



The Future Belongs **Outside**



1981-2026



MERRELL



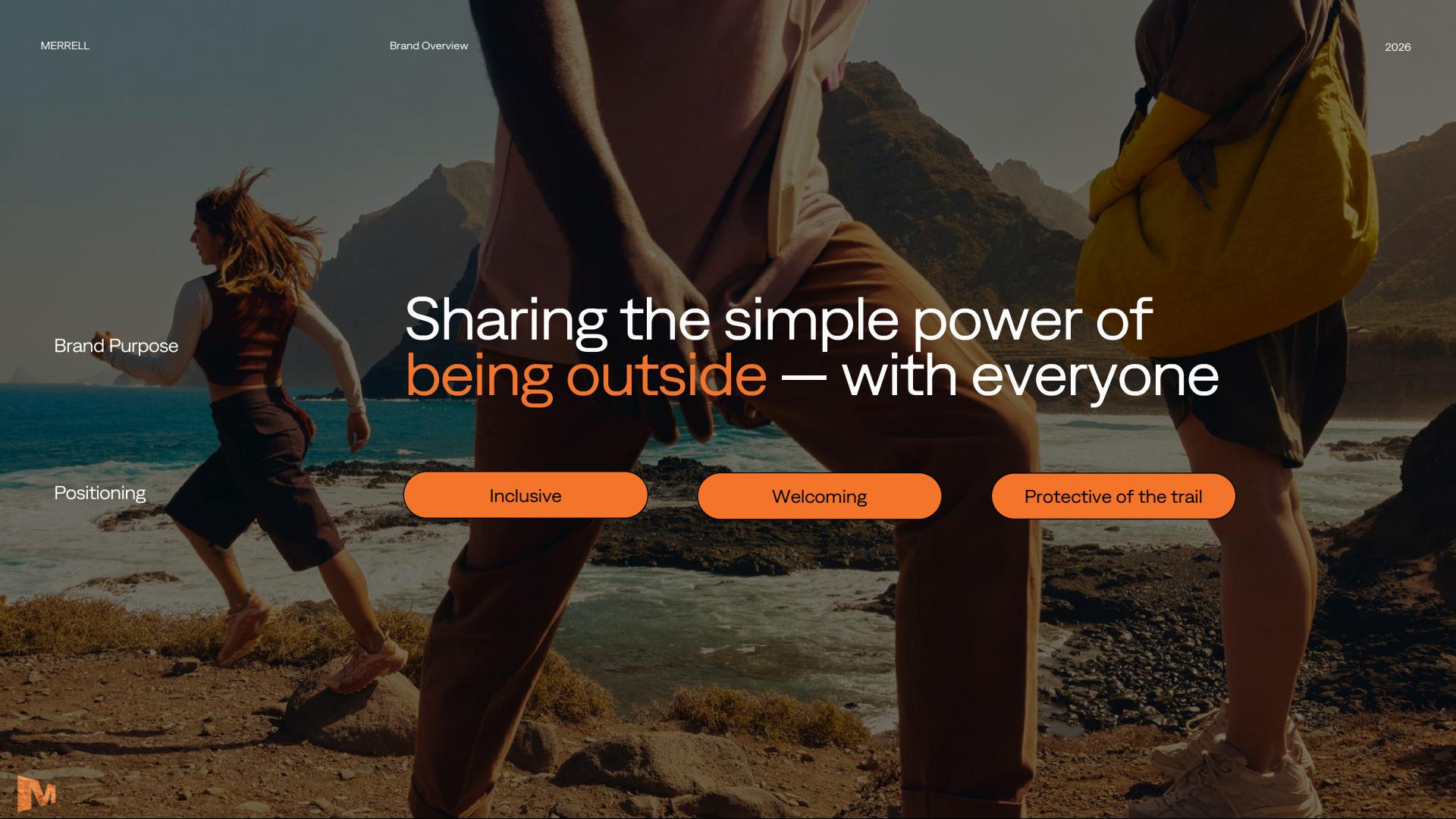


The leading outdoor footwear brand.

