Haglöfs, November 25th, 2019

**GREEN FRIDAY: HAGLÖFS TURNS BLACK FRIDAY UPSIDE DOWN BY DOUBLING ITS PRICES**

**The Swedish outdoor brand Haglöfs has, since 2016, chosen to take a stand against the phenomenon of Black Friday where retailers hand out outrageous discounts on all kinds of consumer goods.**

Instead of taking part in the worldwide discount day Haglöfs will double the price on all clothing and gear in their brand stores\*. Any revenue from Haglöfs brand stores on this day will be donated to Naturskyddsföreningen\*\* (the Swedish Society for Nature Conservation).

The brand will further close their global web-shop during November 29th. Haglöfs calls the day Green Friday.

“As an outdoor brand we are deeply concerned about nature, and we are aware buying things that you don’t need just because it is offered at a bargain price doesn’t do it any good. By choosing to act against Black Friday, we want to encourage our consumers to think twice before buying a new product” said Carsten Unbehaun, CEO for Haglöfs.

Elaine Gardiner, Haglöfs Head of Sustainability explains further:

“By increasing our prices, we want to draw attention to the problem of large-scale discounting to drive sales on days such as Black Friday. We ask consumers to think about who is really paying for a bargain when products start to costs less than the cost of production.”

This will be the 4th consecutive year that Haglöfs celebrates Green Friday instead of Black Friday.

\*Haglöfs own brand stores are located in Stockholm, Gothenburg, Åre, Helsinki and Oslo.

\*\* Read more about Naturskyddsföreningen on [www.naturskyddsforeningen.se](http://www.naturskyddsforeningen.se)

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