

Embargo until September 3, 2015

GANT leaves beach days behind to go change the world

Today GANT unveils its new brand identity. Being born and raised on the American East Coast and having spent much of its time portraying a leisure lifestyle in beach environments, GANT is now shaking off the sand and gets ready to take the next step. A step towards an exciting and much anticipated future where GANT has set a goal to become the leading lifestyle brand in merely five years.

– We’ve had a great time on the beach but our heritage demands more of us. There is a facet of our heritage that we have yet to tell the world about. Just as we once revolutionized the shirt, it’s now time to show the more human and intellectual side of our brand - something that already lives in our DNA,” explains GANT Global Marketing Director, Caroline Roth.

In the spirit of Roth’s statement, GANT proudly announces the launch of their first synchronized global brand campaign. The purpose of the campaign is to reclaim GANT’s heritage as the original shirtmakers as well as highlight its authentic Ivy League history.

– Even back in the 1950s, we were the number one shirt choice on Ivy League campuses,” says Roth.

The new global brand campaign centers on a brand film and five print advertisements. It is about being curious, hungry for knowledge and the desire to innovate and break new ground.

– We celebrate brains over beauty. It is not necessarily about the curriculum but more about the accomplishments that will benefit the rest of us through ideas and innovations,” Roth continues.

The film created for the global brand campaign tells the story of a living Ivy League-campus drycleaner owner, who, during all his years on campus has seen everything from future presidents letting loose on the dance floor to future Nobel Prize winners losing bets. Through these individuals, the film shows the rich and authentic GANT shirt history through these individuals, given Ivy League professors and students were among the first GANT consumers.

The five talents featured in the brand campaign print advertisements are all Ivy League graduates. Portrayed in black and white portraits, they each wear the iconic white GANT Diamond G shirt.

– All the talents have changed the world in one way or another, and they are telling the story of GANT while we help telling theirs. It’s a win-win,” says Roth.



Jennifer Staple-Clark, one of five individuals featuring the global brand campaign.

The talents featured in the brand campaign ads are as follows:

- The Pulitzer Prize Poet – Tracy K. Smith. Poet and Educator. (Harvard 1990–1997)
- The Pioneer Painter – Natvar Bhavsar. Abstract Artist. (University of Pennsylvania 1961–1965)
- The Rainforest Advocate – Mark Plotkin. Ethnobotanist and President of the Amazon Conservation Team. (Yale 1979–1981)
- The Eye-Opener. Jennifer Staple-Clark. Founder of Unite for Sight. (Yale 1998–2003)
- The Prophet in Non-Profit. George Weiner. Founder and CEO of Whole Whale. (University of Pennsylvania 2001–2005)

As of September 3, 2015, the brand campaign will be rolled out globally, supported by a multimillion-dollar media investment. The campaign will reach across print, outdoors, cinemas, digitally, in-stores and social media through the fall and into 2016.

GANT’s lead creative agency, BETC, developed this global brand campaign with footage by Willy Vanderperre, directed by Stuart McIntyre and styled by Beat Bolliger. All characters in the film wear authentic vintage GANT clothing from that particular time they are portraying.