

Diversity & Inclusion lookbook



Introduction

Welcome to our first Pentland Brands
D&I Lookbook.

I always find it inspiring to see the variety of ambassadors our brands get behind, as well as the amazing campaigns they create. As the sponsor for Diversity & Inclusion (D&I) at Pentland, this becomes even more special to me when I can see how D&I comes to life through the DNA of our brands.

At Pentland we focus on 'making brands that matter to more people' and, in order to do that, we know we need to be relevant. This means understanding and relating to more diverse communities. Whether that's through creating diverse campaigns, products and stories championing inclusion, or by looking at new ways to reach consumers in different regions.

Although this lookbook tells the story of our brands, everyone at Pentland has a role to play in D&I and I'm extremely proud of our teams' work this year. We'll continue to keep looking for innovative ways to celebrate the diverse heritage of our brands and I'm looking forward to seeing them continuing to champion D&I next year.



Andy Long
CEO, Pentland Brands



Speedo

Speedo's brand purpose is to bring people good times in the water. It's about embracing every type of swimmer from every community, from competitive to beginners.



In 2020, the year of the Tokyo Olympics, the brand aims to dispel myths and hero D&I in order to build a community every swimmer wants to be a part of. Speedo will advocate greater diversity, not only on screen but also in competitive swimming.

Speedo. Serious about swimming.

Speedo has been supporting communities for years. It set up a charity called 'Swim Generation' to promote water safety to disadvantaged communities around the world. It uses people of all shapes, sizes and genders to showcase its products. It's the official swimwear supplier for Team UK at the Invictus Games, and it supports unsponsored Olympic and Paralympic Nations, giving them access to elite swimwear.



“We're serious about breaking down prejudices, removing labels and empowering people to feel good in their skin. We believe everyone has a right to have a good time in the water.”



Rob Hicking
Brand Director, Speedo

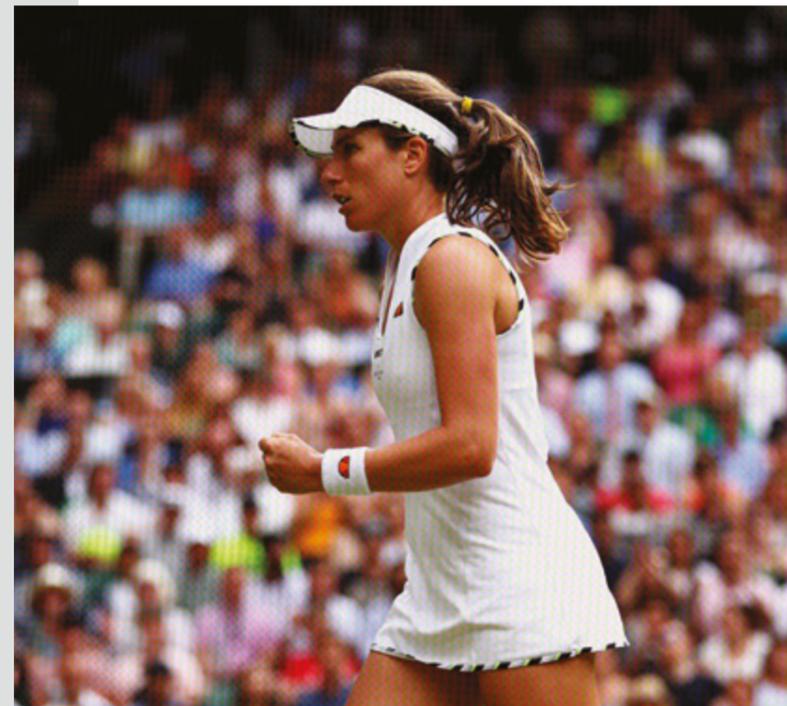
ellesse

The ellesse founder, Leonardo Servadio, believed that we exist to bring out the best in everybody, effortlessly, and ellesse continues to stay true to its founder's vision of being a truly inclusive and diverse brand.

ellesse connects to culture by partnering with wide ranging influencers that make a difference; from Shudu, the world's first Instagram 3D model, to Saint Jhn, Raleigh Ritchie and Princess Nokia.



ellesse ambassador and two-time Paralympics silver medalist, Alfie Hewett, embodies ellesse's winning style and attitude. He won his first Grand Slam title in 2017 and became world number one in 2018. Alfie lives the ellesse 'for the win' mantra every day.



