



The Future Belongs Outside



MERRELL

Fall | Winter
2026



1981-2026



MERRELL





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

Sharing the simple power of **being outside** — with everyone

Positioning

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)

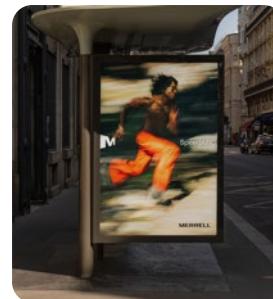
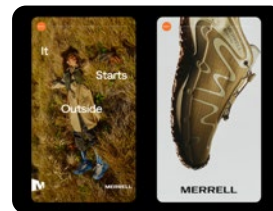
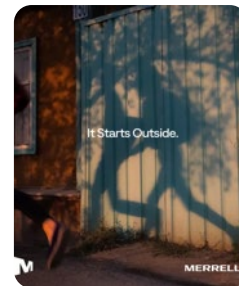
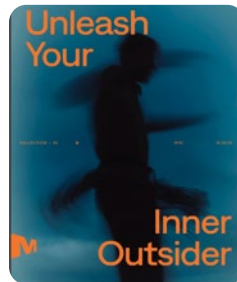
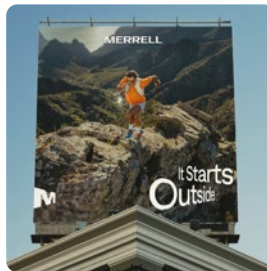
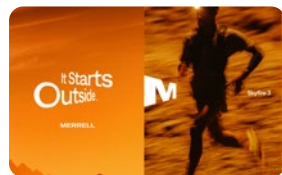
Key City Activations

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



Mountaineering/Hiking/Climbing



Outdoor/On-The-Go Training



Hiking Sneaker



Best for Hiking

Outside



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.



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

Collab Partners

2026

SANDY LIANG

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



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

**OUTDOOR
INDUSTRY
ASSOCIATION**



ecovadis



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)



(Athletic Hike)

SpeedARC Matis LTR WP

MEN

**BLACK**

J00005534

**LODEN**

J00005537

WOMEN

**CHALK**

J00005540

**MUTED SAGE**

J00005542

(Athletic Hike)

SpeedARC Matis GTX

MEN

**BLACK/BELUGA**

J00005528

**WHITE/SAGE**

J00003545

WOMEN

**BURLAP**

J00003544

**MUTED SAGE**

J00005526

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.



(Athletic Hike)

Moab Speed 2 GTX

MEN

**ASPHALT**

J037515

**BLACK**

J037513/W

**BLACK/MOON**

J500453

**CAIRN**

J038325

**DIORITE/EMBER**

J00005347

**TALUS/EMBER**

J00005806



WOMEN

**BASALT/VERMILLION**

J00005349

**BLACK**

J037838

**CHARCOAL**

J037840

**MUTED SAGE**

J00005350

**VERMILLION**

J00005810

(Athletic Hike)

Moab Speed 2 MID GTX

MEN



ASPHALT
J037503



BLACK
J037501



DIORITE/EMBER
J00005351

WOMEN



BLACK
J037826



MUTED/SAGE
J00005354



VERMILLION
J00005353

(Athletic Hike)

Moab Speed 2 LTR WP

MEN



MOLE
J038045



OLIVE
J037787

WOMEN



MAPLE
J00005330

(Athletic Hike)

Moab Speed 2 LTR MID WP

MEN



MOLE

J038041

WOMEN



MAPLE

J00005332

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)



The most comfortable and
trusted hiker in the world.

(Hike)

Moab 3 GTX

MEN



BELUGA
J036263/W



BLACK/GREY
J036253



LODEN
J00005397



OLIVE
J035801/W



OLIVE GUM
J036255



TALUS/EMBER
J00005398

WOMEN



BLACK
J036320



CEMENT
J00005403



OLIVE
J036322



OLIVINE
J00005400



SEDONA SAGE
J036318

(Hike)

Moab 3 Mid GTX

MEN

**BELUGA**

J035785

**BLACK/GREY**

J036243

**LODÉN**

J00005414

**OLIVE**

J035791

**PECAN**

J035793

**TALUS/EMBER**

J00005415

WOMEN

**BLACK/GREY**

J036308

**CEMENT**

J00005418

**OLIVINE**

J00005416

**SEDONA/SAGE**

J036306

(Hike)

Moab 3 Syn GTX

MEN

**INCENSE/INCENSE**

J500433

**TRIPLE BLACK**

J500239

WOMEN

**BLACK/GREY**

J036308

**CEMENT**

J00005418

(Hike)

Moab 3 Syn Mid GTX

MEN

**BLACK**

J500249

WOMEN

**BLACK**

J500424

Key Attributes

- Recycled Materials
- Lightweight EVA Midsole
- Sticky Rubber Outsole

Reasons to Believe:

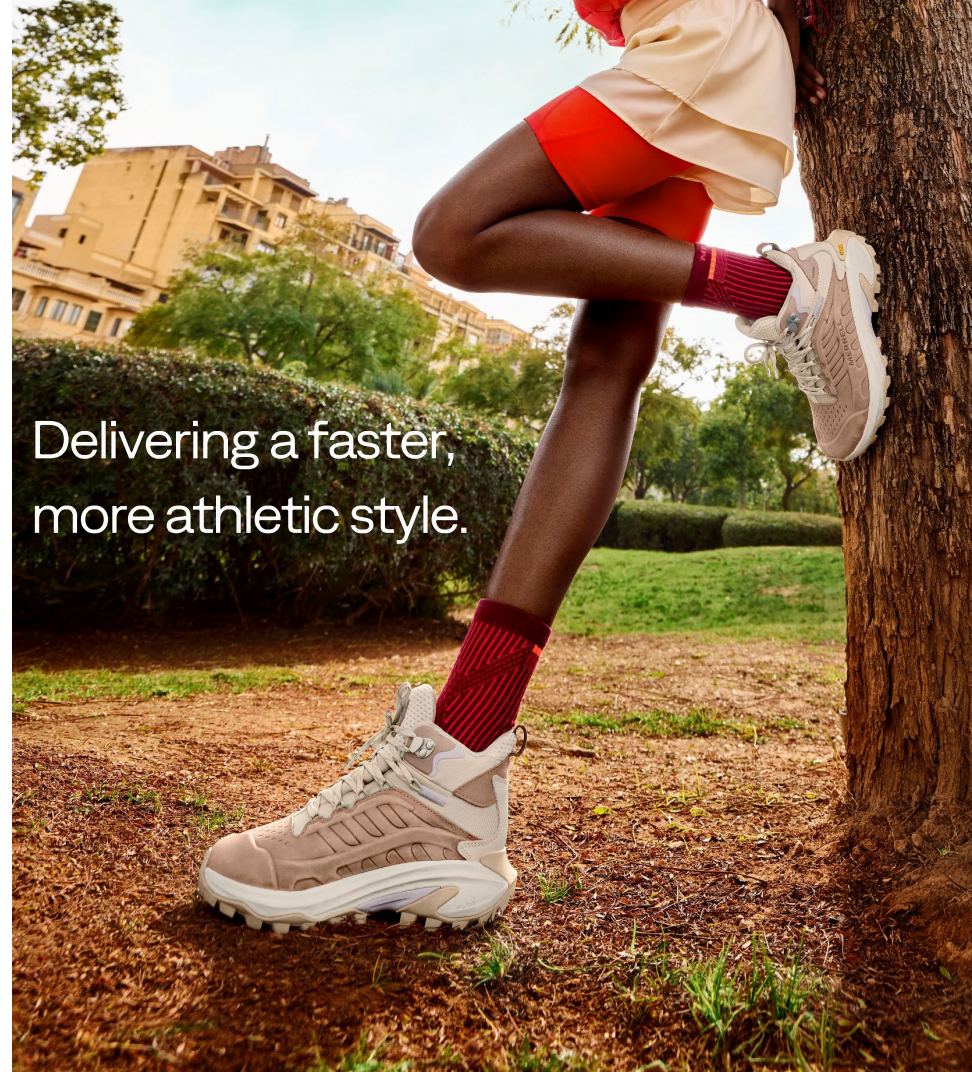
- Packed with 100% recycled materials from the laces and webbing to the mesh lining and footbed cover
- Sticky rubber outsole with durable traction that grips when and where you need it
- Lightweight EVA foam midsole for stability and comfort
- 2 Versions, breathable mesh and waterproof with GORE-TEX

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.

(Athletic Hike)

Speed Strike 2 GTX

MEN



BELUGA
J00004934



BLACK
J037825



OLIVE
J037827



ROCK
J037829

WOMEN



BELIZE
J00004937



BLACK
J038266



MONUMENT
J038268

(Athletic Hike)

Speed Strike 2 MID GTX

MEN



BELUGA
J00004925



BLACK
J037817



OLIVE
J037819

WOMEN



BLACK
J038258



MONUMENT
J038260

(Athletic Hike)

Speed Strike 2 MID LTR

MEN

**BLACK**

J038071

**MOLE**

J038073

**NAVY**

J00005474

WOMEN

**BLACK**

J038522

**LATTE**

J038524

**MOLE**

J00005780

Siren 4 Boot WP

(Womens hike)

MEN

WOMEN



ARBOR

J00005328



BLACK

J00005326

(Trail Run)

Agility Peak 6 BOA

MEN



FLASHDANCE
J00005570



MOUNTAIN
J00005569

WOMEN



EGGSHELL
J00005136



FLASHDANCE
J00005571

(Trail Run)