Across Hike, Trail Run, and Lifestyle, Merrell equips everyone— from first steps outside to summit and beyond.

Founded in hiking heritage, now curating a line blending performance, trend-right style, and the all-day comfort.



Brand Purpose

Positioning

Sharing the simple power of being outside – with everyone

Inclusive

Welcoming

Protective of the trail



Brand Identity



HIKE

All Outdoor: 'It starts outside'

Merrell Hiking Club

TRAIL

Nothing but the Run

SkyRunner World Series & UTMB

LIFESTYLE

Merrell City Edition (UHG 3.0)

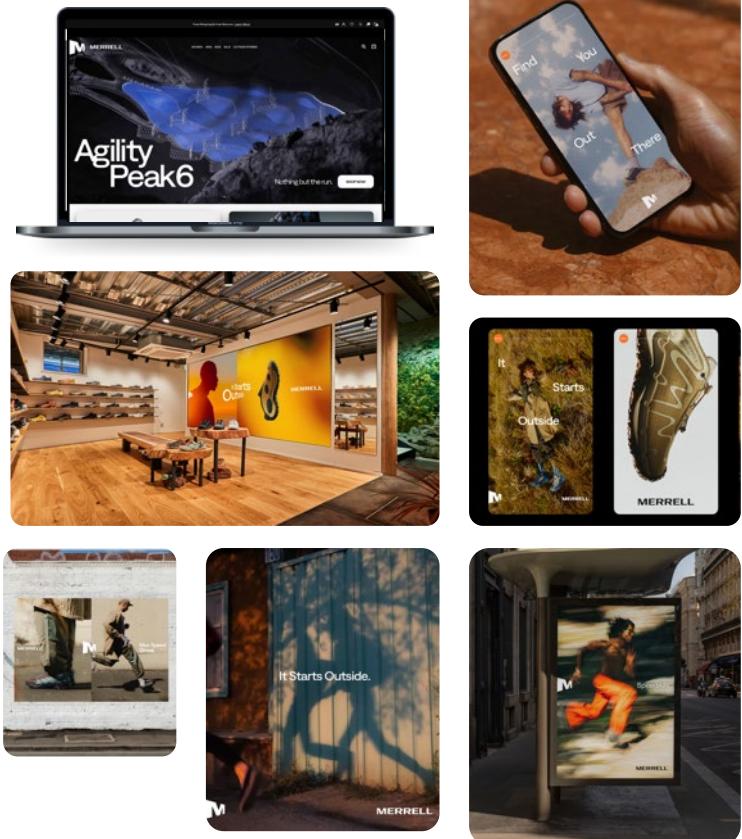
Key City Activations

If we don't know what to use, always decide BRAND CAMPAIGN

IT STARTS OUTSIDE

Brand Identity

Look, sound, feel the same everywhere





Product Awards

30
awards won in 2024

20
awards won in 2025 to date

ISPO
AWARD
2024
WINNER



Mountaineering/Hiking/Climbing



Outdoor/On-The-Go
Training



Hiking Sneaker



Outside



Best for Hiking



Trail Running/Speedy
Scrambles



Best for Trail Running





2025

Since 1982 Gramicci has been making functional clothing for life in the great outdoors. What started out in a garage in Ventura, California has traveled to the streets of Tokyo and beyond.

Collab Partners



2026

Founded in 2014, Sandy Liang is an NYC based womenswear brand based on feelings around nostalgia.



Dime

Founded in 2005, Dime MTL has evolved into a globally recognized brand known for creativity, and craftsmanship. The brand is recognized for its blend of skate culture with Streetwear



snow peak
outdoor lifestyle creator since 1958

Snow Peak, Inc. is a Japanese manufacturer of highend camping and hiking equipment. Founded in 1958, the company has a rich history of innovation and craftsmanship



SWEATY BETTY

Sweaty Betty is a global activewear and lifestyle brand for women, founded in 1998. The brand has grown from a small London boutique to an international presence

2026 Calendar



Sustainability

Organizations & Partnerships



Non-profit support



Our aim is to provide funding for charities and non-profit organisation that have projects and initiatives that make the trail more inclusive and/or protect the trail environment.

