

North Face Brand Analysis:

The North Face was originally a company focused on high performance mountaineering equipment, but by transitioning to target the leisure outdoor consumer market, the brand was able to achieve mainstream popularity and commercial success.

The company's products are often touted for their superior quality, durability, and aesthetics. The company has built a strong company culture by focusing on employee training and by offering large employee discounts in order to encourage brand evangelism.

The North Face has built a strong company image through its publicized commitments to sustainability efforts and corporate responsibility in terms of ethical manufacturing practices.¹

The North Face brand emphasizes “product technology” in their marketing strategy by incorporating materials and features designed for high performance outdoor use. These technologies focus on aspects including waterproofing, thermal insulation, wind protection, and odor management. This strategy has enabled the company to differentiate their products from other brands and set premium prices as a market leader.

North Face Backpack Strengths:

North Face Backpacks are designed to be durable, comfortable, and stylish. The North Face was one of the first brands to incorporate anthropometry into their designs, taking into consideration the differences in sizes between men and women in order to design more customized, comfortable, and better fitting backpacks.² The North Face seized the opportunity to become a leader in the high-end backpack market by influencing customers to view purchasing a backpack as a long-term investment and making them more willing to pay extra for both style and comfort.

With an attention to styling detail and an emphasis on product technology, North Face is able to make incremental improvements in order to retain their reputation as a high quality brand.



[1] <http://www.slideshare.net/gracecheung/brand-analysis-the-north-face>

[2] <http://www.theguardian.com/business/2010/dec/10/travelleisure-fashion>