In 2019, ellesse ambassador and British ladies' singles number one, Johanna Konta, came back from injury and proved that confidence and attitude are fundamental to success.

“We've worked hard to make sure we've been inclusive this season - in our ranging, pricing, styling and gender neutrality. So, whether it's our sport, fashion or cultural impact, D&I is central to everything we do.”

Simon Breckon
Brand Director, ellesse

ellesse®

Red or Dead

Red or Dead is about a mindset and not age-set, it's non-elitist fashion that has a twist of wit and a shot of social comment. It connects to a wider community of individuals who love bringing rebellion to any outfit, offering an eclectic look that stands out in a sea of normality.

Red or Dead first started on a stall in London's historic Camden Market in 1982. Since then diversity has always been at the forefront of the brands ambitions, to be the first designer company that sold to everyday people.

Soulafa Suleiman, Uni Days shoot



Pip Jolly Geeks and Freaks shoot



Victoria Rose Matesky 70's theme shoot



“We’re happy to break trends with a look that is versatile, vintage and fun. We’ve always wanted people to feel free to stand out and embrace their individuality and that Red or Dead ethos still stands strong today.”

Canterbury and Mitre

For Canterbury and Mitre (Pentland's Teamsports brands) D&I is central to their game plans because rugby and football are games that anyone, anywhere, can participate in or follow. From every corner of the world people can come together and are united by their common love of the game.

For the 2019 Rugby World Cup, Canterbury launched its 'Be Part of it' brand campaign. The campaign brought to life a new brand positioning centred around a purpose of togetherness and inclusivity for the whole rugby community; including players from its six sponsored teams alongside fans of all ages and genders.

To show its commitment and support of the women's game, Canterbury featured England players such as Rochelle Clark, Lydia Thompson and Vicky Fleetwood for its new kit reveal in 2016. It has also championed female talent such as former England International player Danielle "Nolli" Waterman and Australian rugby league fullback Sam Bremner.

Mitre has become the 'go-to' brand for football team kit shoppers. With the biggest growth in participation coming from girls and women in the UK, Mitre is proud to partner with The FA to support tournaments including the Women's Super League and the Women's FA Cup, providing bespoke designed balls for each.



“We believe no individual is greater than the team – togetherness brings out our best and connects us deeper to our consumers, shoppers, fans and community.”

Charlotte Cox,
Teamsports Brand Director



SeaVees

Then, now and for all time, SeaVees is a timeless sneaker brand for all people.

One of the brand's most successful campaigns this year was its collaboration with Trina Turk, celebrating and honouring the LGBTQ+ community, with its Pride Collection which launched during Pride Month. The proceeds from shoes sold on SeaVees.com were donated to the Pacific Pride Foundation, a local organisation that provides services for the LGBTQ+ community.



