

**SPORT
STYLE**

**SS
21**

**price
campaign**



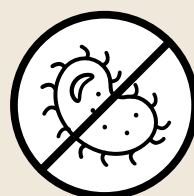
UNDERSTANDING THE ICONS

In this catalog you will find these icons on some of the products.
Here is an overview of what they mean.



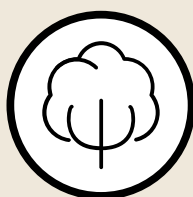
Hero

Products supported by
a marketing campaign



Anti-bacterial

The product has
anti-bacterial properties



Organic cotton

Products made from
organic cotton



BeeCool

The hummel BEECOOL
technology is developed
to keep you cool and dry

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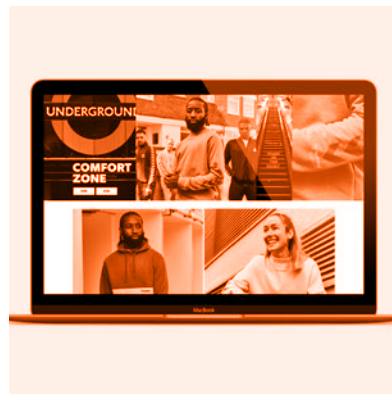
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Presented by
hummel ambassadors



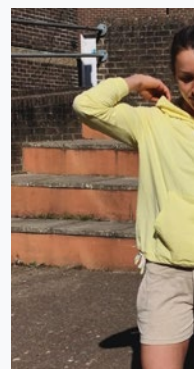
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Apparel – women



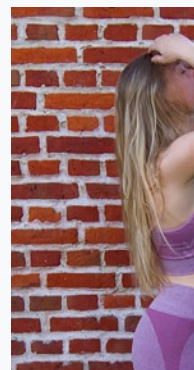
16
Apparel – men



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Marketing



Due to the present Corona pandemic we were not able to capture any styles on models in a studio like we normally do. Luckily we were able to get help from members of our lovely ambassador team – they spend some time during lockdown with hummel SS21 styles and a camera. Please enjoy a very authentic lookbook.

