



PRESS

CANADA GOOSE TARGETS U.S. MARKET WITH OPENING OF NYC SALES OFFICE

TORONTO, ON & NEW YORK, NY (December 3, 2014) – Canada Goose, the iconic outdoor luxury apparel company, today announced the opening of its New York City sales office located in the historical landmark Starrett-Lehigh building in West Chelsea. Home to a dedicated sales team, the 3,000-square-foot space is a testament to the exponential consumer demand for the company’s Made in Canada outerwear, and a reflection of the brand’s explosive growth in the U.S. market where revenues increased by more than 45 per cent in the last year alone.

More than 10 years ago, Canada Goose made an unwavering commitment to keep production on Canadian soil, and since then has become recognized worldwide for leading the creation of the premium outerwear category. In the last decade, the company has grown over 4,000 per cent with current revenues surpassing \$200M, and sells product in over 50 countries.

“The demand for products that deliver the best in performance and design from authentic brands is stronger than ever,” said Dani Reiss, President & CEO, Canada Goose. “Whether it’s a modern explorer trekking through city streets or on an Antarctic expedition, people want to buy the very best – and they’ve embraced us on an epic level as a result. The U.S. is our fastest growing market and New York is the perfect place for us to meet that demand and fuel additional growth.”

Spanning fashion, lifestyle and outdoor categories, Canada Goose products are sold at premium U.S. retailers including Barney’s, Bergdorf Goodman, Bloomingdales, Neiman Marcus, Nordstrom, Paragon Sporting Goods, The Tannery and Saks Fifth Avenue. The new office and showroom provides customers with an opportunity to experience the true Canada Goose culture and environment first-hand.

The brand has gained significant momentum in the U.S. in the last five years, marked by the opening of the U.S. Headquarters in Denver in 2013 which serves the outdoor and ski market. Additionally, the company became the Official Outerwear Sponsor of the Sundance Film Festival which celebrates its long-standing relationship with the film and entertainment industry where Canada Goose is known as the (un)official jacket of film crews everywhere it’s cold.



PRESS

About Canada Goose Inc.

For over 55 years, Canada Goose has been committed to producing the best extreme weather outerwear in the world; proudly made in Canada. From the South Pole research facilities and the Canadian High Arctic, to the streets of New York City, Stockholm, Milan, Paris, Toronto and Tokyo, people wear Canada Goose products because of its reputation for authenticity, best quality, functionality and iconic style. Canada Goose supports Polar Bears International as well as a number of charitable organizations and outdoor ventures that provide commitment to Arctic stewardship and the environment. Visit www.canadagoose.com for more information.

For press inquiries, contact:

Ashley Tilley

atilley@canadagoose.com

T: 416-780-9850 ext. 2252

Alex Thomson

athomson@canadagoose.com

T: 416-780-9850 ext. 2231