

OUR GUARANTEE

KEEPING UP WITH OUR CUSTOMER S

We need to keep up with our customers' changing needs and make their visit to our stores worthwhile. Once in the store, their adventure should really begin.

We must:

- Create a hub of exploration.
- Deliver an experience that only The North Face can provide!
- Make every Interaction count.

Our customers are changing the way they shop. They are:

- Researching our technology and products online, going into the stores with a lot of information.
- Hyperconnected, using all aspects of social media.
- Checking our eco credentials.
- More prepared to buy than just browse than they were prior to the pandemic.
- Demanding an authentic The North Face experience.

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In-store experience

We have clarified the The North Face EXPERIENCE we must provide every customer.

It is so important that we call it...

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