



fondation
vilebrequin

Acting today for the
ocean of tomorrow.



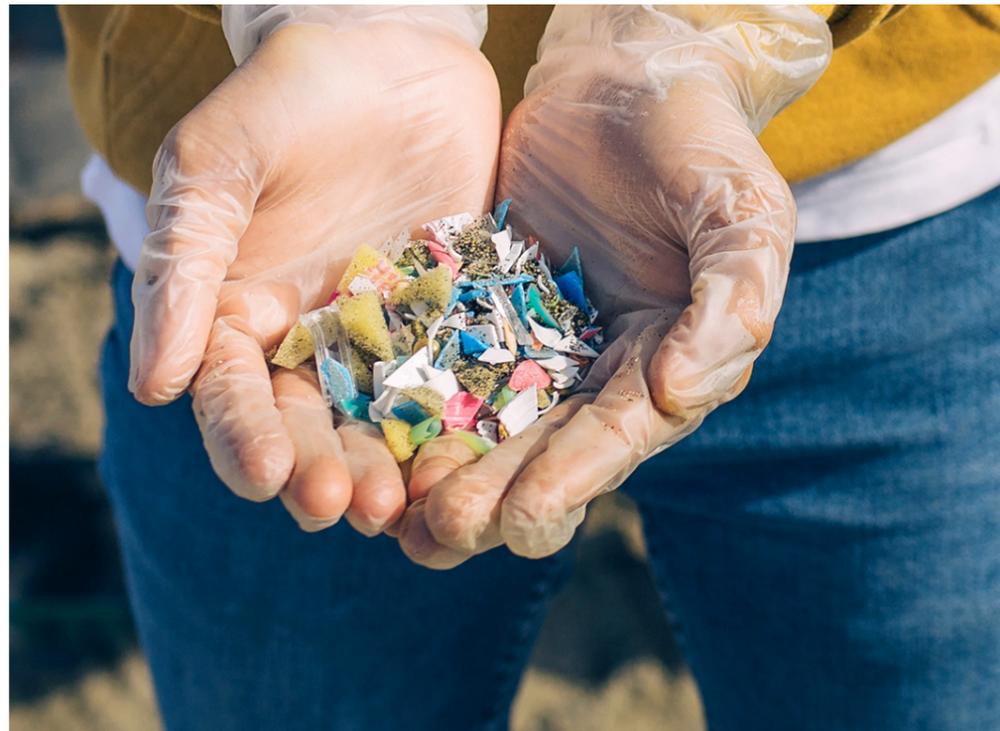
Vilebrequin started life 50 years ago on the Mediterranean coast. Ever since, the House has dedicated its energy to bringing a light and optimistic brand of elegance to vacationers from across the world's oceans.

The oceans feel like home, and with good reason: A source of wonderment and nourishment, they account for 99% of the Earth's living space and 97% of all water.

Today, our home is at risk. The biggest threat to the planet's oceans is human activity, and more specifically marine pollution: *every minute of every day, the equivalent of one truckload of plastic waste ends up in the sea.* A strong advocate for clean oceans, G-III Apparel Group Ltd. Chairman and CEO Morris Goldfarb knew he had to take action. At the helm of Vilebrequin since acquiring the company in 2012, he chose to mark the House's 50th anniversary by creating the Fondation Vilebrequin, with the first donation coming from the Morris & Arlene Goldfarb Family Foundation. As he explains:

"Vilebrequin has been working hard to protect the oceans for 10 years now. As the House enters its landmark 50th year, strengthening that commitment felt like a way to celebrate with purpose. Through the Fondation Vilebrequin, we'll be able to take things a step further, making a lasting positive impact on both the fashion industry and the environment while empowering our clients, teams, and partners from private or public sectors to join us in effecting real change. The Fondation is recognized as a public-interest organization under Swiss law."

Launching on June 8 2021 this World Oceans Day, the Fondation Vilebrequin is a powerful wake-up call: We need to act today if future generations are to enjoy the oceans tomorrow.