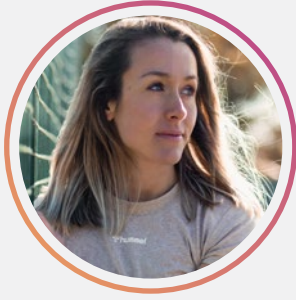


SS21 SPORT STYLE PRESENTED BY HUMMEL AMBASSADORS



SEASON // COLLECTION

CAMPAIGN // WOMEN



lynn_jung



LYNN JUNG

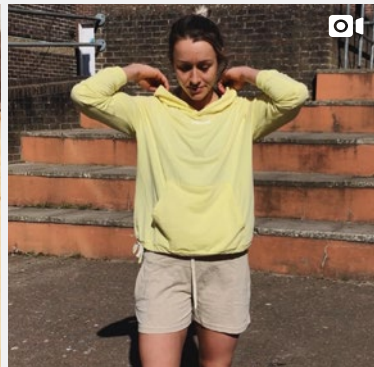
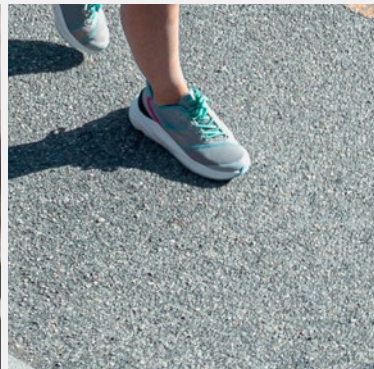
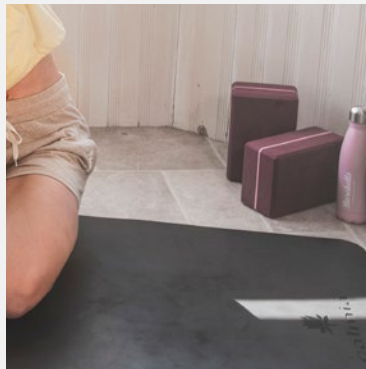
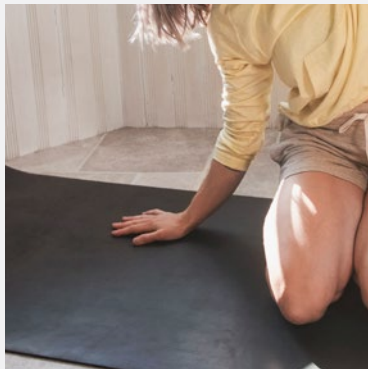
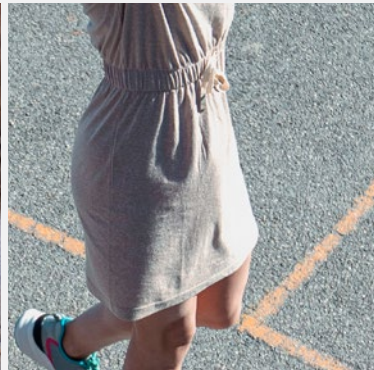
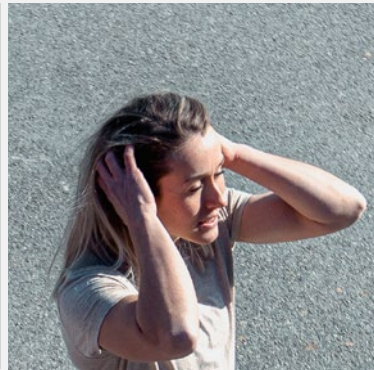
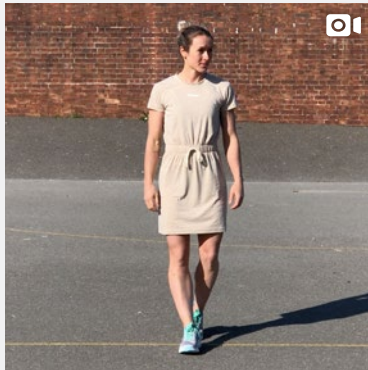
Professional Parkour Athlete



