

Frends eCom Event
26. mars 2025

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Ny nettbutikk: Hvorfor
bør du gjøre noe med
merkevaren også?



1. Tenk helhetlig.

2. Timing er alt.

3. Vær unik.















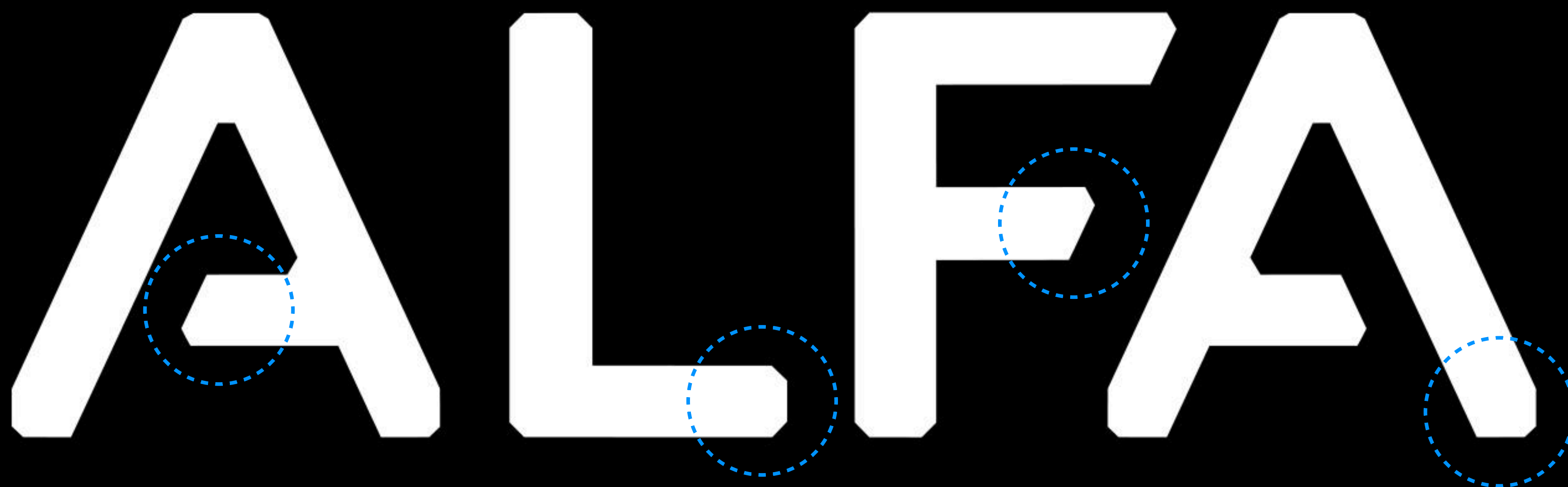


walk
with us

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The image features the word "ALFA" in a bold, white, sans-serif font against a solid black background. Four dashed blue circles are overlaid on the text, highlighting specific points: the first circle is on the left vertical stroke of the first 'A', the second is on the bottom horizontal stroke of the 'L', the third is on the right vertical stroke of the 'F', and the fourth is on the bottom horizontal stroke of the second 'A'.

