



FOR IMMEDIATE RELEASE

Arc'teryx Doubles New York Retail Footprint with Opening of Three Icon Stores

Brand is expected to have a total of five stores in the New York-area by the end of 2020

NORTH VANCOUVER, British Columbia, November 24, 2020 - Arc'teryx Equipment, the global design company specializing in technical high-performance apparel and equipment, is continuing their retail expansion in the United States with the opening of three new Arc'teryx Icon stores in Manhattan by the end of the year. Joining the Arc'teryx Factory Outlet in Woodbury and the Arc'teryx store in Soho is the new Arc'teryx Icon store on Bleecker Street in the West Village, which opened this past weekend. Two more Arc'teryx Icon stores are anticipated to open in December; one in the Flatiron District and the other in the Upper West Side.

As its name implies, the Arc'teryx Icon stores showcase a narrow range of the brand's most iconic designs – such as the Alpha SV and Atom LT -- in a space inspired by wood-framed backcountry huts, creating a retail aesthetic and shopping experience quite distinct from its Factory Outlet in Woodbury and Arc'teryx store in Soho.

“At our Icon stores, we are showcasing designs that have withstood the test of time and represent what Arc'teryx stands for: technical innovation, beautiful design, and high value,” said Megan Cheesbrough, VP of Retail Excellence, Arc'teryx. “The items we carry in store are versatile, simple, legendary, and timeless, and by simplifying the shopping experience, our guests – whether they're experienced outdoor activity enthusiasts or new to the brand -- can find their perfect product so they can get outside sooner and stay out longer.”

The first Arc'teryx Icon store opened in Walnut Creek last week, and a total of five Arc'teryx Icon stores are expected to open in the United States this year: three in New York City, and two in the San Francisco Bay Area. In addition to the carefully curated selection of the brand's most celebrated designs, the Icon stores also offer a variety of flexible direct-to-consumer services – such as Virtual Advisor, Virtual Waitlist, Endless Aisle, Same-Day Courier, Curbside Pick-Up, and Click & Collect – allowing guests to shop for and receive their items within 24-48 hours.

The brand was able to design and build their fleet of Icon stores quickly and safely at the height of the pandemic due in large part to the store design concept. The evolved size and minimalist fixtures of the Icon stores enabled Arc'teryx to maximize real estate opportunities, minimize operational costs, and expedite the store opening lead time to 3-5 months from the regular 9-12 months. Additionally, the virtual design process using three-dimensional modeling technology had the added benefit of eliminating the need for employee travel, keeping staff safe and minimizing environmental impacts.

“The last several months have showed us how crucial it is to evolve the way we retail so we can continue building our brand awareness and strengthening our community connection in our key market areas,” said Cheesbrough. “So, we designed our Arc'teryx Icon stores to make the brand more accessible, and more approachable. With the design process we're able to introduce more stores to serve more guests, and by carrying items known for their meticulous design and durability, we are able to offer something for everyone.”

The Arc'teryx Icon store on Bleecker Street opened on November 21.

Arc'teryx Bleecker Street Technical Details:



- 1185 square-feet.
- 12th retail store in the United States.
- First Arc'teryx Icon store in New York City, second global Arc'teryx Icon store.
- Address: 367 Bleecker Street, New York, NY.

Arc'teryx Flatiron Technical Details:

- 14th retail store in the United States.
- Address: 139 5th Avenue, New York, NY.

Arc'teryx Upper West Side Technical Details:

- 15th retail store in the United States.
- Address: 156 Columbus Avenue, New York, NY.

About Us

Arc'teryx is a Canadian company based in the Coast Mountains. Our design process is connected to the real world, focused on delivering durable, unrivaled performance. Our products are distributed through more than 3,000 retail locations worldwide, including over 80 branded stores. We are problem solvers, always evolving and searching for a better way to deliver resolved, minimalist designs. Good design that matters makes lives better.

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