



CANADA GOOSE

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Brand Introduction

Dev History

● In 1957

Polish immigrant Sam Tick founded **Metro Sportswear Ltd.** in a small warehouse in Toronto. In its early days, the company's focus was not on fashion or luxury, but on providing functional clothing for professionals working in **extremely cold conditions**, including **woollen vests, raincoats and snowmobile suits**.

● In 1970s

David Reiss, joined the company and invented a **volume-based down-filling machine**. This device significantly improved the production efficiency and filling uniformity of down jackets. Subsequently, David Reiss founded the **'Snow Goose'** brand, which was the predecessor to Canada Goose.

● In 1980s

David Reiss formally took over the company from his father-in-law and began developing specialist equipment for extreme climates. The most iconic example is the **'Expedition Parka'**, designed for scientists at McMurdo Station in Antarctica; this product established the brand as the benchmark for performance in sub-zero temperatures.

● In 1982

The brand's parka helped the first Canadian to summit Mount Everest, **further cementing its reputation as a manufacturer of high-performance gear**.

● In 1992

As the brand began to enter the European market, the company officially **changed its name to 'Canada Goose'** because the 'Snow Goose' trademark had already been registered.

● In 2001

Dani Reiss, took over as CEO. He made two highly visionary decisions: firstly, to maintain **'Made in Canada'** production; and secondly, to **cease private-label manufacturing** for other brands and instead focus entirely on building the 'Canada Goose' brand.

● In 2013

US private equity **giant Bain Capital acquired a 70% stake in Canada Goose** at a valuation of approximately C\$250 million.

● In 2017

The company was listed on both the **Toronto Stock Exchange and the New York Stock Exchange**, with a market capitalisation exceeding C\$2 billion.

● In 2021

As we enter the 2020s, Canada Goose continues to evolve through product expansion and a shift towards sustainability. In 2021, Canada Goose **launched its first footwear collection**

● In 2024

Canada Goose started to embrace ethical trends and embark on an ESG transformation, **committing to stop purchasing new fur**

● In 2025

The appointment of Haider Ackermann as the brand's first Creative Director marks a shift from **purely outdoor gear to a fashion-forward, luxury positioning**.

1957 - 1970s



The Initial Stage of Entrepreneurship and Functional Foundations

1980s - 1990s



Performance validation under extreme conditions

2001 - 2017



Transformation and Capital Support in the Danny Rice Era

2018 - Now



A Future of Diversity and Sustainable Development

Stock Proportion

The company's board of directors comprises professionals with experience in global media, retail operations and supply chain management. With **Danny Rice serving as Chairman**, the brand's vision remains consistent. Other directors, such as **Michael D. Armstrong (an executive at ViacomCBS)** and **Jodi Batz (a governance consultant)**, bring diverse perspectives to the company's digital transformation and compliance management.

- Global asset managers including Vanguard, BlackRock and Fidelity collectively hold about 33.4% of shares, **mostly public floating shares held via index funds.**
- **Dani Reiss, the current Chairman and CEO, holds key insider shares.** The company adopts a dual-class share structure: through multiple-voting shares (10 votes per share), **Reiss and entities affiliated with Bain Capital typically control over 70% of voting rights** in major decisions such as board elections. This structure ensures management focuses on long-term brand building rather than short-term market fluctuations.
- Bain Capital acquired a majority stake in 2013 and **holds ~31.8% shares by early 2025. It keeps board representation and maintains influence over the firm's long-term strategic investments.**

Vanguard, BlackRock & Fidelity

~33.4%

~21.0%

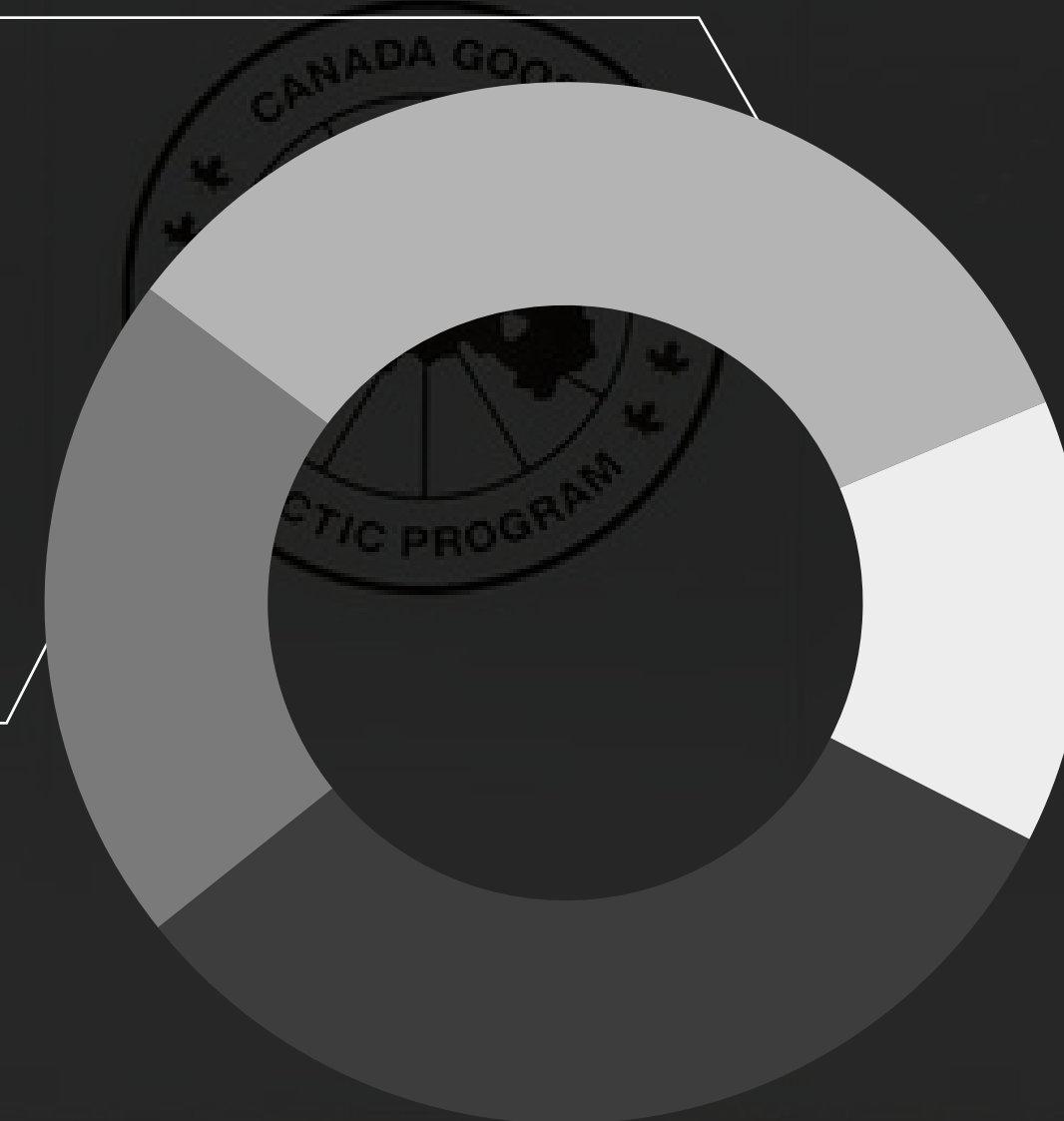
the Reiss Family

~31.8%

Bain Capital

the General Public

~13.8%



Product Series

Expedition (Extreme Cold Core Range)

Designed specifically for Antarctic expeditions

Price range : \$1500 – \$3000+

Typical Product: Canada Goose Expedition Parka · \$2,009.00
The brand's most iconic extreme-cold down jacket, a benchmark in expedition-grade warmth



Rainwear (waterproof windcheaters)

Gore-Tex / Waterproof shell
Not primarily designed for down

Price range : \$600 – \$1200

Snow Goose Capsule Collection

Say goodbye to bulky styles and embrace fluid lines and bright colours (such as pink and azurite blue).

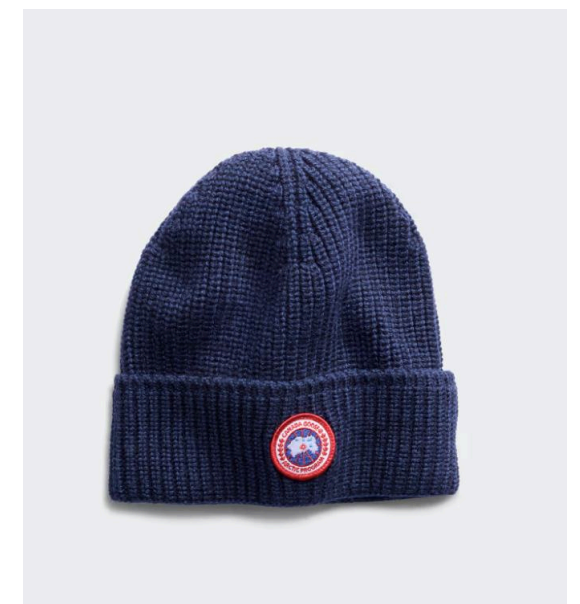


City-style short-length (Wyndham-style)

A younger version of the Urban Line

\$1000 – \$1700

Canada Goose Wyndham Parka · \$687.85
A classic short down jacket, a firm favourite among young people



City Urban (Urban Line)

The most common in everyday life

Price range: \$900 – \$1800

Typical Product: Canada Goose Langford Parka \$1,878.85
A slim-fit, long-line urban down jacket—one of our most popular city styles

Knitwear & Fleece

Mid-layer insulation
With a stronger fashion focus

Price range: \$400 – \$1000

HyBridge® Knit Jacket \$795
Merino wool complemented by our expertise in lightweight down. Featuring ribbed knitting at the cuffs and hem for shape retention.



HyBridge (Lightweight Technology Range)

Down + stretch fabric blend
Suitable for sports and layering

Price range : \$600 – \$1200

Typical Product : Canada Goose HyBridge Lite Jacket · \$885.29 ·
Very lightweight
Highly flexible
Suitable for temperatures around 0°C



Footwear

Featured snow boots, Lightweight outdoor boots and Sneakers

Price range: \$900 – \$1800

Typical Product: Canada Goose Journey Boots \$859
Combining a luxurious appearance with practical warmth.



Accessories

The Canada Goose accessories range primarily comprises headwear, gloves, scarves and functional accessories, with headwear (particularly the toque) being the most iconic category.

Price range: \$150 – \$600+

Market distribution & Performance

By Nov. 2025, Canada Goose operates approximately **81 directly operated retail stores globally**, with a strategic concentration in North America, Greater China, and Europe. North America accounts for the largest share of stores (around 40%), while Greater China has rapidly expanded to represent roughly 30% of the store network.

North America

Share of revenue: approximately 30–35%

Number of branches : 25-28

Despite the challenging macroeconomic environment, the North American market achieved a single-digit year-on-year recovery, driven by a strong performance during the festive shopping season (November–December) and the new management team’s optimisation of the company-owned retail channels.

Asia Pacific

Share of revenue: approximately 40–45%

Number of branches : 32-35 (China), 5-8 (Japan and Korea)

The integration of social retail (such as Douyin live streams) with physical experience stores in the Chinese market has been highly successful. Particularly during the Lunar New Year and ‘Double 11’, the Asia-Pacific region has made a dominant contribution.

EMEA (Europe, the Middle East and Africa)

Share of revenue:
approximately 20–25%

Number of branches : 15-18

The European market is currently seeing a significant shift away from the ‘wholesale’ model towards a ‘direct-to-consumer flagship store’ model. The refurbishment of flagship stores in Milan and Paris has led to a marked increase in sales per store.

Total revenue for Q3 2026 was **CAD 694.5 million**.

DTC (direct-to-consumer) share: as high as 85%. This means that Canada Goose has almost completely moved away from its reliance on department stores and multi-brand retailers, with the vast majority of its products sold directly to consumers through its own flagship stores and official website.

Gross Margin: Remains at an industry-leading 74%. This high margin stems from the increased proportion of directly operated stores and the expansion into higher-value product categories (non-down items).

Product Diversification: The financial report notes that the display space allocated to non-down categories (such as knitwear, footwear and eyewear) in stores has increased, effectively filling the performance gap during the non-winter season.

