
PRACTICE
EXPLORER



01 WE ARE TNF

"Our Mission was not to sell another sleeping bag or jacket. Our mission was to change the world." ***Happ Klopp***

Born from a purpose. We share the same ambition. The North Face is more than the products we make. Its about the potential to change the world.

EXPLORE MORE

WE HAVE SELECTED SOME MATERIALS FROM OUR EXPLORE MORE SECTION THAT WE FEEL ARE MOST RELEVANT FOR YOU TO KNOW FROM DAY 1…

FOUNDERS

FOUNDATION

LOGO

MOTTO

ICONS

ASK THE FOLLOWING QUESTIONS:

■

In which year was The North Face Founded?

Answer; 1966

■

When Happ Klopp became C.E.O., we had a mission. Complete Happ's quote:

"Our mission was not to sell another sleeping bag or jacket. Our mission was to…."

Answer; "change the world"

■

What inspired our The North Face logo design?

Answer; It evokes half dome, a massive granitic monolith in Yosemite National Park.



01 WE ARE TNF

EXPERIENCE

NOW IS THE TIME WHERE YOU WILL START PRACTICING AND EXPERIENCING YOUR JOB ON THE SHOP FLOOR WITH CUSTOMERS AND TEAM MEMBERS BY USING THE BELOW DARES.



ICON TIMELINE

Can you place all our in-store icons into a timeline & give me a small bit of information about their intended use and history?



HISTORY & HERITAGE

Ask 3 of your team members what has resonated with them the most, with regards to our history and heritage

ICONS

The North Face has 6 iconic products, ask your team members what their favorite Icon is and why

NSE

Never Stop Exploring is our brand motto, ask your team members, what does ‘Never Stop Exploring’ mean to them

MY FAVOURITE

Ask your team member to put on their favorite in-store item, and how does it make them feel wearing this The North Face item



STORE DISPLAY

Identify location(s) within the store in which you can explain elements of our history and heritage? Could be a display/logo/icons etc.

REVOLUTIONARY THEN, ICONIC NOW

The North Face has 6 Iconic products – Identify the oldest ICONIC product you have in your store and explain the 3 main selling features of this product to your team member

DUFFEL

One of most popular iconic products is the Duffel bag, find this in store, explain it’s features and benefits to a team member. When the duffel was first launched it had a unique selling point can you recall this?

OUR MOTTO

During your interaction with your next 5 customers, find a suitable time to introduce our motto to each of them - “Never Stop Exploring”

FROM THE DARE TO EXPLORE HANDBOOK, WE CAN EQUIP OURSELVES WITH THE FOLLOWING TOOL:



■ OUR ICONIC STORIES

We have created several ICONIC products, which redefined exploration and the outdoors.
They are now just as recognizable on the street as they are on the mountain.

2-METER DOME TENT

"Our first iconic product was designed by architect Buckminster Fuller in 1975."

"We applied for a patent to help tackle homelessness in the San Francisco Bay area!
This design is now used across the globe."

"We have always been a campaigning Brand that DARES to DISRUPT.
We have built "pro-peace tents" for the Great Peace March for Global Nuclear Disarmament."

MOUNTAIN JACKET

"Introduced in 1985, the complete suit was the genesis of an entire expedition apparel line."

"It was used in 1986 by the first Americans to summit the six great north faces of the Alps
(including the Matterhorn and the Eiger) in a single season."

"It introduced new innovative and revolutionary materials to help explorers conquer the world's highest peaks."

NUPTSE

"The Nuptse jacket was launched in 1992 as an integral part of our athlete's mountain clothing system."

"Nuptse is Tibetan for "west peak."

"Nuptse lies a mile southwest of Mt. Everest and is considered the western peak of this climbing gold mine."

"Born out of purpose, the Nuptse jacket is now an iconic puffer jacket with a cult following."

DENALI

"The original Denali jacket made its debut on the backs of pioneers Todd Skinner and Paul Piana during their historic free ascent of the Salathé Wall, in 1988."

"Denali is the highest peak in North America and the 3rd most isolated peak on Earth."

"The mountain was known as Mt McKinley up until 2015, when it was renamed as Denali, its Alaskan name."

"It is now the go-to fleece for multi-purpose exploration."

BASECAMP DUFFEL

"In 1996, The North Face introduced the Basecamp duffle, which quickly became the first product on our athletes' packing list."

"It is now used as the go-to travel bag for all young travelers."

"The Basecamp duffel circumnavigated the globe, survived the roughest baggage handlers, and has been carried by porters, yaks and camels to all regions of the Earth."

HIMALAYAN SUIT

"First launched in 1994, the Himalayan suit has become one of the true icons of high altitude summits around the world."

"The Himalayan suit can take you to all Seven Summits - highest mountains of each of the seven continents
Denali (North America), Aconcagua (South America), Vinson (Antarctica), Elbrus (Europe), Kilimanjaro (Africa), Everest (Asia) and Kosciuszko (Australia)."

"This suit has supported hundreds of explorers in some of the highest and coldest places on earth,
including Kit DesLauriers, the first person to ski all Seven Summits in 2006."