IT ALL COMES BACK TO THE OCEANS

The Fondation Vilebrequin wants to give back to the oceans for a very simple reason: it's born from them. The House has had salt water in its blood since 1971, when Vilebrequin swim trunks first hit the coast in Saint-Tropez. The art of living in the sun has been the fabric of the House's identity since day one. After pioneering father-son collections 25 summers ago—now a year-round staple for all the family—heritage became a motor for the brand. Like a love for the ocean, Vilebrequin is a legacy you inherit and pass on.

It's almost as if they knew... Sea turtles began surfacing in Vilebrequin swimwear collections from the early 2000s, quickly growing into the House's emblem—and the object of increasing concern among marine wildlife experts. Vilebrequin didn't tread water, getting involved with Fabien Cousteau's Plant A Fish initiative to help protect endangered sea turtles from 2011. By 2016, Vilebrequin was working hand in hand with French Polynesian nonprofit Te Mana O Te Moana ("Spirit Of The Ocean" in Māori). 1500 sea turtles have been rescued and released back into the ocean to date, with 100,000 local school children benefiting from awareness programs.



Ocean-mindedness is woven into every layer of the business—most notably the fabrics Vilebrequin rigorously selects. Recycled or recyclable materials now account for 50% of overall production for the 2021 collection. From 2023, that figure will be 80%. The House is constantly looking for ways to promote more sustainable textiles and practices, working with yarn spun from plastic waste collected by Mediterranean fishermen, organic cotton, eco-friendly European linen, and Tencel®—a fiber made using eucalyptus pulp and non-toxic solvents in a closed-loop system. benefiting from awareness programs.

LA FONDATION VILEBREQUIN: ORIGINS & MISSION

WHY A FOUNDATION?

Our oceans need us—all of us—and they need us now. The Fondation Vilebrequin set itself an ambitious yet urgent agenda: protecting and preserving ocean ecosystems for tomorrow's generations while there's still time. Every year, it's estimated that an average of 8 million tons of plastic end up in the ocean, threatening wildlife and contributing to worsening ocean acidification. At least 500 dead zones have now been reported, making them uninhabitable to marine life due to depleted oxygen levels. Overall, they represent the surface of the United Kingdom. Only 1% of the world's oceans remain untouched, a stark reminder that we're facing a global problem. As a company, Vilebrequin can only do so much: an independently-run foundation with wider resources was the only way to extend our reach.



MANIFESTO

Our oceans are the pulse of life on Earth.
Home to an intricate ecosystem, they are alive.
But as strong and unyielding as our oceans can be,
They are just as fragile
And their future is in the balance.

For half a century,
We have enjoyed their waters, both rough and calm.
We have savored their briny flavors
And gathered their beautiful shells.
Our Oceans have always embraced us with open arms.
And for everything we've taken,
They have asked for nothing back.

Today, the tide has turned,
And our oceans are at risk.
To protect this precious resource we all hold so dear,
We must act now and act as one
In order to ensure that future generations
May find the same life and inspiration in their depths.

The Fondation Vilebrequin has one mission:
Acting today for the oceans of tomorrow.



EDUCATING OUR CHILDREN ON THEIR ENVIRONMENTAL LEGACY

For younger generations to inherit our passion for the ocean and want to protect it, they need to be provided with the right tools. Education and awareness programs are the only way to ensure they understand exactly what's at stake, and the part they have to play in turning the tide. Individually or collectively, it's never too early to get involved. With this in mind, the Fondation offers funding for grassroots projects for schools and associations.

