

# BOSS MODELS

CAPE TOWN



ZAC VAN HEERDEN

Height: 185cm Chest: 99cm Waist: 76cm Suit: 39.5 R Shoe: 10 UK Hair: Brown Eyes: Green

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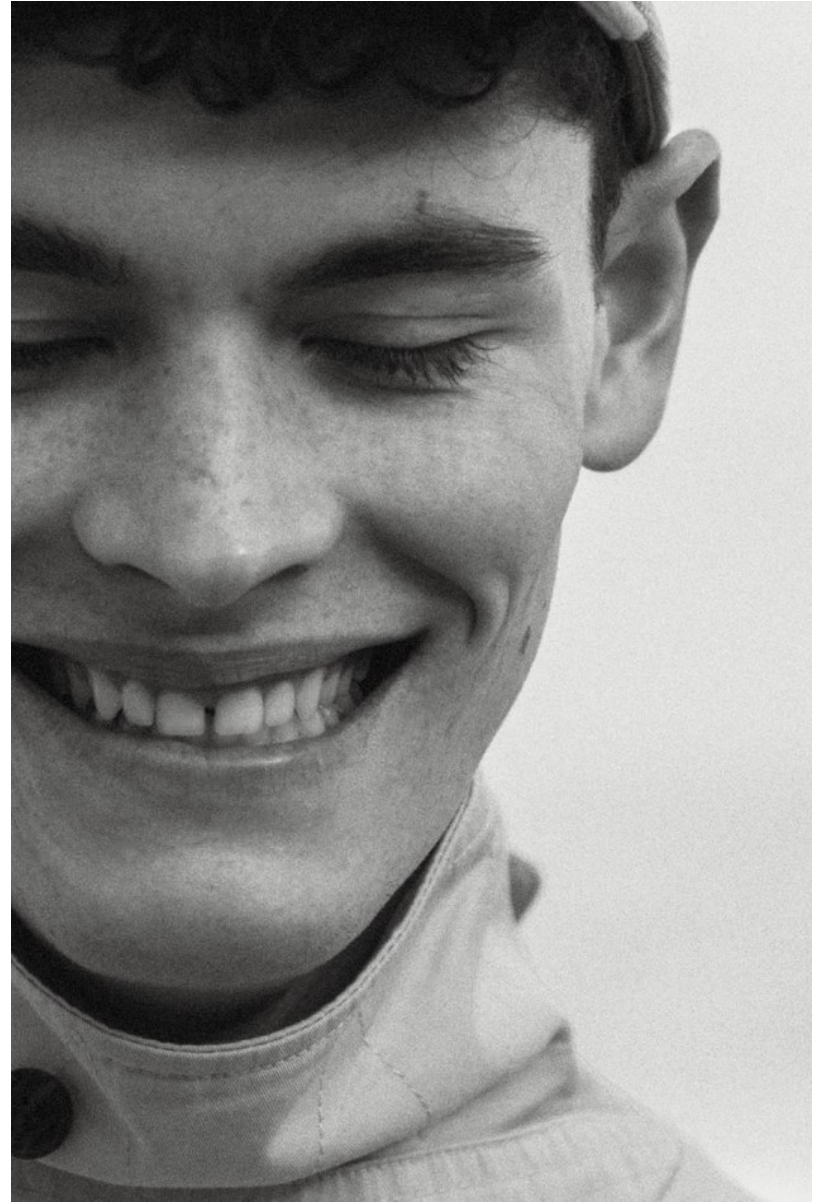


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Dossier | MAN

## Mountain Born, City Worn

**F**rom 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 Nuptse 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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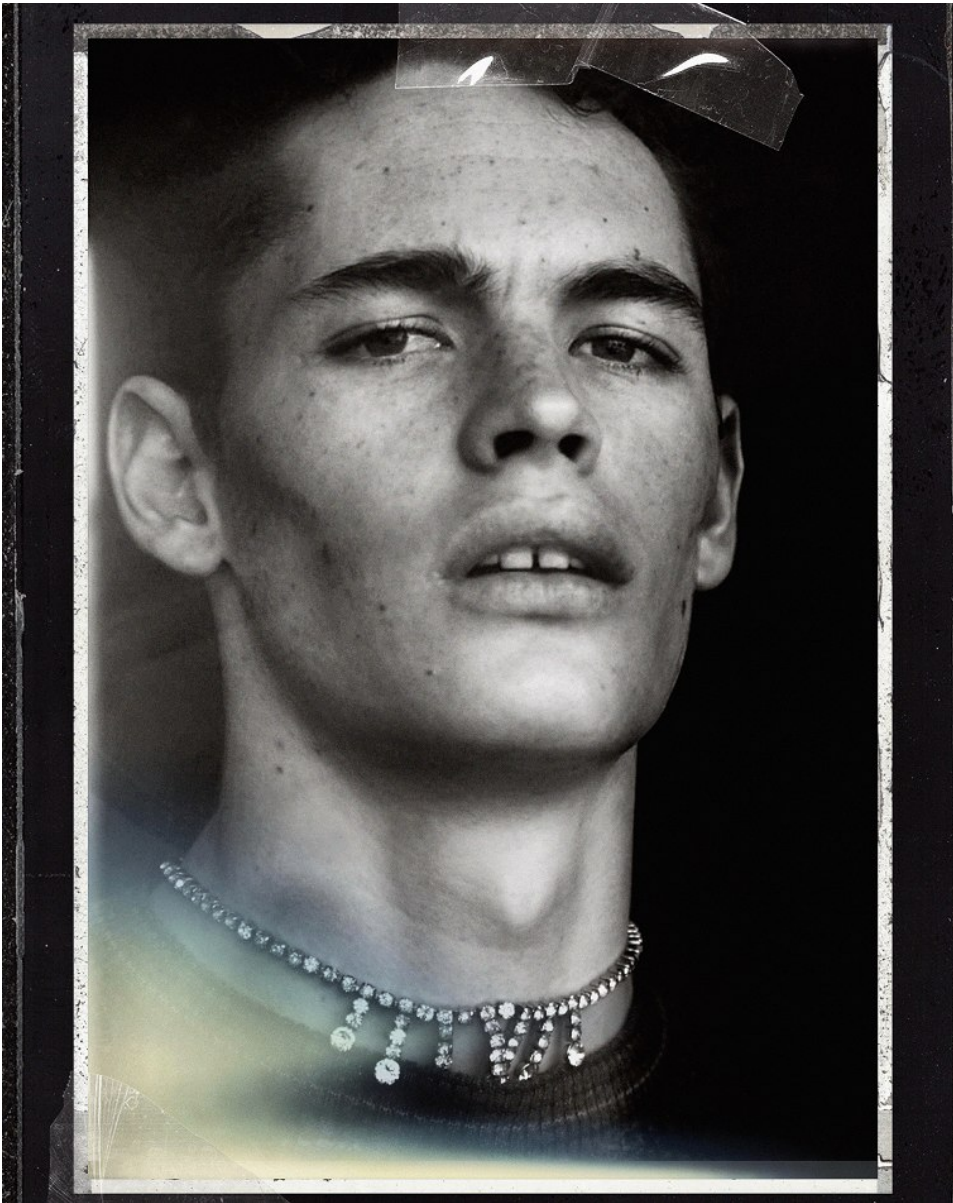
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FIRST  
IN  
CLASS

