

INCLEMENT WEATHER has never stopped lineups from curling around the block next to Arc'teryx's North Vancouver factory outlet store during any of its four annual "seconds and samples" sales. It might be the lifetime warranty on all products that has inspired this cult-like following, but media and communications manager Jo Salamon credits the superior craftsmanship and crucial role that the gear plays in the "extremely personal" outdoor lifestyle. The rugged North Shore is part of the company's DNA and its employees are just as dedicated to this adventurous lifestyle as its clientele. All of Arc'teryx's gear and apparel concepts originate in the design centre, located next to the factory outlet, and many of its designers test the products in the vast wilderness that lies just outside the office doors. "Our key alpine designer, he's also an ice climber and a mountaineer and a rock climber, so yes, he does go out and test his own gear," says Salamon. The company also tests gear with a network of alpine guides and professionals the world over who find themselves outdoors more than 300 days a year, usually in extreme conditions.

What sets Arc'teryx apart from other outdoor apparel manufacturers, says Salamon, is its design process, whereby designers physically make samples of their own creations, testing and iterating their work as needed and eliminating the need for exhaustive back and forth between factories. "They work with a team of people at our design centre – they work with pattern makers, sample sewers, they have little pods for each category" says Salamon

Inside the design centre, the quiet hum of productivity permeates the expansive space dotted with workstations, drafting tables and all of the compact machinery that you would find in any of Arc'teryx's nearly 20 global factories. Casually dressed employees toggle between workstations, developing and perfecting gear and apparel that will then be sent off for bigger production runs. The company prefers to produce proprietary technologies – such as the WARP strength harness, with its lightweight yet unyielding materials and construction – close to home at its Burnaby manufacturing facility, along with smaller runs. Maintaining a local factory allows Arc'teryx to develop new techniques more quickly and maintain the rugged West Coast allure and authenticity of the brand. "For us, being in North Vancouver is crucial to who we are as a company and what we do as a company," insists Salamon. "We couldn't be Arc'teryx anywhere else in the world."





