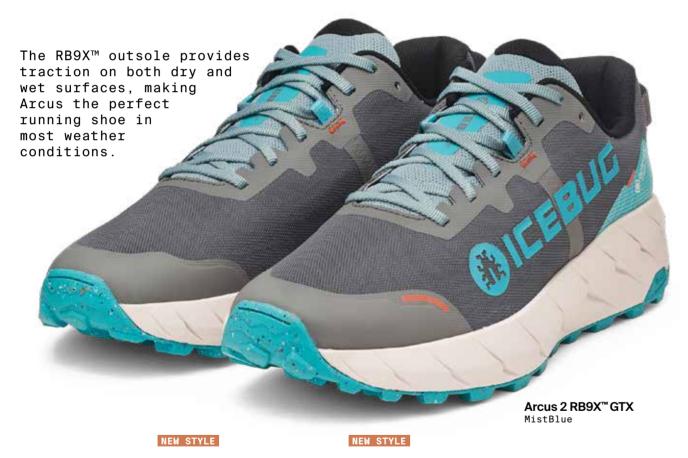




Arcus 2 RB9X™ & BUGrip® GTX

Arcus can withstand tough weather thanks to the waterproof GORE-TEX® ePE Invisible membrane. The membrane is integrated with the upper material, making it even softer and more comfortable than a traditional membrane bootie construction. This shoe is for the user that wants to have extra cushioning, whether it might be for longer runs, recovery runs or when running with a backpack.

To enhance the comfort and great running feeling it has a rocker BUGforce midsole to reduce pressure on the forefoot and heel and aid the momentum forward - giving a smooth stride. This gives great comfort on longer runs and yet provides responsiveness and a great running feeling.





Arcus 2 RB9X™ GTX TrueBlack M: H73005-0A W: H73006-0A



Arcus 2 RB9X[™] GTX MistBlue M: H73005-0B W: H73006-0B

The perfect shoe for long gravel road runs.

HIGHLIGHTS





Arcus 2 BUGrip® GTX
TrueBlack
M: H70009-9A

W: H70010-9A



Arcus 2 BUGrip® GTX
Olive/Terracotta
M: H70009-9B
W: H70010-9B

Rover 2 BUGrip® GTX

Rover 2 BUGrip is a shoe made for long comfortable speed hikes and walks, in all kinds of winter weather and terrain.

The outsole pattern is designed to grip in mud as well as snow and together with the studded BUGrip traction it handles also the most slippery winter conditions.

The upper is made of a recycled and very durable ripstop CORDURA® polyester and a GORE-TEX® ePE membrane that keeps water out and the foot dry. Reflective details improve visibility in the dark.

The BOA® Fit System secures perfect upper fit with even closure and very convenient handling. High torsion, a fully cushioned BUGforce midsole and a roomy toebox are features that make winter adventures out in nature enjoyable.

Rover 2 BUGrip® GTX LightNoss

Updated platform & BUGrip® outsole. Stable, durable and ergonomical with great walking comfort.



NEW STYLE

NEW STYLE



Rover 2 BUGrip® GTX TrueBlack M: I53001-9A

W: I53002-9A

GORETEX BOA



Rover 2 BUGrip® GTX LightMoss M: I53001-9B



Outdoor

Dog walks and hiking require dependable performance!

Our Outdoor footwear is designed with these requirements in mind, prioritizing traction, comfort, durability, and simplicity.

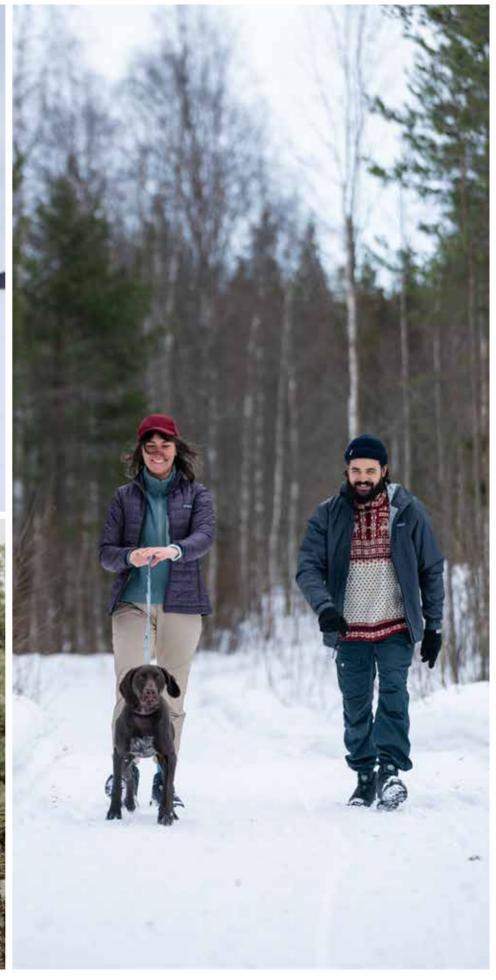
We offer a variety of insulation and traction features, making it effortless for you to find the ideal shoe based on your activity level.





