



FOR IMMEDIATE RELEASE

Arc'teryx Opens New Location in Chinook Centre, its First North American Brand Store to Open in 2020

Arc'teryx Chinook is the brand's second store to open in Calgary, and features apparel from the brand's performance and lifestyle collections.

NORTH VANCOUVER, British Columbia, August 28, 2020 - Arc'teryx Equipment, the global design company specializing in technical high-performance apparel, outerwear and equipment, is expanding its presence in Alberta with the opening of a second retail store in Calgary. Located in Chinook Centre, the 1,380 square-foot store is the brand's third store in Alberta, and its first North American store to open in 2020.

"Alberta is home to some of the world's most celebrated National Parks, and as a brand that designs outdoor apparel and equipment, we are so proud to be a part of the province's outdoor community, and to offer an additional space for Albertans to connect with the brand and our products," said Megan Cheesbrough, VP of Global Retail Excellence, Arc'teryx. "Jasper and Banff are terrific playgrounds because they offer different outdoor pursuits for a range of interests and skill levels, and we want to encourage Albertans to explore and embrace a landscape that's uniquely theirs."

Located in Chinook Centre, Calgary's largest and highest performing retail centre, Arc'teryx Chinook offers a robust selection of performance and lifestyle apparel, and takes its store design inspiration from weather elements and how they interact with materials. Throughout the store a mix of raw and urban finishes are used – from the hot-rolled steel entrance doors to the natural fir timber footwear display – which are complemented by softer, more inviting elements such as planters and upholstery.

The store design of Arc'teryx Chinook also incorporates a community element by way of photographs from local photographer and Arc'teryx Ambassador, Jonathan Price. Each of the photographs feature imagery of Alberta's majestic landscape and rolling outdoor spaces, as well as images of local athletes such as Will Gadd.

"Alberta is such a beautiful place, and we wanted to capture a bit of that outdoor beauty and share it with whomever enters our Chinook store," said Cheesbrough. "When Albertans walk into our store we want to inspire them to explore their backyard with their new gear, but more than that, we want them to feel a sense of pride that this remarkable province is home to them."

The grand opening celebrations start on August 28th and feature an in-store craftsmanship activation station, a Gore-Tex demonstration, prize giveaways throughout the weekend, and a virtual scavenger hunt.

Technical details:

- 1,380 square-feet
- 11th retail store in Canada
- Address: 1183 – 6455 Macleod Trail SW, Calgary, AB.



About Us

Arc'teryx is a global design company based in North Vancouver, Canada, specializing in technical high-performance apparel, outerwear and equipment. Our products are distributed through more than 3,000 retail locations worldwide, including over 80 branded stores. Arc'teryx is named for the Archaeopteryx Lithographica, the first reptile to develop the feather for flight.

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