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New York – Beijing in 48 hours

Gant will conquer two continents in two days. Just hours apart, flagship stores will open in both the USA and China, further strengthening Gant's position as a global lifestyle brand.

On September 18, the Gant Store on Fifth Avenue in New York will be re-opened after undergoing a total renovation of the 6,600 square foot retail space. Behind the very modern design, is the well-reputed architect Annabelle Selldorf.

48 hours later it will be Beijing's turn. The 6,458 square foot store is opening in the middle of the fashionable shopping mall, "The Place", with a spectacular outdoor fashion show where a 48,000 square foot LCD screen makes an artificial sky over a passageway dividing the mall's two sections.

The New York store will be opened by Robert F. Kennedy Jr., who previously has cooperated with Gant. He will be the first in a series of guest speakers who will talk on the theme of "Living Earth Friendly". The opening festivities will continue for a month with other famous guest speakers including deep sea researcher Jean-Michel Cousteau and environmentalist Laurie David.

"We are very proud of the expanded and entirely newly designed flagship store on Fifth Avenue in New York. Strategically it's extremely important for the brand, both in view of our American origins and its importance as Gant's marketing window to the entire world. The store is our single largest store investment ever", says Arthur Engel, CEO of Gant AB.

In Beijing, Gant's partner, Beijing A.P. Fashion Co. Ltd., is accelerating the rate of expansion. They have opened twelve stores in China since 2004, and the rapid growth is expected to continue during 2008.

"China is an extremely important market for Gant and we have a great growth potential here. The country is booming both in terms of purchasing power and creativity. With the flagship store in Beijing, our brand will achieve greater exposure on the Chinese market and our customers will gain the ultimate shopping experience in the Gant lifestyle world," says Arthur Engel who is on site in Beijing.

For press images please visit the press room on www.gant.com.

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GANT is a Swedish company marketing and developing an international lifestyle brand with origins in the casual apparel and lifestyle of the American East Coast, where the brand was established in 1949. Today, GANT is sold in over 70 countries through more than 300 independent GANT stores and over 4,000 selected retailers. The collections comprise clothes for men, women and children. In addition, watches, footwear, eyewear, fragrance and home furnishings are licensed under the GANT brand. In 2006, brand sales amounted to SEK 6,200 million. The Gant share is traded on the Stockholm Stock Exchange since March 2006.