

CAMILA VESTH

EST. 1973



BEST THEN. BETTER NOW.

AUTUMN WINTER 2014

F14 SALES MEETING - NOVEMBER 2013

INTRO TO STORY

- SETTING THE TONE FOR F14**

CREATIVE DIRECTION

- DEEP DIVING INTO THE VERSATILITY STORY**
- SPG FRAMEWORK / COLLECTION INGREDIENTS OUTLINE**
 - CRAFTLIGHT / DESIGN TOOL BOX**
 - COLOR INSPIRATION AND FLOW**

F14 CREATIVE APPAREL & ACC

F14 READYFORANYTHING

We focus on the versatility that you need every day to be “ready for anything”—wherever you are, whatever you're doing, no matter the weather. So you look good and feel good all day long.

Leveraging our S+P+G formula, the F14 collection delivers style that's rugged and refined with performance that's weather-ready—all crafted with the environment in mind.



F14 READYFORANYTHING



**VERSATILITY
SPG FRAMEWORK
CRAFTLIGHT
COLOUR**



VERSATILITY STORY



GLOBAL WEATHER TREND DATA

MONTHLY DATA ?

**HOW MANY YEARS
OF DATA ?**

**HOW WARM DOES
IT GET ?**

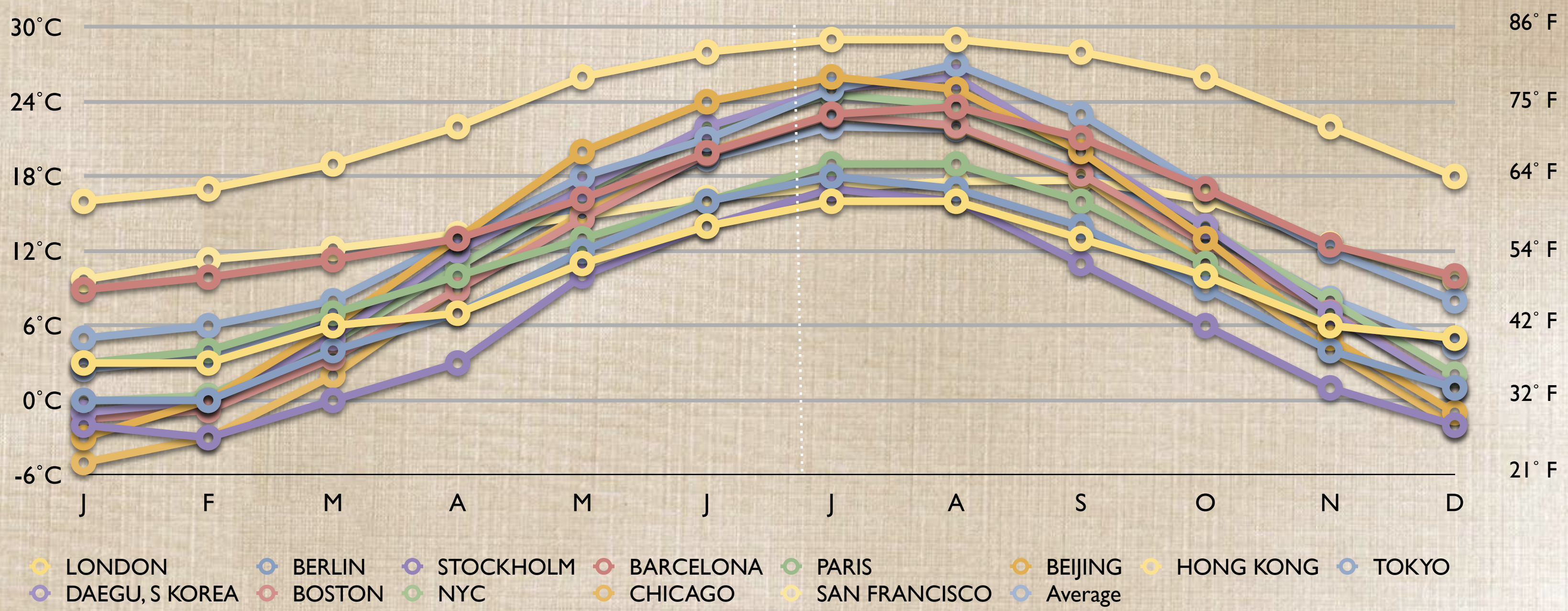
**WHAT ARE THE
AVERAGE
TEMPERATURES IN
YOUR
AREA ?**

