



## Is Canada Goose Holdings Inc. Right for Your Nest Egg at These Levels?

### Description

**Canada Goose Holdings Inc.** ([TSX:GOOS](#)) has arguably been one of the most promising Canadian growth IPOs in recent memory. The company has a ridiculously strong brand that has built a reputation for itself many years prior to going public. And unlike most other firms with strong, exclusive brands, Canada Goose hasn't really needed to spend cash hand over fist on marketing initiatives to become a [staple](#) for consumers of conspicuous goods.

Increasing brand awareness remains one of the company's top priorities. The most remarkable aspect of the company's growth story is the fact that it has controlled its spending and has not loosened its purse strings to cover excessive ad expenses, like many other firms in its position would have. Canada Goose, once a firm that was anti-brand and anti-logo, now has one of the most recognizable logos in the fashion industry, which has allowed the company to command sky-high margins across its line-up of luxury outerwear items.

The iconic logo is now a status symbol thanks in part to the company's growing role in the film industry. Over the years, Canada Goose has essentially become the unofficial outerwear brand of choice by film crews and some of the hottest stars.

Many consumers looking for a new pricey parka have been influenced by what their favourite stars have been wearing on various film sets in chilly locations. Daniel Craig wore the Canada Goose jacket proudly on the set of the last Bond film, *Spectre*, and anybody who viewed the well-publicized set photos may feel inclined to open their wallets a little wider to be able to dress like the much-idolized Bond. James Bond.

Canada Goose's sponsorship of two major film festivals in Sundance and Toronto International Film Festival are ridiculously smart ways to promote its brand without breaking the bank. Dani Reiss is all about rampant growth in the most efficient way possible, making the stock a must-own for long-term shareholders seeking above-average EPS growth over the next five years.

### Is the stock a buy today?

Canada Goose is definitely poised to be an [earnings-growth king](#) over the long haul. The company is

putting its foot to the pedal on top-line growth initiatives, while simultaneously investing in margin-growth initiatives.

Although the growth ceiling is high, the stock is definitely not cheap, trading at over 83 times trailing earnings. Although it's a compelling way to grow your nest egg over the long term, I'd recommend just adding the stock to your radar for now, as you wait for a more reasonable entry point that may present itself over the next few months.

Stay hungry. Stay Foolish.

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1. Investing

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