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Boutique The North Face in Westmount Reaches New Popular Heights for the 2011-2012 Season

Adults and children, amateurs and athletes, well-to-do and not-so-rich will make the most of the great outdoors this season with ultra performing outerwear.

Montreal, Que., October 27, 2011. Proud ambassador to Quebec of the brand, Boutique The North Face® in Westmount houses under the same roof all the collections that have built the reputation of this outdoor gear leader. With 3,000 sq. ft. of merchandising space on two floors, the Sherbrooke Street West boutique is proud of its team of passionate outdoor lovers who are all too happy to share their expertise and sense of adventure.

Run! Climb! Ride! Explore! Runners, campers, trekkers, climbers, cyclists, yoga enthusiasts, and workout wonks will all find the appropriate equipment and expertise at Boutique The North Face in Westmount. Even the little ones are pampered. The increasingly popular department for toddlers and juniors offers collections as technically advanced as those for adults, encouraging the whole family to play outdoors.

The Summit and Cryptic Collections: “We test on humans.”

The Summit Series and Cryptic collections stand out this season and confirm The North Face’s leadership in outdoor gear.

Tested by top-notch athletes and adapted according to their suggestions, the **Summit Series** regroups all climbing gear and this season includes warmer and more compressible clothing. Best sellers in the line offer a younger look, and all are made of the most technically advanced materials.

The **Cryptic** collection is aimed at snow-boarders and all extreme snowsport enthusiasts. Benefiting from the most recent technical advances, the stylish clothing is very robust, with a more generous cut, and adapted and approved by the snow-boarders themselves.

The boutique shares the values of The North Face brand and its mission is to implement the company's philosophy locally. The new Summit Series is witness to the company's determination to listen to and better serve athletes, as well as to improve the outdoor experience for all. But the boutique also plays a complementary role by promoting physical activity in the community, such as its support for the YMCA's Strong Kids campaign. Boutique The North Face will donate five dollars to the YMCA for each specially identified t-shirt sold this season.

"Montreal is a great place to live, work and play. Whether exploring locally, enjoying our parks, Mount Royal, or off the beaten track in the Laurentians or the Eastern Townships, we are happy to share in the physical and social activities of Quebecers," says Steve Bucci, owner of Boutique The North Face in Westmount.

About Boutique The North Face in Westmount

Boutique The North Face in Westmount is the only The North Face concept boutique in Quebec and the first established in Canada since 2004. Owned by Montrealer Steve Bucci, the 3000-square-foot store offers various The North Face label footwear, equipment, apparel and accessories for travel, camping, running and outdoor life. The two-level store is located at 4924 Sherbrooke street West in Westmount, Québec.

About The North Face

The North Face, a division of VF Outdoor, Inc., was founded in 1968. Headquartered in San Leandro, California, the company offers the most technically advanced products in the market to accomplished climbers, mountaineers, snowsport athletes, endurance athletes, and explorers. The company's products are sold in specialty mountaineering, backpacking, running, and snowsport retailers, premium-sporting goods retailers and major outdoor specialty retail chains.

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