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VF Appoints Leader of its Global Jeanswear Innovation Center

Sudhakar Puvvada joins company as Vice President to lead jeanswear innovations

GREENSBORO, N.C.-- VF Corporation (NYSE: VFC) today announced that Sudhakar Puvvada has joined the company as Vice President, Global Jeans Innovation Center. In this newly created role, Puvvada will oversee VF's recently established Jeanswear Innovation Center in Greensboro, N.C., where the company focuses on denim advancements to benefit its jeanswear brands, including *Wrangler*®, *Lee*® and *7 For All Mankind*®, and other brands throughout its portfolio.

"Sudhakar will work closely with leaders throughout our global jeanswear business to combine existing VF knowledge with the expertise and insights from our external partners to build commercialization opportunities for our brands," said Scott Baxter, Vice President, VF Corporation and Group President, Jeanswear, Imagewear and South America. "His background in both technology and consumer goods will help to empower our innovation agenda and lead to sustainable, breakthrough innovations for consumers globally."

Puvvada joins VF from Ashland, Inc., where he served as Vice President, Technology Platforms. Also, he has worked in a number of research and product development roles in the home and personal care categories, including 14 years at Unilever. Puvvada holds Master of Science and doctorate degrees from the Massachusetts Institute of Technology.

VF introduced its Innovation Center strategy in 2013 and began to elevate innovation initiatives with existing teams to support key projects. Now, under Puvvada's leadership, the company will assemble teams of chemists, scientists, engineers and designers for the Innovation Center 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 two additional Innovation Centers are its Performance Apparel Innovation Center in Alameda, Calif., and Footwear Innovation Center in Stratham, N.H.

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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