Alfa Sans

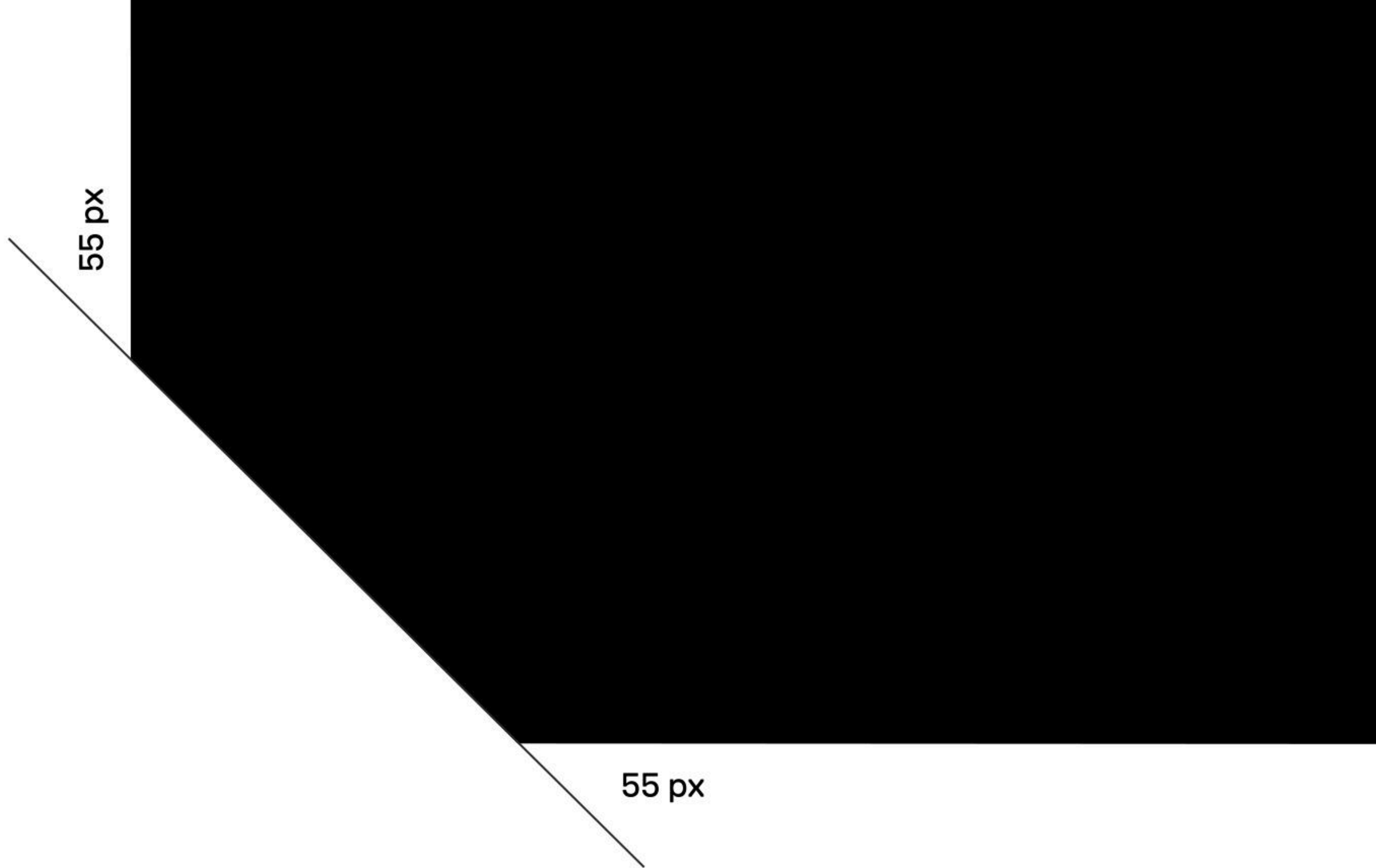
Lowercase + Symbols

abcdefghijklm

nopqrstuvwxyz

åæø+-←↑↓→

!&%⚠#



ALFA

Search

Women / Hiking shoes

Hiking shoes

Smooth surface,
short walks.

