

**FW23
RETAIL MEETING**



Alberta Rigoni & Francesco Origo
Merchandising

North Sails Company Presentation

NORTHSAILS

AGENDA

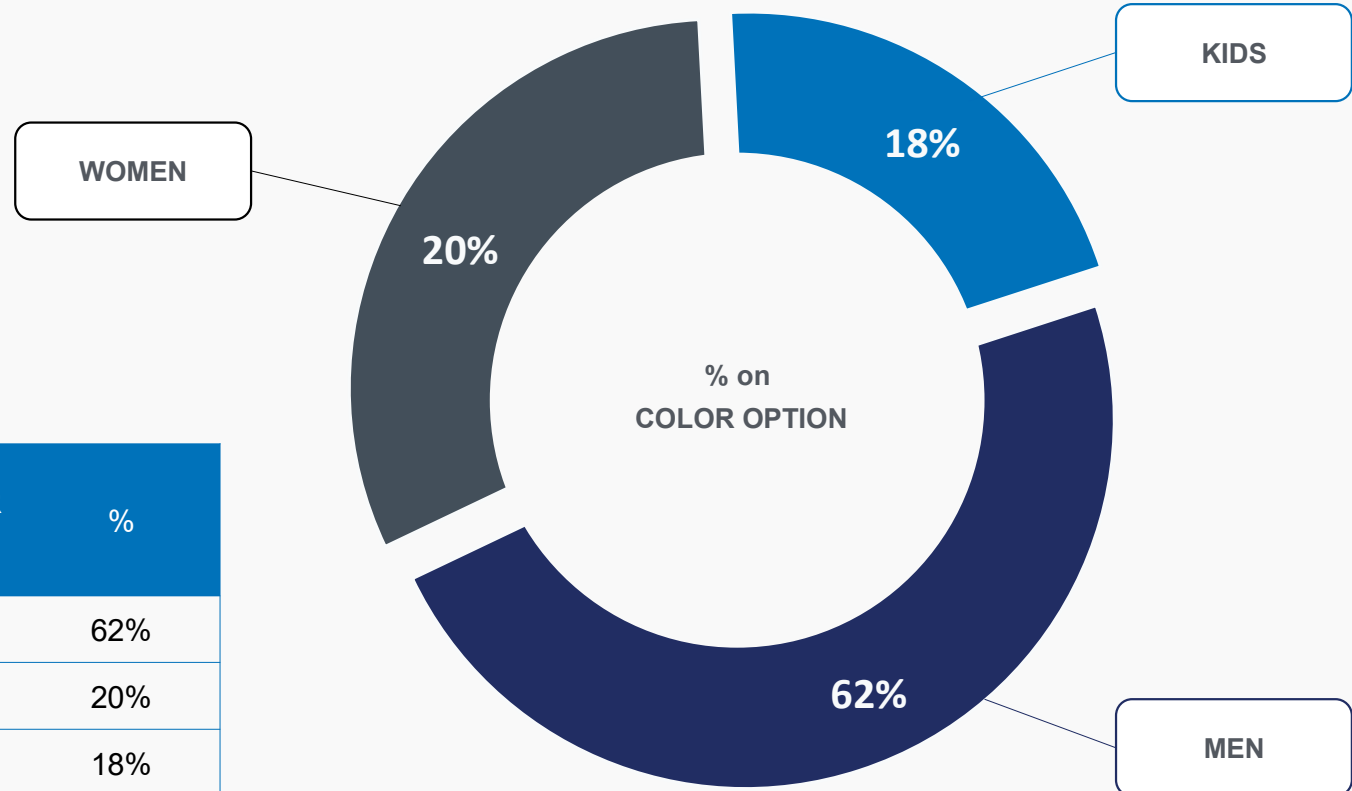
- 1 **Collection Structure**
- 2 **Seasonal Themes**
- 3 **Product Education**



