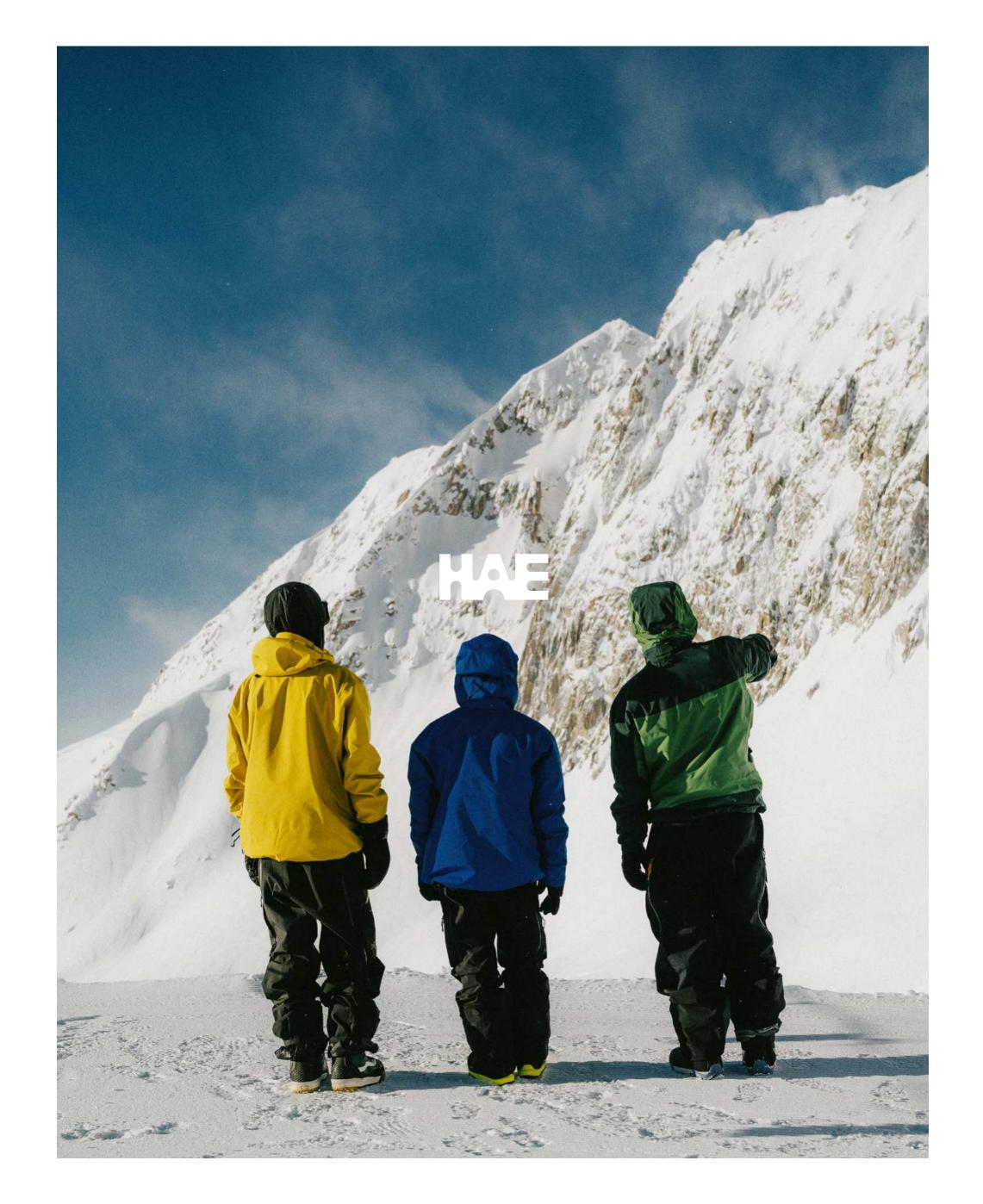


In the winter of 2006, during a six-week snowboarding pilgrimage to Mammoth, California, Mat faced an unexpected hurdle. His massive dreadlocked mane made finding a fitting beanie a near-impossible quest. Sidelined by an early injury, Mat's restless spirit led him to a tiny wool shop in Mammoth. There, he decided to take matters into his own hands, quite literally, by crocheting a beanie that would finally embrace his untamed locks.

When his crew returned from the slopes that evening, they were blown away by Mat's DIY creation and immediately clamored for their own.

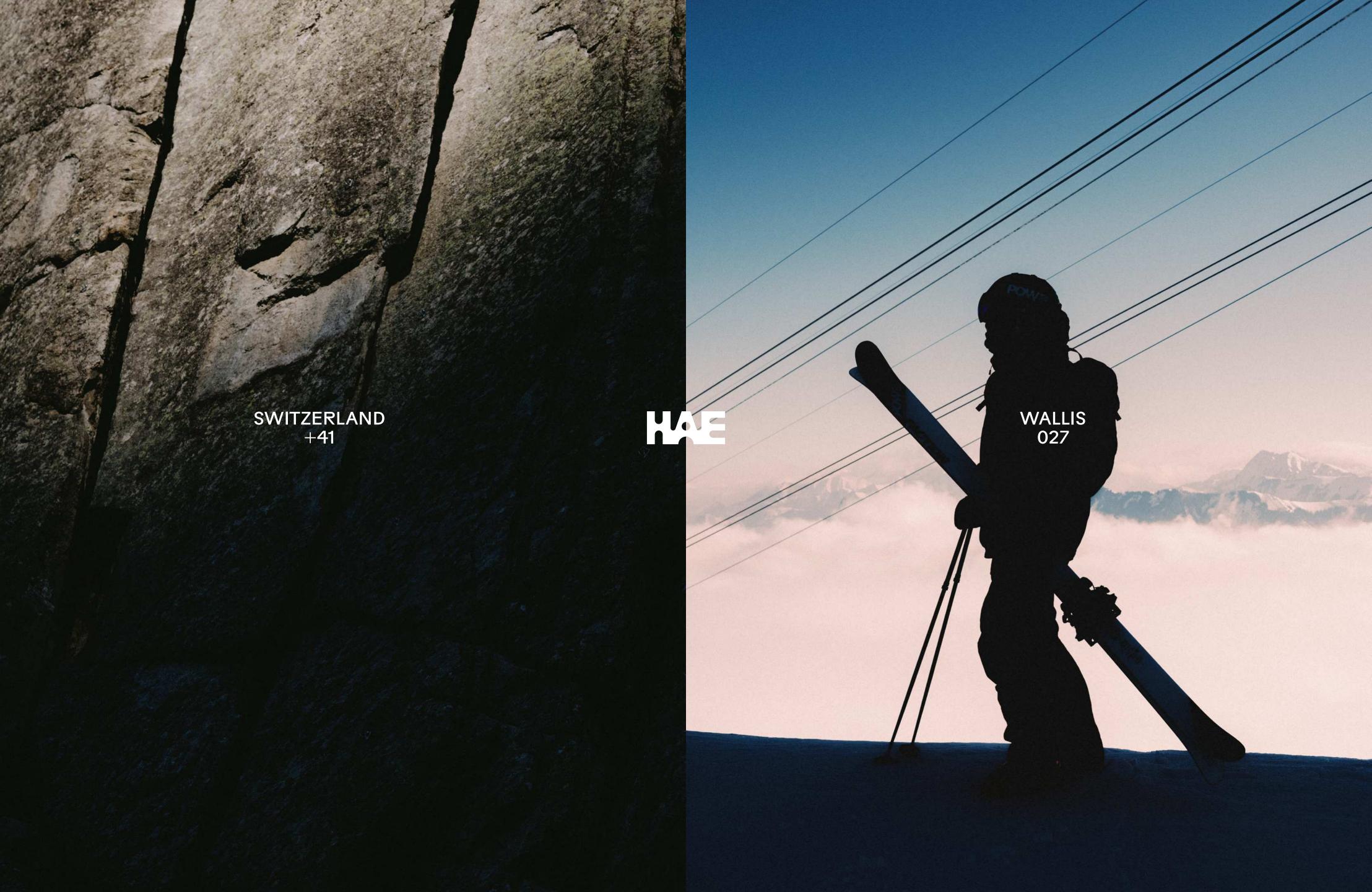
Back in Switzerland, the excitement continued. Encouraged by the enthusiasm for the first batch of beanies and headbands, Mat bought more wool, and thus, HAE was born.

For HAE, the Alps aren't just a playground; they're a way of life. They harbor a deep reverence for the peaks' history, raw beauty, and delicate ecosystem. Their passion extends beyond designing gear and conquering slopes. It's about the warmth and power of community, an essential principle of the wild mountain lifestyle.





BEANIES NECKWEAR MASKS HEADBANDS



HAE



Trailblazer









Material 100% Fine Acrylic



Mint Yellow



Coral Grey



Green Pink



Blue Green

Made in Europe



Black Mustard



White Beige



White Black

Purist (Merino)





