

APPAREL AND ACCESSORIES

Canada Goose seeks to empower women with fall/winter effort

September 19, 2023



"Live In The Open" looks towards a trilogy of highly-accomplished names. Image credit: Annie Leibovitz for Canada Goose

By ZACH JAMES

Outdoor clothing company Canada Goose is celebrating female accomplishment with its latest campaign.

For the "Live in the Open" marketing endeavor, the maison has brought in a trilogy of talented women in front of the camera, including British cinematographer Sophie Darlington, award-winning Ugandan-British actress and singer Sheila Atim and Canadian professional ice hockey player Kimberly Newell each adding their own flair to the effort shot by renowned American photographer Annie Leibovitz. The initiative intends to showcase trailblazing women from across industries, uplifting their respective communities as well as the fall/winter 2023 collection they sport.

"When I started off 30 years ago, you could count the number of wildlife camerawomen on one hand," said Ms. Darlington, in a statement.

"It's only shifting now, through people seeing myself and other camerawomen on screen," she said. "It had never occurred to me that I might be carving a path, and now I'm such a believer in the ethos of see her to be her."

"Representation really matters."

Familiar backdrops

Amongst the same rugged New Mexican landscape that once inspired famed American painter Georgia O'Keeffe, Canada Goose presents its fall/winter 2023 campaign.

The scenic inspiration of the trailblazing artist for nearly 40 years is now the backdrop of "Live in the Open," where Ms. Darlington, Ms. Atim and Ms. Newell pose for Ms. Leibovitz, harkening back to the past while promoting the present.

A quintet of inspirational female talent is at the core of the initiative

"I loved these women - and their compelling stories," said Ms. Leibovitz, in a statement.

"We were all bewitched by the power of the New Mexico landscape," she said. "Bringing them together in such an incredible, natural environment, was very inspiring."

The release is Ms. Leibowitz's second consecutive fall/winter collection with Canada Goose; she adds her own

personal flair to this marketing push, having photographed Ms. O'Keeffe's home and visited the area featured previously in her career. While Ms. Leibowitz, an icon in and of herself, is responsible for everything behind the camera, the trio in front of it are the stars.

All of them, donning pieces from the fall/winter collection as well as their personal wardrobes, showcase style while recognizing their part in the larger picture of culture, life and art.



Parkas, jackets, scarves and balaclavas are key parts of the seasonal lineup. Image credit: Annie Leibovitz for Canada Goose

"Knowing some of the pressure and the force that the Earth is capable of, it gives me a deep respect of forces that are larger than myself," said Ms. Atim, in a statement.

"You never know what you represent to someone else," she said. "You can have all of these ideas about what you are trying to represent, but other people might take different things from you and from what you've done."

Embracing mother nature whom the brand refers to as another star of the shoot the trilogy of trailblazing women sport looks inspired by the great outdoors, including shades of earth, such as "Desert Sand," "Limestone" and "Sagebrush," among other more traditional hues, like black and grey.

The collection aims to offer simplified silhouettes of luxury staples, such as shirts, gloves, jackets, vests and more.

Meet Sophie Darlington and Kimberly Newell. Trailblazers in their respective careers, they broke new ground while chasing their dreams. Now, they're changing the system for the next generation.

Discover more: <https://t.co/e1qvk58uXR>

Photography: [@annieleibovitz](https://twitter.com/annieleibovitz) pic.twitter.com/aPBEwpSOKG

Canada Goose (@canadagoose) [September 15, 2023](#)

Four lines within the seasonal assemblage stand out as key portions of the release. The Pima Cotton-created Garnet Puffer, Cropped Puffer and Vest items are among the minimalistic examples.

The Lumina-forged a water-repellent fabric made from recycled materials Rhoda Parka, Jacket and Vest offer quilted, warm options for cold weather situations. Another series of items for these events is the Alpaca line, comprised of a scarf, toque, gloves, and balaclava.

The Copal Cashmere Crewneck and Turtleneck are said to be designed to be breathable, soft takes on knitwear.

Launched Sept. 14, these selections, alongside the full collection, are available now on Canada Goose's [website](#) and at select storefronts around the globe.

Representing more

"Live in the Open" is centered on the accomplishments of its leading ladies, while also seeking to bring attention to women around the globe.

This intention is commendable but well-tread territory for the industry, with the most recent example being Italian fashion house Miu Miu unveiling its commitment to uplifting female figures ([see story](#)).

Sophie Darlington and Kimberly Newell are at the opposite ends of their respective careers, but their natural instincts are a mirror image.

Watch their raw conversation about ambition now and for more unscripted moments here:

<https://t.co/e1qvk58uXR> pic.twitter.com/OWS7KRVaNx

Canada Goose (@canadagoose) [September 17, 2023](#)

While women and their contributions to fashion may be underrepresented, in recent years and months the industry has come together to remember the accomplishments of the past to enable future female creatives. New York's Metropolitan Museum of Art is placing their work on a massive pedestal, hosting the "Women Dressing Women" exhibition come December ([see story](#)).

"This is all about celebrating fearless and visionary women, past, present and future," said Penny Brook, chief marketing and experience officer at Canada Goose, in a statement.

"It's a great honor to do that with the highly esteemed cast and crew involved in this year's Live in the Open' campaign, all of whom play a crucial role in inspiring our female consumer to live boldly, without compromising on style or performance."

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