2nd Layer



Commitment to local manufacturing: Whilst many brands have relocated their production lines overseas to cut costs, Canada Goose remains committed to carrying out all core processes—from cutting to hand-stitching—**right here in Canada.**

Scarcity and pricing power: The brand **rarely offers discounts.** By strictly controlling inventory and the proportion of direct-to-consumer sales (which now account for 85% of total sales), it maintains the aloof demeanour typical of luxury brands.

Between 2024 and 2025, the brand **appointed renowned designer Haider Ackermann** as its **first Creative Director**

The brand was born in a small warehouse in Toronto, initially **producing functional uniforms for Arctic research teams, police officers and forest rangers.**

TEI Rating: **Canada Goose invented the ‘Thermal Efficiency Index (TEI)’**, ranging from lightweight to extreme cold conditions of -30°C and below



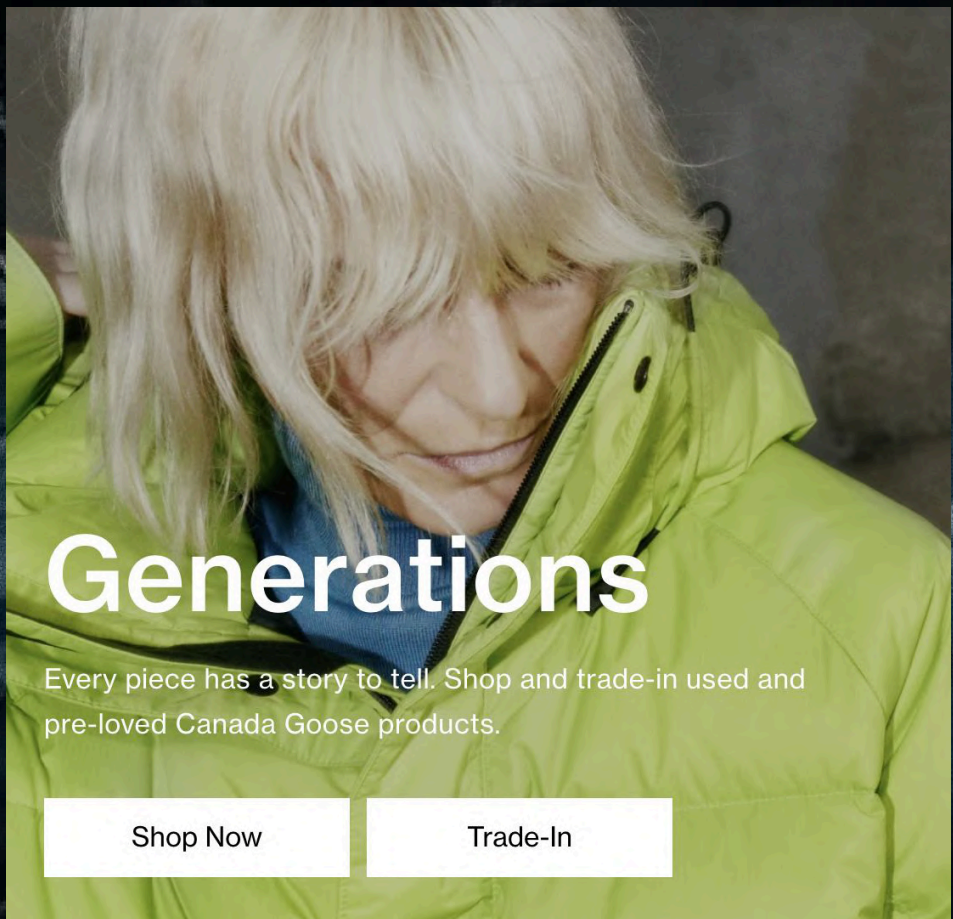
Sustainability and Social Responsibility



Collaboration with Polar Bears International (PBI)

Financial support: As of the 2025 financial year, the company has donated over US\$7.5 million to PBI.

the company has launched 'PBI Blue', which features in a dedicated PBI capsule collection. A portion of the proceeds from every item sold in this collection is directly allocated to polar research.



Generations

Every piece has a story to tell. Shop and trade-in used and pre-loved Canada Goose products.

Shop Now

Trade-In

Generations: A Second-hand Trading Platform and the Circular Economy

Rationale: Given the brand's extremely high price points and the exceptional durability of its products, the company has established a closed-loop system via the second-hand market.

SUBMITTING OUR SCIENCE-BASED TARGETS

The Science Based Targets Initiative (SBTi) provides a globally recognized framework for companies to set and achieve ambitious carbon reduction goals. By translating climate commitments into measurable action, businesses are empowered to make tangible progress toward a net-zero future.

To be considered science-based, targets must align with the latest climate research, ensuring planned emissions reductions are ambitious enough to meet the Paris Agreement goal of limiting global warming to 1.5°C above pre-industrial levels.

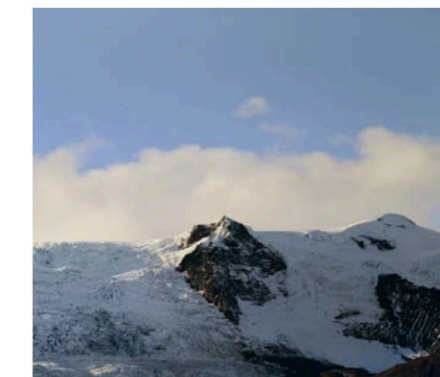
This year, we reached a major milestone, **setting and submitting our science-based targets** to drive measurable climate action across our business.

NET-ZERO TARGET¹⁵

We are committed to reaching net-zero greenhouse gas emissions across our value chain by FY2050.

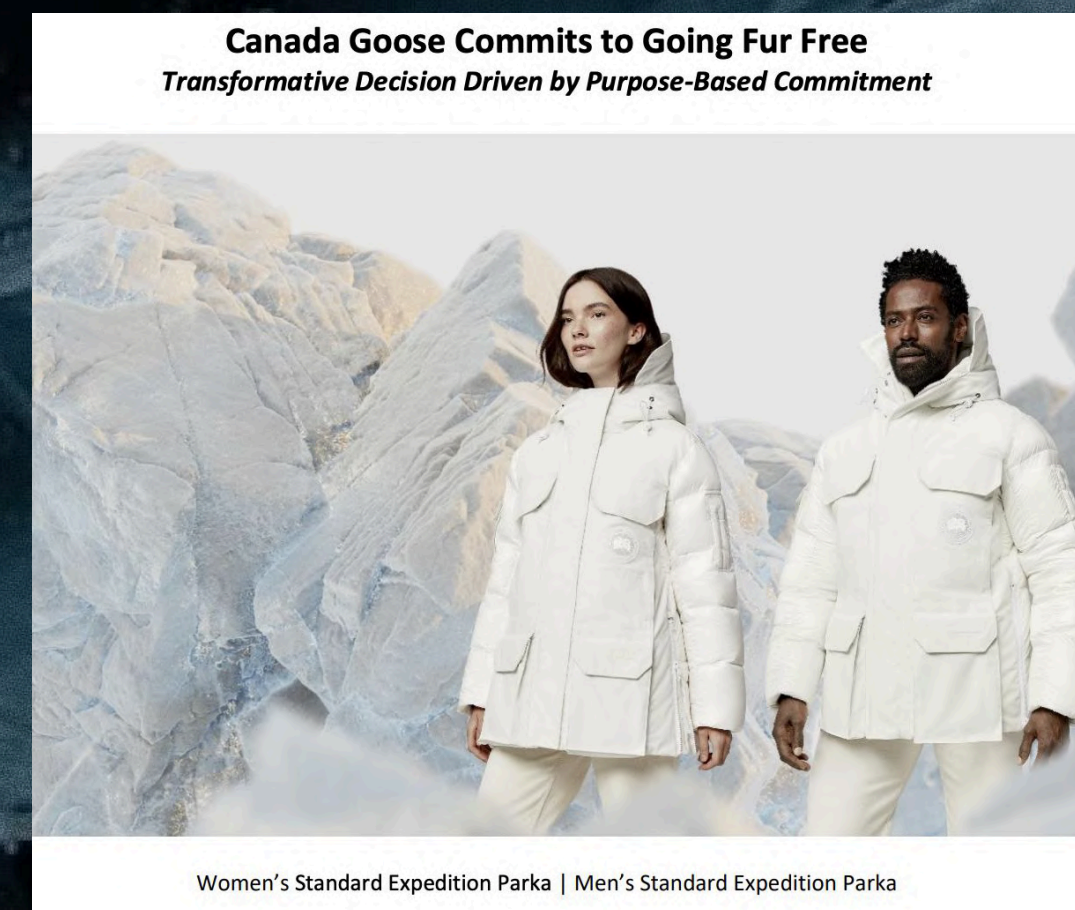
NEAR-TERM TARGETS

We are committed to reducing absolute Scope 1 and 2 GHG emissions 90% by FY2030 from a FY2019 base year. In parallel, we are also committed to reducing Scope 3 GHG emissions from purchased goods and services and upstream transportation and distribution 52% per million CAD value added by FY2030 from a FY2023 base year.



Net-zero emissions and science-based carbon targets

Key achievement: Canada Goose has achieved operational carbon neutrality (Scope 1 & 2) for the 2025 financial year and has received formal approval from the Science Based Targets Initiative (SBTi).



Canada Goose Commits to Going Fur Free

Transformative Decision Driven by Purpose-Based Commitment

Women's Standard Expedition Parka | Men's Standard Expedition Parka

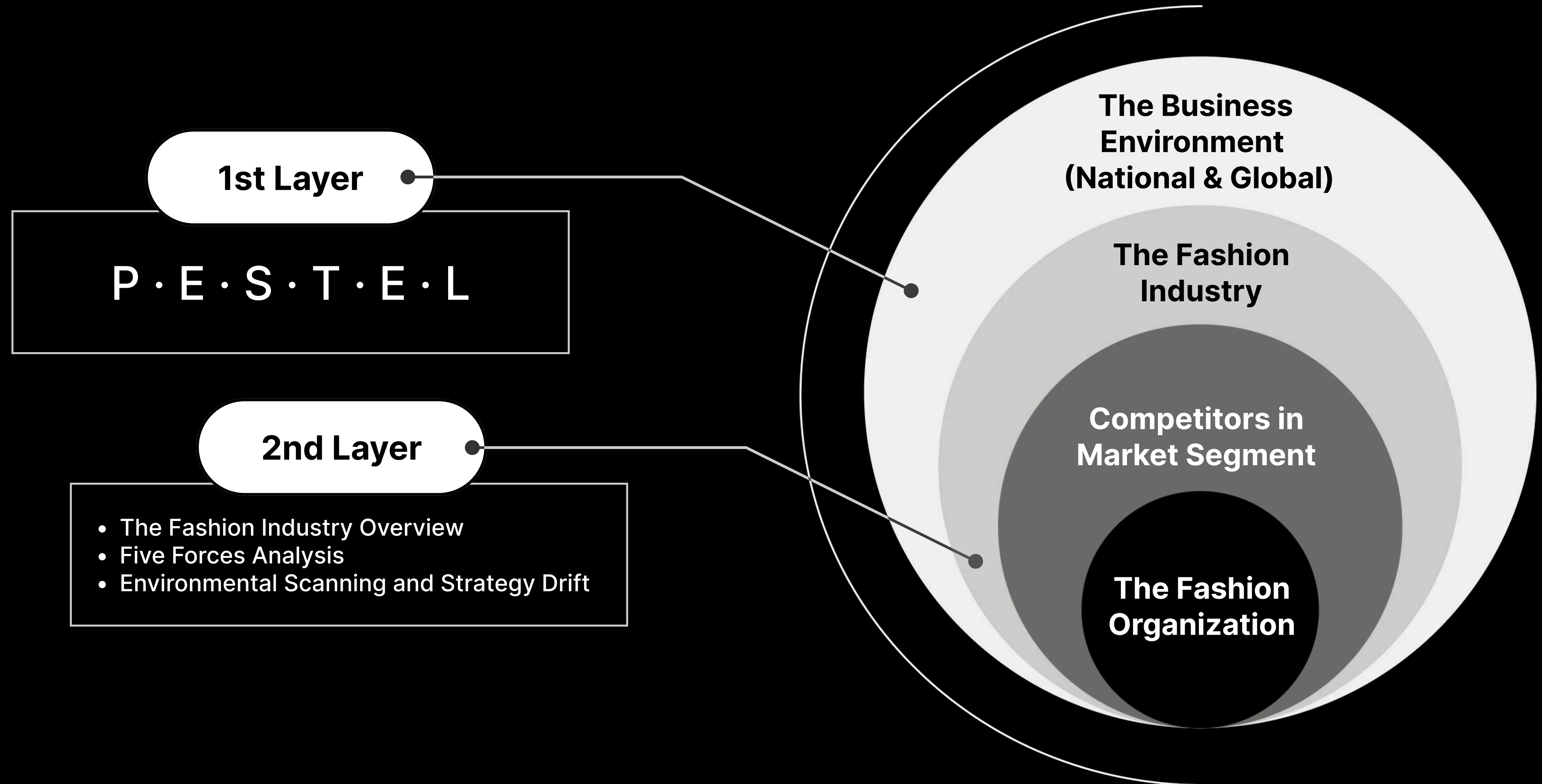
Free-Fur Transition

Key action: This marks a significant brand transformation. In response to long-standing concerns raised by environmental and animal welfare advocates, the brand ceased sourcing new fur in 2022 and will completely phase out the use of fur in its production from 2023 onwards.

