



OUR EMBLEM

THE MOUFLON

The spirit of Craghoppers is embodied by the mouflon ram, one of the hardest animals in the world, thriving in inhospitable mountain environments.

Born nomads, the mouflon rarely stays in one place long, constantly wandering and exploring new territories. This is brought to life with our mouflon logo.



THE HISTORY OF OUR BRAND

1965

Craghoppers
first Everest expedition

2002

Nosquito insect-repellent
clothing introduced
—
Launch of
Mail Order

2008

GORE-TEX® fabrics
introduced
—
Partnered with **Bear Grylls**
to create a clothing range
designed especially for
him to wear in extreme
conditions.

2014

Sponsor **Dian Fossey
Gorilla Fund**
—
Partnered with
English Heritage

2017

Partnered with
Discovery Adventures
—
Sponsored the **Wanderlust
Travel Guide Awards**

1975

Designed weather wear
for **Chris Bonnington's**
successful ascent
of Everest

2003

Epic **water-resistant
fabrics & UPF
sun-protective clothing**
introduced
—
Launch of
craghoppers.com
—
First Mail Order catalogue
wins at the **ECMOD
Awards**

2010

ClimaPlus insulating
technology introduced
—
Launch official **Duke of
Edinburgh Award** kit
—
Nosquito insect repellent
clothing re-named
NosiLife

2015

Recycled Fleece
introduced
—
New partnerships with
National Geographic
in the USA and **Royal
Geographic Society**

2018

Launch of the
**Craghoppers Film Prize
with Discover. film**
—
Partnered with
Chester Zoo

1996

Launch of the iconic
Kiwi Trouser

2006

Merino clothing
introduced
—
Signed **Bear Grylls**

2012

First US Office
opens in Newmarket,
New Hampshire

2016

**NosiDefence & RFID
Protection** introduced
—
Sponsor **London School
of Hygiene & Tropical
Medicine's** "Bug Off"
campaign
—
20 years of Kiwi Trousers

2019

**OdourControl
& PFC free
DWR** introduced
—
**Win 2019 Fashion
Apparel/Footwear
Ecommerce** Website
of the Year Award

1999

AquaDry waterproof
membrane fabric
introduced

2013

SolarShield ZnO
introduced
—
Joined the **European
Outdoor Conservation
Association**

2020

Luggage and **footwear**
introduced

2000

Awarded **Millennium
Products Marque for
Creativity and Innovation**
for Dynamic Balance
technology within our
rucksacks

2021

Dynamic 12000 fabric
technology introduced
Energy recirculating
clothing
—
Nosi Botanical
Plant based insect
repellent clothing
treatment
—
ECOSHIELD
A naturally
water-resistant
coating inspired
by nature.
—
Relaunch of **Expert** range