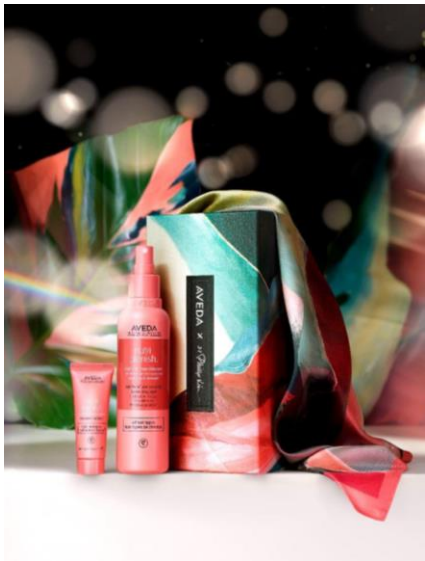




Aveda Announces Exclusive, Limited-Edition Holiday Collaboration with 3.1 Phillip Lim, Celebrating Meaningful Gift Giving for a Beautiful Tomorrow

The Aveda x 3.1 Phillip Lim 2022 holiday collaboration reflects the beauty of nature and emphasizes the importance of connection with a collection of versatile, sustainability-minded accessories



MINNEAPOLIS, MN (OCTOBER 2022) – Aveda, the high-performance, vegan hair care brand with a mission to care for the world, has announced another exclusive collaboration with global fashion brand 3.1 Phillip Lim for the 2022 holiday season. This collection is a continued celebration of the brands' mutual awe of nature through its visual, vibrant prints that combine the joyful colors of the holiday season with those found in the natural world. The Aveda x 3.1 Phillip Lim holiday collection is centered around the idea of gifting for a beautiful tomorrow, offering a lineup of versatile accessories and gift packaging all created with sustainability at heart.

The Aveda x 3.1 Phillip Lim 2022 holiday collection includes two limited-edition accessories—a **hair scarf** and **mini paddle brush**—as well as **special-edition gift packaging**, all featuring striking prints exclusively designed for the Aveda x 3.1 Phillip Lim holiday collection inspired by a mutual awe of nature. The luxurious yet sustainability-minded gift boxes were created to enhance gift giving and are so

beautiful that they don't require additional wrapping paper.

Aveda and 3.1 Phillip Lim's journey began over a decade ago at New York Fashion Week, and the brands have since partnered on several runway shows, photoshoots and industry events. During this time, the Aveda and 3.1 Phillip Lim teams connected on a shared mission of caring for the world and taking steps in their respective industries to create a more beautiful tomorrow.

Aveda has pioneered new benchmarks of environmental responsibility in beauty for decades, with priorities including safe beauty, sourcing responsibility, packaging responsibility, creating high-performing, Leaping Bunny Approved and vegan formulas, planet-conscious manufacturing, and helping to protect and provide clean water to people in need around the world. 3.1 Phillip Lim continues to re-imagine material use and resources with each collection to reach a sustainable balance in the world around; and the brand has spearheaded several community initiatives including #stopasianhate and #eatwithus that are focused on helping the AAPI community thrive and build resilience.

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This shared mission and meaningful relationship brought the brands together to create the Aveda x 3.1 Phillip Lim holiday collection, which celebrates the inspiring beauty of nature, the importance of connection, and the meaningful intent behind gift giving.

“Gift giving is such a special opportunity for connection to one-another and a chance to share a message of hope for the holiday season. A ‘gift for a beautiful tomorrow’ to me, means a tomorrow filled with hope, togetherness, humility and bravery. We’re honored to bring that message and this collection to our communities together with Aveda,” said **Phillip Lim, Co-Founder and Creative Director of 3.1 Phillip Lim**.

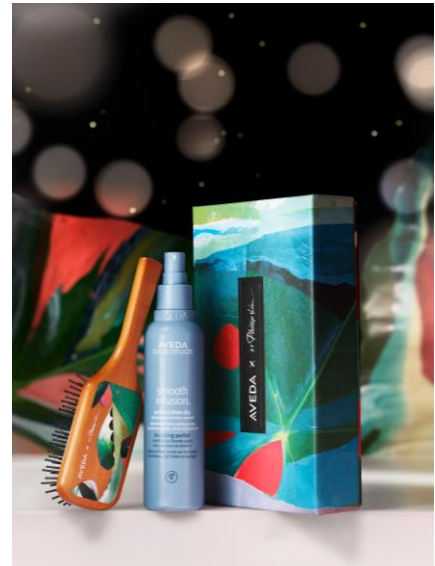
The Limited-Edition Lineup

As it was important to each brand that sustainability was woven into this collection every step of the way, the Aveda and 3.1 Phillip Lim teams worked closely together to ensure all elements selected for the accessories and gift packaging met the criteria of being both sustainability-focused and high-quality and built to last.

The limited-edition **hair scarf** is a colorful and timeless way to accessorize. Made with 100% recycled PET with a luxurious satin finish, the versatile scarf can be worn in the hair, around the strap of a bag, or any way best suited to the recipient’s unique style.

The **mini paddle brush** from the limited-edition collection perfectly styles hair on the go. Housed in a **70% post-consumer recycled fiber carton**, the lightweight professional brush features extended bristles for easy detangling and reduces stress to hair and scalp during blow-drying and styling.