Light Grey

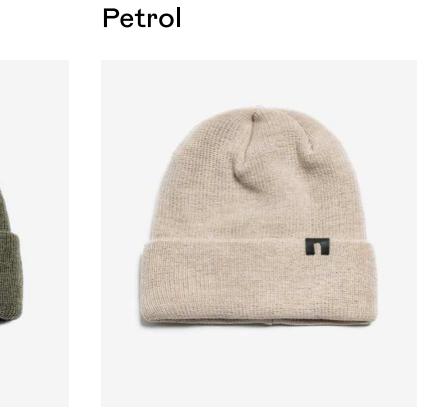


Material 100% Merino Wool











Green

Beige

Red Mel



Edelweiss



Material 100% Fine Acrylic Made in Europe

BEANIES

14/83



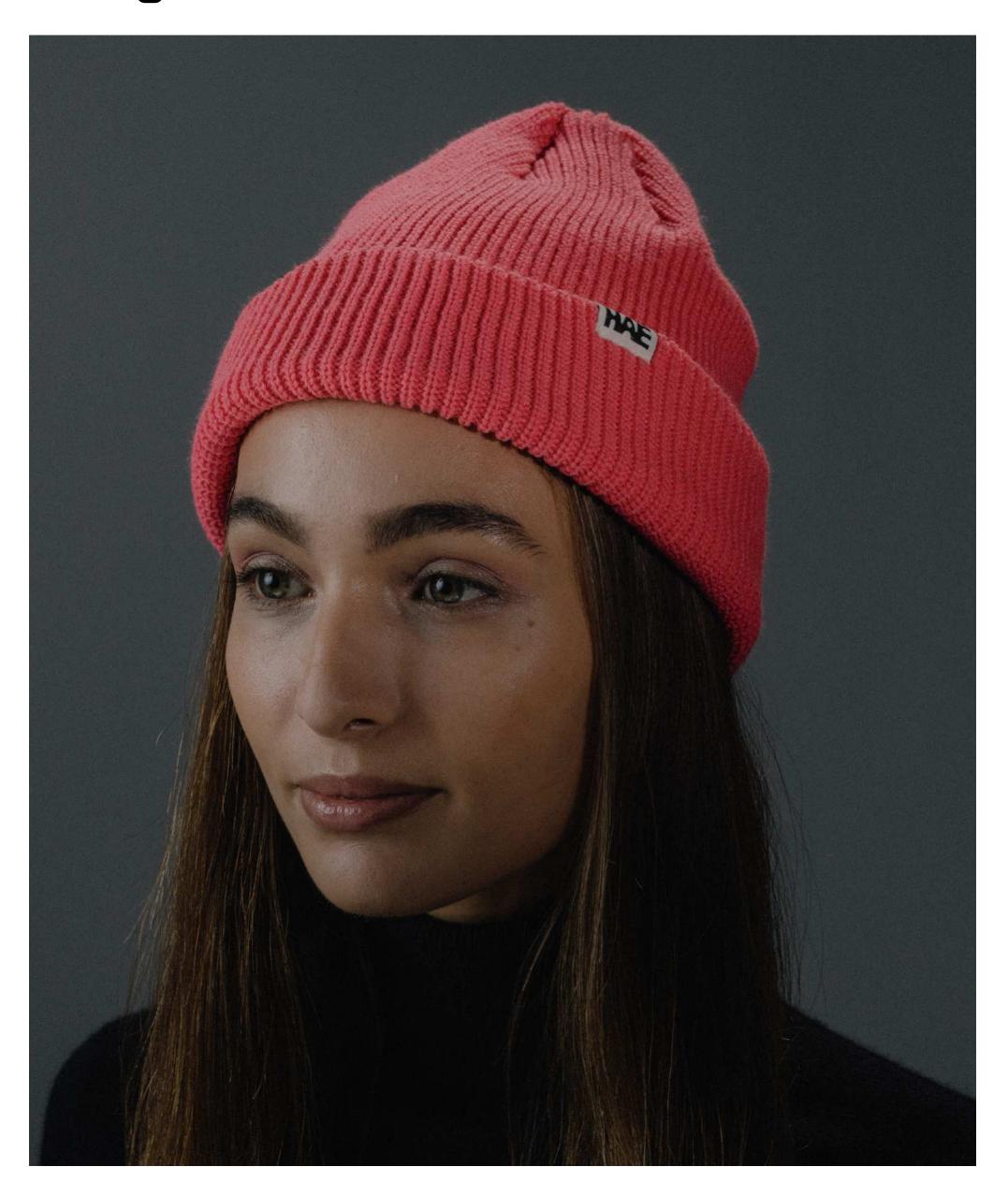


Offwhite

Pink



Navigator



Material 100% Fine Acrylic



Black Dar



Dark Grey

Made in Europe



16/101

Beige

BEANIES



Violet



Green



Blue



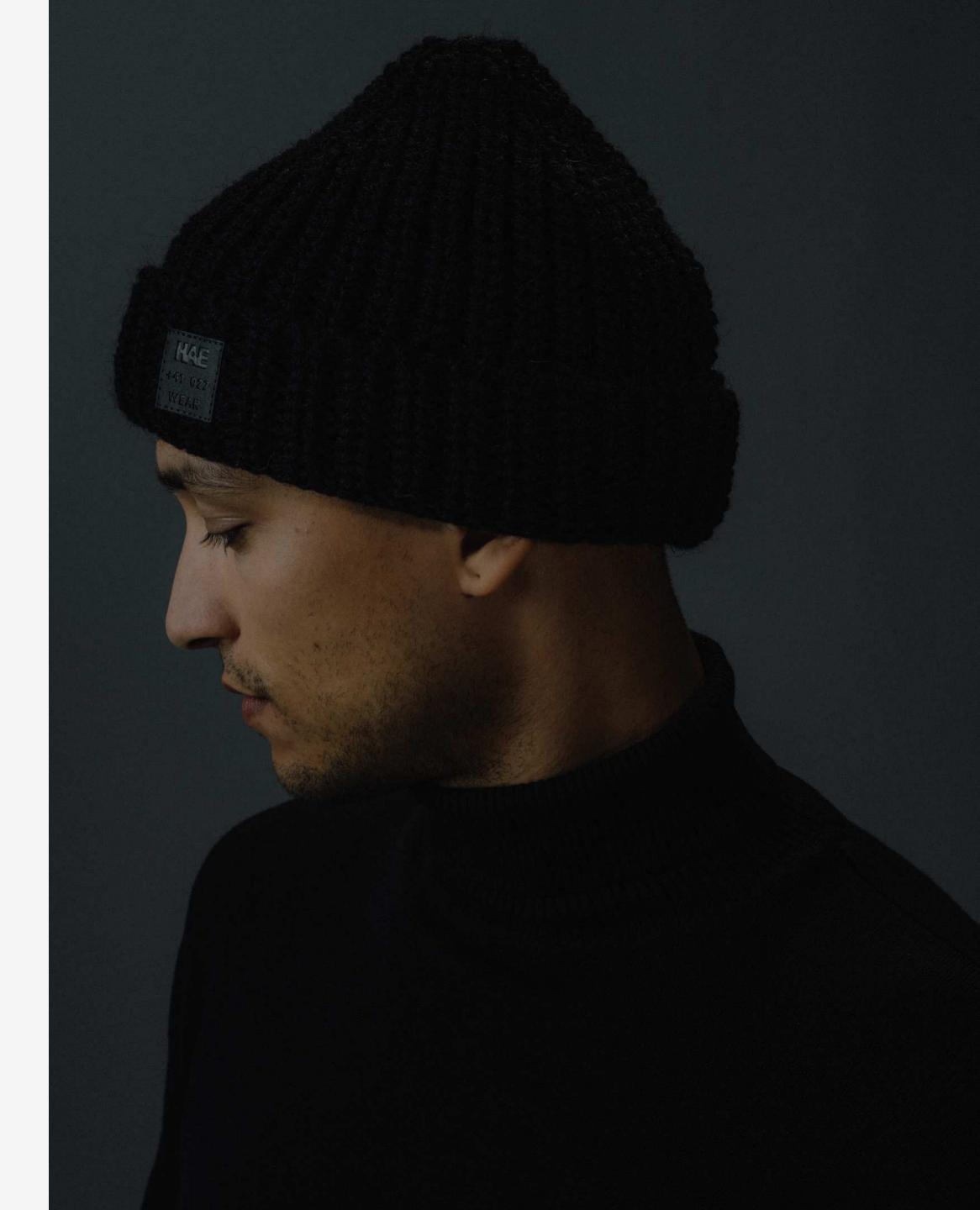
Coral Pink



Mustard

The Local





The Local



Outside: 100% Wool of Valais Blacknose Sheep Inside: 100% PES



Black Nature

Made in Europe

BEANIES

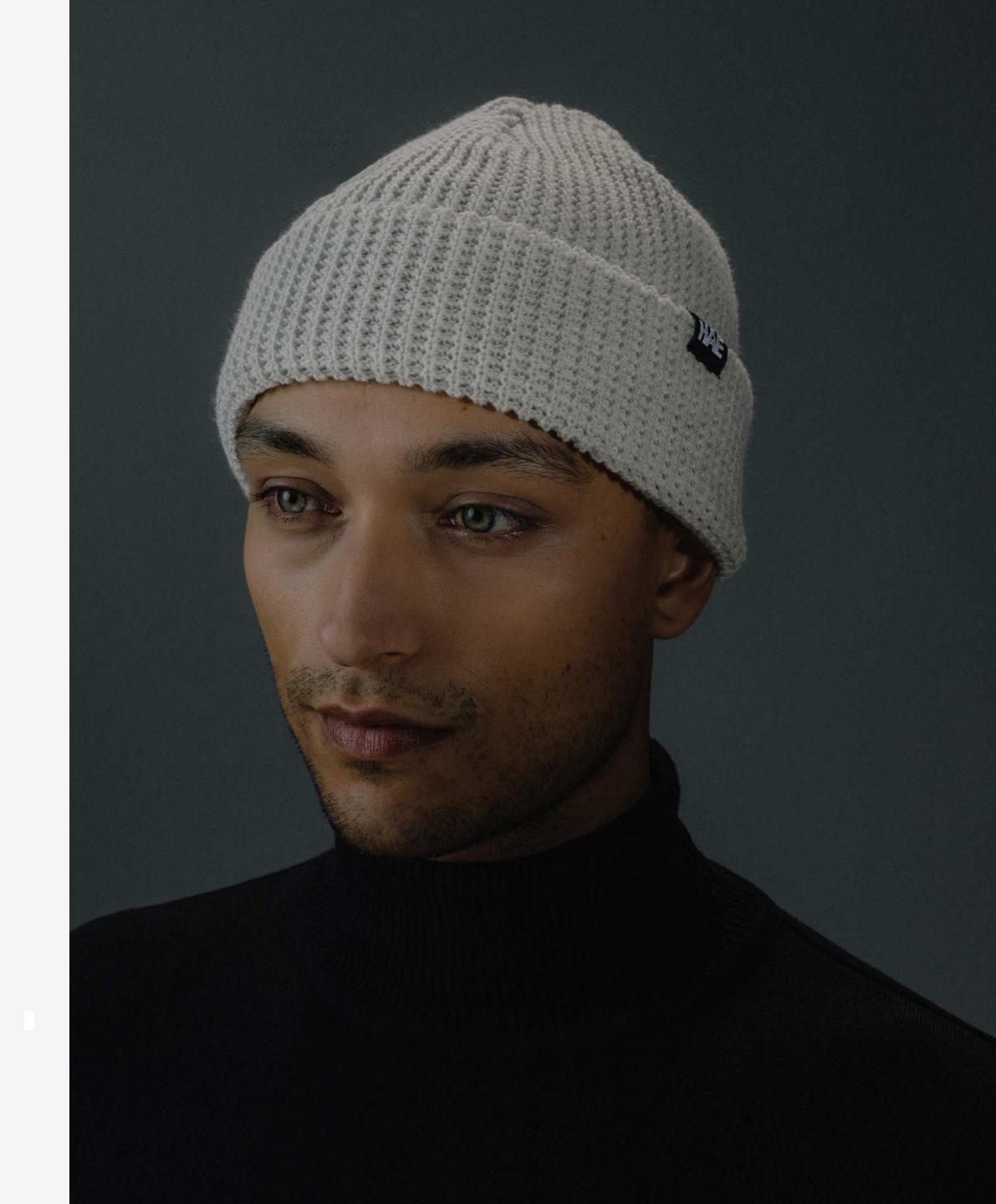
18/101



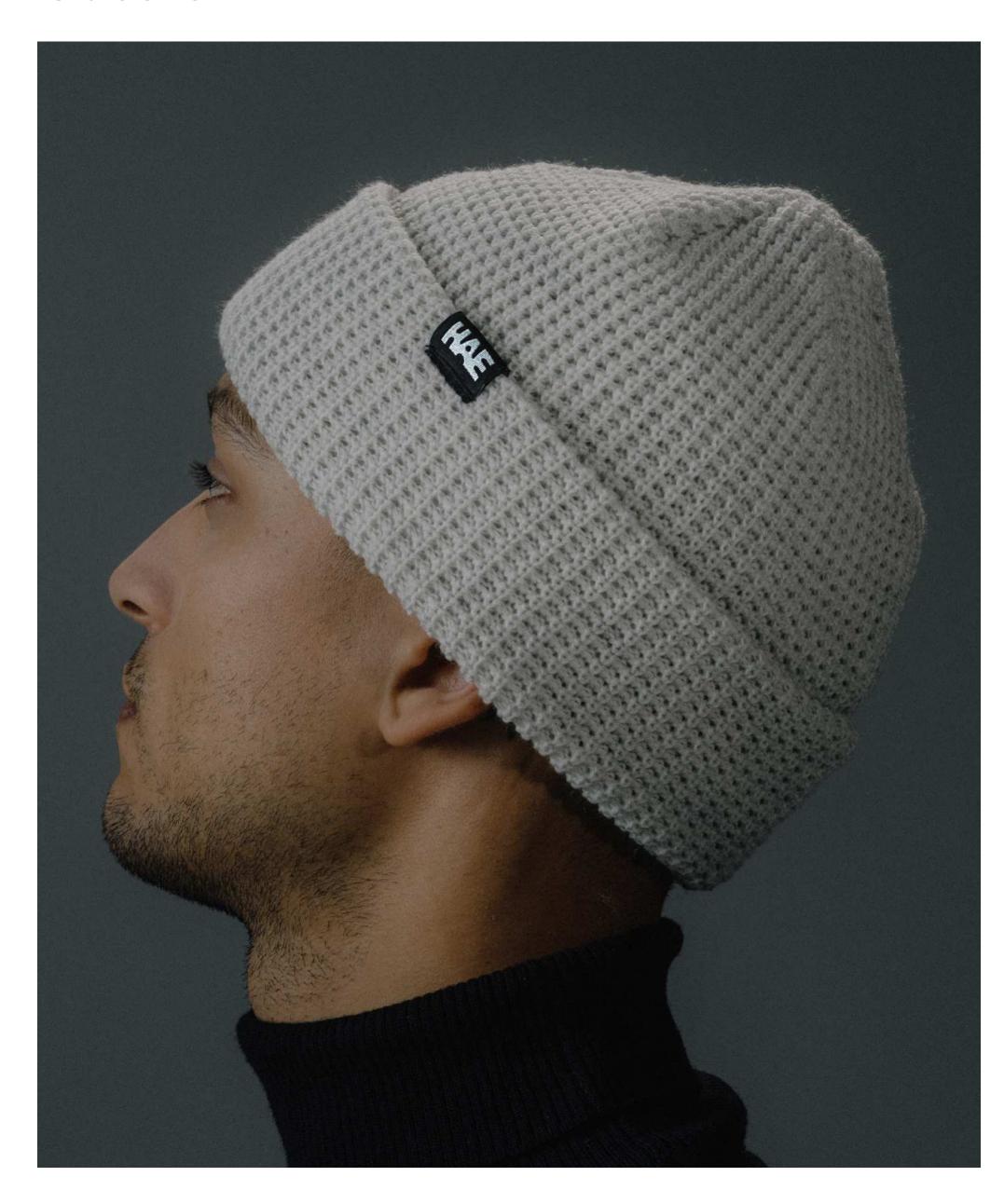
Black and Nature

Quester





Quester



Material 100% Fine Acrylic



Made in Europe



