



FOR IMMEDIATE RELEASE

Arc'teryx Launches New Retail Store Concept: The Icon Store

The Arc'teryx Icon stores offer a curated selection of the brand's most iconic designs while streamlining the shopping experience for guests

NORTH VANCOUVER, British Columbia, November 16, 2020 - Arc'teryx Equipment, the global design company specializing in technical high-performance apparel and equipment, is offering consumers an accessible and approachable way to shop with the launch of their new Arc'teryx Icon stores. The first Arc'teryx Icon store opened in Walnut Creek, CA this past weekend, and is designed to streamline the shopping experience by showcasing a narrow range of products to choose from, and offering flexible options to select and purchase the brand's most acclaimed items.

"In recent months we've had to rethink the way we retail, and our Arc'teryx Icon stores allow us to strengthen connections with our community while supporting our market expansion plans as we navigate a retail environment that's always in flux," said Megan Cheesbrough, VP of Retail Excellence, Arc'teryx. "From a design and retail operations perspective, our Icon stores will show up quite differently from our traditional Arc'teryx stores, but the two aspects that stay consistent, whether you're at an Arc'teryx store or an Icon store, are the quality of our products and our commitment to a best in class guest experience."

In total, five Arc'teryx Icon stores are scheduled to open in the United States this year: three in New York City, and two in the San Francisco Bay Area. In each store, guests can browse through a curated assortment of the brand's most sought-after designs -- such as the Alpha SV and Atom LT -- in a space inspired by wood-frame backcountry huts. Additionally, a variety of direct to consumer retail services such as Virtual Advisor, Virtual Waitlist, Endless Aisle, Same-Day Courier, Curbside Pick-Up, and Click & Collect, are available, enabling guests to shop for and receive their products within 24-48 hours.

"Our Arc'teryx Icon stores make shopping simple, especially for those who are new to the brand. In this space guests can see what makes Arc'teryx apparel so outstanding, and learn about our most celebrated products," said Cheesbrough. "Once a guest discovers an item that fits their needs in the size they want, they can purchase in-store or browse our online inventory with a tablet if what they want to purchase is not available, and within a day or two they'll receive their items either in store, or at their home. It's a unique way for our guests to shop as we adapt to our current retail environment."

The Arc'teryx Icon stores also feature a smaller retail footprint, and are constructed through a virtual design process using three-dimensional modeling technology. With the evolved store size, the brand can maximize real estate opportunities, keep operational overhead costs at a minimum, and expedite the store opening lead time to 3-5 months instead of the usual 9-12 months for an Arc'teryx store. Meanwhile, the virtual design process has the added benefit of eliminating the need for employee travel, allowing Arc'teryx to safely design and build their fleet of Icon stores at the height of the pandemic, while also minimizing their environmental impact.

The Arc'teryx Icon store in Walnut Creek opened on November 14, with a second Bay Area location in downtown San Francisco to open on December 16.

Arc'teryx Walnut Creek Technical Details:

- 828 square-feet.
- 11th retail store in the United States.



- First global Arc'teryx Icon store.
- Address: 1235 Broadway Plaza, Walnut Creek, CA.

Arc'teryx San Francisco Technical Details:

- 1200 square-feet.
- 13th retail store in the United States.
- Third global Arc'teryx Icon store, second Arc'teryx Icon store in Bay Area.
- Address: 300 Grant Avenue, San Francisco, CA.

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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