Filter & Sort

WOMEN

HIKING



Drive Advance

Hiking shoe for women

249 EUR

WOMEN

HIKING



Impact

Repairable hiking boot

249 EUR

WOMEN

HIKING



WOMEN

HIKING

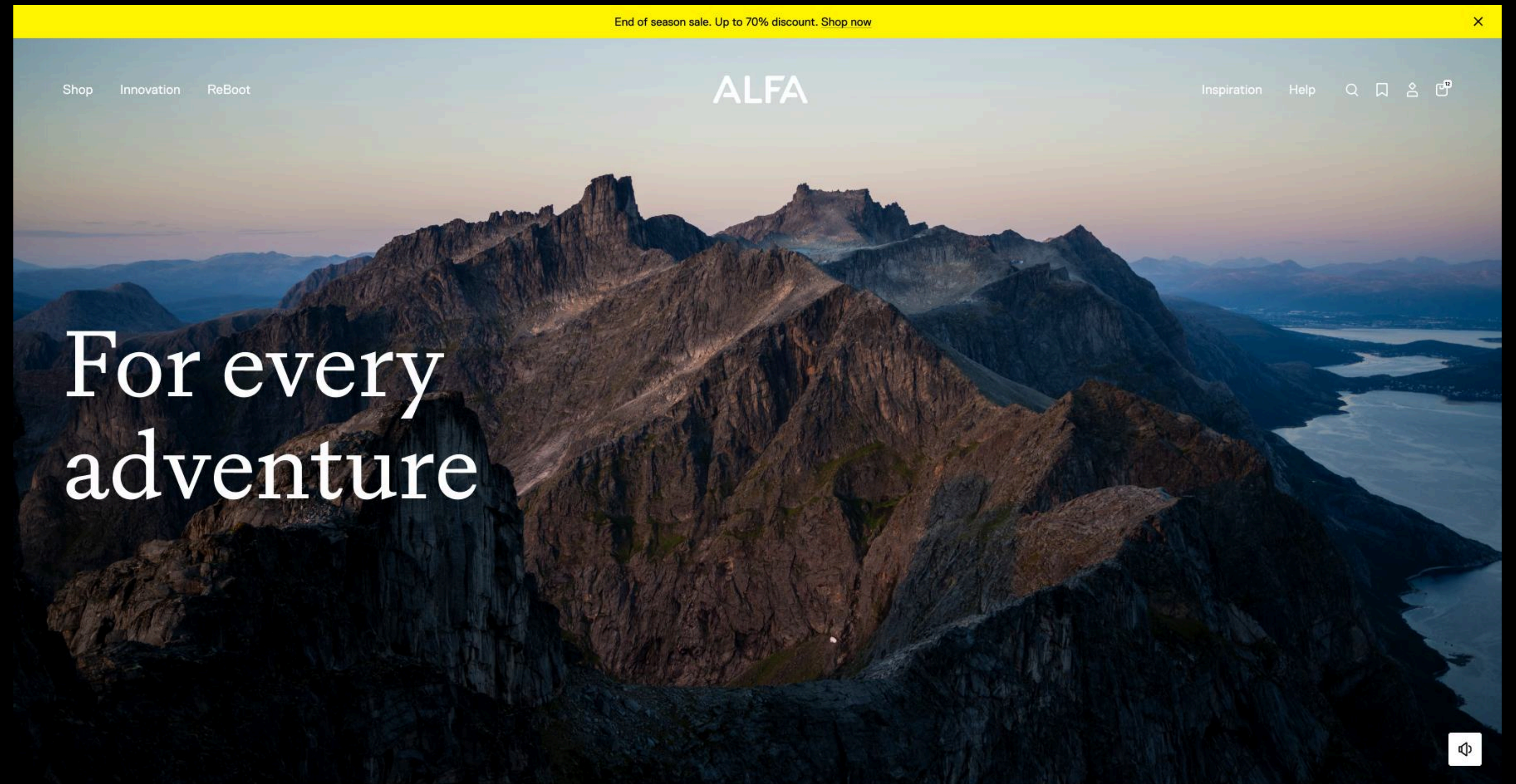
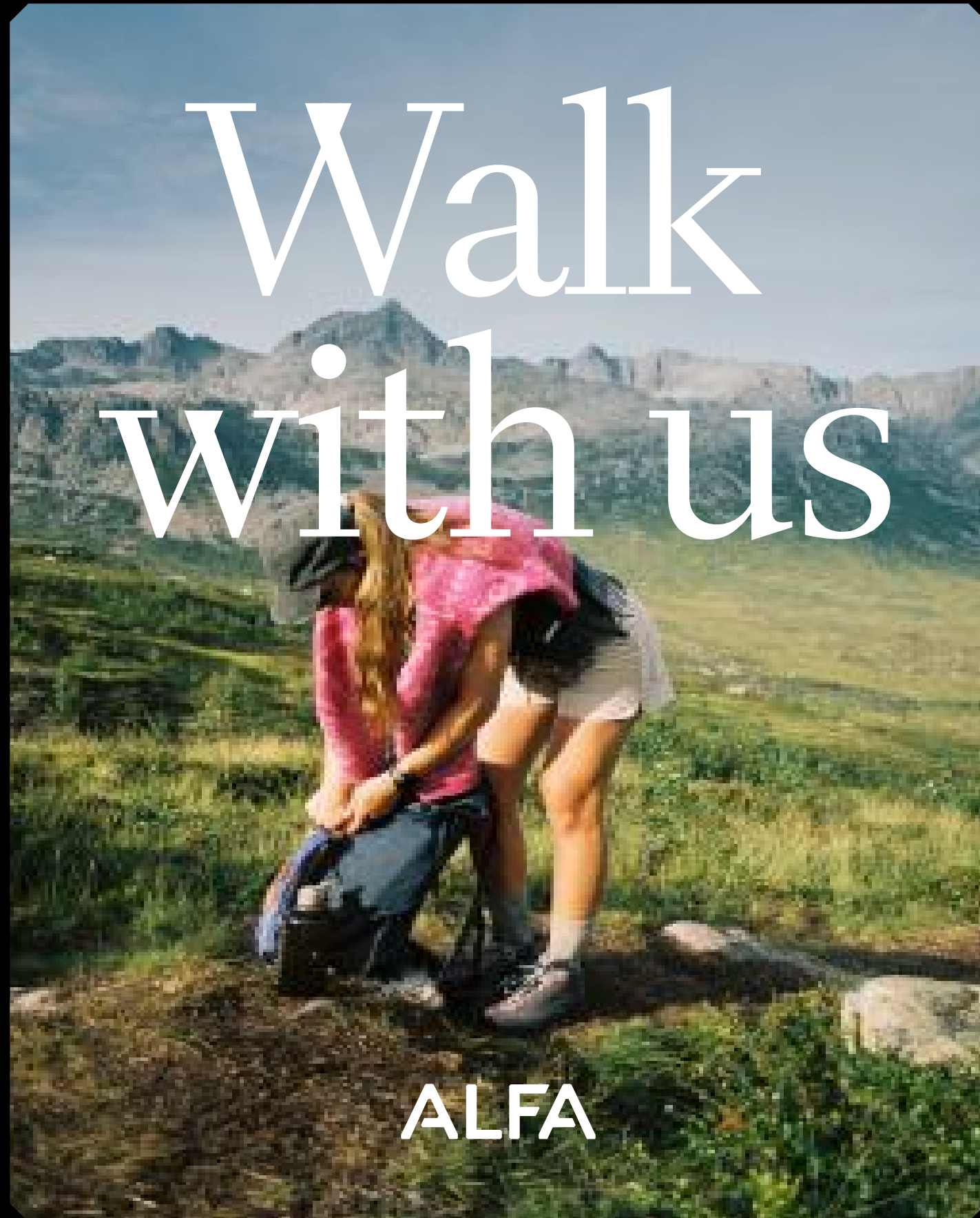




