



EVIAN COLLABORATES WITH MONCLER TO RELEASE A NEW LIMITED-EDITION BOTTLE DESIGN BY ARTIST, NOT VITAL

This new collaboration celebrates the Alpine Mountain origins of the iconic brands through the release of a limited-edition 75cL glass bottle, featuring beautiful snow motifs in celebration of nature's purity.



NOVEMBER 17 2021: Today, evian reveals its latest designer collaboration with pioneering global luxury brand, Moncler. The collaboration sees a re-imagined, limited-edition 75cL glass bottle and strikingly unique art form hit shelves across multiple markets, perfect for gifting ahead of the holiday season.

With a heritage that sits firmly in the mountains, Moncler is known for its unique and innovative approach to design. Its clothing and accessories for men, women and children radiate both on the slopes and on the streets. Staying true to its one house, all voices philosophy, Moncler also invites international visionaries into its world of Moncler Genius to co-create and take the hallmarks of quality, performance and aesthetics beyond the limit of conventions. Reinventing the imagination and pushing boundaries, Moncler is a statement, a symbol and a lifestyle.

As part of the collaboration, evian and Moncler have commissioned Swiss artist, Not Vital, to design a customised bottle design for the 75cL glass format. Marking the first time evian has worked with a contemporary artist, the one-of-a-kind collaboration reinforces the brand's aptitude for inspiring collaborations.

Energised by nature and origins in the snow, internationally acclaimed multidisciplinary artist, Not Vital, has built himself a reputation by exploring the intimate relationship between sculpture, architecture, nature and materials. His often site-specific work can be seen in its many forms across the globe. The unique concept of Not Vital's bottle design nods to his childhood memories spent in the Alps and a return to the origins of where the two iconic brands were born, reflecting the source and natural purity* of evian natural mineral water.

The design takes inspiration from snowflakes and the emotions that memories of the snow bring. Elements of mountain slopes and Alpine meadows also influence the creative; both hallmarks at the core of evian and Moncler's heritage. The Alps signify a natural connection between evian and Moncler. The pure* taste of evian natural mineral water comes from a pristine and protected Alpine Mountain source in the French Alps, after being first discovered in Évian-les-Bains 230 years ago. Moncler has similar Alpine Mountain origins; the name being an abbreviation of Monestier-de-Clermont, a mountain village near Grenoble.

Shweta Harit, VP of Marketing at evian, says: "The origins of evian's uniquely sourced and pure* natural mineral water is a fundamental part of our story. Moncler and Not Vital share our meaningful connection to the Alps and this collaboration has allowed us to join forces to celebrate our heritage by creating a beautiful, limited-edition bottle - ideal for gifting during the festive period and beyond. The iconography of snow depicted on the bottle lends itself perfectly to holiday table settings. It also makes a wonderful gift for those with an appreciation for design, further positioning evian as a key player in this industry."

Discussing the design, Swiss artist, Not Vital, says: "When Moncler and evian asked me to imagine a design for their collaboration, it took me back to our shared heritage in the snow-capped mountains and my childhood memories of being in the snow - its smell and cosiness. My Alpine Mountain origins have been a common theme throughout my work, and I've always been inspired by snow and ice. As an artist, I like to explore the relationship between form and materials and have long been making sculptures with white plaster and creating snowballs out of glass and ceramics. Through our collaboration, I have bottled the feeling of being in the snow - inspired by the snowflake".

The announcement follows the launch of the global evian 'Drink True'* campaign which celebrates authenticity; echoing the collaboration between two brands born in nature, while reflecting the purity* of the uniquely sourced evian natural mineral water. As a brand constantly working to be more sustainable, evian is acting to not only protect its water source, but to continually invest in bringing innovation for the generations to come.

Available exclusively at Selfridges London and at Selfridges.com

Ends

*evian is pure, as all natural mineral waters

**excluding cap and label

NOTE TO EDITORS

About evian®

evian® natural mineral water comes from the heart of the French Alps, a unique geological site in the world. For more than 15 years, it travels through the rocks, where it picks up minerals. The brand has been working for over 25 years to preserve natural surroundings of the source, in an effort to preserve evian® natural mineral water's exceptional quality for generations to come. Natural and uniquely balanced, evian® natural mineral water is a healthy choice throughout the day.

evian®, a Danone brand, embraces the company's One Planet. One Health vision that the health of the people and the health of the planet are interconnected and therefore seeks to protect and nourish both.

For more information on evian and the planet, please visit: https://www.evian.com/en_us/planet

About Moncler

Moncler was founded at Monestier-de-Clermont, Grenoble, France, in 1952 and is currently headquartered in Italy. Over the years the brand has combined style with constant technological research assisted by experts in activities linked to the world of the mountain. The Moncler outerwear collections marry the extreme demands of nature with those of city life. Moncler manufactures and directly distributes the clothing and accessories collection under the brand Moncler through directly operated physical and digital stores as well selected multi-brand doors, department stores and e-tailers.

About Not Vital

Not Vital (b.1948) is from the mountain village of Sent, located in the Swiss Engadin. He currently lives and works in Rio de Janeiro, Beijing, and Sent. Vital studied art in Paris and Rome before moving to New York in 1976, and henceforth dividing his time between various homes and work-places. He is an unconventional sculptor in many ways, not least because he also produces extraordinary prints, drawings and portrait paintings.

