

NEVER STOP EXPLORING

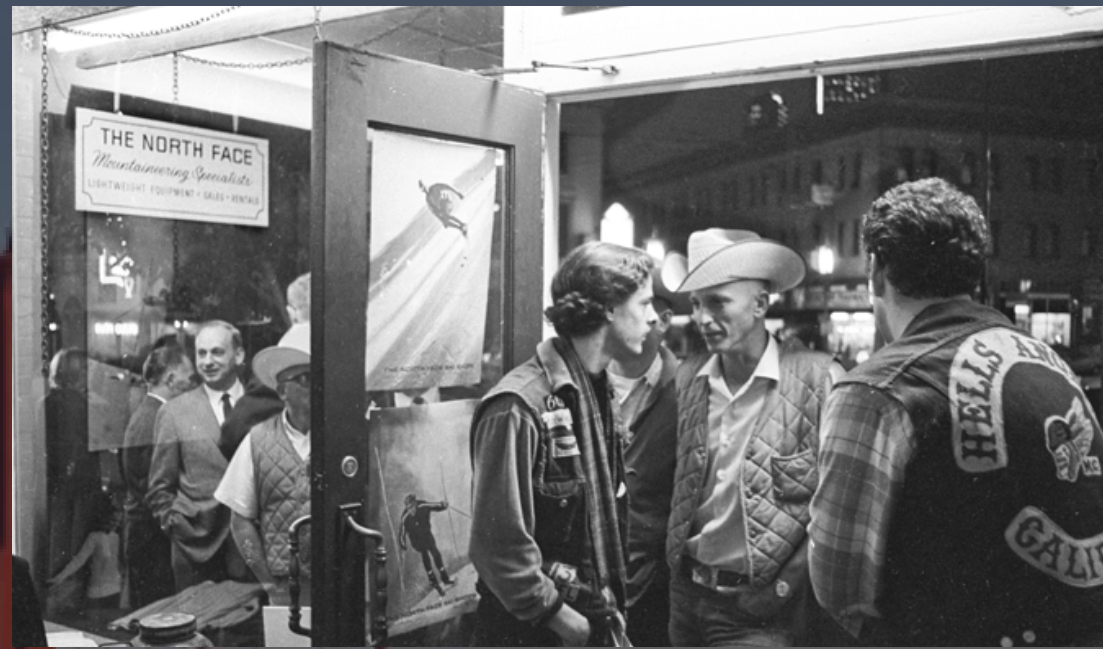
# THE NORTH FACE

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Ruchi & Lauren





- Created in 1966 by Douglas Tompkins & Susie Tompkins
- First product : Parka sierra & Backpack
- First shop in San Francisco
- Products related to sports activities in the mountains



**NORTH FACE parkas** have always meant quality and protection. This Fall we continue the tradition with exciting new lines of functional ski wear and functional town wear, and women's sizes in selected parkas.

**NEW FUNCTIONAL SKI WEAR**  
We are proud to introduce six exciting new NORTH FACE garments this year. Five of these new parkas were developed for cross-country and downhill skiing. Each features as corduroy-lined stand-up collars, knit cuffs, slash pockets and insulate\* insulation reflect the design focus. The styling is fresh, the colors peeling, and, as with all NORTH FACE products, the emphasis is on high quality, versatility and function.

Our new functional ski wear includes shell garments, the Anorak (page 14) and Zephyr (page 14); a goose down parka designed exclusively for women, the Larkspur (page 13); and a Thinsulate® ski parka, the HooDoo (page 12), available in either a Taslan/GoreTex® or Tarmyl shell.

Our sixth new garment is designed for the city but built to withstand the rigors of the woodlands as well. The Oxford (page 15) is warm enough for any winter's night and stylish enough for all

holes to create narrower shoulders, a proportionally narrower collar and a left-hand draft flap.

As in the past, on those garments which do not have specific women's sizing, we have tapered the parka at the waist and flared the hips of the XXS and XS models so these will fit women better.

