



ICEBUG®

FALL
WINTER **2025**
LOOKBOOK



Superior traction. Built to last. Business as a force for good.

Let's grow our impact!

Icebug knows two things, maybe better than anyone: how to make shoes with great grip, and how to run a responsible footwear brand. Our owners' directives prioritize the interest of people and planet over making a profit.

We aim at changing the industry by being radically transparent. We're accountable for everything we do and we work relentlessly to cut emissions. We never fly things home from the factory, we commit to having good working conditions and proper living wages in the supply chain and we scrutinize every material from a sustainability point of view.

Also we give back 1% of our proceeds to the planet. No matter if we make a profit or not.

But you know what? It is the other 99% of what we do that really matters. And that is about making better shoes that help people get out every day. Our whole business idea is built on improving health and sustainability. The point being that when Icebug is doing well, the world should also be doing well. This is what fuels us to get the job done. It is not about making shoes.

It's about putting the shoes to use!

The brand promise.

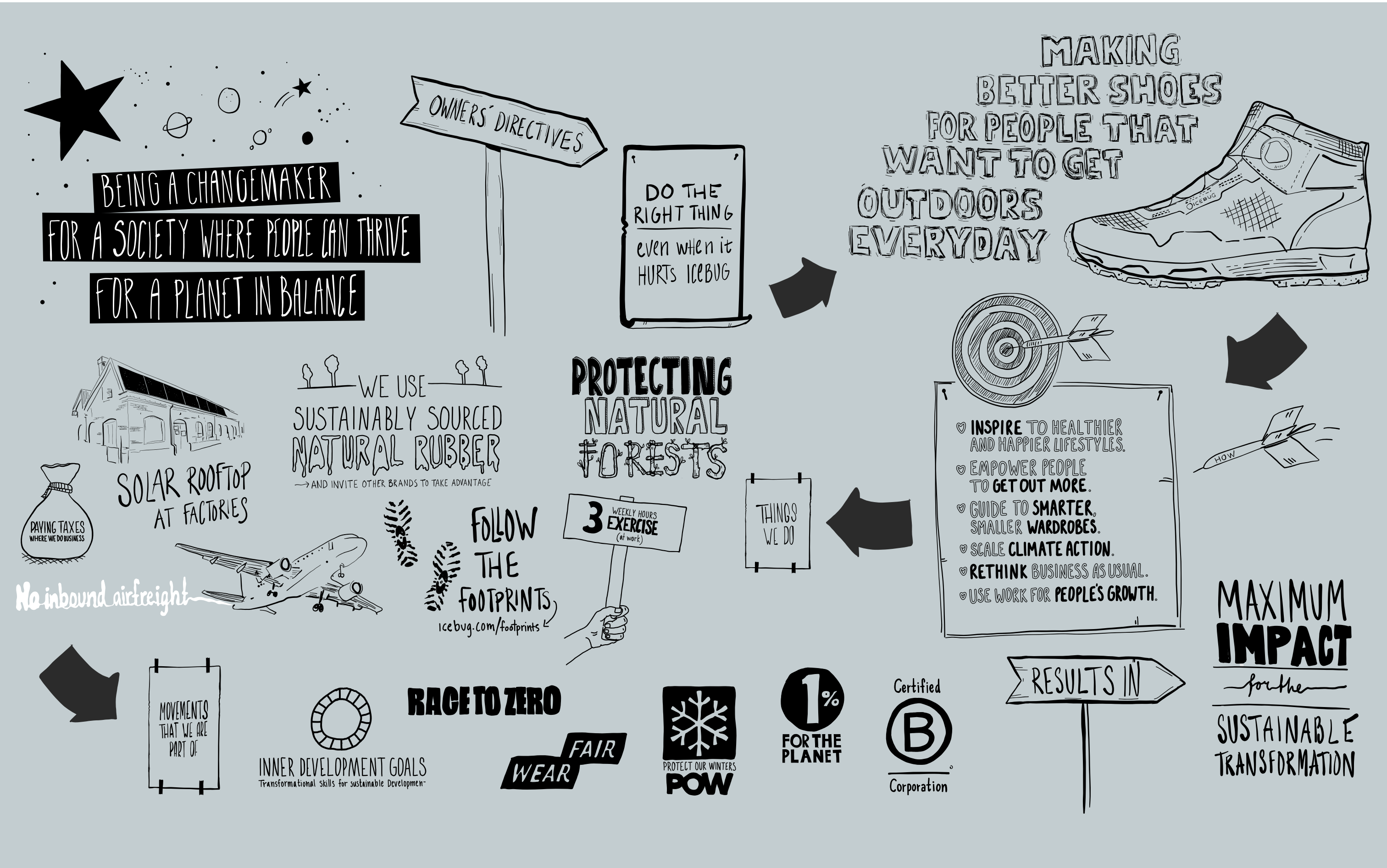
To support the company's vision and purposes we have three specific brand promises. These give our users a very concrete idea on what they can expect from us and our products.

Superior traction.

Built to last.

Business as a force for good.

Brand promise - **Business as a force for good**



Brand promise - **Business as a force for good**

When you invest in Icebug products, you can be confident that we invest both time and money into driving positive change.

1 % for the Planet

1% of our sales are always donated to nonprofits such as Protect Our Winters, Naturarvet and Hej Främling.



