

GANT

CHRISTOPHER BASTIN RETURNS TO GANT



Photographer: Mathias Nordgren

September 11, 2019; Stockholm, Sweden

Christopher Bastin, the former creative director of GANT, is returning to the brand in the new role of Global Artistic Director on October 1st.

Bastin's role is to be the creative and inspirational catalyst of the brand, which this year celebrates 70 years. His main focus will be key aesthetics, curated capsules for PR-driven projects and brand collaborations.

"I'm excited to be rejoining GANT as Artistic Director," Bastin says. "It's been four years since I left, and a lot has changed. Things are moving faster than ever, consumers are more educated, and the competition is even more fierce. During the time I spent running my own creative agency, working for brands like Frame and NN07, I've gathered new experience, knowledge and a point of view that I will be bringing with me. GANT is already a well-oiled machine and this is a great time for American sportswear."

Bastin first joined GANT in 2005 as a shirt designer. Four years later he was appointed Head of Design for GANT Rugged. He became the Creative Director in 2012, a position he held for three years.

In his new role he will work across all creative platforms in close collaboration with Karen Vogele, EVP Product and Design. Bastin will take the lead artistically while Vogele continues to have full responsibility for the product and design organization.

"Christopher has a profound understanding of GANT and brings a creative infusion not only to the design department, but to the whole company," says Brian Grevy, CEO. "This new role is cross functional, very creative and free, he will work with external collaborations and operate as a sounding board for everyone at the company. We're thrilled to have him back!"

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. In 2019 GANT celebrates 70 years of learning. Please visit gant.com for more information.