

Industry Insights



Product feedback is just the beginning. Brands can survey Experts to better understand industry trends and even find out how likely they are to recommend the brand.

Goal:

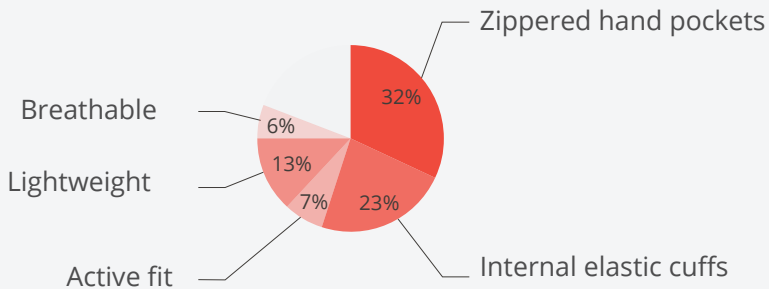
Expert insights on product development.

Success:

The North Face surveyed industry Experts on the styles and features they'd like to see in future product lines. The North Face product team has now received 275 valuable Expert insights.



Product feedback



- Hem cinch-cord system in hand pockets
- Zippered hand pockets
- Stows in hand pocket
- Internal elastic cuffs
- bluesign® approved fabric