

A new chapter
for Quechua:

embracing the mountains year-round



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QUECHUA, the mountain sports specialist from DECATHLON, is opening a new chapter in its development with a new identity for winter sports. This strategic shift aligns with DECATHLON's revamped brand strategy, introduced in March 2024, which aims to simplify its portfolio and enhance the customer experience.

Quechua: gear up for mountain adventures in every season.

Starting this season, QUECHUA is catering to outdoor enthusiasts all year round, whether they're hiking summer trails or carving through snowy slopes.

Alongside its trusted hiking and camping gear, QUECHUA now offers a complete range of equipment for skiing, snowboarding, cross-country skiing, and sledding. This evolution meets the needs of mountain sports lovers, no matter the season. With over 25 years of expertise in mountain sports—and 15 years of winter sports experience under the WEDZE name—Quechua's new identity builds on a solid foundation.

The talented WEDZE team continues to apply their expertise to winter sports under the QUECHUA banner, ensuring products that are just as high-quality, durable, and innovative as before. The transition will roll out progressively, with the WEDZE name phasing out over the next two to three years, seamlessly integrating into Quechua's collections.



A bold move aligned with DECATHLON's strategy

This repositioning is a natural fit with DECATHLON's strategy to streamline its brands, delivering a smoother, unified experience for customers seeking hiking, winter sports, and camping gear. What hasn't changed are the core values of QUECHUA and DECATHLON: accessibility, sustainability, innovation, and technical excellence remain at the forefront. The design teams are as committed as ever to developing cutting-edge solutions tailored to the challenges of mountain sports. With this transformation, QUECHUA guarantees a unified, comprehensive, and continuously improving range of products for all mountain sports enthusiasts.



\\ The Quechua design center: outdoor expertise in the heart of the alps.

Every day, our teams of engineers, designers, pattern makers, and product managers channel their passion and experience in mountain sports to meet the needs and expectations of outdoor enthusiasts. Their mission: to create innovative, high-performance products that deliver unparalleled experiences for hikers, winter sports lovers, and camping enthusiasts alike.

Located in the heart of the French Alps, just steps from Chamonix, the Quechua international design center offers a unique environment that immerses its team in the world of the mountains. This exceptional location allows the Quechua category specialist team to live and work close to iconic spots that both inspire and challenge their creativity. At this one-of-a-kind site, innovation, technical excellence and sustainable development are not just concepts, but rather shared values embodied in every project. Collaboration, prototyping, and testing take place in a setting that pulses with the energy of the mountains, fueling the ambition to 'Move people through the wonders of sport.'

This design center is far more than a workplace; it's a space where passion for the mountains and commitment to delivering the best in outdoor sports intertwine every day."

CHARLES HELDERWERDT,
MARKETING AND COMMUNICATION DIRECTOR FOR QUECHUA



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