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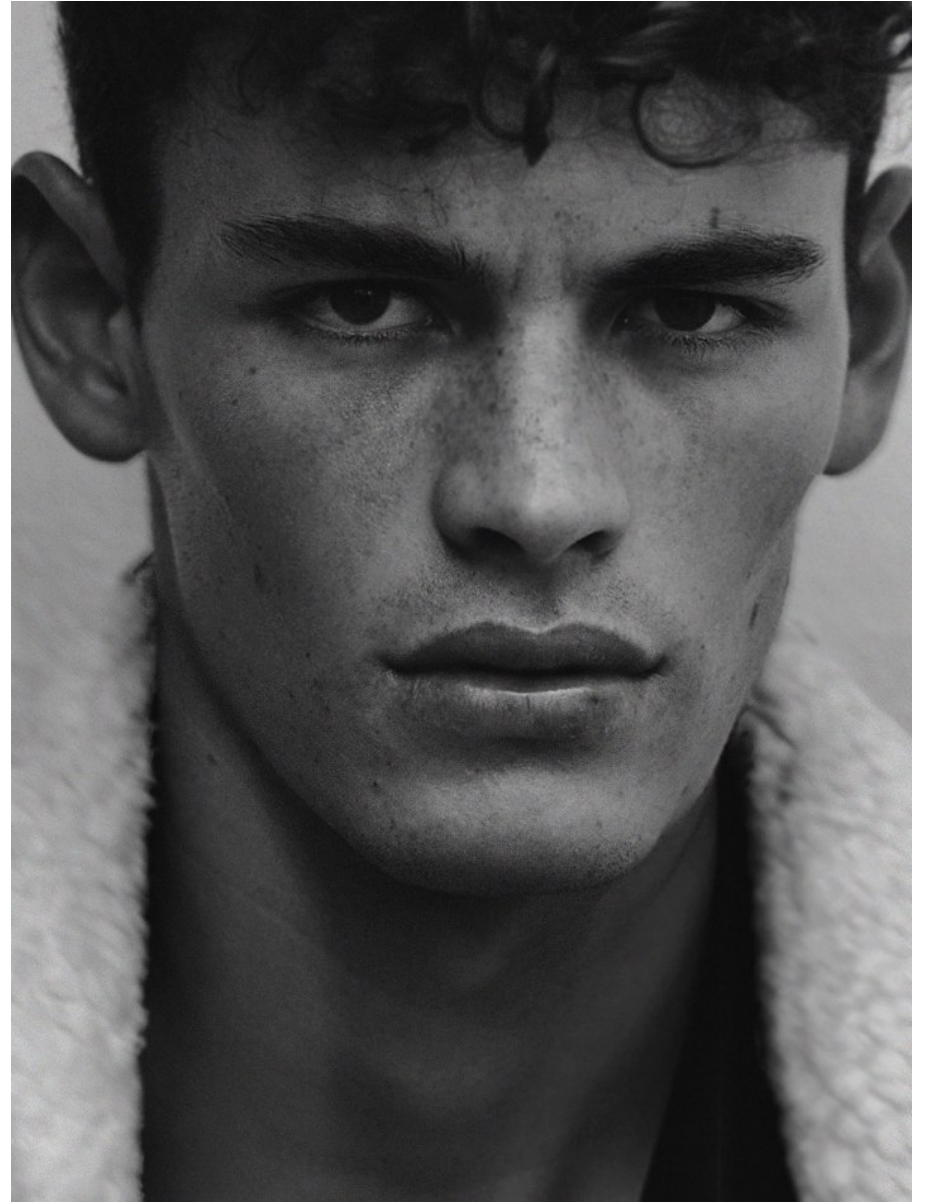


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