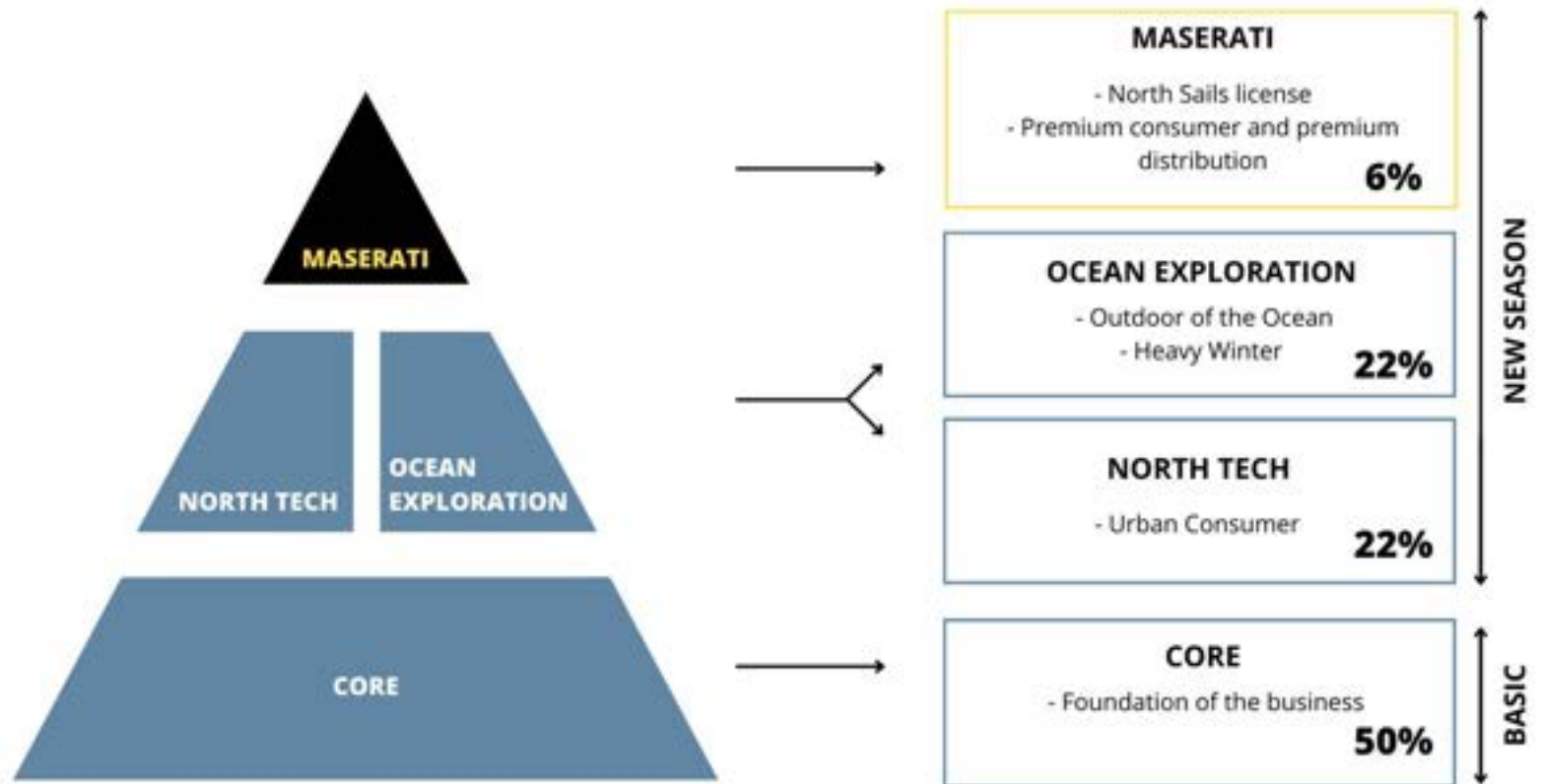
ASSORTMENT

	No STYLES	No COLOR OPTIONS	%
MEN*	150	590	62%
WOMEN	60	205	20%
KIDS	60	165	18%

* Maserati included



COLLECTION STRUCTURE FW 23



Based on the entire collection (Man, Woman, Kid)

EMBRACE THE SPIRIT OF THE OCEAN

The ocean gives us life and makes us feel alive. It carries us further and takes us to unexplored places.
The strength of its elements challenges and humbles us. Its calm waters reassure us.
With its magnetism, the ocean awakens us to our responsibilities, it attracted Lowell North and North Sails was born.
The ocean calls us.

WE EXIST TO EMBRACE THE SPIRIT OF THE OCEAN

BECOMING OCEAN POSITIVE

- We give a voice to the ocean, working tirelessly to protect and preserve it
- Our goal is to find the right balance between sustainability, functionality, and purpose – with a splash of contemporary Italian design
- **Responsible materials** are made from recycled content, grown using organic practices, or have a proven lower environmental and social impact than conventional ones.



