Napapijri Overview

1987
FOUNDED

2004
ACQUIRED BY VF

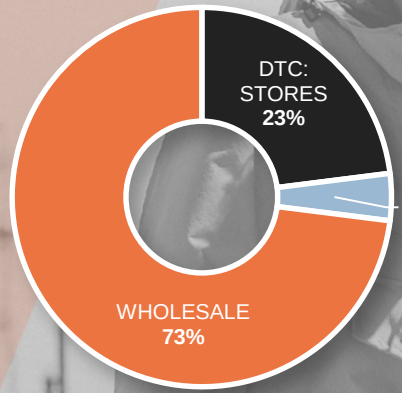
26
STORES

~$260M / +12%
FY'19 REVENUE / GROWTH

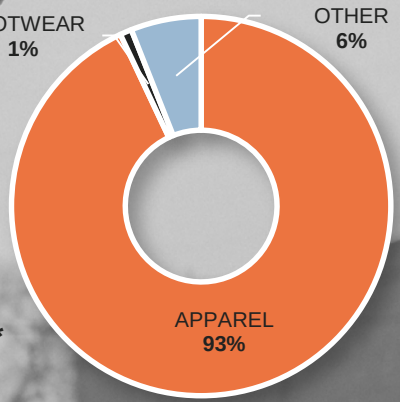
+8% to +9%
FY'19 – FY'24 CAGR

*% representative of FY'19 brand revenue

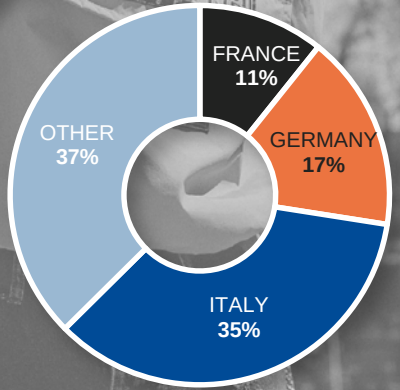
BY CHANNEL*



BY CATEGORY*



BY MARKET*





INVESTOR DAY 2019

Andrea Cannelloni

BRAND PRESIDENT, NAPAPIJRI

THE POWER of AND

We Have Great Momentum

A STRONG AND DIFFERENTIATED BRAND THAT HAS CAPTURED THE HEART OF CONSUMERS



BRAND MOMENTUM

DOUBLE-DIGIT 3-YEAR CAGR



COLLABS THAT DRIVE FAME

HYPING THE INDUSTRY & CELEBS



AWARD WINNING

INDUSTRY-LEADING INNOVATION



ICONS

Our Aspiration

WE PIONEER A MOVEMENT OF FUTURE MAKERS TO RESHAPE THE APPAREL INDUSTRY AS A GLOBAL BRAND STANDING AT THE INTERSECTION OF SUSTAINABILITY, DESIGN AND INNOVATION





"Plastics production has increased twentyfold since 1964 yet just 5% of plastics are recycled effectively, while 40% end up in landfill and a third in fragile ecosystems such as the world's oceans."

— The Guardian 2016

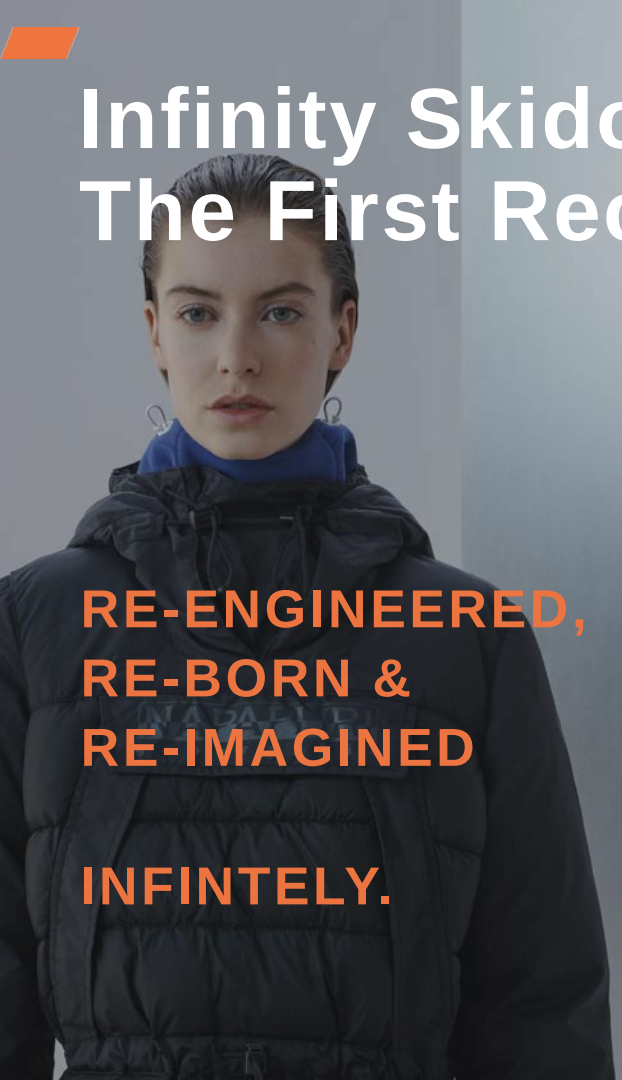
WHAT IF WASTE COULD BECOME PART OF THE SOLUTION AND NOT THE PROBLEM?

Americans throw away 28 billion € worth of clothing and other textiles every year. While some of it gets resold at thrift stores or recycled, most of it – 85%, in fact – goes straight to the landfill.

- FastCompany 2017

NAPAPIIRI

Infinity Skidoo:
The First Recyclable Jacket



RE-ENGINEERED,
RE-BORN &
RE-IMAGINED

INFINTELY.








WE ARE MORE THAN A BRAND.
WE ARE THE FUTURE MAKERS.
PIONEERING THE FUTURE.
WE ARE NAPAPIJRI.
NAPAPIJRI
CHOOSE FUTURE

Emerging Brands FY’24 Revenue Target

