

VF Corporation is an American worldwide apparel and footwear company founded in 1899 and headquartered in [Greensboro, North Carolina](#).^[5] The company's more than 30 brands are organized into five product categories: Outdoor & Action Sports, Jeanswear, Imagewear, Sportswear and Contemporary Brands.^[6] The company controls 55% of the U.S. backpack market with the Jansport, Eastpak, Timberland and North Face brands.^[7]