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VF Announces Leadership Appointment to Drive Innovation in Performance Apparel and Footwear

Dan Cherian Joins Company as Vice President to Lead Apparel and Footwear Innovation Centers

GREENSBORO, N.C.-- VF Corporation (NYSE: VFC) today announced that Dan Cherian has joined the company as Vice President, Global Innovation, Performance Apparel and Footwear. In this newly created role, Cherian will oversee VF's Global Performance Apparel and Footwear Innovation Centers, where the company focuses on developing game-changing advancements in apparel, footwear and accessories for its 30-plus brands.

"Our goal is to shape the future of apparel and footwear," said Steve Rendle, VF Senior Vice President, Americas. "VF has emphasized the importance of product innovation as a key growth driver for our company. Adding Dan to our team to lead our performance apparel and footwear initiatives further demonstrates our commitment to creating breakthrough, must-have products for consumers."

Cherian joins VF from NIKE, Inc. where he was general manager of Nike's Sustainable Business Lab, a business development and strategic partnership function. He has also worked for Pfizer Inc. and the Boston Consulting Group.

At VF, Cherian will set global innovation strategies, shape and manage the global product innovation portfolio, and lead all supporting activities taking place at VF's Performance Apparel Innovation Center in Alameda, Calif., and Footwear Innovation Center in Stratham, N.H.

VF introduced its Innovation Center strategy in 2013 and began to elevate innovation initiatives with existing teams to support key projects. Now, under Cherian's leadership, the company will assemble teams of chemists, scientists, engineers and designers for the Performance Apparel and Footwear Innovation Centers who will combine their expertise in technology and new materials with VF's proprietary insights and deep understanding of consumer needs.

The knowledge acquired throughout VF's three Centers, and the innovations that result, intend to enable VF to drive greater brand equity and value, and achieve long-term growth for its portfolio of consumer-centered lifestyle brands.

VF's third Innovation Center is dedicated to jeanswear and is near the company's world headquarters in Greensboro, N.C.

About VF

VF Corporation (NYSE: VFC) is a global leader in the design, manufacture, marketing and distribution of branded lifestyle apparel, footwear and accessories. The company's highly diversified portfolio of 30 powerful brands spans numerous geographies, product categories, consumer demographics and sales channels, giving VF a unique industry position and the ability to create sustainable, long-term growth for our customers and shareholders. The company's largest brands are *The North Face*®, *Vans*®, *Timberland*®, *Wrangler*®, *Lee*® and *Nautica*®. For more information, visit www.vfc.com.

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