

## New Tech Prep™ shirts mark the launch of GANT Beacons Project, a product-focused sustainability initiative



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**On April 3, 2018 GANT Beacons Project will be launched: a new line of shirts with Tech Prep™ containing upcycled plastic salvaged from the ocean.**

Having been founded on the East Coast of America in 1949, GANT has a strong connection to maritime living. This heritage and passion to maintain the oceans for generations to come has led to the launch of GANT Beacons Project, starting with shirts with Tech Prep™ containing upcycled plastic in SS18. For this initiative GANT is partnering with SEAQUAL™, a unique ingredient fiber brand that upcycles plastics collected from the sea to make a polyester filament that is used in the new GANT shirts with Tech Prep™.

GANT Beacons Project builds on GANT's vision for sustainability and its commitment to creating timeless products with excellent style and quality that can last a lifetime.

"At GANT we're driven by one goal – Never Stop Learning. This drives us to take action in favor of the world we live in" says Chief Marketing Officer, Brian Grevy. "Through GANT Beacons Project we are launching an entirely new process of creating beautiful products with a conscious, sustainable approach, which will further grow and evolve over time. We're determined to take responsibility and to do our part to make our planet better, because the ocean's business is everyone's business."

The new shirts for men and women with Tech Prep™ containing upcycled plastic from the ocean, is part of GANT Beacons Project for Spring/Summer 2018. The shirts will feature stretch, breathable and wicking properties, as well as buttons and packaging made from recycled materials, and will be available for purchase in-store and online at GANT.com from April 3, 2018.

### KEY PIECES FOR WOMEN

#### TP BIO OXFORD POPOVER SHIRT (432 1003)

This shirt features a popover with a half placket and a new flared sleeve ending. Developed with our innovative performance Tech Prep™ yarn the shirt is offered in three classic solids for SS18. The fit is relaxed, comfortable and designed with our heritage in mind showcasing details such as the button down collar, box pleat and locker loop.



## TP BIO CHAMBRAY SHIRT (432 1007)

The mix of function and clean quality design makes this shirt as suitable for wearing at the office as for a bike ride to the office. This shirt features all of the original details like the button down collar, box pleat and locker loop. Thanks to its mix of function and clean quality design the Chambray shirt does just as well in summer and spring as it does winter and fall.



## TP BIO INDIGO CHAMBRAY (3001320-989)

To produce this classic Chambray shirt only the use of indigo dye is used. With its versatile fabric base this shirt makes for the perfect all year round fit. Like the Oxford, this shirt will also get better with time. More character will appear as small amounts of the indigo are lost in each wash which is what gives indigo its unique character.



## KEY PIECES FOR MEN

### TP BIO CHAMBRAY SHIRT (4321007-969)

The Oxford shirt is a timeless classic which is why it was an obvious design choice for the GANT BEACONS PROJECT. It features all the signature GANT details of a button down, as well as the signature locker loop at the centre of back yoke that frames the box pleat. This shirt will remain an enduring classic wardrobe essential.



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