WHAT ARE THE AVERAGE HIGH

**HOW COLD DOES
IT GET ?**

WHAT ARE THE AVERAGE LOW

GLOBAL CITIES AVERAGE TEMPERATURES

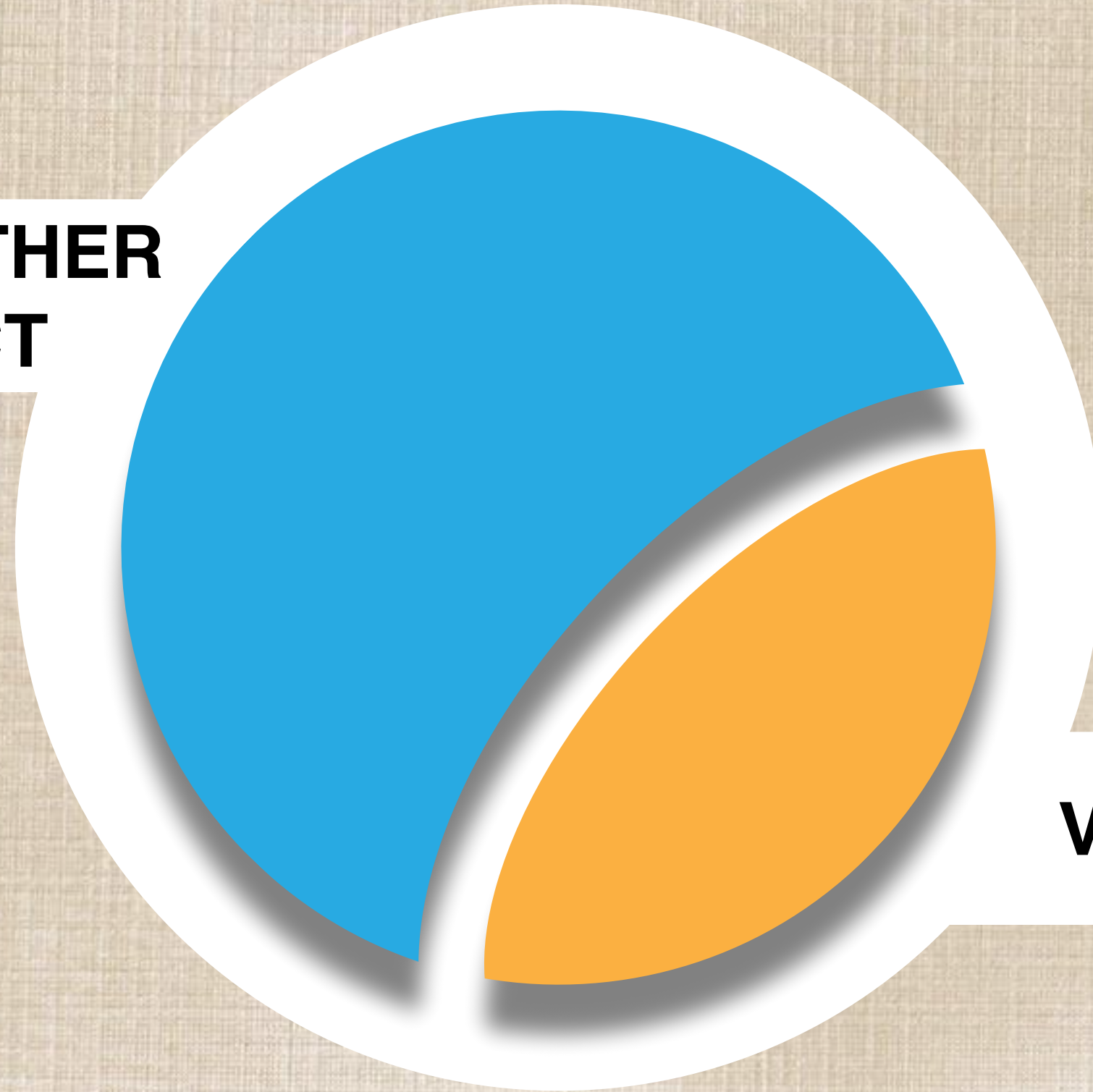


FALL 20°C

WINTER 9°C

FALL / WINTER PRODUCT FOCUS

**COLD WEATHER
PRODUCT**



VERSATILE



SPG FRAMEWORK

S+P+G

FRAMEWORK



F R A M E W O R K

VISION: ENSURE A HEAD TO TOE APPROACH

STYLE X PERFORMANCE X GREEN IS A CORE PRODUCT STRATEGY

IT IS CENTRAL TO PRODUCT DESIGN

