

The North Face Fashion Evolution

SUMMARY: Fashion School - Simple history lesson

VOICEOVER:

REFERENCES:

<https://www.rte.ie/brainstorm/2021/0323/1205581-gorpcore-functional-outdoor-clothing-canada-goose-north-face-arcteryx/>

<https://www.highsnobiety.com/p/the-north-face-special-report/>

<https://www.refinery29.com/en-us/2020/12/10204360/north-face-jacket-celebrity-fashion-trend#:~:text=It%20reached%20the%20height%20of,Man%20don%20North%20Face%20jackets.>

<https://www.theguardian.com/fashion/2021/jan/10/social-climber-how-the-north-face-puffer-jacket-became-street-style>

<https://qz.com/quartz/1545516/the-north-faces-nuptse-puffer-jacket-is-everywhere-again/>

<https://www.womanandhome.com/us/fashion/fashion-news/north-face-puffer-jackets-popular-right-now/>

<https://www.vogue.com/article/model-style-trend-the-north-face-jackets-puffers>

<https://www.thenorthface.com/about-us/our-story.html>

ADDITIONAL MEDIA:

Editor Notes: Focus on a Strong, Grabbing start

	<u>Audio</u>	<u>Visual</u>	<u>Link</u>	<u>Text</u>
Intro	Pick one: - How did the north face go from climbing gear to the height of fashion - How did the north face go from selling outdoor equipment to an influential clothing brand - What does a climbing gear company know about fashion? - How did the north face go from dressing outdoor enthusiast to Fashion IT girls like Kendall Jenner and Bella Hadid	Title card: Animation of the north face logo with Kendall Jenner wearing the brown puffer	Kendall logo	The North Face Fashion Evolution
Build Story	The brand was started in the 60s by Douglas and Susie Tompkins and they	Show Picture of the north face store in the 60s	Store	

	were a small retailer that sold outdoor gear.			
Build Story	It's influence on fashion started in the 90s, when they gained popularity with East Coast rap artists on MTV. Then partnering with clothing brands like Junya Watanabe and Supreme in the late 2000s	Show Music Video of LL Cool J (90s rapper) or pictures of 90s rappers Show either pics of designers/logo or collab	Video Pics of 90s rappers (1. 2. 3) Watanabe Supreme logo collab	
Turn	Fast forward to 2018, when they re-released its Nuptse jacket with throwback influences of its 1996 design which has been seen on celebrities like Kanye West. Following the Brown North Face Puffer that was seen on Kendall Jenner which was everywhere on Tiktok.	Show Jacket Then Kanye in Jacket Then Kendall Then the Tiktok Video (@avcakes)	Jacket Kanye Kendall tiktok	
Additonal information	The rise of gorpcore and the pandemic combined with further Collaborations with MM6 by Maison Margiela which were seen on Fashionable Celebrities like Bella Hadid and Hailey Bieber and collabs with Gucci as seen on A\$AP Rocky & Billie Eilish.	Show gorpcore Show MM6 by Maison Margiela logo Show MM6 & The North Face Collab Show Bella hadid & Hailey Beiber in collab Show Gucci logo: Show Gucci & The North Face Collab Show A\$AP Rocky in collab Show Billie Eilish in collab	Gorpcore MM6 MM6 collab Bella Hailey Gucci Gucci Collab A\$AP Rocky Billie Eilish	
Final Takeaway	Making the North Face one of today's influential clothing brands	Show Video of Website	website	

More Notes: