

ACTIVATE MOVEMENT
evian® c/o virgil abloh™ ©2020



EVIAN® AND VIRGIL ABLOH RELEASE NEW LIMITED-EDITION COLLECTION AND LAUNCH SUSTAINABILITY INNOVATION CONTEST AT NYFW

February 10, 2020 Today, evian® and Virgil Abloh revealed a new limited edition “Activate Movement” collection, consisting of an exclusive glass bottle design and two evian® SOMA refillable bottles.

The “Activate Movement” collection by Virgil Abloh celebrates the power of youth to enact change, with a call to action for a more sustainable future. Each drop on the new glass bottles’ design represents the origins and purity of the evian® source – the French Alps. The infinite loop of droplets on the design reflects the power and potential of every small action to create positive change.

“I believe that every little thing you do can change the status quo,” says Virgil Abloh. “That’s what inspired the ‘Activate Movement’ collection because a single drop can be the starting point of positive change. Every idea has to start somewhere, so we were thinking what if we could create that place? A place to empower the new generation.”

evian® global brand VP Shweta Harit said: “The evian® brand is strongly engaged in environmental ambitions through our circular pledge. We believe in the new generation that looks up to Virgil Abloh and have great hopes to engage with them as part of this program to highlight the importance of sustainable design today.”

Alongside the collection, evian® will launch the “Activate Movement Program,” offering 18-35 year old applicants the opportunity to win a €50,000 grant for sustainable design solutions. The entries will be judged by evian, Virgil Abloh and an expert panel, as evian demonstrates its commitment to a sustainable future. Entries open from 10th Feb – 31st March 2020. QR codes on the Activate Movement glass bottles will direct people to the online contest at evian.com/actmov.

Virgil and evian® announced “Activate Movement” during New York Fashion Week with a short film featuring Virgil Abloh and Alaska Alaska’s staff of young, multi-disciplinary designers, all selected by Virgil Abloh himself.

In addition to the screening, the evening will feature a panel discussion with thought leaders and sustainability advocates covering fashion, design, and importance of proposing new sustainable solutions through design practice. Panelists will include Leandra Medine, Founder of Man Repeller, Lauren Singer, CEO of Package Free, Tawanda Chiweshe, Studio Director of Alaska Alaska

Moderated by Marjon Carlos.

The latest collection was developed in collaboration with Virgil Abloh and the Alaska Alaska studio, a newly formed research and development arm of Virgil Abloh's art and industrial practices.

For purchase details and all terms and conditions for the contest www.evian.com/actmov

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About evian®

evian® natural mineral water comes from the heart of the French Alps, a unique geological site in the world. For more than 15 years, it travels through the rocks, where it is enriched with essential minerals. The brand has been working for over 25 years to preserve natural surroundings of the source, in an effort to preserve evian® natural mineral water's exceptional quality for generations to come. Naturally pure and uniquely balanced, evian® natural mineral water is a healthy choice throughout the day. evian®, a Danone brand, embraces the company's One Planet. One Health vision which reflects a strong belief that the health of the people that of the planet are interconnected.

About Virgil Abloh

Born in Rockford, Illinois in 1980, Virgil Abloh is an artist, architect, engineer, creative director, and fashion designer. After earning a degree in Civil Engineering from the University of Wisconsin-Madison, he completed a Masters degree in Architecture at the Illinois Institute of Technology. It was here that he learned not only about design principles but also crafted the principles of his art practice. Currently Virgil Abloh serves as the Menswear Artistic Creative Director at Louis Vuitton and Founder and Creative Director at Off-White c/o Virgil Abloh™.

About Alaska Alaska

Alaska Alaska is the research and development arm of Virgil Abloh's art and industrial practice, staffed by young, multi-disciplinary artists and designers. All members of Alaska Alaska were hand-chosen by Abloh himself, and contribute to his design projects.