



ARC'TERYX



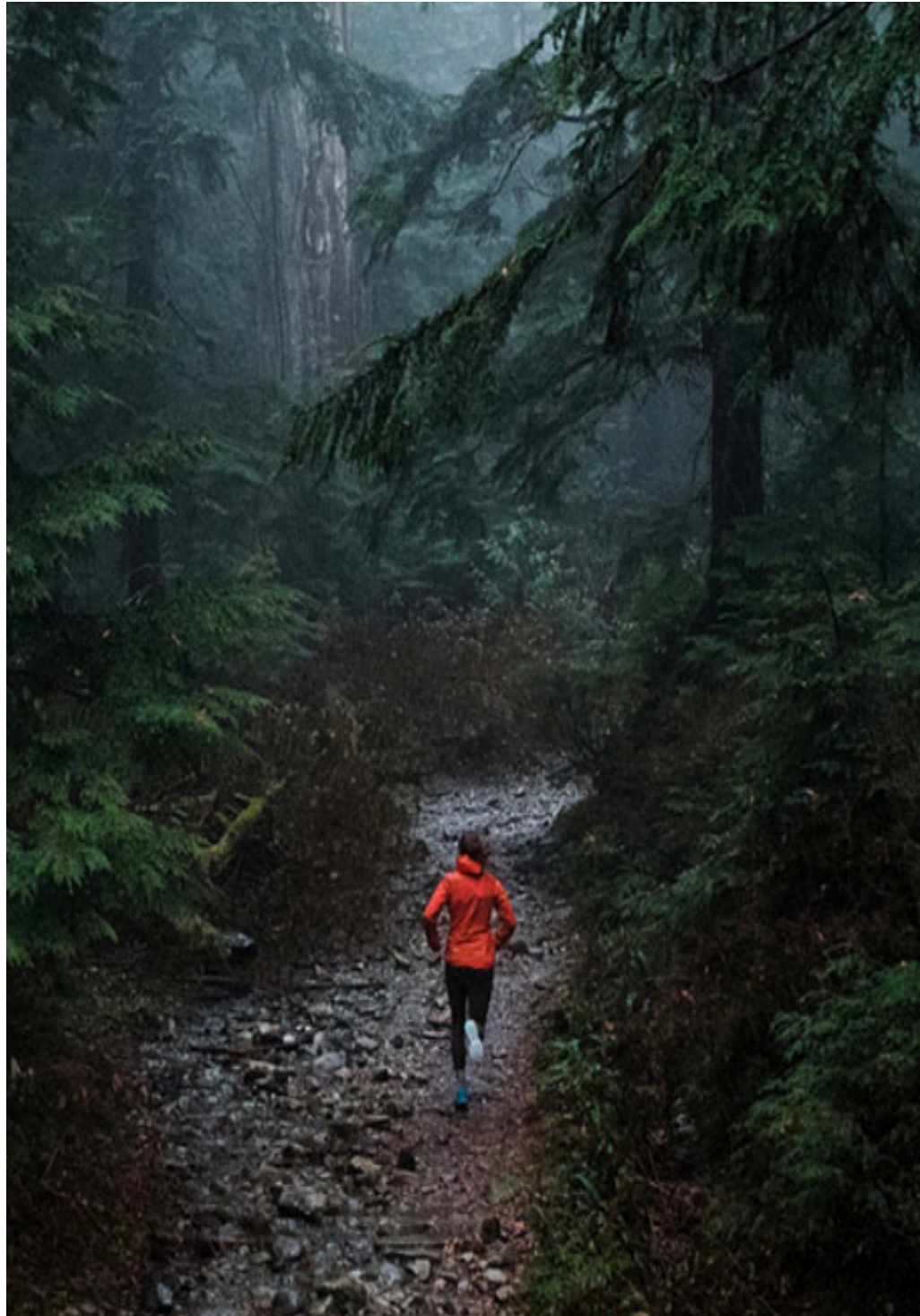


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Inspiration

THE STORY

Arc'teryx began in 1989 when a rock climber in the Canadian Coastal Mountains was so unhappy with his climbing gear he decided to build his own. Eventually the company expanded to include outdoor outwear.

THE ENVIRONMENT

The Coast Mountains have continued to provide both inspiration and rugged testing ground for Arc'teryx gear and clothing. "The only way to build the right gear for this environment was to build the company in this environment" and so the design, engineering and testing center continues to be located in North Vancouver.

THE PHILOSOPHY

There is always a better way.





ARC'TERYX

THE LOGO

LOGOMARK

The logomark of Arc'teryx is a graphic representation of the Archaeopteryx, the first animal to develop the feather for flight. The Archaeopteryx was a revolutionary creature and is an appropriate symbol for Arc'teryx which set out to revolutionize the world of performance outerwear.