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 people's lives. We are aiming at changing the shoe industry in a sustainable direction.



Fair Wear Foundation

Icebug is member of Fair Wear Foundation, an international non-profit organization with focus on labour conditions in garment and footwear production.

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



Scan this code, chose a style and see the sustainability footprint for your style.

Follow the Footprints™

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.

Brand promise - Business as a force for good

Here are some examples of how we invest our time and resources into driving positive change.

Supporting Naturarvet

We partner with Naturarvet, a foundation that purchases old-growth forests and preserves them for future generations. We do this because we love real forests and understand their vital role in fighting climate change. So far, we have donated approximately €230,000, which has helped preserve 31 hectares of forest and sequester 154 tonnes of CO2e. The forests we have contributed to include Kanteckarna Skarnhålan, Svartsundet, Ullersjöbäcken, Kalvgrundet, and Ekås.



Encouraging Physical Activity

At Icebug, each employee has 3 hours of scheduled exercise during paid working hours each week. This initiative helps us feel healthier, manage stress, and meet WHO guidelines for physical activity. We also encourage other organizations to adopt similar practices.

Participating in Global Conferences

Over the years, we've had the opportunity to attend international conferences, including COP28. At these global arenas, we advocate for outdoor lifestyles as a healthier, more sustainable alternative to consumption-heavy activities like excessive shopping or high-footprint travel.

Helping to Build Up Nepal

Through our 1% for the Planet commitment, Icebug supports Build up Nepal, founded after the 2015 earthquake to address housing and poverty crises. By training local communities to construct safe, eco-friendly homes, Build up Nepal has helped build over 6,000 homes and created 2,900 jobs. This initiative empowers people to rebuild their villages sustainably and with resilience.

Supporting Environmental Organizations

We proudly support organizations that make a difference. One of these is Protect Our Winters, an environmental NGO founded by winter athletes concerned about shrinking snow levels and melting glaciers. Today, they work to raise public awareness and influence policymakers in both Brussels and Washington, D.C.

Advocating for Biodiversity

Sweden needs to raise its ambitions when it comes to preserving biodiversity and the last remaining old-growth forests. We use our business to influence decision-makers, urging them to adopt more ambitious climate and environmental policies. In recent years, we've led both marketing campaigns and open letters on this important subject.



Greening Our Cash

Have you ever wondered what your money is doing while you're striving to run a sustainable company? We did too. So, we asked our bank some tough questions. To scale this and make our learnings useful to more, we took part in publishing The Greening Cash Action Guide.

Connecting with Senior Citizens

Once a week, we invite senior citizens to join us for a walk in nature. It's a wonderful win-win for everyone involved!

Reducing Fossil Fuel Dependence

The world must break its addiction to fossil fuels. We're doing our best in our production processes—and beyond. One initiative we endorse is the Fossil Fuel Non-Proliferation Treaty, which addresses the threats posed by fossil fuel production. Fourteen governments, including island nations like Vanuatu and Fiji, have signed on, as they experience the impacts of climate change acutely.

Making the Outdoors Accessible

The outdoors should be accessible to all. To help make this a reality, we support the organization Hej Främling in western Sweden. Hej Främling helps immigrants and refugees enjoy nature through activities like hiking and running.



Brand promise - **Built to last**

Our shoes are designed not only to be produced with the smallest possible climate footprint but also to last a really long time.
Therefore, we only work with carefully selected factories and choose materials of really high quality.



Natural vs synthetic materials

At Icebug, we manufacture shoes in both leather and recycled synthetic materials. For us, the function and purpose of the shoes are decisive.
For fast trail shoes, we choose ultra-light mesh materials, while classic boots like Adak are made of leather. Regardless of which shoe you choose, you can trust that it is made to last for a long time.



Studs that can handle everything

Our studs with carbide steel tips are made to give you a comfortable and safe experience for many years, and it's practically impossible to wear them out. If you do manage to lose a stud, we'll send you new ones completely free of charge!



Timeless Design

One often-overlooked reason shoes end up forgotten in closets or discarded is due to fast-changing fashion trends. To counter this, Icebug embraces a timeless design philosophy. Many of our styles have maintained a consistent look over the years, as we avoid fleeting trends and fast fashion cycles.
While we make thoughtful updates and improvements, our goal is to create shoes that will look just as good in a decade as they do today, ensuring they remain both functional and stylish for the long run.

Durable rubber

All of Icebug's rubber compounds—RB9X, Michelin, and the brand-new Nordic Traction—are engineered with exceptional abrasion resistance, demonstrating outstanding durability in rigorous field tests. With over 20 years of expertise in crafting high-performance rubber soles, Icebug is confident that these materials not only endure but exceed expectations.
Coupled with the advanced cleat design, our rubber compounds consistently deliver on Icebug's brand promise: Superior Traction.

Designing for longevity

Every activity presents unique challenges, and each shoe faces specific points of wear and tear. To maximize durability and function, Icebug designs with these factors in mind. For instance, our inner heel and toe reinforcements are made from 60% recycled plastic, including 11-12% recycled nylon from fishing nets, ensuring these high-wear areas stand up to daily use.
Embracing a minimalist approach, we eliminate unnecessary, delicate components to create footwear that truly lasts.