Strategic
context

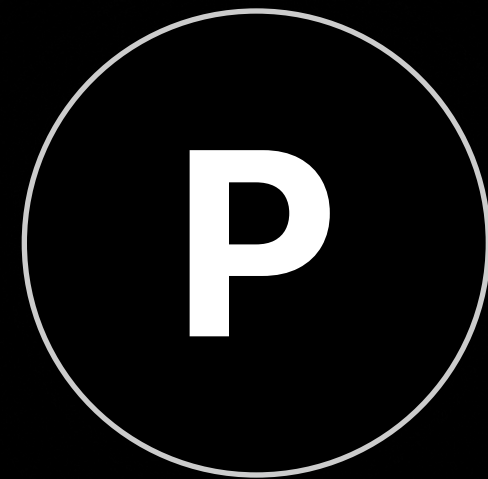
Strategic context

The layers of strategic context



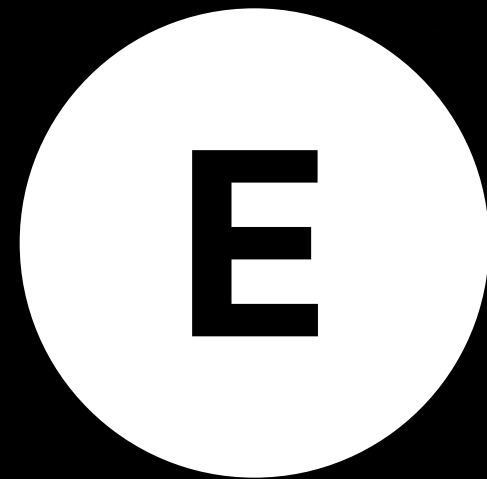
PESTEL ANALYSIS

1st Layer



Political

Trade tensions;
China advertising
compliance;
Canadian anti-forced
labour law;
EU textile strategy
(Digital Product
Passport, PFAS
restrictions)



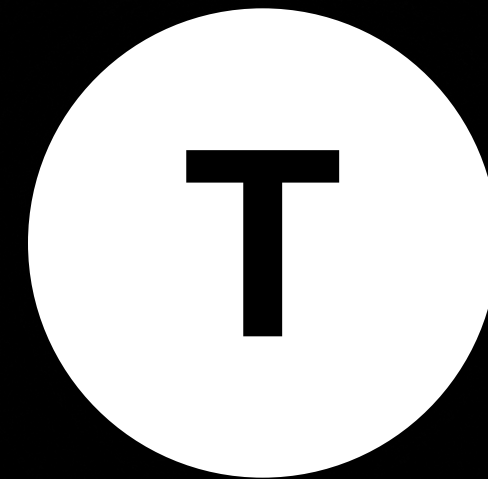
Economic

Global luxury
stagnation;
consumer confidence
volatile;
wholesale revenue
-16.5%;
DTC transition
pressures profit;
off-season losses
widening



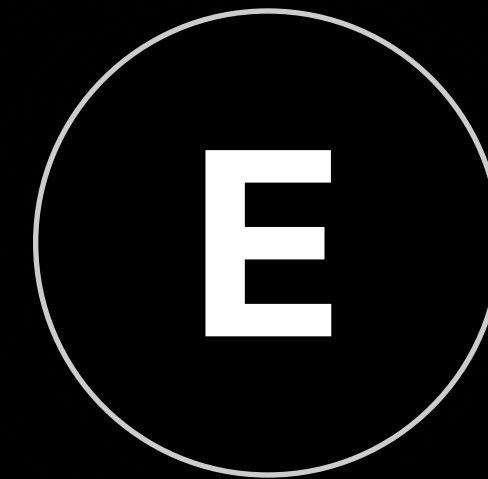
Social

Gen Z/Millennials
drive conscious
consumption;
animal welfare
concerns;
“Made in Canada”
authentic;
warm winter threat;
shift from status to
functionality & data-
driven choice



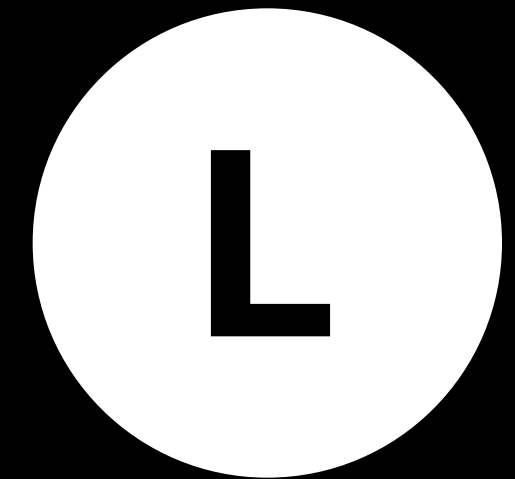
Technological

Arctic Tech®, PFAS-
free;
RDS down, bio-based
fibres;
digital DTC;
vertical
manufacturing
(Canada + Europe)



Ethical

Fur-free since 2022;
RDS certification;
Humanature
platform;
still criticized by
animal rights groups
(PETA)



Legal

US Fur Products
Labeling Act;
EU REACH;
IP protection against
counterfeits;
supply chain labour
laws

PESTEL ANALYSIS

1st Layer

PAIN POINTS

Revenue flat but net income plunges;
DTC expansion & marketing costs outpace profit

Warm winter threat, climate changes ; urgent need for
year-round positioning but weak consumer mindshare

Wholesale revenue drops sharply;
DTC growth insufficient to compensate

Consumers shift to technical specs (fill power, down
content); brand narrative premium eroding)

Off-season losses widen;
low acceptance of spring/summer collections

Rising geopolitical & compliance costs
(tariffs, REACH, due diligence)

The Fashion Industry

2nd Layer

Industry overall

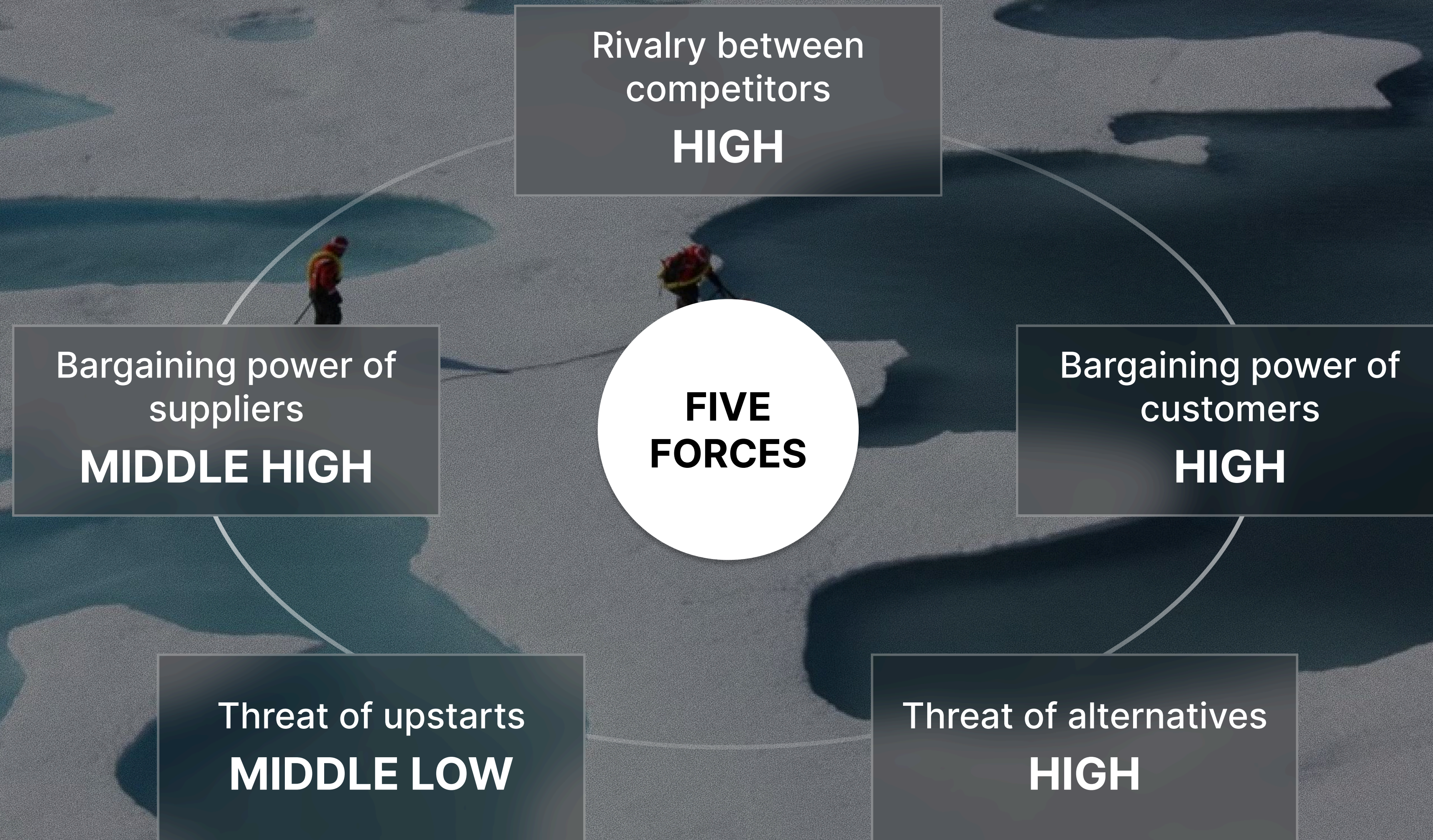
- sluggish and low-single-digit growth
- regional divergence intensifies

Luxury segment	stagnant in 2025, modest +3% expected in 2026; brand polarization
Sustainability trend	ESG core to competition; consumers reject greenwashing, demand 3rd-party certification
Channel shift	DTC dominant, wholesale shrinking; high e-commerce customer acquisition costs
Category competition	outdoor shell jackets booming (Arc’teryx, TNF); lightweight down & technical fabrics new battleground

Competitors in Market Segment

Five Forces Analysis

2nd Layer



Five Forces Analysis

Rivalry between competitors
HIGH

**FIVE
FORCES**



Bosideng



Moncler



Moose Knuckles



Arc'teryx

Competitors in Market Segment

Five Forces Analysis

2nd Layer

- High price & green-authenticity sensitivity;
- social media price comparison;
- loyalty declining

Bargaining power of
suppliers
MIDDLE HIGH

**FIVE
FORCES**

Bargaining power of
customers
HIGH

- Green material suppliers scarce;
- vertical integration reduces dependence (75% Canada-made)

Competitors in Market Segment

Five Forces Analysis

2nd Layer

- High barriers (brand equity, certifications, closed-loop supply chain);
- but e-commerce & social media lower entry

- Direct: other premium down/outdoor;
- Indirect: second-hand, rental, non-green brands with high value-for-money (Uniqlo, Decathlon)

