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# VF Corporation Appoints Jan Van Mossevelde as Global Brand President, *icebreaker*®

**DENVER – February 18, 2021** – VF Corporation (NYSE: VFC), a global leader in branded lifestyle apparel, footwear and accessories, today announced the appointment of Jan Van Mossevelde to the position of Global Brand President, *icebreaker*®. Van Mossevelde will be based in the brand’s home market of Auckland, New Zealand. He will report to Martino Scabbia Guerrini, President of VF’s EMEA region.

Since 2019, Van Mossevelde has served as Vice President, General Manager, *icebreaker*® EMEA. He joined VF in 2015 as General Manager, Global Brand Management and Demand Creation, within the company’s Corporate Strategy organization. Previously, he served as Vice President, Strategy, for VF’s EMEA region.

“We’re very excited to have Jan lead the *icebreaker*® brand globally,” said Scabbia Guerrini. “His deep knowledge of the brand and the VF enterprise has enabled him to successfully guide the brand’s vision and operations across Europe since its acquisition in 2017. Jan is a proven leader with a strong track record in the areas of innovation, brand strategy and international marketing, making him the ideal person to lead the *icebreaker*® brand on a global basis.”

Prior to VF, Van Mossevelde spent 15 years at Procter & Gamble where he held numerous marketing and brand leadership roles. His experiences included P&L portfolio management, driving global innovation design for the billion-dollar category of laundry detergent pods, and serving as Chief Marketing Officer for the company’s Germany, Austria and Switzerland operations.

“I am honored and excited to lead the *icebreaker*® team globally,” said Van Mossevelde. “There has never been a better time to Move to Natural. Consumers and the apparel industry at large are becoming aware of a heightened need for health, wellbeing and sustainability which is at the heart of what *icebreaker* is about. I’ve enjoyed leading *icebreaker*® in EMEA and look forward to expanding my scope to help chart the course for the brand’s purpose-led growth across all of VF’s global markets.”

Van Mossevelde succeeds Greg Smith, who recently announced his decision to leave the brand to pursue new opportunities.

## About VF

Founded in 1899, VF Corporation is one of the world’s largest apparel, footwear and

accessories companies connecting people to the lifestyles, activities and experiences they cherish most through a family of iconic outdoor, active and workwear brands including *Vans*®, *The North Face*®, *Timberland*® and *Dickies*®. Our purpose is to power movements of sustainable and active lifestyles for the betterment of people and our planet. We connect this purpose with a relentless drive to succeed to create value for all stakeholders and use our company as a force for good. For more information, please visit [vfc.com](http://vfc.com).

## **About icebreaker®**

Founded by Jeremy Moon in 1995 in New Zealand, *icebreaker*® pioneered the ethical and sustainable production of natural performance apparel. Now a part of the VF Corporation, *icebreaker*® continues to challenge the status quo while championing natural, transparent and responsible ways to do business. *icebreaker*® looks to nature for the answers and for innovative ways to do more with less. Working with what nature provides and adapting as nature does, *icebreaker*® enables consumers to join a movement towards choosing natural and preserving our planet for generations to come. *icebreaker*® is sold in more than 5,000 stores in 50 countries through wholesale, Touch Lab retail stores and e-commerce platforms. To discover more, visit [icebreaker.com](http://icebreaker.com)

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