



LIVE MORE NOW

CAPSULES FW23-24

FALL-WINTER COLLECTION 2023



POW COLLECTION

We've collaborated with Protect Our Winters and Salt Lake City artist **Joseph Toney** to inspire action in climate-conscious snow sports enthusiasts. We've combined BUFF®'s forward-thinking and future-friendly fabric innovations with symbolic designs and POW's ethos of imperfect activism to inspire consumers to help protect the places they play from the effects of climate change.

New, unique prints inspired by the vastness of America's mountain regions and the wildlife that inhabits them, expansive vistas and the ocean's incredible depths create a statement piece for consumers who want to show that they care and empower others to do more now.

ADULT

Original EcoStretch



132837.937.10.00
CASCADE RANGE GREY
ADULT

NEW

ThermoNet®



132838.202.10.00
EVAPORATE TANGERINE
ADULT

NEW

ThermoNet® Hinged Balaclava



132839.866.10.00
ENDLESS VISTA CAMOUFLAGE
ADULT

NEW

Knitted Beanie Rutger



132843.330.10.00
RUTGER POW CINNAMON
ADULT

NEW

YOUTH

Original EcoStretch



132841.555.10.00
RIVERHAWK MULTI
YOUTH

NEW

ThermoNet® Hinged



132840.765.10.00
MTN & CLOUDS OCEAN DEPTHS
YOUTH

NEW



PRO TEAM COLLECTION

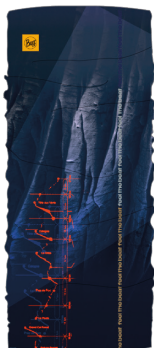
High-performance kit, thoroughly tested by our athletes to the active consumer who trains hard, is inspired by the elite and needs gear they can trust when race day comes around.

Valuing technical, lightweight apparel and fabric innovations that help them to reach the finish line in multiple or single disciplines and can keep up with their fast-paced lifestyle. The ProTeam range is for those who want to be seen in a style that reflects their passion for sport and pushing the limits.

Reflective elements and prominent branding that improve visibility and help wearers to stand out from the crowd as a proud part of the BUFF® community of athletes and adventurers who do more now.

ADULT

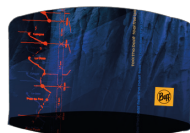
Original EcoStretch



132828.707.10.00
ARIUS BLUE
ADULT

NEW

CoolNet® UV Wide Headband



132829.707.10.00
ARIUS BLUE
ADULT

NEW

5 Panel Go Cap



132825.707.20.00
ARIUS BLUE BLUE S/M
132825.707.30.00
ARIUS BLUE BLUE L/XL

NEW

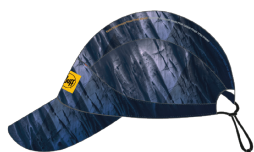
Pack Cycle Cap



132826.707.10.00
ARIUS BLUE
ADULT

NEW

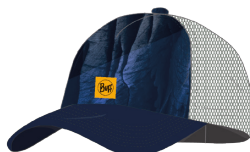
Pack Speed Cap



132827.707.20.00
ARIUS BLUE BLUE S/M
132827.707.30.00
ARIUS BLUE BLUE L/XL

NEW

Trucker Cap



132830.707.30.00
ARIUS BLUE
L/XL

NEW

Pack Baseball Cap



131560.999.10.00
OB BLACK
ADULT

NEW

Knitted Hido



132332.555.10.00
HIDO MULTI
ADULT

NEW



BIKE COLLECTION

This year, we'd like to join you on your next adventure. Whether you're taking on the Tour of Flanders, the Cape Epic, Badlands or 4 Cims, or moving independently on the road less travelled, we have developed a special collection for you. Whether you pedal on the trails or in the mountains, on the road or gravel. Under your helmet, around your neck, on your head or over your arms, each item is designed to keep you focused on performance.

Together with our ambassadors Christian Meier, Sami Sauri, Ricard Calmet and Sònia Colomo amongst others, we've learnt the importance of being able to adapt easily to changing conditions. That's why we have created a collection with items that are light to wear and carry, with colours that make a difference and reflective details that keep you visible in low light conditions, the cycling experience has been woven into every detail.

Designed for the cycling life, using recycled materials and renewable energy sources, keeping our carbon footprint and tyre tracks as light as possible.

