Western Canada's First Roots Enhanced Experience Store Launches at Vancouver CF Pacific Centre

Where Comfort, Style, Personalization and eCommerce Endless Aisle Meet

TORONTO, November 7, 2017 – Iconic Canadian retailer, Roots (TSX: ROOT) ("Roots"), unveils its new 3,868-square-foot Roots Cabin concept store to the public on November 8 at Vancouver's CF Pacific Centre, growing its presence in British Columbia to 17 stores. The first of its kind in Western Canada, and one of just three in the world, the Roots Cabin offers an enhanced retail experience that brings the brand to life with a customization shop, themed change rooms and a comfortable lounge to browse roots.com and select from inventory located in any Roots store across Canada. The new design evokes the comforts of a modern cabin, bringing to life Roots culture of authenticity, quality and connectedness to the open air. Made-in-Canada leather, a cornerstone of the Roots assortment, takes on greater prominence with an expanded presentation of footwear, bags and jackets. Roots has a long history of customizing jackets for cultural icons such as Drake and the late David Bowie. For the first time, Vancouverites can create their own custom jackets and bags in the Customization Workshop, where technology meets craftsmanship.

"Our physical stores, more than 220 in four countries, are a valuable asset that allow consumers to connect with Roots' uniquely Canadian heritage, see firsthand the exceptional quality of our products, and enjoy the experience," says Jim Gabel, Roots President and CEO. "Vancouver was selected for the Roots Cabin enhanced experience format because the truly unique active lifestyle found here inspired our desire to be more connected to the open air of the outdoors. This store exclusively offers a wider merchandise selection; leather customization and elevated leather and footwear offering – target growth categories for Roots. An enhanced fitting room and lounge experience complements the online shopping integration and convenience of in-store pickups and returns of online orders."

The Roots Cabin Experience

Roots, inspired by the rugged beauty of Algonquin Park, captured the essence of the Canadian outdoors creating a lifestyle that would endure. More than 40 years later, the Roots Cabin design is inspired by the open-air experience as a way to escape the everyday, recharge and reconnect. The aesthetic is natural, comfortable and open. At the heart of the design is Canadian-made millwork and local reclaimed wood in a range of varieties. British Columbia Western Cedar wall paneling is emblazoned with a giant Canadian flag motif in the fitting room lounge. A Canadian handmade canoe accents the space. Roots Canada archival items on display including historical custom Roots Awards Jackets.

"The design elements seen in the Roots Cabin store were influenced by our heritage – from the lighting fixtures inspired by Roots Leather Factory to the canoe and decorative paddles, hand-made in Canada. The space is intended to put customers into an open air environment that makes for a more enjoyable shopping experience," Gabel adds.

The Customization Workshop

The Customization Workshop, one of only three in the world, is an interactive, collaborative creative space that is digitally connected to The Roots Leather Factory. Tactile samples alongside a digital interface, enable customers to see their custom designs come to life on screen. Roots heritage styles such as The Award Jacket, The Student Pack, The Small Banff Bag and The Downtown Tote can all be customized and personalized. Customization Experts guide customers through the same process that Roots celebrity ambassadors have enjoyed over the decades. Monogramming is also available for all Roots leather good purchases.

The Lounge

The in-store lounge allows guests to relax on Roots leather furniture, charge their phones and enjoy a refreshment while they socialize outside spacious change rooms. The change rooms' custom wallpapers make one feel as though they've stepped onto the dock in cottage-country with one that includes our historical timeline in photos. Handmade decorative paddles accentuate the space. The lounge doubles as an intimate spot for live performances and interactive listening sessions. It is set to become a new hub for events, underscoring Roots longstanding commitment to Canadian music and culture. eCommerce converges with the physical store experience in the adjacent 'endless aisle' area, where customers order, pick-up or try on their online orders or browse inventory on roots.com or any store in Canada.

About Roots

Established in 1973, Roots is an iconic Canadian lifestyle brand with a rich heritage and portfolio of premium apparel, leather goods, accessories and footwear. Roots delivers products to customers through its store network, online platform and international partnerships. As of July 29, 2017, the integrated omni-channel footprint of Roots included 116 company retail stores in Canada, 4 company retail stores in the United States, 109 partner-operated stores in Taiwan, 27 partner-operated stores in China and a global e-commerce platform that shipped to 54 countries during Roots most recently completed fiscal year.

Social Media: Facebook – facebook.com/roots; Instagram – @RootsCanada; Twitter – @RootsCanada
Hashtags: #RootsCabin; #RootsIsCanada

Source: Roots Corporation

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