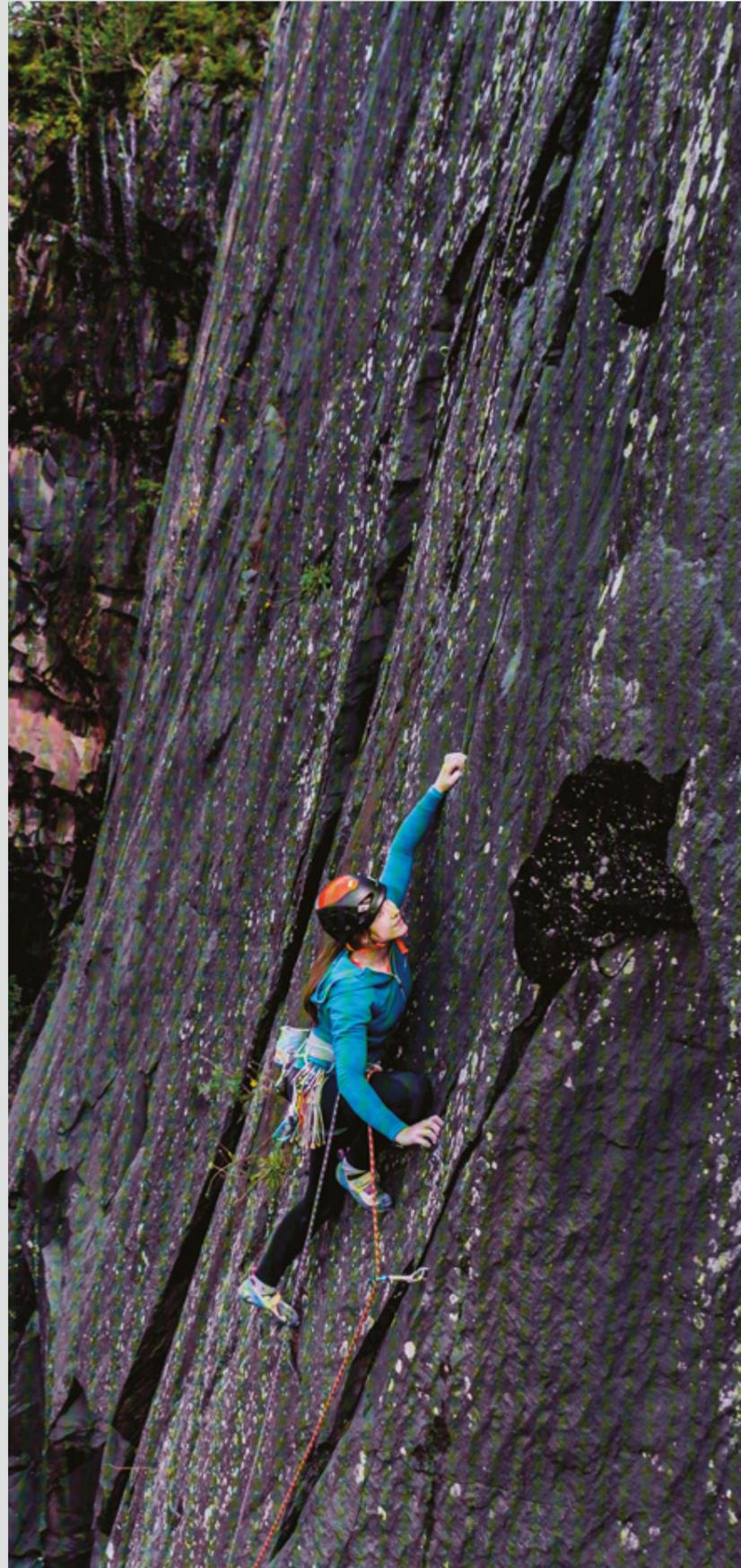
“We believe nothing is more important than our community and we’re committed to our people and our environment by upholding our values of equality, inclusivity and diversity.”

Berghaus

For Berghaus the outdoors is for everyone, so whether it's your first ever hike in a muddy field, or your first ascent of a super gnarly rock face, Berghaus is right there with you.

The brand is committed to reflecting a more diverse consumer in all its product photography and is consciously thinking about inclusivity as it looks for new athletes to join the Berghaus team of ambassador. The most recent signing is the young British trad climber, Anna Taylor.

New Berghaus sponsored athlete 21 year-old British trad climber Anna Taylor



Berghaus has also started a programme to find and support local communities that promote and embrace D&I in the outdoors. This includes mental health campaigns and people like [@iona.adventuring](#), who runs a Facebook group encouraging first-timers and experienced climbers to meet up for shared walks.



“We believe passionately that the great outdoors is for everyone, and this belief rests at the core of our brand purpose.”



Kev McFadyen
Brand Director, Berghaus

Kickers

For 50 years Kickers has continued to appeal to those who wish to express their individuality and break from the norm.