20/101

Black



Kaki



Mustard

BEANIES

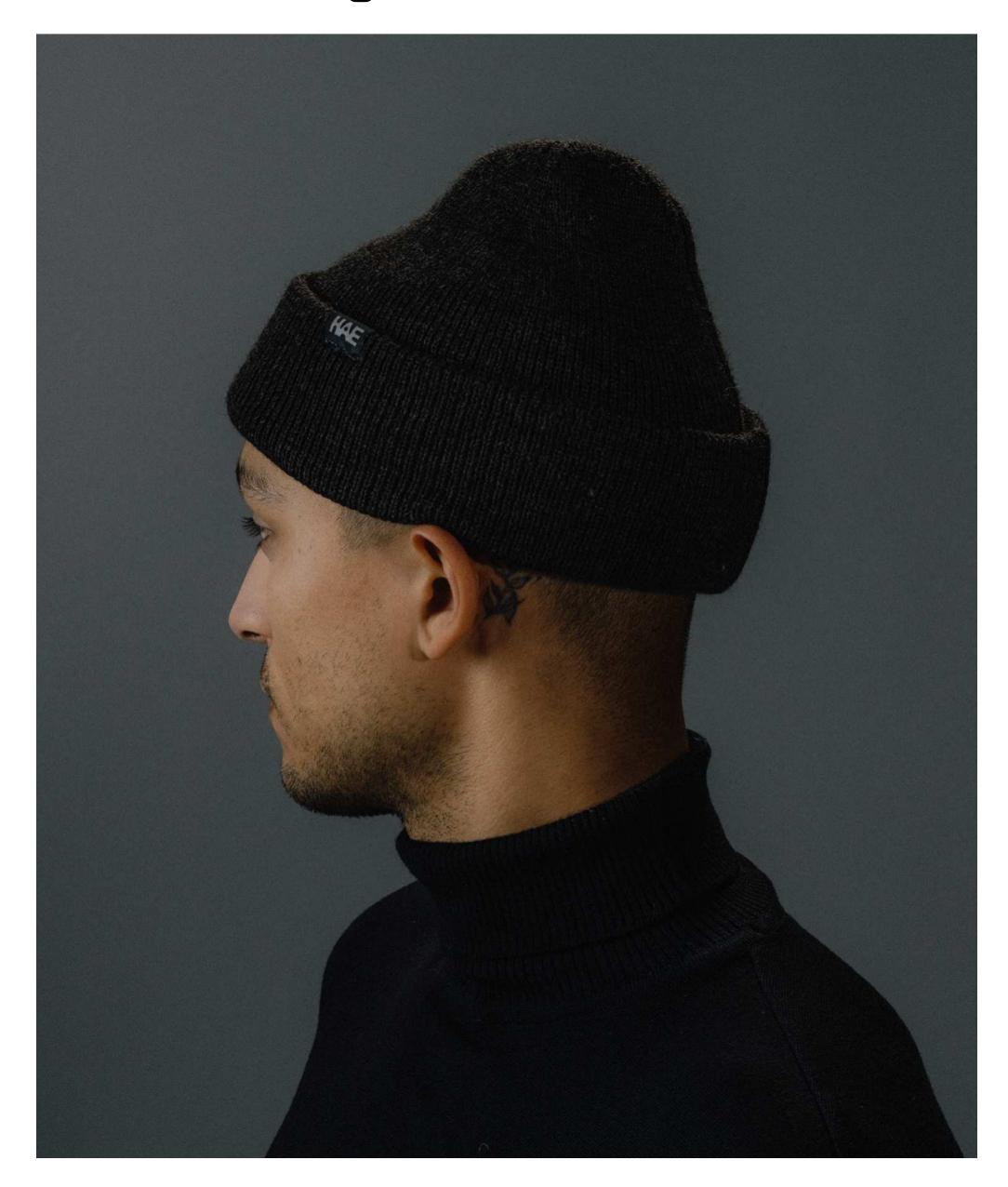


Rose

Blue

Grey

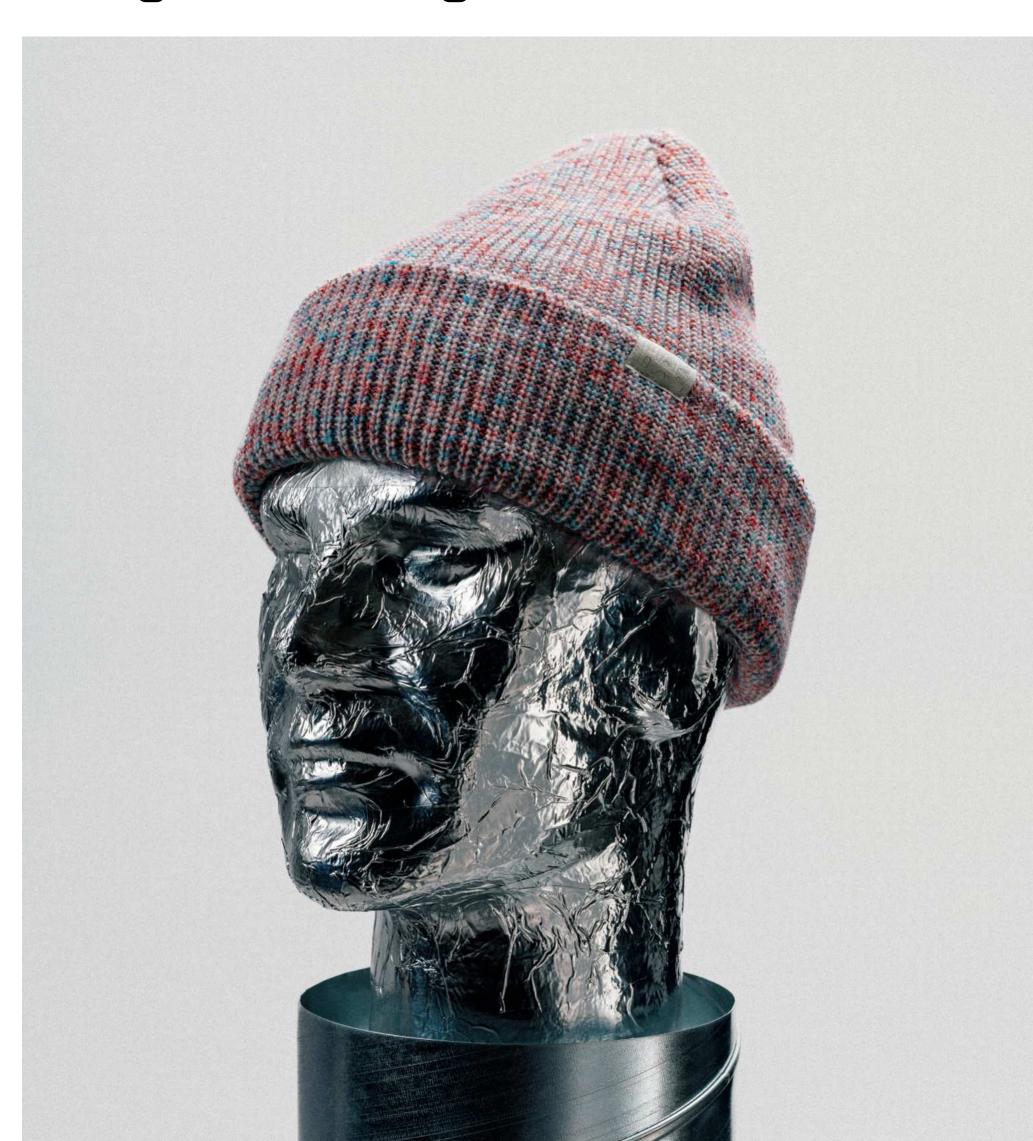








Dark Nature





Material 85% Acrylic & 15% Nylon





Mustard

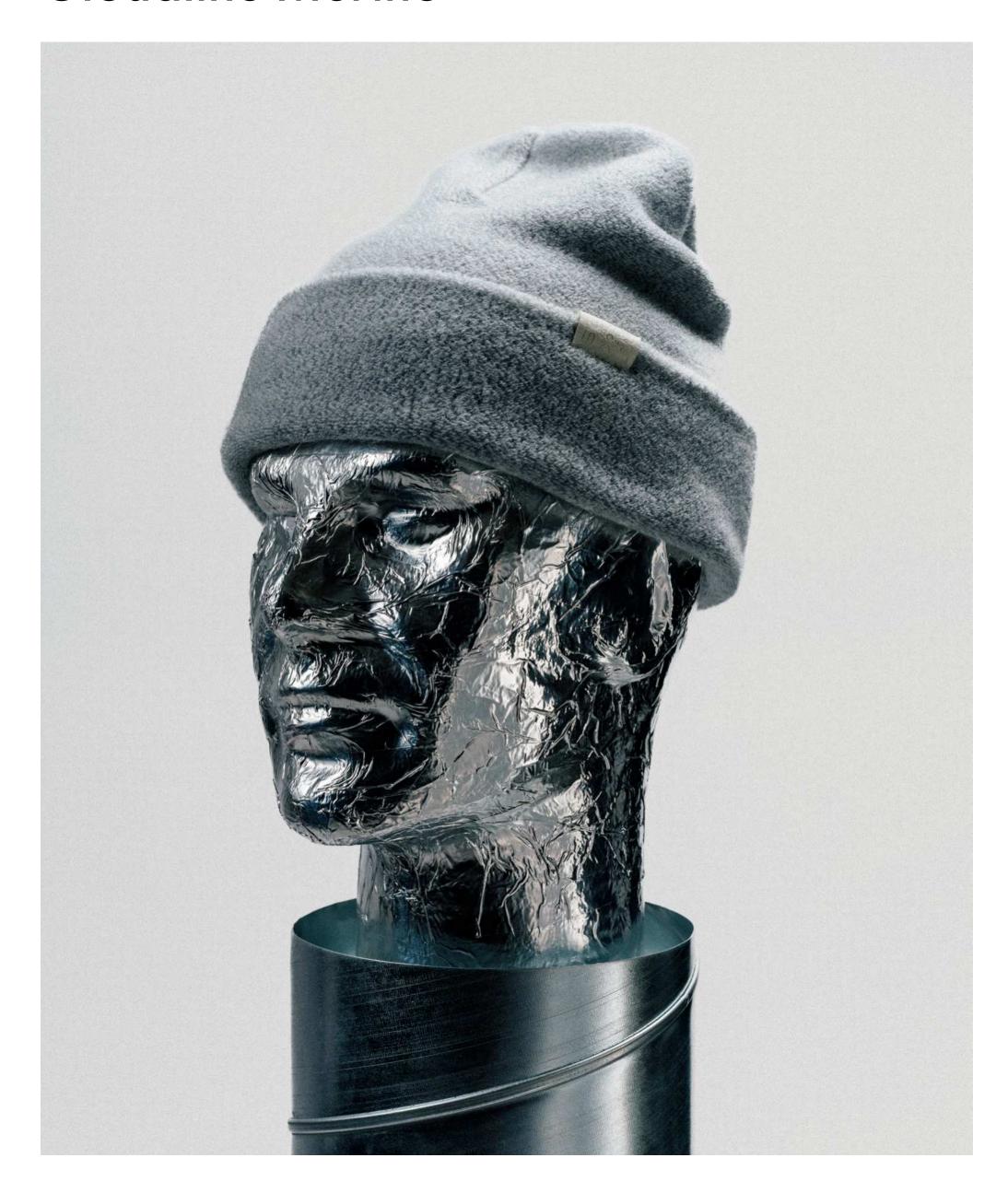
Rainbow

Blue













Grey Mel





Material 100% Fine Acrylic





Sun

Grey

Made in Europe

Rose



Trippy





40% Acrylic, 40% Cotton & 20% Polycolon®





Türkis

Made in

Europe

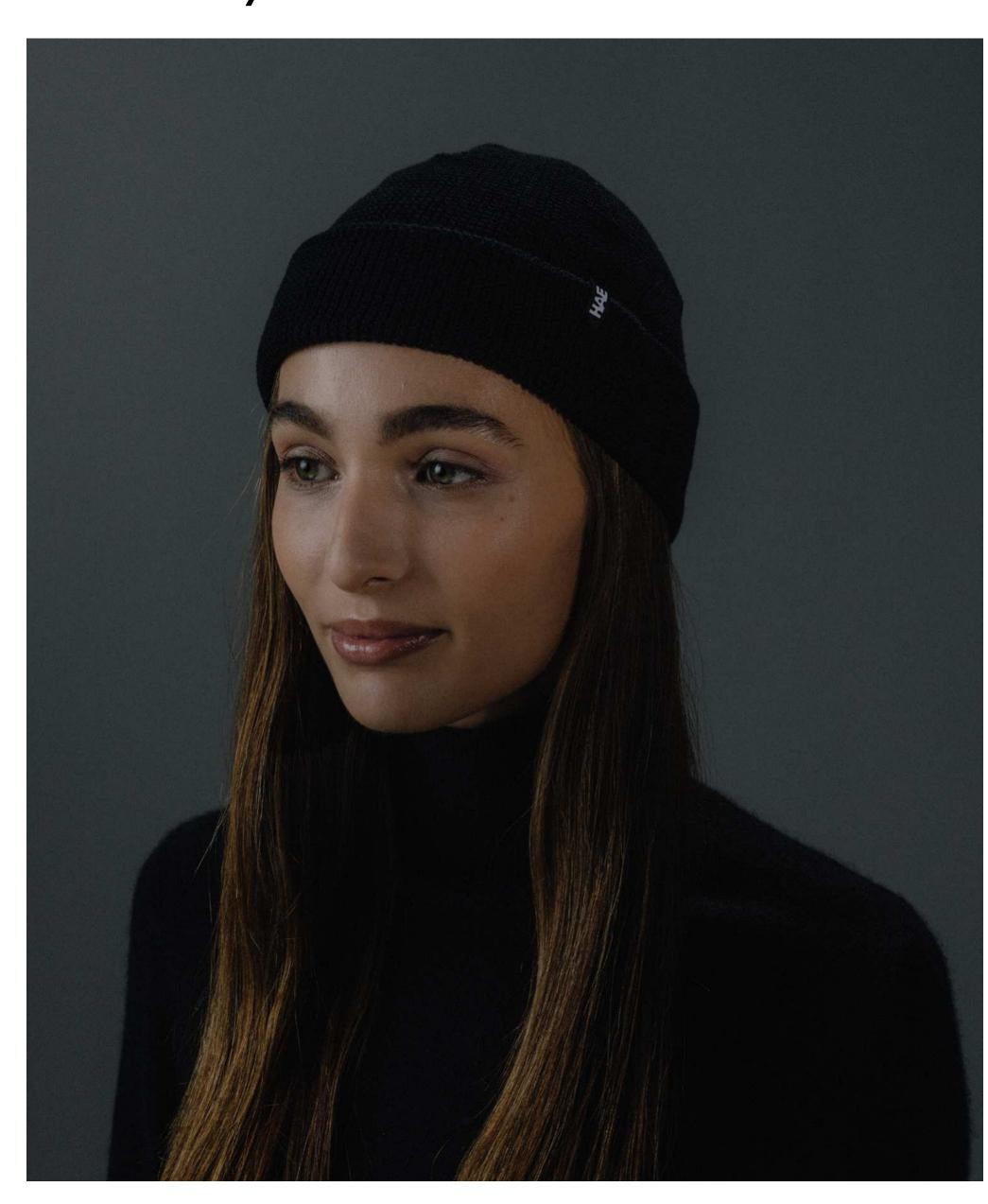
Mustard





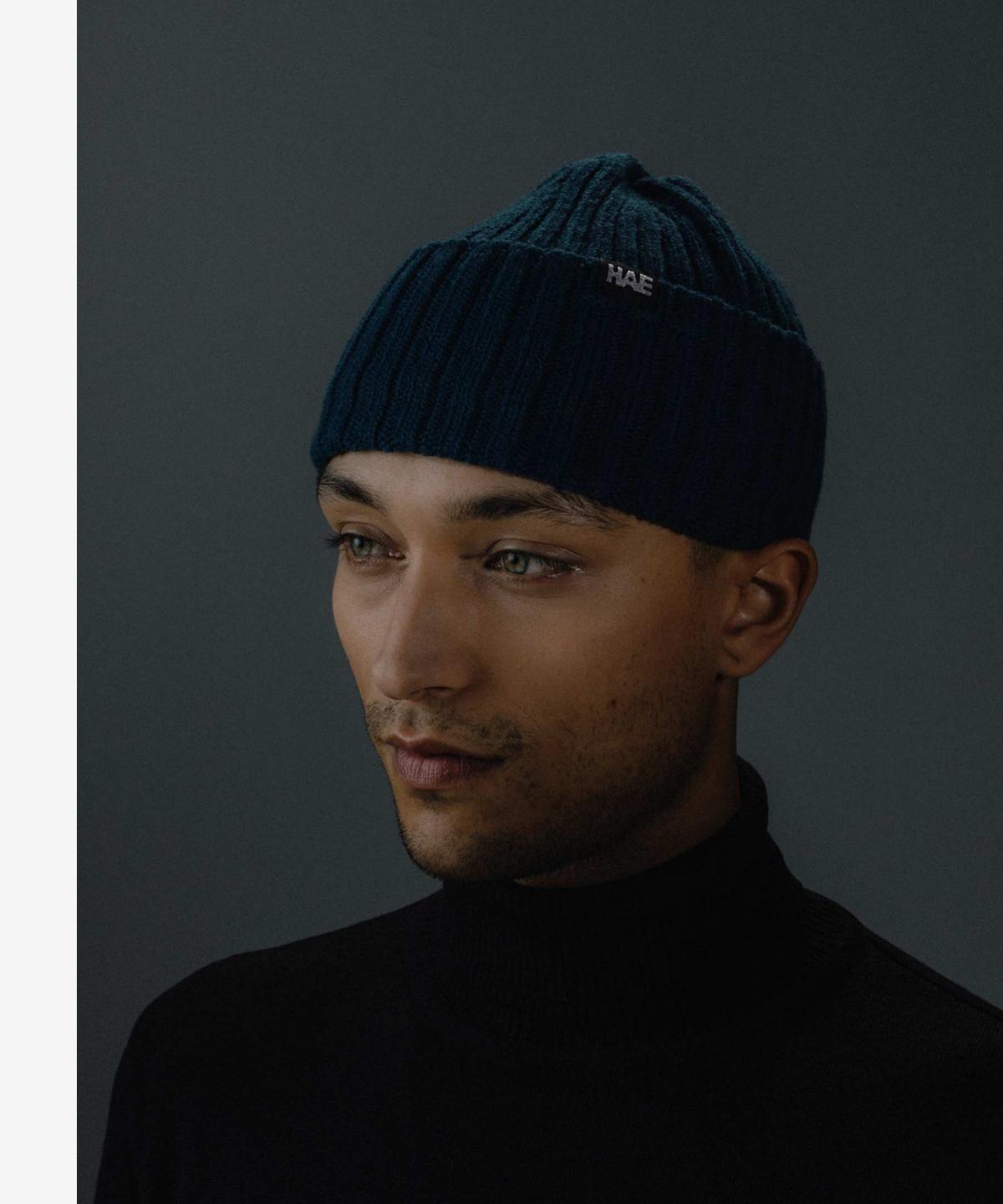
Dark Grey

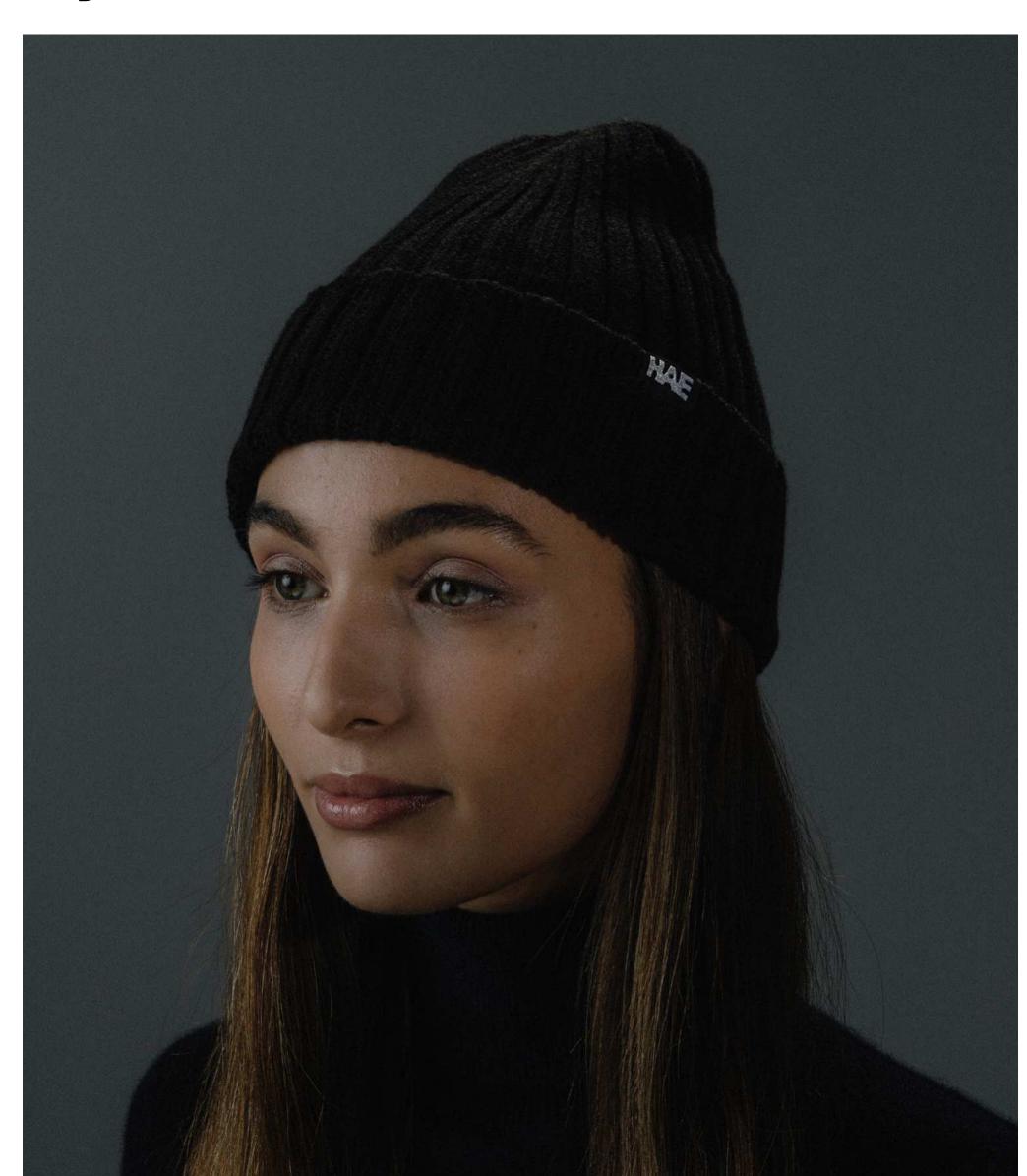
Lila



Fuji













Black

Material 100% Hot Ray®

Grey

Made in Japan

Emerald









Black

Material 100% Fine Acrylic

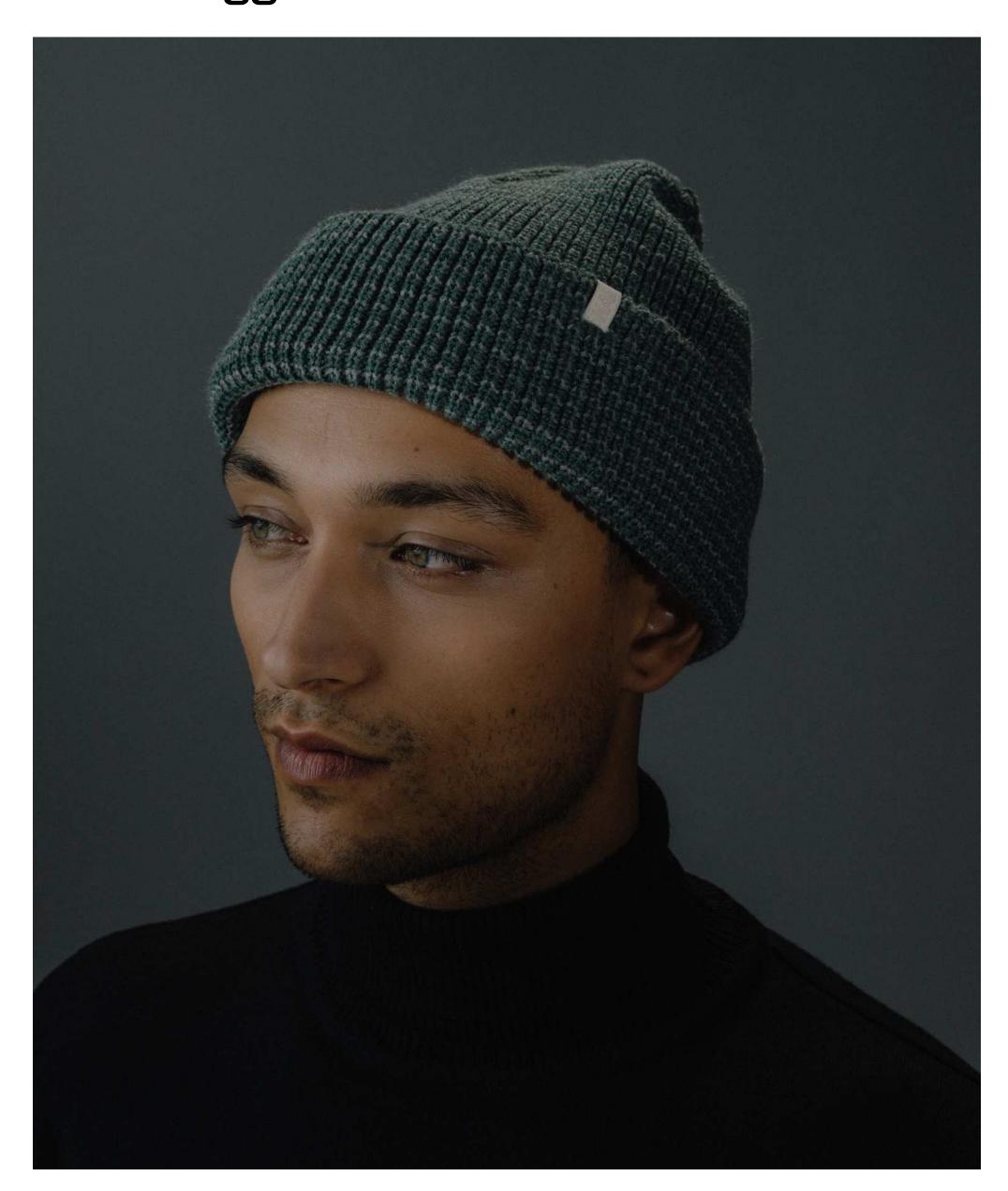