STYLE
+
PERFORMANCE
+
GREEN

STYLE

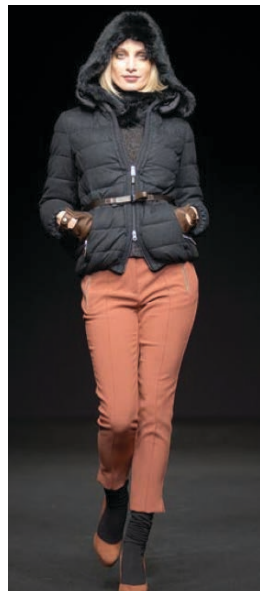
RUGGED



REFINED



REFINED



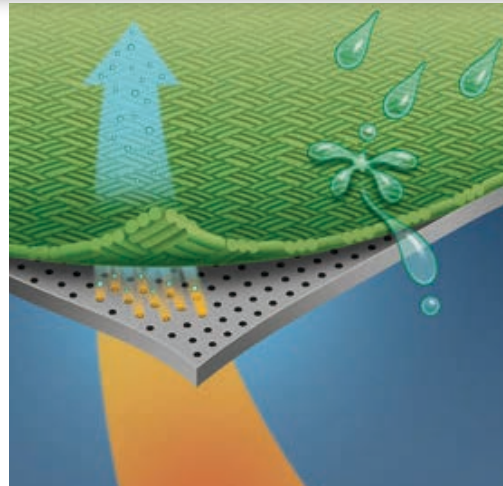
STYLE

PERFORMANCE

STYLE



STYLE



HYVENT



CLIMATE
CONTROL



INSULATION



DURABILITY

APPAREL

STYLE

PERFORMANCE

GREEN

STYLE

PERFORMANCE

NATURAL RECYCLED
RECLAIMED



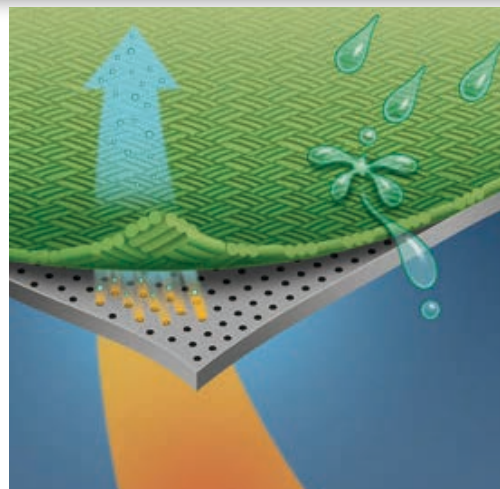
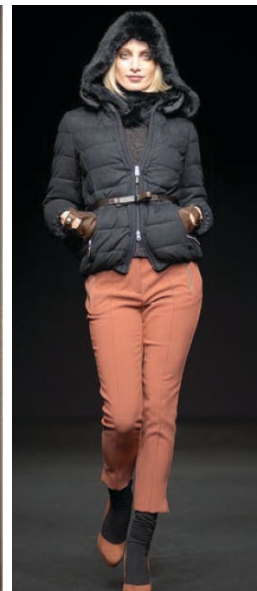
RUGGED