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Haze RB9X™GTX Black / Granite M: G93009-0F W: G93010-0F



Haze RB9X™GTX Ash/SteelBlue

W: G93010-0G



Haze Mid Biosole™GTX GreenStone / Orange M: G93019-0A

W: G93020-0A



Rover Mid RB9X™GTX Black / SlateGrey M: D5457-0A



Rover Mid RB9X™GTX

Blueberry M: D5457-0C W: D5458-0C





Rover Mid RB9X™GTX

Black / Mint







Norrvik BUGrip®

Black M: F13100-9A W: F13101-9A



Norrvik BUGrip® DarkDenim

BOA

W: F13101-9C

NEW COLOR



Pace3 BUGrip® GTX Black

M: F13051-9A W: F13052-9A





Pace3 BUGrip® GTX Black/Petroleum M: F13051-9D





Pace3 BUGrip® GTX Black/DarkHibiscus

W: F13052-9B





Pace3 BUGrip® GTX Black/Teal

W: F13052-9D

NEW COLOR





Pace 4 Michelin GTX

Black M: I33001-0A

W: I33002-0A





M: F13092-9A W: F13093-9A



Speed2 BUGrip®

Black M: F13088-9A W: F13089-9A



Stavre 2 Michelin GTX

Black/Petroleum M: I33003-0A



Stavre 2 Michelin GTX Black/JadeMist

W: I33004-0A





Stavre BUGrip® GTX Black

M: F13084-9A W: F13085-9B





Stavre BUGrip® GTX

DarkMoss M: F13084-9C

F13085-9C



NEW STYLE



Lunne BUGrip®

Black M: I33011-9A W: I33012-9A



Lunne BUGrip®

PineGrey M: I33011-9B W: I33012-9B





Lunne Michelin

Black M: I33011-0A W: I33012-0A





Lunne Michelin

PineGrey M: I33011-0B W: I33012-0B



Torne 2 BUGrip® GTX PineGrey

M: D5812-9B W: D5813-9B





W: D5813-0B







Adak ReWool BUGrip®

Black/Grey M: H41001-9A W: H41002-9A



Adak ReWool BUGrip® Coffee/Grey

M: H41001-9B W: H41002-9B



Adak ReWool Michelin Black/Grey

M: H41001-0A W: H41002-0B



M: H41001-0C W: H41002-0C







Lunne BUGrip® & Michelin

Lunne is a tough, stable midcut hiker with a Classic Scandinavian Outdoor look. With the durable canvas upper in 100% recycled polyester, it is a vegan option as there are no animal derived materials.









Lunne BUGrip® Black M: I33011-9A W: I33012-9A



Lunne BUGrip® PineGrey M: I33011-9B W: I33012-9B



Lunne Michelin Black M: I33011-0A W: I33012-0A



Lunne Michelin PineGrey M: I33011-0B W: I33012-0B

Rugged midcut hiker with a classic Scandinavian outdoor look.

The BUGdri™ membrane keeps the feet dry and the inviting terry fleece lining offers instant comfort and excellent insulation on cold days. To provide extra protection at the most exposed areas there are CORDURA® reinforcements. The soft collar construction ensures that there is no uncomfortable pressure against the leg.

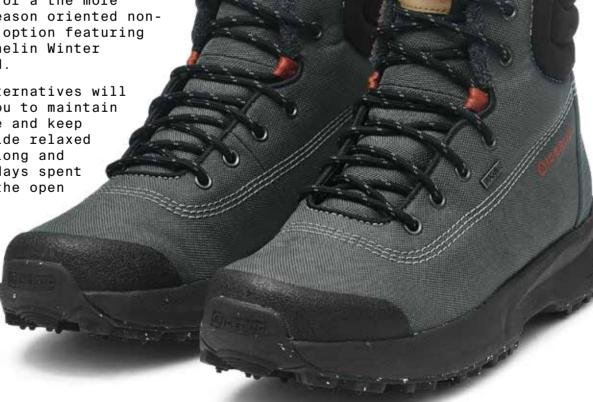
Lunne comes with an OrthoLite® HybridPlus-Bio™ insole, a well-cushioned midsole and a wide last, all of them are necessary features for a shoe built for long days out in the open air.

There are two outsole versions, so you can choose between the best studded winter traction available, BUGrip, or a the more three-season oriented nonstudded option featuring the Michelin Winter compound.

Both alternatives will allow you to maintain the pace and keep the stride relaxed during long and active days spent out in the open air.

Lunne BUGrip® PineGrey





Lifestyle

Our Lifestyle products allow you to move with ease and freedom in any weather conditions.

With timeless Scandinavian design and carefully selected materials, we create warm and comfortable footwear built to last.













