

Jack Wolfskin Opens its First Store in The Netherlands

- Leading outdoor apparel, footwear and equipment brand focuses on The Netherlands for future growth
- New retail location is hub for discovery and shared outdoor experiences through Jack Wolfskin's "We Live to Discover" approach
- Store concept establishes new standards in sustainability and design

Jack Wolfskin on May the 6th opened its first store in The Netherlands region at Oude Gracht 157 in Utrecht. The 170 m² space features a comprehensive offering of the outdoor company's collections focusing on weather protection and biking.

Founded deep in the wilderness by a campfire in 1981, Jack Wolfskin is a globally leading provider of German-engineered performance apparel, footwear and equipment designed to protect, comfort and inspire all to have transformative outdoor experiences. In addition to product, the new retail location is focused on serving as a community to promote conversation and build awareness around outdoor activities and advocacy in the region.

"The Dutch population has an appreciation for high-quality, innovative, sustainably-conscious design," said Richard Collier, Jack Wolfskin's CEO. "It's everything our brand represents. It made sense for us to open a high-profile retail location in The Netherlands and we anticipate more store openings in this growth market that has a strong population of outdoor enthusiasts."

Sustainability is prioritized throughout Jack Wolfskin's product collections with multiple innovations that minimize the company's footprint on the planet, including prominent use of recycled, reused and natural materials, PFC-free construction and lower-impact manufacturing processes. The same commitment to sustainability was applied to the design of the new retail location, including LED lighting, wood furniture, in-store graphics made with TexBlue® certified fibres produced from plastic waste, and mannequins made from paper-mâché and recycled plastic. With the new store concept Jack Wolfskin gives the products and their functions more visibility. Impressive large graphics stage the collections in the appropriate environment, thus supporting the brand's storytelling.

The flexible store design will change seasonally with new product and technology introductions. Based around Jack Wolfskin's theme "We Live to Discover," a central area in the store is designed for sitting, relaxing and connecting with peers to share stories and plan future adventures.

"We make serious product that is engineered in Germany and proven in the wild yet, in the end, it's all about having shared experiences, having more fun and discovering more about ourselves while doing our best to make this planet healthier and a better place," Collier said. "Our retail concept is to be more than just a store where you shop for goods but to really build excitement for getting outside, moving our bodies and advocating for nature. The store in Utrecht is a step in the right direction."