SEASON // COLLECTION

CAMPAIGN // WOMEN

7



CAMPAIGN // WOMEN



carolinavarando



CAROLINA VARANDO

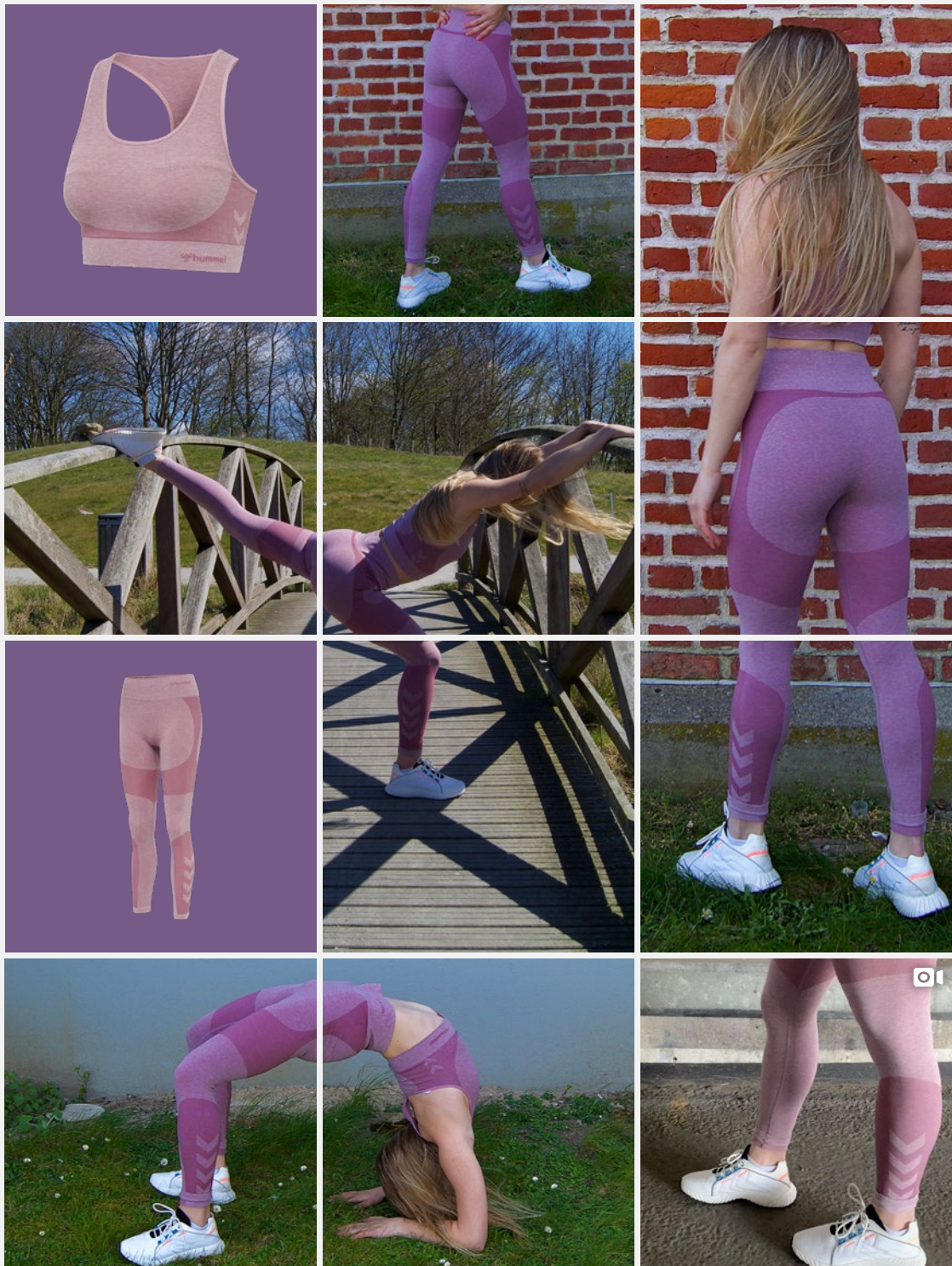
Fitness influencer, Personal trainer



SEASON // COLLECTION

CAMPAIGN // WOMEN

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APPAREL // WOMEN



HERO

211603 // HMLROSA SEAMLESS SPORTS TOP**Colors:** Dusky Orchid Melange (3416) / Blue Nights Melange (8273)**Quality:** 68% polyamide, 23% polyester, 9% elastane **Sizes:** XS - L

Stretchable fabric / Knitted logo and chevrons / Double layer/ Seamless / Antibacterial / Flexibility / BeeCool / Tight fit

DKK 199,95 / **SEK** 280,00 / **NOK** 280
EUR 24,95 / **GBP** 24 / **USD** 29.95 / **CHF** 30,00

HERO

211604 // HMLROSA SEAMLESS TOP**Colors:** Dusky Orchid Melange (3416) / Blue Nights Melange (8273)**Quality:** 68% polyamide, 23% polyester, 9% elastane **Sizes:** XS - L

Stretchable fabric / Knitted logo and chevrons/ Seamless / Antibacterial / Flexibility / BeeCool / Tight fit

DKK 199,95 / **SEK** 280,00 / **NOK** 280
EUR 24,95 / **GBP** 24 / **USD** 29.95 / **CHF** 30,00

HERO

211605 // HMLROSA SEAMLESS SHORTS**Colors:** Dusky Orchid Melange (3416) / Blue Nights Melange (8273)**Quality:** 63% polyamide, 21% polyester, 16% elastane **Sizes:** XS - L

Stretchable fabric / Knitted logo and chevrons/ Seamless / Antibacterial / Flexibility / BeeCool / Tight fit

DKK 179,95 / **SEK** 250,00 / **NOK** 250
EUR 22,95 / **GBP** 22 / **USD** 29.95 / **CHF** 28,00

HERO

211602 // HMLROSA SEAMLESS HW 7/8 TIGHTS**Colors:** Dusky Orchid Melange (3416) / Blue Nights Melange (8273)**Quality:** 63% polyamide, 21% polyester, 16% elastane **Sizes:** XS - L

Stretchable fabric / Knitted logo and chevrons/ Seamless / Antibacterial / Flexibility / BeeCool / Tight fit