Metro 2 Nubuck BUGrip®

Black M: F13104-9A W: F13105-9A



Metro 2 Nubuck BUGrip®

Coffee M: F13104-9B W: F13105-9B



Metro 2 BUGrip®

Black M: F13003-9A W: F13004-9A



Metro 2 BUGrip® Mulberry

W: F13004-9B



Metro 2 BUGrip® Hazel

W: F13004-9G



Metro 2 BUGrip® DarkDenim

W: F13004-9J



Boda BUGrip®

Black M: H41015-9A W: H41016-9A



Boda BUGrip®

Hazel M: H41015-9B W: H41016-9B



Boda Michelin Black

M: H41015-0A W: H41016-0A



Boda Michelin

Hazel M: H41015-0B W: H41016-0B



Ivalo4 BUGrip®

Black M: F13102-9A W: F13103-9A



Ivalo4 BUGrip®



Mulberry

W: F13103-9B



Sala BUGrip® Black

M: H41017-9A W: H41018-9A





Sala BUGrip® Pecan

W: H41018-9B





Sala BUGrip® Rust

W: H41018-9C



Grove ReWool BUGrip® Black/Grey

W: G09006-9A



Black/Grey

W: G09006-0A



Grove ReWool BUGrip® Coffee/Grey

W: G09006-9B



Grove ReWool Michelin Coffee/Grey

W: G09006-0B



Dala BUGrip® Black

I01001-9A



Dala BUGrip® Espresso I01001-9B



Larvik Hemp Biosole™ TrueBlack H84003-0A



Larvik Hemp Biosole™
Coffee / Black H84003-0B



Verle RB9X™ Black I48001-0A



Verle RB9X™ Espresso I48001-0B









LIFESTYLE FW24



Eli RB9X™ Black F88025-0A



Eli RB9X[™] Steel blue F88025-0B



Eli RB9X[™] Olive F88025-0E



Eli RB9X™ Pearl white F88025-0G



Eli RB9X™ Mustard F88025-0J



Eli RB9X[™] Violet F88025-0K



Eide ReWool Biosole™ DarkGrey F88027-0A



Mosi RB9X™ Black I54001-0A



MosiRB9X™ DenimBlue I54001-0C



Mosi RB9X[™] SteelGrey I54001-0D



Aura ReWool Biosole™ Whitesand I23003-0B



Aura ReWool Biosole™ MelangeGrey I23003-0D



















Insoles Comfort Wool GreyMelange Medium / High X0367001 / X0366002



Insoles Comfort Charcoal Medium / High 518207B / 518208B



Insoles Slim Black Medium / High 518307B / 518308B



Trail Merino Sock Black 99551A



Trail Merino Sock StormBlue 99551B



Active Merino Sock
Spots Black/Grey
99549A
Spots 99549A
Spots 99549



Active Merino Sock Spots Black/Hibiscus 99549B



Reflective Harness Black 99811A



Five Panel Cap Black/Logo 99813A



Pocket Gaiter
Black
B1599C



FloorSaver Black I38001



Warm Wool Sock Black / Grey 99550A



Light Merino Sock Clay X0362002



Light Merino Sock Sand X0362003



Light Merino Sock Black X0362004



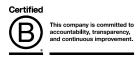
Icetube Dusk Dusk 99251L



Icetube AutumnBirch AutumnBirch 99251M



Icetube NorthernLight NorthernLight 99251K







Sala BUGrip®

A lightweight yet warm boot designed to provide traction, premium comfort and convenience.

The Sala upper prioritizes comfort like no other shoe. It boasts a remarkably soft and warm construction, thanks to the quilted layer of recycled polyester insulation. The outer textile is crafted from durable and water-repellent recycled ripstop polyester.









Sala BUGrip® Black M: H41017-9A W: H41018-9A



Sala BUGrip® Pecan W: H41018-9B



Sala BUGrip® Rust W: H41018-9C

Lightweight & warm winter boot with premium comfort & convenience.

A mudguard wraps around the lower part of the foot and protects from slush and water. The liner is made of recycled wool and recycled polyester and adds further comfort. The front zipper makes Sala easy to put on and off.



Verle RB9X™

Robust, reliable, and long-lasting, the Verle is a versatile pull-on boot suitable for three seasons and various activities. It is specifically crafted to offer stability, comfort, and extended durability.

Verle is easy to put on and off with large elastic inserts laterally and medially and two pull loops. The base of the comfort lies in the BUGforce midsole which has a long-lasting cushioning for extended walks and activity. The RB9X outsole is designed with deep cleats and a heel for the best possible traction in various terrains.







Verle RB9X™Black
I48001-0A



Verle RB9X™ Espresso 148001-0B

Robust & reliable pull-on boot. Designed for three seasons, stability, comfort & long lifetime.



Dala BUGrip®

Dala is soft and very warm. Dala is an easy to use slip-on boot thanks to the two pull loops and the Yulex® collar. The wide last allows is not only comfortable but also an important feature for the feet to stay warm.

It features a plush lining made from 70% recycled wool, ensuring your feet stay warm and cozy even on the coldest winter days.









Dala BUGrip® Black I01001-9A



Dala BUGrip® Espresso 101001-9B

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An easy to use slip-on winter boot, with no zippers or laces to manoeuvre at cold days.

HIGHLIGHTS