Find the right
footwear for your
adventure.

Find your fit

FOOTWEAR FINDER





**Dette paret
skal vare
livet ut**



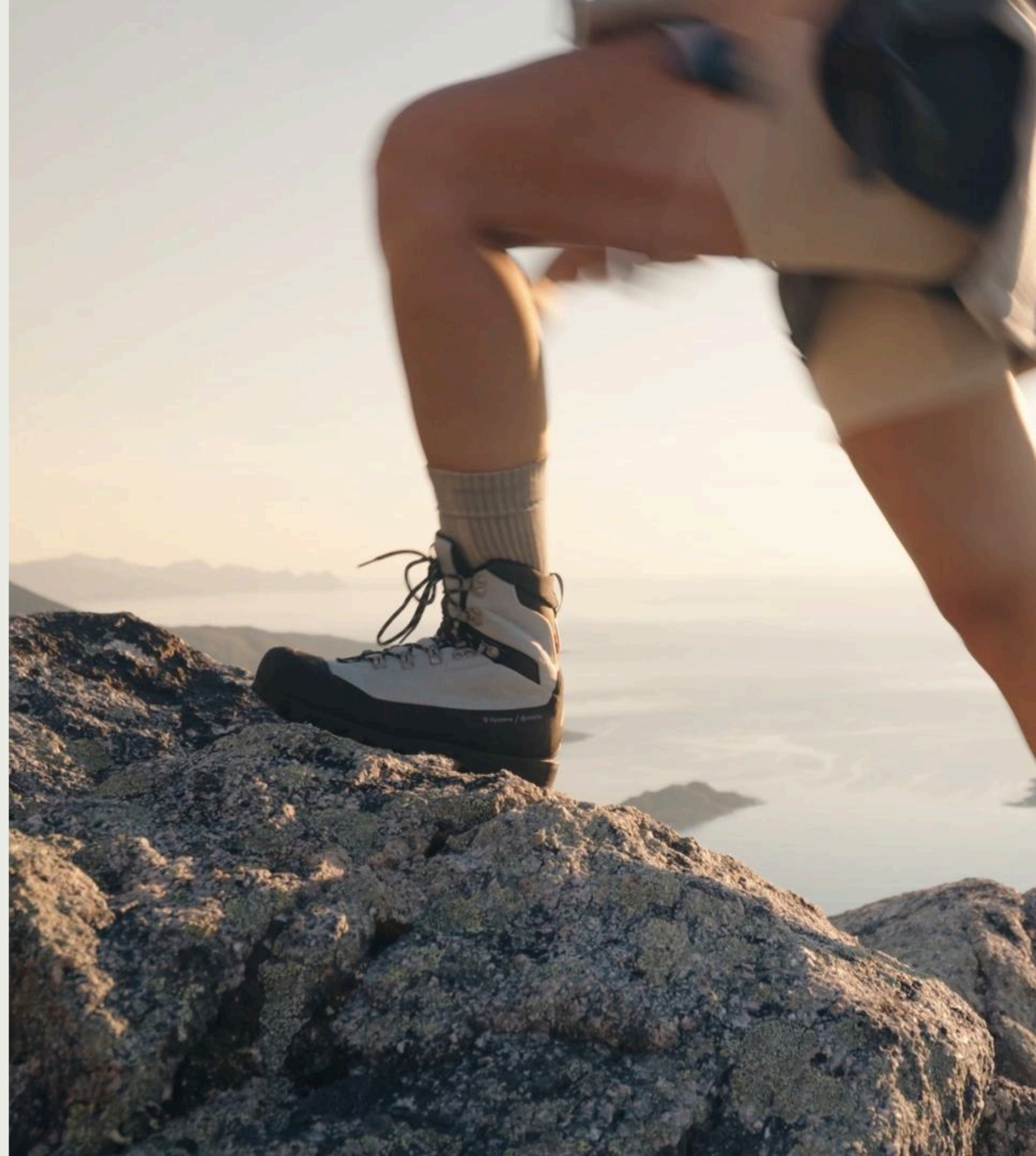
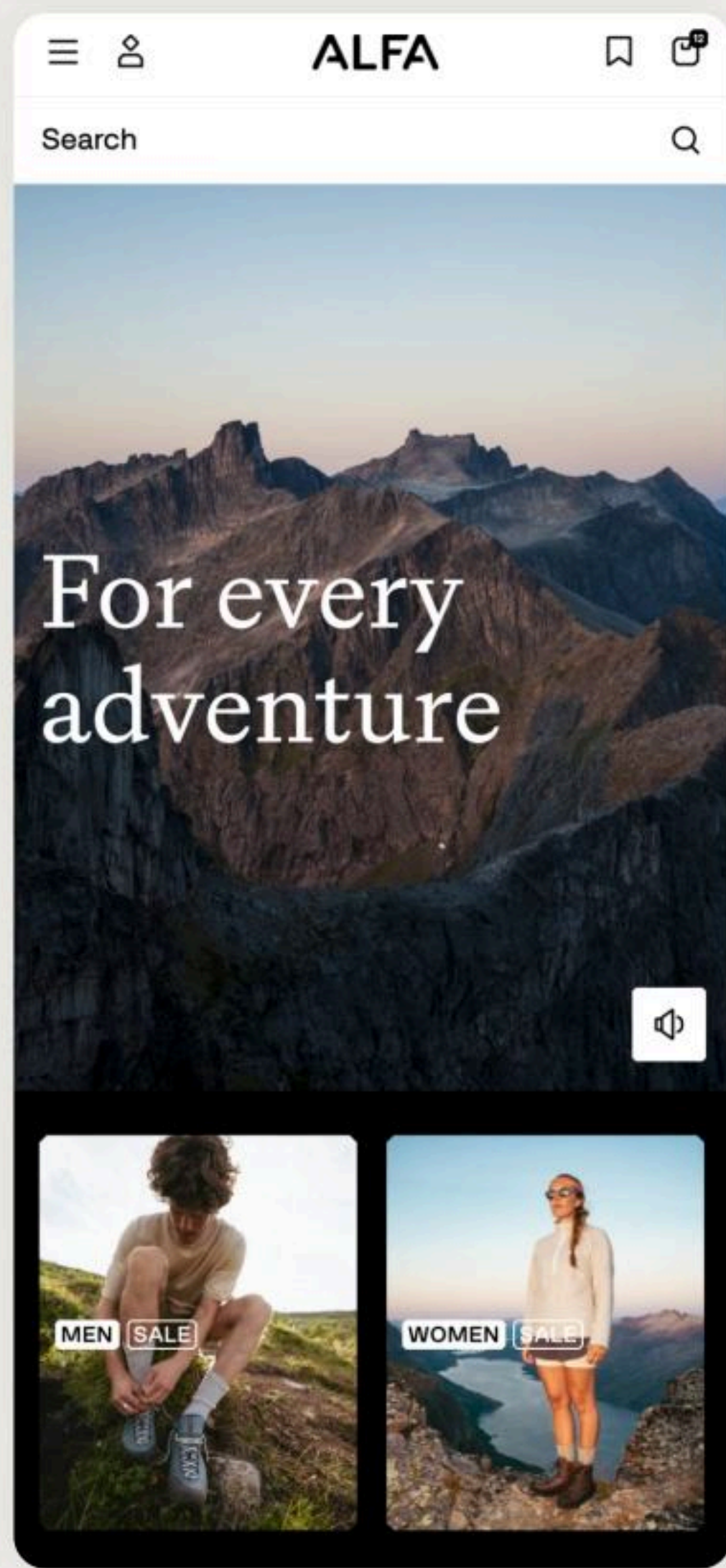
Shoemaking for the
modern explorer