DKK 199,95 / **SEK** 280,00 / **NOK** 280
EUR 24,95 / **GBP** 24 / **USD** 29.95 / **CHF** 30,00

APPAREL // WOMEN



211335 // HMLRAMONA ZIP JACKET

Colors: Blue Nights (7429)

Quality: 100% polyester Sizes: XS - XL

Interlock fabric / Waterbased print / Zipperpockets at side / Regular fit

DKK 299,95 / SEK 430,00 / NOK 400
 EUR 39,95 / GBP 35 / USD 44.95 / CHF 45,00



HERO

211337 // HMLRAMONA SHORTS

Colors: Sugar Coral (4318) / Blue Nights (7429) / Vetiver (8062)

Quality: 100% polyester Sizes: XS - XL

Interlock fabric / Waterbased print / Slim fit

DKK 199,95 / SEK 280,00 / NOK 280
 EUR 24,95 / GBP 24 / USD 29.95 / CHF 30,00



HERO

211336 // HMLRAMONA SLIM PANTS

Colors: Blue Nights (7429) / Vetiver (8062)

Quality: 100% polyester Sizes: XS - XL

Interlock fabric / Waterbased print / Sidepockets / Slim fit

DKK 249,95 / SEK 350,00 / NOK 330
 EUR 29,95 / GBP 28 / USD 36.95 / CHF 38,00

APPAREL // WOMEN

**211279 // HMLZANDRA TOP**

Colors: Humus Melange (2190) / Vetiver Melange (2340) / Sugar Coral Melange (4347) / Celandine Melange (5040) / Blue Nights Melange (8273)

Quality: 50% polyester, 38% cotton, 12% viscose **Sizes:** XS - XL
Jersey fabric / 3d print / Regular fit

DKK 149,95 / **SEK** 200,00 / **NOK** 200
EUR 19,95 / **GBP** 18 / **USD** 21.95 / **CHF** 23,00

Col. 8273 – You will not receive SMS in this colour

**211278 // HMLZANDRA T-SHIRT**

Colors: Humus Melange (2190) / Vetiver Melange (2340) / Sugar Coral Melange (4347) / Celandine Melange (5040) / Blue Nights Melange (8273)

Quality: 50% polyester, 38% cotton, 12% viscose **Sizes:** XS - XL
Jersey fabric / 3d print / Regular fit

DKK 199,95 / **SEK** 280,00 / **NOK** 280
EUR 24,95 / **GBP** 24 / **USD** 29.95 / **CHF** 30,00

Col. 4347 – You will not receive SMS in this colour

**211275 // HMLZANDRA HOODIE**

Colors: Humus Melange (2190) / Vetiver Melange (2340) / Sugar Coral Melange (4347) / Celandine Melange (5040) / Blue Nights Melange (8273)

Quality: 50% polyester, 38% cotton, 12% viscose **Sizes:** XS - XL
Jersey fabric / 3d print / Drawstring inside at bottom tunnel / Regular fit

DKK 299,95 / **SEK** 430,00 / **NOK** 400
EUR 39,95 / **GBP** 35 / **USD** 44.95 / **CHF** 45,00

Col. 8273 – You will not receive SMS in this colour

APPAREL // WOMEN



211276 // HMLZANDRA PLAYSUIT

Colors: Vetiver Melange (2340)

Quality: 50% polyester, 38% cotton, 12% viscose **Sizes:** XS - XL
Jersey fabric / 3d print / Drawstring inside at waist / Sidepockets / Regular fit

DKK 299,95 / **SEK** 430,00 / **NOK** 400
EUR 39,95 / **GBP** 35 / **USD** 44.95 / **CHF** 45,00



HERO

211277 // HMLZANDRA DRESS

Colors: Humus Melange (2190) / Vetiver Melange (2340) / Celandine Melange (5040) / Blue Nights Melange (8273)

Quality: 50% polyester, 38% cotton, 12% viscose **Sizes:** XS - XL
Jersey fabric / 3d print / Drawstring inside at waist / Regular fit