**INSULATION**  
We use three types of garments — goose down, PolarGuard® and Goose down is insulator known for its complexity of creates a dense the air trapped in retains your body than any other compressibility, ness and excellence been duplicated PolarGuard® advantages. Its quite high and lower cost for the important, PolarGuard® than 5% water superior insulation as the Pacific N

New Style Women's Parkas*	
Sizes	
XXS	
XS	
S	6-8
M	10-12
L	14-16
XL	

\*Includes 65/35 Pika, Sierra Short

**SIZING AND FITTING**  
A proper fit is essential to maximize the performance of your NORTH FACE garment. We have provided a sizing chart below to help you find your size parka. But since the only sure way to tell how a parka will fit is to try it on, we have also provided some basic fitting guidelines.





# Brand Name

"The North Face " "La Face Nord"

- Descriptive Name -> We clearly know what it refers to
- To evoke both the north face of a mountain (the most difficult to climb)
- The neighborhood in which the tompkins are located, North Beach

# Brand Logo & Tagline

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1966-2010

2010-now



- Including logotypes, the name and a symbol
- Symbol mean the Half Dome
- 1966-2010 : Black color (sophistication elegant classy)
- 2010-now : Red color dynamic, existing associating with love



*"NEVER STOP EXPLORING"*





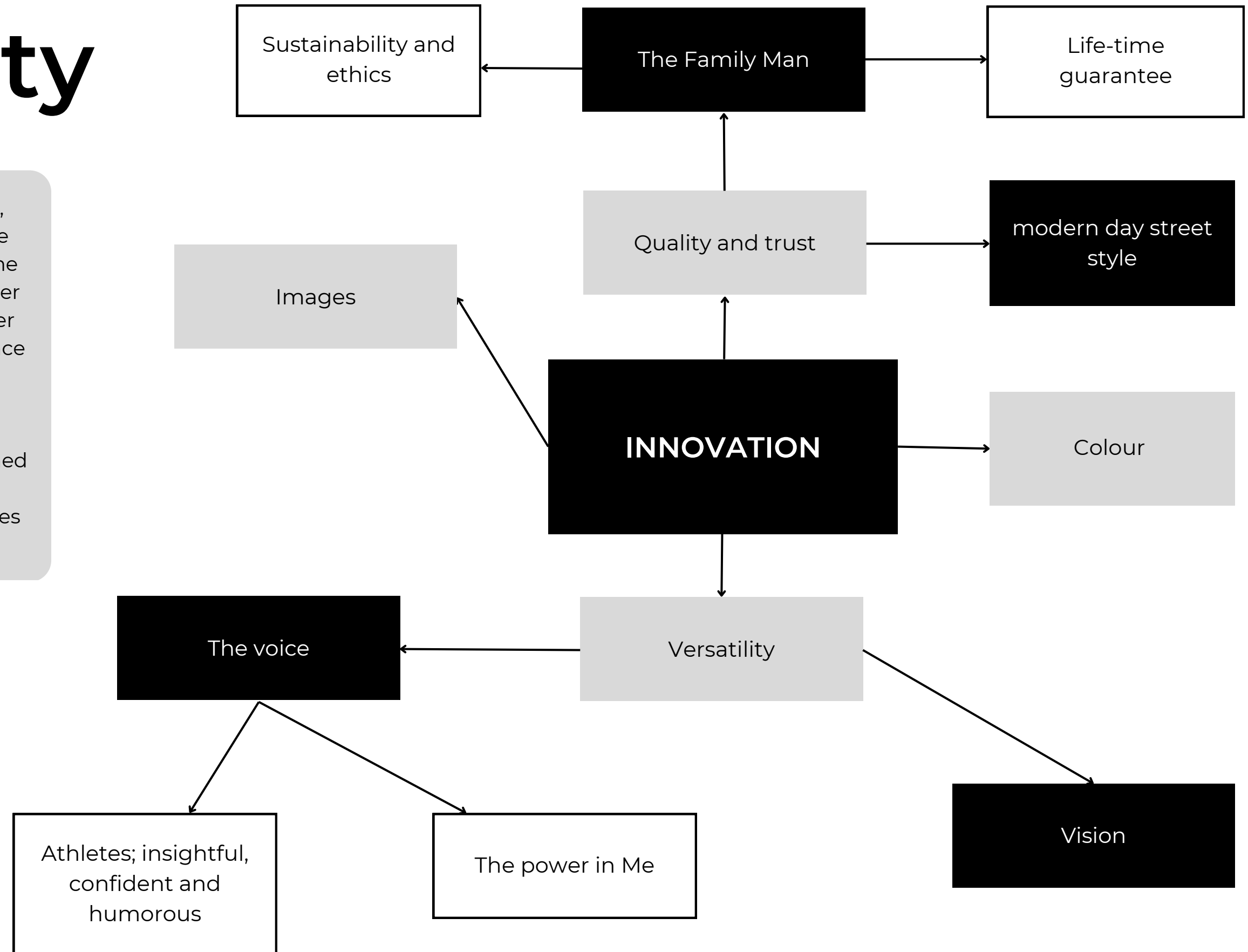
# Brand Identity

'The North Face' of a mountain is the most treacherous, unforgiving part and biggest challenge for climbers. The North Face isn't just a brand but an idea giving people the mindset to push themselves to their limits and face bigger challenges. Our focus isn't on the achievement but rather how you get there; the journey you take with the assistance of our products.

"Built on innovation, The North Face® brand offers unrivalled, technically advanced outdoor products designed for everyone from the most accomplished climbers, mountaineers, snowsport athletes and endurance athletes to novice explorers in search of adventure."

"The North Face is the premier supplier of authentic and technically innovative products... products that inspire and enable our customers to Never Stop Exploring."

The Family Man wants quality and trust between the brand to provide quality products for his family. The actual style is of little importance but buys into The North Face for the practicality and reliability of our products.





# Brand Image



## **INNOVATION**

Unique Materials

Were the only ones in the niche market

## **MANUFACTURING AND OUSOURCING**

Manufactured all products by own

High cost

Supply more, less demand

## **ACCOUNTING SCANDAL**

They changed the numbers of profit and sale from the previous 2 years financial statement

The north face artificially inflated their revenue and gross margin recognition as a result share fell down and core members started resigning