ADULT

Merino Lightweight



132280.003.10.00
SOLID CLOUD
ADULT



132280.330.10.00
SOLID CINNAMON
ADULT



132280.339.10.00
COYOTE
ADULT



132280.653.10.00
SOLID GARNET
ADULT



132280.722.10.00
POOL
ADULT



132280.779.10.00
SOLID NIGHT BLUE
ADULT



132280.999.10.00
SOLID BLACK
ADULT

ADULT

CoolNet® UV



132350.779.10.00
SOLID NIGHT BLUE
ADULT



132350.999.10.00
SOLID BLACK
ADULT



132281.779.10.00
LENIR NIGHT BLUE
ADULT



132282.555.10.00
GLEN MULTI
ADULT



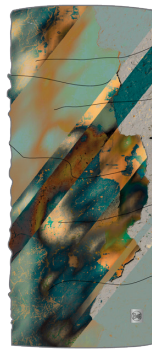
132283.791.10.00
AKIM COBALT
ADULT



132284.555.10.00
HELA MULTI
ADULT



132285.653.10.00
OKE GARNET
ADULT



132286.555.10.00
ZOMI MULTI
ADULT

ADULT

Underhelmet Headband



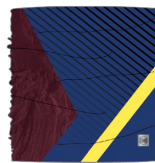
132294.999.10.00
SOLID BLACK
ADULT



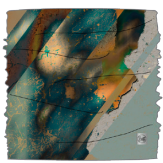
132295.779.10.00
LENIR NIGHT BLUE
ADULT



132296.555.10.00
GLEN MULTI
ADULT



132297.791.10.00
AKIM COBALT
ADULT



132298.555.10.00
ZOMI MULTI
ADULT



132299.555.10.00
HELA MULTI
ADULT

ADULT

Pack Cycle Cap



132287.555.10.00
GLEN MULTI
ADULT



132288.653.10.00
OKE GARNET
ADULT



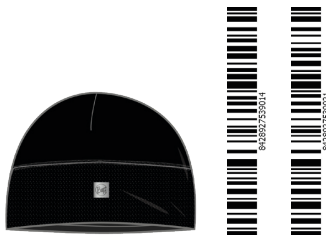
132289.791.10.00
AKIM COBALT
ADULT



132290.779.10.00
LENIR NIGHT BLUE
ADULT

ADULT

Underhelmet



132291.999.20.00
SOLID BLACK BLACK S/M
132291.999.30.00
SOLID BLACK BLACK L/XL



132292.779.20.00
LENIR NIGHT BLUE S/M
132292.779.30.00
LENIR NIGHT BLUE L/XL



132293.653.20.00
OKE GARNET GARNET S/M
132293.653.30.00
OKE GARNET GARNET L/XL

ADULT

ThermoNet®



132763.999.10.00
SOLID BLACK
ADULT
NEW



132771.901.10.00
TENTY GRAPHITE
ADULT
NEW



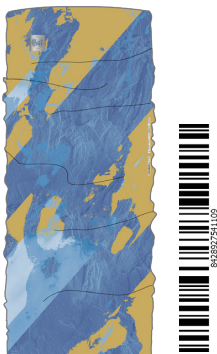
132772.555.10.00
ASSO MULTI
ADULT
NEW



132773.555.10.00
TANGYER MULTI
ADULT
NEW



132774.555.10.00
SHALLYU MULTI
ADULT
NEW



132775.555.10.00
SURIB MULTI
ADULT
NEW

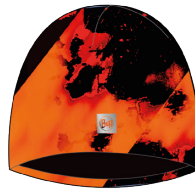
ADULT

ThermoNet®



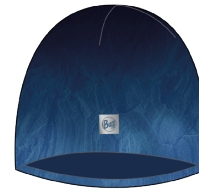
132776.999.10.00
SOLID BLACK
ADULT

NEW



132777.555.10.00
TANGYER MULTI
ADULT

NEW



132778.555.10.00
SURIB MULTI
ADULT

NEW

ADULT

Merino Lightweight



132814.330.10.00
SOLID CINNAMON
ADULT

NEW



132814.779.10.00
SOLID NIGHT BLUE
ADULT

NEW



132814.999.10.00
SOLID BLACK
ADULT

NEW

ADULT

Pack Chill Baseball Cap



131560.999.10.00
OB BLACK
ADULT



HERITAGE COLLECTION

Honouring our heritage, we've taken inspiration from the richly diverse culture and historical patterns of the past, combining them with future-friendly technology and materials that help to protect our planet.

The tried and tested, tubular design of our original, multifunctional, seamless neckwear, made using Polyester microfiber from recycled plastic bottles supplied and certified by REPREVE®. The year-round versatility of our iconic construction and moisture-wicking breathability make this a firm favourite with active, outdoor consumers with a climate conscience and an awareness of our origins in the outdoors.

Paying homage to the customs, culture and colours that have shaped our world, this collection reminds us to honour the past but always look to the future; to protect our greatest heritage of all, the earth, for generations ahead.

ADULT

Original EcoStretch



132755.999.10.00
BLUKEY BLACK
ADULT

NEW



132756.555.10.00
NOMADY MULTI
ADULT

NEW



132757.779.10.00
MOULAY NIGHT BLUE
ADULT

NEW



132758.555.10.00
N_TEMPLE MULTI
ADULT

NEW



132759.555.10.00
JOHARI MULTI
ADULT

NEW