Brand promise - Built to last

We are far from perfect but here's some of the materials, certifications and technologies that make our production more sustainable and more durable.

Materials

Susterra®

Bio-based material from corn that is used in midsoles to replace EVA that derives from fossil fuels.

BLOOM®

Replaces fossil fuels with a bio based material that's literally green: algae harvested from harmful blooms to restore balance to natural ecosystems.

Milspeed®

Giving end of life fishing nets a new life as footwear recycled nylon components.

Ocean RePet

Recycled polyester that comes from plastic waste collected from the ocean.

SPOOR leather

Enables tracing of the leather origin back to the farm - and down to single hides and cows which assures healthy cows, no deforestation and good working conditions.

Woolpower®

We use upcycled wool scraps from the Swedish Woolpower clothing factory needle-felted and mixed with synthetics to increase durability and longevity of the product.

Ortholite® insoles

A polyurethane based insole that is used in some of Icebug's insoles. The Ortholite® materials contain 15-43 % recycled PU foam and 5-7 % recycled rubber.

SuperC Foam™

A fluid foaming process with Nitrogen gas instead of using chemical agents making a midsole with cushioning that lasts longer and has lower weight.

Cordura® RE/COR™

A material used in some of our uppers - being 100% Nylon 6 yarn recycled from Cordura®'s production. Well-known for long lasting durability.

PFC free GORE-TEX® ePE

From FW24 our styles use only PFC free ePE membranes from GORE-TEX, and Icebug's own PFC free membrane BUGDri™.

Technologies

Solution dyed

The color dye is added during the liquid stage prior to being cooled, and then it is spun into yarn. It's a technique that reduces the use of water and chemicals when dyeing fabrics compared to traditional wet processes.

DriTan™

This tanning method saves chemicals, water and energy. The SPOOR Nubuck with DriTan™ has about half the carbon footprint of the global average for leather (Higg MSI material base).

Certifications & Standards

Standard 100 by OEKO-TEX®

Globally standardized, independent testing and certification system for textile raw materials, intermediate & end products of all processing stages and accessory materials used.

OBP certified

Zero Plastic Oceans developed the Ocean Bound Plastic (OBP) Certification Program in collaboration with the certification group Control Union. Ocean Bound Plastic is plastic waste defined as "at risk of ending up in the ocean" and that has been collected from nature.

GRS certified

The Global Recycled Standard (GRS) is a full product standard to verify and track recycled raw materials through the supply chain.

FSC® certified natural rubber in outsoles

From FW24 and onwards we FSC® label all Icebug styles, having from 23 to 61% FSC® certified natural rubber in the outsoles.

LWG Gold Standard

Since several years Icebug has only used leather that is Gold standard rated by the Leather Working Group (LWG), except for safety shoes with specific requirements.

Bluesign®

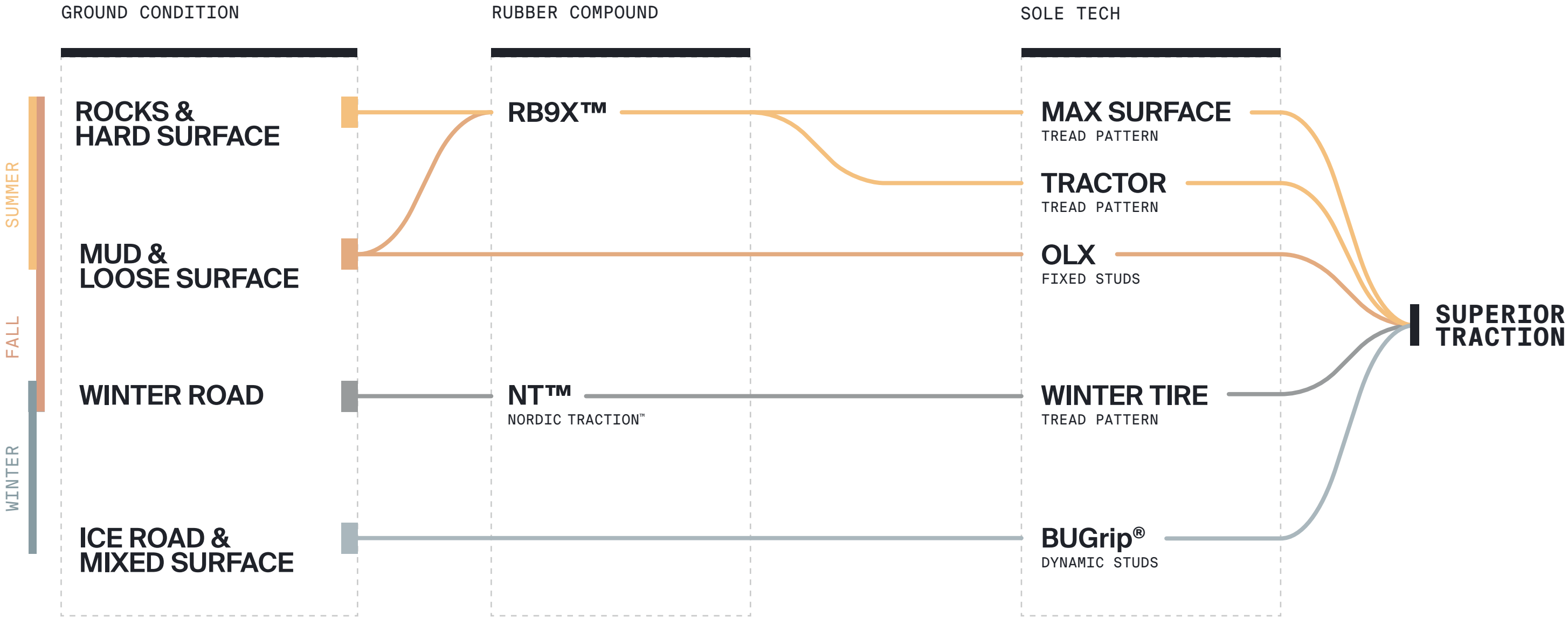
Every item carrying a bluesign PRODUCT or APPROVED label has been manufactured to strict safety and environmental requirements. Known as the bluesign CRITERIA, these are the highest standards in the industry.