ADVOCATING FOR A MORE CONSCIOUS FASHION INDUSTRY

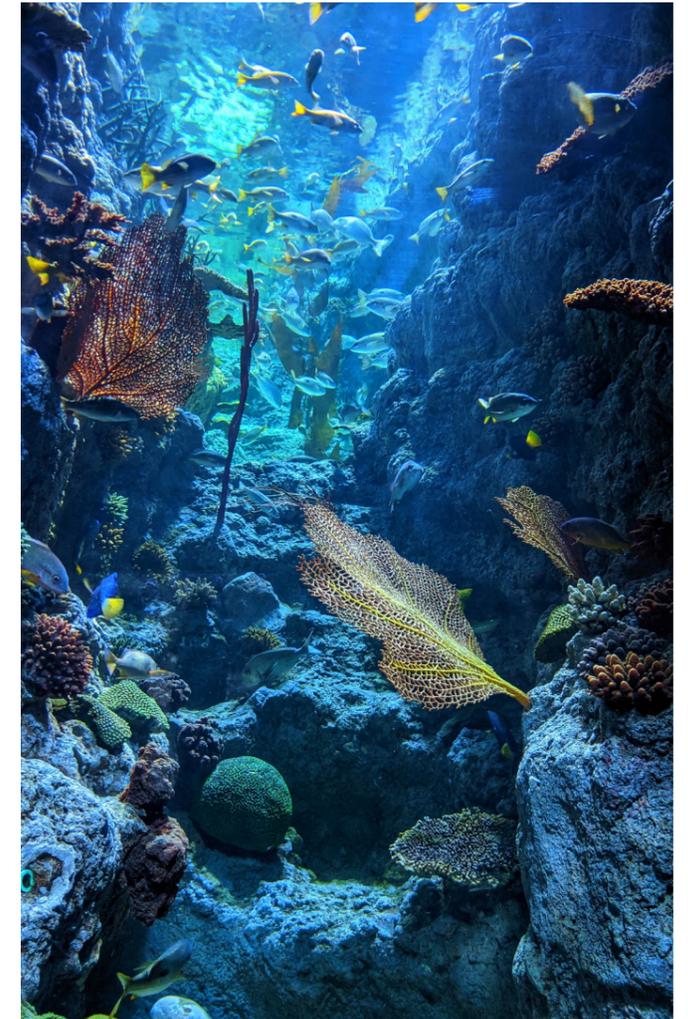
The future of our oceans heavily depends on how we decide to produce and consume clothing. It's down to the textile industry to lead the charge on sustainability: by minimizing waste, investing in renewable resources, accelerating the circular fashion economy, and making biodegradability the rule, not the exception. The Fondation intends to be part of the solution, providing funding for innovative design initiatives for the development of ocean-friendly fabrics and manufacturing processes. As a brand, Vilebrequin is committed to doing better. It is hoped the Fondation will help move the conversation forward at an industry-wide level.

ACTING TODAY

The Fondation has chosen to focus on three key areas of action we consider to be vital in driving short-term and long-term change: protecting marine biodiversity, educating our children on their environmental legacy, and advocating for a more conscious fashion industry. Combined, these efforts can make a genuine difference.

PROTECTING MARINE BIODIVERSITY

Knowledge is power. Through supporting targeted scientific research and conservation initiatives, we can better understand how to protect our oceans. Their secrets remain largely unknown to us, with a mere 9% of marine life having been studied so far. The Fondation will help finance projects focused on protecting and surveying marine biodiversity, while enabling the next generation of researchers to put their heads together through the Vilebrequin Research Fund. Biodiversity isn't just an issue for scientists, though; it concerns each and every one of us. Open to Vilebrequin clients, staff, and the public at large, beach clean-ups and community projects will also be eligible for grants.



FONDATION VILEBREQUIN: BOARD

The Fondation's board is made up of a diverse group of 8 members, each prominent in their respective fields. Scientists, artists, philanthropists, and business leaders, these women and men share a passion for the oceans, giving their time and their expertise to steer this project in the right direction. To guarantee independence, only one member holds a position at Vilebrequin: CEO Roland Herlory.