We mainly want to engage and actively encourage those who may find it difficult to get outside into nature or for those who want to protect and preserve green spaces, so the next generation can enjoy the outdoors as much as we do and beyond!

Highlights from Impact Report 2024

- PFAS ban in all products
- SDEX 3.0
- Restricted substance program
- Chemicals management
- GHG Protocol for Scope 1 & Scope 2
- 100% FSC certified suppliers for boxes
- 100% post-consumer recycled Kraft paper shoeboxes
- All shoe boxes use soy or water based inks



Hike

Performance

Consumer Need

Flashdance. A colorway collection story inspired by the neon climbing shoe of the early 1990s.

Product Lineup

- MTL SpeedARC Peak
- MTL Skyfire 2 Matryx
- MTL Long Sky 2 Matryx
- MTL Adapt Matryx
- Agility Peak 6 Boa
- Agility Peak 6
- ProMorph
- Antora 4
- Moab 3 Vista
- Spring Anthem
- Hut Moc 2

Retailer Hook

For 45 years, Merrell has challenged convention – inventing technologies before athletic giants, creating category-defining icons, and blending performance, design, and cultural crossover (Jungle Moc, Moab, Trail Glove, SpeedARC). This anniversary is proof that innovation and boldness are in Merrell's DNA.



45th Anniversary (All)



Key Attributes

- SpeedARC™ midsole
- FlexPlate™
- FloatPro™
- Vibram® TC5+

Reasons to Believe:

- SpeedARC™ midsole system returns 92% more energy than leading hiking boots, propelling you forward with every step.
- Vibram® MegaGrip outsole trusted on wet, dry, and technical terrain.
- Dual-density FloatPro™ foam + FlexPlate™ give you both propulsion and stability designed for fast-moving hikers.
- Breathable mesh and TPU upper keeps weight down and airflow up.
- Award-winning innovation, recognized by ISPO and TIME as one of the best inventions in footwear (SpeedARC Surge BOA)

Review Rating:

4.6, merrell.com

"An extremely comfortable shoe. I power walk in them daily they almost walk themselves. The energy distribution in the sole of the shoe is apparent.."

SpeedARC Matis

(Hike)



SpeedARC Matis LTR WP

MEN



BLACK
J 0 0 0 0 5 5 3 4



LODEN
J 0 0 0 0 5 5 3 7

WOMEN



CHALK
J 0 0 0 0 5 5 4 0



MUTED SAGE
J 0 0 0 0 5 5 4 2

SpeedARC Matis GTX

MEN



BLACK/BELUGA
J 0 0 0 0 5 5 2 8



WHITE/SAGE
J 0 0 0 0 3 5 4 5

WOMEN



BURLAP
J 0 0 0 0 3 5 4 4



MUTED SAGE
J 0 0 0 0 5 5 2 6

(Athletic Hike)

Key Attributes

- FlexPlate™
- FloatPro™
- Vibram® TC5+

Reasons to Believe:

- Lightweight FlexPlate™ provides torsional stability and agility, so you stay supported on steep, uneven terrain.
- Exclusive FloatPro™ foam midsole offers responsive comfort and rebound that lasts.
- Vibram® TC5+ outsole with redesigned lugs grips and sheds debris efficiently to keep your traction clean and consistent.
- Engineered mesh and TPU upper balances breathability and durability.
- Protective synthetic heel and toe caps shield against impact on the trail.

Review Rating:

4.5, merrell.com

"Best traction, stability and fit of any trail shoe I have ever worn."

Moab Speed 2 (Hike)



Lightweight technical hiker for
next-gen trailblazers.

