

The North Face opens two new stores in Mexico

By [Francelia Rodriguez Ceballos](#) - July 17, 2017

The US company VF Corp is expanding the presence of its outdoor brand The North Face in Mexico. It recently opened a new “shop within a shop” at the Palacio de Hierro Durango and plans to open a new store in the Centro Santa Fe, both located in Mexico City.



In Mexico, The North Face is available at El Palacio de Hierro's stores and online shop and at Innovasport. - Booodl

The North Face recently opened a new boutique inside El Palacio de Hierro Durango, located in the Mexico City neighborhood of Roma. Since its arrival in Mexico in 2015, the sports brand has formed a commercial partnership with El Palacio de Hierro, the luxury department store chain owned by Mexican billionaire Alberto Baillères.

In addition to being sold at the multi-brand sports store Innovasport, The North Face is also available on the Palacio's online shop and at more than 10 of the chain's outlets, including its locations in Guadalajara, Puebla and Querétaro.

On the other hand, the outdoor and climbing apparel company plans to open a new store in the Santa Fe shopping center, located in the western end of Mexico

City. The brand has not released any more details about the opening of the store.

In the Mexican market, VF Corp operates under the subsidiary 20X de México, which also manages its Reef, Vans, Wrangler, Lee and Jansport brands.

The North Face is one of the VF Corp's most important brands, with an average annual growth rate of 6 percent over the last five years. In addition to traditional outdoor apparel, the brand has launched a line more urban and casual line with the hopes of surpassing \$3 billion in sales by 2021.

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