## **VF CORPORATION**

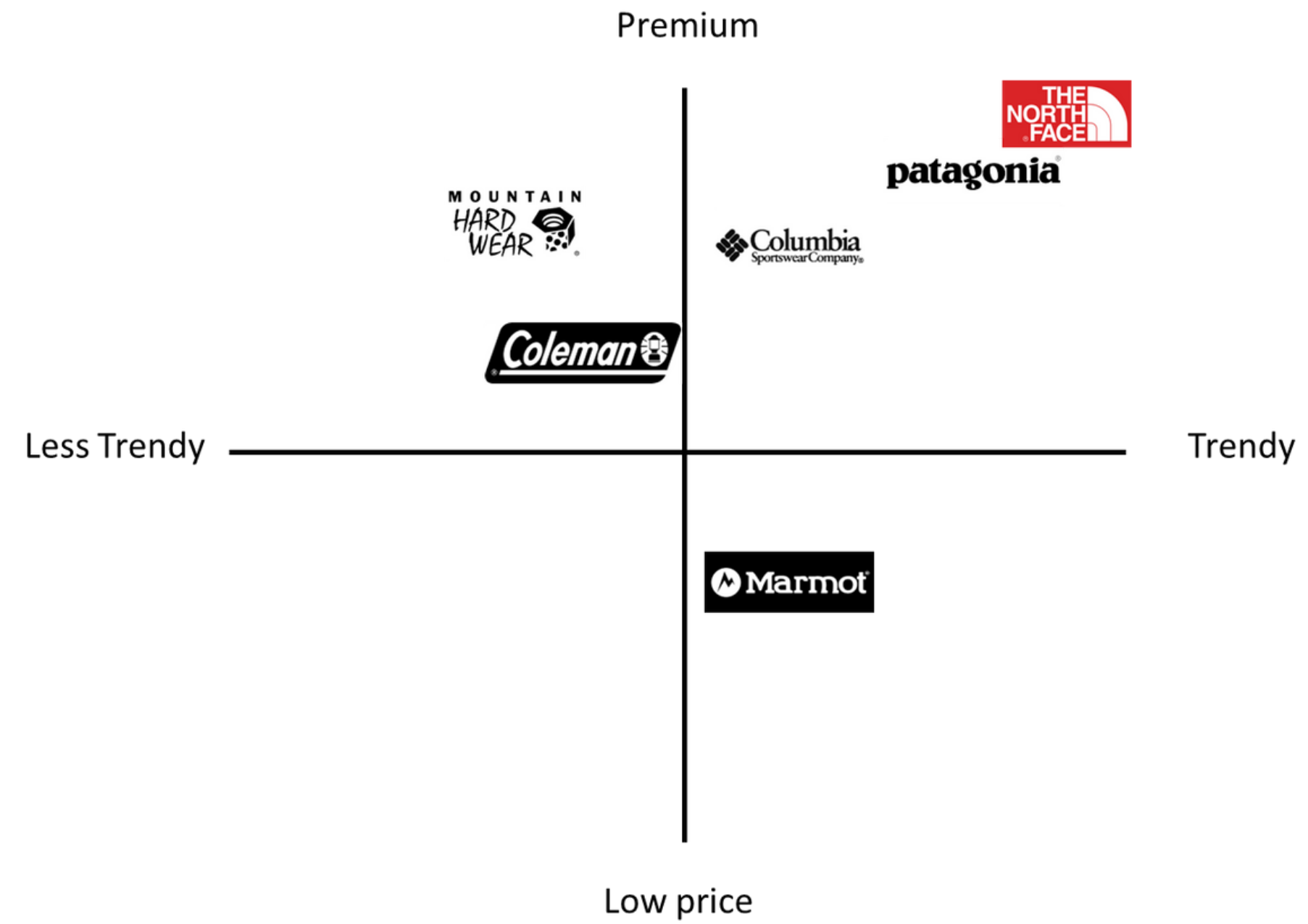
Owner of VANS

Bought The NORTH FACE for 25.4 million dollars

Gave the brand new growth







## Brand Position

Durability	HIGH
trend	HIGH
Cost	HIGH
Style	LOW
Performance	HIGH
Sustainability	Moderate

# Brand Competition

- Patagonia
- Columbia Sportswear
- Nike





# SWOT ANALYSIS

	Strength	Weakness	Opportunities	threats
North face	product innovation, trendy	inconsistency, poor communication	technology branding	Growing Strength of Local distributors
Patagonia	Committed to environment change, culture	not worldwide assessable	outsourcing	Compeiors are more rend
Columbia sportswear	Family brand, product technology	no a famous brand	collaborations , co branding	not so popular
Nike	Marke leader global brand	work culture	expansion in outdoor products	Counterfeit Products

Patagonia is a major risk to the north face because both firms target the same market.



# Collaborations

KAWS  
Supreme  
Extra Butter  
Brain DEAD

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#TheNorthFaceXGucci Campaign



