

GANT

## GANT LAUNCHES THE NEW 24H LE MANS COLLECTION, TEAMS UP WITH PROFESSIONAL RACING DRIVERS



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American Sportswear brand GANT is back at the track as the official outfitter of the world's most enduring car race: 24H of Le Mans. This year the brand teams up with two professional drivers to showcase the capsule collection. The campaign features two French drivers, Inès Taittinger and Thomas Laurent, in the overall campaign material and shares insights from their everyday lives as professional racing drivers. The GANT x Le Mans Collection will be available globally May 15.

The first 24H of Le Mans race took place in 1923. After a short break in the mid 20th century due to the second world war, the 24H Le Mans race relaunched in 1949, the same year that the lifestyle brand GANT was founded in New Haven, Connecticut. This year, therefore, is a particularly exciting time for both GANT and Le Mans as each celebrates 70 years of innovation.

"For 70 years GANT has been perfecting its products and for 70 years the participants of 24H Le Mans have been doing the same, refining their cars and their techniques," says Brian Grevy, CEO at GANT. "The team spirit is what unites us: our shared obsession with improvement is a race that never ends, whether it is on the race track at Le Mans or in the design studio at GANT."

To express the capsule collection authentically, GANT teams up with Inès Taittinger and Thomas Laurent, two professional drivers who both have been competing in the prestigious car

race 24H of Le Mans. In the campaign, you get an impression of the people behind the racing drivers and their must-haves in the collection.

"It is a fantastic experience to be part of this campaign," says Thomas Laurent. "Both the brand and the collection really speak to me. GANT is driven by the credo Never Stop Learning and that is what has motivated me on my journey. I started to compete when I was seven years old, and here I am today, attending the world's most famous motor race for the third time."

The collection is centered around shirts and jersey with the piqué as the lead piece. Colors are classic – blue, red and white. Accessories such as scarves, sports bags and caps make the colors pop and complete the looks. The collection is available for men, women and teens.

For the visual identity of the collaboration, GANT is working again with renowned illustrator and graphic designer Jonas Bergstrand. Jonas has created a poster that captures the essence of high-speed racing. Unlike previous years this year's inspiration is taken from a comic stripe style. The color card aligns with the collection – blue, red and white.

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