

GANT

GANT enters partnership with Waterkeeper Alliance

Every day, approximately 2 million tons of industrial and agricultural waste and sewage is discharged into our waterways. By partnering with Waterkeeper Alliance, the largest and fastest-growing non-profit focusing solely on clean water, GANT will support the organization's mission through an annual charity contribution. This partnership will serve as GANT's next step on an environmentally conscious journey to make the world a better and more beautiful place.



January 31, Stockholm, Sweden

Having been founded on the East Coast of America, marine life has always mattered to GANT. That's why the company is committed to a long-term global partnership supporting Waterkeeper Alliance through the CRM program, global donations, and staff engagement and support. The goal is to help protect drinkable, fishable and swimmable water around the globe, while combating issues such as pollution and climate change.

"Never Stop Learning is the philosophy that moves GANT forward," says Chief Marketing Officer Brian Grevy. "We focus on being better, learning more, and looking beyond ourselves and our products. With fashion production contributing to the pollution of our waterways, we need to be more conscious about efficiently using valuable resources. As a global brand, we feel that it's important for GANT to take responsibility and encourage the industry to do better, which is why we're looking into sustainable ways to use ocean plastic for our upcoming collections."

"The Waterkeeper movement protects more than 2.5 million square miles of waterways around the world," said Marc Yaggi, executive director of Waterkeeper Alliance. "In 2017, we launched an innovative project to help reduce plastic pollution in our oceans. Thanks to our partnership with GANT, we will take our work defending marine environments from plastic to the next level."

Starting on January 31, 2017, GANT's partnership with Waterkeeper Alliance will introduce a set of initiatives to patrol and protect rivers, streams and coastlines on six continents. The first step of this mission is the Ocean Plastic Recovery Initiative, in which GANT will contribute to expanding Waterkeeper Alliance's recovery facility and operation in Nicoya Peninsula, Costa Rica.

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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.

Waterkeeper Alliance

Waterkeeper Alliance is a global movement uniting more than 300 Waterkeeper organizations and affiliates around the world, focusing citizen action on issues that affect our waterways, from pollution to climate change. The Waterkeeper movement patrols and protects over 2.5 million square miles of rivers, lakes, and coastlines in the Americas, Europe, Australia, Asia, and Africa. For more information please visit waterkeeper.org.

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