Share

# THE NORTH FACE GUCCI



Watch on  YouTube









# Brand Strategy



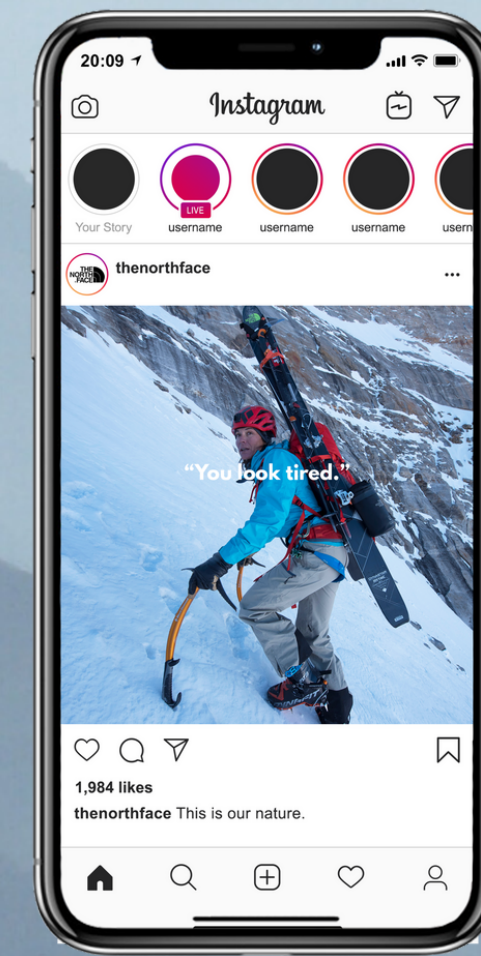
1. Innovation



2. Sustainability



3. Collaboration



4. Direct to customer focus



5. Global expansion



# Sustainability

« *Exploration without compromise* »

6%

57%

72%

100%



2010

2021

Autumn 2021

*Goal before 2025*

## 4 steps to be sustainable

- Complete the circle
- Make the best better
- Extend our reach
- Rethink packaging





# Brand Equity

## -> BRAND AWARENESS

**Strong Reputation**

**Loyal customer base**

**environmental  
responsibility**

**300 stores**

## -> BRAND RELATIONSHIP

- By wearing the north face clothing the consumer feels like a sportsman
- The brand's ease of entry into the consumer's mind

## -> BRAND PATENTS

- They protected their Image with many patents for the clothing, equipment and shoes.

### The North Face net worth

\$ 28.4K - \$ 170K

### The North Face income

ESTIMATED EARNINGS

\$ 67  
LAST 7 DAYS

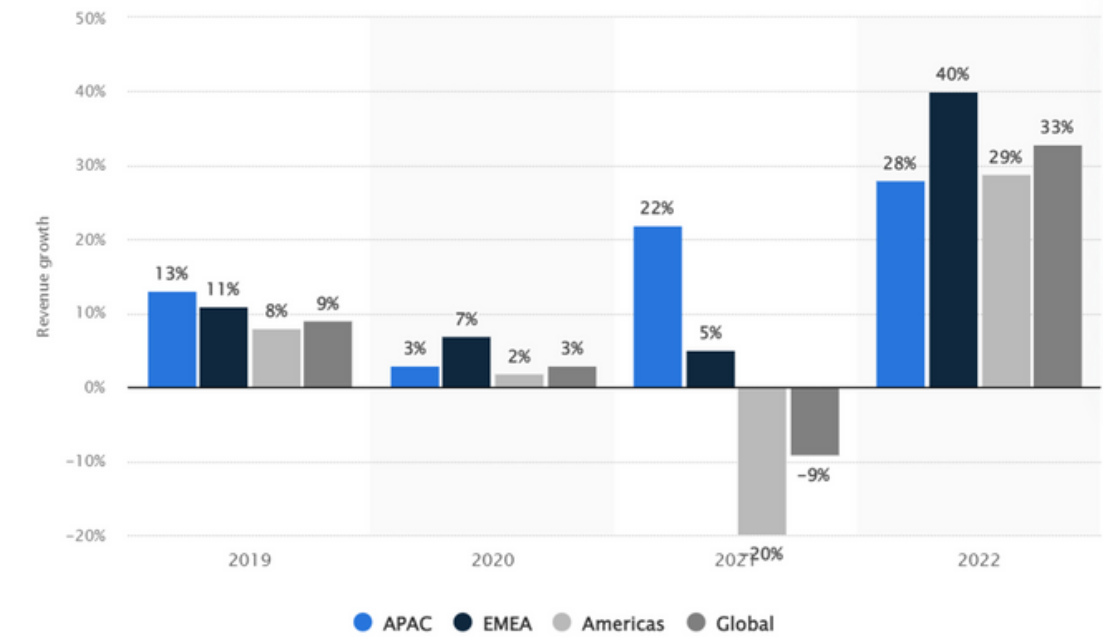
\$ 463  
LAST 30 DAYS

\$ 4.58K  
LAST 90 DAYS

## Most valuable fashion brands

The FashionUnited Index of Most Recognized Fashion Brands gathers the largest fashion brands in the world by brand value. FashionUnited created a unique formula and benchmark for fashion brands to calculate current brand values of publicly and privately held fashion brands.

