



NAPAPIJRI® LAUNCHES SUPERLIGHT PARKA

The new lightweight, sustainable parka performs across multiple environments and temperatures



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November 22nd, 2016—Napapijri® has taken innovation and sustainable design to the next level for Fall/Winter 2017 with its new 100 percent down and fur-free **Superlight Parka**.

The lightweight parka, which is 1 kilogram (or 2 pounds) lighter than our average winter parka, is designed with the urban consumer in mind. It can be worn in a variety of environments and temperatures from wind-chilled city streets to crowded trains to sweltering department stores.

The parka features Napapijri's eco-friendly THERMO-FIBRE® technology, a groundbreaking alternative to down composed of lightweight air-trapping microspheres that create a soft, quilted texture, while supporting temperature flexibility and guaranteeing thermal regulation and insulation. It also features Eco-Fur synthetic pelt, which improves softness, lightness, durability and ease of maintenance.

Each and every element of the Superlight Parka has been studied to create a jacket that responds to everyday needs of the urban consumer, while maintaining the classic look and performance of a traditional parka.

Since being founded in 1987, Napapijri has embraced solutions that have a positive impact on the world. The Superlight Parka is another example of this. The brand's commitment to its "Make It Better" program has seen innovation beyond aesthetics and functionality.

For Napapijri, "Make It Better" means embracing product innovation to enable solutions that improve the lives of those around us, while making a meaningful contribution to the world.

Learn more www.napapijri.com

Napapijri

Napapijri, founded in 1987 in Italy, is a brand that embraces the unexpected journey. We represent a global mindset through the intersection of boundaries, culture, nature and art. The Napapijri brand is distributed in over 40 countries through a network of over 200 monobrand stores and over 2200 multibrand retailers. For more information, visit www.napapijri.com.

About VF

VF Corporation is a global leader in the design, manufacture, marketing and distribution of branded lifestyle apparel, footwear and accessories. The company's diversified portfolio of powerful brands spans numerous geographies, product categories, consumer demographics and sales channels, giving VF a unique industry position and the ability to create sustainable, long-term growth for our customers and shareholders. The company's largest brands are The North Face®, Vans®, Timberland®, Wrangler®, Lee® and Nautica®. For more information, visit www.vfc.com.