Moab Speed 2 GTX

MEN

ASPHALT
J 037515



BLACK
J 037513 / W



BLACK/MOON
J 500453



CAIRN
J 038325



DIORITE/EMBER
J 00005347



TALUS/EMBER
J 00005806

WOMEN

BASALT/VERMILL
J 00005349



BLACK
J 037838



CHARCOAL
J 037840



MUTED SAGE
J 00005350



VERMILLION
J 00005810

Moab Speed 2 MID GTX

MEN



ASPHALT
J 037503



BLACK
J 037501



DIORITE/EMBER
J 00005351

WOMEN



BLACK
J 037826



MUTED/SAGE
J 00005354



VERMILLION
J 00005353

(Athletic Hike)

Moab Speed 2 LTR WP

MEN



MOLE
J 0 3 8 0 4 5



OLIVE
J 0 3 7 7 8 7

WOMEN



MAPLE
J 0 0 0 0 5 3 3 0

Moab Speed 2 LTR MID WP

MEN

**MOLE**

J 0 3 8 0 4 1

WOMEN

**MAPLE**

J 0 0 0 0 5 3 3 2

Key Attributes

- Super Rebound midsole
- Vibram® TC5+
- Merrell Air Cushion

Reasons to Believe:

- Super Rebound Compound midsole absorbs shock and smooths your stride, reducing fatigue across long hikes.
- Vibram® TC5+ outsole, formulated exclusively for Merrell, grips across dirt, rock, and trail without slipping.
- Merrell Air Cushion in the heel provides proven stability and impact protection.
- Protective toe and heel caps shield from rugged trail debris.
- Suede leather and mesh upper delivers durability with breathable comfort.

Review Rating:

4.7, merrell.com

"My first pair of Moabs. I have been depriving myself of extreme comfort and function for too long. Love this product.."

Moab 3 (Hike)



(Hike)

Moab 3 GTX

MEN



BELUGA
J 036263/W



BLACK/GREY
J 036253



LODEN
J 00005397



OLIVE
J 035801/W



OLIVE GUM
J 036255



TALUS/EMBER
J 00005398

WOMEN



BLACK
J 036320



CEMENT
J 00005403



OLIVE
J 036322



OLIVINE
J 00005400



SEDONA SAGE
J 036318

(Hike)

Moab 3 Mid GTX

MEN



BELUGA
J 035785



BLACK/GREY
J 036243



LODEN
J 00005414



OLIVE
J 035791



PECAN
J 035793



TALUS/EMBER
J 00005415

WOMEN



BLACK/GREY
J 036308



CEMENT
J 00005418



OLIVINE
J 00005416



SEDONA/SAGE
J 036306

(Hike)

Moab 3 Syn GTX

MEN



INCENSE/INCENS
J 500433



TRIPLE BLACK
J 500239

WOMEN



BLACK/GREY
J 036308



CEMENT
J 00005418

(Hike)

Moab 3 Syn Mid GTX

MEN

**BLACK**

J 5 0 0 2 4 9

WOMEN

**BLACK**

J 5 0 0 4 2 4

Key Attributes

- Recycled Materials
- Lightweight EVA Midsole
- Sticky Rubber Outsole

Reasons to Believe:

- Packed with 100% recycled materials from the laces and webbing to the mesh lining and footbed cover
- Sticky rubber outsole with durable traction that grips when and where you need it
- Lightweight EVA foam midsole for stability and comfort
- 2 Versions, breathable mesh and waterproof with GORE-TEX

Review Rating:

4.7, merrell.com

"These are some of the most comfortable shoes I have owned. They felt great from day one and have required almost no break-in".

Speed Strike 2 (Hike)



Delivering a faster,
more athletic style.

Speed Strike 2 GTX

MEN

**BELUGA**

J 0 0 0 0 4 9 3 4

**BLACK**

J 0 3 7 8 2 5

**OLIVE**

J 0 3 7 8 2 7

**ROCK**

J 0 3 7 8 2 9

WOMEN

**BELIZE**

J 0 0 0 0 4 9 3 7

**BLACK**

J 0 3 8 2 6 6

**MONUMENT**

J 0 3 8 2 6 8

Speed Strike 2 MID GTX

MEN



BELUGA
J 0 0 0 0 4 9 2 5



BLACK
J 0 3 7 8 1 7



OLIVE
J 0 3 7 8 1 9

WOMEN



BLACK
J 0 3 8 2 5 8



MONUMENT
J 0 3 8 2 6 0

Speed Strike 2 MID LTR

MEN



BLACK
J 0 3 8 0 7 1



MOLE
J 0 3 8 0 7 3



NAVY
J 0 0 0 0 5 4 7 4

WOMEN



BLACK
J 0 3 8 5 2 2



LATTE
J 0 3 8 5 2 4



MOLE
J 0 0 0 0 5 7 8 0

Siren 4 Boot WP

MEN

WOMEN



ARBOR
J 0 0 0 0 5 3 2 8



BLACK
J 0 0 0 0 5 3 2 6

(Womens hike)