	Brand	2020 Brand Value \$
1	Nike	\$36.8 b
2	Louis Vuitton	\$32.3 b
23	The North Face	\$5.6 b

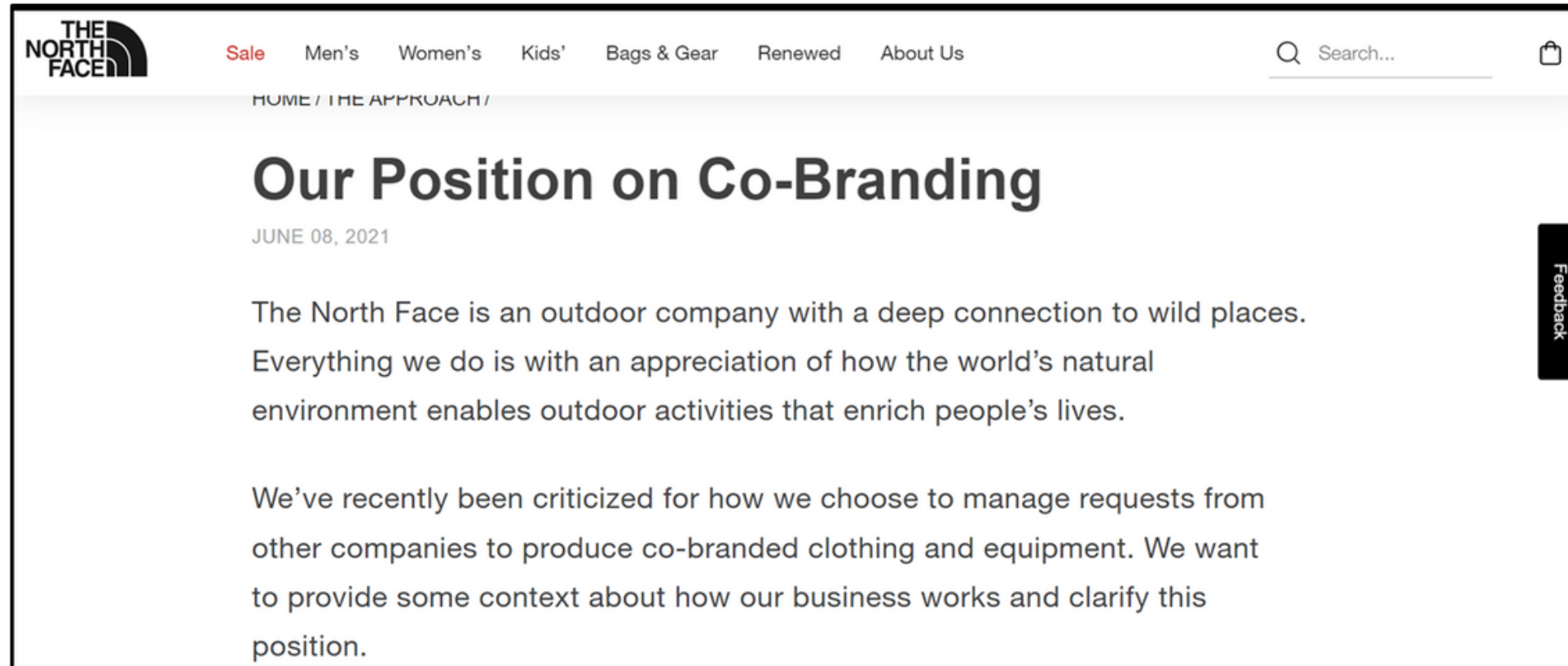


# Brand Assets

Brand Finance has calculated the brand value of The North Face brand 8 times between 2015 and 2022. The The North Face brand valuation has featured in 19 brand rankings, including the strongest and most valuable Global brands, the biggest Apparel brands, and the best US brands.



