



RETAIL II ACADEMY MEETING

BRAND KNOWLEDGE

- WHAT DOES «NORTH SAILS» MEAN ?
- WHERE THE NORTH SAILS BRAND WAS BORN ?
- WHO WAS LOWELL NORTH AND WHAT HE HAS DONE ?
- WHAT RAPPRESENT THE«HALL OF FAME» PICTURES WE HAVE IN THE STORES ?



NORTH SAILS MEANING



SAILS OF LOWELL NORTH



WHERE THE BRAND WAS BORN



SAN DIEGO CALIFORNIA





NORTH SAILS HALL OF FAME



The Volvo Ocean Race: Sailing's toughest round-the-world team challenge
North Sails has been the sail of choice of all 6 winner boats since 1997-98.

The America's Cup: The oldest trophy in organized sport.
North Sails has been on all 12 winning boats since 1980.



The 2016 Olympic Games

North Sails swept 11 out of 12 medals in 4 different classes.
With 3 gold medals.

The World Speed Record: Fastest sails around the world.
Powering all 4 around-the-world speed records since 2016.



BRAND PILLARS



EXPLORATION



Nowhere is beyond reach and we made it our motto: "GO BEYOND". We have expanded our borders and we have let our customers explore not just the sea but everything that surrounds them.





INNOVATION

In pursuit of perfection, we move forward
developing new ways to bring innovative ideas
to those who explore the paths
to reach their own passions.



CONSERVATION



We will transition our business to contribute to sustainability. And North Sails will team up with the Ocean Family Foundation to support initiatives which help conservation of the worlds' largest ecosystem, our oceans.

