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FOLLOW TIMBERLAND'S MODERN TRAIL TO ITS NEW SEATTLE SPECIALTY RETAIL STORE

Outdoor Lifestyle Brand Brings Premium, Eco-Conscious Collections to Bellevue Square

STRATHAM, NH, April 19, 2016 – [Timberland](#) today announced plans to bring its rugged-to-refined collections of footwear, apparel and accessories to one of the Seattle area's premier shopping destinations, Bellevue Square. Opening on April 22nd, the new 2,900 square foot Timberland® specialty retail store will outfit Seattleites for their everyday adventures – from bustling Eastside neighborhoods to the coast of Puget Sound – with styles that boast timeless design alongside modern, crafted pieces.

Timberland has long been known and respected as a brand for the outdoors, and today is redefining what the outdoors means. Life along the Modern Trail celebrates the spontaneous changes in plans that fill consumers' lives today. It journeys across city streets, rooftop gardens and everywhere in between. This spring, Timberland confidently equips men and women for whatever warm-weather occasion is next.

"Seattle and its neighboring communities, like Bellevue, epitomize the Modern Trail. It's an impressive blend of city streets, quaint neighborhoods and lush forests perfect for exploration and adventure," explained Kate Kibler, vice president of direct to consumer, Timberland. "Consumers here need the versatility and adaptability in their head-to-toe looks to take on their day, without sacrificing in the style department, and that's where we come in. We're incredibly excited to open the doors to the new store to serve our customers, but also to become a part of their active community."

Much like life along Seattle's northwestern locale, Timberland's spring collections are inspired by life near the water, a place where the weather seems to be a central figure – always changing and never predictable. To conquer such unpredictability, the brand offers seasonal layering pieces, rugged outerwear, cool indigo blues and salt-washed fabrics that offer the perfect balance of style and protection fit for any adventure. Shoppers can expect to find a look for any occasion on the Modern Trail – like a waxed canvas jacket for more rugged excursions or the Britton Hill boot with SensorFlex™ comfort technology when adaptability is paramount – among the complete selection of spring footwear, apparel and accessories.

The Bellevue store will incorporate signature elements like a “boot wall” and new features like a central “social hub” where consumers can learn how to care for their products post-purchase, receive lace customization and engage with product through interactive product presentations. The store will also showcase a full collection of Timberland Boot Company® footwear. Timberland Boot Company® footwear is a distinctive collection that seeks out the finest leathers and materials, and is the brand’s benchmark of modern craftsmanship and style. Additionally, Timberland has designed an exclusive Seattle-inspired t-shirt to mark the occasion.

Discover what’s new and join @Timberland along the #ModernTrail online, and at these interactive in-store events:

- April 30th: Meet the team, enjoy catered bites and win free footwear at the grand opening party from 12-3 p.m.
- May 7th: Join Timberland and Bellevue Brewing Company for a beer tasting from 2-5 p.m., while checking out the season’s best looks
- May 14th: Let the Timberland team give new life to a favorite pair of shoes with complimentary shoe reconditioning
- May 21st: Indulge with free Top Pot hand-forged coffee and donuts, with footwear giveaways every hour from 10:30 a.m. to 1:30 p.m. with boot giveaways every hour

Following in the footsteps of Timberland® retail locations around the world, the new space is designed to reflect the company’s long-standing commitment to sustainability by utilizing recycled materials and other environmentally-responsible building practices. Build-out features include reclaimed wood and industrial machinery used for table bases; recycled ceramic tiles; FSC-certified woods; reduced-wattage LED lighting; Energy Star-eligible equipment and appliances; low volatile organic compound (VOC) paints; and water-conserving plumbing fixtures.

The store is located at 245 Bellevue Square, Bellevue, WA 98004. Store phone: (425) 453-4685. Hours: Monday – Saturday, 9:30 a.m. – 9:30 p.m.; Sunday 11 a.m. – 7 p.m.

About Timberland

[Timberland](#) is a global leader in the design, manufacturing and marketing of premium footwear, apparel and accessories for the outdoor lifestyle. Best known for its original yellow boot introduced in 1973, Timberland today outfits consumers from toe-to-head, with versatile collections that reflect the brand’s rich heritage of craftsmanship, function and style. Timberland markets lifestyle products under the Timberland® and Timberland Boot Company® brands, and industrial footwear and workwear under the Timberland PRO® brand. Its products are sold throughout the world in leading department and specialty stores as well as company-owned retail locations and online. Timberland’s dedication to making quality products is matched by an unwavering commitment to environmental and social responsibility – to make things better for its products, the outdoors, and communities around the globe. To learn more about Timberland, a brand of VF Corporation (NYSE: VFC), please visit [timberland.com](#) or follow us along the modern trail [@timberland](#).

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