



TNF Beijing Flagship



the north face asia wholesale & retail program

program highlights

Design & engineering: Program re-sized to accommodate asia market needs.

Cost reductions: Maximized common components to leverage higher piece part quantities used throughout the system.

tcg role

Turnkey: Design, value engineering, prototyping, production, program management (warehousing & fulfillment, order & inventory management, distribution)

fixture skus

31 Fixtures (12-Apparel, 7-Footwear, 5-Accessory, 6-Branding & Signage, 1-Interactive Kiosk)

countries

China, Philippines, Thailand

program scope

Shops: 120 - China, Taiwan, Australia, Singapore, Philippines & Thailand

Stand Alone Stores: 10

- China – Beijing, Shanghai, ChangCun, YanJi, YanTai
- Taiwan - Taipei
- Thailand – Bangkok
- Manila – Cebu

Flagship: 1 (Beijing)

materials & finishes

- Hot rolled steel with clear coat finish (Retail)
- Cold rolled steel (Wholesale)
- Bamboo veneer
- Red powder coat finish used in conjunction with signage to denote informational cues