



GANT GIRL – GANT’S NEW FAMILY MEMBER!

For Fall 2006, the global lifestyle brand GANT introduces GANT GIRLS, a new and separate collection designed for girls aged three to fifteen. Gant Girls completes the Gant family of brands including Gant, Gant Woman, Gant Boys and Gant Baby.

The focus of the GANT GIRLS collection will be sporty, confident and playfully preppy, staying true to Gant’s laid-back signature American East Coast style. This collection combines comfort and function in a modern style with a girlish twist that still remains classic.

The collection will feature a base of washed denims and sweats that is played up with fun and eye-catching colors, prints and applications. Great classics such as the duffel coat, the peacoat and the parka are surefire outerwear options, while rugged and pique shirt designs are available in both traditional models and as dresses. Knitwear includes cute cable-knit or bolero-style cardigans, argyle sweaters and a lambswool/cashmere range that is both cool and comfortable. A stylish selection of accessories complements the collection.

With the introduction of GANT GIRLS comes an addition to the Gant Baby collection of a limited number of sporty baby girl items even for the youngest.

The brand new GANT GIRLS collection and GANT BABY girl items will be available in stores in 16 countries starting in August 2006. An expansion into additional countries is expected already in the spring of 2007. GANT GIRLS will eventually be available in all 67 Gant countries.

GANT GIRLS FACTS:

Brand owner:	GANT AB, Stockholm
C.E.O.:	Arthur Engel
Product Manager/Designer:	Eva Beckman
Core brand values:	American Casualness with European Elegance
Launch season:	Fall 2006
Launch markets:	USA, Russia, Germany, Greece, France, Spain, Italy, Portugal, Switzerland, the UK, the Benelux countries, Denmark, Sweden, Norway, Finland and Japan.
Collections:	Fall/Winter and Spring/Summer
Number of garments in collection:	Approx. 100 excl. accessories
Ages/Sizes:	3 years – 15 years / 98 – 170 cm
Price range:	Outerwear: 60-250 euros Jersey tops: 20-145 euros Pants: 60-130 euros Skirts: 40-100 euros Shirts: 40-90 euros
Retailers:	Gant Stores and selected independent childrenswear retailers

For further information, please contact:

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For further information about GANT, please visit our website www.gant.com