

APPAREL AND ACCESSORIES

Canada Goose's first creative director enters picture with purpose

May 20, 2024



The label has supported Polar Bears International, a nonprofit fighting to protect endangered species, for nearly 20 years. Image credit: Canada Goose

By ZACH JAMES

Outdoor clothing company Canada Goose is upping its appeal with a limited edition drop.

Partnering with American actress and activist Jane Fonda, the brand is supporting nonprofit Polar Bears International's (PBI) mission to conserve and protect endangered animals. The move serves as the first release under Canada Goose's first-ever creative director, French-Colombian designer Haider Ackermann, who embraces casualwear and comfortability through the item.

"Collective action is the only way we can go further, faster," said Ms. Fonda, in a statement.

"I have put my full force into inspiring planet-friendly choices to address the climate crisis, and partnering with Haider and Canada Goose to bring attention to what's happening in the Arctic is powerful, important and essential."

Arctic plunge

Canada Goose's support of the nonprofit dates back to 2007 with the debut of the "PBI Collection."

Now, nearly 20 years later, with many interactions between then and now, Mr. Ackermann is enlisting a well-respected activist in the environmental and animal rights spheres to continue the long-running relationship. The 86-year-old Ms. Fonda is said to be "the ideal protagonist" for the endeavor due to her reputation and fame garnered from her large body of work, which peaked with an Academy Award win.

PROTECT their future and ours.

As the Polar Bears' habitat rapidly declines, their existence hangs in the balance. In his debut, Haider Ackermann teams up with climate champion Jane Fonda to inspire action.

Learn more: <https://t.co/r8kZQqMKCP> pic.twitter.com/OjUQU2k5up

Canada Goose (@canadagoose) May 16, 2024

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The collaboration takes the form of the PBI Hoodie. Launched on May 15, the garment is forged from organic cotton, with 100 percent of the proceeds going to the nonprofit's research, education and conservation efforts.

Coming in four colorways Onyx Black, Crystal White, Arctic Blue and Borealis Green the item is available in limited quantities online and in more than 20 select Canada Goose stores around the globe.

Mr. Ackermann chose PBI to soft-launch his leadership of the outdoor apparel company following a visit to Churchill, Manitoba, Canada known as the polar bear capital of the world which inspired him to create the hoodie.



Mr. Ackermann is a well-respected name in the luxury fashion world. Image credit: Canada Goose

"What drew me to Canada Goose is not only how they have created a category, but also its authentic reputation and drive to stay committed to its purpose," said Mr. Ackermann, in a statement.

"The impact this brand has had on the world around us is meaningful and inspirational," he said. "I consider myself a student of the environment and my trip to Churchill lit a fire to do more and be more.

"My hope is that by coming together with the extraordinary climate champion Jane Fonda, we can help drive people to act and to do it now."

Other luxury mainstays from across various sectors have been active in their support of environmental programs, with The RealReal ([see story](#)), Bentley ([see story](#)), Burberry ([see story](#)) and YSL Beauty ([see story](#)) being some of the most recent high-end names to activate in the space.

Guiding light

The PBI project serves as the public introduction of Mr. Ackermann as Canada Goose's first-ever creative director in its nearly 60-year history.

He joins the company three decades into his vocational pursuit. His career began with working under current Margiela creative director John Galliano in the 1990s, he then bounced around various brands as a designer for several years, started an eponymous label in the early 2000s and, most recently, served as Berluti's creative director from 2016 to 2018.



HAIDER ACKERMANN

The brand introduced a special logo to celebrate the appointment. Image credit: Canada Goose

Now, he begins again with a new mindset geared towards Canada Goose's signature outerwear and casual looks.

"When it comes to the marriage of craftsmanship and beauty, there's no one more fitting than Haider Ackermann," said Dani Reiss, chairman and CEO of Canada Goose, in a statement.

"He intuitively understands Canada Goose as a brand apart from all others, and that authenticity, craftsmanship and performance are the cornerstones of our brand," Mr. Reiss said. "With his distinct ability to harness the energy and potential of our authentic heritage, I look forward to seeing his impact across our designs."

Mr. Ackermann's debut seasonal capsule collection is slated to be released in fall 2024.

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