Furthermore, all **gift boxes and sleeves** in the Aveda x 3.1 Phillip Lim holiday collection are made with **FSC-certified, 100% recycled paper**. These luxurious yet sustainability-minded gift boxes enhance gift giving and are so striking, they render wrapping paper unnecessary. In addition to their use as holiday gift packaging, recipients can reuse or display the beautiful gift boxes as miniature works of botanical art by simply removing and recycling the paper sleeve. Each element of the limited-edition holiday collection gift packaging is recyclable.



Behind the Designs

The artwork featured on the limited-edition holiday accessories and gift packaging in this collection was designed in partnership with **botanical artist [Sophie Parker](#)** who is a friend and collaborator of 3.1 Phillip Lim. Sophie draws inspiration from the botanical world as a sculptural medium, with her creative approach tuned to use the organic form of each leaf. Understanding and respecting nature, she worked closely with Phillip on the colors, textures, strokes and feelings he wanted to embody with the collection, and created custom botanical paintings that were then digitally transformed to create the beautiful prints found on the

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accessories and packaging. The pair was inspired by the colors of Aveda's Botanical Repair and Nutriplenish packaging, which are a new take on traditional holiday colors, creating designs that evoke a feeling of the holidays but with a creative twist.

Availability

The Aveda x 3.1 Phillip Lim limited-edition collection is available starting October 1st 2022 in Aveda salons, spas, stores, select retail partners, and online at aveda.eu. Accessories can be purchased individually or alongside Aveda's vegan, high-performing products in an assortment of curated gift sets.

Botanical Repair™ Strengthening Treatment Duo Light + Hair Scarf SRP: €59

Botanical Repair™ Strengthening Treatment Duo Rich + Hair Scarf SRP: €59

Nutriplenish™ Light Moisture Treatment Duo + Hair Scarf: SRP €59

Nutriplenish™ Deep Moisture Treatment Duo + Hair Scarf: SRP €59

Smooth Infusion™ Perfect Blowout Duo: SRP €49,50



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About Aveda

Founded in 1978 with a mission to care for the world and always opposed to animal testing, Aveda creates vegan, high-performance hair, skin and body formulas for beauty professionals and consumers, all with sustainability at heart. Aveda innovates in botanical technologies and green chemistry, combining the principles of modern science and Ayurveda, the ancient healing art of India. Aveda's hair care is 90% naturally derived¹ and features iconic aromas from pure flower and plant essences. Aveda's high-

¹ Aveda hair products are 90% naturally derived on average per ISO 16128 standard. From plants, non-petroleum minerals and/or water.



performance franchises, Invati Advanced™, Nutriplenish™ and Botanical Repair™ have won dozens of awards, and the brand was awarded the 2021 CEW Sustainability Excellence Award, which reflects the highest standards of sustainability values in the beauty industry. Aveda is Leaping Bunny approved by Cruelty Free International, the globally recognizable gold standard of approval for cruelty free products.

Aveda's primary facility manufactures products using 100% wind and solar power², and the brand pioneered the use of 100% post-consumer recycled PET bottles, currently, at least 85% of our PET bottles and jars used in hair styling and skincare contain 100% PCR³. Aveda strives to provide transparency with its products and manufacturing processes, and in 2020 the brand completed one of the largest blockchain pilots in the beauty industry to trace vanilla from the source in Madagascar to its manufacturing facility in Minnesota.

Aveda is committed to raising awareness and funds to help provide clean water globally and help protect clean water locally through its signature annual giving campaign, Aveda Earth Month. Since 1999, Aveda has raised more than \$69 million for hundreds of global and local environmental organizations, providing clean water to more than 1.5 million people and protecting thousands of local watersheds.

Aveda products are available in over 45 markets at Aveda stores, partner salons, specialty retailers and at aveda.eu.

About 3.1 Phillip Lim

Debuted at New York Fashion Week in 2005, 3.1 Phillip Lim was born from a friendship between founders, Phillip Lim and Wen Zhou. Both 31 years of age at its inception, the designer and entrepreneur were pioneers in the accessible luxury space, with the goal of bringing an innovative, elevated, and chic wardrobe to the modern global citizen. The brand has since expanded to include womenswear, menswear, accessories and footwear, with stores in New York, Los Angeles, Hawaii, China, Japan, South Korea and clientele in over 12 countries.

The brand has built a strong community of like-minded global citizens, those who are mindful of their consumption, confident in their voice and live authentically with intention, gratitude, and kindness. Throughout its 17-year history, the brand has continued to evolve its positioning in the ever-changing fashion landscape to continue paving the way as a resilient, independent, competitive leader in American and Global fashion. With Community and Sustainability, at the forefront of the brand's every move, 3.1 Phillip Lim continues to build alliances and a platform that brings together fashion, art, community and culture together in a meaningful, sustainable way.

² Product manufacturing is powered by Aveda's solar array and/or wind energy through renewable energy credits and carbon offsets.

³ 85%+ of Aveda's skincare & hair styling PET bottles & jars contain 100% Post-Consumer Recycled plastic. Aveda was the first beauty company to use 100% post-consumer recycled PET packaging.