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CANADA GOOSE MAKES ITS MARK WITH FIRST FLAGSHIP RETAIL LOCATIONS

First-ever Retail Stores to Open in Toronto and New York City, Fall 2016

TORONTO, ON & NEW YORK, NY (May 26, 2016) – Canada Goose, the world’s leading maker of Arctic luxury apparel, took a bold new step in redefining luxury retail and today announced the opening of its first two standalone stores in Fall 2016. Following the company’s successful e-Commerce launch, the flagship stores are set to open in Yorkdale Shopping Centre in Toronto, and on Wooster Street in the heart of SoHo, New York City.

From the brand that’s equally at home on the fashionable city streets of Paris and Milan as on scientists working in Antarctica, and trusted for decades by film crews, athletes and adventurers alike, the new stores will capture the spirit of Canada Goose, weaving together its arctic heritage with modern innovation in an experiential environment. Spanning more than 4,000 square feet, each store will be an invitation to explore the company’s rich heritage and unique culture through the curated exhibition of vintage designs such as the Snow Mantra first worn by industrial workers facing punishing wind and cold, as well as innovative new styles including its award-winning HyBridge Lite collection.

“Opening our own stores is something I’ve always dreamed of. It’s an exciting new chapter in our evolution from a small outerwear manufacturer nearly 60 years ago, to the only truly global, Canadian luxury apparel retailer,” said Dani Reiss, President & CEO, Canada Goose. “There’s no other brand like Canada Goose and that’s something people will feel as soon as they step into our stores. This is our opportunity to bring more of Canada – and Canada Goose – to the world.”

Driven by purpose and inspired by adventure, the Canada Goose stores will deliver unparalleled service, putting experience at the forefront of every interaction. To deliver on that commitment, the company has created an in-depth brand immersion program where employees will become not only product experts, but true brand ambassadors. The experiential program will enable employees to engage in all aspects of the brand, including tours at one of four Canada Goose factories to see the company’s craftsmanship in action, a first-hand look at how Canada Goose works with Polar Bears International in Churchill, Manitoba, an opportunity to be part of an Arctic community at a Canada Goose Resource Centre program event, and much more.

In addition to world-class service, each store will offer a full assortment of every seasonal collection with the largest variety of colours and sizes anywhere in the world, enabling consumers to find the perfect product for any adventure they seek or element they face. Building on the success of past projects with Drake’s OVO, wings + horns, and Levi’s, the stores will also introduce special collaborations and in-store exclusives throughout the year, and will present select vintage pieces from the company’s six-decade archives.



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“Amazing product, inspiring people, and unique experience will be the fabric of every Canada Goose store,” Reiss said.

The new flagship stores mark an historic moment for Canada Goose, which has experienced explosive growth over the last decade. In the last five years alone, revenues have increased by more than 450 per cent. Today, Canada Goose products are sold in North America at canadagoose.com, and at Authorized Retailers in 50 countries around the world.

For more information on the store opening, please visit: canadagoose.com/storeopening

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 the 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 1,000 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.

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