

**PRESS RELEASE**

14 May 2019

## **PANDORA JOINS INDUSTRY DISCUSSION ON CIRCULAR FASHION AT COPENHAGEN FASHION SUMMIT**

***Stephen Fairchild, Chief Creative and Brand Officer will take the stage at this year's Summit to debate how circular design can create fundamental change in the industry.***

Fashion designers hold the power to create items that we fall in love with, but they also have the opportunity to make the industry more sustainable. At this year's Copenhagen Fashion Summit, Stephen Fairchild will discuss the role of innovation and creativity in driving a circular fashion system in which materials are designed and recycled to avoid waste.

*"Consumers today, especially the younger generation, want to know how products are made. They make a conscious decision with every purchase. With more awareness and more transparency comes a real urge to drive sustainable change in our industry. That's an amazing journey to be part of,"* says Stephen Fairchild.

### **Transforming words into action**

In connection with Copenhagen Fashion Summit, students from world-leading design and business schools will return to the Youth Fashion Summit on 13-16 May to challenge the established industry with critical solutions on how to move forward.

In partnership with Pandora, students will engage in a case competition that will particularly focus on Sustainable Development Goal 5: Achieve gender equality and empower all women and girls. Students will dive deep into the jewellery supply chain and deliver a guiding principles document on how the industry can drive gender equality across operations and society. The main insights and recommendations will be presented at Copenhagen Fashion Summit.

Youth Fashion Summit is a sustainability programme put together by Global Fashion Agenda and Copenhagen School of Design and Technology, which for a two-year period has been in collaboration with United Nations Global Compact and Pandora.

In 2018, Pandora was the highest ranking company in Morgan Stanley Capital International's annual Environmental, Social and Governance (ESG) rating of the fashion industry. Pandora was commended for its focus on the responsible sourcing of gold and silver and good working

conditions. The majority of Pandora's jewellery metals come from recycled sources. In 2018, all the gold and 88% of the silver were recycled.

**Stephen Fairchild will join fellow industry creative directors Charlotte Eskildsen and Christopher Raeburn on May 15 at Copenhagen Fashion Summit, DR Byen, Copenhagen. Together they will participate in the session: 'The Power of Creatives' at 2:30pm. You can follow the livestream of the session via <https://copenhagenfashionsummit.com/live/>.**

#### **ABOUT STEPHEN FAIRCHILD**

Chief Creative & Brand Officer Stephen Fairchild has been with Pandora since 2012. He has more than 30 years of experience in the fashion industry from brands such as Calvin Klein, Armani, Tommy Hilfiger and Ralph Lauren.

#### **ABOUT PANDORA**

Pandora designs, manufactures and markets hand-finished and contemporary jewellery made from high-quality materials at affordable prices. Pandora jewellery is sold in more than 100 countries on six continents through more than 7,500 points of sale, including more than 2,700 concept stores.

Founded in 1982 and headquartered in Copenhagen, Denmark, Pandora employs more than 28,000 people worldwide of whom more than 13,000 are located in Thailand, where the Company manufactures its jewellery. Pandora is publicly listed on the Nasdaq Copenhagen stock exchange in Denmark. In 2018, Pandora's total revenue was DKK 22.8 billion (approximately EUR 3.1 billion).

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