Agility Peak 6 GTX

MEN



BLACK
J00003272



RIDGEWAY
J00003274



BELUGA
J00005562



MOUNTAIN
J00005563

WOMEN



ALMOND
J00003277



LOST LILAC
J00003278



DIORITE
J00005818

(Trail Run)

Agility Trail GTX

MEN

**BELUGA**

J00005887

TRIPLE BLACK

J00005820

WOMEN

**TRIPLE BLACK**

J00005821

(Trail Run)

Agility Trail WP

MEN



BLACK
J00003322



COAL
J00005618

WOMEN



LOST LILAC
J00003328



TALUS
J00005825

(Road-to-trail)

ProMorph

MEN



BELUGA
J00005111



EMBER
J00005547



FLASHDANCE
J00005548



TALUS
J00005826

WOMEN



EDGECOMB
J00005550



FLASHDANCE
J00005551



LIGHT OLIVE
J00005827



WHITE/SPEARMINT
J00003483



OPULENT
J00005828

(Trail Run)

Antora 4 / WP

NON - WP

**AQUA**

J00003453

**FLASHDANCE**

J00005459

WP

**BLACK/GRAPHITE**

J068442

**MUTED SAGE**

J00005812

**TALUS**

J00005453

(Trail Run)

Nova 4 / WP

NON - WP



BASALT
J00005843



TALUS
J00005515

WP



BLACK
J068395



COMET
J00003479



EARTHEN
J00005519

(Barefoot)

Vapor Glove 7 LTR

MEN

**BLACK**

J00003329

**EARTHEN**

J00005538

**PALE IVY**

J00003331

**RATTAN**

J00003330

WOMEN

**BLACK**

J00003332

**LATTE**

J00005543

**PEONY**

J00003333

Lifestyle

Sportstyle

Relay Fly Vent SE

MEN

**BLACK**

J00004948

**NAVY**

J00005250

**TALUS**

J00005249

WOMEN

**BLACK**

J00003434

**FIRETAIL**

J00005243

**TOBACCO**

J00005242

(Winter Hike)

Marquette Thermo Lace WP

MEN

WOMEN



BLACK

J007056



TAN

J007058

(Winter Hike)

Marquette Thermo Tall Zip WP

MEN

WOMEN

**BLACK**

J007072

**TAN**

J007074

Sugarloaf Mid Lace Cozy WP

(Womens Winter)

MEN

WOMEN



BLACK

J00005148



DARK MOSS

J00005149



MAPLE

J00005150

(Womens Winter)

Sugarloaf Pull On WP

MEN

WOMEN



BLACK

J00005251



COFFEE

J00005253



TOBACCO

J00005252

(Barefoot lifestyle)

Wrapt

MEN



BLACK/BLACK

J037753



LODEN

J00005151



MAPLE

J00005152

WOMEN



BLACK/BLACK

J037754



ROSEWOOD

J00005154

(Barefoot lifestyle)

Wrapt Mid WP

MEN



BELUGA
J00005159



COFFEE
J00005158



MOLE
J007107

WOMEN



ANGELITE
J008644



MAPLE
J00005163



TOBACCO
J5007662

(Barefoot lifestyle)

Wrapt Sneaker

MEN



BLACK

J00003668



BLACK/BELUGA

J00005166

WOMEN



GLEAM

J00005168



TOBACCO

J00005169

8

Winter

Performance

(Winter Hike)

Moab Speed 2 Thermo MID WP

MEN

**TRIPLE BLACK**

J 068305

WOMEN

**BLACK**

J 038188

Speed Strike 2 LTR

(Winter Hike)

THRM MID WP

MEN

**BLACK**

J066051

**CABIN**

J00005481

WOMEN

**CABIN**

J00005478

**HAZEL**

J038990

(Winter Hike)

Speed Strike 2 Thermo MID WP

MEN

**BLACK**

J037767

**THUNDER**

J00005447

WOMEN

**BLACK**

J038192

**OLIVINE**

J00005448

Moab 3 Syn ICE

MID

(Winter Hike)



MEN

**BLACK**

J00005429W

**TALUS**

J00005431W

**BLACK**

J00005433W

**TALUS**

J00005435W

(Winter Hike)



Moab FST 3

Thermo Mid WP

MEN

**BLACK**

J 036413

WOMEN

**BLACK**

J 036466

(Womens Winter Hike)

Siren 4 Thermo Lace WP

MEN

WOMEN



BLACK
J00005323



LATTE
J00005324



TOBACCO
J00005325

(Winter Hike)

Thermo Chill 2 MID WP

MEN

**BLACK**

J038299

**EARTHEN**

J00005564

WOMEN

**BLACK**

J038768

**TOBACCO**

J00005567

(Winter Hike)



Thermo Snow Grip Mid WP

MEN

**BLACK**

J038287

WOMEN

**BLACK**

J038754

**PECAN**

J00005544

(Winter Hike)

Thermo Kiruna 2 Tall WP

MEN

**BOULDER**

J037231

WOMEN

**BLACK**

J037464



Thank You!

