

APPAREL AND ACCESSORIES

Canada Goose breaks cold-weather mold with Wild Horizons' campaign

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Shot by Belgian photographer Willy Vanderperre, Dutch model Lara Stone wears statement pieces from the Haider Ackermann-designed capsule. Image credit: Canada Goose

By AMIRAH KEATON

Outdoor clothing company Canada Goose is transporting audiences to unexpected terrain.

Set in desert landscapes, the label's second Snow Goose capsule launches with the Wild Horizon global campaign, captured by Belgian photographer Willy Vanderperre and starring Dutch model Lara Stone. Creative director Haider Ackermann continues to redefine Canada Goose's heritage codes, delivering a spring/summer 2025 collection that breaks the brand's traditional cold-weather mold.

"It's a quiet rebellion," said Mr. Ackermann, creative director at Canada Goose, in a statement.

"The images are just a little disorienting; to make people pause and question their perceptions of what a collection for Canada Goose could look like, how it could be styled and photographed."

Seasonal contradiction

The Wild Horizon campaign embraces the elements. Assets feature models wearing the capsule's statement pieces, placed directly aside landscape shots, the visual disruption highlighting styles that challenge perceptions of performance luxury.

Pulling from the brand's nearly 70-year archive, the capsule's garments the Tempest shorts, made of nylon for free-flowing movement, ultra-light Zephyr Jacket, warm-weather Valor Parka and lightweight Edge Pant stand as reworked examples have been reimagined in more breathable forms designed to endure summer weather.



Similar to the first Snow Goose drop, the capsule's garments reimagine items from the brand's nearly 70-year archive. Image credit: Canada Goose

Color choices blend unexpected hues like violet and arctic blue with neutral tones. Graphic elements reading "Can You Hear the Birds?," "Embrace the Silence" and "Find Me Where the Wildflowers Are" reflect Mr. Ackermann's pursuit of serenity in nature and travel.

Stills aside, the campaign includes an action-packed video. Quick scene transitions, rewind movements and other effects feature the cast, who stand in front of a digital screen depicting natural territories.

Preceding the release, the creative director hosted a three-day desert expedition for his close friends, revealing the capsule during travels through Utah with guests dressed head-to-toe in the spring/summer 2025 Snow Goose capsule.

It is available starting Thursday, June 12 on canadagoose.com and in select Canada Goose stores worldwide from Thursday, June 19, with more drops coming throughout the next few months.

Market repositioning

About a year into the creative director role at Canada Goose ([see story](#)), Mr. Ackermann continues to elevate the outdoor clothing company's aesthetic while actively repositioning the label as a year-round luxury player, rather than seasonal specialist.

Canada Goose presents the Wild Horizon global campaign

The designer intends to use each Snow Goose capsule the first, released last December, came with a campaign fronted by American actor Ethan Hawke and Australian model Julia Nobis ([see story](#)) as a bridge to nature.

The "Snow Goose by Canada Goose" title each line is released under connects contemporary fashion to the house's past, harkening back to the name of a heritage label the brand operated in the 1990s.

"I wanted to peel away the layers with this campaign of clothing, of convention, of expectation to resist the predictable," said Mr. Ackermann, in a statement.

"We're playing with beauty, with freedom."