ALFA

Designed in Norway
since 1931





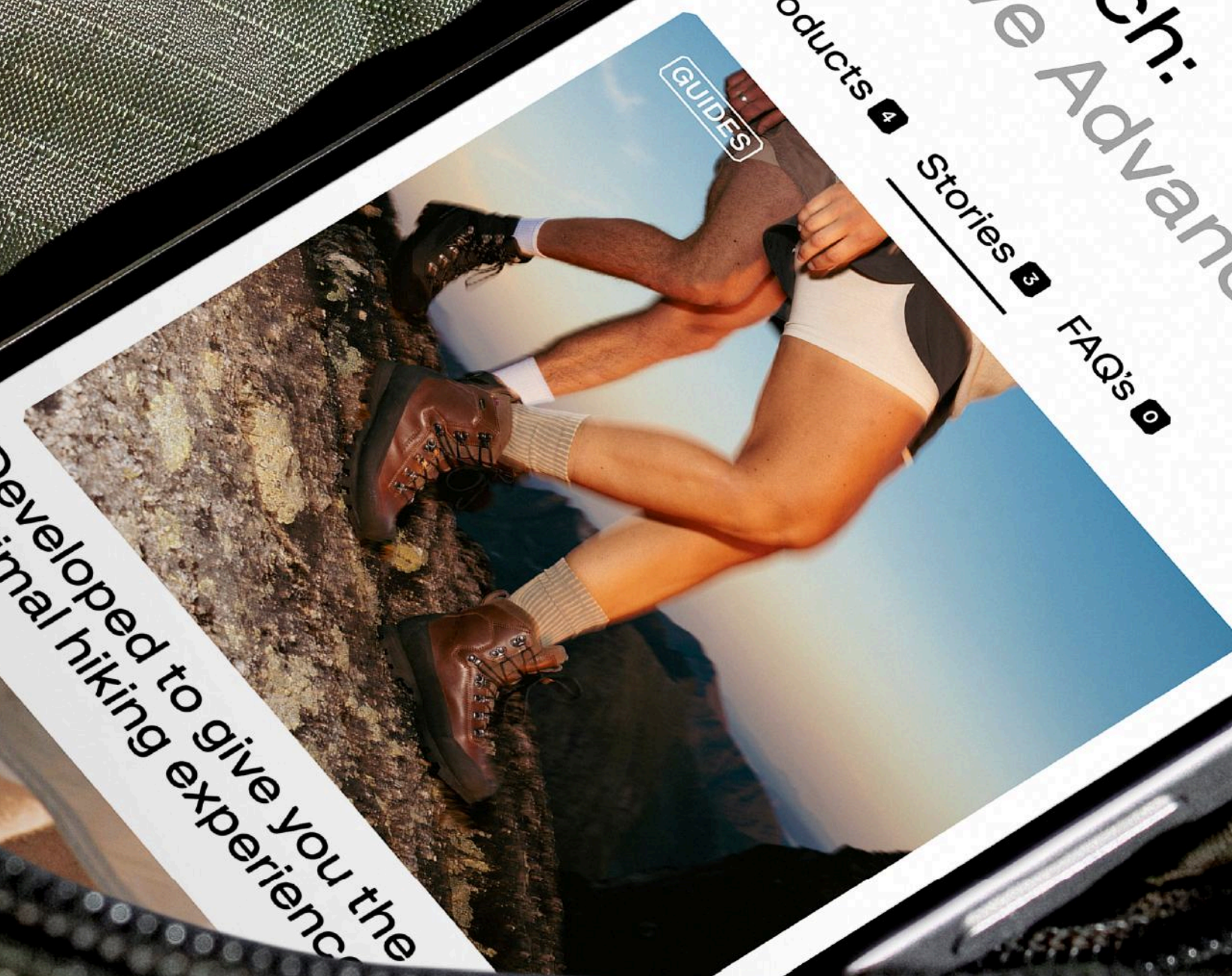


Search: Drive Advance

Products 4

Stories 3

FAQ's 0



GUIDES

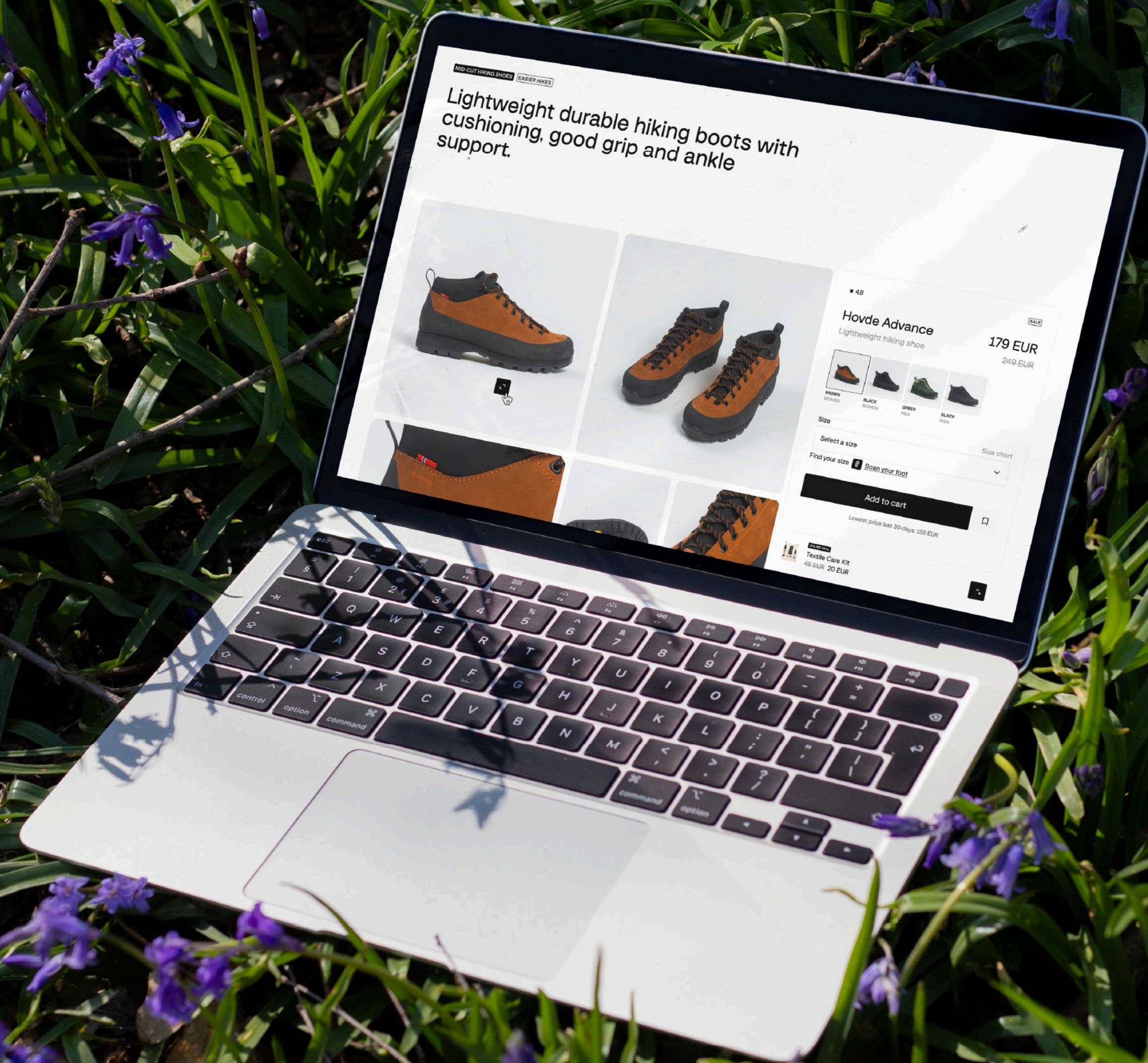
GUIDES

Developed to give you the
optimal hiking experience

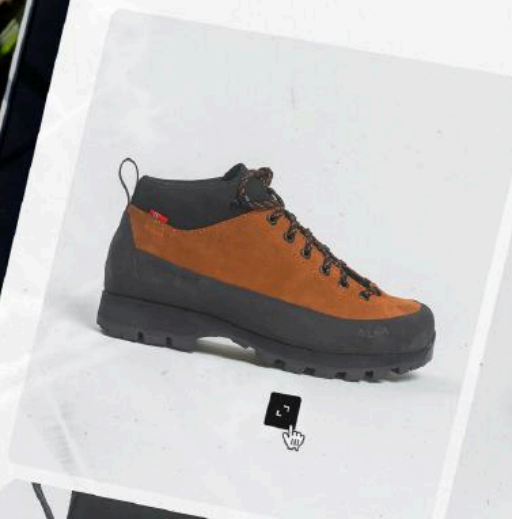
[Shop](#) [Innovation](#) [ReBoot](#)

ALFA

[Inspiration](#) [Help](#) [🔍](#) [🔖](#) [👤](#) [📁](#)



Lightweight durable hiking boots with cushioning, good grip and ankle support.