GÉRALDINE DARON

An actress, film director, and author, Géraldine Danon is no stranger to the oceans: she has spent the last 11 years on polar expeditions with her husband, Philippe Poupon, on board their yacht Fleur Australe. Having worked closely with the French Research Institute for the Exploitation of the Sea (IFREMER), she has first-hand experience of the state of the oceans, raising awareness through her documentary films and publications.

PASCALE MUSSARD

Having spent the greater part of her career at Hermès, Pascale Mussard has made a sustainable impact: In 2010, she was the driving force behind Petit h, a creative laboratory that gives a second life to workshop offcuts and remnants from Hermès, Puiforcat, and Crystal Saint-Louis. Bringing together expertise from across the Group, Petit h gives artists and designers new creative avenues.

DR SUREN ERKMAN

A widely respected science writer with a PdD in Environmental Sciences and an Honorary Professor of the Faculty of Geosciences and Environment of the University of Lausanne, Dr Suren Erkman is known for his seminal research on industrial ecology, a subject he pioneered in the 1990s before it became commonplace in today's industry.

Also members of the board :

ARLENE GOLDFARB & CHRISTOPHE RAPIN.

DR CÉCILE GASPAR

Dr Gaspar has been a close ally and friend of Vilebrequin since we began partnering with Te Mana O Te Moana in 2016. Through the nonprofit she founded back in 2004, she dedicates her time to marine research and conservation. As a trained vet and Doctor of Marine Ecology, she heads up a team responsible for nursing over 1500 injured sea turtles back to health and spearheading educational programs for 100,000 local school children.

DR PHILIPPE MONDIELLI

Scientific Director of the Fondation Prince Albert II de Monaco for the protection of the environment and sustainable development, Philippe Mondielli holds a doctorate in Natural Hazards and a DEA in Environmental Geosciences. Involved in a number of initiatives for the safeguarding of the Mediterranean Sea, he currently sits on the board of two of France's National Parks.

ROLAND HERLORY

After a 20-year tenure at Hermès where he worked as Director of Special Orders and Regional Director for Latin America, Roland Herlory was named CEO of Vilebrequin in 2012. A modern art enthusiast with a passion for travel and a lifelong love of the oceans, he knows the value of durable discourse and objects. He's excited to be devoting his energy to the Fondation, bringing his luxury and business expertise to the table.

THE FONDATION: TOMORROW STARTS NOW

FUNDING: OVER TO YOU

Vilebrequin will help the Fondation get off the ground as the first official donor. From there, the Fondation plans to diversify sources of funding by seeking private and public funding from around the world. We'll also be giving anyone who loves Vilebrequin or the ocean a chance to donate online or in stores. We strongly believe that if every one of us gets involved on some level—however small—we can make a real difference. Online donations will be available from this summer on the Fondation's official website: fondation-vilebrequin.com

PROJECTS: SMALL STREAMS & BIG RIVERS

We believe actions need to be as diverse as funds. That's why the Fondation will be combining large-scale initiatives with more targeted work within local communities. Large-scale initiatives will be selected and approved once every 6 months by the Board—up to 2 per year. Given their global reach, they'll most likely require ongoing funding. Targeted actions will be greater in number (between 5 and 20 a year), voted on by an in-house monthly committee at Vilebrequin to ensure the Fondation's dynamic development. Projects can be submitted via the Fondation website, where you'll also be able to consult and reply to calls for projects.

THE OCEAN'S FUTURE IS OUR CALL

Ensuring tomorrow's generations stand in awe of our oceans: it's with this firmly anchored commitment that the Fondation Vilebrequin is ready to get to work. Today. We believe no actions are too inconsequential—or too ambitious to warrant consideration. The Fondation will publish an annual activity report outlining plans for the road ahead. There won't be any empty words or promises, just concrete measures from our partners around the world. As Vilebrequin CEO Roland Herlory sums up: "An alternative future is possible. It's up to us to decide."



Instagram :

[@vilebrequinfondation](https://www.instagram.com/vilebrequinfondation)



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