Agility Peak 6 BOA

MEN



FLASHDANCE
J 0 0 0 0 5 5 7 0



MOUNTAIN
J 0 0 0 0 5 5 6 9

WOMEN



EGGSHELL
J 0 0 0 0 5 1 3 6



FLASHDANCE
J 0 0 0 0 5 5 7 1

Agility Peak 6 GTX

MEN



BLACK
J 0 0 0 0 3 2 7 2



RIDGEWAY
J 0 0 0 0 3 2 7 4



BELUGA
J 0 0 0 0 5 5 6 2



MOUNTAIN
J 0 0 0 0 5 5 6 3

WOMEN



ALMOND
J 0 0 0 0 3 2 7 7



LOST LILAC
J 0 0 0 0 3 2 7 8



DIORITE
J 0 0 0 0 5 8 1 8

Agility Trail GTX

MEN

**BELUGA**

J 0 0 0 0 5 8 8 7

TRIPLE BLACK

J 0 0 0 0 5 8 2 0

WOMEN

**TRIPLE BLACK**

J 0 0 0 0 5 8 2 1

Agility Trail WP

MEN



BLACK
J 0 0 0 0 3 3 2 2



COAL
J 0 0 0 0 5 6 1 8

WOMEN



LOST LILAC
J 0 0 0 0 3 3 2 8



TALUS
J 0 0 0 0 5 8 2 5

ProMorph

MEN



BELUGA
J 0 0 0 0 5 1 1 1



EMBER
J 0 0 0 0 5 5 4 7



FLASHDANCE
J 0 0 0 0 5 5 4 8



TALUS
J 0 0 0 0 5 8 2 6

WOMEN



EDGECOMB
J 0 0 0 0 5 5 5 0



FLASHDANCE
J 0 0 0 0 5 5 5 1



LIGHT OLIVE
J 0 0 0 0 5 8 2 7



WHITE/SPEARMINT
J 0 0 0 0 3 4 8 3



OPULENT
J 0 0 0 0 5 8 2 8

Antora 4 / WP

NON - WP



AQUA
J 0 0 0 0 3 4 5 3



FLASHDANCE
J 0 0 0 0 5 4 5 9

WP



BLACK/GRAPHITE
J 0 6 8 4 4 2



MUTED SAGE
J 0 0 0 0 5 8 1 2



TALUS
J 0 0 0 0 5 4 5 3

Nova 4 / WP

NON - WP



BASALT
J 0 0 0 0 5 8 4 3



TALUS
J 0 0 0 0 5 5 1 5

WP



BLACK
J 0 6 8 3 9 5



COMET
J 0 0 0 0 3 4 7 9



EARTHEN
J 0 0 0 0 5 5 1 9

Vapor Glove 7 LTR

MEN



BLACK
J 0 0 0 0 3 3 2 9



EARTHEN
J 0 0 0 0 5 5 3 8



PALE IVY
J 0 0 0 0 3 3 3 1



RATTAN
J 0 0 0 0 3 3 3 0

WOMEN



BLACK
J 0 0 0 0 3 3 3 2



LATTE
J 0 0 0 0 5 5 4 3



PEONY
J 0 0 0 0 3 3 3 3

Lifestyle

Relay Fly Vent SE

MEN



BLACK
J 0 0 0 0 4 9 4 8



NAVY
J 0 0 0 0 5 2 5 0



TALUS
J 0 0 0 0 5 2 4 9



WOMEN



BLACK
J 0 0 0 0 3 4 3 4



FIRETAIL
J 0 0 0 0 5 2 4 3



TOBACCO
J 0 0 0 0 5 2 4 2



(Winter Hike)

