



BACKGROUND

Nov. 15, 2024

SMART GOOSE

What is SMART GOOSE?

SMART GOOSE is a first-of-its-kind, tech-enhanced outerwear line promoting health, wellness and circular fashion. The product line includes sensors, automated zippers and app integration to enable features such as temperature regulation, UV protection and product longevity. SMART GOOSE offers a unique type of performance that prioritizes its users' well-being and the Earth's protection.

Technological Impact

Artificial Intelligence is a powerful tool that continues to become increasingly widespread across various industries. With nearly 77 per cent of devices using some form of AI today, Canada Goose is the first luxury brand to have harnessed and successfully implemented its models across its SMART GOOSE pieces.

Environmental and Social Impact

The Climate Crisis is an ongoing issue that consistently affects all parts of the world in damaging ways. According to the Environmental Protection Agency, the average person throws away approximately 81 pounds of clothing per year. With fast fashion brands surging and the average lifetime of a clothing item being about three years, SMART GOOSE products drive forward Canada Goose's primary intention of providing quality goods while protecting the environment.

Canada Goose is a brand that believes in using its platform to positively impact individuals' lives and the environment around them. By engaging in efforts like spreading the word, maintaining political pressure, and buying sustainable, the SMART GOOSE line encourages others to join the trend of saving the Earth.

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Partners and Brand Ambassadors

Canada Goose has partnered with several individuals and brands throughout its decades of operation. Canada Goose worked alongside Laurie Skreslet in 1982, Lance Mackey in the 2000s, film crews including *The Day After Tomorrow* and *National Treasure* in 2004, Polar Bears International in 2007, Baffin Inc. in 2018, Sazaby League Ltd. in 2022 and Canadian native and hip-hop artist, Drake, in 2024. A common theme across these collaborations with organizations and individuals is they all set the precedent for a brighter, greener and performance-enhancing future.

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.

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For more information, contact:

Marcus Giancola

Public Relations Coordinator

905-736-1893

marcus.giancola@gmail.com

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