VF Corporation announces Global Headquarters location

In August 2018, Steve Rendle, Chief Executive Officer of VF Corporation (NYSE: VFC), announced the relocation of the company’s global headquarters from Greensboro, North Carolina to the metro Denver region. The Fortune 250 company was established in 1899 and owns a portfolio of globally-recognizable brands such as The Timberland Company, Vans, and The North Face. The move will include approximately 80 executives and up to 800 employees.

VF Outdoor, the entity relocating, houses The North Face, JanSport, Altra, Eagle Creek, and SmartWool. “Locating these brands, along with select VF leaders, at the base of the Rocky Mountains will enable us to accelerate innovation, unlock collaboration across brands and functions, attract and retain talent, and connect with consumers,” Rendle said.

“Colorado is an area with an unrivaled heritage and culture of outdoor and activity-based lifestyles, as well as a thriving business environment. It is a great strategic fit for our business, and we are excited to be relocating our headquarters and several brands to the metro Denver area. We believe that the creation of our new headquarters will help us to unlock collaboration across our outdoor brands, attract, and retain talent, and accelerate innovation,” Rendle said.

This was an opportunity to showcase the region’s competitive advantages, including our talent pool, domestic and global connectivity, great quality of life, existing outdoor recreation and manufacturing ecosystems, and Denver’s growing reputation as a magnet for companies with missions including environmental/social responsibility and community enrichment.

Rendle subsequently announced the firm’s decision to locate in lower downtown at 1551 Wewatta St., the former home of Gates Corporation’s headquarters, with an anticipated move-in date of January 2020. The company will eventually inhabit all ten floors in the building and has committed to a 12-year lease agreement. “It’s the ideal setting for us to create a dynamic, collaborative working environment where our business, brands, and employees can thrive,” Rendle said.

The building has a capacity of 1,200, providing the company ample room to grow. Alongside the global and brand relocations, VF Corporation will anchor its Global Innovation Center for Technical Fabrics and its Digital Lab. More than $150 million will be invested into a real estate solution, and VF Corporation will become Colorado’s 11th Fortune 500 company once the move is completed.

Both the Denver Office of Economic Development (OED) and the Colorado Office of Economic Development and International Trade provided business incentives to support this important project. Following the incentive approval, Rendle pledged to invest an equal dollar amount into regional philanthropic efforts. “We felt it was important to signal to Colorado that the incentives are important but over time we will match that dollar for dollar and give back to that same level to programs and philanthropies that align with our purpose and that align with Colorado’s purpose,” Rendle said at a media roundtable in August.

Moving forward, OED will play an active role in assisting the company with Development Services requirements related to entitlement, permitting, or inspections once the company initiates the tenant improvement process, and the move-in. This is a service available to Denver companies moving into the market, or those who are undergoing significant expansions that may require further permitting or regulatory actions. OED and the Metro Denver Economic Development Corporation will also continue to support VF Corp and VF Outdoor employees in the relocation process.

The relocation of is a boon to the Denver region’s outdoor recreation and sustainability-focused industries. Specifically, the efforts to fortify our outdoor recreation economy will be strengthened immensely with the arrival of VF in Denver. In 2017, this movement received increased energy, as it was announced that the Outdoor Retailer show would move from Salt Lake City to Denver for reasons including Denver’s more business and environmentally-friendly atmosphere.

“The state’s position on the outdoor environment – clean air and land and access – is personal to our employees and we’re creating an environment that allows our employees to bring their best selves to work,” Rendle said. “Colorado just started to feel like the best place to be.”

The Office of Economic Development (OED) is dedicated to advancing economic prosperity for the businesses, neighborhoods, and residents of Denver. Learn more at denvergov.org/oed.