



BRAND MILESTONES



1952

Nathan Swartz, born in Odessa (belonging to Russia at that time) acquired a shoe company in Massachussets

The name "Timberland" was used for the first time to identify the innovative boots with the sole made by injection moulding

1973



2011

vf corporation, as global leader in branded lifestyle apparel with more than 30 brands, acquired Timberland

Fifty years of an icon. From the inception of the signature wheat boot in 1973, Timberland is and always has been built different. Built to go there. Built without compromise. Built with purpose.

2023



BRAND ESSENCE

Timberland is a world leader in designing and marketing premium quality footwear, clothing and accessories for those who love outdoor life. The company is always on the lookout for new ways to provide material responsibly sourced



is the philosophy to make streets cleaner, cities greener, community brighter, better product

Iconic Practical Innovative Versatile Sustainable Durable

TARGET CONSUMER

Timberland eyewear is considered the perfect, accessory for those who enjoy the **outdoor life**, tackling each day with a **thirst for adventure** and **discovering nature** while respecting it.



+ 30 years,  
men  
outdoor lifestyle  
seeks quality and style  
adventurous  
Responsible manufactured



ICONIC FEATURES

TIMBERBEND®

Naturally comfortable XL – *Built for comfort sizing* larger sizes; +60mm, with comfort material and fitting design



TIMBERLAND TEENS

Continue to evolve the teens collection – small size , with emphasis on cool coloration and added polarized lens features



RELEASE 251: HIGHLIGHTS  
COLLECTION GRID

Sun 13 Adult Styles + 5 Teens  
Opt 14 Adult Styles ( + 3 recolorations) + 5 Teens + 7 AD

CASUAL



TB50046



TB50047



TB00035



TB00036

TEENS



TB50060



TB50062



TB00046



TB00048

TIMBERBEND®

TB00031\_20D I ADV

TB50035\_001I ADV

TB50036

OUTDOOR



TB00033



TB00042



TB00038



TB00036-H