NAUTICA

NAUTICA: THE EVOLUTION OF A TIMELESS CLASSIC

What began as a collection of outerwear over twenty-five years ago has become a leading global lifestyle brand representing the finest in men’s, women’s and kid’s apparel and accessories, as well as a complete home collection. Over the past two decades, Nautica has become one of the most important and most recognized brands throughout the world. Part of VF Corporation, a leader in branded quality apparel, since 2003 Nautica is more relevant than ever to today’s consumer with refined casual classics that are inspired and energized by the water.

Nautica set sail in 1983 when founder, David Chu, created six styles of outerwear intended to seamlessly fuse fashion and function. Named for the Latin word “Nauticus” for ship, the Nautica logo became a spinnaker, a timeless symbol of adventure and exploration. Today, the world of Nautica represents both a rediscovery and a reinterpretation of what Americans have always wanted to wear.

By 1985, a full men’s sportswear collection was available and only a few short years later, Nautica began its expansion into the international market by setting off on its journey in North America, first launching in Canada followed shortly thereafter in Panama and Mexico. Today, Nautica is available in more than 64 countries with over 200 Nautica branded stores worldwide including a “first of its kind” 2-story flagship store in Beijing that opened in 2008. Nautica continues to focus on international development in new territories like the Middle East and continued expansion in the Far East, especially in China.

The steady growth of the brand through its early years prompted the launch of additional brand extensions including Nautica Competition in 1996, Nautica Home in 1998, Nautica Jeans Co. in 1999 and Nautica Women’s Sportswear in 2006. From eyewear to swimwear, home to watches, today Nautica has 54 licensed categories that reflect the brand’s commitment to quality, integrity and service.

In conjunction with its 25th anniversary in 2008, the Nautica brand launched ecommerce on its Nautica.com site offering the full collection of men’s, women’s and kid’s apparel and accessories as well as the home collection. The Nautica presence on the web has expanded into Nautica360, its interactive blog, and social networking sites, Facebook, Twitter, YouTube and Flickr.

As water is the foundation and inspiration of the Nautica brand, in 2009, Nautica became the largest corporate sponsor of Oceana, a global ocean conservation organization, and vowed to support its mission to protect the world’s oceans.

Nautica is the title sponsor of three nationally recognized triathlons, the Nautica New York City Triathlon, the Nautica Malibu Triathlon and the Nautica South Beach Triathlon. Nautica has had a long history of sponsoring triathlons and they are the perfect fit for the Nautica consumer who leads an active and energetic lifestyle. Nautica is also in its 8th year as the presenting sponsor and official timepiece of Key West Race Week, where serious racers from across the U.S. and around the world head to the southernmost part of the continental United States – beautiful, tropical Key West. This partnership reaffirms the brand’s heritage in sailing, since 1983, and Nautica’s connection to the water.

Nautica. Wherever There’s Water.