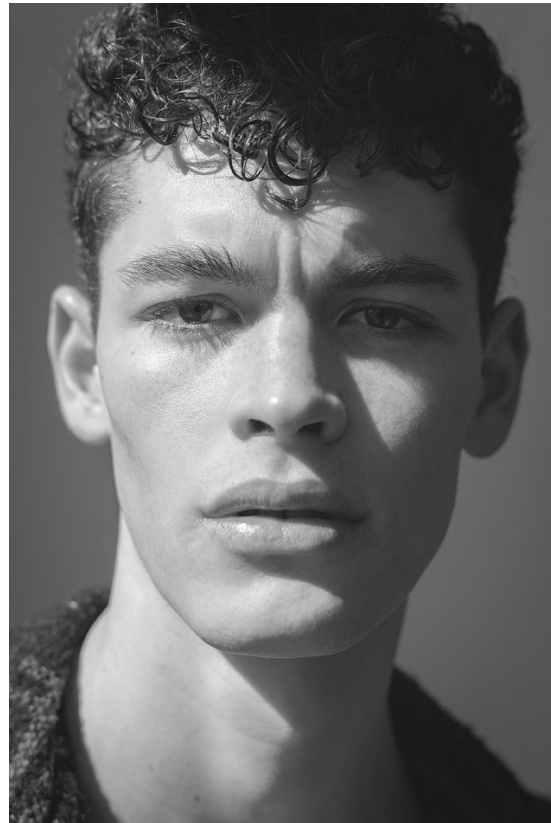
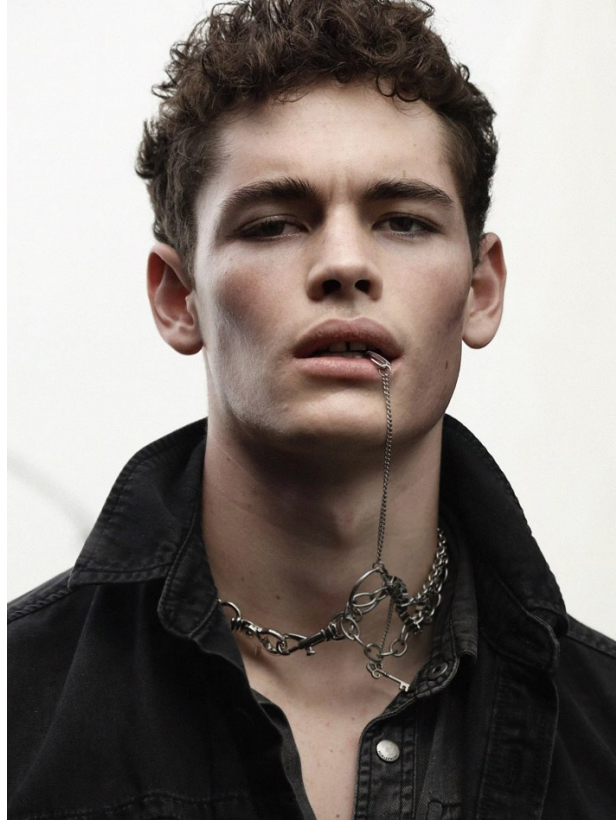


BOSS MODELS

CAPE TOWN



ZAC VAN HEERDEN

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Dossier | MAN


Mountain Born, City Worn



From summits to sidewalks, The North Face protects pioneers from any landscape, and it is quickly becoming one of the most influential clothing brands in consumer culture today. The North Face is one of those unique brands that both equip people to safely climb the highest mountains, run the steepest peaks, hike the most unforgiving landscape, all while being the brand of choice for many hip-hop & grime stars, celebrities and urban explorers alike – making it one of the most recognisable street fashion brands out there.

For The North Face, this wide appeal isn't particularly new. It's been this way since the 1990s, when East Coast rappers like LL Cool J, Method Man, Notorious B.I.G and other city folk sought out high performance apparel, like the iconic Nuptise insulated jacket, for use beyond extreme sports.


Fans of The North Face grew beyond the professional climbers, trail runners, and outdoor explorers: We now see micro The North Face brand tribes – from camping dads, to hip-hop stars, to gym moms, to TikTok stars, to techwear enthusiasts, to your grandmother's weekly walking club – all making the brand theirs.



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Dossier | MAN



"If you're able to be relevant at the top of a mountain, but also to people who are shaping culture, that's what speaking to everyone looks like, and what I love the most," says Jean-Marc Djan (The North Face VP of Global Footwear). Just like the Nuptise jacket, every piece is made on purpose. It's always been embedded in the brand. Not only are the technical items made 'on purpose', but even The North Face leisure wear styles (or 'Off Mountain' items in the North Face-speak) are rooted in nature, but crafted for the city.

For The North Face, the mission is to democratise the outdoors, wherever outdoors may be. The outdoors is for everyone, so #NeverStopExploring – wherever and whatever that might mean to you!

Shop The North Face from The North Face Casual Walk and Sandton stores or online www.thenorthface.co.za. Furthermore, you can shop The North Face items at reputable retail chains like Cape Union Mart, sportscene, Totalsports, Studio88, SideStep, Online platforms like Superbalist, Takealot, bash.com and independent retailers across the country.