Offwhite

Made in Europe

Peak Bagger







Material 100% Fine Acrylic



Green Grey

Made in Europe



Red Beige



Violet Grey

Black Beige



50% Recycled Cashmere, 50% Merino



Grey

Made in Europe



Kaki



Black

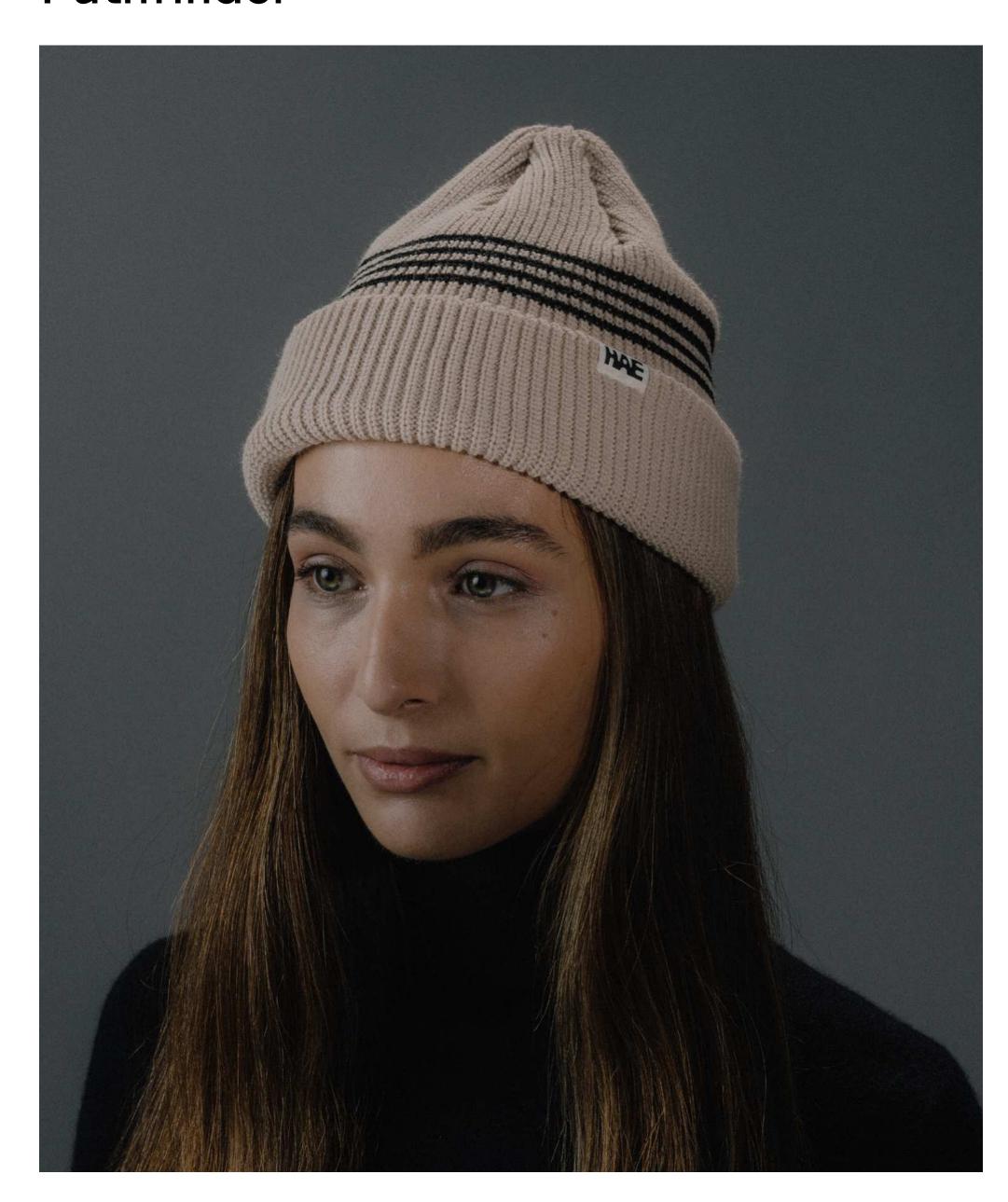
Blue



Pathfinder







Material 100% Fine Acrylic



Black Beige



Beige Black



Anthracite Black



Mustard Black



Green Capri

Drifter Merino rPET











Black

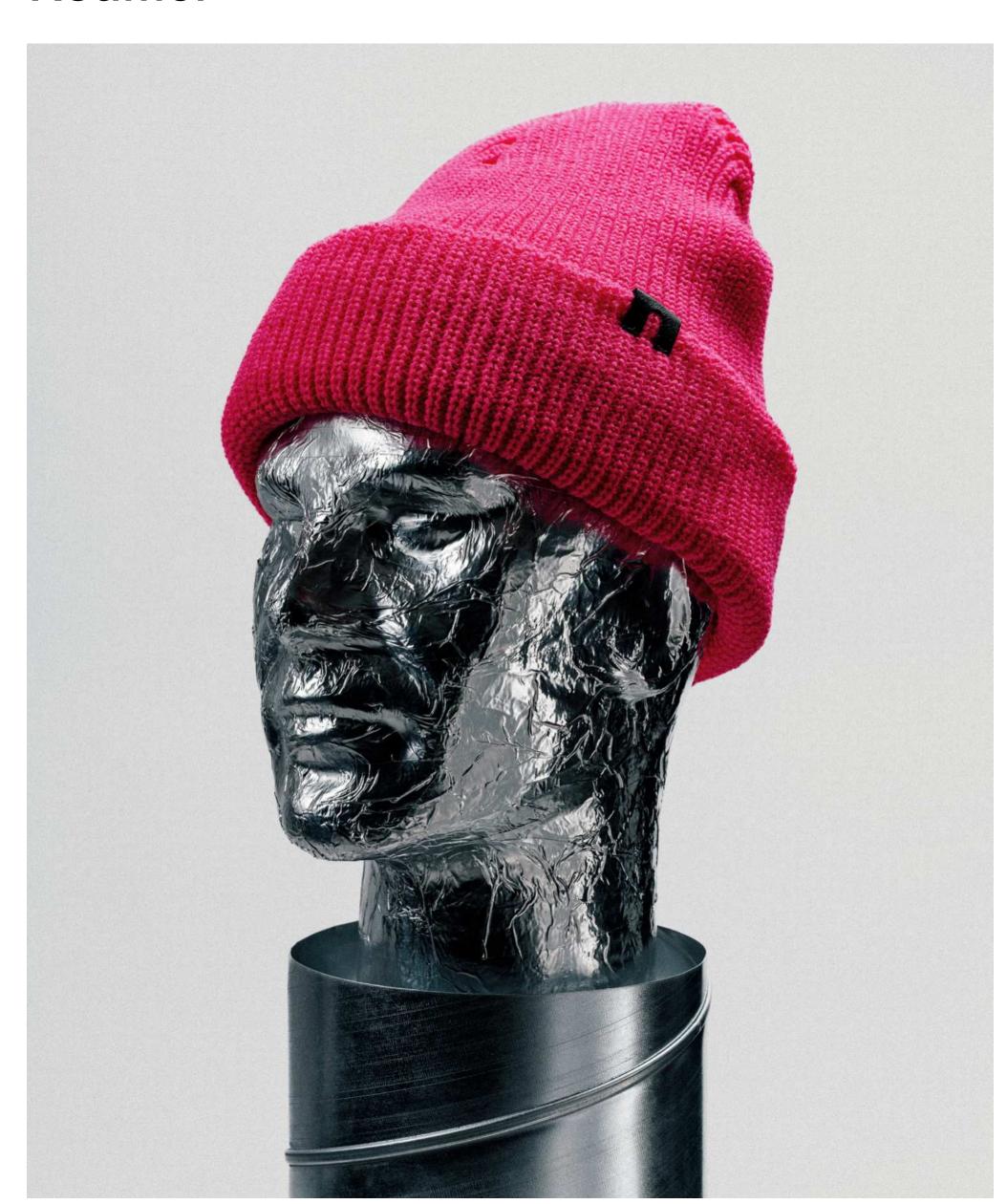
Blue

Light Grey



Red







Material 100% Fine Acrylic



Made in Europe











Green

White

Pink

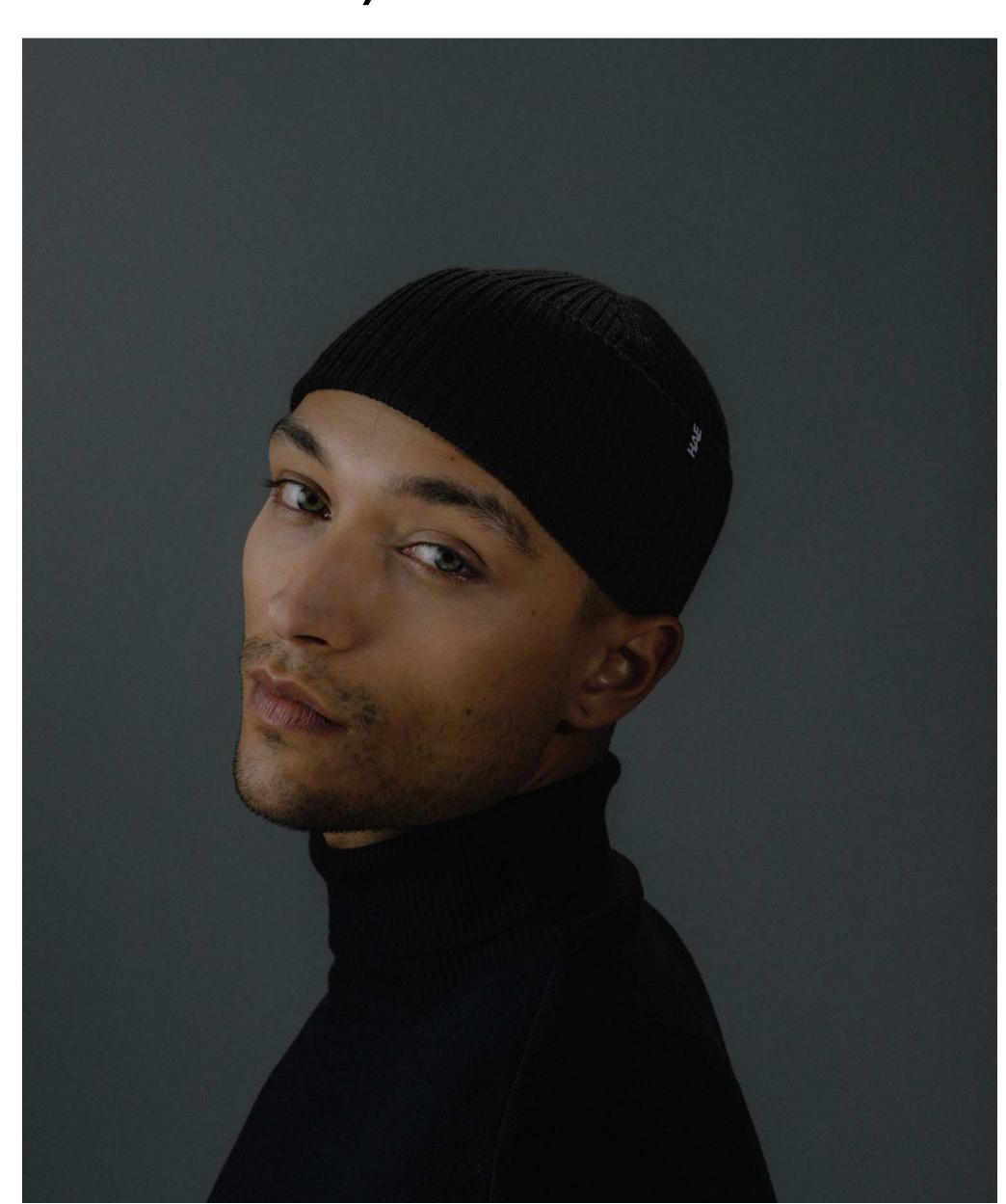
Violet



Protector Polycolon®

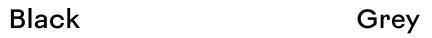






Material 100% Polycolon®

