



NEWS RELEASE

GAP INC.'S ENCORE MEMBERSHIP PROGRAM TAKES OVER NEW YORK FASHION WEEK WITH SIX DAYS OF MEMBER ACCESS AND EXPERIENCES

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Encore members can unlock runway shows, designer experiences, live entertainment and exclusive events across New York City, culminating in a live performance by Gigi Perez

NEW YORK, Aug. 24, 2026 /PRNewswire/ -- **Gap Inc.** (NYSE: GAP) today announced a six-day New York Fashion Week takeover through Encore, its cross-brand membership program spanning Old Navy, Gap, Banana Republic and Athleta. From September 9–14, Encore will give members new ways to experience fashion, culture and entertainment through runway shows, designer experiences, live music and exclusive events across New York City.

The activation builds on Encore's February launch and brings its promise of access beyond retail to one of fashion's most anticipated weeks. Through a growing roster of partners in fashion, music and entertainment, Encore gives fashion lovers across the country a way into shows, designers and cultural moments that define Fashion Week, including experiences rarely open to the public. Beginning today, members can explore the experiences through a dedicated **New York Fashion Week microsite**, which will serve as the destination for the latest offerings, event details and entry to the Encore Market.

Members will be able to unlock a rotating lineup of experiences across the city, including access to fashion shows from Alice + Olivia, Grace Ling, Kim Shui, KidSuper and Sandy Liang; a behind-the-scenes atelier tour with Anna Sui; a Norma Kamali installation; a daytime dance party with VA\$HTIE; and tickets to one of New York City's hottest concert residencies.

Encore will also unlock special opportunities for members at select Gap and Banana Republic moments taking place

around Fashion Week, with additional experiences and details to be revealed by each brand.

The takeover will culminate September 14 with Encore After Hours, an intimate member event at the iconic Cherry Lane Theatre hosted by Gap Inc. EVP & Creative Director, Zac Posen, in partnership with Rolling Stone, featuring special guests, conversation and a live performance by singer-songwriter Gigi Perez.

"Encore gives members more value beyond traditional rewards, with access to coveted cultural moments, exclusive drops and experiences they can't get anywhere else," said Kevin Meiners, Head of Loyalty and Payments at Gap Inc. "For so many fashion lovers, Fashion Week is something they experience from afar. Encore gives our members a chance to be part of it. And as we build new partnerships, we'll continue unlocking even more unique experiences for our members. We're just getting started."

Encore is one of the largest membership programs in U.S. apparel retail, with nearly 40 million active members across Gap Inc.'s brands. The program combines traditional rewards and savings with early product access, exclusive drops, curated content and experiences, giving members more ways to use their points on what they love, from shopping their favorite brands to unlocking memorable experiences. New York Fashion Week is the latest example of how Encore is bringing Gap Inc.'s Fashiontainment platform to life for its customers.

The Encore credit card unlocks the program's All-Access tier, giving cardmembers priority access to select experiences and enhanced benefits. Encore Mastercard® cardmembers earn five times the points at Gap Inc. brands and three times the points on eligible retail apparel purchases elsewhere.

New York Fashion Week experiences will be available in limited quantities, with select cardmember experiences available through direct invitation. Members can explore the full lineup at encoremembership.com/nyfw and redeem experiences through the Encore Market on Old Navy, Gap, Banana Republic and Athleta apps and websites. Eligibility, availability and additional terms vary by experience.

About Gap Inc.

Gap Inc., a purpose-driven house of iconic brands, is the largest specialty apparel company in America. Its **Old Navy**, **Gap**, **Banana Republic**, and **Athleta** brands offer clothing, accessories and lifestyle products for men, women and children worldwide through company-operated and franchise stores and e-commerce sites. Through **Encore**, its cross-brand membership program, Gap Inc. connects members across its portfolio to rewards, benefits and exclusive experiences. Since 1969, Gap Inc. has created products and experiences that shape culture while doing right by employees, communities and the planet. For more information, please visit www.gapinc.com.

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