P&G Fabric Care Announces Global and National Collaborations with High-Profile Fashion Partners

Release Date:
Thursday, October 10, 2013 10:52 am EDT

Terms:
P&G Corporate Announcements

Dateline City:
CINCINNATI

P&G Fabric Care Appoints Designer Giles Deacon to Global Fashion Consultant, Partners with Première Vision, and Establishes a U.S. Partnership between Tide and the Council of Fashion Designers of America

CINCINNATI--(BUSINESS WIRE)--Procter & Gamble's (NYSE: PG) Fabric Care category – which includes the flagship brands of Tide, Downy, Gain and Bounce – today announced its entrance into a series of strategic global and national fashion partnerships – with British designer Giles Deacon, fabric and textiles show and trends observer Première Vision and the Council of Fashion Designers of America – aimed at exploring the future of fabrics and the science behind the beauty and care of clothes. By collaborating with leaders in the fashion industry, P&G Fabric Care will gather insights that will help transform its approach to product innovation and create laundry care products that optimize clothing in beauty and performance.

"P&G Fabric Care shares a passion with the fashion and fabrics industry for the importance and role of clothing in people’s lives," says P&G Fabric Care North America Vice President Alex Keith. "This new fashion-focused initiative will help us continue to bring to market innovative and accessible at-home laundering products that unlock the care-at-home aspect of fashion."

P&G ENGAGES GLOBAL PARTNERS FOR FABRIC EXPLORATION

Global Fashion Consultant: Giles Deacon

On a global level, P&G Fabric Care has appointed its first-ever Global Fashion Consultant, London-based fashion designer Giles Deacon, to guide the brand’s fashion-minded approach. Deacon will collaborate with P&G Fabric Care to share his expertise and industry insights and to help inform P&G’s approach to designing sophisticated fiber care technologies.

"I'm interested in designs that work on the catwalk but also beyond the catwalk – they must be able to last and maintain their best," says Deacon. "It’s exciting to collaborate with P&G Fabric Care at a time when they are redefining what caring and cleaning for clothes means."

Fabric and Textiles Partnership: Première Vision

P&G has joined forces with the world’s premier fabric and textiles show and trends observer, Première Vision, to further understand technology advances in fibers and fabrics. P&G will apply those insights to products that enable consumers to confidently care for a vast range of clothing – from unexpected hybrids and mixed materials to air-light textiles. Through the global partnership, P&G aims to explore the ever-evolving fabrics and fashion landscape and merge innovation to drive extended longevity, beauty and performance of the fashion that consumers love.

“We are delighted to join hands with P&G on this exciting project that is rooted in innovation. Fashion and fabrics are constantly evolving and shaping our everyday wardrobe,” said Première Vision. “Our collaboration with P&G Fabric Care will see us share each of our intelligence regarding the latest textile innovations and respond to future consumer issues – including garment care – related to the development of new types of fabrics and materials, as well as to future trends and directions in terms of textile creation, innovation and diversity.”

TIDE AND CFDA LAUNCH WASHABLE FASHION INITIATIVE IN THE U.S.

P&G Fabric Care has established a national, ground-breaking partnership between Tide Pods and the Council of Fashion Designers of America (CFDA) to form the "Washable Fashion Initiative." The new, fashion-focused initiative is designed to inspire and inform the fashion industry about the benefits and possibilities of integrating machine-washable fabrics into their designs and marks the first time the CFDA has partnered with a fabric care brand. Tide will leverage its expertise in fabric preservation and clothing care to provide the industry with access to and knowledge of the latest research and innovation in fabric care, such as Tide Pods. Together, Tide and the CFDA plan to drive the fashion industry to reconsider its use of machine-washable fabrics and ultimately fulfill the increasing demand among consumers for designer
garments that can be easily cared for at home with machine washing.

In fact, Tide and the CFDA conducted a survey and found that 84.9% of the surveyed CFDA members said they would design more with machine washable fabrics if they knew their customer had access to a product that would easily preserve the quality and integrity of the garments over repeated washings. As part of the initiative, Tide will inform CFDA members of the benefits of machine washing with Tide Pods and enlist designers to help build awareness of the program.