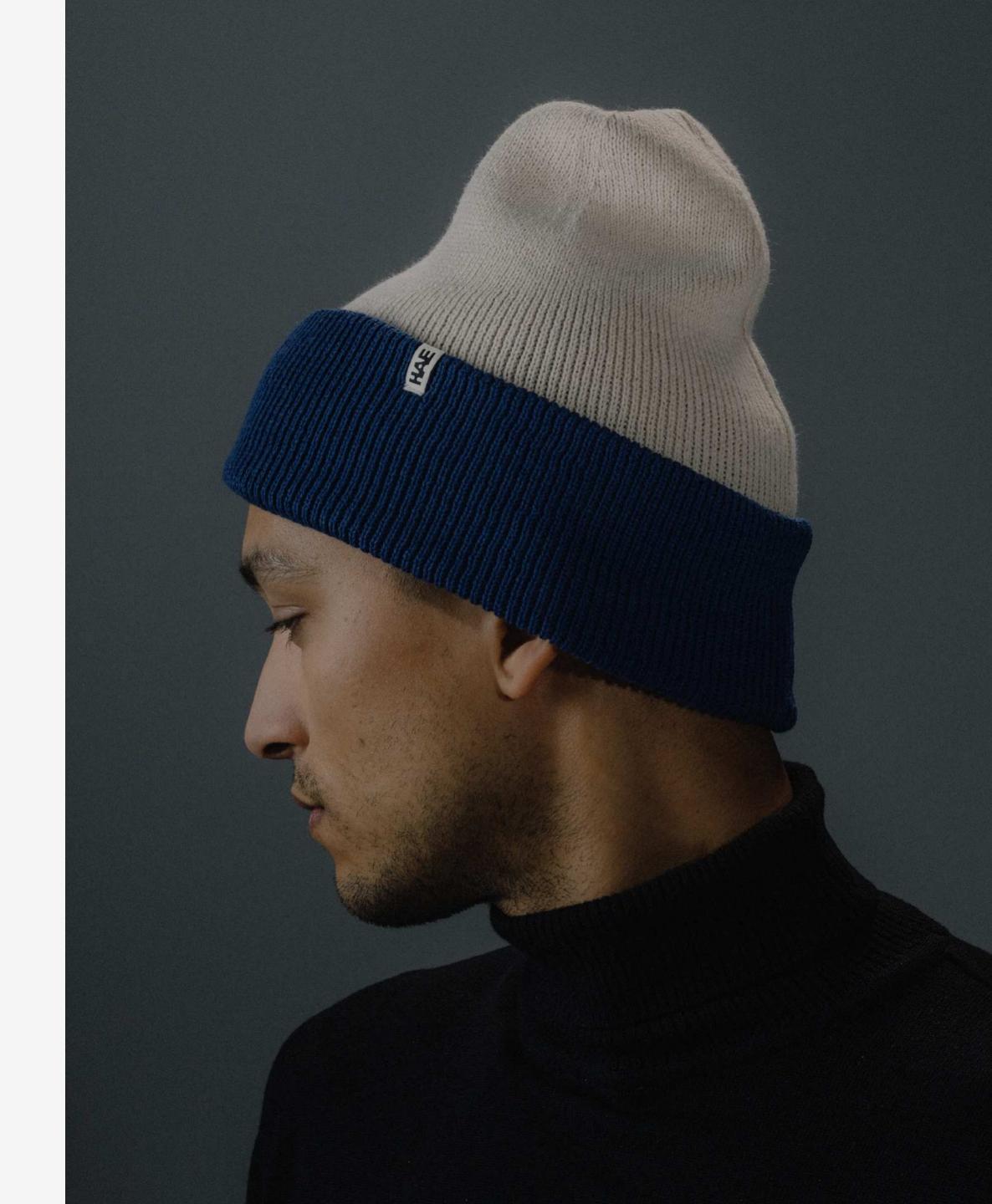






Voyager













Red

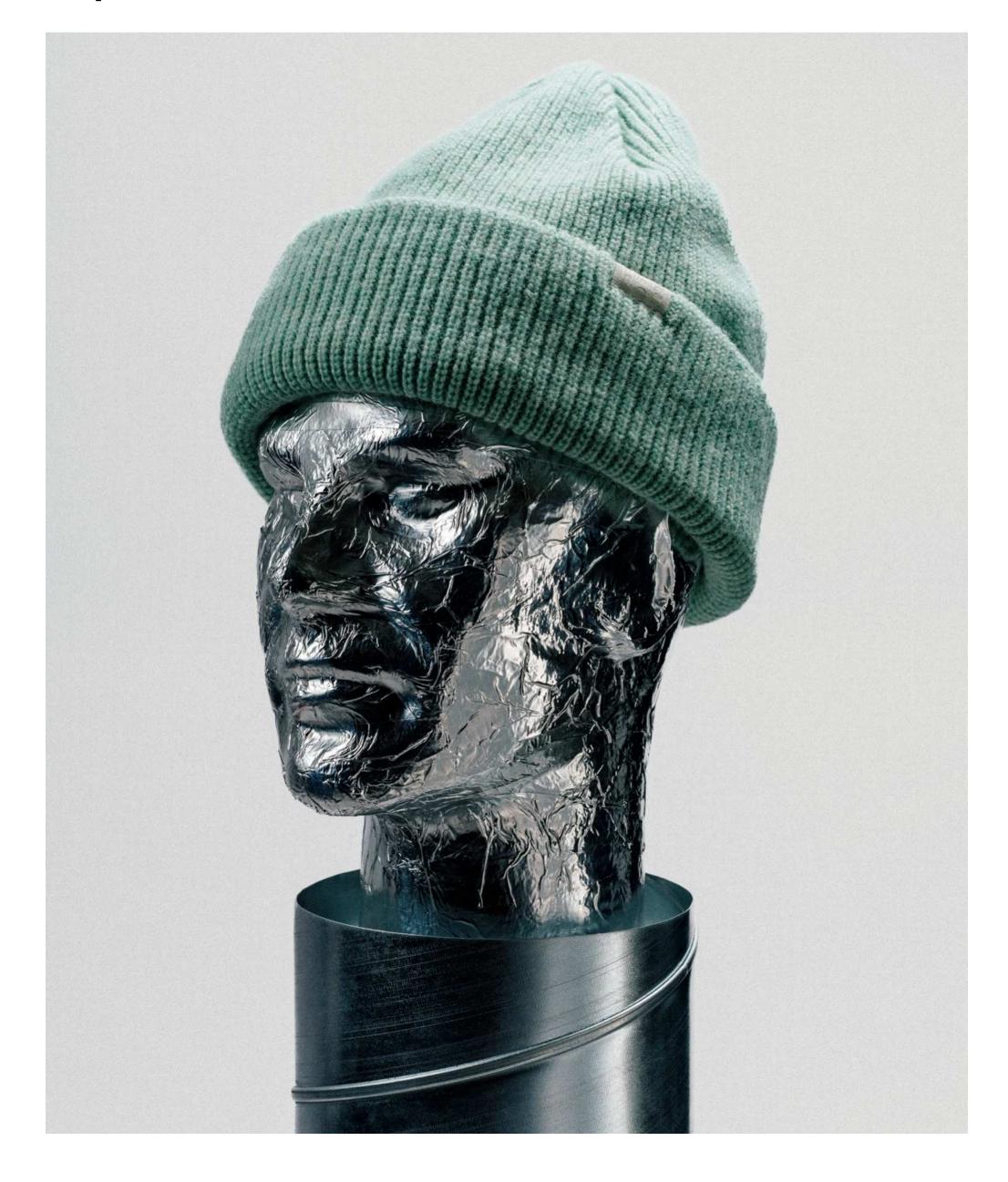
Material 100% Acrylic

Green

Beige



Grey

















Mint

Coral

Brown

Blue

Beige



Kaki









Black

Dark Grey



Rose



Beige

Protector Micro







Material 92% PES 8% Elastan



Grey Mel

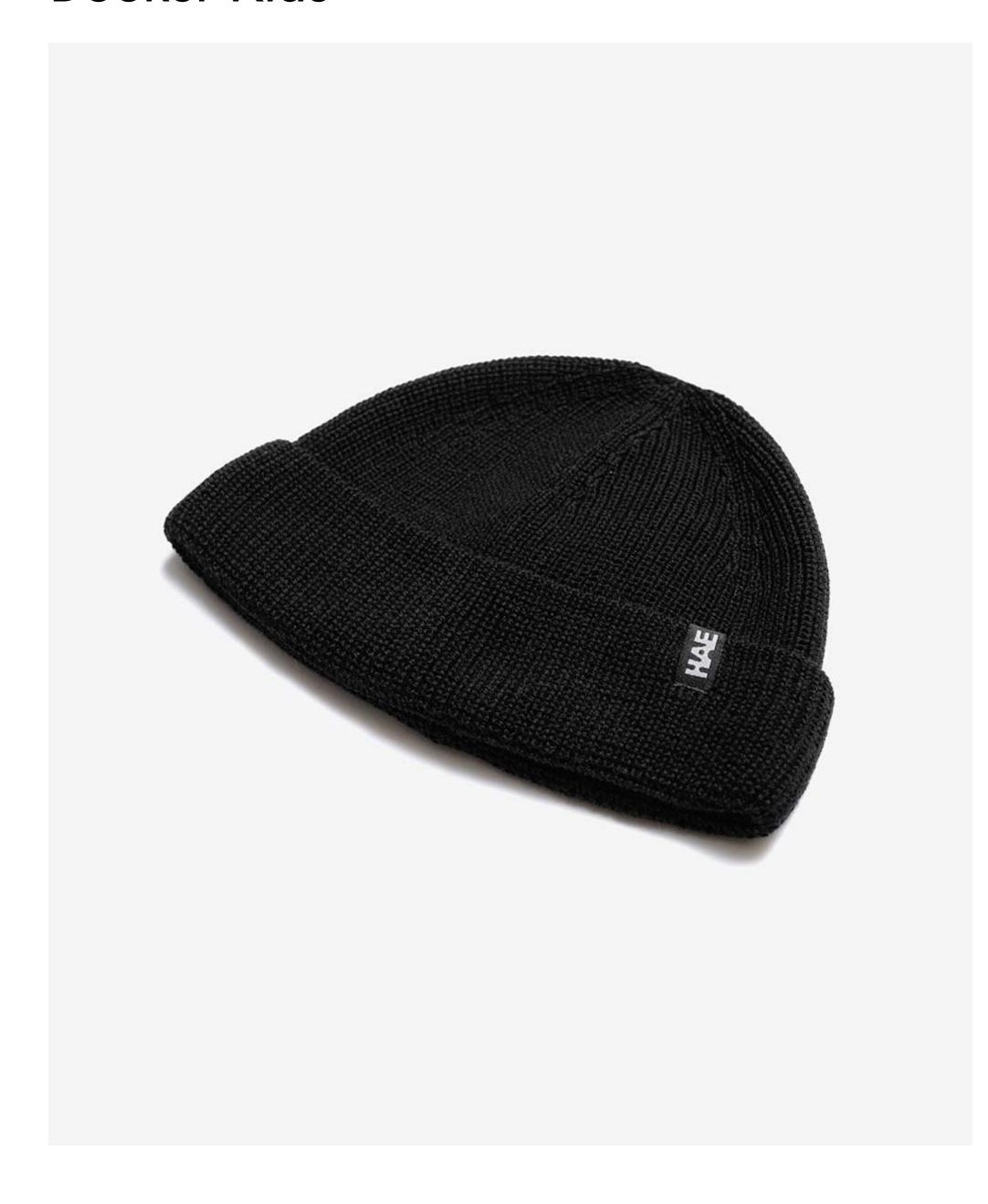
Made in Europe





Navy Solid

Docker Kids



Material 100% Merino Made in Europe

BEANIES

51/101





Grey

Kids Adventurer



85% Organic Cotton, 15% Merino wool



Green

Made in Europe



Grey



BEANIES

52/101

Coral

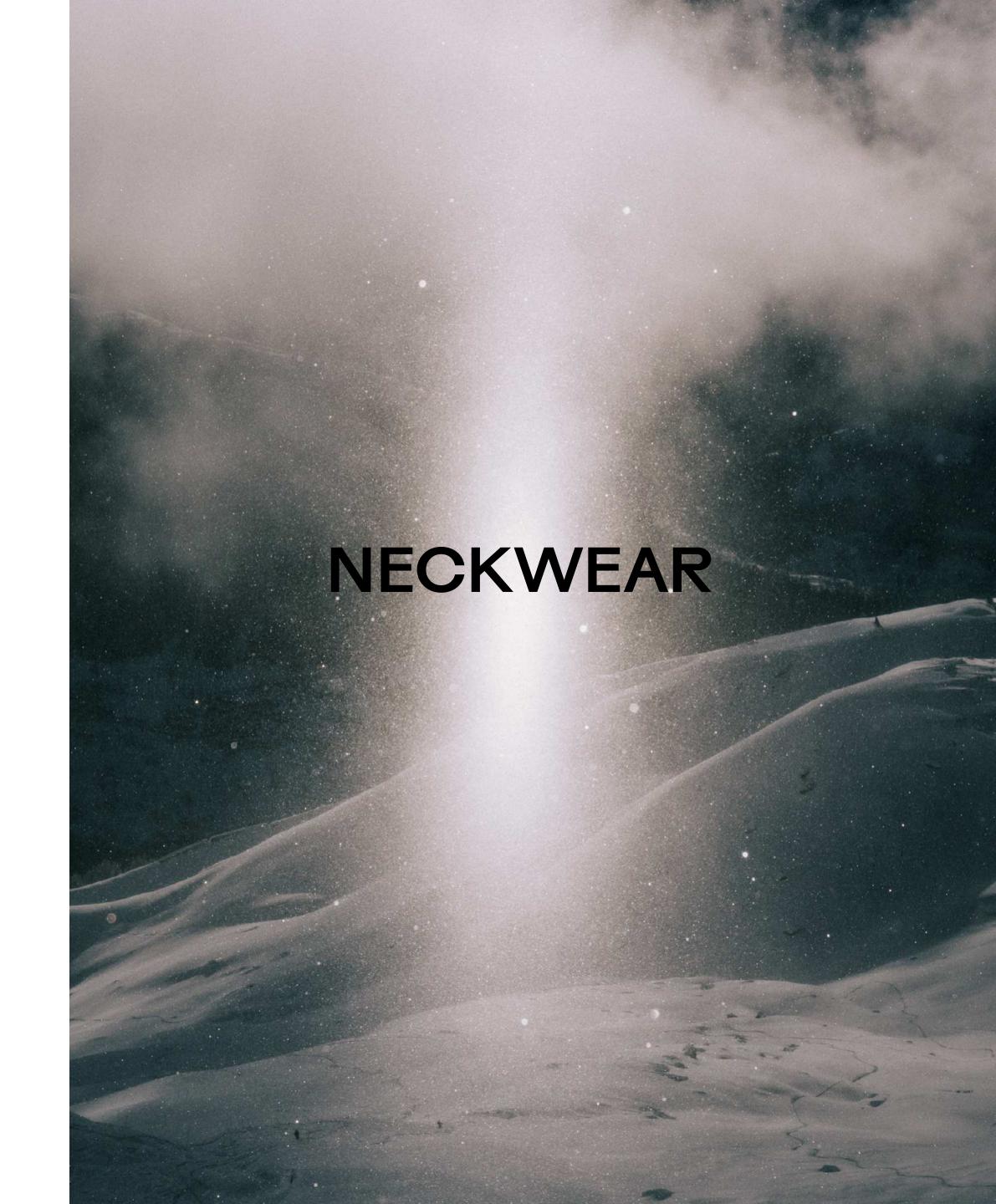
Blue





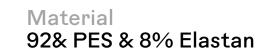
WALLIS 027 SWITZERLAND +41

HAE





Blue





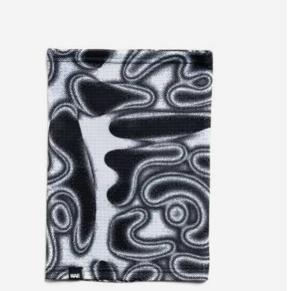