FIVE FORCES

Threat of upstarts
MIDDLE LOW

Threat of alternatives
HIGH

Environmental Scanning & Strategic Drift

Environmental Scanning



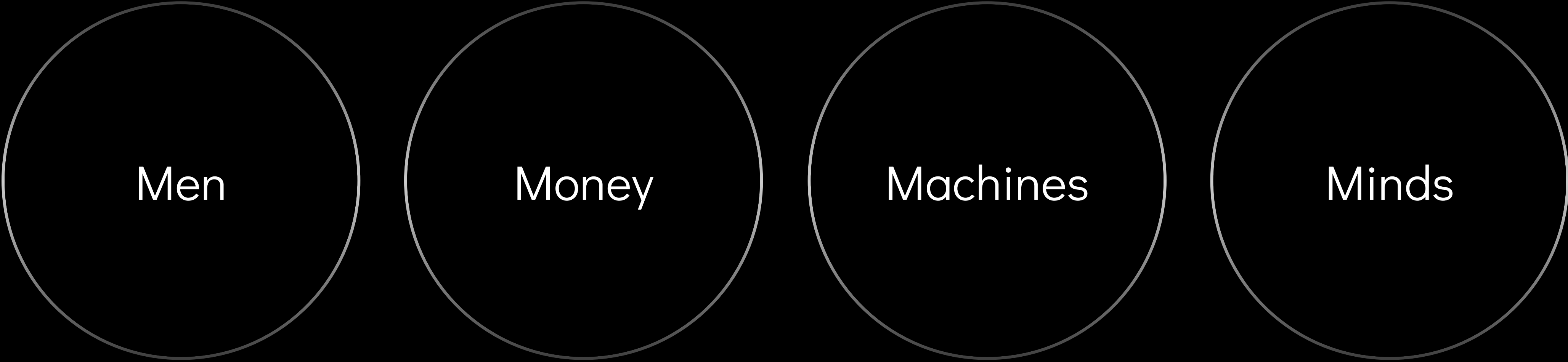
Risk of Strategic Drift

- Frequent warm winters;
- Fewer extreme-cold scenarios;
- Consumer shift from brand story to spec comparison;
- affordable alternatives moving upmarket;
- Competitors advancing material tech & circular programs;
- Tariffs & geopolitics disrupting supply chains

- Value Proposition Drift
- Growth Engine Drift
- Product Structure Drift

Strategic Capability

4M ANALYSIS



Men

Money

Machines

Minds

4M ANALYSIS- MEN



Resources

Family core team

Made-in-Canada advantage

Exclusive long-term cooperation with
RDS farms

Competences

Benefits retain skilled workers
sales exceeding 75% DTC-driven



THE DOWN JACKET BEING SEWN

A BIT OF EXCLUSIVITY WORKS FOR CANADA GOOSE, SAYS CEO DANI REISS: "WE'RE NOT AFRAID TO BE SOLD OUT."

CANADA GOOSE JACKET MATERIALS PHOTO

4M ANALYSIS- MONEY



Resources

Q3 2026: Global revenue +14.2% YoY to CA\$694.5 million, gross margin maintained at 74.0%

Competences

Canada Goose cut inefficient wholesale, boosted DTC in global luxury districts.



THE FACTORY OF CANADA GOOSE



THE STORES OF CANADA GOOSE IN EUROPE



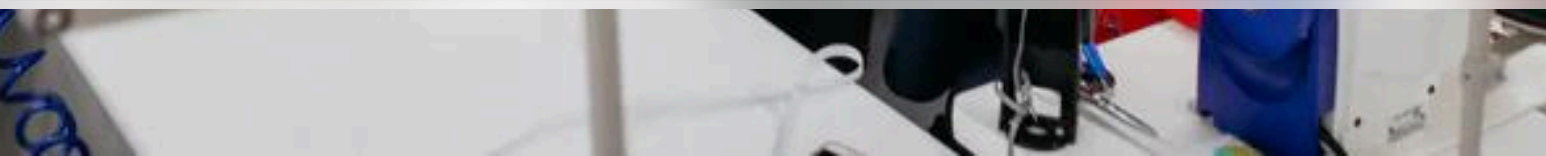
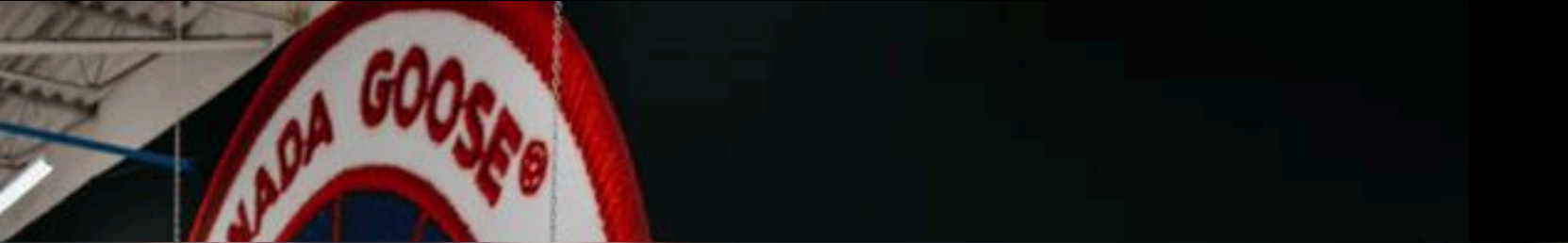
4M ANALYSIS- MACHINES

Resources

It has 8 self-operated factories within Canada.

Competences

In 2026, achieved dynamic allocation based on weather through an AI-driven inventory distribution system. The inventory backlog has been reduced by 15%



THE DOWN JACKET BEING SEWN

THE FACTORY AND EMPLOYEES OF CANADA GOOSE

4M ANALYSIS- MINDS



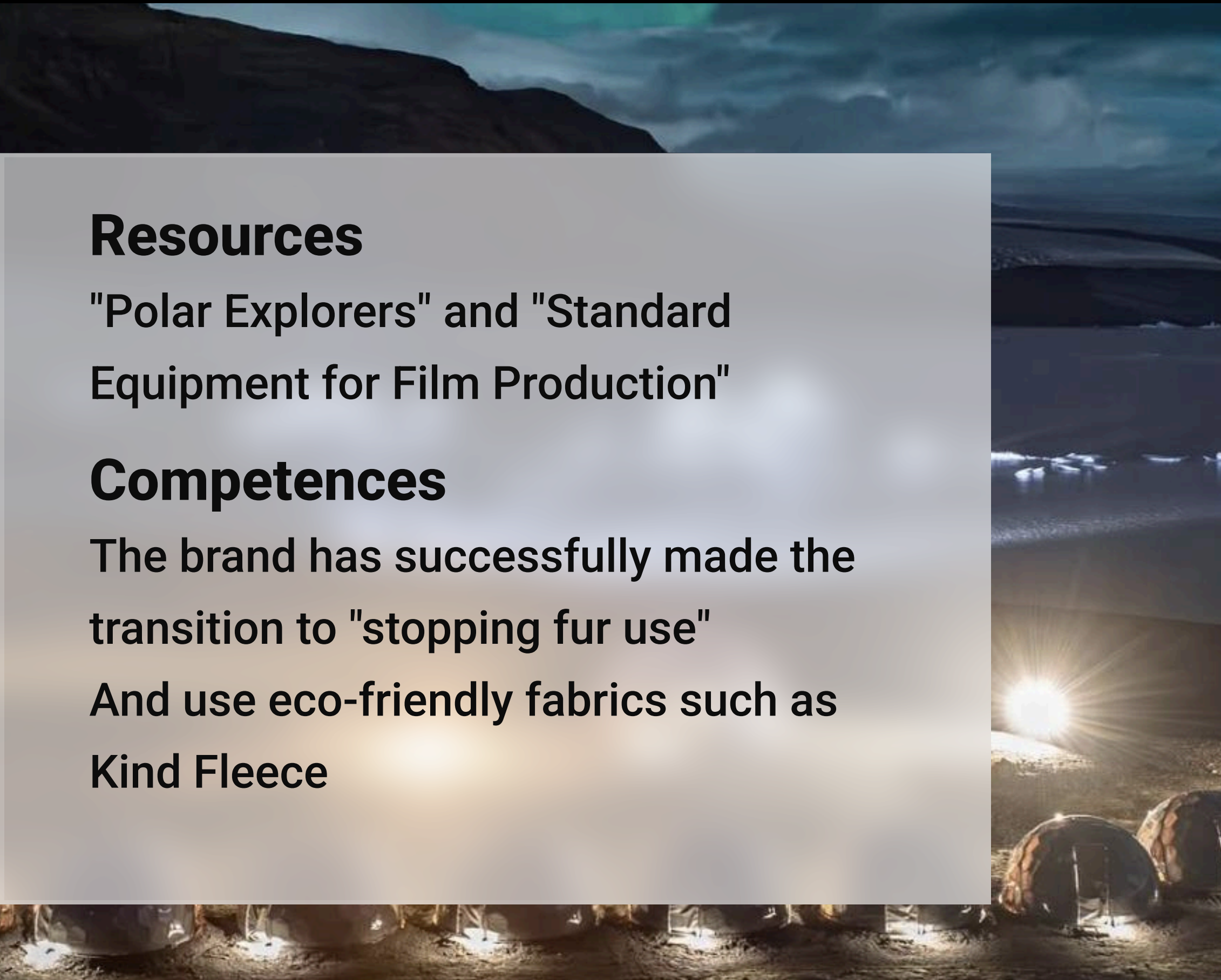
Resources

"Polar Explorers" and "Standard Equipment for Film Production"

Competences

The brand has successfully made the transition to "stopping fur use"

And use eco-friendly fabrics such as Kind Fleece



SNOW GOOSE: CANADA GOOSE'S NEW COLLECTION FOR ARCTIC EXPEDITIONS



CANADA GOOSE HAS LONG BEEN USED IN OFFICIAL FILM PRODUCTION CREWS



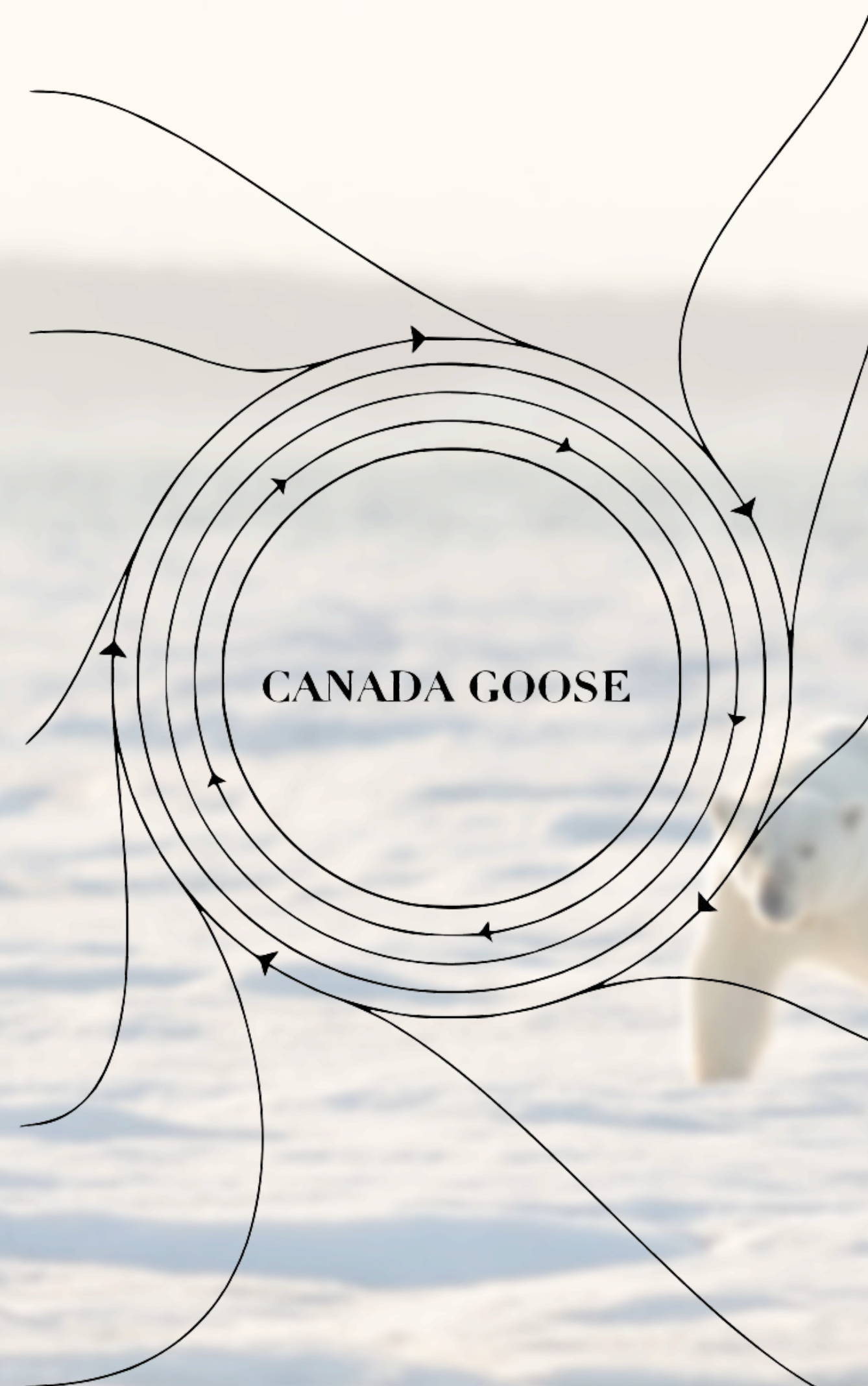
SWOT ANALYSIS

STRENGTHS

- Heritage & Positioning: **Founded in 1957**, specializing in premium cold-weather expedition apparel, **made in Canada**
- Technical Edge: **Polar expedition-grade R&D** and unrivaled professional credibility
- **Sustainability Leadership**: PBI partnership, fur-free transition, eco-friendly materials, and circular economy
- Market Advantage: Global brand influence, premium after-sales service, and a **loyal consumer base**
- Brand Story: Sponsored expeditions set the fastest **Antarctic trek world record**; Laurie Skreslet became the first Canadian to summit **Mount Everest**