Brand promise - Superior traction

With over 20 years of specialization in traction, we have developed a range of sole patterns, rubber compounds, and studs that allow Icebug users to grip where others slip.

Guide to superior traction

By choosing the right technology, you'll be able to live life your way-whether that means running on a frozen lake or walking through loose mud.



Brand promise - Superior traction

NEW TECH

NORDIC TRACTION™

RUBBER COMPOUND

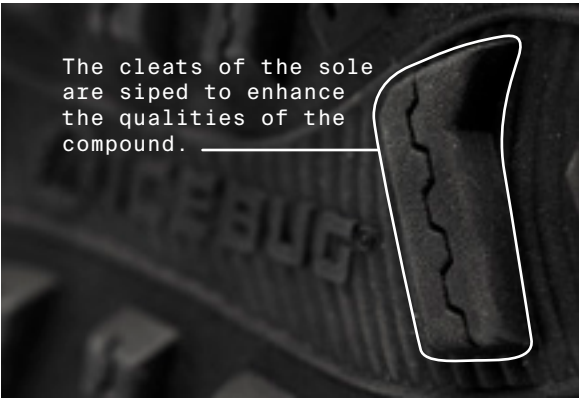
Nordic Traction™ (NT) is our latest rubber compound and marks a new milestone in performance and durability. The outstanding traction and abrasion properties are achieved by combining the exact right amounts and qualities of some of the best components on the market.

We choose sustainably sourced natural rubber for its superb grip and sought out synthetic rubber for its abrasion resistance. 49% of the Nordic Traction™ compound is FSC® natural rubber. The result of this combination is a very durable outsole compound with amazing properties that still delivers top-level traction and comfort even in really cold temperatures.



Low temperature comfort & traction

The winter tire sole pattern features long cleats with siping that grip both icy roads and loose surfaces, such as snow, just like a tractor tire pattern grips mud. To prevent snow and other materials from packing between the cleats, NT soles are designed with the ideal amount of open surface between them. In this traction technology, the design and rubber compound complement each other, enhancing all the qualities you expect from an Icebug product.



BUGrip®

SOLE TECH - DYNAMIC STUDS

BUGrip® is the name of Icebug's traction technology for the most slippery conditions, made of a special rubber compound, with 23 % natural rubber. Walking styles also have 20% recycled rubber compound. There are 14-19 integrated steel studs with tips made of carbide steel which makes them extremely durable.

The design of the studs, together with the properties of the rubber, gives these studs a dynamic function. The studs work individually and are not entirely fixed. When body weight is added during a step, the studs are pushed into the surface of the sole. How far they are pushed depends on the surface type and how forcefully the foot is placed. The dynamic function allows the studs to adapt to any surface and provide the best possible traction on everything from dry asphalt to pure ice.



OLX

SOLE TECH - FIXED STUDS

The Fixed Studs do not adjust to the surface like the Dynamic Studs in the BUGrip® system, instead they are always exposed and grip whatever surface that comes in their way. With Fixed Studs it's possible to make the sole relatively thin which saves weight and improves the ground control.

The Fixed Studs system is exclusively used in shoes for very demanding terrain, where reliable traction is of utmost importance. The studs are made of steel and has carbide steel tips, which makes them almost impossible to wear down.



RB9X™

RUBBER COMPOUND

Rubber 9 Extreme (RB9X™) is a groundbreaking rubber compound development. It sets a whole new standard in providing traction on, specially, wet surfaces. The RB9X™ sole compound has 26 % natural and 15% recycled rubbercompound.

Lab tests (SATRA) show that RB9X™ outgrips the competition on both dry and wet surfaces but still matches the durability (DIN53516 < 120) of an asphalt running shoe. In real action that means up-graded and long-lasting traction reliability in wet and slippery conditions.



Running

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

We provide traction footwear to fit the natural elements. Shoes for everyone, from the elite orienteering racer to the recreational gravel road runner.

With organic minimalism design and clever material selection, our running shoes give you a comfortable running experience.



