



OVS LAUNCHES ITS "OCEAN CARE" CAPSULE AND SUPPORTS THE HEALTHY SEAS ASSOCIATION

A COLLECTION OF MEN'S AND BOYS' BEACHWEAR MADE WITH MATERIALS FROM FISHING NETS AND EQUIPMENT RECOVERED FROM SEA BEDS

Venice, June 2019 - OVS is continuing its "green" strategy with an initiative in collaboration with the Healthy Seas Association.

"Understanding, getting to know and being aware" is OVS' commitment to its customers, collaborators and stakeholders. This empathetic approach to relations with the people who choose OVS has led to the creation of the **#wecare** programme, which has been bringing together the sustainability actions put in place by the brand since 2016.

For summer 2019, OVS is supporting the Healthy Seas project to recover fishing nets and other materials from the sea beds, and launching an ECONYL® capsule beachwear collection for men and boys.

A cutting-edge regeneration process has transformed the nylon from recovered fishing nets, together with other discarded materials, into this capsule: the Men's collection is all about colourful swimwear in classic designs, and for Boys, vibrant shades and colour block styles, moving coral and creatures from the sea beds for your little underwater explorers. The sea, seen through the eyes of a child, is a magical, mysterious place, populated by life forms that are funny, sometimes terrifying, but always full of colour.

"The **#wecare** programme at OVS touches on every corporate aspect of sustainability," says **Simone Colombo, Head of Corporate Sustainability** - What this means for OVS is taking care of our planet's future and that of future generations, sourcing the best possible solutions to contribute to the development of a circular economy in fashion, raising awareness that democratic fashion above all means eco-sustainable fashion for everyone".

The "Healthy Seas, a Journey from Waste to Wear" initiative began in 2013 for the purpose of removing discarded materials from the sea - fishing nets in particular - and regenerating them into textile products. Starting with discarded nets and other recovered nylon, Aquanil has created ECONYL®, a yarn used by OVS to make its eco-sustainable beachwear capsule for summer 2019. This circular approach makes it possible to achieve sustainable results for the environment and for the economy: on one hand, we can look after the marine environment and on the other, we can create new raw materials to manufacture textiles. A large number of volunteers are currently focusing their actions in Europe, in the North Sea, the Adriatic and the Mediterranean, where fishing nets are being recovered: between 2013 and 2018, over 453 tons of materials have been recuperated, saving the lives of many animals (according to UNEP and FAO reports, about 640 thousand tones of nets and other equipment are discarded in the sea every year).

ABOUT

OVS is Italy's top brand of clothing for women, men and kids, with over 1,000 Italian and international stores. OVS offers everyone

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the opportunity to wear Italian style at affordable prices, and its stores, with their contemporary, pared back design, welcome more than 150 million customers every year. It also provides an interesting shopping experience through its online store, www.ovs.it.

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