

GANT

## GANT CELEBRATES 70 YEARS LAUNCHES ANNIVERSARY CAPSULE COLLECTION



**This year, GANT celebrates 70 years as a preppy American Sportswear brand. As part of the celebrations, the brand launches a range of anniversary products with inspiration taken from the GANT archive. The anniversary pack includes a modern take on GANT's original Hugger shirts from the 1950s, college-style sweaters, organic cotton shoes and special edition watches.**

The shirts offer a contemporary silhouette with a slightly tapered body and extra room over the shoulders, inspired by the classic fit of GANT's early shirts. Measurements and styling details such as a slim collar stand, wide button placket, button placements, and authentic stitching proportions are taken from the archive shirts. The unique anniversary labels pay tribute to the heritage since they bring to mind how the labels used to look like.

The artwork creates a balance between contemporary and vintage. The Learning Collage Shirt celebrates the connection to New Haven and the campuses where GANT was born. Graphics of postcards and souvenirs from American East Coast universities are merged with GANT's classic banker stripes. The print of the Shirtmakers Shirt brings a few of GANT's original ads to life, paying homage to GANT's rich history of illustrated advertising from the '50s.

"We created this small capsule collection to invite our consumers to explore our tremendous Preppy American Sportswear heritage," says Karen Vogele, EVP Product & Design at GANT. "The creation process started a year ago during a visit to our birthplace New Haven, CT. During this trip, we re-discovered our love for the Ivy league University architecture and the symbolism of Never Stop Learning behind the walls of these beautiful campuses. It was overwhelming to remind ourselves that this is where we grew up and where our journey to always stay curious and never stop learning started. We hope that people will be reminded of that mindset when wearing these pieces."



GANT is the original American lifestyle brand with European sophistication, offering premium clothing, accessories and home furnishings for men, women and kids. Born in 1949 on the campuses of the American East Coast universities and raised in Europe, GANT enjoys a global presence in over 70 markets, 750 stores and 4,000 selected retailers. Please visit [gant.com](http://gant.com) for more information.

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The anniversary shoes are decorated with a flag print inspired by the university flags. They are made from organic cotton and appear in a variety of colors which ties back to the clothing and complete the look. The shoes are available in store and online from May 2019.

The special edition anniversary watches for men are the ultimate timeless piece this season. The GANT Diamond G symbol is engraved on the dial and it comes packaged in an exclusive leather box with a celebratory touch to signify the anniversary. It is made with Italian leather wristbands, stainless steel and mineral glass for the ultimate protection. The Park Hill Automatic wristwatch features a 24-hour zone and automatic movement. The watches are available from February 2019 in stores and online.



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