

NORTH SAILS

VM GUIDELINES SS20

CAMPAIGN THEMES

SUSTAINABLE SPRING



SUSTAINABLE PERFORMANCE



HERITAGE MOOD



SUMMER IN FLUO



OVERVIEW CALENDAR

OVERVIEW CALENDAR

	17/02 - 01/03	02/03 - 15/03	16/03 - 05/04	06/04 - 26/04	27/04 - 10/05	11/05 - 24/05	25/05 - 07/06	08/06 - 28/06	29/06 - 28/06
IMAGE CAMPAIGN									SALES
WALL 1									SALES
WALL 2									
FOCUS									
WOMAN WALL									



MAIN



MAN SECONDARY

FOCUS 1

FOCUS 2

WOMAN WALL



MAIN



MAN SECONDARY

FOCUS 1

FOCUS 2

WOMAN WALL



AMERICA'S CUP SECOND DROP

MAIN



MAN SECONDARY



FOCUS



WOMAN WALL



MAIN



MAN SECONDARY



FOCUS



WOMAN WALL



MAIN



MAN SECONDARY



FOCUS



WOMAN WALL



MAIN



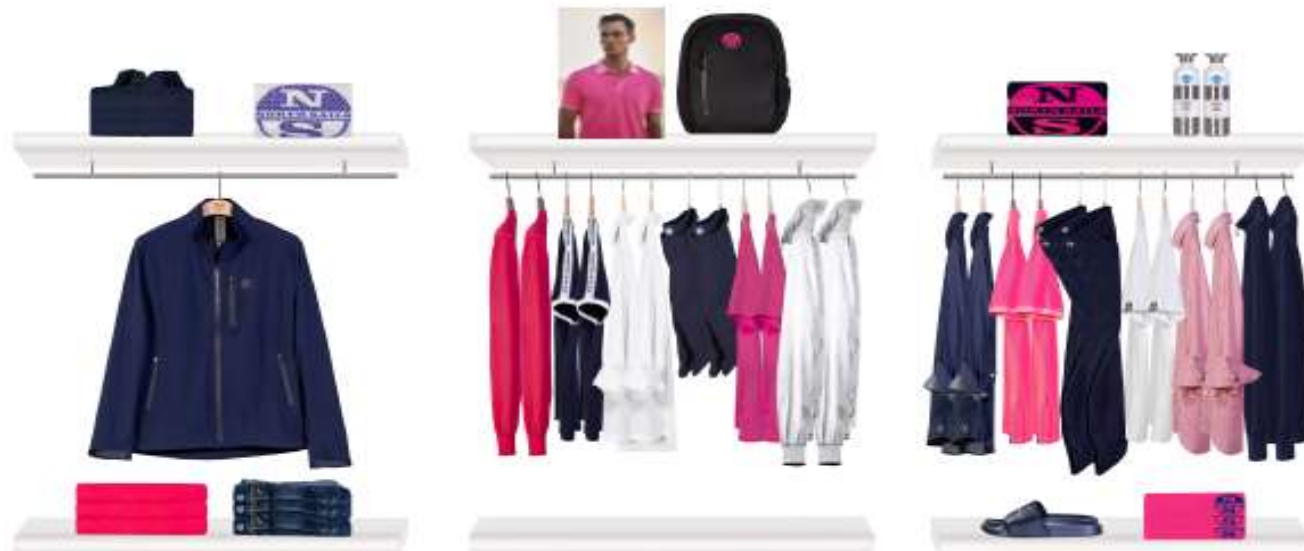
MAN SECONDARY



FOCUS



WOMAN WALL



MAIN



MAN SECONDARY

FOCUS

WOMAN WALL



MAIN



MAN SECONDARY



FOCUS



WOMAN WALL