

PRESS RELEASE

For the love of fashion

National Geographic Channel and C&A
explore sustainable fashion



Berlin, 28th April 2016.

On the occasion of the European premiere of “For the Love of Fashion”, Alexandra Cousteau, globally recognized leader on water issues and sustainability and Jeffrey Hogue, chief sustainability officer of the international fashion retail brand C&A, have emphasized the need for a paradigm shift in the cotton value chain.

“Approximately half of all clothes manufactured globally are created with cotton, but conventional cotton farming risks harming our planet irreparably”, said Cousteau at a screening event in Berlin. “We are excited to support a documentary that provides a window into more sustainable cotton practices. Ultimately, we would like to inspire brands and consumers that more sustainable cotton has significant advantages for people and the planet”, Hogue said.



In the 60 minute documentary, hosted by Cousteau, who travels to India, the United States and Germany, and she reveals to viewers how crucial the shift is to more sustainable methods of production.

2.4% of the world's crop land is planted with cotton and yet it accounts for 24% and 11% of the global sales of insecticide and pesticides respectively. Organic cotton delivers substantial economic and environmental benefits, but represents less than 1% of the world's total annual crop.

In the documentary, Cousteau ventures to the cotton fields in the Madhya Pradesh, India, to experience cotton production in action and meet with the local farmers whose lives have improved considerably after changing from conventional to sustainable methods of production. From NGO workers in India and beyond, she also meets with industry leaders in Germany and the US. As one of the most forward thinking fashion retailers, Cousteau also interviews C&A's sustainability experts to understand why there is a global need to go organic and such a necessity for international action. "European fashion consumers need to understand that their choice matters in order to support a sustainable development in cotton growing countries", said Hogue.

Deborah Armstrong, *Executive Vice President, National Geographic Partners Europe* noted:

“National Geographic believes in the power of science, exploration and storytelling to change the world. How clothes are produced has an impact on our envi-

ronment in a way that few people think about day to day. ‘For the Love of Fashion’ will highlight this impact, and potential solutions, in a manner that engages our audiences all around the world.”

The documentary will premiere on **National Geographic Channel in May** in select markets. Check TV Listings for local airing times by market at www.natgeotv.com

About National Geographic Channels

The National Geographic Channels (The Channels) form the television and production arm of National Geographic Partners, a joint venture between 21st Century Fox and the National Geographic Society.

As a global leader in premium science, adventure and exploration programming, the Channels include: National Geographic Channel (NGC), Nat Geo WILD, Nat Geo People and Nat Geo MUNDO. Additionally, the Channels also run the in-house television production unit, National Geographic Studios. The Channels contribute to the National Geographic Society's commitment to exploration, conservation and education with entertaining, innovative programming from A-level talent around the world, and with profits that help support the society's mission. Globally, NGC is available in more than 440 million homes in 171 countries and 45 languages, and Nat Geo WILD is available in 131 countries and 38 languages. National Geographic Partners is also a leader in

social media, with a fan base of 250 million people across all of its social pages. NGC contributes over 55 million social media fans globally on Facebook alone. For more information, visit www.natgeotv.com and www.natgeowild.com.

About C&A Europe

With over 1,575 stores in 20 European countries and more than 35,000 employees, C&A Europe is one of the leading fashion retail businesses in Europe.

C&A Europe welcomes and provides more than two million visitors per day with good quality fashions at affordable prices for the entire family. In addition to our European stores, C&A also has a presence in Brazil, Mexico and China. C&A is one of the world's largest retailers of organic cotton apparel. In 2012, C&A became the world's biggest retailer of organic cotton garments, selling 85 million pieces – 30% of the company's total cotton revenue. In 2013, C&A reached 38%. In 2014, C&A was the number one globally ranked company using certified organic cotton and was named first in the Textile Exchange's ranking of the "Top Ten Users of Organic Cotton".

About Alexandra Cousteau

A National Geographic Emerging Explorer, filmmaker and globally recognized advocate on water issues.

Alexandra Cousteau continues the work of her renowned grandfather Jacques-Yves Cousteau and her father Philippe Cousteau, Sr. She has mastered the remarkable storytelling tradition handed down to her and has the unique ability to inspire audiences on the weighty issues of policy, politics and action. Alexandra is dedicated to advocating the importance of con-

servation and sustainable management of water in order to preserve a healthy planet. Her global initiatives seek to inspire and empower individuals to protect not only the ocean and its inhabitants, but also the human communities that rely on freshwater resources. The World Economic Forum named Alexandra one of its 2010 Young Global Leaders. This community of next-generation leaders acts as a driving force in shaping a sustainable future. In 2008, she was honored as a National Geographic Emerging Explorer - an elite group of eleven visionary young trailblazers from around the world who push the boundaries of discovery, adventure, and global problem solving. Alexandra founded Blue Legacy International in 2008 with the mission of empowering people to reclaim and restore the world's water, one community at a time. Alexandra has led Blue Legacy expeditions across 6 continents and produced over 100 award winning short films about water issues around the world, engaging record numbers of people to take action on water conservation issues at home. She also works with Oceana as a Senior Advisor to help propel their important work on oceans to an ever larger audience through expeditions, events and advocacy.

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For the love of Fashion: First airing

EUROPE

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|---------------------------|-------------------|
| Bulgaria | 21.05.16 @08:55pm |
| Bosnia | 21.05.16 @08:55pm |
| Montenegro | 21.05.16 @08:55pm |
| Croatia | 21.05.16 @08:55pm |
| Serbia | 21.05.16 @08:55pm |
| Slovenia | 21.05.16 @08:55pm |
| Hungary | 23.05.16 @06:00pm |
| Czech Republic / Slovakia | 23.05.16 @06:00pm |
| France | 27.05.16 @06:55pm |
| Germany | 16.05.16 @08:45am |
| Luxemburg | 27.05.16 @06:00pm |
| Spain | 17.05.16 @09:30pm |
| Portugal | 16.05.16 @05:30pm |
| Italy | 16.05.16 @07:00pm |
| Netherlands / Belgium | 27.05.16 @06:00pm |
| Poland | 17.05.16 @05:00pm |
| Romania | 21.05.16 @08:00pm |
| Greece | 21.05.16 @08:00pm |
| Israel | 21.05.16 @08:00pm |
| Turkey | 21.05.16 @09:00pm |

LATIN AMERICA

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| Mexico | 24.05.16 @05:25pm |
| Brazil | 25.05.16 @05:15pm |

ASIA

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| China | 27.05.16 @09:30pm |
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