

S3

2026

Herschel
Outdoor Equipment™

PLAYBOOK



A person wearing a blue jacket and light blue jeans is pulling a black rolling suitcase. They have a large tan backpack on their back. To their left is a large white duffel bag on a rolling suitcase. To their right is a long black ski bag with "NEW" written on it. In the background, another person is pulling a suitcase, and a pair of skis with "ATOMIC" branding is visible on the floor. The scene is set in an airport terminal with a tiled floor.

STOCKHOLM TO RIKSGRÄNSEN

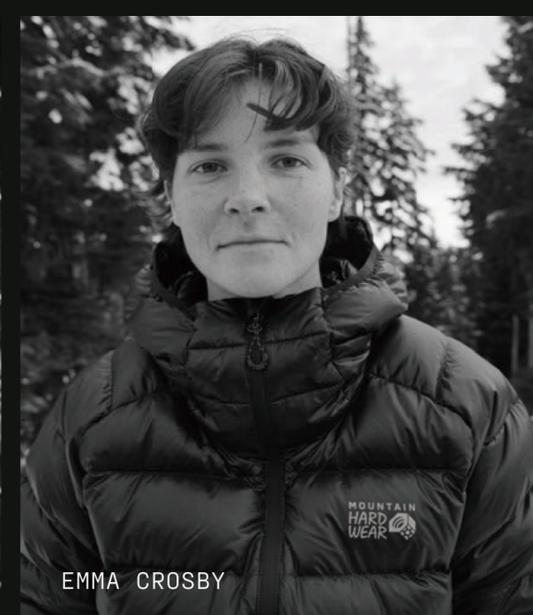




ARTHUR LONGO



JED ANDERSON



EMMA CROSBY

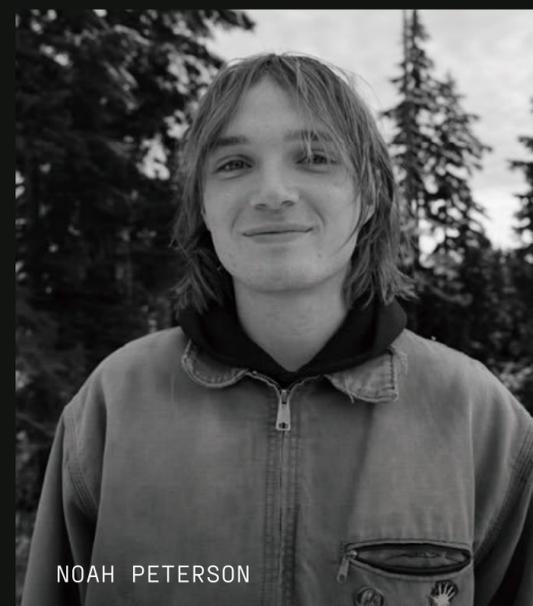
2025

2026

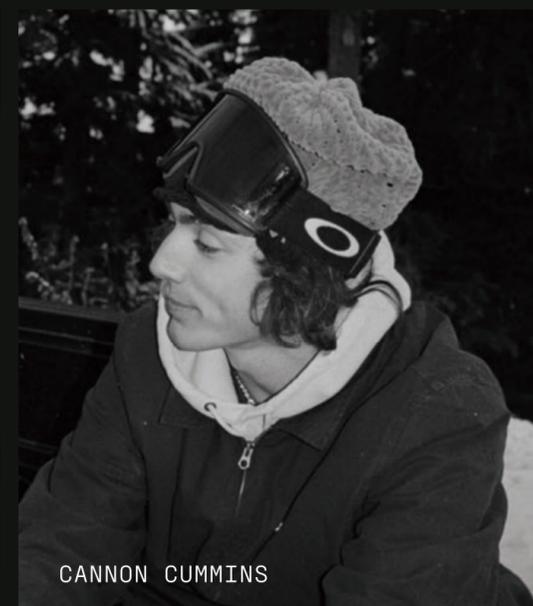
Herschel Outdoor Equipment™

RIDER

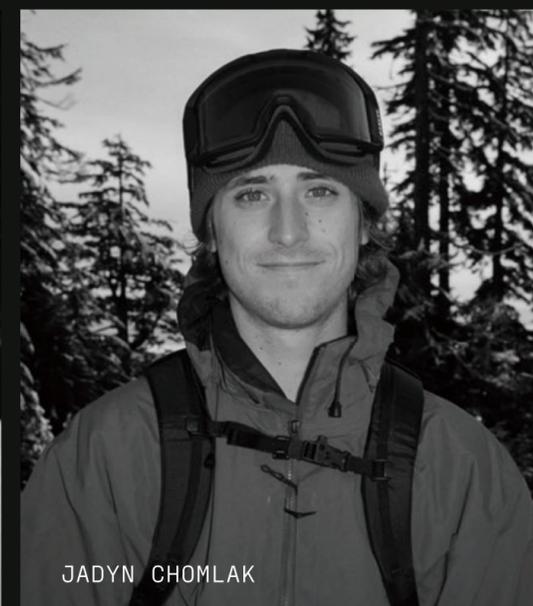
LINE UP



NOAH PETERSON



CANNON CUMMINS



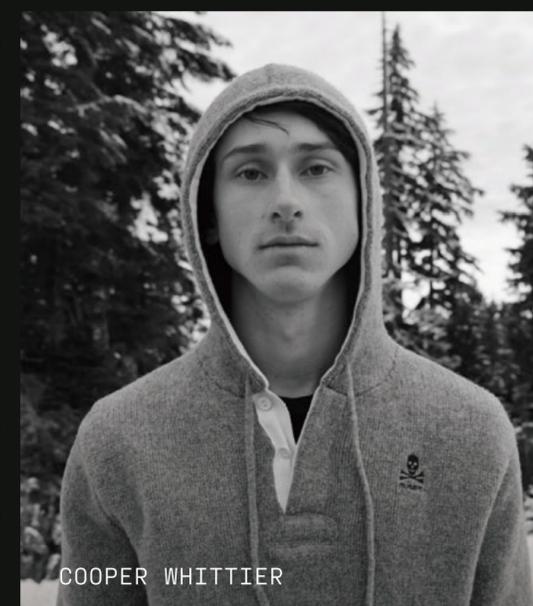
JADYN CHOMLAK



STINE TONESSON



SAVANNAH SHINSKE



COOPER WHITTIER





Herschel Outdoor Equipment™ is our line of performance gear, built with multi-functionality for travel and the outdoors. This season, we partner with Realtree® to introduce two of their iconic camo patterns to our All Season and Snow Roller ranges; APX camo, and Edge Purple Camo. We also introduce new seasonal colorway Brindle, a versatile earth tone exclusive to our Ultralight range.