★ 4.8

Hovde Advance
Lightweight hiking shoe

179 EUR
~~249 EUR~~

BROWN BROWN-001 BLACK BROWN-002 GREEN MEN BLACK MEN

Size
Select a size
Find your size Scan your foot

Add to cart

Lowest price last 30 days: 159 EUR

Textile Care Kit
49 EUR 20 EUR



Walk
with us

Trusted by Norwegian
Explorers Since 1931

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HIKING SKIING
HUNTING TREKKING
MOUNTAINEERING

Nintey years of shoemaking
for the modern explorer.
Time-honored craftsmanship
and innovation, built for
every journey.

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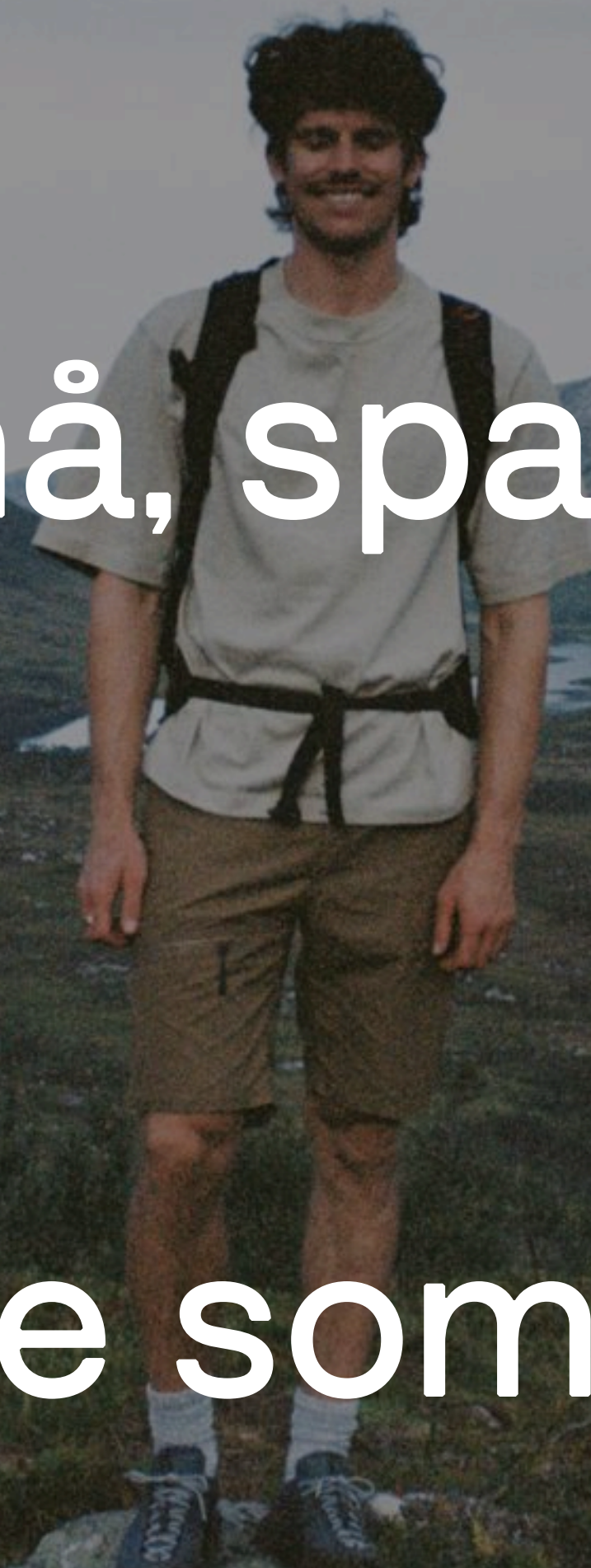
M

ALFA





Når du skal ha ny
nettbutikk, gjør noe
med merkevaren også.

- 
- A man with dark curly hair and a beard, wearing a light-colored t-shirt, khaki shorts, and a backpack, stands in a mountainous landscape. He is smiling and looking towards the camera. The background features rolling hills and a winding road under a clear sky.
1. Tenk helhetlig:
Nettbutikk + merkevare = <3
 2. Timing er alt:
Gjør jobben nå, spar tid og penger senere.
 3. Vær unik:
Skap noe ekte som varer og vokser.

