



North Sails Apparel Company Profile

NORTH SAILS: A STORY OF PASSION

In 1957, the American engineer, sailor and Olympic gold medallist Lowell North decided to realise his dream: to manufacture the fastest racing sails in the world.

Year after year, race after race, Lowell North and his team worked tirelessly to design and create the technology and high-performance textures stronger than water and wind that would outperform the industry.

In 1989, the same grit and innovative spirit led Lowell North to launch his first ready-to-wear collection, from the brand's Italian HQ in Rapallo – a new wave of clothing and accessories for men and women who shared his passion for the sea, suitable for their busy city lives.

NORTH SAILS: A STORY OF COMMITMENT

North Sails' mission is to "Go Beyond", to push the limits of performance, continue to set new, higher goals and surpass the competition.

Exploration, innovation and the strong bond with the sea are North Sails' core values which drive the brand's aesthetic and ethical vision, as well as fuel its commitment to preserve and protect the environment.

SPECIAL PROJECTS

In 2017, North Sails launched the premium line "The North Sails Crew Collection" featuring high-performance styles designed to face the challenges of sea navigation, customisable with the symbol of a ship. The collection is available online and at selected stores in Italy and across Europe.

DIGITAL MEDIA

Website: www.northsails.com

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For further information

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