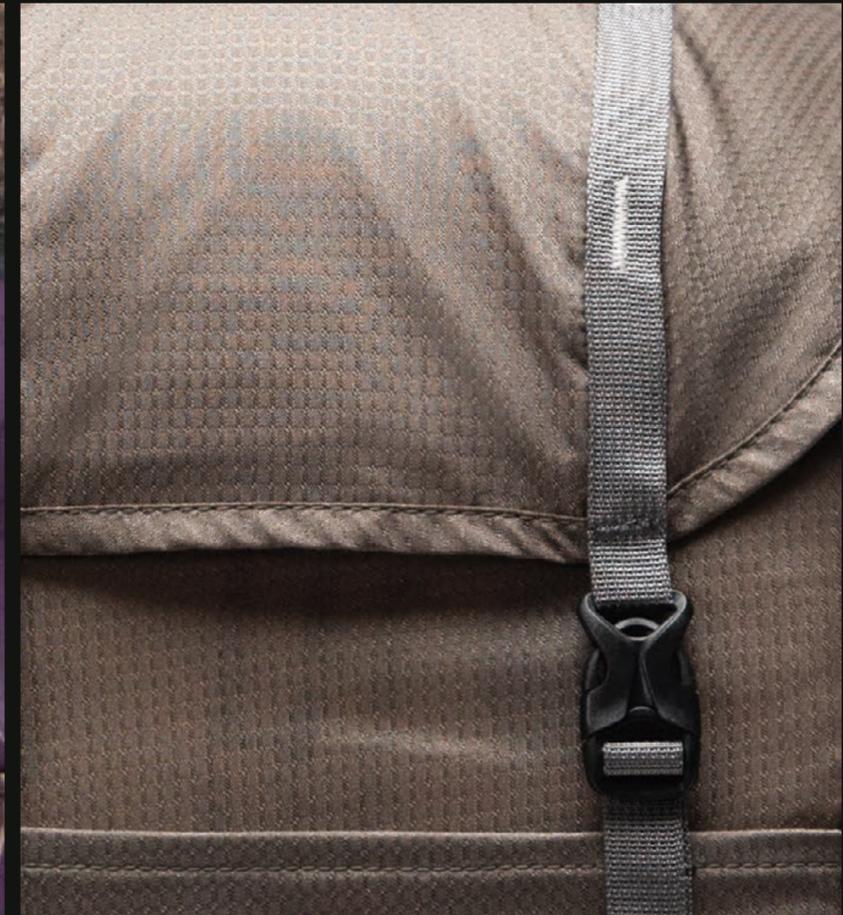




Realtree APX™ Camo



Realtree EDGE® Camo Purple



Brindle



Herschel Outdoor Equipment™



Ultralight Hip Pack 2L
Black
11496-00001-OS



Ultralight Cinch Daypack 14L
Black
11497-00001-OS



Ultralight Backpack 22L
Black
11498-00001-OS



Ultralight Hip Pack 2L
Brindle
11496-01560-OS



Ultralight Cinch Daypack 14L
Brindle
11497-01560-OS



Ultralight Backpack 22L
Brindle
11498-01560-OS

Herschel Outdoor Equipment™



All Season Gear Tote 33L
Black
11499-00001-OS



All Season Gear Tote 63L
Black
11500-00001-OS



All Season Backpack 17L
Black
11501-00001-OS



All Season Backpack 29L
Black
11502-00001-OS



All Season Pro Backpack 36L
Black
11664-00001-OS



All Season Resort Backpack 9-12L
Black
11815-00001-OS



All Season Duffel 41L
Black
11503-00001-OS



All Season Duffel 66L
Black
11504-00001-OS

Herschel Outdoor Equipment™



Realtree® All Season Gear Tote 33L
Realtree APX™ Camo
11773-07175-OS



Realtree® All Season Gear Tote 63L
Realtree APX™ Camo
11774-07175-OS



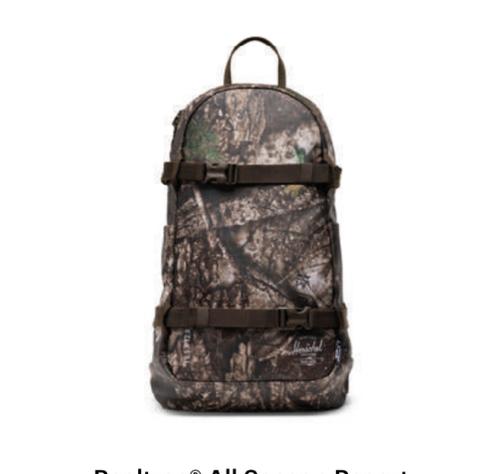
Realtree® All Season Backpack 17L
Realtree APX™ Camo
11775-07175-OS



Realtree® All Season Backpack 29L
Realtree APX™ Camo
11776-07175-OS



Realtree® All Season Pro Backpack 36L
Realtree APX™ Camo
11777-07175-OS



Realtree® All Season Resort Backpack 9-12L
Realtree APX™ Camo
11816-07175-OS



Realtree® All Season Duffel 41L
Realtree APX™ Camo
11778-07175-OS



Realtree® All Season Duffel 66L
Realtree APX™ Camo
11779-07175-OS

Herschel Outdoor Equipment™



Realtree® All Season Gear Tote 33L