Marquette Thermo Lace WP

MEN

WOMEN



BLACK
J 0 0 7 0 5 6



TAN
J 0 0 7 0 5 8

(Winter Hike)

Marquette Thermo Tall Zip WP

MEN

WOMEN



BLACK
J 007072



TAN
J 007074

Sugarloaf Mid Lace Cozy WP

MEN

WOMEN



BLACK
J 0 0 0 0 5 1 4 8



DARK MOSS
J 0 0 0 0 5 1 4 9



MAPLE
J 0 0 0 0 5 1 5 0



Sugarloaf Pull On WP

MEN

WOMEN



BLACK
J 0 0 0 0 5 2 5 1



COFFEE
J 0 0 0 0 5 2 5 3



TOBACCO
J 0 0 0 0 5 2 5 2

Wrapt

MEN



BLACK/BLACK

J 0 3 7 7 5 3



LODEN

J 0 0 0 0 5 1 5 1



MAPLE

J 0 0 0 0 5 1 5 2

WOMEN



BLACK/BLACK

J 0 3 7 7 5 4



ROSEWOOD

J 0 0 0 0 5 1 5 4

Wrapt Mid WP

MEN



BELUGA

J 0 0 0 0 5 1 5 9



COFFEE

J 0 0 0 0 5 1 5 8



MOLE

J 0 0 7 1 0 7

WOMEN



ANGELITE

J 0 0 8 6 4 4



MAPLE

J 0 0 0 0 5 1 6 3



TOBACCO

J 5 0 0 7 6 6 2

Wrapt Sneaker

MEN



BLACK
J 0 0 0 0 3 6 6 8



BLACK/BELUGA
J 0 0 0 0 5 1 6 6

WOMEN



GLEAM
J 0 0 0 0 5 1 6 8



TOBACCO
J 0 0 0 0 5 1 6 9

8

Winter

Performance

(Winter Hike)

Moab Speed 2 Thermo MID WP

MEN



TRIPLE BLACK

J 068305

WOMEN



BLACK

J 038188

(Winter Hike)

Speed Strike 2 LTR THRM MID WP

MEN



BLACK
J 0 6 6 0 5 1



CABIN
J 0 0 0 0 5 4 8 1

WOMEN



CABIN
J 0 0 0 0 5 4 7 8



HAZEL
J 0 3 8 9 9 0

Speed Strike 2 Thermo MID WP

MEN



BLACK
J 0 3 7 7 6 7



THUNDER
J 0 0 0 0 5 4 4 7

WOMEN



BLACK
J 0 3 8 1 9 2



OLIVINE
J 0 0 0 0 5 4 4 8

Moab 3 Syn ICE MID

MEN



BLACK
J 0 0 0 0 5 4 2 9 W



TALUS
J 0 0 0 0 5 4 3 1 W



BLACK
J 0 0 0 0 5 4 3 3 W



TALUS
J 0 0 0 0 5 4 3 5 W



Moab FST 3 Thermo Mid WP

(Winter Hike)



MEN

**BLACK**

J 036413

WOMEN

**BLACK**

J 036466

Siren 4 Thermo Lace WP

MEN

WOMEN



BLACK
J 0 0 0 0 5 3 2 3



LATTE
J 0 0 0 0 5 3 2 4



TOBACCO
J 0 0 0 0 5 3 2 5

(Womens Winter Hike)

Thermo Chill 2 MID WP

MEN



BLACK
J 0 3 8 2 9 9



EARTHEN
J 0 0 0 0 5 5 6 4

WOMEN



BLACK
J 0 3 8 7 6 8



TOBACCO
J 0 0 0 0 5 5 6 7

Thermo Snow Grip Mid WP

(Winter Hike)



MEN



BLACK

J 0 3 8 2 8 7

WOMEN



BLACK

J 0 3 8 7 5 4



PECAN

J 0 0 0 0 5 5 4 4

Thermo Kiruna 2 Tall WP

MEN

**BOULDER**

J 037231

WOMEN

**BLACK**

J 037464



Thank You!

