Gap Inc.

NEWS RELEASE

GOOP CONTINUES PARTNERSHIP WITH BANANA REPUBLIC TO CELEBRATE FEMALE BOUNDARY BREAKERS BY INTRODUCING THE GOOP EDIT FOR BANANA REPUBLIC AND EXTENDING WOMEN ON TOP, THE FIRST CUSTOM CO-BRANDED SERIES ON THE GOOP PODCAST

2/11/2020

Los Angeles, California - February 11, 2020 – Today, goop, the leading lifestyle brand founded by Gwyneth Paltrow, and Banana Republic, announce the continuation of their partnership celebrating female culture changers with the launch of The goop Edit for Banana Republic and a second installment of the eight-part series of Women on Top, the first custom co-branded series on The goop Podcast.

The goop Edit for Banana Republic capsule will launch in spring 2020 and includes five everyday essentials, inspired by the confidence and presence of strong women.

The goop Edit for Banana Republic will consist of the following styles:

- Oversize Trench in Khaki, $269
- Pleated Poplin Skirt in Navy, $119
- Button-Front Polo in Navy, $79.50

- Poplin Puff-Sleeve Blouse in White, $74.50
- High-Rise Wide-Leg Crop Chino Pants in Navy, $89.50

This capsule will launch exclusively on goop.com today, February 11, and on BananaRepublic.com beginning February 25.

As two brands dedicated to female empowerment and equality, goop and Banana Republic will also release a second eight-part installment of Women on Top, the first custom co-branded series on The goop Podcast. These episodes will celebrate ceiling-shattering female leaders who have broken boundaries to get where they are today.

Last fall, the podcast series Women on Top marked the first time goop collaborated with an outside partner on a custom co-branded series. Episodes were hosted by Paltrow and goop's chief content officer, Elise Loehnen, and featured Shannon Watts, the incredibly powerful force behind Moms Demand Action, as well as inspirational founders, entrepreneurs and thinkers, like Kerry Washington, Marie Forleo, and Elaine Welteroth. The series was celebrated with a live podcast event in September attended by Paltrow and fellow actress and star of the Netflix film American Son, Kerry Washington.

This spring, Women on Top will feature a new lineup of female thought leaders who are redefining what it means to break boundaries. The first episode will star actress, writer, and producer Issa Rae, followed by episodes with nutritionist and author Kelly LeVeque, and journalist and author of "Inconspicuous Consumption," Tatiana Schlossberg.

New episodes of Women on Top will be released on The goop Podcast every Tuesday at 6 a.m. EST from February 18, 2020, through April 7, 2020.

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About The goop Podcast:

The goop Podcast features CEO and founder Gwyneth Paltrow and CCO Elise Loehnen chatting with leading thinkers, culture changers, and industry disruptors—from doctors to creatives, CEOs to spiritual healers—about shifting old paradigms and starting new conversations.

The podcast is a natural extension of Paltrow's mission in starting goop: to make every choice count by seeking out answers directly from experts, whether it's a doctor on the long-term effects of postpartum depletion or a psychologist on how we reach our full potential.

The goop Podcast was one of Apple's most downloaded new podcasts of 2018.

About goop:

goop is a lifestyle brand with its roots in content across six key pillars: wellness, travel, food, beauty, style, and work. Within those pillars, goop curates and sells a tightly edited array of products; we also make our own goods in beauty, fashion, and wellness.

goop Beauty stands for high-performance, clean skin care; skin-boosting ingestibles; and artisanal fragrance, bath, and body essentials that harness the pure luxury of nature, reflecting our holistic ethos in beauty and wellness. goop Fashion includes a limited-edition range of fashion essentials made in the finest mills and factories in Italy and the USA, and a line of cross-functional, highly adaptable, fashion-forward sportswear. goop Wellness includes a regimen-based vitamin program to address the needs of modern women and a collection of bite-size chews specifically formulated to help with restful sleep, more focus, and immune support.

goop launched in the fall of 2008 out of Gwyneth Paltrow's kitchen as a homespun weekly newsletter. GP wanted to share her unbiased travel recommendations, health-centric recipes, and shopping discoveries, and she also wanted to get her own questions—about health, fitness, and the psyche—answered. goop continues to be a place for GP, now the company's CEO, to introduce readers to incredible experts who have mentored her throughout her life, along with new ideas about where to shop, eat, and stay, plus clean recipes.

About Banana Republic @bananarepublic:

Banana Republic is a global apparel and accessories brand focused on delivering modern, versatile pieces designed for a life with no boundaries. Curious, connected, and out in the world, Banana Republic provides a wardrobe of favorites—clothing, eyewear, jewelry, shoes, handbags, and fragrances—all made for a life in motion with the finest materials and fabric innovations. Founded in San Francisco, Banana Republic is located in more than 650 company-operated and franchise retail locations worldwide.