“The CFDA is truly excited to establish the Washable Fashion Initiative as an effective way to bring together high-end clothing designs with machine-washable fabrics,” says Steven Kolb, CEO of CFDA. “Our role is to encourage designers to consider how they might alter the fabrics used in their designs. Tide’s strides in innovating laundry care have the power to reshape designers’ perspectives on design and assure them that these laundering products preserve the quality and integrity of garments, even after repeated washes.”

**About Procter & Gamble**

P&G serves approximately 4.8 billion people around the world with its brands. The Company has one of the strongest portfolios of trusted, quality, leadership brands, including Ace®, Always®, Ambi Pur®, Ariel®, Bounty®, Charmin®, Crest®, Dawn®, Downy®, Duracell®, Fairy®, Febreze®, Fusion®, Gain®, Gillette®, Head & Shoulders®, Iams®, Lenor®, Mach3®, Olay®, Oral-B®, Pampers®, Pantene®, Prestobarba®, SK-II®, Tide®, Vicks®, Wella®, and Whisper®. The P&G community includes operations in approximately 70 countries worldwide. Please visit [http://www.pg.com](http://www.pg.com) for the latest news and in-depth information about P&G and its brands.

**About the Council of Fashion Designers of America**

The Council of Fashion Designers of America, Inc. (CFDA) is a not-for-profit trade association founded in 1962 that leads industry-wide initiatives and whose membership consists of more than 400 of America’s foremost womenswear, menswear, jewelry, and accessory designers. In addition to hosting the annual CFDA Fashion Awards, which recognize the top creative talent in the industry, the organization offers programs which support professional development and scholarships, including the CFDA (Fashion Incubator), the CFDA/Vogue Fashion Fund, the Geoffrey Beene Design Scholar Award, the Liz Claiborne Scholarship Award and the CFDA/Teen Vogue Scholarship. Member support is provided through the Business Services Network, a high-profile group of companies offering designers strategic opportunities. The CFDA Foundation, Inc. is a separate, not-for-profit organized to mobilize the membership to raise funds for charitable causes. Through the Foundation, the CFDA created and manages the worldwide Fashion Targets Breast Cancer initiative; raises funds for HIV/AIDS organizations with events such as Fashion’s Night Out and 7th on Sale and addresses the issue of model health with The CFDA Health Initiative. For more information, please visit [www.CFDA.com](http://www.CFDA.com), [facebook.com/cfda](http://www.facebook.com/cfda), [twitter.com/cfda](http://www.twitter.com/cfda), [cfda.tumblr.com](http://www.cfda.tumblr.com), and [youtube.com/cfdatv](http://www.youtube.com/cfdatv).

**About Giles Deacon**

Giles Deacon is a celebrated fashion designer renowned the world over for his playful, show-stopping designs.

After graduating from London’s Central Saint Martins College of Art and Design in 1992, Giles chose to travel and gain experiences at different fashion houses. He spent two years working with French fashion designer Jean Charles De Castelbajac before returning to London to work for a number of High Street fashion houses. It was during this time that Giles met the owner of Bottega Veneta, and from 1998 until 2002 Giles was the head designer at Bottega Veneta and the Gucci Group.

In 2004 Deacon launched his own label GILES at London Fashion week to international acclaim. His collection received numerous awards including “British Designer of the Year” at the British Fashion Awards in 2006 and the prestigious French ANDAM Fashion Award in 2009. GILES celebrates its 10th anniversary in 2014.

**About Première Vision**

Première Vision S.A. is a leading French company that has been organizing textile and fashion trade fairs since 1973. Initially local, the company has skillfully evolved to acquire a global dimension. Première Vision is today at the heart of a comprehensive international network. With twelve subsidiaries and foreign offices throughout the world, the company now organizes 32 events a year in France and in key locations such as New York – where Première Vision organizes shows since 2000 (Première Vision New York in January and in July, Indigo New York in January, April and July) - Shanghai, Sao Paulo, Moscow or Brussels. It’s shows are known for skilfully combining a selective, creative and complementary product offer – high-quality fabrics, accessories, yarns, fibers, and textile designs – with original, forward-looking and cutting edge fashion information.

**Language:**
English

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**Ticker Slug:**

*Ticker:* PG  
*Exchange:* NYSE