RUNNING

FW25

FW25



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



Aura RB9X™
PigeonBlue/Peach
M: F0303005
W: F0304004



Myr BUGrip®
Black
M: F0380003
W: F0397002



Myr BUGrip®
MidnightBlue
M: F0380002
W: F0397001



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



Arcus 2 RB9X™ GTX
Sea Moss/Coral
M: F0346003
W: F0347003



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



Arcus 2 BUGrip® GTX
Grey
M: F0344003
W: F0345003



Järv RB9X™
Pesto/Lavender
M: F0324003
W: F0378002



Järv RB9X™
Dark Cherry/Yellow
M: F0324004
W: F0378001



Järv Gaiter RB9X™ GTX
IceBlue/Orange
M: F0469001
W: F0470001



Järv Gaiter BUGrip® GTX
IceBlue
M: F0370001
W: F0395001



Spirit 9 OLX
Black/Magenta
W: F0377001



Spirit 9 OLX
Black/Lemon
M: F0326005
W: F0377002



Acceleritas 9 RB9X™
Green/Lemon
M: F0327003
W: F0376003



Pytho6 BUGrip®
Black
M: F0298006
W: F0299006



NEW STYLE

Myr BUGrip®

Myr BUGrip® is taking the position of our entry price winter running offer, without compromising on great comfort and traction.

This is a true comfort driven winter running shoe that provides great stability and running feeling on icy roads and packed snow.

Myr BUGrip® is made with a new last that has 8mm drop, suited for heel strikers. The last is regular with a great fit over the foot the roomy toebox is just what toes prefer to stay warm on cold winter runs.



NEW STYLE



Myr BUGrip®
Black
M: F0380003
W: F0397002

NEW STYLE



Myr BUGrip®
MidnightBlue
M: F0380002
W: F0397001

True comfort driven winter running shoe. High stack midsole based on corn.

The fully cushioned midsole has an eTPU compound, giving great comfort and a plush running feeling. The upper is made of a Double Jaquard polyester (42% recycled) that is very durable and light, it's also the kind of upper that provides a soft smooth feeling and elevates the high level of comfort.

The toe has a laminated mudguard extending over the big toe area to provide extra protection and longevity. The studded BUGrip® outsole provides traction in all winter conditions but behaves completely civilized when running on asphalt.



Myr BUGrip®
MidnightBlue

NEW STYLE

Järv Gaiter BUGrip® GTX

Järv Gaiter BUGrip® GTX is Icebug's most equipped winter running shoe, providing shelter and confidence to go out in all possible conditions. the waterproof GORE-TEX® Invisible Fit keeps the feet dry. Topping it off, a stretchy collar extends up like a gaiter to keep snow and cold out.



NEW STYLE



Järv Gaiter BUGrip® GTX
IceBlue
M: F0370001
W: F0395001



Studded extension of the Järv family.
Semi-gaiter and GORE-TEX Invisible Fit, keeping slush and snow away.

The upper is made of a woven Jaquard polyester (50% recycled) that is very durable and light, ensuring that the feet feel agile and free with every stride. The Invisible Fit also ensures a high level of comfort compared to the traditional bootie construction used for membranes.

The eTPU midsole offers a great combination of cushion and stability to manage tricky terrain comfortably. Made partially of Susterra bio-based material (corn), it gives an energetic rebound at every step.

The BUGrip® outsole has 18 carbide tip steel studs that provide superior traction in icy conditions and make it possible to run confidently all winter long.

