



MOON PARKA

EVERY GIANT LEAP
BEGINS WITH ONE SMALL STEP

GOLDWIN x Spiber Joint Research and Development

Announcing THE NORTH FACE Sp. "MOON PARKA", the world's first outerwear jacket to utilize microbially-produced protein materials

Pre-sale entries begin August 29, 2019

GOLDWIN Inc. (Goldwin) and Spiber Inc. (Spiber) are pleased to announce that the MOON PARKA outerwear jacket is set for a limited release on December 12, 2019. The MOON PARKA utilizes structural protein materials that Goldwin and Spiber have been jointly developing since 2015. Applications to enter the pre-order lottery for the chance to purchase the MOON PARKA will start at 18:00 today, August 29, 2019.

The MOON PARKA is the second item launched under THE NORTH FACE and Spiber's collaborative project, THE NORTH FACE Sp. The parka, with an outer layer made from 100% jointly-developed Brewed Protein¹ materials, is the world's first commercially available outerwear jacket to utilize structural proteins produced through a microbial fermentation process that does not rely on petrochemical resources (as of August 29, 2019; research by the Japan-based *Structural Protein Industry Association*). The MOON PARKA takes its name from the word *moonshot*, an attempt to achieve an extremely difficult task for the sake of the enormous impact that its success would entail.

The four years of research and development since the initial MOON PARKA prototype was unveiled has led to an extensive evolution in the product. The latest iteration of the jacket features a simple, timeless design well-suited to any setting—from street to summit—with fabric that satisfies Goldwin's strict durability and stability quality standards. A breathable, waterproof laminate forms the middle layer of the shell, and the inner padding, taking inspiration from the expedition-use, cold-resistant Himalayan Parka in THE NORTH FACE's Summit Series, uses 900 fill power CLEANDOWN to ensure heat retention. Laid out on the inner lining is a photograph of planet Earth as taken by the Apollo 11 crew during mankind's first successful visit to the lunar surface. This serves to embody the concepts behind the MOON PARKA—the boundless possibilities of humanity, as well as the conviction that the bold and daring can conquer any obstacle.

Goldwin and Spiber believe that it is the duty of the present generation to shift away from a short-term, consumerist economic model based on the use of non-renewable petroleum resources, and to move towards a sustainable, long-term economic model based on the use of renewable, sustainable resources. Through our joint research and development initiative, we are striving to re-evaluate our way of thinking about the relationship between nature and mankind. By considering how to balance functionality with environmental considerations, and by examining the role of products and the economy, Goldwin and Spiber hope to arrive at a solution for creating sports apparel items which can support a lifestyle in harmony with nature. In doing so, we believe we can make a considerable contribution to the development of a sustainable world. It is this belief that drives our continued effort towards this goal.

'Brewed Protein materials are the protein fibers, films, and other types of materials manufactured using Spiber's proprietary fermentation (brewing) process. Brewed Protein materials show great potential for use in a wide range of industries. With a production process that utilizes plant-derived sugars as primary raw ingredients, Brewed Protein materials are well placed to address increasing market pressure for animal-free, microplastic-free alternatives in the apparel industry. The unique, customizable nature of Brewed Protein materials also shows potential to fulfill growing demand in the automotive and aerospace industries for lighter-weight materials. Through an evolutionary and iterative optimization process which begins at the molecular level, Brewed Protein materials can be tailored to suit the needs of each specific application.

Product Information

Product: MOON PARKA

Price: 150,000 JPY + tax

Size: S, M, L, XL (unisex)

Color: Moon Gold

Material: Brewed Protein WP Plain Weave (3 layers)

Outer (surface layer): 100% unclassified fiber (Brewed Protein)

Outer (middle layer): 100% Tetratex

Outer (reverse layer): 100% polyester

Inner padding: CLEANDOWN® (95% down, 5% feather)

Lining: 100% polyester

Product Sales

The MOON PARKA is a limited-release item of 50 pieces. For a chance to win the right to purchase the MOON PARKA, please apply via the pre-order lottery form on the following website starting from 18:00, August 29, 2019. (Entries are limited to within Japan only.) Successful entrants will be sent further details by email and may finalize their purchase at THE NORTH FACE LAB store starting December 12, 2019.

Entry period: 18:00, August 29, 2019 to 14:00, October 31, 2019

URL: <https://www.sp.spiber.jp/tnfsp> (scheduled to go live at 18:00, August 29, 2019)

Place of sale: THE NORTH FACE LAB (2F Shibuya PARCO, 15-1 Udagawa, Shibuya, Tokyo; opens November 22, 2019)

MOON PARKA is a trademark of Spiber Inc. and GOLDWIN Inc.

Brewed Protein is a trademark of Spiber Inc.

Please address any press enquiries regarding this release to :

GOLDWIN Inc. Corporation Communication Office | 03-3481-7250

Spiber Inc. PR Office | contact@spiber.jp

For enquiries regarding the purchase of the MOON PARKA, please contact :

GOLDWIN Inc. Customer Service Center | 0120-307-560

(Office hours: 9:30 - 17:00, excluding weekends and other holidays)



Images for press use may be found at the following URL :

<https://app.box.com/s/h4si1e4lvdmg7tv0pfv9jsio19d482mk>