Realtree Edge® Camo Purple

11773-07386-OS



Realtree® All Season Gear Tote 63L
Realtree Edge® Camo Purple

11774-07386-OS



Realtree® All Season Backpack 17L
Realtree Edge® Camo Purple

11775-07386-OS



Realtree® All Season Backpack 29L
Realtree Edge® Camo Purple

11776-07386-OS



Realtree® All Season Pro Backpack 36L
Realtree Edge® Camo Purple

11777-07386-OS



Realtree® All Season Resort Backpack 9-12L
Realtree Edge® Camo Purple

11816-07386-OS



Realtree® All Season Duffel 41L
Realtree Edge® Camo Purple

11778-07386-OS

Herschel Outdoor Equipment™



All Season Hybrid Roller Bag Large Carry On Black
40087-00001-OS



All Season Hybrid Roller Bag Large Black
40088-00001-OS



Snow Roller Bag 158cm Black
40097-00001-OS



Snow Roller Bag 168cm Black
40089-00001-OS



Snow Roller Bag 188cm Black
40090-00001-OS



Realtree® All Season Hybrid Roller Bag Large Carry On Realtree APX™ Camo
40113-07175-OS



Realtree® All Season Hybrid Roller Bag Large Realtree APX™ Camo
40114-07175-OS



Realtree® Snow Roller Bag 158cm Realtree APX™ Camo
40115-07175-OS



Realtree® Snow Roller Bag 168cm Realtree APX™ Camo
40116-07175-OS



Realtree® Snow Roller Bag 168cm Realtree Edge® Camo Purple
40116-07386-OS



Realtree® Snow Roller Bag 188cm Realtree APX™ Camo
40117-07175-OS

Key Dates

S3 Order Deadline:
January 15, 2026

S3 Start Ship:
August 15, 2026

S3 In-Store:
September 1, 2026

Off MAPP:
April 1, 2027

Refer to the Order Deadline Schedule and Calendar to ensure product timelines are met when placing orders.



Herschel Outdoor Equipment™



PLAYBOOK