DKK 299,95 / **SEK** 430,00 / **NOK** 400
EUR 39,95 / **GBP** 35 / **USD** 44.95 / **CHF** 45,00

Col. 5040 – You will not receive SMS in this colour



211280 // HMLZANDRA SHORTS

Colors: Humus Melange (2190) / Vetiver Melange (2340) / Sugar Coral Melange (4347) / Celandine Melange (5040) / Blue Nights Melange (8273)

Quality: 50% polyester, 38% cotton, 12% viscose **Sizes:** XS - XL
Jersey fabric / 3d print / Sidepockets / Regular fit

DKK 249,95 / **SEK** 350,00 / **NOK** 330
EUR 29,95 / **GBP** 28 / **USD** 36.95 / **CHF** 38,00



HERO

211281 // HMLZANDRA REGULAR PANTS

Colors: Humus Melange (2190) / Vetiver Melange (2340) / Blue Nights Melange (8273)

Quality: 50% polyester, 38% cotton, 12% viscose **Sizes:** XS - XL
Jersey fabric / 3d print / Sidepockets / Slit at bottom hem / Regular fit

DKK 299,95 / **SEK** 430,00 / **NOK** 400
EUR 39,95 / **GBP** 35 / **USD** 44.95 / **CHF** 45,00

Col. 4347 – You will not receive SMS in this colour

APPAREL // WOMEN

**211067 // HMLSKYLAR CREW****Colors:** Black (2001) / Vetiver (8062)

Quality: #Black, #Sugar Coral, #Vetiver, #Mykonos Blue: 100% organic cotton - #Grey Melange: 90% organic cotton, 10% viscose **Sizes:** XS - XL
Sweat fabric / Waterbased print / Organic cotton / Regular fit

DKK 249,95 / **SEK** 350,00 / **NOK** 330
EUR 29,95 / **GBP** 28 / **USD** 36.95 / **CHF** 38,00

**212382 // HMLSKYLAR REGULAR PANTS****Colors:** Black (2001) / Vetiver (8062)

Quality: #Black, #Vetiver: 100% organic cotton - #Grey Melange: 90% organic cotton, 10% viscose **Sizes:** XS - XL
Sweat fabric / Waterbased print / Side pockets / Organic cotton / Regular fit

DKK 249,95 / **SEK** 350,00 / **NOK** 330
EUR 29,95 / **GBP** 28 / **USD** 36.95 / **CHF** 38,00

**211065 // HMLSKYLAR SHORTS****Colors:** Black (2001) / Vetiver (8062)

Quality: #Black, #Sugar Coral, #Vetiver, #Mykonos Blue: 100% organic cotton - #Grey Melange: 90% organic cotton, 10% viscose **Sizes:** XS - XL
Sweat fabric / Waterbased print / Side pockets / Organic cotton / Regular fit

DKK 199,95 / **SEK** 280,00 / **NOK** 280
EUR 24,95 / **GBP** 24 / **USD** 29.95 / **CHF** 30,00

APPAREL // WOMEN

**211066 // HMLSCARLET T-SHIRT**

Colors: Black (2001) / Sugar Coral (4318) / Vetiver (8062) / Eggnog (9078) / Eggnog / Brick Dust (9083)

Quality: 100% organic cotton **Sizes:** XS - XL
Jersey fabric / Waterbased print / Organic cotton / Regular fit

DKK 119,95 / **SEK** 170,00 / **NOK** 170
EUR 14,95 / **GBP** 14 / **USD** 17.95 / **CHF** 18,00

**211063 // HMLSADIA TIGHTS**

Colors: Black (2001) / Grey Melange (2006) / Black/Sugar Coral (2058) / Vetiver (8062) / Blue Nights (7429)

Quality: 92% cotton, 8% elastane **Sizes:** XS - XL
Jersey fabric / Waterbased print / Organic cotton / Tight fit

DKK 149,95 / **SEK** 200,00 / **NOK** 200
EUR 19,95 / **GBP** 18 / **USD** 21.95 / **CHF** 23,00

Col. 9083 – You will not receive SMS in this colour

APPAREL // MEN



211158 // HMLCONNOR SWEATSHIRT

Colors: China Blue (8252)

Quality: #8252: 100% organic cotton - #2006: 90% organic cotton, 10% viscose
Sizes: S - 2XL

