

# Red Canoe Launches Flagship Whistler Store

*Expansion into Western Canada: First Retail Location for Toronto-Based Company*

**TORONTO, November 23, 2009** – **Red Canoe - National Heritage Brands** will celebrate the opening of its first retail location in Whistler, B.C. on Friday, November 27. The Toronto-based company already boasts a strong online retail business with an international customer base and is stocked in over 300 boutiques across Canada and the U.S. The expansion comes at a time when ‘heritage chic’ is centre stage says Red Canoe Founder and Designer Dax Wilkinson:



“Red Canoe is about recapturing the traditions, community and spirit of another era. Whistler is an emblem of Canadiana – an unbelievably beautiful Canadian Treasure with a long, romantic and sometimes dramatic history – much like the iconic symbols found on our apparel. Pair that with the world gathering there to celebrate the Olympic spirit and it’s the right fit for us.”

The move into retail reflects the next chapter in Red Canoe’s story. The company will increase the range of their products in 2010 with more kids clothing and select classic women’s clothing and accessories will be in development through 2010 and available next fall.

#### **Event Details: Whistler Grand Opening**

View the [invitation](#). Please RSVP to [tvr@knotpr.com](mailto:tvr@knotpr.com).

**When:** Friday, November 27, 2009  
7PM – 10PM

**Where:** Located just north of the Village Stroll bridge (click here for [MAP](#))

*Dax Wilkinson carries the RCAF Kit Bag in the [2009 Catalogue](#)*

#### **About Red Canoe - National Heritage Brands**

Red Canoe - National Heritage Brands was born in a bush plane over Northern Ontario. Founded by Dax Wilkinson in 2002, the clothing line channels the romance, history and tradition of pioneers past: from classic aviators, sea men, forgotten outfitters, to military and law enforcement outfits. Red Canoe products include a menswear line, Kids Canadiana, accessories (scarves, blankets, patches, caps) and bags. In 2009, Red Canoe launched their first retail location in Whistler, BC.

*Red Canoe is available online at [www.redcanoebrands.com](http://www.redcanoebrands.com) and select Canadian & U.S. retailers. Download the Red Canoe PDF [catalogue](#). Visit the [Red Canoe Blog](#).*

#### **About Dax Wilkinson**

President and Founder Dax Wilkinson came by his adventurous spirit and love of the outdoors honestly. Growing up in Northern Ontario, his time was spent flying in the legendary DeHavilland Beaver into remote hunting and fishing camps. Aird Island, his family retreat on the North Channel of Georgian Bay, has been his source of inspiration since 1973. In 2002 he set out to create a line which reflected his love of heritage and Red Canoe – National Heritage Brands was born.

#### **For Further Information**

Tatiana Read  
Knot PR  
Tel (416) 220-1466  
Twitter [@tatvictoria](#)  
[tvr@knotpr.com](mailto:tvr@knotpr.com)  
[knotpr.com](http://knotpr.com)