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### **CANADA GOOSE SPREADS ITS WINGS AND OPENS U.S. FLAGSHIP IN NEW YORK CITY**

*Canada's ultimate brand ambassador celebrates by hosting star-studded launch event with actor Ansel Elgort and DJ Kaytranada*

**NEW YORK CITY, NY (November 17, 2016)** – Canada Goose, the world's leading maker of Arctic luxury apparel, today officially opened the doors to its U.S. flagship at 101 Wooster Street in New York City. The 4,100 square foot location brings the Canada Goose story to life in a historic SoHo storefront, by weaving together its roots and Arctic heritage via Canadian design elements and housing an impressive breadth of product.

With more than 100 different styles in 40 unique colourways, the flagship offers the largest variety of product anywhere in the world, including the brand's highly-anticipated fall 2016 collection with Opening Ceremony, as well as exclusive styles, prints and colours. Whether customers are shopping for the perfect piece to triumph in a trek through Fifth Avenue during a record-breaking snow storm or for conquering their next big outdoor adventure, brand ambassadors will provide bespoke service to ensure customers find the appropriate product. Guests will be able to schedule personal shopping appointments, have their purchase delivered to their home or hotel, return online orders in-store and take advantage of mobile check-out.

"Who knows about cold better than Canadians? And what better brand to bring that expertise to New York?" says Dani Reiss, President & CEO of Canada Goose. "The City has truly become our home-away-from-home so I'm excited to show New Yorkers all that Canada Goose has to offer."

A selection of vintage pieces from the company's 60-year archive will be on display and rotate seasonally, including: the Heli Arctic Parka, inspired by the brand's tactical and iconic Snow Mantra and Resolute Parkas, and created almost 10 years ago for Parks Canada Enforcement Officers; and the Peace Keeper Parka, which was created exclusively for Ontario Provincial Police officers who face extreme conditions in the line of duty.

As testament to Canada Goose's role as a champion of Made in Canada, the SoHo store is a celebration of its home country, showcasing the works of Canadian artisans. Aboriginal visual artist Jason Carter's soapstone-carved polar bears are displayed throughout as a nod to the brand's work with Polar Bears International. Montreal-based Montauk Sofa's custom down-filled upholstered furniture further connects the store to its heritage. The space's standout feature is its 3840-pound marble cash wrap, carved from a single piece of rock and sourced from a quarry in British Columbia.



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Canada Goose celebrated the opening of the flagship last night in NYC with a VIP event, co-hosted by actor **Ansel Elgort** and DJ'd by **Kaytranada**. Other notable attendees included actor, **Travis Fimmel**, who is featured in the brand's Fall/Winter 2016 campaign; Canadian model, **Coco Rocha**; DJ duo **Leigh Lezark** and **Geordon Nicol** of **The Misshapes**; DJ and model, **Chelsea Leyland**; DJ and entrepreneur, **Brendan Fallis**; model and DJ, **Harley Viera-Newton**; and model, **Julia Restoin Roitfeld**.

This marks the second flagship opening for Canada Goose; its first-ever retail store opened in Toronto at Yorkdale Shopping Centre last month.

### **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 1,500 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](http://canadagoose.com) for more information.

For press inquiries, please contact:

Courtney LaRue  
Communications Specialist  
[clarue@canadagoose.com](mailto:clarue@canadagoose.com)  
(646) 300-8590 x 8510