

## BANANA REPUBLIC INTRODUCES BETTER REPUBLIC – A NEW PROMISE TO PEOPLE AND THE PLANET – INSPIRED BY A LOVE OF NATURE

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New York, NY – April 21, 2020: “In these uncertain times, and as members of this global community, it is more clear than ever that we are all connected and we have a shared responsibility to protect each other,” says Mary Alderete, chief marketing officer, Banana Republic. “Since we all share this planet and its resources, Banana Republic also remains committed to our sustainability goals that reduce our impact on the planet. Today, we are sharing an update on our progress.”

Banana Republic introduces BETTER REPUBLIC – a forward-thinking ideal that underscores the company’s sustainability goals and commitment to do better for people and the planet. The BETTER REPUBLIC concept launches alongside the brand’s April marketing creative, innovated by Banana Republic Creative Director Len Peltier, including still photography and a film.

BETTER REPUBLIC reflects our connection to the earth and each other, expressing the beauty and fragility of our world and the need to do better. Natural materials and earthen-inspired colors, textures and prints play across organic silhouettes, bringing to light the elements around us in a film that celebrates Mother Earth and her environments, including plant life, sunlight and water.

Our sustainable efforts include recycled fabrics like nylon, polyester, cotton and wool; man-made cellulose sourced from suppliers that are Canopy compliant like Tencel™ Lyocell, Modal, Lenzing™ Ecovero™ Viscose; and denim crafted via water savings initiatives like the men’s Dry Indigo® Traveler collection – made using foam dye techniques using 99% less water and 89% less chemicals compared to traditional dyeing methods – and **Washwell™** denim program for women and men.

“BETTER REPUBLIC is our commitment to goals that evaluate every touchpoint across our supply chain to ensure sustainable practices in developing products that are better for people and the planet,” continues Alderete. “From supporting our factory employees to innovations in manufacturing and responsible fabrics, we are committed to doing better every day.” Launched on the cusp of the 50th anniversary of Earth Day, BETTER REPUBLIC stands as an open promise to integrate sustainability into design and manufacturing decisions across the supply chain. Banana Republic reaffirms the **sustainability goals** the brand introduced last year:

- Increase sustainable fabrics: including using 100% sustainable cotton and 50% sustainable fibers by 2023
- Create more sustainable denim by 2023: focus on water-savings via Gap Inc.’s Washwell™ program, which uses less water in the wash process compared to conventional techniques, and the use of recycled and organic cotton, more sustainable dye methods such as the foam dye technique used for the Dry Indigo® Traveler collection, and eco-friendly finishes
- Reduce water impact and promote cleaner chemistry by 2025: use techniques that save at least 20% of water in comparison to conventional methods at our mill facilities and using cleaner chemistry in our supply chain through Gap Inc.’s Zero Discharge of Hazardous Chemicals commitment, as well as ongoing efforts to select preferred chemistry options.

As part of more responsible retail, Banana Republic is also proud to partner with vintage online marketplace **Thrilling** on their first-ever brand collaboration. Thrilling offers an environmentally friendly way to shop vintage Banana Republic while supporting local small businesses across the country, 95% of which are owned and operated by women. Iconic and beloved Banana Republic pieces – think classic utility items including surplus pants and shirts, leather bomber jackets, chunky knits, tops and accessories – will be sourced from top vintage stores nationwide and available for purchase on **www.brxthrilling.com** today with 100% of proceeds going back to the vintage stores themselves. As a brand founded by selling upcycled surplus product, Banana Republic brings history full circle with BETTER REPUBLIC in more ways than one.

“To uphold our commitment to sustainability with BETTER REPUBLIC, we are also expanding ways for our customer to shop relevantly and responsibly,” Alderete elaborates. “With our clothing rental program, Style Passport, and a new vintage resale partnership with Thrilling, we are creating a better path for customers to make informed, responsible decisions to live and shop more sustainably.”

Please visit **www.bananarepublic.com/BETTERREPUBLIC** to learn more. Follow the journey @bananarepublic @bananarepublicmens #BetterRepublic