The design of Arc'teryx logo is based on the "Berlin Specimen" of the bird, the most complete skeleton found to date.

This logo adorns the chests of extreme Alpine athletes and wildlife camera crew alike.

LOGOTYPE

The Arc'teryx logotype is a unique serif font designed specifically for the Arc'teryx Company.

All other typeface used throughout the company is a sans serif font, such as the font in this booklet which is Helvetica Neue.



SAMPLE PRODUCT 2021



EXTREME JACKETS

Durable Gore-Tex Pro shell designed specially for severe alpine conditions



INSULATED JACKETS

High performance weather protection emphasizing comfort and versatility for multiple activities



INSULATED GLOVES

Lightweight, touch screen compatible merino wool glove designed as a standalone or liner



APPROACH SHOES

Nimble, supportive, Gore-Tex shoe for technical approaches and hikes



SAMPLE PRODUCT 2021



FLEECE JACKETS

Warm, durable, versatile Polartec Power Stretch Pro layering jacket



PANTS

Durable, comfortable cotton-blend climbing pant with crossover style



HIKING BOOTS

Light, supportive, Gore-Tex boot delivering outstanding climbing and hiking precision



PACKS

Durable and versatile all-round pack for ice climbing and multi-day alpine climbs

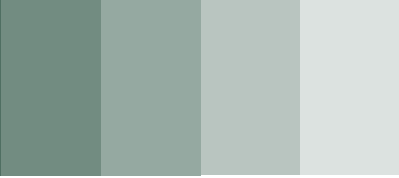


FALL COLOURS 2021



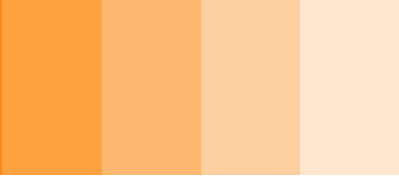
DARK ELYSIUM

CMYK: 70, 40, 60, 19
RGB: 79, 111, 98
HSB: 1156, 29, 44
HEX: #4e6f61



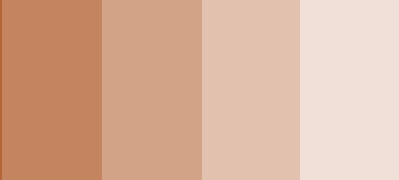
WILDCHILD

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HSB: 30, 93, 100
HEX: #fe8911



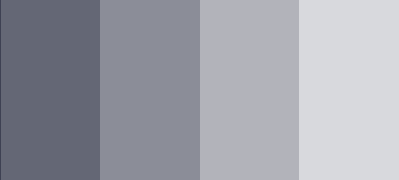
KOMOREBI

CMYK: 22, 65, 87, 9
RGB: 182, 101, 56
HSB: 21, 69, 71
HEX: #b66538



KINGFISHER

CMYK: 76, 69, 46, 35
RGB: 62, 65, 83
HSB: 231, 25, 33
HEX: #3e4153





Innovation

TECHNOLOGY

Arc'teryx is regarded as one of the most technical and highest quality producers of outdoor wear anywhere.

ENGINEERING

As an example, an Alpha SV jacket will take 4 hours 38 minutes to make and will come into contact with 65 different operators. All garments go through a rigorous inspection program, with a third of all products being randomly tested for quality and waterproofness.

MATERIALS

Arc'teryx's mission, to use the lightest and most durable fabrics in its' products, has led to partnerships with two of the worlds leading outdoor wear textile manufacturers. The leader in waterproof textiles is undoubtedly Gore-Tex, the two companies have worked together on researching and developing new, progressive fabrics that perform whilst withstanding the beating Arc'teryx's mountain athletes put them through.

DESIGN

Technical outdoor functionality, comfort and durability brought to everyday designs.





Iteration

CONSULTATION

Arc'teryx keeps improving their products through a combined approach of consulting with avid mountaineers, skiers, climbers and hikers as well as looking seriously at product failures to update the engineering.

EXPERIMENTATION

Arc'teryx came to be through the development of the very first climbing harness to use moulded, multi-dimensional foam in its' design. By way of a mould and rapid heating/cooling they achieved the result of 'Thermoformed 3D', a design that is now incorporated into their backpacks as well as their climbing harnesses.

IMPROVEMENT

When they started production of their active wear in 1998, they carried forward their innovative approach and strive to create the lightest and best performing apparel ever.

SUSTAINABILITY

By using the best quality materials with the best methods of stitching and lamination products last longer for a smaller environmental impact.