OPPORTUNITIES

- **EU Sustainable and Circular Textiles Strategy**
- Growing market potential: **silent luxury and outdoor apparel** sectors are expanding rapidly
- Differentiated **competitive value from ESG** and sustainable development strategies
- Development opportunities brought by **large-scale events such as the Winter Olympic Games**
- Rising popularity of ice hockey and increasing demand for related apparel

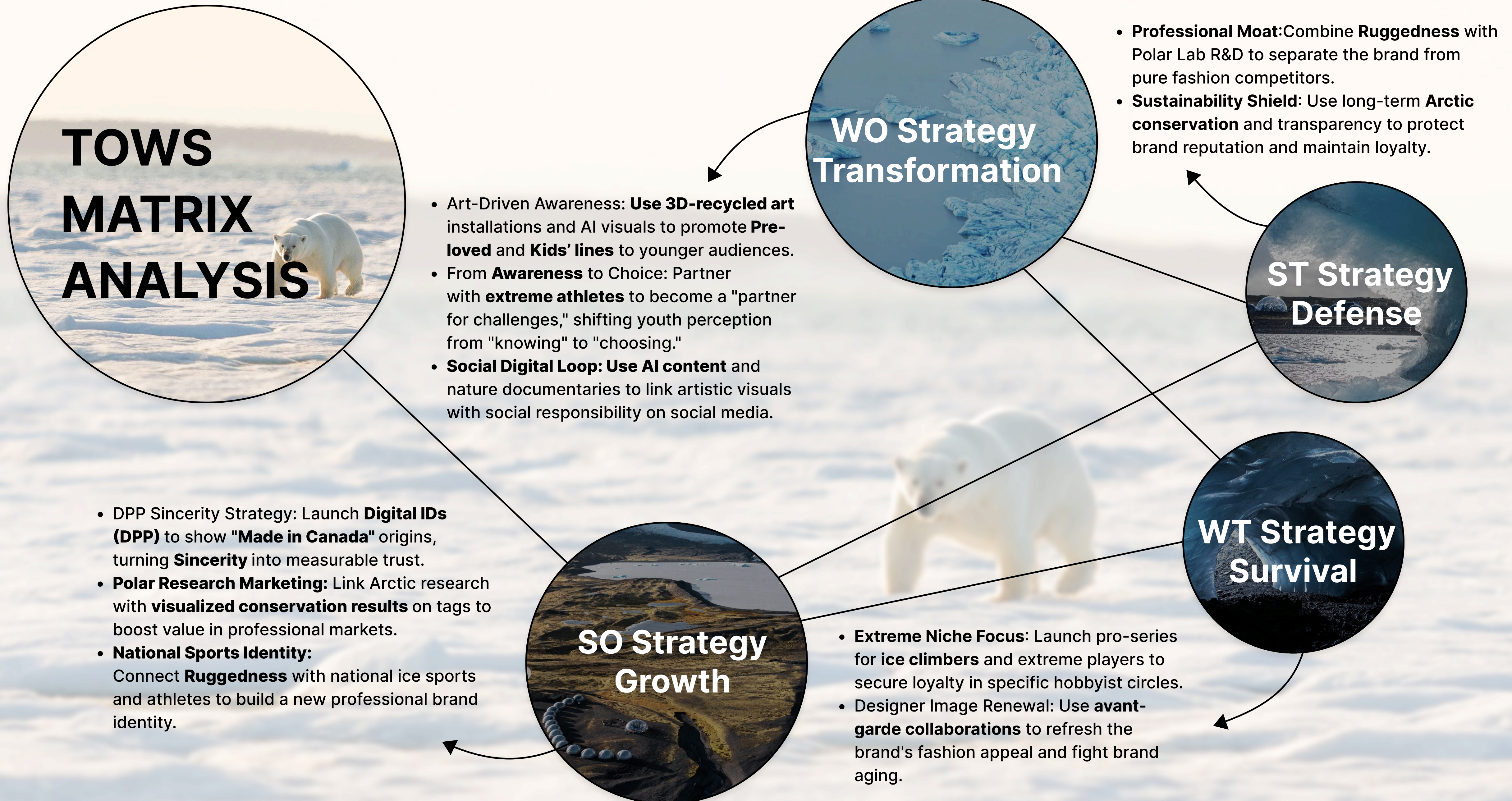


WEAKNESSES

- **Brand awareness**
- **Seasonal Risk**: ~70% revenue from winter down jackets, high seasonal volatility
- Consumption Limitation: **One-time down jacket** purchases, no circular consumption
- Pricing & Audience: **Premium pricing**, narrow niche customer base
- **Innovation Gap**: **Weak youth/fashion appeal vs. Moncler/ Arc'teryx**
- Omnichannel Shortcomings: No **in-store inventory check/ BOPIS** on official website

THREATS

- **Market positioning and composition**
- The United States' **tariff policy** towards Canada
- The rise in oil prices caused by the **Iran war**
- Compared with its peak period, Canada Goose's market value has **shrunk by more than 44 billion yuan**. Bain Capital, which has controlled Canada Goose for 12 years, is considering selling the company.



Strategic Choice



A diagram illustrating the three components of Strategic Choice. It consists of three identical circles arranged horizontally. Each circle contains a number and a label. The first circle on the left contains '1_Identity', the middle circle contains '2_Awareness', and the third circle on the right contains '3_Positioning'. All text is in a white serif font against a black background.

1_Identity

2_Awareness

3_Positioning

01_Brand identity



Competence



Ruggedness



Sincerity



Why Ruggedness?

BORN FOR EXTREMELY COLD ENVIRONMENT

- At the heart of this circular badge is a polar map of the Earth seen from above the **Arctic**.
- The outermost red embroidered border symbolizes **the Earth and encloses the Arctic map**.
- Conveying the brand's philosophy of "**world-class warmth**" and directly highlighting the brand's background in **polar technology research and development and exploration support**.





Why Competence?

ONE PIECE FOR A LIFETIME, THE ULTIMATE CRAFTSMANSHIP

- Each product is **handcrafted** by Canadian artisans, adhering to decades-old standards in every step from cutting and filling to embroidery. Full stitches and meticulous details ensure **durability and warmth**.
- The brand's design philosophy is "**to create products that can last a lifetime**," using top-quality durable fabrics and accessories. Products can last **over 10 years**, and **a lifetime warranty is offered**, conveying a brand attitude of "long-term value, rejecting fast fashion."
- While upholding traditional craftsmanship, the brand continuously develops new materials and technologies, such as **HyBridge** lightweight technology, **TENCEL™** eco-friendly fabrics, and **RDS-certified down**, achieving lightweight and stylish designs without sacrificing warmth.

Why Sincerity?

PBI Blue Canada Goose

Colour developed by
PANTONE®

PROTECTING THE ARCTIC AND KEEPING THE EARTH COLD

- Since **2007**, Canada Goose has maintained an exclusive partnership with **Polar Bears International (PBI)**, working closely with the organization and serving as a key corporate funder to continuously support polar bear research and habitat conservation.
- Canada Goose has launched a dedicated **PBI Blue Label charity series**, donating a fixed amount for every item sold, directly driving charitable fundraising through its products.
- Canada Goose provides **professional cold-weather gear to PBI's Arctic research teams and polar scientists**, ensuring their safety in extreme environments. Furthermore, Canada Goose has integrated polar bear conservation into its brand sustainability strategy, simultaneously promoting environmentally friendly materials and climate awareness to reduce Arctic ecological damage at its source.



**POLAR BEARS
INTERNATIONAL**



Brand Identity

CORE CHALLENGES WE NEED TO SOLVE

- **Perception Gap:** Consumers still see Snow Goose as a functional "polar tool" rather than an emotional luxury.
- **Invisible Sustainability:** Most sustainability efforts are buried in reports, not visible through tangible brand elements.
- **Trust Gap:** "Made in Canada" is a key signal of authenticity and quality, but consumers have no way to independently verify the origin of materials, production steps, or authenticity of each product.
- **Impact Gap:** Donations to polar bear protection exist, but consumers cannot see their personal contribution.

Goal: Rebuild brand identity by aligning brand personality and brand image, making them rugged, transparent, and impactful.



Brand Identity

WHAT SNOW GOOSE HAS ALREADY DONE

- **Snow Goose Collection:** In November 2024, the brand launched "Snow Goose by Canada Goose", reviving its 1990s name.
- **Design Evolution:** The collection adds ice purple, mint green, and sculptural cutting -- moving from "tool" to "poetic luxury".
- **Campaign Location:** FW2025 campaign was filmed in Churchill, Manitoba -- the polar bear capital of the world.
- **Humanature Platform:** Launched in 2020, it commits to carbon neutrality by 2025, 90% bluesign® fabrics, and fur-free policy.

SNOW GOOSE

What's Missing: These actions are not yet translated into a coherent brand personality and image.



1-BRAND IDENTITY

RUGGEDNESS

COMPETENCE

SINCERITY

REBIULD BRAND IDENTITY



OUR THREE PROPOSALS

Brand identity consists of two components: brand personality and brand image. We will improve both.

Challenge	Solution	Brand Identity Component
Lack of emotional resonance	Proposal 1 – Brand Ambassador	Brand Personality (rugged + warm)
Trust gap	Proposal 2 – Digital Product Passport	Brand Image (transparent, competent)
Impact gap	Proposal 3 – Polar Bear Protection Contract	Brand Image (responsible, tangible)

They rebuild Snow Goose’s brand identity as rugged, trustworthy, and impactful.



