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VF Corporation Appoints Denny Bruce as Dickies® Global Brand President

DENVER--(BUSINESS WIRE)-- VF Corporation (NYSE: VFC), a global leader in branded lifestyle apparel, footwear and accessories, today announced the appointment of Denny Bruce to the position of Global Brand President, *Dickies*®, effective July 1. He reports to Curt Holtz, Executive Vice President and Group President, Workwear.

This press release features multimedia. View the full release here:

<https://www.businesswire.com/news/home/20190708005094/en/>



Denny Bruce, VF Corporation (Photo: Business Wire)

“*Dickies*® is an iconic brand that has stood alongside generations of proud workers, equipping them with tough, durable workwear that has enabled them to make and shape our world,” said Holtz. “At the same time, the brand’s heritage and authenticity has transcended the workwear category and elevated its cultural relevance as a lifestyle brand in markets around the world. As the brand enters a new phase of growth and expansion, Denny will bring together our international teams to drive a consistent global experience that engages consumers in new ways. We are highly confident in the prospects for this exciting brand and look forward to working with Denny as we pursue the many opportunities ahead.”

Bruce will be responsible for all aspects of the brand’s global operations and performance. He will ensure the brand continues delivering compelling products supported by experiential campaigns that drive consumer acquisition. He’ll oversee the brand’s wholesale and direct-to-consumer businesses, including a focus

on Digital. Bruce will also be responsible for continually strengthening the *Dickies*® team and its capabilities to drive profitable growth through the activation of its strategic plan globally.

Prior to joining VF, Bruce was Executive Vice President of Sales, Product and Marketing at Traeger Pellet Grills. There, he and his team drove disruptive growth in a \$10 billion industry and quadrupled the company's revenue and earnings during a four-year period.

Before that, Bruce was part of the leadership team at Skullcandy where he was Vice President of Domestic Sales. Among his accomplishments, Bruce helped create an aspirational lifestyle brand while growing revenue to \$300 million, leading to an initial public offering on Nasdaq. Bruce also held roles at *Vans*[®] and Burton Snowboards.

"I'm honored to be joining VF and leading the *Dickies*[®] brand," said Bruce. "*Dickies*[®] embodies a strong work ethic, a dedication to your craft and taking pride in the work as much as the finished product. I look forward to partnering with the global teams to leverage the brand's well-earned reputation and consumer loyalty to advance the long-term vision and accelerate the global growth strategy."

Philip Williamson, former CEO of Williamson-Dickie Mfg. Co., will move into a non-operating brand ambassador role, allowing him to lend his invaluable experience and knowledge of the *Dickies*[®] brand. Williamson will work closely with Bruce to advance the brand's strategic initiatives.

VF acquired the *Dickies*[®] brand as part of its 2017 purchase of Williamson-Dickie and its portfolio of workwear brands. Of the 20 brands owned by VF, the *Dickies*[®] brand is the company's fourth largest brand by revenue.

About *Dickies*[®]

Dickies[®], the world's leading performance workwear brand, has provided workers with durable, functional and comfortable workwear since 1922, pioneering such iconic styles as the 874[®] work pant. A brand of VF Corporation (NYSE: VFC), the *Dickies*[®] brand portfolio continues to evolve and today includes modern apparel, footwear and accessories for men, women and kids. The brand's range of products are available in more than 100 countries, allowing individuals around the world to experience the performance of *Dickies*[®]. For more information, visit www.dickies.com or follow the brand on [Facebook](#), [Instagram](#) and [Twitter](#).

About VF

VF Corporation (NYSE: VFC) outfits consumers around the world with its diverse portfolio of iconic outdoor and activity-based lifestyle and workwear brands, including *Vans*[®], *The North Face*[®], *Timberland*[®] and *Dickies*[®]. Founded in 1899, VF is one of the world's largest apparel, footwear and accessories companies with socially and environmentally responsible operations spanning numerous geographies, product categories and distribution channels. VF is committed to delivering innovative products to consumers and creating long-term value for its customers and shareholders. For more information, visit www.vfc.com.

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