

GANT

TODAY MARKS THE BEGINNING OF GANT'S 70-YEAR ANNIVERSARY CELEBRATIONS



7 am CET, February 7, 2019, Stockholm, Sweden

The preppy American Sportswear brand was founded on the East Coast of the United States in 1949. Over the past three years it has experienced double-digit growth, outperforming the market, as well as opening and refurbishing 93 stores in the last 12 months. Today, GANT has a presence in 70 markets and is looking ahead to continued global expansion in order to reach new heights. As the first brand to offer the button-down shirt to a broader American market in 1949, GANT has built its business around the shirt and six other American Sportswear icons over the past seven decades.

To kick off the celebrations, the brand is honoring its heritage by highlighting these seven American Sportswear icons. Over the past 70 years, GANT has driven product innovation by reinventing, refining and perfecting these key pieces. The Button-Down Shirt, the Club Blazer, the Chino Pant, the Piqué, the Heavy Rugger, the GANT Varsity Jacket and the Cable Knit have all been crucial building blocks in GANT's long success story.

"Throughout the past 70 years, our curiosity and mindset of 'Never Stop Learning' have led to significant product innovations such as our performance line Tech Prep™ and the sustainability initiative GANT Beacons Project," says Brian Grevy, CEO of GANT. "I am also very proud of our groundbreaking brand activations, including our sustainability initiative with the Kennedy family in 2004, and the renowned TV-series Couple Thinkers in 2017. Embarking on our anniversary year, we are looking

ahead to creating the next 70 years for GANT by continuing our focus on innovation and sustainability. We will keep expanding into new territories and product categories throughout the years to come."

GANT grew up on America's East Coast, and was influenced by the sense of style found on the region's college campuses. This also shaped GANT's internal culture, which is defined by the credo 'Never Stop Learning.' This serves as a driving force for innovation within the company and has in recent years been shared externally, with the aim of inspiring the rest of the world to stay curious.

Continuing to nurture this goal, GANT will later this anniversary year reveal the eagerly-anticipated follow-up to the successful TV series Couple Thinkers, which currently has 14 million views and a total of 85 million minutes watched. GANT will release a new contemporary documentary film at the world-renowned Tribeca Film Festival in New York City in May.

GANT's 70-year anniversary will be celebrated throughout the entire year. Later this spring, the brand is inviting guests from its key global markets to join the anniversary festivities in Stockholm.

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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 for more information.