



FOR IMMEDIATE RELEASE

Arc'teryx to Open First Global Flagship Store

Arc'teryx Alpha Center in Shanghai to feature experiential design and apparel from each of the brand's performance, lifestyle, and Veilance collections.

NORTH VANCOUVER, British Columbia, September 19, 2020 - Arc'teryx Equipment, the global design company specializing in technical high-performance apparel, outerwear and equipment, celebrates the opening of its first global flagship store in Shanghai, People's Republic of China. The two-storey, 8,000 square-foot store is the brand's largest store to date, and offers an immersive shopping experience to customers, from both a design and product perspective.

"Arc'teryx Alpha Center is our brand's first global flagship store, and in designing this store, we wanted to create a shopping experience that was unique not only to our brand, but also to our customers as well," said Megan Cheesbrough, VP of Retail, Arc'teryx. "As a brand, we want to encourage everyone to enjoy the outdoors, and with this in mind, we've decided to bring the outdoors in by incorporating the concept of hut-to-hut touring into our store design. "

Located in Middle Huahai Road, the premier commercial street in Shanghai, Arc'teryx Alpha Center is anchored by the presence of four different experiential huts. The Hardshell Hut, located at the front of the store, is equipped with a triangular kaleidoscope LED screen displaying views of the sweeping Canadian mountain landscape, accompanied by the soothing sounds of nature: birds chirping, water running, wind blowing, and leaves tumbling. The GORE-TEX Hut features a "rain room," allowing customers to try on and water-test the technical functions of GORE-TEX product. Meanwhile, the Hardgoods Hut is home to a wide collection of the brand's hardgoods, as well as a Via Ferrata climbing wall leading up to the second floor. On the second floor is the Brand Hut, which houses a virtual reality module that changes seasonally, a community lounge, and an events board.

Arc'teryx Alpha Center represents many firsts for the brand. Apart from the experiential store design, Arc'teryx Alpha Center will be completely powered by renewable energy generated from a wind farm in China's Guanxi province, and it will also be the first store to offer product from the brand's entire range of performance, lifestyle, and Veilance collections.

"We want to create an unparalleled shopping experience at Arc'teryx Alpha Center, and one of the ways we could do this is to offer a selection of different products serving different purposes, all in one space," said Cheesbrough. "Whether you're looking for a pair of trail running shoes and a climbing harness, or an insulated hardshell and an urban-styled coat, we want Arc'teryx to be available to everyone."

The grand opening celebrations start on September 19, and will feature a live craftsmanship activation station. Customers will be treated to an opportunity to make GORE-TEX bags, and they will receive a special edition gift upon arrival (limited quantities available).

Technical details:

- Two storeys, 8,000 square-feet.
- 30th retail store in China (22 brand stores, 7 factory outlet stores).
- First store to carry product from outdoor, lifestyle, and Veilance collections.



- Address: 104/206 Lippo Plaza No. 222 M Muahai Road, Shanghai, PRC.

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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