Made in Europe

Grey



Black

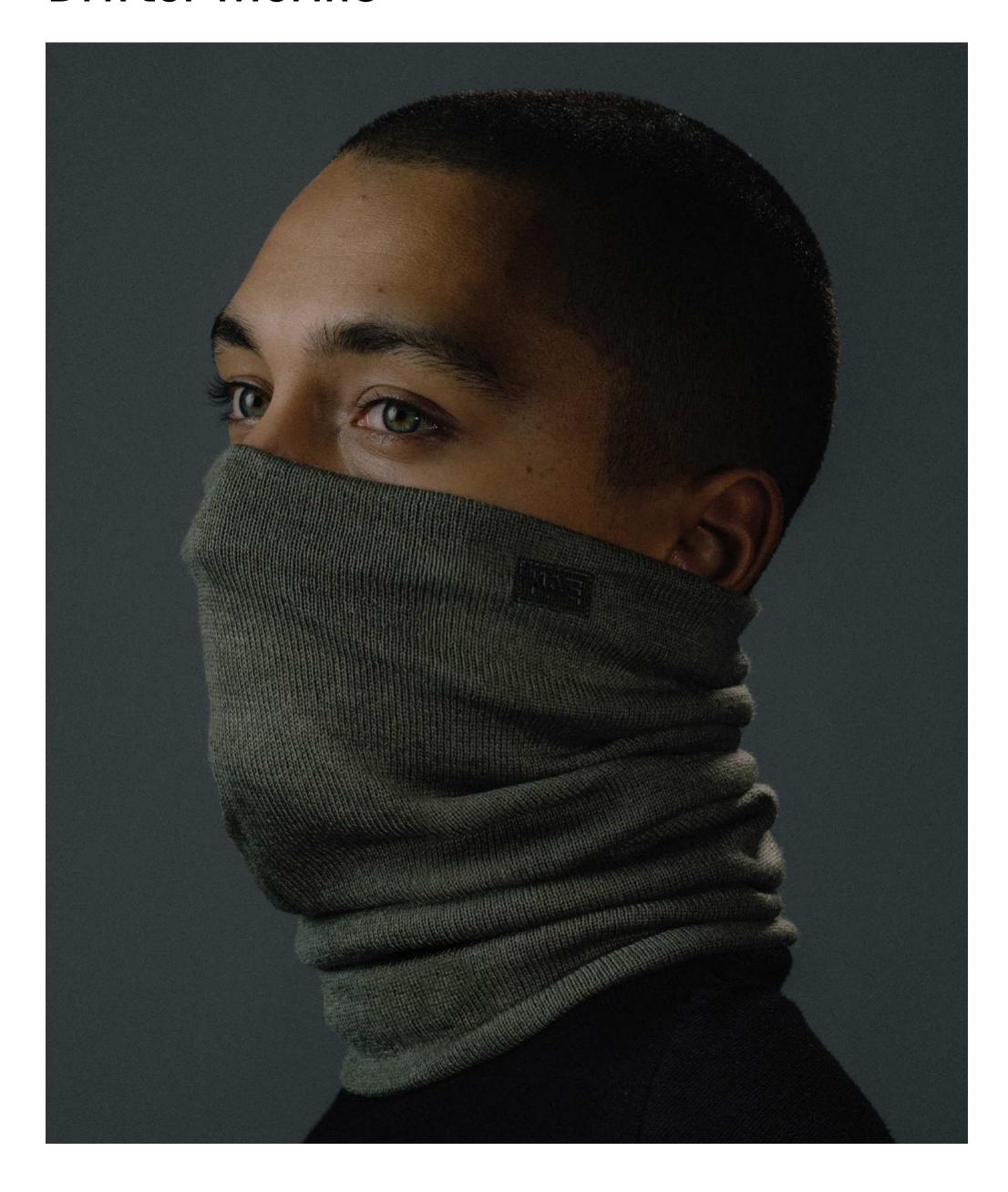


Kev

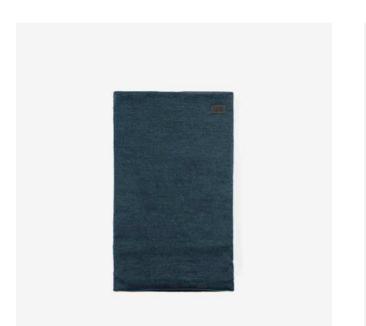




Drifter Merino



Material 100% Merino Wool





Black



Grafite





NECKWEAR

60/101

Red Mel



Beige



Light Blue



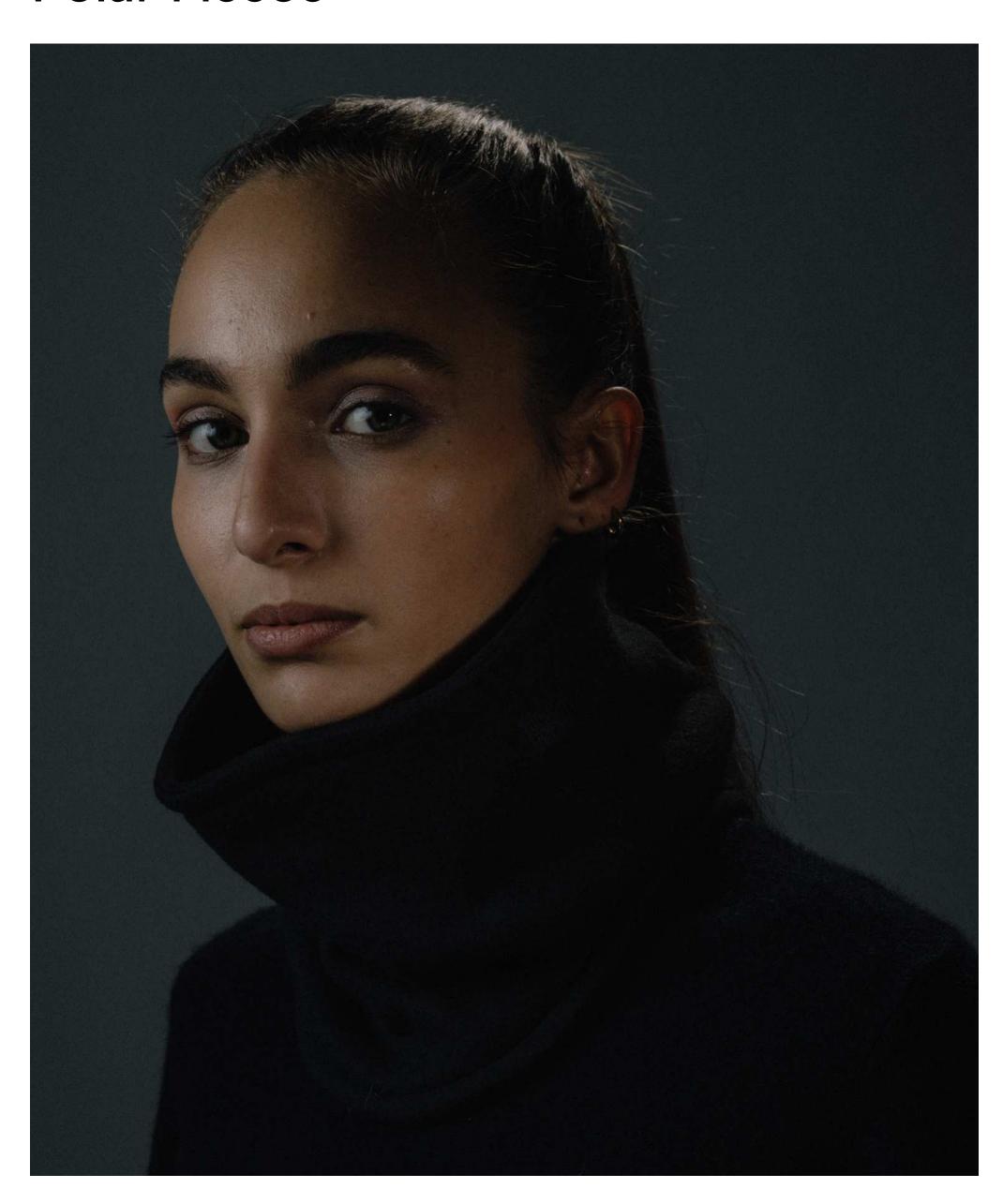
Green







Polar Fleece



Material 100% Polar Fleece



NECKWEAR

63/101







Dark Grey

Light Grey







Nature

Material 100% Merino Fleece

Black









Black

Türkis

Mustard





Dark Grey

Lila



Lightweight



Material 92% PES, 8% Elastan Made in Europe

NECKWEAR

66/101







Black Blue Lila









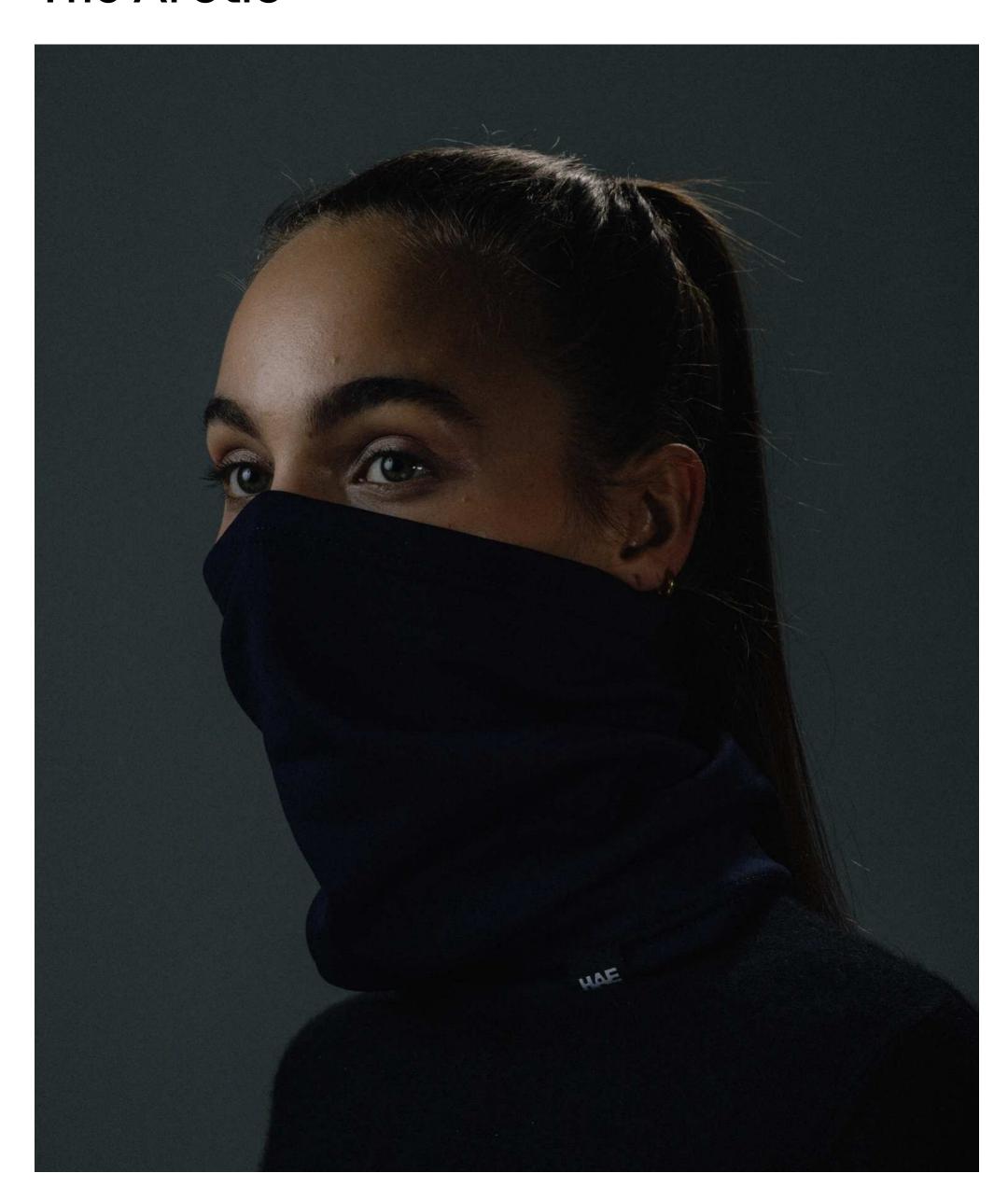
Grey

Kev





The Arctic



Material 92% PES, 8% Elastan



Grey Mel

Made in Europe



Blue Mel

NECKWEAR