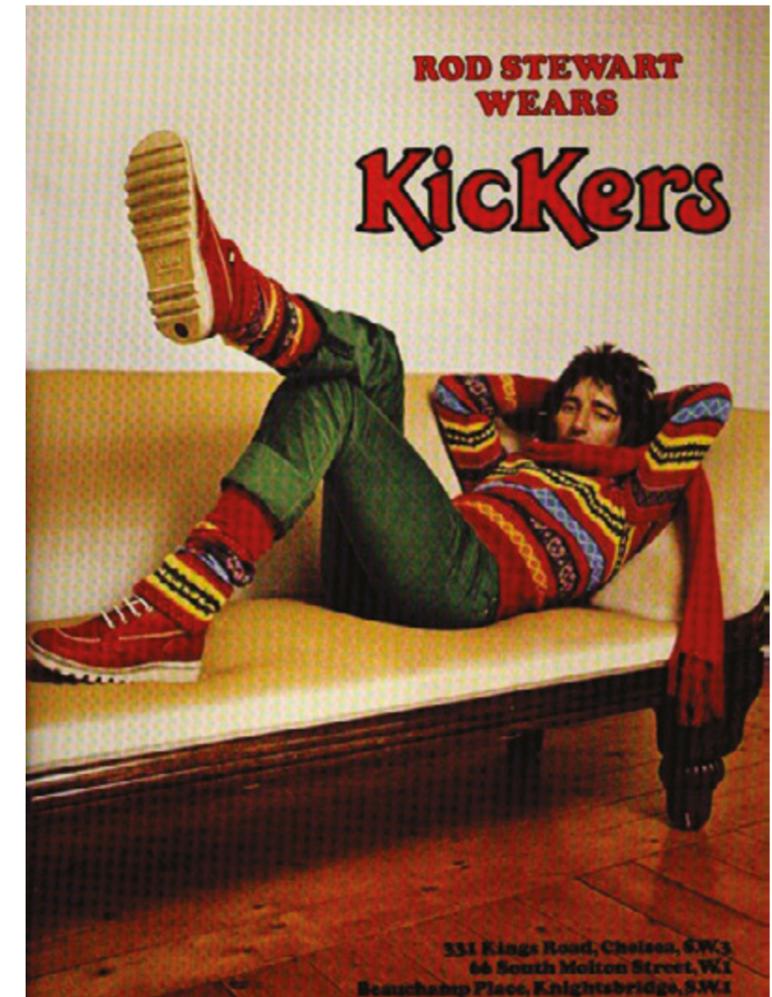
In 2019, Kickers increased its development of unisex products with more colour options and unisex fits included in the 2020 launch.

During the key 'Back to School' period this Summer, Kickers really started to engage for the first time, proactively and strategically, with 'daddy influencers' driving a very different and much needed conversation.

The brand continues to work with a diverse range of models and influencers to make sure its content represents its wide-ranging community. In 2019, Kickers worked with Emily Badou, who's been a fantastic driver of body positivity and inclusivity.



Emily Badou



“It doesn't matter who you are or what you do, Kickers is able to navigate social boundaries, stretching across musical genres, genders, ages and tribes and we'll continue to embrace that in everything we do.”

Brand Directors

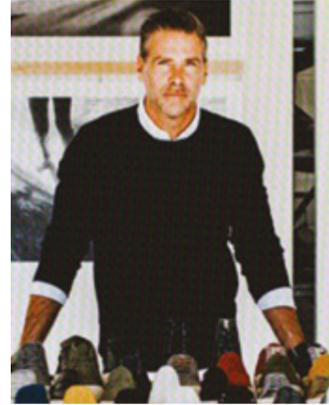
To find out more about Diversity & Inclusion at Pentland visit our website www.pentlandbrands.com or email communications@pentland.com



Katie Greenyer
Red or Dead



Rob Hicking
Speedo



Steven Tiller
SeaVees



Simon Breckon
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Kev McFadyen
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Charlotte Cox
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Marc Greene
Kickers

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