RUGGED



REFINED



HYVENT



CLIMATE
CONTROL



INSULATION



DURABILITY



NATURAL



RECYCLED

RECLAIMED

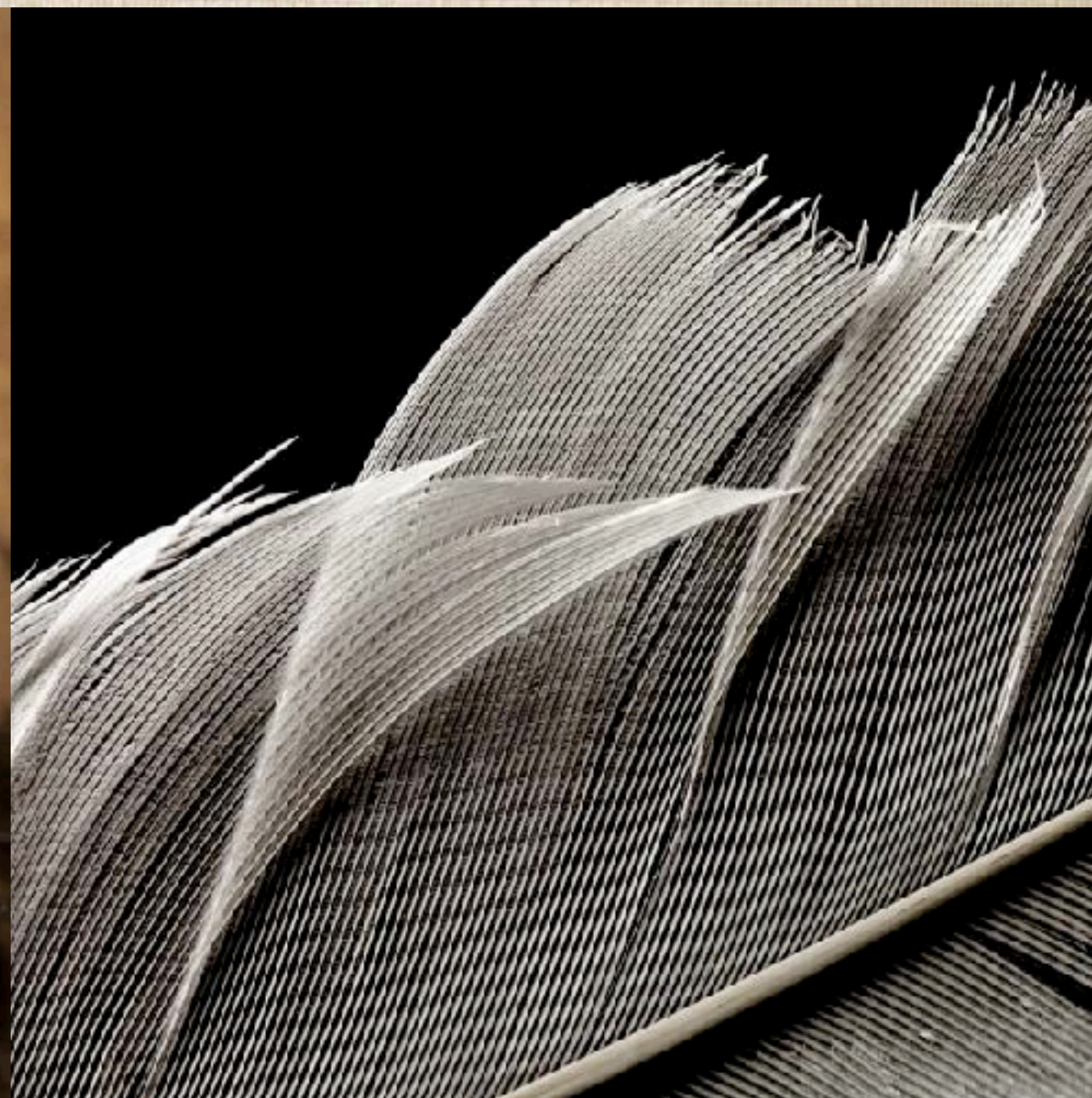


CRAFTLIGHT

DESIGN PHILOSOPHY

CraftLight

MAKING OUR HERITAGE CONTEMPORARY
RECREATED FOR TODAY