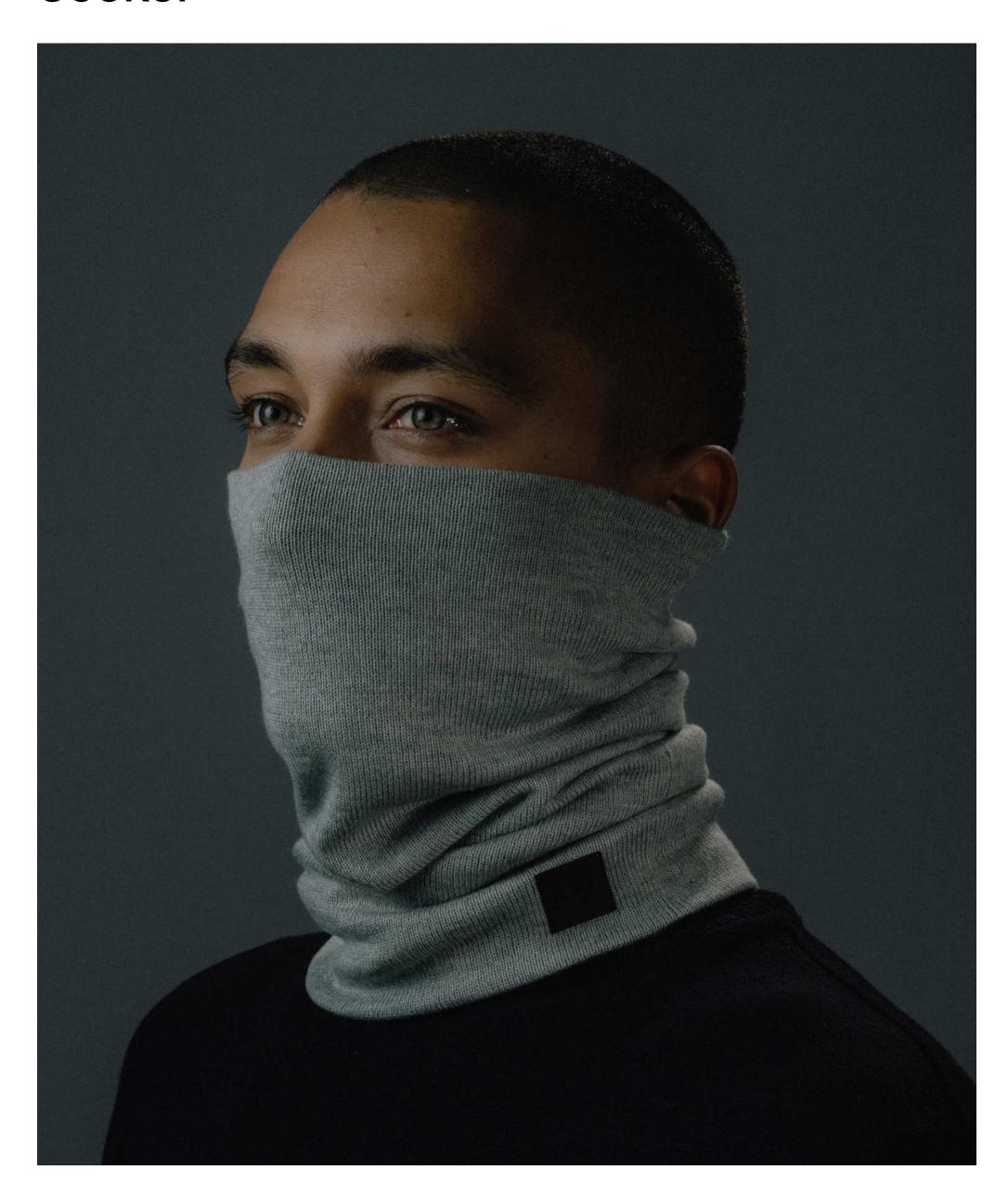
69/101



Navy Solid



Green





85% Organic Cotton, 15% Merino Wool



Made in Europe

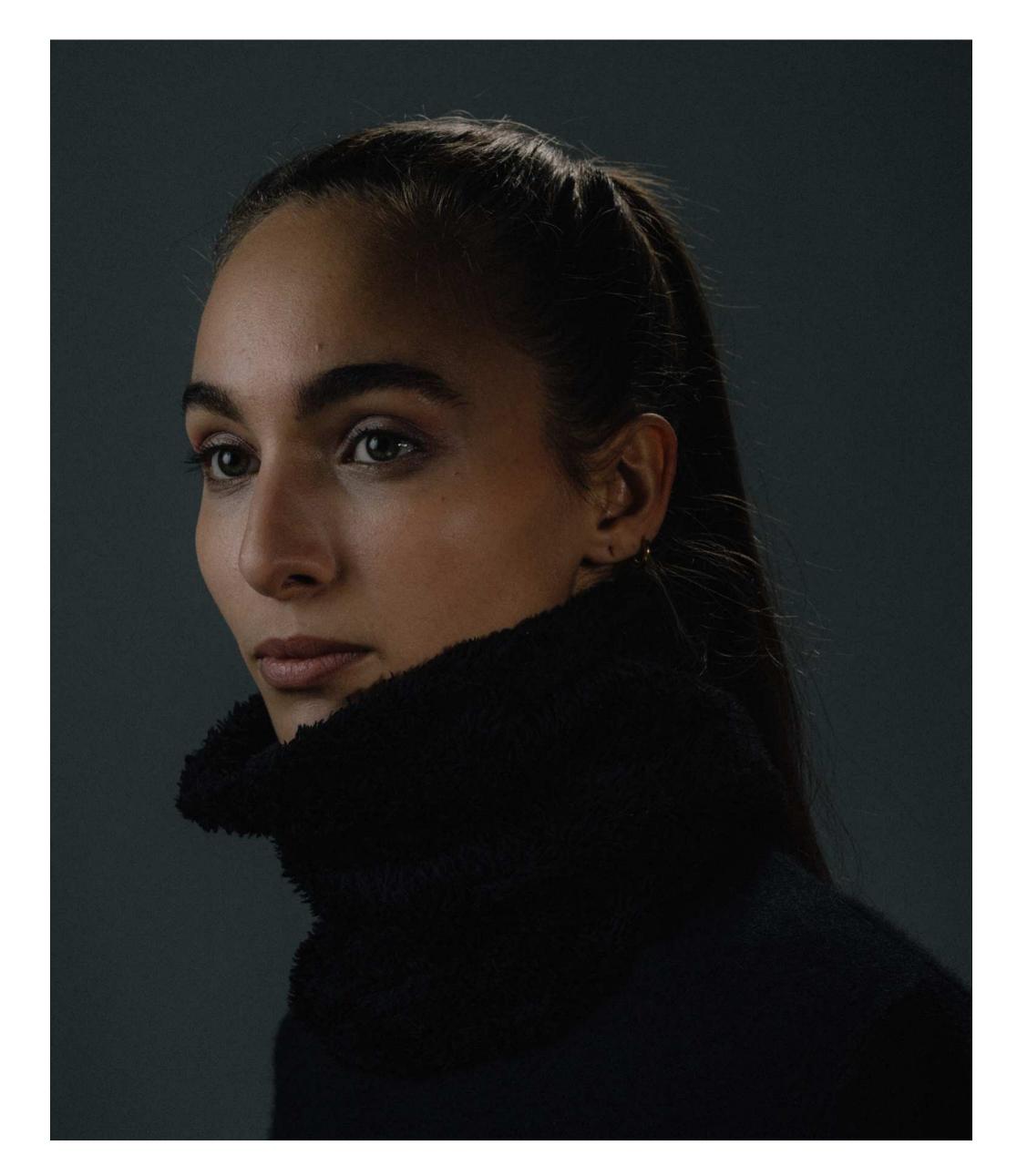


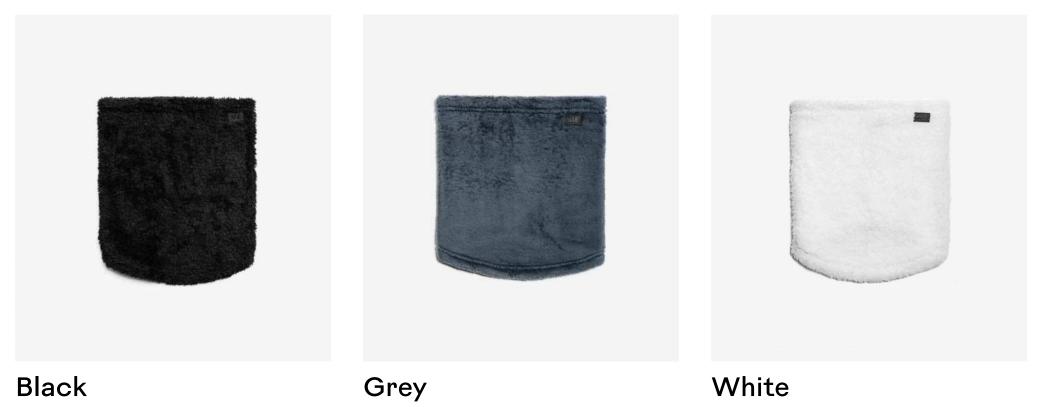
Black

Yellow

Coral

Blue









Outside: 100% Acrylic Inside: 100% Polyester



FleeceMade in Europe

Kaki



Mustard



Light Grey

Beige

Kids Arctic



92% Polyester, 8% Elastan Made in Europe

NECKWEAR

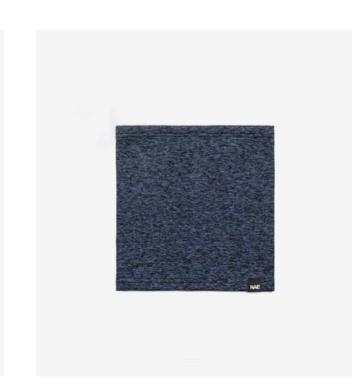
*7*4/101







Grey Mel



Blue Mel



Navy Solid





Material 100% Polyester Fleece

Black

SWITZERLAND +41

HAE

WALLIS 027

HAE SWITZERLAND +41

HAE







Material 100% Polycolon®



Black Grey

The Stormerer



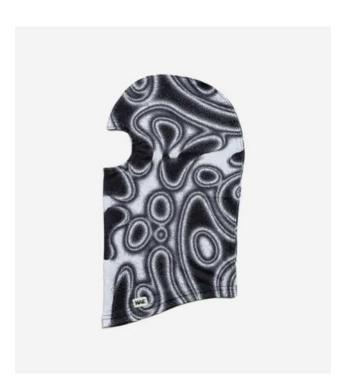
Material 92% PES, 8% Elastan Made in Europe

