

## SKAGEN ANNOUNCES NEWEST SUSTAINABLE WATCH COLLECTION — GRENEN SOLAR

**Richardson, Texas – August 29, 2022** – Skagen, the Danish-inspired watch and jewelry brand, is excited to announce their newest sustainable collection – **Grenen Solar**. This product release further supports the brand's commitment to have 100% of traditional watches contain sustainable materials such as solar-powered movements, recycled stainless steel, eco-leather, or ocean plastic by 2025. The Grenen Solar collection incorporates timeless, iconic design details, eco-friendly materials like a solar-powered movement, and at least 50% recycled stainless steel. The solar-powered movement allows the wearer to charge their watch in any light—natural or artificial.

Grenen Solar – designed with a 3-Hand Japanese solar-powered movement for precise timing, as well as a 6-month power reserve – showcases the brand's overall innovation and commitment to a more responsible form of production. These watches also feature 37mm cases made from at least 50% recycled stainless steel and leather straps. Skagen leather products support responsible manufacturing via the Leather Working Group. The Leather Working Group is a not-for-profit organization responsible for the world's leading environmental certification for the leather manufacturing industry. The LWG aims to improve the impact of the LWG supply chain in a holistic way by becoming the overarching standard for leather manufacturing, covering all elements & actors in the leather value chain. These stunning, planet-friendly watches are also timeless in style and design.

"Being a leader in sustainability requires constant evolution, and the latest version of the Grenen Solar is our best to date." says Selena Delk, Vice President of Skagen brand. "The Danish DNA and thoughtful design that made Grenen an icon remains intact, but the addition of the solar movement elevates it to the next level."

Skagen will launch the Grenen Solar collection with five styles in a 37mm case size, including silver-tone, rose gold-tone, charcoal, and black case colors. The styles launch on straps made with the brand's iconic stainless steel mesh and leather, which gives the wearer options to best suit their personality. True to Skagen's enduring modern, Scandinavian ethos, Grenen Solar is a timeless fashion accessory with an intentional design that is better for the planet. This collection will be available beginning August 29, 2022, and will retail for \$195. Grenen Solar is the newest offering within the **Grenen** platform– the brand's most iconic platform, designed in multiple variations for maximum versatility and wearability.

Skagen is on a mission to be the world-class watch and jewelry leader in sustainability. Here are the ways in which the brand is working to achieve its goals:

## NOW

90% of our traditional watches contain sustainable content, as they include one or more of the following materials:

- Skagen leather products support responsible manufacturing via the Leather Working Group.
- 100% of stainless steel cases are made with at least 50% recycled content.
- Adding more solar and automatic movements to reduce battery waste.
- Reduce our use of virgin plastic by using materials such as #tide ocean material®
- Skagen's core packaging paper is FSC certified as made from 100% recycled content.
- As we design our jewelry collections, we're committed to our sustainability journey with the goal of increasing the use of recycled stainless steel in our jewelry collections.

## FUTURE

- We plan to have 100% of our shipping materials made from 100% recycled content by the end of 2022.
- By 2023, we plan to introduce a watch collection comprised entirely of recycled components.
- By 2025, we plan to have 100% of our traditional watches contain some sustainable materials, we plan an increase in our offering of sustainable jewelry, and we plan to introduce a take-back program to restore or recycle unsalvageable watches responsibly.

For more information on Skagen's sustainability efforts, please visit the brand's sustainability page at [www.skagen.com](http://www.skagen.com). Skagen's Grenen Solar collection will be available on [www.skagen.com](http://www.skagen.com) on August 29, 2022.

### **Skagen**

At Skagen, sustainability and timelessness are at the forefront of our design process, creating pieces to last a lifetime — with people and the planet in mind. We recognize the significance of our partnerships, suppliers, and material use and celebrate our selections — solar movement, planet-friendly leather, and upcycled/recycled materials. Sustainability isn't a choice; it's a lifestyle. Let's live it.

URL to link to: <https://www.skagen.com/en-us/?pr>