

GANT TAKES A STAND ON SUSTAINABILITY: IT'S COMPLICATED – BUT NOT IMPOSSIBLE

Today, on February 14, GANT declares its love for sustainability and clothes that are made to last. From day one, durability and longevity have been key factors in the design and production. Now the brand is taking a larger stance on sustainability. For 2020, nearly 80% of the brand's collection will be sustainably sourced. With the new global initiative, *The 7 Rules by GANT*, the brand wants to inspire and invite consumers to take joint responsibility to extend the life of their clothes.

Since 1949, GANT has designed timeless pieces made to last, made from 89% natural materials and inspired by classics that never go out of style. As a next step, nearly 80% of GANT's collections will be sustainably sourced and labeled in 2020.

On Valentine's Day the lifestyle brand is introducing *The 7 Rules by GANT* - a way to educate consumers about garment care and encourage them to look after loved pieces. With proper care a well-made shirt can last 20 years. *The 7 Rules* includes Rent, Reuse, Refresh, Remake, Repair, Regive and Recycle. This is GANT's take on circular fashion and a way to invite people to learn how to give their clothes a longer life. *The 7 Rules by GANT* will be rolled out globally during the year.

"The opportunities to make more sustainable clothes have never been bigger or more needed," says Jessica Cederberg Wodmar, Global Sustainability Director at GANT. "GANT has always created high-quality and long-lasting products.

We are using more sustainably sourced materials to increase the speed of transformation that our industry needs. Yes, it's complicated, but not impossible. The GANT approach is to work together with both the industry and our consumers. We will keep making conscious choices and drive change."



Heading into 2020, GANT has established the following sustainability goals:

- 2022** - GANT's cotton will be 100% sustainably sourced
- 2025** - GANT will reduce its water use in manufacturing by 50%
- 2025** - GANT's key materials will be 100% sustainably sourced
- 2030** - GANT will reduce its climate footprint by 30% throughout all operations

In order to make the fashion industry more sustainable GANT has joined partnerships with the following companies and organizations:

Waterkeeper Alliance, United Nations Global Compact, RISE Chemical Research Institute, Textile Exchange, The Fashion Pact, Sustainable Apparel Coalition, Better Cotton Initiative, Fashion Industry, Charter For Climate Action and Business Social.

Read more about GANT's sustainability commitments at [gant.com/sustainability](https://www.gant.com/sustainability)