MASKS

80/101







Black

Blue

Kev



The Escapist



Material 85% Acrylic, 15% Nylon Made in Europe

MASKS

82/101





Light Grey

Rose



84/101

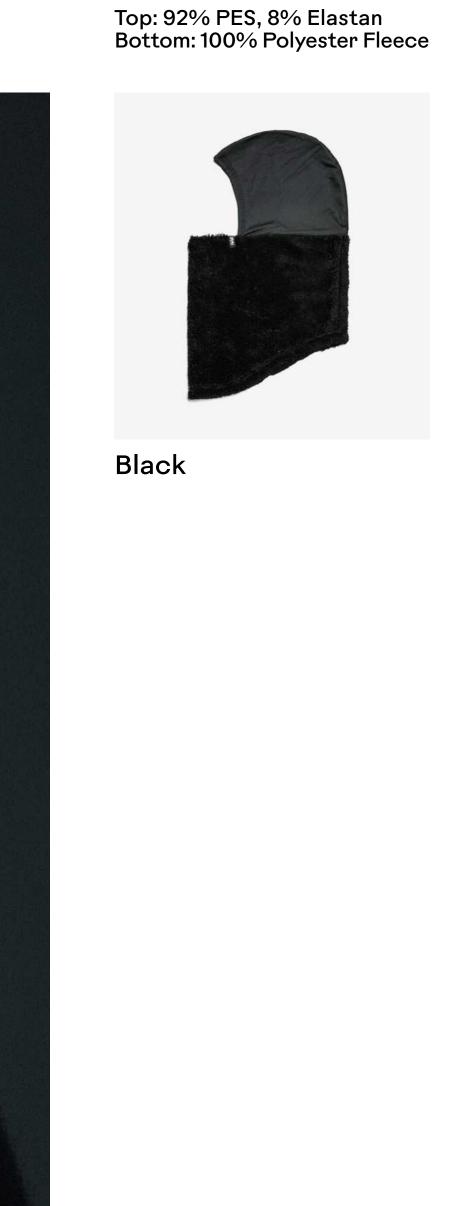




Top: 92% PES, 8% Elastan Bottom: 100% Polyester Fleece

Black

85/101







Black

Blue





Material 92% PES, 8% Elastan

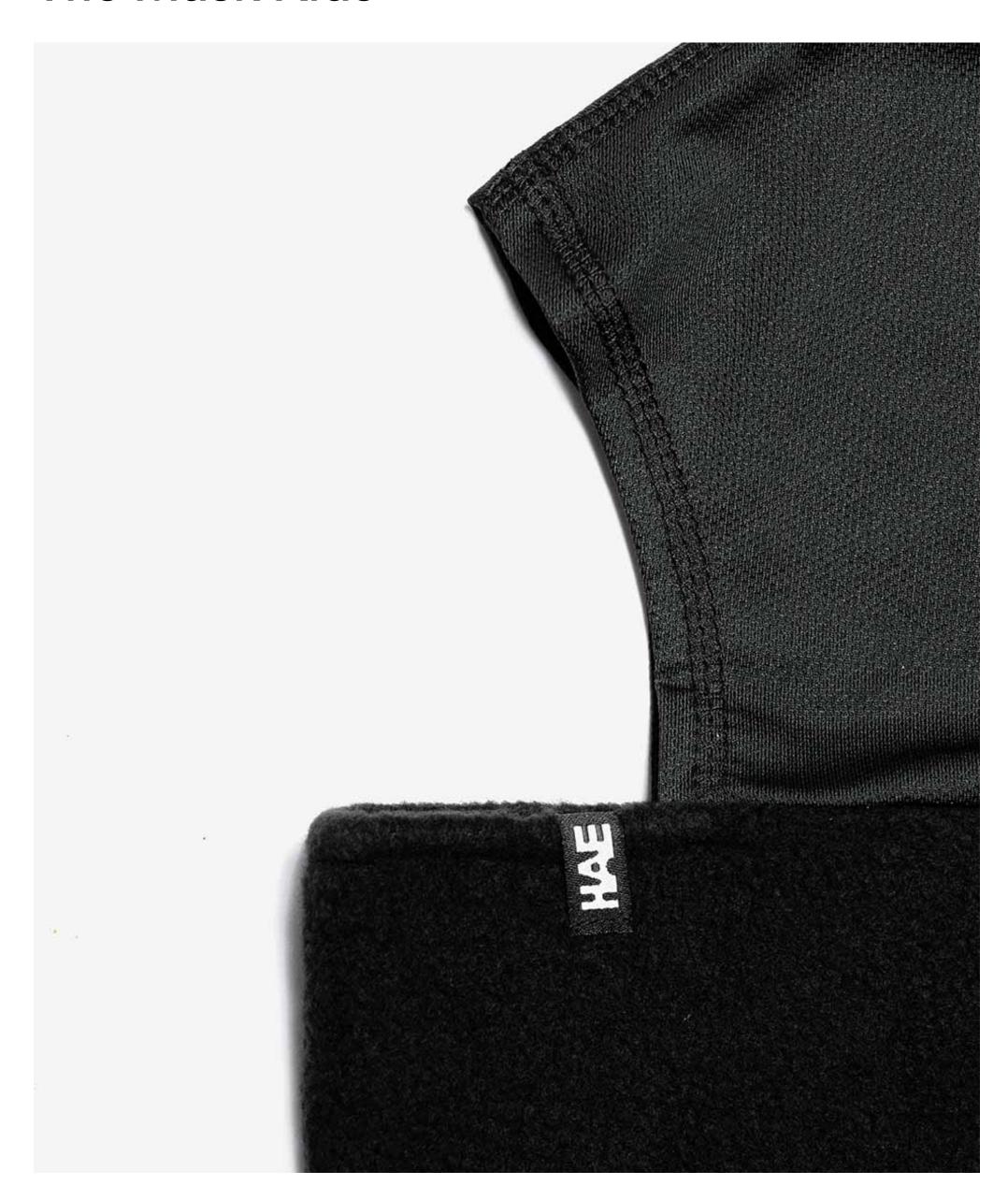




Black

Lila

Kev





Top: 92% PES, 8% Elastan Bottom: 100% Polyester Fleece

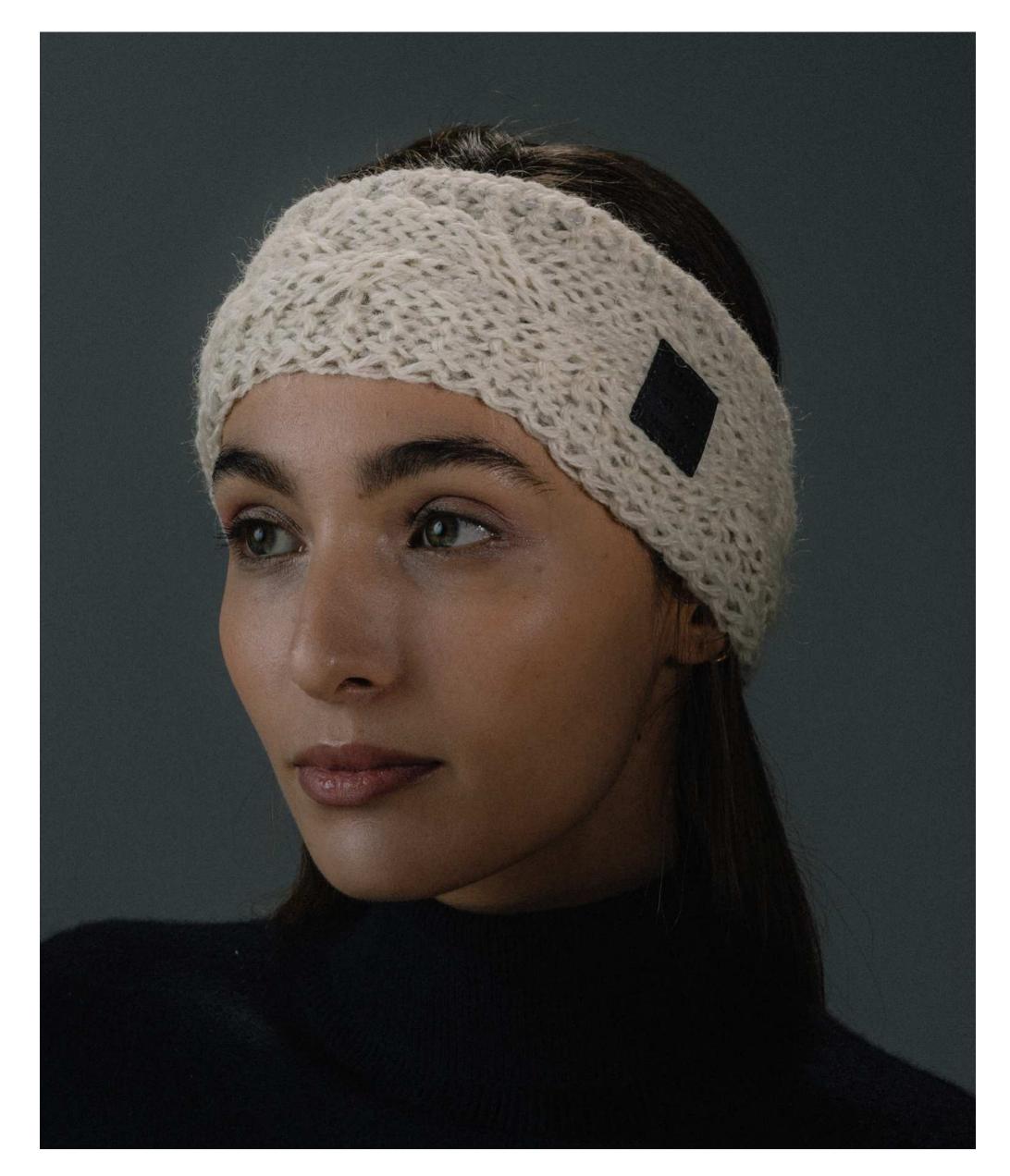
Black



HAE





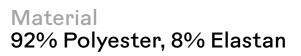




Outside 100% Wool of Valais Blacknose Sheep



Black Nature









Blue Mel

HAE





Navy Solid

Black











Navy



Green

Light Grey Red









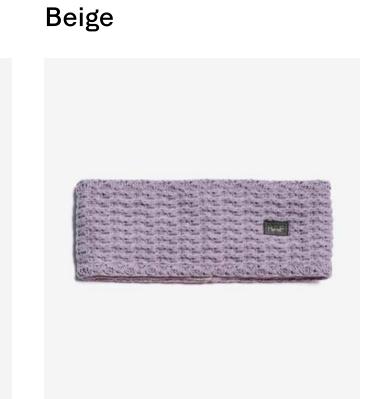


93/102

Black



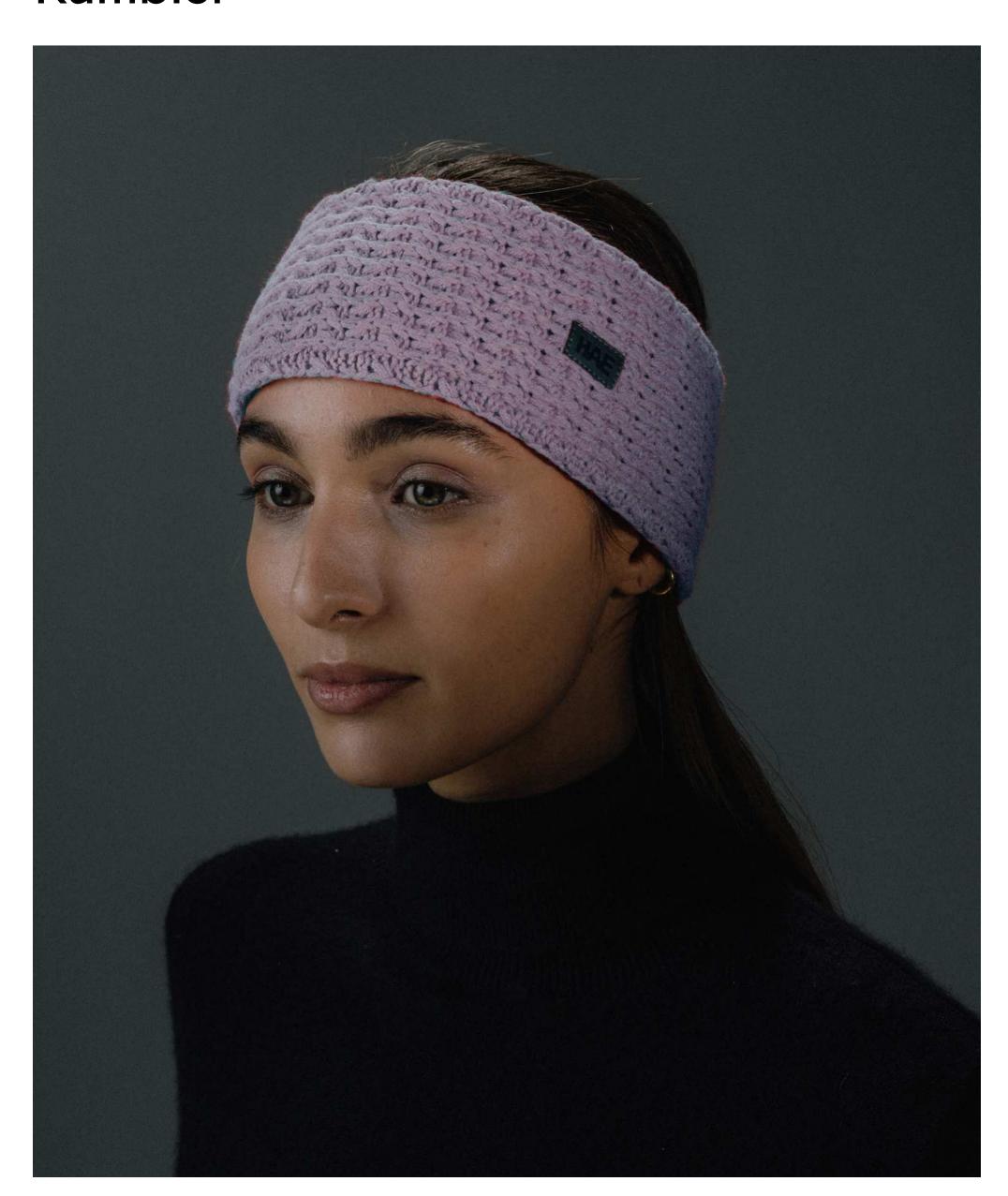
Dark Grey



Blue

Mustard

Violet





Made in Europe

Red Mel















Black

Beige

Green











Blue

Grey

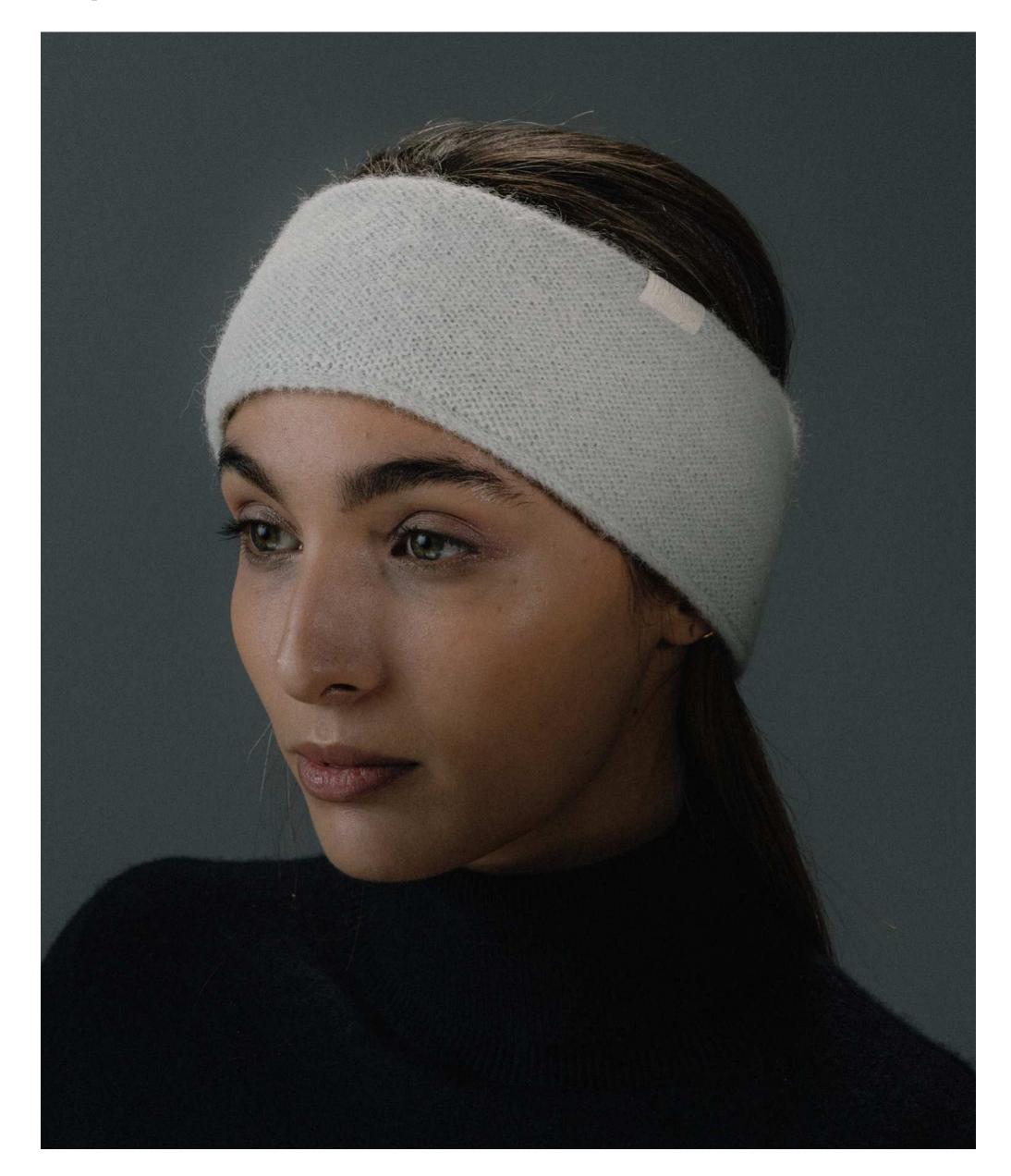
Kaki



Black



.. .







Dark Grey





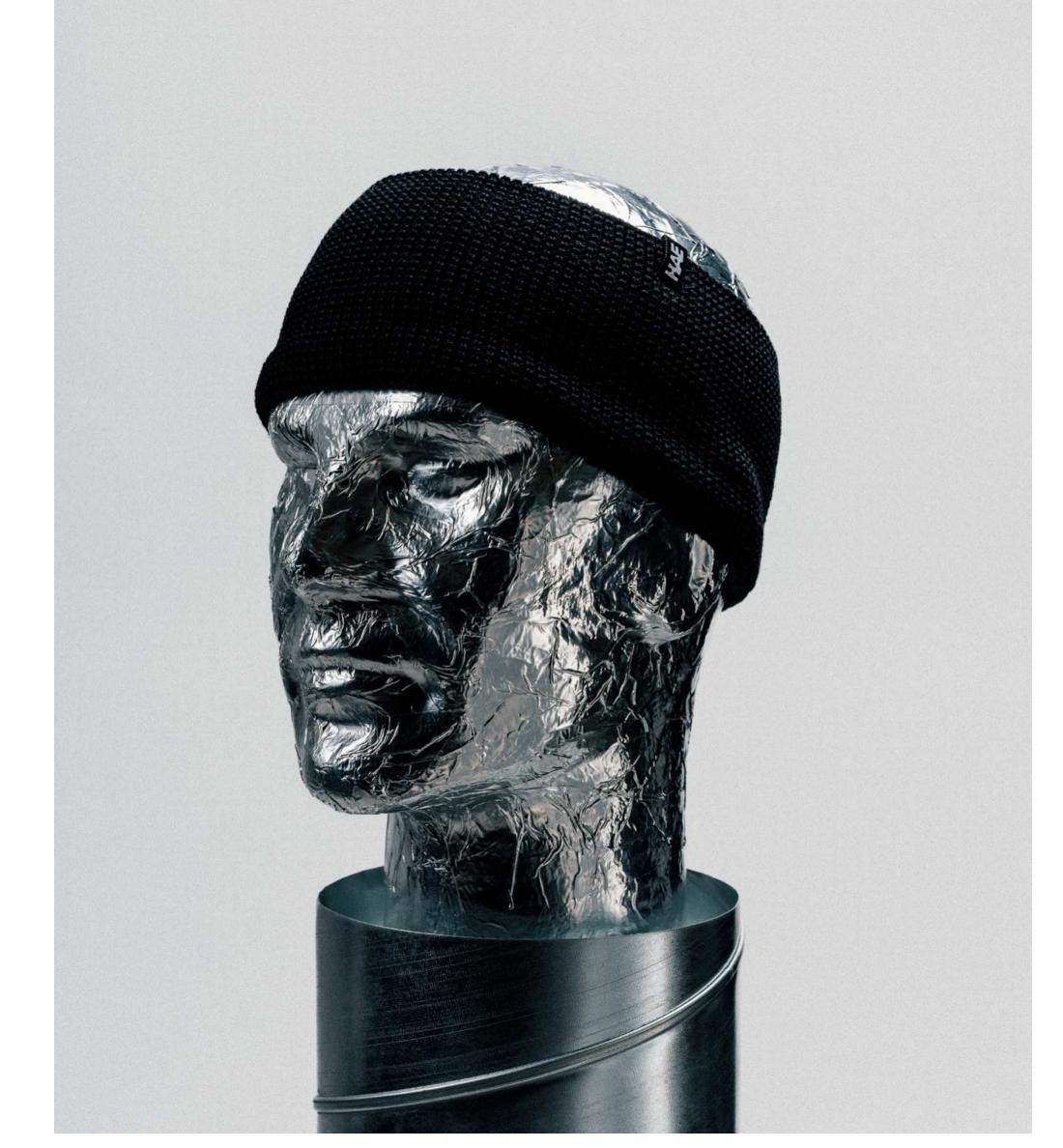


Black

Türkis



Lila









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