



CANADA GOOSE®

MEDIA RELEASE

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For Immediate Release

A technological Drakethrough: Canada Goose launches SMART GOOSE Nov. 25

Hip-hop icon to unveil the first-ever tech-enhanced outerwear line at the original Canada Goose warehouse

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(Nov. 15, 2024) | Toronto, Ont.: On Nov. 25, 2024, at 9 a.m. EST, the luxury performance clothing brand Canada Goose is set to launch SMART GOOSE, a first-of-its-kind, tech-enhanced outerwear line that promotes health, wellness and circular fashion. Toronto native and hip-hop icon Drake will unveil the new product line alongside CEO Dani Reiss at 60053 Bowie Ave.—the original Toronto warehouse where the iconic brand was founded. The product line includes sensors, automated zippers and app integration to enable features like temperature regulation, UV protection and product longevity.

Following the launch, stakeholders can view a live demonstration of the clothing line's features and the accompanying Canada Goose app. The brand will also welcome the public to try on and purchase limited edition SMART GOOSE pieces.

“There has simply never been anything done like this before,” Canada Goose CEO Dani Reiss makes clear. “We are so proud to have created something that uses technology to simultaneously help people and restore the Earth while paying homage to the city where we started it all.”

The luxury brand uses a unique artificial intelligence model and machine learning technology to power and fully integrate SMART GOOSE. All SMART GOOSE apparel contains over 50 sensors, enabling the clothing line's features and personalizing the user experience.

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“You know, there are so many things about this city that hold a special place in my heart, and Canada Goose’s continuous growth is one of them,” says hip-hop artist Drake. “I’m so thankful to Dani and my city for allowing me to be a part of this special project and to positively impact our future.”

SMART GOOSE will be available for purchase starting Friday, Nov. 29 (Black Friday) online and at all Canada Goose locations. Stores will be open from 10 a.m. to 9 p.m. Contact us at 1-800-60053 or visit www.canadagoose.com.

About Canada Goose

Canada Goose is a performance luxury outerwear, apparel, footwear and accessories brand that inspires all people to thrive in the world outside. We are globally recognized for our commitment to Canadian manufacturing and our high standards of quality, craftsmanship and functionality. We believe in the power of performance, the importance of experience, and that our purpose is to keep the planet cold and the people on it warm. For more information, visit www.canadagoose.com.

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Media Contact:

Marcus Giancola

Public Relations Coordinator

905-736-1893

marcus.giancola@gmail.com

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