



ELOISE TREISTER & OWEN BAUM



ARC'TERYX

BRAND CATEGORY

Arc'teryx is a high-end outdoor apparel and equipment brand founded in 1989 in Vancouver, BC, Canada. They are known for their luxurious and durable outdoor clothing products. Arc'teryx prides itself on their sustainable practices as well as their commitment to positive climate action. Arc'teryx is often seen as a status symbol both in urban cities as well as mountain towns.



BRAND EQUITY

- Arcteryx's gear is rooted in their expert technology that is built for harsh climates
- They ensure trust within their consumers through their values of durability, sustainability, and authenticity
- Their philosophy, "There is always a better way," demonstrates their support for environmental sustainability, while also delivering high quality products

RAINBOW STUNT IN TIBET

On September 19, 2025 Arc'teryx staged a promotional campaign in the Himalayan Alps of Tibet. This campaign revealed rainbow colored fireworks erupting across the mountains, intending to display a dragon (in line with the Arc'teryx logo). The "Ascending Dragon" campaign took place in an area in Southwest Tibet that has a fragile ecosystem.



THE BACKLASH

Following the events of September 19, online criticism

and articles began to appear all over the internet discussing the controversial stunt.

These criticisms heavily resonated with the fact that the stunt contradicts Arcteryx's values of sustainability and authenticity

Officials in this region were then prompted to carry out an investigation.

They responded by saying it was "out of line with Arcteryx's values" and that it was supposed to "raise awareness of local culture at high altitudes."



THE EFFECTS

- 9/22 Price of AMER Sports (Parent Company) dropped 5.82%
- Many loyal customers felt betrayed by the brands hypocritical actions
- This greatly affected their reputation and credibility



ARCTERYX

SOURCES

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THANK YOU!