Sweat fabric / Waterbased print / Organic cotton / Regular fit

DKK 299,95 / **SEK** 430,00 / **NOK** 400
EUR 39,95 / **GBP** 35 / **USD** 44.95 / **CHF** 45,00

Col. 8252 – You will not receive SMS in this colour



HERO

211160 // HMLCONNOR SHORTS

Colors: Grey Melange (2006) / China Blue (8252)

Quality: #8252: 100% organic cotton - #2006: 90% organic cotton, 10% viscose
Sizes: S - 2XL

Sweat fabric / Waterbased print / Sidepockets / Organic cotton / Regular fit

DKK 249,95 / **SEK** 350,00 / **NOK** 330
EUR 29,95 / **GBP** 28 / **USD** 36.95 / **CHF** 38,00



HERO

211159 // HMLCONNOR TAPERED PANTS

Colors: Grey Melange (2006) / China Blue (8252)

Quality: #8252: 100% organic cotton - #2006: 90% organic cotton, 10% viscose
Sizes: S - 2XL

Sweat fabric / Waterbased print / Sidepockets / Organic cotton / Tapered fit

DKK 299,95 / **SEK** 430,00 / **NOK** 400
EUR 39,95 / **GBP** 35 / **USD** 44.95 / **CHF** 45,00

Col. 2006 – You will not receive SMS in this colour



211387 // HMLDUNCAN T-SHIRT

Colors: Black (2001) / Vetiver (8062) / China Blue (8252) / White (9001)

Quality: 100% organic cotton
Sizes: S - 2XL
Jersey fabric / Waterbased print / Organic cotton / Regular fit

DKK 119,95 / **SEK** 170,00 / **NOK** 170
EUR 14,95 / **GBP** 14 / **USD** 17.95 / **CHF** 18,00

APPAREL // MEN

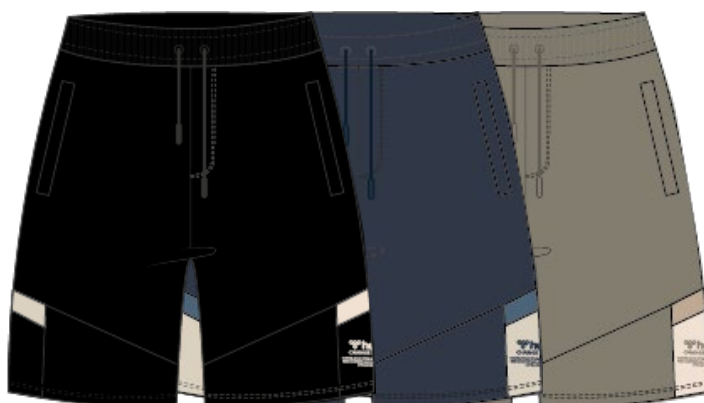


HERO

211329 // HMLALEC ZIP JACKET

Colors: Black (2001) / China Blue (8252)**Quality:** 100% polyester **Sizes:** S - 2XL

Interlock fabric / Waterbased print / Zipper pockets at side / Regular fit

DKK 299,95 / **SEK** 430,00 / **NOK** 400
EUR 39,95 / **GBP** 35 / **USD** 44.95 / **CHF** 45,00

HERO

211331 // HMLALEC SHORTS

Colors: Black (2001) / Blue Nights (7429) / Vetiver (8062)**Quality:** 100% polyester **Sizes:** S - 2XL

Interlock fabric / Waterbased print / Zipperpockets at side / Regular fit

DKK 199,95 / **SEK** 280,00 / **NOK** 280
EUR 24,95 / **GBP** 24 / **USD** 29.95 / **CHF** 30,00

HERO

211330 // HMLALEC TAPERED PANTS

Colors: Black (2001) / Blue Nights (7429) / Vetiver (8062)**Quality:** 100% polyester **Sizes:** S - 2XL

Interlock fabric / Waterbased print / Zipperpockets at side / Tapered fit

DKK 249,95 / **SEK** 350,00 / **NOK** 330
EUR 29,95 / **GBP** 28 / **USD** 36.95 / **CHF** 38,00



MARKETING



