



PRESS

CANADA GOOSE OPENS ITS DOORS IN THE CITY IT CALLS HOME

First-ever flagship store features storied pieces from its archives alongside the complete 100+ piece collection and limited edition collaborations

TORONTO, ON (October 18, 2016) – Canada Goose, the world’s leading maker of Arctic luxury apparel, today officially opened its first retail store in its hometown of Toronto at Yorkdale Shopping Centre. The 4,500 square foot flagship store brings the Canada Goose story to life and features premiere Canadian design elements, the largest depth and breadth of product, and offers a tailored, best-in-class experience.

With more than 100 different styles in 40 unique colourways, the flagship store will offer the largest variety of product anywhere in the world. Whether customers are shopping for the high streets or their next big outdoor adventure, the store will deliver world class service led by brand ambassadors with the expertise to suggest the right Canada Goose product. Customers can book personal shopping appointments with brand ambassadors, leave purchases at the store while they shop, as well as enjoy the store’s carry-out to car or ship to home service.

“I’m so excited to open our doors and welcome our first customers here at home in Toronto as we start this new journey,” said Dani Reiss, President & CEO of Canada Goose. “This store is the best place for people to find the perfect Canada Goose product in an environment that tells our story through our own lens.”

Special collaborations will also be available, including the brand’s recent work with Opening Ceremony and Toronto Blue Jays slugger, José Bautista, as well as exclusive in-store only styles, prints and colours. A selection of vintage pieces from the company’s six-decade archives will be on display, including: the Skreslet Parka, a refined and relaunched version of the jacket Laurie Skreslet developed with Canada Goose and wore when he became the first Canadian to summit Mt. Everest in 1982; and the Peace Keeper Parka which was custom designed more than a decade ago for the Canadian Rangers – the Canadian Armed Forces’ eyes and ears in the North.

As testament to the brand’s role as a champion of Made in Canada, the store showcases Canadian artisans and craftsman like Jason Carter, an Aboriginal visual artist whose soapstone-carved polar bears displayed throughout the store are also a nod to Canada Goose’s work with Polar Bears International. Bespoke Canadian design elements also connect the store to its home country including the large reception desk carved from a single piece of marble sourced from a quarry in British Columbia and handmade down-filled upholstered furniture from Montreal-based Montauk Sofa.



PRESS

The brand celebrated the opening of their flagship last night in Toronto with a VIP event and welcomed Toronto Raptor, **Corey Joseph**, Toronto Maple Leaf **James van Riemsdyk**, Toronto City Councillor (6Dad), **Norm Kelly**, celebrity chef **Susur Lee**, and Host of CBC's The Goods, **Jessi Cruickshank**.

About Canada Goose Inc.

Founded in a small warehouse in Toronto, Canada nearly 60 years ago, Canada Goose has grown into the world's leading maker of Arctic luxury apparel. Informed by the rugged demands of the Arctic, relentless innovation and uncompromised craftsmanship inspire the form and function of every collection. From Antarctic research facilities and the Canadian High Arctic, to the streets of New York City, London, Milan, Paris, and Tokyo, people are proud to wear Canada Goose products. Employing more than 1,300 people worldwide, Canada Goose is a recognized leader for its Made in Canada commitment, and is a long-time partner of Polar Bears International. Visit canadagoose.com for more information.

For press inquiries, please contact:

Josh Zeliger
Communications Specialist
jzeliger@canadagoose.com
(416) 780-9850 x 2252

Tiffany Luong
Communications Coordinator
tluong@canadagoose.com
(416) 780-9850 x 2379