Napapijri®: VF's Fastest Growing Brand for Q3 2016

HISTORY & HERITAGE

- Founded in Aosta, Italy, in **1987**
- Acquired by VF in **2004**

NAPAPIJRI

VF'S "FASTEST GROWING BRAND OF THE QUARTER"
Q3 2016

9% Currency Neutral GROWTH

"Our success reinforces the brand's vision for growth by seeking innovation beyond aesthetic and functionality. The ***Napapijri*** brand speaks to individuals with a positive and respectful mindset, and we understand our place in the world."

Andrea Cannelloni
President *Napapijri*



DID YOU KNOW?

- In addition to its robust e-commerce presence, ***Napapijri*** today has more than **175** branded stores and can be found in more than **2,200** retail locations across **40** countries
- Since **2005**, award-winning photographer, writer and environmental activist **Sebastian Copeland** has been the brand's official explorer and advocate-in-residence

CLIMB THAT MOUNTAIN

- The brand draws its inspiration from the shadow of Europe's highest peak, Monte Bianco



- ***Napapijri*** started when an Italian travel bag manufacturer mixed design innovation with style and revolutionized outdoor apparel
- The word ***Napapijri*** is a variation of the Finnish word for the Arctic Circle and the logo, half positive and half negative, gives visual expression to the North and South Poles

PRODUCTS

- A full line of premium outdoor apparel, footwear and accessories



- The brand's famed **SKIDOO** jacket was introduced in **1990** and is synonymous with outdoor lifestyle, particularly in Europe



http://www.napapijri.com