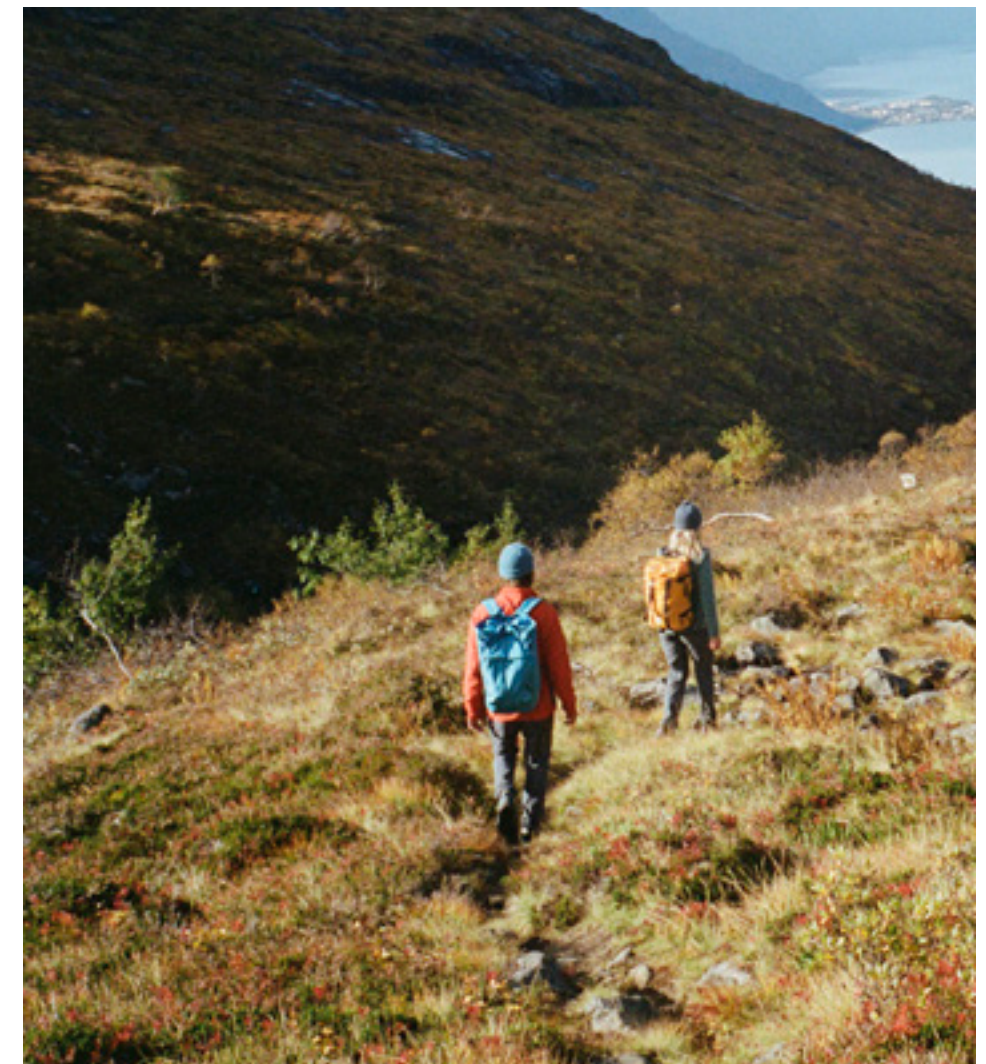


Järv Gaiter BUGrip® GTX
IceBlue

Hiking & Walking

This collection will keep you happy during long walks and light day hikes no matter the conditions.

Developed in the forests of Jonsæder with a clear focus on traction, durability, comfort and versatility they are fit for everyday adventures in tough conditions.



HIKING

FW25

FW25



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 RB9X™ GTX
LightMoss/Black
M: F0315003
W: F0316003



NEW COLOR



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



Rover 2 BUGrip® GTX
Ocher
M: F0356003
W: F0357003



WALKING

FW25

FW25



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

NEW TECH

BOA

Haze RB9X™ GTX
Clay
M: F0263008
W: F0264009

NEW TECH

BOA

NEW TECH



Nirak2 NT™
Black
M: F0435001
W: F0436001

NEW TECH

BOA

Nirak2 BUGrip®
Black
M: F13092-9A
W: F13093-9A

NEW TECH

BOA

Speed2 BUGrip®
Black
M: F13088-9A
W: F13089-9A

NEW TECH

BOA

NEW STYLE

NEW STYLE

NEW STYLE

NEW STYLE



Alne NT™
Black
F0406004

NEW STYLE

BOA

Alne NT™
Timber
F0406002

NEW STYLE

BOA

Alne BUGrip®
Black
F0390002

NEW STYLE

BOA

Alne BUGrip®
Timber
F0390005

NEW STYLE

BOA

NEW TECH

NEW COLOR



Norrvik BUGrip®
Black
M: F13100-9A
W: F13101-9A

NEW TECH

BOA

Norrvik BUGrip®
Mulberry
W: F13101-9B

NEW TECH

BOA

Stavre 2 NT™ GTX
Black/Granite
M: F0437001
W: F0438001

NEW TECH

BOA

Stavre BUGrip® GTX
Black/Granite
M: F0180004
W: F0183004

NEW TECH

BOA



NEW COLOR

NEW COLOR

NEW TECH



Pace3 BUGrip® GTX
Black
M: F13051-9A
W: F13052-9A

NEW COLOR

BOA

Pace3 BUGrip® GTX
LakeBlue
M: F0158005
W: F0160006

NEW COLOR

BOA

Pace3 BUGrip® GTX
Walnut
M: F0158004
W: F0160005

NEW COLOR

BOA

Pace 4 NT™ GTX
Black
M: F0433001
W: F0434001

NEW TECH

BOA

NEW STYLE

Alne NT™ & BUGrip®

Alne is a light and casual-looking midcut boot with excellent walking properties.

The upper is made from recycled ripstop polyester and has reinforcements to provide extra protection and longevity. The BOA® Fit System provides custom comfort with smooth, even closure and no pressure points.



NEW STYLE



Alne NT™
Black
F0406004

NEW STYLE



Alne NT™
Timber
F0406002

NEW STYLE



Alne BUGrip®
Black
F0390002

NEW STYLE



Alne BUGrip®
Timber
F0390005



The BOA® Fit System.
Waterproof BUGdri membrane.
Cushioned rocker roll midsole.

The fleece lining is warm and comfy and together with the waterproof BUGdri™ membrane the feet are kept dry and warm. The high-stacked midsole is taken from the running shoe collection and its cushioning and easy roll makes Alne a very enjoyable walking boot. The high shaft adds stability and support.

Alne is available with two different outsole versions: non-studded Nordic Traction™ and a BUGrip® version with 14 dynamic carbide tip steel studs.



Alne BUGrip®
Black

Lifestyle

Our footwear for active lifestyles combine great fit, comfort and design with our most famous USP: amazing traction.

Enjoy them in the city and love them in nature - wherever you want comfortable feet and secure traction.