Proposal 1 -- Brand Ambassador: Hudson Williams

(Strengthening Brand Personality)



We invite ice hockey actor Hudson Williams (star of "Heated Rivalry") as ambassador for Snow Goose and Generations platform

- **Why Ice Hockey:** Ice hockey is Canada's national sport -- it represents toughness and polar will, matching "Made in Canada" heritage.
- **Why Hudson:** The show "Heated Rivalry" became a global phenomenon — reaching 10.6 million viewers per episode in the U.S. and earning a Guinness World Record as the most in-demand romantic drama TV show of 2025, with a global demand rating 45.7 times the average TV show.
- **His Role in the Show:** In "Heated Rivalry", Hudson plays Shane Hollander, the captain of Team Canada

Proposal 2 -- Digital Product Passport

(Enhancing Brand Image with Transparency)



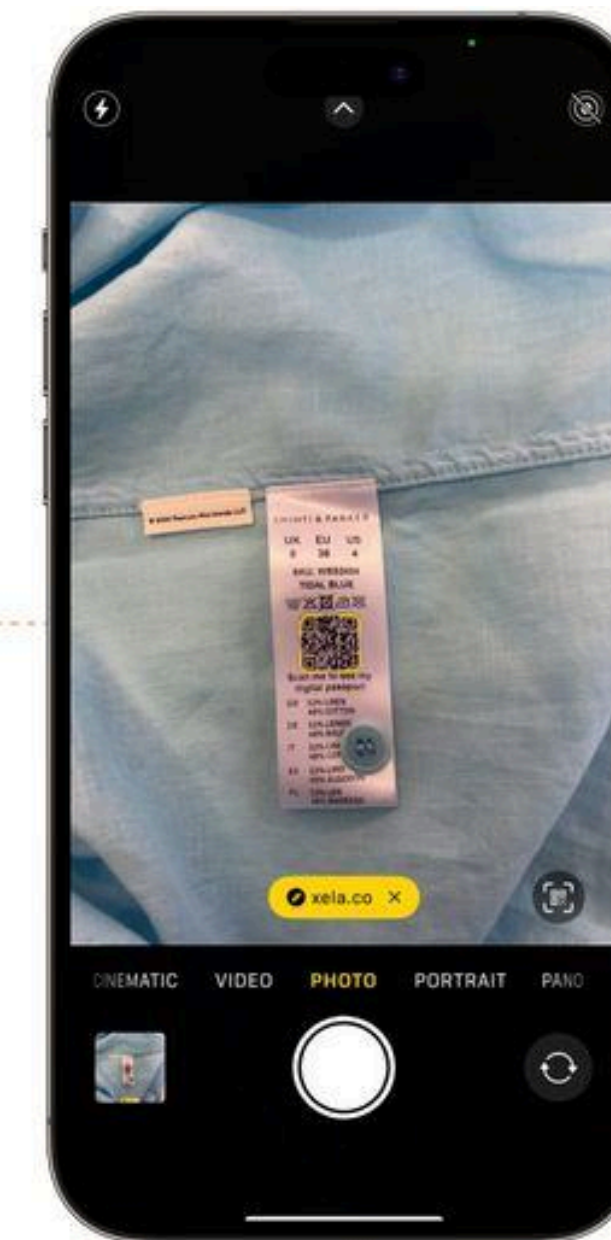
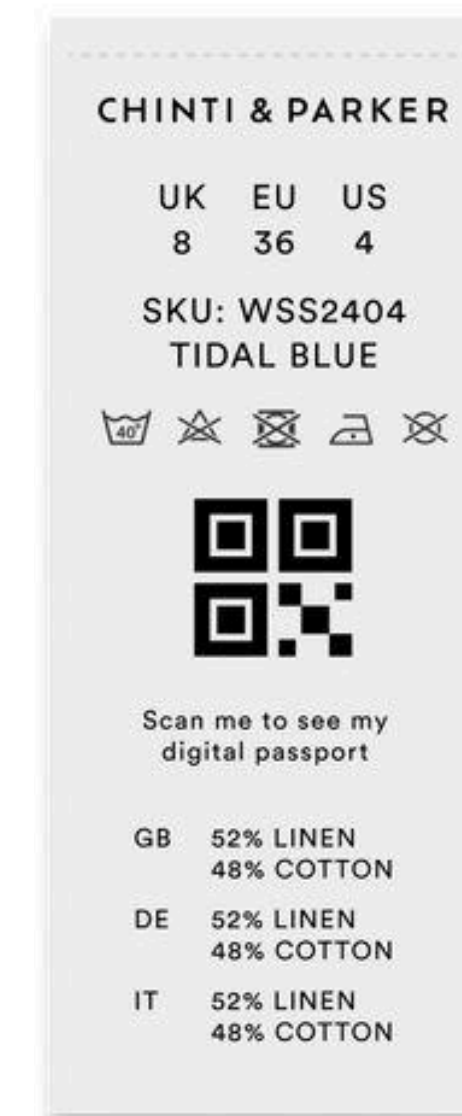
What is DPP: A Digital Product Passport is an NFC chip or QR code on the hangtag that records the product's entire journey.

Data Recorded: Down source (RDS certified), fabric factory, garment factory carbon footprint, and logistics chain.

User Experience: Scan to see a visual timeline map; click to view photos or videos of each production step.

Blockchain Anti-Counterfeit: Each DPP includes a blockchain serial number for authentication and second-hand trade.

Regulatory Advantage: This directly responds to the EU's ESPR regulation, which will require DPPs for textiles from 2027.



*Consumers can now verify "Made in Canada" themselves
-- turning an intangible claim into tangible proof*

Proposal 3 -- Polar Bear Protection Contract

(Tangible Brand Image)

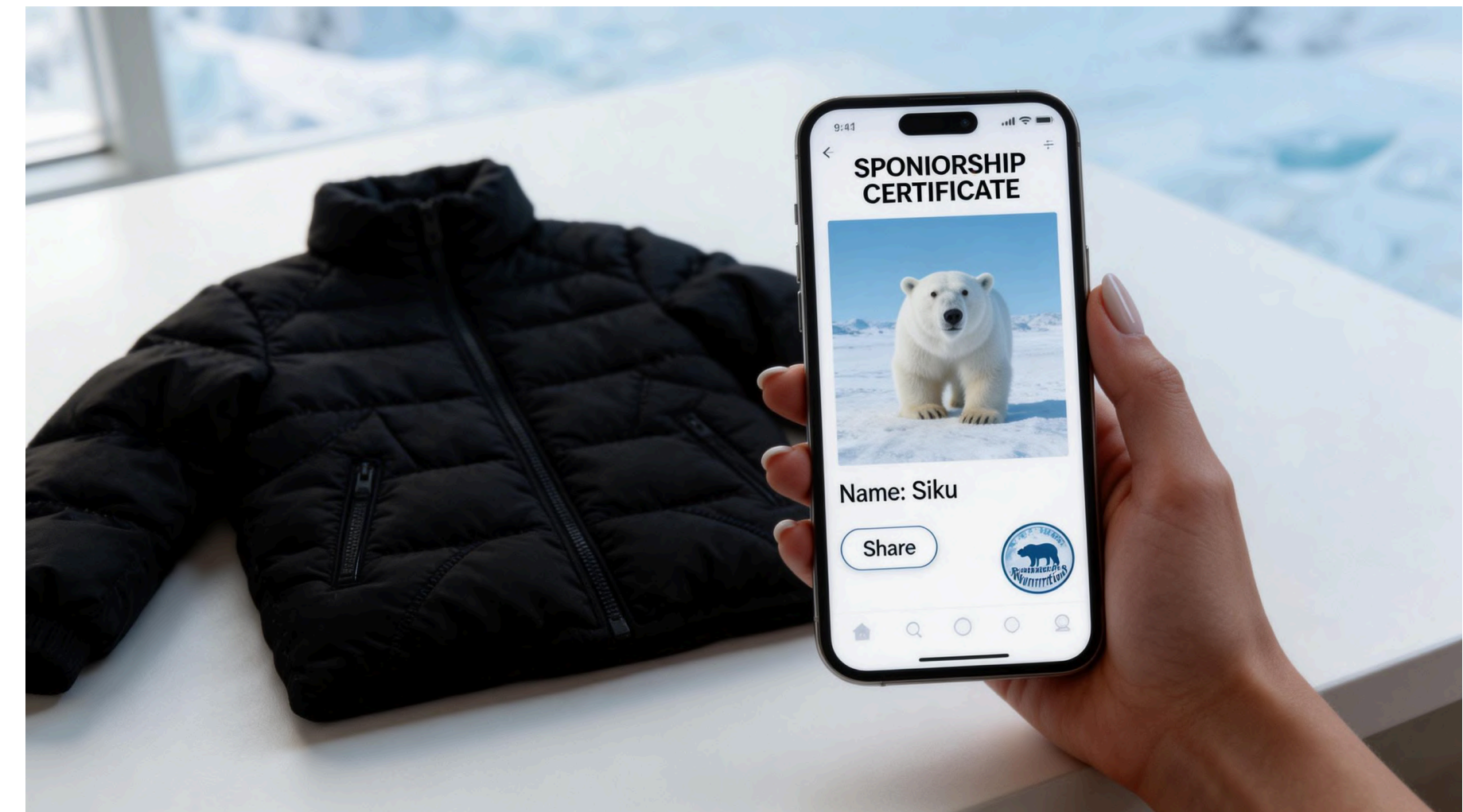
Existing Partnership: Canada Goose has partnered with Polar Bears International (PBI) for 18 years.

Donation Record: Total donations have exceeded 8 million CAD as of November 2025, according to brand reports.

Protection Contract on Hangtag: Print "Polar Bear Protection Contract" on Snow Goose and PBI product hangtags.

Sponsor a Polar Bear: Scan DPP to see which polar bear you are protecting (Siku or Ares) and its real-time location map (PBI GPS data).

(Generated by AI)



Donation Transparency: DPP shows the exact donation amount from that product and where the money goes

Sponsorship Certificate: Users can "sponsor" a polar bear online, generate an e-certificate, and share on social media.

Why It Fixes Impact Gap: Consumers move from "I bought a coat" to "I protected a polar bear" -- building a responsible brand image

02_Awareness

**What comes to mind when you think of
“CANADA GOOSE” ?**

Down jacket

Warm

Expensive

Outdated

Baby (0-24 months)
Kids (2-7 years)
Youth (6+ years)



“PRE-LOVED”



Men's Resolute Shell

Men | XS | Excellent | Static Grey

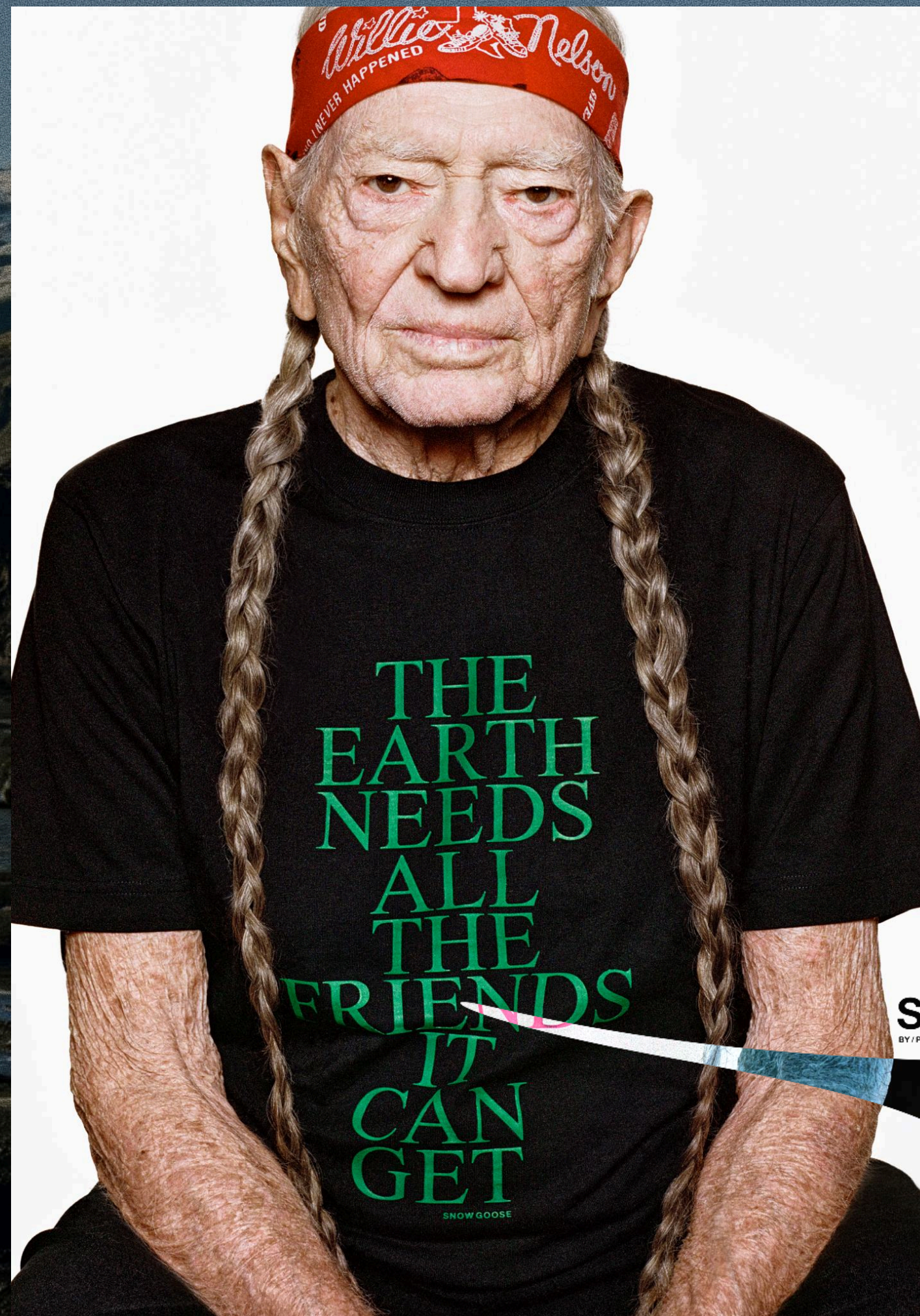
\$300 New \$1,495



SNOW GOOSE
BY / PAR CANADA GOOSE

Snow Goose returns for SS26 in colour shaped by its environment.

