

**GUESS ECO Earth Feel Denim combines style and sustainability**

Once again, GUESS continues to lead the way with more sustainable fashion. The GUESS ECO Earth Feel Denim initiative brings together cutting-edge solutions and innovations to create fashion-forward denim that doesn’t cost the earth.

The Earth Feel Denim combines several aspects with sustainability in mind, from the selection of advanced fibers and choice of cotton to dying techniques in order to offer a one of a kind denim.

In fact, the new denim pieces are made using PLA fibers, a degradable bioplastic fiber that is used to create beautiful eco-denim fabric that can, under certain conditions, be allowed to degrade at the end of the product’s lifecycle. In addition, Roica V550 is an innovative degradable stretch fiber that is environmentally friendly, at the same time as lending a great stretch quality to denim fabrics. The Earth Feel Denim initiative confirms the use of the Indigo Flow clean label process to achieve vibrant dyes that reduce water use up to 70% and save on energy during the production process. The Earth Feel Denim initiative also upholds the use of GRS certified recycled cotton, which ensures verified recycled materials and responsible production to give new life to fabric waste.

The Earth Feel Denim initiative is filled with meaningful, beautifully designed and innovative details that bring together eco-conscious technology and fashion-forward appeal, such as woven internal labels and pocket flashers that are made using zero waste and are completely dissolvable in the washing machine. Dissolvable plastics bags are used to ensure low-impact product packaging.

Once again, by bringing together the latest eco-minded technology and sustainable initiatives, GUESS proves that the future of fashion is more sustainable.



**About GUESS?, Inc*.***

Established in 1981, GUESS began as a jeans company and has since successfully grown into a global lifestyle brand.  Guess?, Inc. designs, markets, distributes and licenses a lifestyle collection of contemporary apparel, denim, handbags, watches, eyewear, footwear and other related consumer products. Guess? products are distributed through branded Guess? stores as well as better department and specialty stores around the world. As of October 30, 2021, the Company directly operated 1,052 retail stores in the Americas, Europe and Asia. The Company’s partners and distributors operated 558 additional retail stores worldwide. As of October 30, 2021, the Company and its partners and distributors operated in approximately 100 countries worldwide. For more information about the Company, please visit [www.guess.eu](https://eur01.safelinks.protection.outlook.com/?url=http%3A%2F%2Fwww.guess.eu%2F&data=04%7C01%7Ccluciano%40acolad.com%7Cf52b776e30fb4f2c573408d9af5d6f37%7C6c789a210d674826ac64767438cf0ed5%7C0%7C0%7C637733638100119068%7CUnknown%7CTWFpbGZsb3d8eyJWIjoiMC4wLjAwMDAiLCJQIjoiV2luMzIiLCJBTiI6Ik1haWwiLCJXVCI6Mn0%3D%7C3000&sdata=PiZoIMAKVQUj2HV28LVTzQgm6%2FiBamXZybkoh18j%2Foc%3D&reserved=0).