



MEDIA ALERT

Nov. 15, 2024

Canada Goose unveils SMART GOOSE Nov. 25

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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. Following the launch, stakeholders can view a live demonstration of SMART GOOSE’s features and the brand’s accompanying Canada Goose app in action.

WHO: Canada Goose CEO, Dani Reiss; Drake

WHEN: Nov. 25, 2024, at 9 a.m. EST

WHERE: 60053 Bowie Ave., Toronto, Ont.

WHY: Since 1957, Canada Goose has been an industry leader in the luxury performance clothing sector. As environmental issues persist, the brand consistently adapts its production methods and strategic communication strategies to promote using technology to better individuals’ lives, minimize waste and increase clothing longevity. SMART GOOSE emphasizes how Canada Goose adapts to the ever-changing environmental landscape while catering to its consumers’ technological wants and needs.

PHOTO OPPORTUNITY: Following the SMART GOOSE’s announcement, media will have a chance to capture a photo of Canada Goose CEO Dani Reiss and Drake wearing pieces from the new clothing line. Media may also take part in a Q&A with the individuals about their role in the campaign, the creative process, and SMART GOOSE’s impact.

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[Canada Goose](#)