“A love letter to the land that defines us.”



SNOW GOOSE
BY PARCANADA GOOSE

“The earth needs all the friends it can get.”
-Willie Nelson



“Snow Goose returns for SS26 in colour shaped
by its environment.”

Proposal 1 – Offline PRE-LOVED System

How It Works

Send back eligible Canada Goose items for us to refresh them for a second life. Once your item has been accepted, you will receive a gift card to use towards your next purchase online or in-store. If the item is ineligible, it will be returned back to you.

Currently open to all customers in Canada and the United States.

1

Confirm Eligibility

We currently accept select Canada Goose Outerwear. Locate your item in our [Trade-In Catalog](#) to check if it's eligible and view your estimated trade-in credit.

2

Send It In

Once you've confirmed your item is eligible, you'll receive a shipping label to send it to us. A **\$25 fee** will be deducted from your trade-in value to cover shipping and handling.

3

Get Rewarded

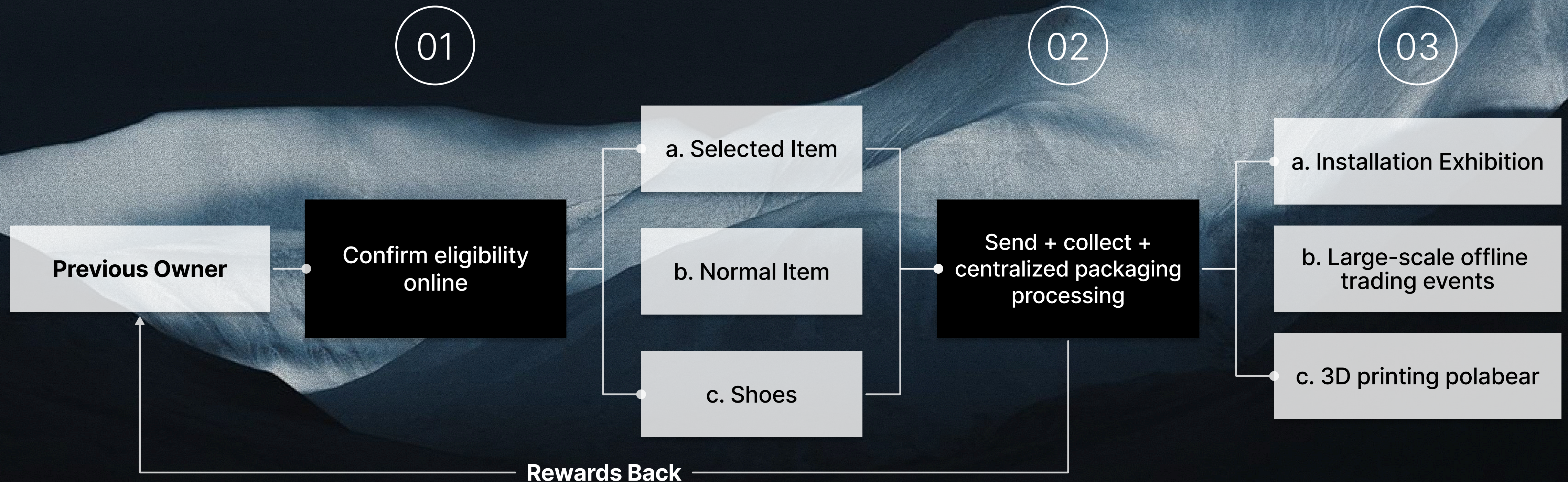
If your item is approved after inspection, you'll receive a gift card to use in our Canada Goose stores or online at [CanadaGoose.com](#) or [Generations.CanadaGoose.com](#).

Once a gift card has been issued, the trade-in is final and the item cannot be sent back.

Start Your Trade-In

“Every piece have a story to tell”

“Lifelong product”



A. Installation Exhibition



“Every piece have a story to tell”



What you bought from Canada Goose is more than just a down jacket; it's the legacy of a story.

Extended Stabilizer

B. Offline Trade-in



Resistance Point



Major Motion

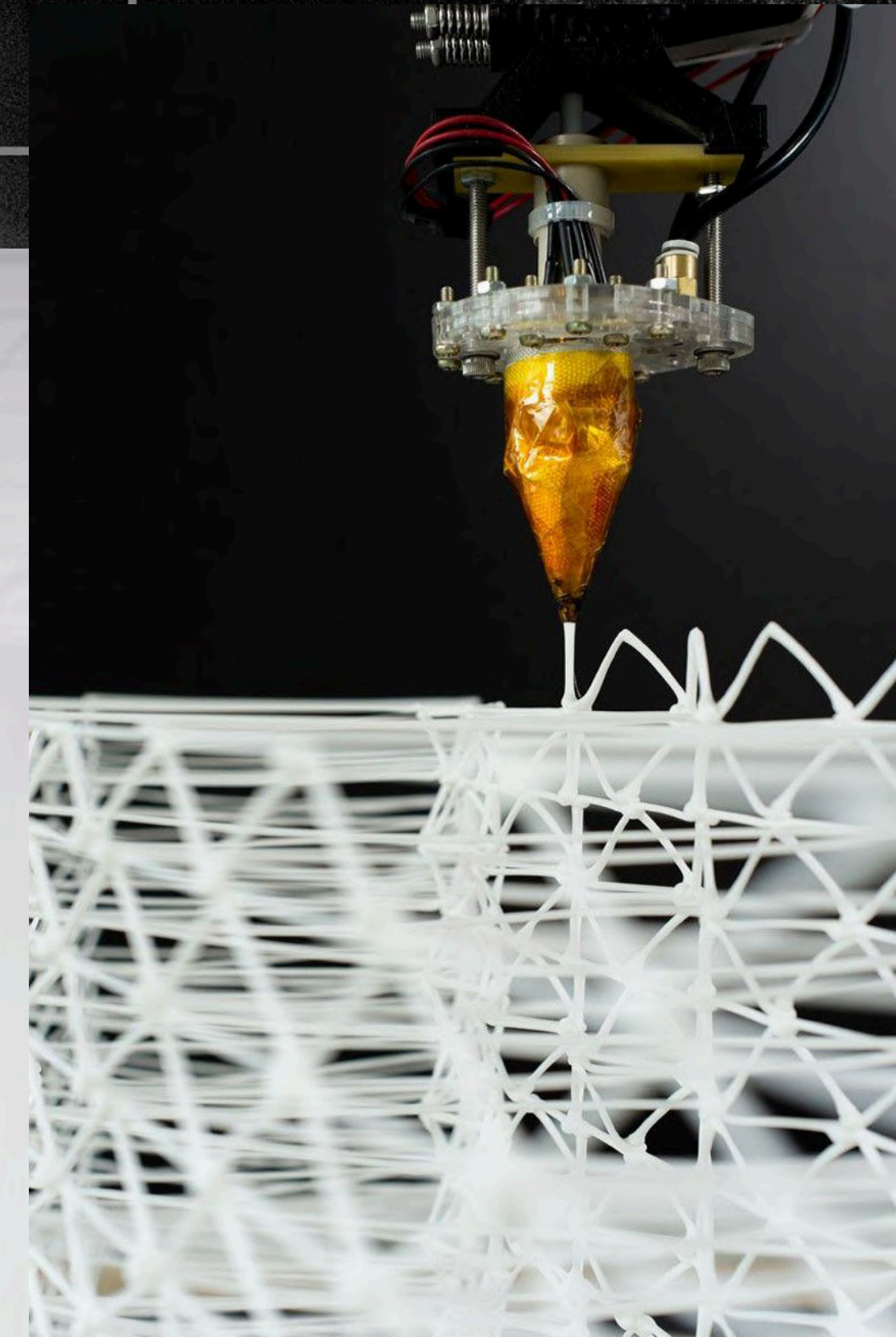


EVA / Rubber Sole

Extended Stabilizer



bezius



C. 3D Printing Polabear

Resistance Point

Major Motion

Proposal 2 – Single Video Content Strategy



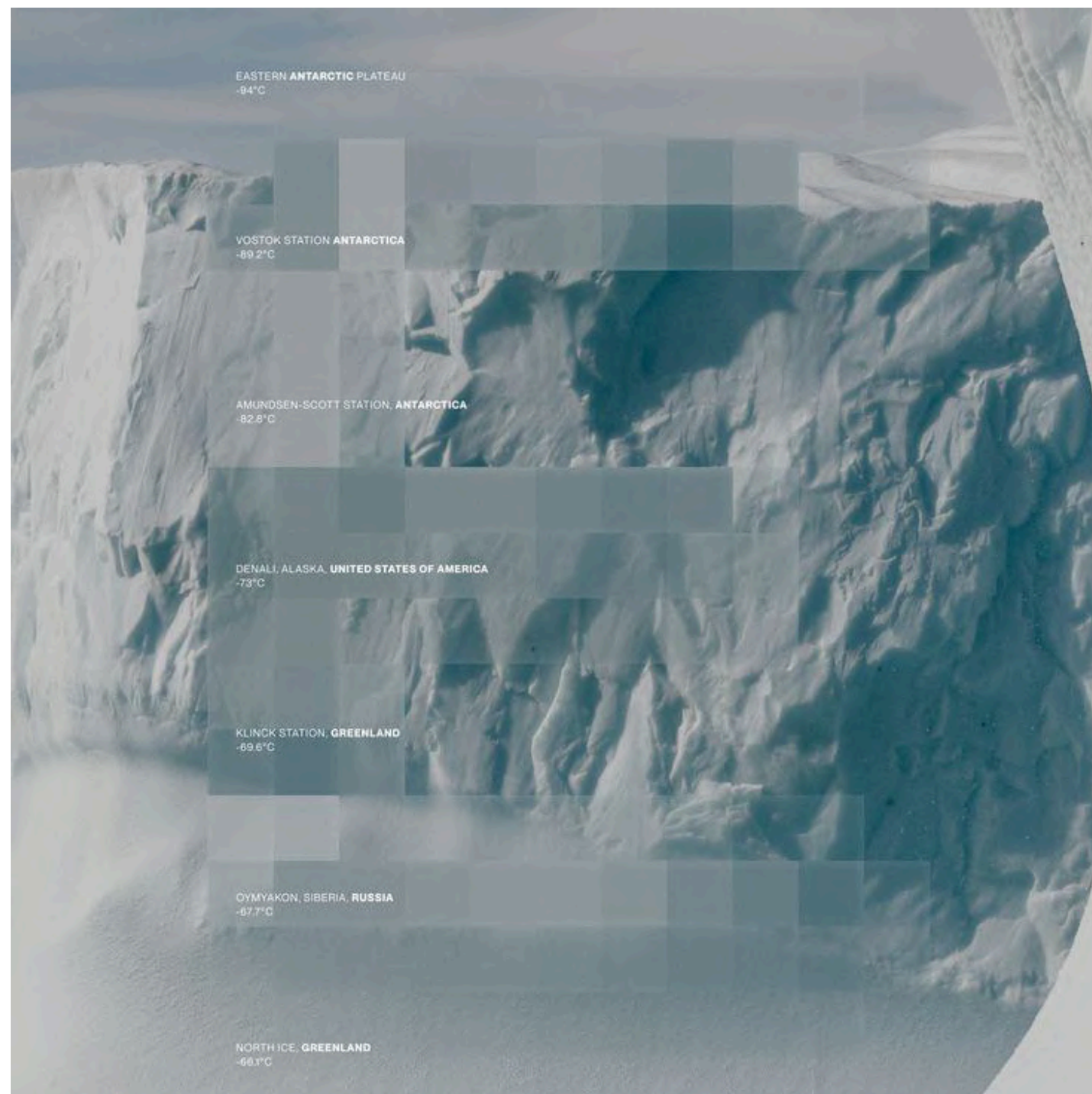
Official promotional video : <https://youtu.be/Lh3Wj874kKk>

short behind-the-scenes clips : <https://https://youtube.com/shorts/5vp57AMJRC0?feature=shareyoutube.com/shorts/5vp57AMJRC0?feature=share>

Proposal 2 – Single Video Content Strategy

Why This Proposal?

Current sustainability communication lacks emotional visibility. Consumers are unaware of Canada Goose's kids' wear line. The brand's rugged, exploratory DNA needs to reach the next generation.



