

The North Face Unveils Highly Anticipated MOON PARKA® and Japan Collections in the U.S. for the First Time

MOON PARKA is first outdoor apparel prototype in the world to feature synthetic spider silk

*Japan product will be sold in limited quantities exclusively at The North Face stores in
New York City and San Francisco*

ALAMEDA, Calif., Nov. 30, 2016 – The North Face, the world’s leading apparel, equipment and footwear retailer today unveiled the MOON PARKA prototype and Japan collections in the U.S. for the first time ever. The MOON PARKA prototype will be on display at The North Face global flagship on 5th Avenue in New York City for a limited time beginning today. Also, limited quantities of product from Japan, including some from the UNLIMITED collection, will go on sale exclusively at The North Face 5th Avenue store and its Jackson Square store in San Francisco.

MOON PARKA

The MOON PARKA is a collaboration between Spiber Inc. and The North Face Japan (Goldwin, Inc.) and represents the brands’ shared passion to push boundaries in design and innovation, embodying The North Face mission to “Never Stop Exploring.” It is the world's first outerwear prototype made with Spiber’s synthetic spider silk material QMONOS™ on existing industrial manufacturing technology. Combining this cutting-edge material with a design inspired by The North Face Antarctica Parka, the MOON PARKA’s almost unearthly glow comes from the undyed color of the Golden Orb-weaver’s silk. This color, which Spiber has dubbed “Moon Gold,” is combined with black QMONOS embroidery to create the MOON PARKA’s striking appearance.

The North Face has invested in innovation since its inception 50 years ago and aims to bring new technologies to market, having done so most recently with FuseForm™ technology, a seamless construction technique fusing light and strong material for increased performance and durability, and Thermoball™, a synthetic, waterproof insulation that mimics goose down.

Photos and video of the MOON PARKA can be viewed [here](#).

Japan Product

Nearly 100 styles from Japan, including a selection from the UNLIMITED collection, will be available at the brand’s 5th Ave. and Jackson Square store locations beginning today. The full Japan offering will include men’s and women’s jackets and vests, tops and bottoms, equipment, footwear and accessories in limited quantities. The UNLIMITED collection is composed and founded on the principles of functionality and rationality fostered through extensive experience of developing offerings for the outdoors scene. UNLIMITED’s two concepts are one featuring a range of simple products suited for travelling, including for business, and the other featuring products useful for times of inclement weather in urban environments.

Photos of the Japan collections can be viewed [here](#).

(more)

The North Face Global Flagship – 5th Ave.
510 Fifth Ave.
New York, NY 10036
212-221-1929

The North Face Urban Exploration Concept Shop – Jackson Sq.
701 Sansome St.
San Francisco, CA 94111
415-434-4196

About The North Face®

The North Face, a division of VF Outdoor, Inc., was founded in 1966 with the goal of preparing outdoor athletes for the rigors of their next adventure. Today we are the world's leading outdoor brand, creating athlete-tested, expedition-proven products that help people explore and test the limits of human potential. We protect our outdoor playgrounds and minimize our impact on the planet through programs that encourage sustainability. The North Face products are available at premium and specialty retail sporting goods stores globally and we are headquartered in California on a LEED Platinum-certified campus. For more information, please visit www.thenorthface.com.

About Spiber, Inc.

Founded in 2007, Spiber Inc. is a biotech startup based in Japan that is garnering attention for its development of synthetic spider protein materials. In 2015, Spiber announced a prototype jacket called the MOON PARKA in partnership with The North Face Japan. Spiber raised the most financing of any Japanese startup in 2015, and its unique vision and innovative cutting edge research and development has drawn interest on a global scale. Believing that reducing society's reliance upon petroleum-based materials through alternatives such as Spiber's tailor-made proteins is an absolute necessity for humanity, Spiber is committed to a vision of a truly sustainable future based on the adoption of synthetic protein materials for industrial use.

Please visit <https://www.spiber.jp/en>

About Goldwin, Inc.

Founded in 1951, Goldwin originated as a family business, producing hiking socks and assorted accessories. Sensing a growing consumer interest in sports, Goldwin switched to the manufacturing of sports apparel three years later. Today, Goldwin is one of the industry's leading producers of high-end sports apparel for a multitude of sports, including skiing, outdoor, running, and compression apparel. Goldwin is renowned for its technological advances in fabric and silhouette designs.

In 1978, Goldwin started The North Face business in Japan as exclusive distributor, and holds the trademark rights for THE NORTH FACE in Japan and The Republic of Korea in 1993. Goldwin has a strategic partnership with THE NORTH FACE Inc. (US) to develop the brand's business in these countries. For more information, please visit <http://www.goldwin.co.jp/en/corporate/info/about>

Press Contacts:

Jessica Hollister
The North Face
510.239.1254
jessica_hollister@vfc.com