



## **K-Way® announces the collaboration with Coral Gardeners**

### **The iconic Windbreaker brand commits to supporting the conservation of oceans and coral reefs**

**Milan, 13th February** - K-Way® is pleased to announce the three-year partnership with Coral Gardeners, a non-profit organization founded in 2017 in French Polynesia by Titouan Bernicot to safeguard the coral reef worldwide. K-Way®, the iconic windbreaker brand who protects against water and wind since 1965, is honored to help Coral Gardeners in its coral reef restoration projects through a direct support, preserving one of the world's most important and delicate ecosystems.

The international scientific community agrees that coral reefs, due to climate change, are among the most vulnerable ecosystems. In the past three decades, half of the coral reefs in the world have perished due to their inability to survive excessively high temperatures. For this reason, K-Way® found in Coral Gardeners a natural partner: both share the love for nature, water, and protection.

Coral Gardeners' mission is to select climate-resilient corals and propagate them in special nurseries located in sea areas suitable for their growth. These structures are constantly monitored by team members until the corals are ready to be outplanted onto damaged parts of the reef to revitalize the ecosystem. K-Way® embraces and supports the activities of Coral Gardeners, renewing its commitment to creating quality and sustainable products.

To carry out their work, the Coral Gardeners team requires technical and functional clothing. In response to this need, K-Way®, the rainwear brand, has developed a line specifically for them, consisting of protective technical clothing. Resulting from the collaboration between K-Way® designers and the Coral Gardeners team, this line has been designed using recycled materials. The ideal equipment for facing the unpredictable weather conditions of the tropical areas where Coral Gardeners operate, where sudden rains and strong winds are commonplace. Part of this collection will be available for purchase online and in K-Way® stores from summer 2024.

---

**K-Way®** is a brand of BasicNet Group, which also owns the brands Kappa®, Robe di Kappa®, Jesus®Jeans, Superga®, Sabelt®, Briko® e Sebago®. BasicNet's leader brands are present in the sports and leisure apparel, footwear and accessories market. It operates worldwide through an international network of entrepreneurs, licensees of the brands, which produce or distribute the products. BasicNet offers to its network services of research, development, industrialization of the products and global marketing. All the company processes occur only through the Web, making BasicNet a "fully web integrated company". BasicNet, with headquarters in Turin, Italy, is listed at the Italian Stock Exchange since 1999.

**Coral Gardeners** is on a mission to revolutionize ocean conservation and create a global movement to save the world's coral reefs through active reef restoration, awareness activities and innovative solutions, developed by their CG labs. Restoring the ocean, one coral at a time.