

CANADA GOOSE LAUNCHES EXCLUSIVE SPRING CAPSULE COLLECTION WITH FIRST GUEST DESIGNER: ANGEL CHEN



*Left image: male and female avatars wearing the Convertible Snow Mantra for Angel Chen in Fortune Red and Northstar White;
Right image: female avatar wearing the Cropped Snow Mantra for Angel Chen in Plum Blossom*

Angel Chen reimagines iconic Canada Goose styles into a thirteen-piece collection for both women and men

TORONTO, ON (January 15, 2021) – Today, Canada Goose launches its first-ever capsule collection, created in partnership with guest designer, Angel Chen. With her experimental approach to design and colour, coupled with a fusion of Eastern and Western aesthetics, Angel Chen is one of fashion’s brightest young talents. Through her design language, she brings Eastern elements and traditional techniques to life, creating a contemporary collection without boundaries between countries, age and gender. This capsule collection combines the traditional with the modern, highlighting functional expertise and unique style. With digital-first innovation at the forefront, Canada Goose and Angel Chen are bringing this campaign to life through both augmented reality (AR) and Computer-Generated Imagery (CGI).

“Over the years, we have worked with some of the world’s best. This season, we introduce a new type of partnership with Angel Chen, our first ever guest designer,” said Woody Blackford, EVP Product at Canada Goose. “In our approach, we look for unique and creative perspectives, drawing inspiration from distinct aesthetics that challenge us. Our brief is to reinterpret and reimagine our core design DNA through their eyes. Angel has done just that, putting her signature spin on our most iconic products.”

Initially revealed during Shanghai Fashion Week in October 2020, the exclusive thirteen-piece collection for women and men follows the transformational journey of the garments from winter in Canada to spring in China, showcasing the evolution of Canada Goose’s most iconic parka: the Snow Mantra. Putting her signature twist on the brand’s most comprehensive offering in outerwear, Angel Chen creates two distinctive pieces within the collection: the Women’s Cropped Snow Mantra Parka for Angel Chen (\$1,595 CAD), which can be worn upside down for a discerning look and the Men’s Convertible Snow Mantra for Angel Chen (\$1,795 CAD), which can be worn four ways by experimenting with the removable lower half, sleeves and hood. This collection leverages Canada Goose fabrics and technologies, which were developed for the harshest weather conditions and proven in the field for decades by scientists, arctic workers and explorers. Angel Chen interprets the brand through her unique perspective, not only through modern silhouettes but also with vibrant colours. Unique colourways, including a bold new red and two new shades of pink, are included to further honour Angel’s culture and heritage.

“Canada Goose is iconic, the reference for outerwear in the world, and it was so exciting to work with their heritage pieces, reinterpreting them through a new lens for this collection,” said designer Angel Chen. “Visiting the brand’s headquarters and touring their archival collections was so inspiring! This

collection represents the transition from winter in Canada to spring in China. It is a dream watching it come to life through my eyes on the runway to seeing it uniquely styled in the city.”

This collection further extends into Lightweight Down, Windwear, Rainwear, Knitwear and Accessories categories. The women’s collection features the Chaka Vest (\$795 CAD), the Mordaga Rain Jacket (\$1,295 CAD), the HyBridge Knit Jacket (\$895 CAD), the Logo Sweater (\$595 CAD) and the Serdang Down Jacket (\$895 CAD). It also includes the versatile Crossbody Bag (\$595 CAD), which easily converts to a backpack and the Mini Crossbody Bag (\$350 CAD). The men’s pieces feature the Arxan Bomber Jacket (\$995 CAD), the Mogan Rain Jacket (\$1,495 CAD), the HyBridge Knit Hoody (\$950 CAD) and the Logo Sweater (\$695 CAD). The garments are designed to be layered, mixed, matched and transformed for a truly distinctive style, as well as provides custom warmth and protection no matter the conditions.

The Angel Chen for Canada Goose in-store visual display includes design elements that bring [HUMANATURE](#) to life; Canada Goose's purpose platform, which unites the brand’s sustainability and values-based initiatives. The majority of materials used in these displays are recycled, recyclable or biodegradable. The brand is also incorporating an augmented reality (AR) experience to its store windows globally. Starting at the end of January, guests can unlock natural elements, such as blooming flowers by pointing their camera at a QR code on the window. This AR experience will also unveil product features and buying options through hotspots available on the screen.

The Angel Chen for Canada Goose Spring 2021 collection is available starting January 15, 2021 at select Canada Goose retail stores and select wholesale partners, canadagoose.com, TMall and WeChat.

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Left to right: Convertible Snow Mantra for Angel Chen, Cropped Snow Mantra for Angel Chen

About Canada Goose

Founded in 1957 in a small warehouse in Toronto, Canada, Canada Goose (NYSE:GOOS, TSX:GOOS) is a lifestyle brand and a leading manufacturer of performance luxury apparel. Every collection is informed by the rugged demands of the Arctic, ensuring a legacy of functionality is embedded in every product from parkas and rainwear to apparel and accessories. Canada Goose is inspired by relentless innovation and

uncompromised craftsmanship, recognized as a leader for its Made in Canada commitment. In 2020, Canada Goose announced HUMANATURE, its purpose platform that unites its sustainability and values-based initiatives, reinforcing its commitment to keep the planet cold and the people on it warm. Canada Goose also owns Baffin, a Canadian designer and manufacturer of performance outdoor and industrial footwear. Visit www.canadagoose.com for more information.

About Angel Chen

Angel Chen is a Chinese designer whose colourful approach to fashion coupled with the brand's core-concept of fusion of Eastern and Western aesthetics, has made her one of the country's brightest young talents, stocked internationally at 80+ retailers. Chen is part of a new wave of young Chinese designers making an impact locally and globally.