# Co - Brand



We allow outside companies and organizations to place their logo next to ours on The North Face gear for various uses such as company gifts, as an example.

Letting another company put its logo on our products and essentially affiliating our brand with theirs isn't a choice we take lightly, which is why these inquiries are thoughtfully considered with our brand DNA and long-standing outdoor values in mind.

As we do, we will partner with like-minded organizations and groups that have already begun, or want to join us, in this fight to protect the planet and move our world forward through innovation and exploration.



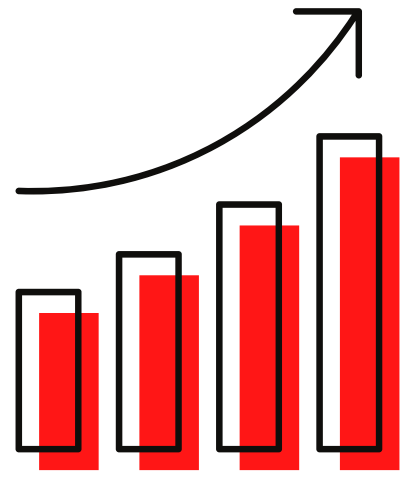
# Innovation & Creativity

- The North Face create new technologies
- Memorable marketing campaign "Never Stop Exploring"
- Big Community Online





# Brand Development



- Considered as a Mountaineering brand at the beginning to a Global brand now
- Analysis of the growth rate