CRAFTSMANSHIP + MINIMAL DESIGN

TIMBERLAND DNA IN APPAREL

KEY SIGNATURE DETAILS THAT EXPRESS THE BRAND IN PRODUCT



Weathered and
Pure Metal



Quad Needle



Hand Stitch
Look



Hand Drawn
Graphics



Ergonomic
Pattern Cutting



COLOUR



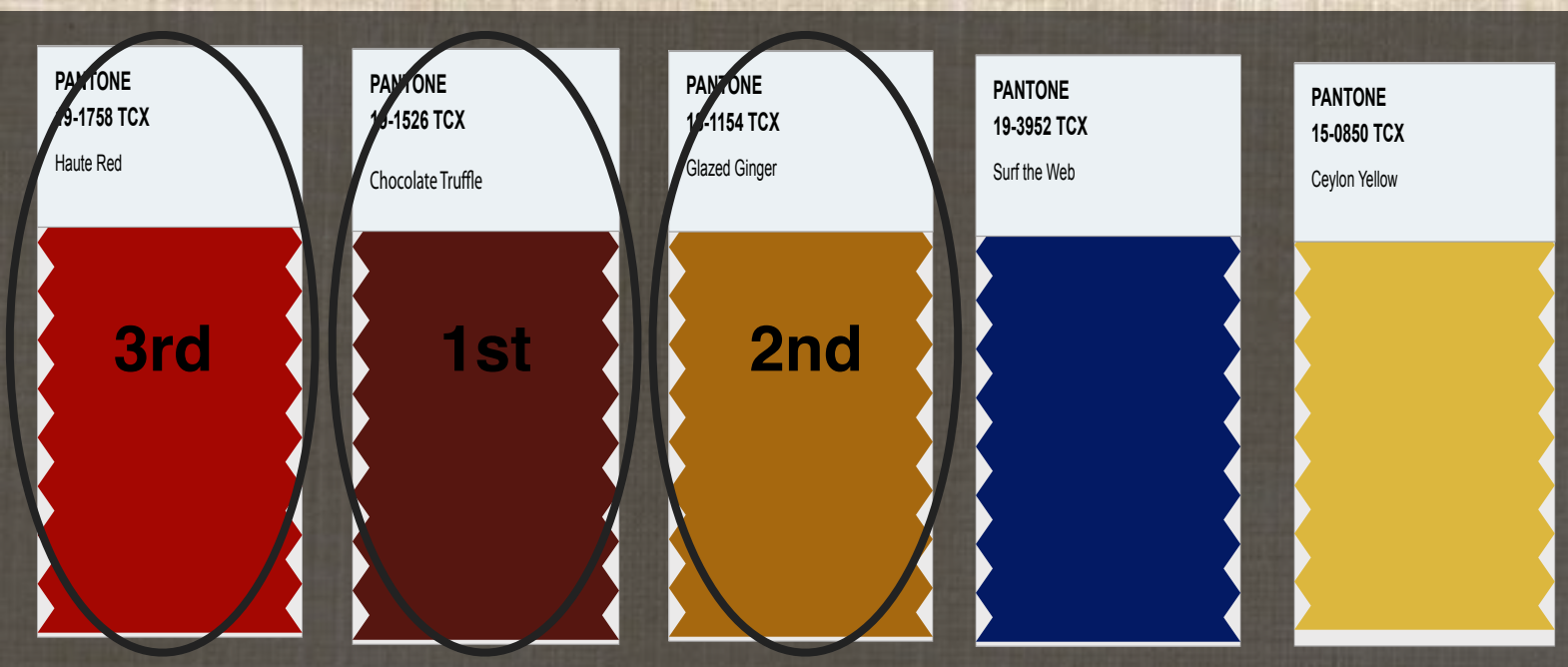


