

'Provide the **best gear** for our athletes and the **modern day explorer**, support the preservation of the outdoors, and **inspire a global movement of exploration.**'



#Never Stop Exploring



Equip people with **performance-driven fashion products** suitable for urban and outdoor life to. (Eric Tosello, 2017)



Use technology and new concept to achieve '**fashion and sustainable**' in supply chain.



Improve **female customer experience** through both **omni-channels campaign & promotion** and **renewed products** which are more **flattering fit** for the female figure.



- Developing the 'Make Exploration with Slow Fashion' collection from the 3 future seasons of performance-driven fashion womenswear items, using latest concept of sustainable fashion.
- Establish quantities, retail prices of products and define their price architecture and product classification.
- Use community prints items and #neverstopexploring tags on SNS to achieve Community 3.0.
- Visualise the collection styled with other existing products of The North Face to easily switch between different occasion.



SLOW

Include sustainable, environmental and ethical practices into designs, production which emphasise quality and educate consumers. (Pookulangara and Shephard, 2013).



Fashion



A/W 21/22
Conscious Clarity



S/S 22
Resourceful

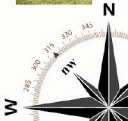


A/W 22/23
Rerooted Nature

WHAT IS SLOW FASHION?



Inspiration: City Camping



Range Plan & Coordination



The Cut-Away T-shirt



The CoolDown Sports Leotard



The Blouse Around



The Feminine Capsule



The Extreme Hoodie



The Volume Short



The Adjustable Trench



The Modular Overall

Home Training to Urban City



Backyard to Outdoors





Justification



- Embracing the beautiful restraints of **living with less**.
- **Making better with less**, for a more respectful and sustainable future.
- **Cosy comfort, performance qualities and fashion-led styles converge.**



SLOW

- Sourcing of sustainable materials.
- Classic & basic colours to achieve longevity and trans-seasonality.
- Product mix:
More tops than other categories
- Styling: Match easily to other existing items.



Fashion

- Silhouettes: Change the plain style by creating cut-outs and adding details.
- Prints and textures in line with multiple seasonal trends.
- Product mix: Hero and Fashion products account for 71% of the total.

