

History of Gear Series: The North Face Archives

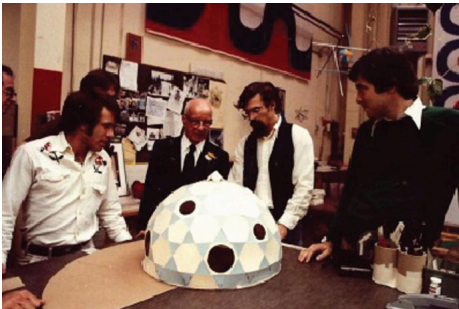
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History of Gear Series: The North Face Archives

By Chase Anderson | February 23, 2021



In the latest History of Gear Series, David Whetstone and Michaela Hardy from The North Face give a glimpse into the company archives. They share the value of preserving product, the importance of brand history and its impact on legacy, and how the collection gets used day to day.

David runs Special Projects and Collaborations for TNF while Michaela leads PR / Strategy for the company. Both have found interesting ways to utilize the collection and brand history in their roles and responsibilities.

Listen to the whole presentation on the [Highlander Podcast](#).

CONTACTS

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