Q3 Men's

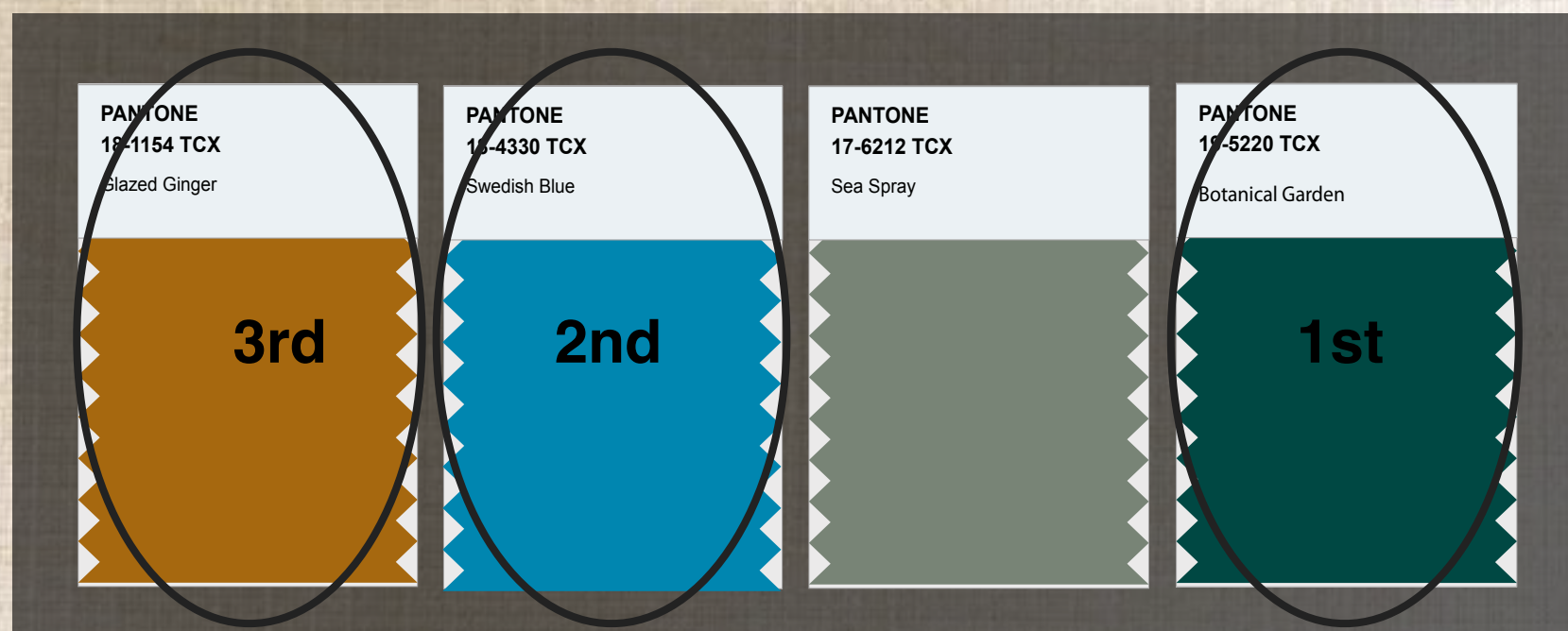


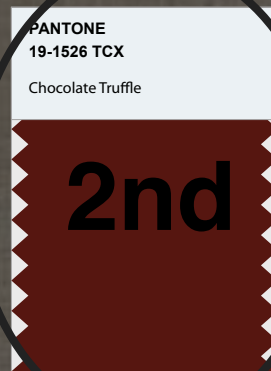
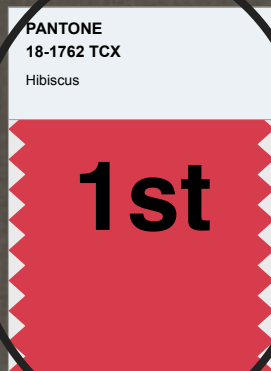
Q4 Men's

Q3 Men's

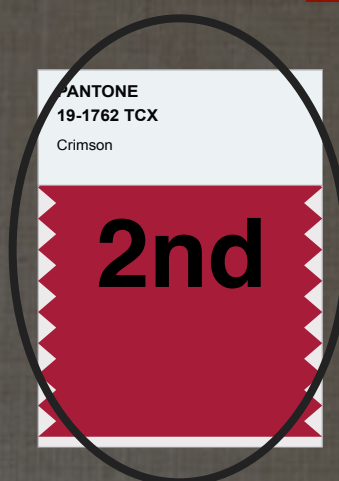


Q4 Men's





Q3 Women's



Q4 Women's

Q3 Women's



Q4 Women's