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™
Terracotta
F0235010



Eli RB9X™
TrueBlack
F0235012



Mosi RB9X™
Black
I54001-0A



Mosi RB9X™
DenimBlue
I54001-0C



Mosi RB9X™
Sage
F0317004



Mosi RB9X™
SteelGrey
I54001-0D



Aura ReWool RB9X™
MelangeSand
F0305003



Aura ReWool RB9X™
MelangeMoss
F0305004



Aura ReWool RB9X™
MelangeCaramel
F0305005



NEW STYLE

NEW STYLE



Mosi RB9X™ GTX
Black
F0323001



Mosi RB9X™ GTX
JuniperBlue
F0323003



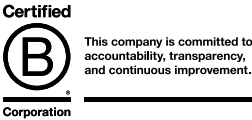
Norna RB9X™
Black/Grey
F0361002



Norna RB9X™
Oat/Terracotta
F0361004



Norna RB9X™
Oat/Almond
F0361005



NEW STYLE New style added to the collection.
NEW TECH Updated technology on this style.
NEW COLOR New colorway added to this style.



LIFESTYLE

FW25

FW25



Metro 2 Nubuck BUGrip®
Coffee
M: F13104-9B
W: F13105-9B



Metro 2 Nubuck BUGrip®
Black
M: **F13104-9A**
W: F13105-9A



Metro 2 BUGrip®
Black
M: F13003-9A
W: F13004-9A



Metro 2 BUGrip®
DarkDenim
W: F13004-9J



Metro 2 BUGrip®
Mulberry
W: F13004-9B



Metro 2 BUGrip®
PineGrey
W: F13004-9H



Ivalo4 BUGrip®
Black
M: F13102-9A
W: F13103-9A



Ivalo4 BUGrip®
Mulberry
W: F13103-9B



NEW TECH



Boda NT™
Black
M: F0431003
W: F0432004



NEW TECH



Boda NT™
Hazel
M: F0431004
W: F0432005



NEW COLOR



Boda NT™
Taupe
M: F0431005
W: F0432006



Boda BUGrip®
Black
M: H41015-9A
W: H41016-9A



Boda BUGrip®
Hazel
M: H41015-9B
W: H41016-9B



NEW COLOR



Boda BUGrip®
Taupe
M: F0274006
W: F0276006



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



Sala BUGrip®
Pecan
W: H41018-9B



Sala BUGrip®
Rust
W: H41018-9C



Sala BUGrip®
Mulberry
W: H41018-9C



NEW COLOR

NEW STYLE



Vallda NT™
Black
F0371001



NEW STYLE



Vallda NT™
Macadamia
F0371003



NEW STYLE



Vallda NT™
Chestnut/Starfruit
F0371005



NEW TECH



Sala NT™
Black
M: F0393001
W: F0392001



NEW TECH



Sala NT™
Mulberry
W: F0392003



NEW STYLE



Grove 2 ReWool NT™
Black/Grey
F0400001



NEW STYLE



Grove 2 ReWool NT™
Coffee/Grey
F0400002



NEW STYLE



Grove 2 ReWool BUGrip®
Black/Grey
F0401001



NEW STYLE



Grove 2 ReWool BUGrip®
Coffee/Grey
F0401002



Certified
B
This company is committed to
accountability, transparency,
and continuous improvement.
Corporation

NEW STYLE New style added to the collection.
NEW TECH Updated technology on this style.
NEW COLOR New colorway added to this style.



HQ

Fabriksstråket 35
433 76 Jönsered
Sweden

LIFESTYLE

FW25

FW25

ACCESSORIES

NEW STYLE



Lunne NT™
Black
F0381001

NEW STYLE



Lunne NT™
Grey/Wheat
F0381002

NEW STYLE



Lunne BUGrip®
Black
F0394001

NEW STYLE



Lunne BUGrip®
Grey/Wheat
F0394002



Trail Merino Sock
Black
99551A



Trail Merino Sock
StormBlue
99551B



Active Merino Sock
Spots Black/Grey
99549A



Active Merino Sock
Spots Black/Hibiscus
99549B

NEW TECH



Adak ReWool NT™
Black/Grey
F0430001

NEW TECH



Adak ReWool NT™
Coffee/Grey
F0430002



Adak ReWool BUGrip®
Black/Grey
F0429001



Adak ReWool BUGrip®
Coffee/Grey
F0429002



Warm Wool Sock
Black/Grey
99550A



Light Merino Sock
Clay
X0362002



Light Merino Sock
Sand
X0362003



Light Merino Sock
Black
X0362004

NEW TECH



Torne 2 NT™ GTX
PineGrey
F0427001



Torne 2 BUGrip® GTX
PineGrey
F0428001



Insoles Comfort Wool
GreyMelange
Medium / High
X0367001 / X0366002



Insoles Comfort
Charcoal
Medium / High
518207B / 518208B



Insoles Slim
Black
Medium / High
518307B / 518308B



FloorSaver
Black
I38001

NEW STYLE

Lunne BUGrip® & NT™

The Lunne is a tough, stable midcut hiker with a Classic Scandinavian Outdoor look. With a durable canvas upper in 100% recycled polyester, it will be a vegan option building on and expanding the Nordic heritage value offer together with Adak.

Rugged and competent, ready for utilitarian use, but with its strong premium character and classic looks, it is designed to appeal to the urban user. It has a BUGdri™ membrane, which reaches high up on the shaft and keeps the foot dry in all weather.



Durable canvas upper in 100% recycled polyester.

Vegan option for the urban user.

Rugged midcut hiker with a Classic Scandinavian Outdoor look.