# Price/ quality



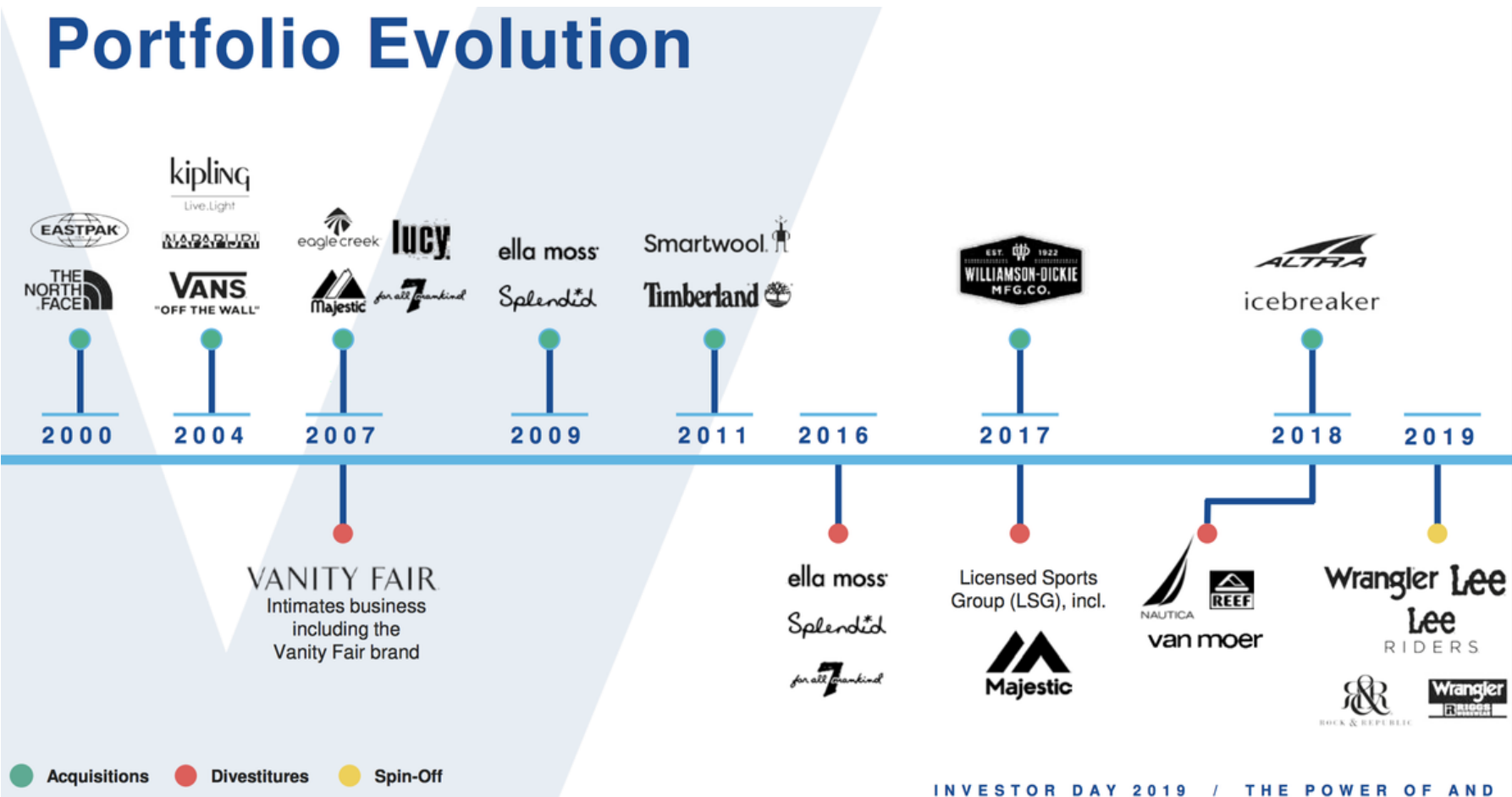
THE NORTH FACE

# Brand Portfolio

VF CORPORATION



Designing, producing, marketing, and distributing branded lifestyle clothing, footwear, and accessories are the specialties of VF Corporation, a world leader in the industry. With a portfolio of 30 strong brands that are extremely diverse and covers a wide range of markets, product categories, consumer demographics, and distribution channels, VF has a unique competitive advantage and the capacity to generate long-term, sustainable growth for both its clients and shareholders





# Brand Extension



TWO INDEPENDENT COMPANIES WITH ENHANCED PROSPECTS FOR LONG-TERM VALUE CREATION

VF CORPORATION		KONTOOR	
VANS "OFF THE WALL"   Timberland   Dickies		Wrangler   Lee	
Global apparel and footwear powerhouse anchored in activity-based outdoor, active and work lifestyles		Global apparel leader with strong iconic brands steeped in rich heritage and authenticity	
Revenue <sup>(1)</sup>	~\$11B	Revenue <sup>(1)</sup>	~\$2.7B
EBITDA <sup>(1)</sup>	~\$1.8B	EBITDA <sup>(1,2)</sup>	~\$385M
Operating Cash Flow <sup>(1)</sup>	~\$1B	Operating Cash Flow <sup>(1,2)</sup>	~\$225M
Long-Term Target Dividend Yield	~2%	Long-Term Target Dividend Yield	~5%
14 – 16% Long-Term TSR Target		8 – 10% Long-Term TSR Target	

(1) Numbers are on an As Adjusted basis for the 52 weeks ended December 29, 2018; definitions of non-GAAP measures and GAAP to non-GAAP reconciliations are included in the appendix to this presentation.  
(2) Changes in Kontoor Brands adjusted EBITDA and cash flow from estimates contained in August 2018 investor presentation primarily reflect incremental standalone public company costs and pro forma interest expense.

The North Face is currently expanding worldwide. They are slated to open several more stores internationally within the next year.

They are also expanding their target market to include other extreme action sports. This year, they are sponsoring the Winter X-Games this upcoming snow season.

VF CORPORATION ANNOUNCES INTENTION TO CREATE TWO INDEPENDENT, PUBLICLY TRADED COMPANIES

# Our Perception

*How the North Face can become a luxury brand ?*



1

Be more creative on the storytelling of the products



2

New collaboration with a luxury brand



3

Have a Fashion Event, showcasing the products



4

Promoting an exclusive product



5

Have their own omni-channels



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Thank you  
for your attention