MENSWEAR



NORTH SAILS

COLLECTION THEMES



CORE



NORTH TECH



**OCEAN
EXPLORATION**



CORE

				
0999 BLACK 19-4006 TCX	0952 ASPHALT 19-0201 TCX	0906 GREY VIOLET 14-4103 TCX	0928 MEDIUM GREY MELANGE	0797 DENIM BLUE MELANGE
				
0802 BLUE NAVY 19-3923 TCX	0437 FOREST NIGHT 19-0414 TCX	0790 OCEAN BLUE 19-4044 TCX	0787 DARK DENIM 19-4118 TCX	0760 ROYAL 19-4150 TCX
				
0581 DARK PLUM 19-3316 TCX	0237 RED LAVA 18-1552 TCX	0326 GOLD FLAME 16-1449 TCX	0608 YELLOW OCHRE 14-0755 TCX	0101 WHITE 11-0601 TCX
				
	0135 CAMEL 17-1038 TCX	0126 WINTER KHAKI 17-1118 TCX		

- Classic staples designed for today, empowered by our heritage and values.
- Marine timeless icons remastered for a contemporary man
- The sailing foundation stems from the truth of our history
- The iconic basic styles are enriched with new logo positions, bicolor cuts and mixed materials.
- Color blocking styles flank the traditional proposal

NORTH SAILS

CORE



NORTH TECH
COLOR PALETTE



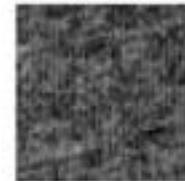
NORTH TECH



0999
BLACK
19-4006 TCX



0952
IRON GREY
19-0201 TCX



0935
DARK GREY
MELANGE



0802
BLUE NAVY
19-3923 TCX



0906
GREY VIOLET
14-4103 TCX



0105
MARSHMALLOW
11-4300 TCX



0138
BROWN ROCK
18-1108 TCX



0790
OCEAN BLUE
19-4044 TCX

NORTH TECH



- Technical contents of the active sailing are transposed into the urban context: commuting, movement, protection from the elements, with a clear take on aesthetic.
- Products characterized by comfort, functionality, lightness, engineered to guarantee technical performance, maintenance of body heat and protection from atmospheric agents (**windproof, waterproof**)
- North Tech where design, performance and sustainability are the keys for the new urban consumer who is experiencing the change of the city.

NORTH TECH



Outer 1: 603257_0138
Outer 2: 603270_0999
Knit: 689886_0999
T-shirt: 692914_0999
Pants: 673041_0341



Outer: 603270_0999
Sweat: 691204_0999
T-Shirt: 692914_0999
Pants: 673054_0999

NORTH TECH - PW23 COLLECTION



Shirt: 644242_0906
Knit: 699908_0035
T-Shirt: 692905_0802
Pants: 673054_0999



OCEAN EXPLORATION COLOR PALETTE



OCEAN EXPLORATION



0952
ASPHALT
19-0201 TCX



0802
BLUE NAVY
19-3923 TCX



0823
BLUE TEAL
19-4121 TCX



0935
DARK GREY
MELANGE



0928
MEDIUM GREY
MELANGE



0339
COCOA
19-0814 TCX



0437
FOREST NIGHT
19-0414 TCX



0138
BROWN ROCK
18-1108 TCX



0326
GOLD FLAME
16-1449 TCX



0797
DENIM BLUE
MELANGE



0416
LAKE GREEN
18-5611 TCX



0825
WINTER SEA
18-4028 TCX



0754
DUSTY BLUE
16-4010 TCX



0105
MARSHMALLOW
11-4300 TCX

OCEAN EXPLORATION

- Designed and **built to battle Winter's coldest days**. Inspired by the great outdoors, committed to protection and warmth.
- A journey **through the winter outdoors and the ocean**. This collection takes us up to the Arctic Circle to explore climate change and its effects on our Oceans.
- The **colors** were **inspired by** the beauty and the incredible raw **landscape of the Arctic**.
- Classic Design from the Arctic world reimagined to create **high levels of functionality** specifically for outdoor adventures including **wind and waterproofing thermal insulation and breathability** using the best recycled fabrics and insulations.
- Our consumer can not wait to escape into nature, he's a researcher and photographer, he's an **ocean lover**, he loves to wear design and innovative clothing for his exploration.



OCEAN EXPLORATION



Padded Overalls: 40214_002
Hoodie: 47117_002
T-Shirt: 40105_002
Pants: 47334_019

Outer: 60240_0224
Kaki: 499844_0125
T-Shirt: 492905_0002
Pants: 473042_0002
Beanie: 423227_0190

0105
0802
427
0199

NORTH SAILS

REVERSIBLE SAILOR



ONE ICON, TWO WAYS

The jacket that started it all comes reloaded as the **Reversible Sailor**.

For the first time, our first-ever product is fully reversible, with **design details**, **colors** and contrasts inspired by North Sails spinnakers.

From the inside out, the classic silhouette is constructed using **100% recycled materials**, as part of our journey to become an **Ocean Positive** brand.