To provide extra protection to the most exposed areas, we have reinforced it with a laminated toe cap and heel counter made from recycled Cordura nylon. The soft collar construction ensures that there is no uncomfortable pressure against your leg. Combined with a plush and inviting terry fleece lining, it offers instant comfort and excellent insulation for cold conditions.

The midsole is well-cushioned and contains 20% BLOOM® foam, together with a wide last it means happy feet even during longer walks. Lunne is available with two different traction technologies: the non-studded Nordic Traction™ and the studded BUGrip®.



NEW STYLE



Lunne NT™
Black
F0381001

NEW STYLE



Lunne NT™
Grey/Wheat
F0381002

NEW STYLE



Lunne BUGrip®
Black
F0394001

NEW STYLE



Lunne BUGrip®
Grey/Wheat
F0394002

NEW STYLE

Vallda NT™

Vallda is an exciting addition to the winter lifestyle collection, paying homage to Icebug's iconic Banff style from 2001.

More than 20 years ago, the Banff was one of the styles that kickstarted the successful Icebug journey, a light everyday companion with great traction that was easy to use in winter conditions.

Now, updated with 21 years of experience and development, the design delivers more comfort, lighter materials, better insulation and of course sustainable materials.

Vallda, inspired by our heritage and updated with today's minimalist design, is a renewed testament to our unchanged commitment to superior traction.

THE BANFF
First ever icebug collection 2001
20 YEARS AGO
One of our first iconic styles



BANFF was released 2001
in the first ever icebug collection



NEW STYLE



Vallda NT™
Black
F0371001

NEW STYLE



Vallda NT™
Macadamia
F0371003

NEW STYLE



Vallda NT™
Chestnut/Starfruit
F0371005

Waterproof BUGdri™ membrane.

Well cushioned rocker midsole for comfortable walking.

New outsole design with high lugs, and Nordic Traction™ rubber compound that provides excellent traction.

The recycled ripstop polyester upper has a waterproof BUGdri™ membrane and a thin comfortable fleece lining.

A medial zipper, lateral elastics and double pull loops makes Vallda easy to take on and off.

The BUGforce™ midsole is high stack and insulates from ground cold, plus gives an excellent rocker roll for very comfortable walks. The non-studded Nordic Traction™ outsole has deep lugs, both providing a rugged look and awesome grip.



Vallda NT™
Chestnut/Starfruit

NEW STYLE

Grove 2 ReWool NT™ & BUGrip®

Grove 2 is designed to combine functionality and conscious minimalistic design characteristics in a stylish shoe.

We have kept the elegant upper design from previous version of Grove but improved the silhouette of the shoe by changing the sole. The new platform improves the silhouette and gives a more over all harmonious look.

Grove 2 has a generous volume inside the shoe, a new warmer terry fleece lining material and a slightly thicker midsole. These updates mean better insulation, fitting and comfort.



NEW STYLE



Grove 2 ReWool NT™
Black/Grey
F0400001

NEW STYLE



Grove 2 ReWool NT™
Coffee/Grey
F0400002

NEW STYLE



Grove 2 ReWool BUGrip®
Black/Grey
F0401001

NEW STYLE



Grove 2 ReWool BUGrip®
Coffee/Grey
F0401002

New last and sole platform.

Waterproof BUGdri™ membrane.

Wool lining in foot part and Woolpower felted wool shaft.

The water repellent high shaft in felted wool is partly made from wool from Woolpower's clothes production. The upper is also made of oily nubuck DriTan™ leather (LWG gold-rated). Thanks to SPOOR this leather is fully traceable back to the farm, and the point of this is to know that the leather is from healthy and well-treated cows from Danish farms which assures no deforestation and good working conditions.

Waterproof BUGdri™ membrane not only makes sure that the feet stays dry, it is also a sustainable choice as it is made of 50% Ocean RePET. The midsole is made of 20% BLOOM® which means using algae harvested from waterways with dense algae growth.

Two outsole traction techs are available; BUGrip® with 17 dynamic cardide tip steel tuds or full Nordic Traction™ Rubber.



Grove 2 ReWool NT™
Coffee/Grey

NEW STYLE

Mosi RB9X™ GTX

Mosi RB9X™ GTX is the waterproof version of the much-loved Mosi! The GORE-TEX® membrane makes this the perfect three-season everyday activity shoe protecting feet from autumn rain and spring drizzle.

Despite the addition of the waterproof construction, the shoe is still very light and smooth. However, the super comfortable BUGforce™ midsole delivers support and cushioning that make the walking experience great!



NEW STYLE



Mosi RB9X™ GTX
Black
F0323001



NEW STYLE



Mosi RB9X™ GTX
JuniperBlue
F0323003



Waterproof GORE-TEX® membrane.

Engineered knitted mesh upper in recycled polyester.

Comfy BUGforce™ midsole with lots of cushioning and support.

The wider midsole, combined with an outsole design with lots of contact areas, gives fantastic traction properties for all surfaces in or outside the city. The RB9X compound delivers reliable traction on a multitude of surfaces, from wet city streets to sun-drenched seaside cliffs.

The upper is soft and minimalistic and made in a recycled knitted engineered mesh. Elastic quick lacing makes the handling easy and Mosi GTX is always ready to come with you on long walks and in the everyday life.



Mosi RB9X™ GTX
JuniperBlue











ICEBUG®

FALL
WINTER **2025**
LOOKBOOK

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