Distribution & Teasers

Why release behind-the-scenes clips first?

- The pet and “cute animal” content space is already crowded. However, baby polar bears are rarely seen. Pairing a curious child with an adorable baby polar bear creates a unique and highly engaging combination – scarce, heartwarming, and shareable.
- Before the full video launch, we release short vertical clips. These raw moments grab consumer attention (especially parents) and build early buzz with #OurFutureIsCold. After 24 hours, the official video reveals Canada Goose as the creator.



Proposal 3 -- AI Search Optimization (GEO)

AI-Driven Brand Discoverability

- **Background:** Traditional search traffic expected to drop 25% by 2026 (Gartner, 2024); 44% of consumers let AI assist shopping.
- **What is GEO:** Generative Engine Optimization – ensuring AI assistants recommend your brand when consumers ask questions.
- **Our Approach:**
 - Understand the **recommendation and content-crawling rules** of major AI search engines (e.g., ChatGPT, Perplexity, Google SGE).
 - Develop and optimize natural, everyday content (product stories, care guides, travel tips) **that AI can index without sounding like an ad.**
 - **Example:** When a user asks “What’s a good winter jacket for a trip to the Arctic?” – an optimized article about “How to dress for polar expeditions” (featuring Canada Goose as one practical option, not the only one) can be surfaced by AI as a helpful, non-promotional answer.



03_Positioning

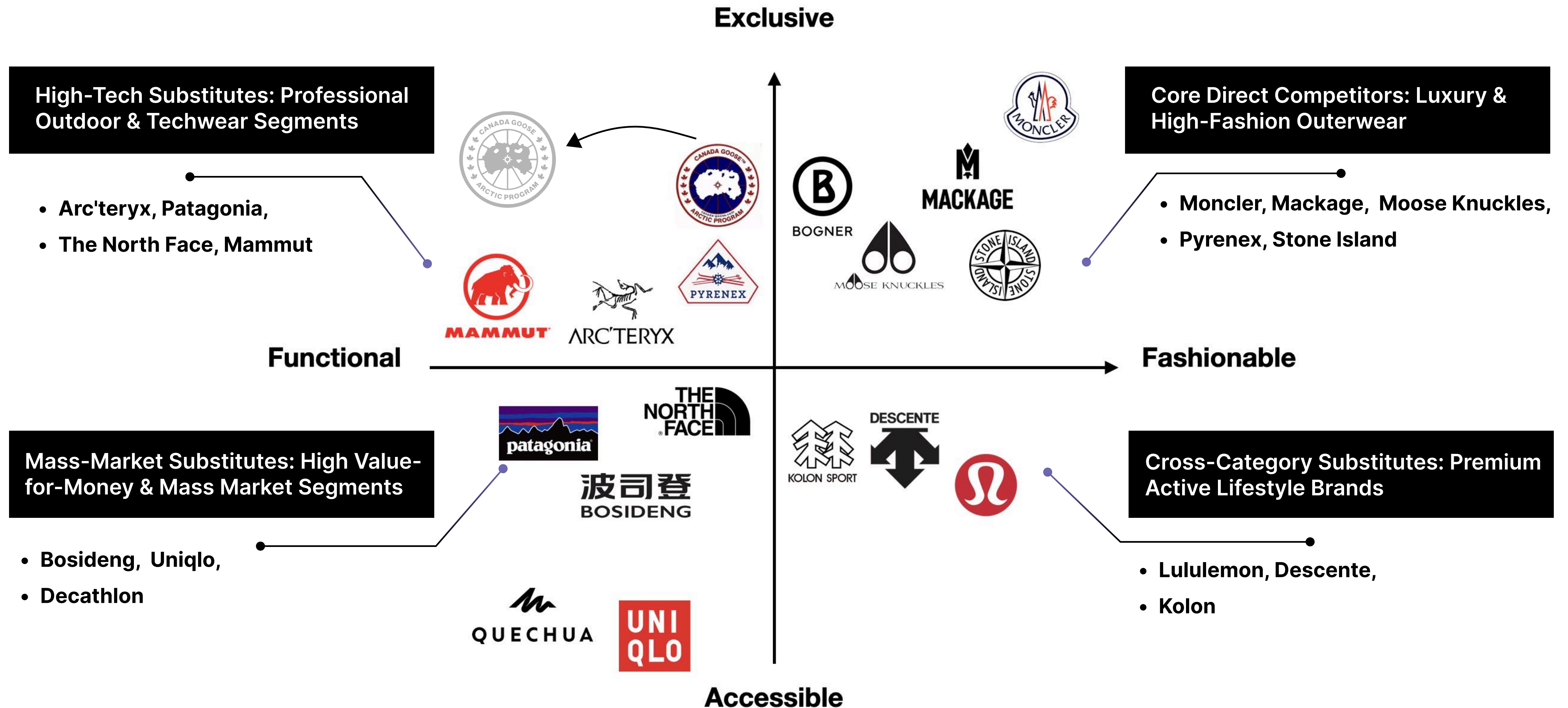


**EXTREME WARMTH
UTILITY PERFORMANCE
EXPEDITION-GRADE**

**LUXURY FASHION
ELEGANT PRESTIGE
STATUS SYMBOL**



COMPETITOR ANALYSIS BRAND POSITIONING



High-Tech Substitutes: Professional Outdoor & Techwear Segments

- Establishment year: 1989
- Origin/Headquarters: North Vancouver, Canada (under Amer Sports)
- Price range: ¥6,000-15,000+

- Trend: Lightweight (Arc'teryx) vs. Traditional Heavyweight (Canada Goose).
- Scale: Arc'teryx revenue (\$2B+) has surpassed Canada Goose through youth appeal.
- Pricing: CG maintains a higher luxury price floor and prestige.



Core Direct Competitors: Luxury & High-Fashion Outerwear

- Establishment year: 1952
- Birthplace/Headquarters: Born in Grenoble, France, its current headquarters is located in Milan, Italy
- Price range: ¥15,000-35,000+

- Canada Goose Advantage: "Made in Canada" craftsmanship vs. Moncler's global manufacturing.
- Differentiation: Polar research expertise vs. Moncler's ski-fashion focus.
- Challenge: Moncler's 295-store network (4x larger) offers superior market reach.



Mass-Market Substitutes: High Value-for-Money & Mass Market Segments

- Establishment year: 1984
- Origin/Headquarters: Yamaguchi City, Japan/Tokyo
- Price range: ¥899-2,299

- Economy: A dominant "value choice" during economic downturns.
- Limitation: Perception as "high-quality basics" restricts luxury competition.

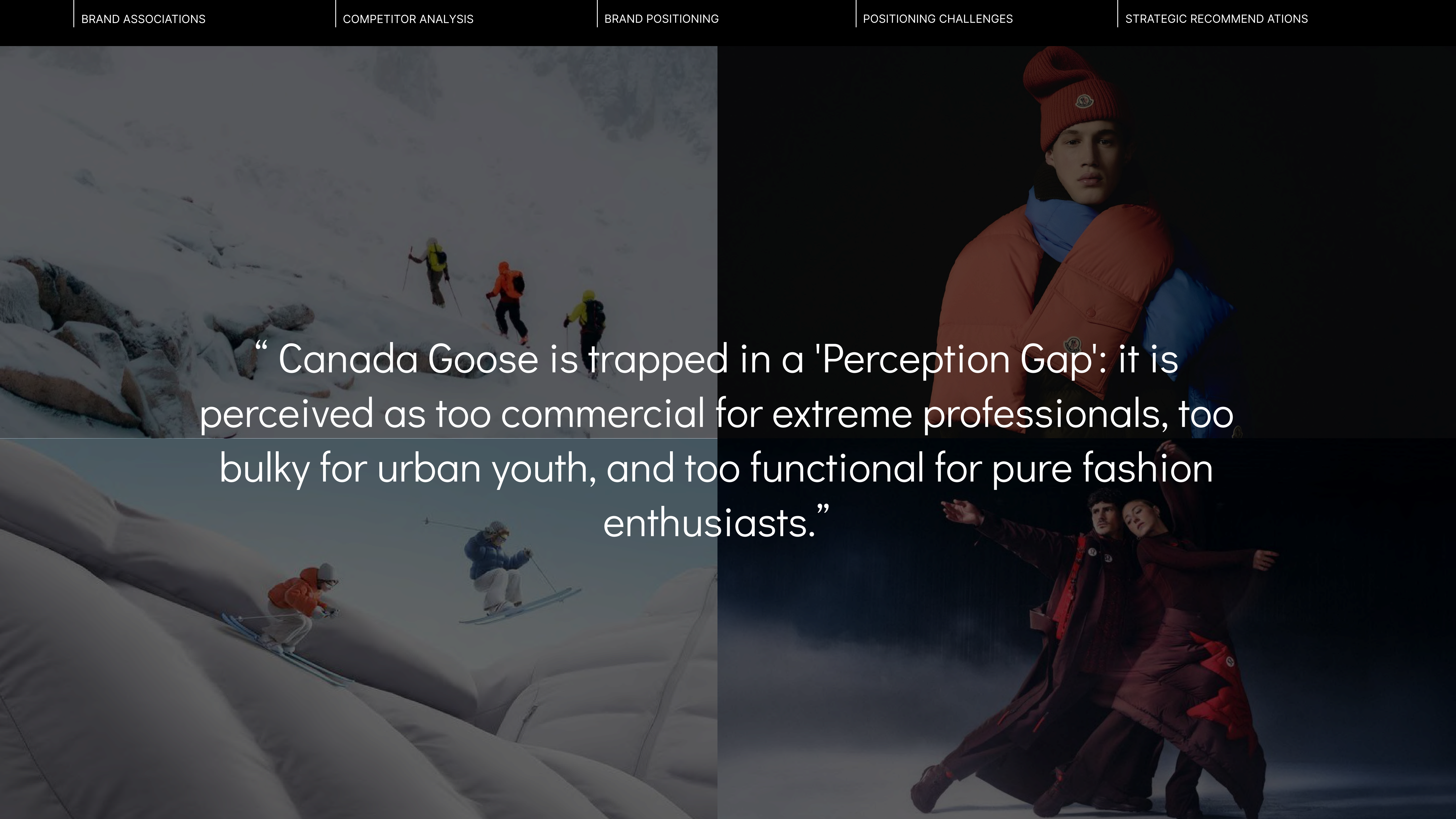


Cross-Category Substitutes: Premium Active Lifestyle Brands

- Establishment year: 1998
- Origin/Headquarters: Vancouver, Canada
- Price range: ¥3,500-7,000+

- Marketing: Community-led loyalty vs. Canada Goose's traditional media model.
- Shift: Replacing Canada Goose heavy parkas in the female lifestyle segment.
- Ceiling: Canada Goose's polar technicality remains a barrier for yoga-rooted Lulu.





“Canada Goose is trapped in a 'Perception Gap': it is perceived as too commercial for extreme professionals, too bulky for urban youth, and too functional for pure fashion enthusiasts.”

STRATEGIC RECOMMENDATIONS

We hope that Canada Goose's future development positioning will be more professional and at the same time attract the younger generation. Especially for those who enjoy adventure.

Strategy 1: Emphasize professionalism and the spirit of exploration

- Sponsor international winter sports events and cooperate with extreme sports athletes
- Sponsor the World Cup of Hockey, Winter X Games, Winter Youth Olympic Games, Ice Hockey World Championship, FIS Freestyle Ski and Snowboarding World Championships, Luge World Championships and other major events.
- Su Yiming is an ideal spokesperson choice, having won the Beijing Winter Olympics gold medal at 17 and double FIS Snowboard World Cup annual championships at 22.



Strategy 2: To reflect the inclusiveness of the children's line

- Jellykids targets not only children but also young consumers who pursue high emotional value.
- This popular collaboration not only reflects the brand's inclusiveness toward young people, but also further highlights its children's product line.
- The partnership is based on Jellykids' Arctic Animals collection.



Strategy 3: The collaboration with Oakley further enhances the professionalism of the brand positioning.

- Directly Upgrade Technical & Professional Credibility
- Penetrate High-Value Professional & Action Sports Audiences
- Strengthen “Performance Luxury” Positioning Against Competitors
- Expand into High-Growth Technical Apparel Categories



Thanks for Listening

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Medias Generated by AI:

- Installation exhibition
- Offline trade-in
- 3D printing polabear
- Promotion videos
- Jellycat x Canada Goose collaboration