Follow The North Face South Africa on Instagram & Facebook @thenorthfacesouthafrica #NeverStopExploring

MODEL: Zac van Heerden | **Boss Models**
PHOTOGRAPHER: Tim Giegles
STYLING: Neil Davison

PUFFER JACKET MEN'S THE LOGO BOA 1900-1830-100 NUP-TISE JACKET 1859 R 7,499.00	BEANIE MEN'S CUFFED BEANIE 1900-1830-100 NUP-TISE JACKET 1859 R 7,499.00	BOTTOMS MEN'S MOUNTAIN ATHLETICS FLEECE JOGGERS R 1,699.00	TOPS MEN'S BERKELEY CALIFORNIA T-SHIRT R 499.00	BACKPACK MEN'S BERKELEY CLASSIC 92599 JACKET 12899	JACKET MEN'S BERKELEY CLASSIC 92599 JACKET 12899	HOODIE MEN'S MOUNTAIN ATHLETICS FLEECE HOODIE R 2,199.00	BOTTOMS MEN'S MOUNTAIN ATHLETICS FLEECE JOGGERS R 1,699.00
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SHOP at The North Face, Casual Walk, Sandton and on our e-Comm store www.thenorthface.co.za

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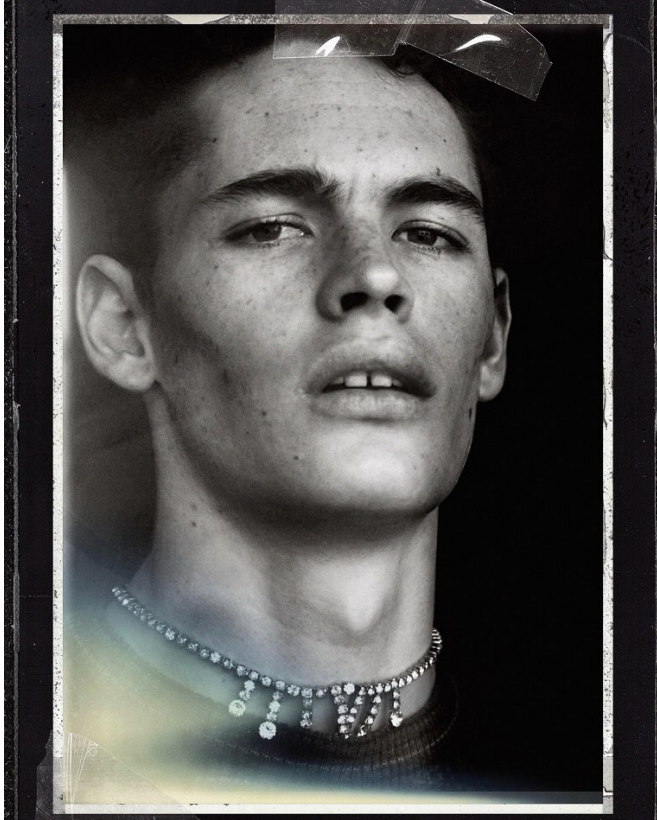


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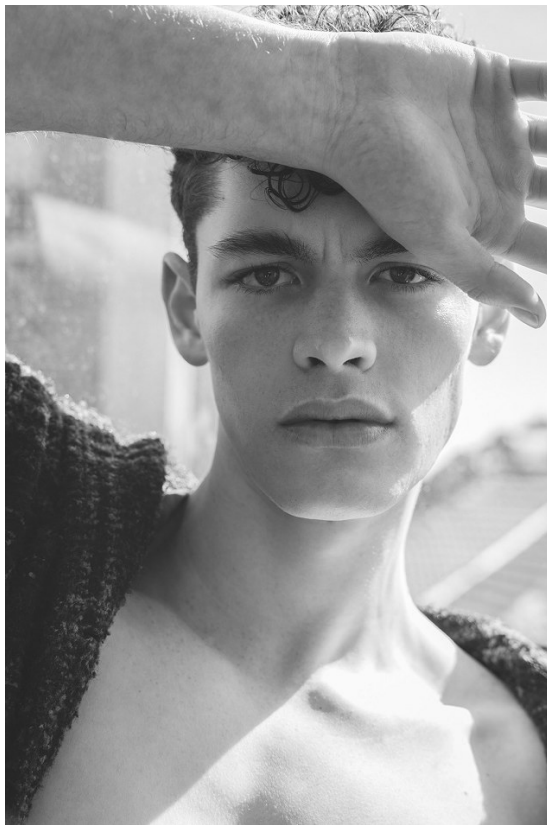


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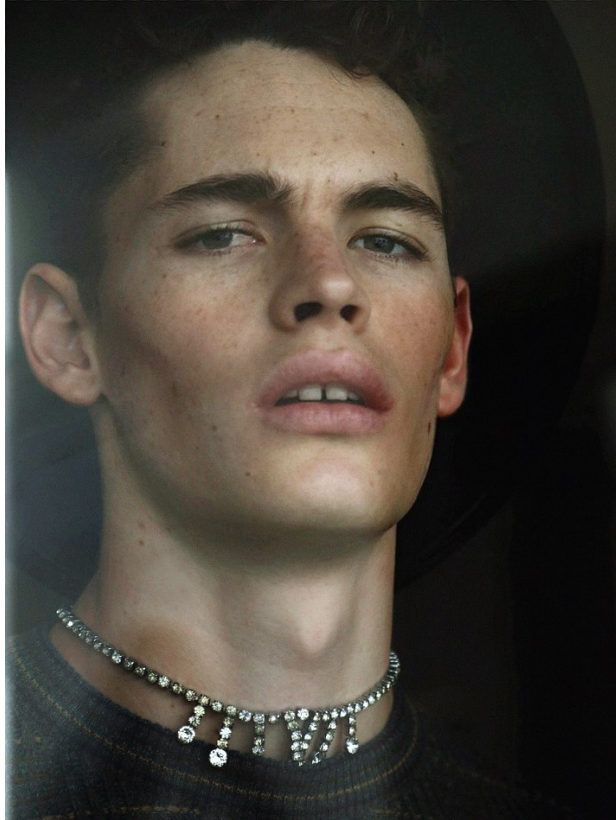


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