



HELLO GAP!

OVS LAUNCHES THE ICONIC AMERICAN BRAND ONLINE AND IN A SELECTION OF ITALIAN STORES

March 18, 2021 – Venezia, Italy - OVS, the Italian leading brand of clothing for men, women, and kids, announces the expansion of its offering with the launch of Gap, the iconic brand known for inclusivity, diversity and American optimism, in a selection of stores in Italy and online at [ovs.it](https://www.ovs.it).

The introduction of Gap is part of OVS's strategy to enrich their offering with the aim to respond to the needs of an increasingly wider customer base sharing the attention to quality and search for novelty. OVS's aim is to extend its commercial offer alongside brands that are consistent with its positioning and values.

OVS will launch Gap online, connecting with over 12 million customers, and in a selection of Italian stores. The OVS online store will offer all divisions including women's, men's, children's and baby. While the Gap shop-in-shop locations will offer the infant and children's collection. Both the online and in-store assortments include the Gap icons that customers know and love, such as denim and logo products for the family.

Gap makes every effort to produce its products responsibly and with respect to the planet that we all share. This similarly aligns with OVS' company values and desire to integrate more responsible and quality brands into its portfolio.

OVS S.p.A. is the leading company in the Italian women's, men's and kids' apparel market, with a market share of 8.4%. It operates multiple fashion brands including OVS, OVS Kids, Upim, BluKids, CROFF.

OVS manages a portfolio of brands representing different lifestyles which are developed internally. PIOMBO, symbol of the Italian menswear style and elegance. Everlast, a sportswear must have. Grand & Hills, casualwear inspired to the American colleges. Baby Angel, young contemporary woman collection. Shaka Innovative Beauty, easy make up and skincare brand.

The company is the undisputed leader in the Italian market also for kids' clothes where it can boast a double-digit market share.

OVS S.p.A. counts over 1,750 stores in Italy and overseas with net sales of 1,370 million euros . It was floated on the Italian Stock Exchange in March 2015.

About Gap

Gap is an authority on modern American style. Founded in San Francisco in 1969, Gap continues to build on its heritage grounded in denim and connect with customers online and in company-operated and franchise retail locations globally.

Gap includes Women's and Men's apparel and accessories, GapKids, babyGap, GapMaternity, GapBody and GapFit collections. The brand also serves value-conscious customers with exclusively designed collections for Gap Outlet and Gap Factory Stores. Gap is the namesake brand for leading global specialty retailer, Gap Inc. (NYSE: GPS) which includes Old Navy, Gap, Banana Republic, Athleta, Intermix, and Janie and Jack brands. For more information, please visit www.gapinc.com