



## PRESS

### CANADA GOOSE LAYS DOWN ROOTS IN THE UK

*First European Marketing and UK sales office opens in London*

**TORONTO, ON & LONDON, U.K. (April 16, 2014)** – Canada Goose Inc., one of the world’s leading manufacturers of extreme weather outerwear, today announced the opening of its first European marketing and UK sales office in London, UK. Nestled behind bustling Oxford Circus in the capital’s prime fashion district; this new office is a testament to Canada Goose’s commitment in Europe, and recognition of the company’s rapid growth across the UK which saw revenues increase by more than 200 per cent in the last year.

Despite economic challenges that significantly impacted the industry, Canada Goose stands as a unique success story, growing more than 4,000 per cent over the last decade. Today, the company’s revenues stand in excess of CAN\$150m (£81.5m) and consumer demand for its authentic, made-in-Canada products continues to increase globally.

“We went against the grain many years ago by choosing to invest in manufacturing at home, because it was – and is – the right thing to do. We’re driven to produce the best luxury performance outerwear that’s made where it should be, and that’s what consumers are responding to,” said Dani Reiss, President & CEO, Canada Goose.

Canada Goose products sit comfortably at the intersection of function and fashion, providing a unique distribution position, which is spread across the region’s best Outdoor and Fashion retailers including Harrods, Harvey Nichols, Snow+Rock, Brown Thomas and more than 90 others. Building on the success of its iconic parka styles, the Canada Goose Outdoor Performance collection now also includes lightweight down pieces and waterproof shells which perfectly meet the seasonal and climate needs of the European marketplace.

The new London base will house the European marketing and UK and Ireland sales teams. The showroom carries the full collection of Outdoor Performance, Branta, and Youth, Kids and Baby collections, enabling UK customers to experience the entire Canada Goose brand environment first-hand.

In the past five years, Canada Goose has opened European offices in Sweden, Germany, and Finland to better support retailers and drive continued growth.

#### **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, Toronto and Tokyo, people wear Canada Goose products because of its reputation for authenticity, 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](http://www.canadagoose.com) for more information.

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