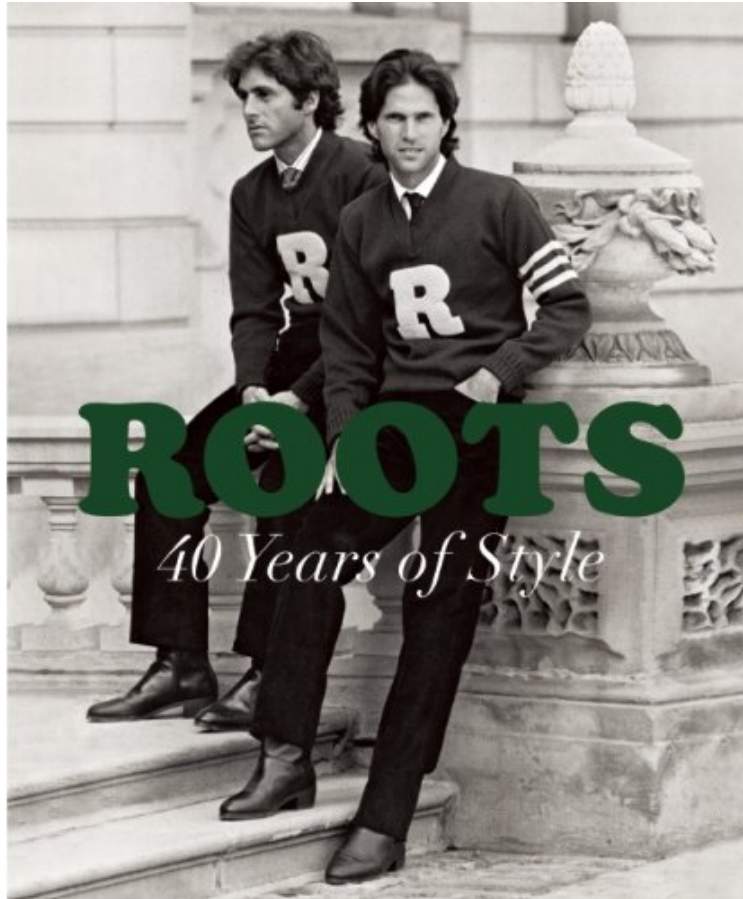


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Roots: 40 Years of Style

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To commemorate Roots Canadas 40th anniversary, Roots: 40 Years of Style celebrates the companys rich history and brings together a curated collection of the best and most visually arresting photographs from the Roots archives many of which have never been seen before. As Canadas most iconic brand, Roots has a history that runs deep into the heart of the country. The company was founded in 1973 by Michael Budman and Don Green, with a goal of translating their affinity for the Canadian wilderness and sport into a distinctive and unique aesthetic. Celebrating the best and fiercest contribution of Roots to the Canadian cultural landscape, Roots: 40 Years of Style chronicles the history of the company and demonstrates how this exceptional brand continues to be a global lifestyle leader. Featuring never-before-seen photographs, an introduction by Dan Aykroyd, and a foreword by renowned fashion editor Suzanne Boyd, both of whom have longstanding relationships with the company founders, this collectable celebrates the influence of Roots

on fashion, interior design, and heritage in Canada.

About the Author Michael Budman and Don Green are the co-founders of Roots Canada, a leading lifestyle brand known around the world for its quality leather goods, active athletic wear, yoga wear, accessories, and home furnishings. Budman and Green live in Toronto. Suzanne Boyd is the editor-in-chief of Zoomer. She lives in Toronto. Dan Aykroyd is a comedian, singer, actor, and screenwriter. He lives in California.