Since 2000, Vital's practice has expanded to include buildings such as houses, schools, towers, bridges and tunnels, which blur the boundaries between art and architecture. In 2009, he coined the term SCARCH in order to give a name to these structures that transcend the boundaries of both formal terms. These constructions, often conceived to fulfil a single purpose, such as watching the sunset or the night skies, are permanent structures, many of which can be seen in his sculpture park in Sent - as well as in Belgium, Brazil, Indonesia, Niger, Patagonia and the Philippines.

Vital leads a nomadic life, and this directly influences his work, as he often engages with local materials and craftsmanship. For example: in Murano (Italy) he worked with glassblowers; in Agadez (Niger) with the Tuareg silversmiths; in Bhutan with papermakers, and in Beijing (China) with steel-welders and woodworkers. The subject matter often revolves around animals and nature, yet Vital presents these familiar sights to us in wholly unexpected ways.

Vital has recently had solo institutional exhibitions at: Abbazia San Giorgio Maggiore, Venice (2021); Museum der Moderne, Salzburg (2020-21); Ateneum, Helsinki (2018); Bündner Kunstmuseum, Chur (2017); Yorkshire Sculpture Park, Wakefield (2016); Musées d'Art et d'Histoire, Geneva (2014); Isola di San Giorgio Maggiore, Venice (2013); Ullens Centre for Contemporary Art, Beijing (2011); Museo Cantonale d'Arte di Lugano (2007); The Arts Club of Chicago (2006); and Kunsthalle Bielefeld (2005). In 2001 Vital took part in the 49th Venice Biennale (curated by Harald Szeeman), and in 2021 he took part of the 17th Venice Biennale, (curated by Hashim Sarkis).

Vital's work is included in a large number of public collections, including: Carnegie Institute, Pittsburg; Dallas Museum of Art, Dallas; Solomon R. Guggenheim Museum, New York City; Kunstmuseum Bern, Bern; Kunsthalle Bielefeld, Bielefeld; Kunstmuseum Luzern, Lucerne; Musées d'Art et d'Histoire, Geneva; Museum of Fine Arts, Boston; Museum der Moderne, Salzburg; Philadelphia Museum, Philadelphia; The Museum of Modern Art, New York City; The Ashmolean Museum, Oxford; The Brooklyn Museum, Brooklyn; Toyota Municipal Museum of Art, Aichi.

evian is part of the #WeActForWater movement

Through #WeActForWater Danone Waters brands are:

1. Halving the amount of virgin plastic used by their water brands, reaching 50% recycled PET (rPET) use worldwide and 100% across Europe in 2025;
2. Accelerating towards carbon neutrality in Europe by 2025, with evian and Volvic becoming carbon neutral this year;
3. Matching every liter of water sold with a liter for people in need, by creating a fund to help 50 million people in developing countries access safe drinking water by 2030;
4. Enhancing watershed and wetlands preservation around the world;
5. Expecting the collective of its water brands to achieve B Corp certification worldwide by 2022.

WeActForWater falls within Danone's recently announced €2 billion investment acceleration plan, investing between 2020-2022 to further transform their agriculture, energy and operations, packaging and digital capabilities.

evian circular brand by 2025

evian is committed to making all of its plastic bottles from 100% recycled plastic** by 2025, adopting a 'circular approach' to plastic usage, where plastic is kept within the economy and out of nature. With input from the Ellen MacArthur Foundation, evian developed a roadmap in which evian will move from a linear model to a circular one, where all bottles will be made from recycled plastic without the need for any virgin plastics. This will enable plastic to evolve from potential waste to become a valuable resource. evian plans to achieve this through pioneering partnerships to redesign its packaging, accelerate recycling initiatives and remove plastic waste from nature. In 2020 evian launched its first range of bottles made from 100% recycled plastic**. The innovation is currently available in France, Switzerland, Belgium, Germany and the UK. Following this, in January 2021, evian announced its first bottle to be made from 100% recycled plastic** in the US, designed by Virgil Abloh; Creative Advisor for Sustainable Innovation Design for evian. The launches marked key milestones for the brand as it continues to evolve the way it delivers evian in the most sustainable way possible and looks to become circular by 2025. All evian bottles are recyclable. Today, evian bottles contain an average of 43% rPET across the entire range.

evian carbon neutrality certification

evian has been certified carbon neutral to the internationally-recognised standard PAS 2060 by the Carbon Trust, a global climate change and sustainability consultancy with almost two decades of experience in the sustainability sector. Achievement of this standard reflects the commitment and measures taken by evian to reduce direct carbon emissions arising from its own operations (Scope 1 and 2), indirect emissions from the value chain, and where residual emissions exist evian has compensated for these through good quality offsets achieved through its partnership with the Livelihoods Carbon Fund.

Since 2020, evian recertifies every year to maintain its carbon neutral status. This requires the development and implementation of a yearly carbon reduction and management plan. Each year the certification process becomes more challenging as evian must begin to rely less on the compensation (the investment in funds which generate carbon credits) and more on a low carbon business model. The carbon emission reduction figures are based on the global life cycle assessment of the product.