

Mass-production of feedstocks for groundbreaking sustainable materials now established

Goldwin brand announces simultaneous global launch of nine products on September 29; Fall/Winter 2023 collections will feature Brewed Protein™ fibers, new next-generation materials

Highlights of this press release

1. Eight years after joint development with Spiber Inc. began, the mass-production of raw materials (Brewed Protein™ polymers) has now been accomplished.
2. Nine products from the Fall/Winter 2023 collection of Goldwin, an original brand under Goldwin Inc., will be released globally for sale on Friday, September 29.
3. Pop-up stores will open in Tokyo and London to celebrate the collection.



Since 2015, Goldwin Inc. (Headquarters: Shibuya, Tokyo; President & Representative Director: Takao Watanabe; hereafter “GOLDWIN”) has been working on the joint development of structural protein materials—Brewed Protein™ fibers—with Spiber Inc. (Headquarters: Tsuruoka, Yamagata; Director and Representative Executive Officer: Kazuhide Sekiyama; hereafter “Spiber”). On Friday, September 29, GOLDWIN will simultaneously launch

nine items from the company's original Goldwin brand worldwide for the Fall/Winter 2023 collection that are made with Brewed Protein™ fibers.

Since 2015, GOLDWIN has been collaborating with Spiber and jointly developing structural protein materials for apparel applications in an attempt to tackle various environmental challenges in the fashion industry. Over the past four years, we have already released seven types of products including T-shirts, outerwear items, and sweaters under two brands (Goldwin and The North Face), but the impact of these items remained relatively small due to their limited production quantity and a lottery-based sale method. However, eight years after the joint development between our two companies was initiated, Spiber's first mass production plant in Thailand started production of Brewed Protein™ polymers, and the company's steadily increasing production scale has made this global launch possible today. We hope this development will help contribute to solving the environmental issues the industry faces.

Based on the concept of the "Regenerative Circle", this collection was created to establish practical applications of Brewed Protein™ fibers as next-generation innovative materials which can offer alternative solutions to a wide range of conventional animal-based, plant-based, and synthetic materials for various purposes. In a broader context, this launch is part of our attempt to help reshape the global environment, our society, and the fashion industry towards a more sustainable future.

The global collection being released on September 29 will feature numerous exciting items including the Cross-Field 3L Jacket, a garment inspired by the ski wear that served as the origin of the brand, the 3L Mac Coat, and the Slim Tapered 3L Pants.

To celebrate the collection, GOLDWIN will open pop-up stores in Tokyo and London on the day of the global launch. The Tokyo pop-up store will be on the first floor of the Marunouchi Building, and will feature the entire collection of items from four GOLDWIN-managed brands that were made with Brewed Protein™ fibers, while the London pop-up store will be limited to the nine products from the Goldwin collection. A short film covering four key themes—Imagine, Believe, Community and Collection—exploring the "Regenerative Circle" concept. This collaborative work, with talents from across different fields from art to culture and fashion to technology, examines the potential for a new future that has yet to be imagined.

The nine items from the Goldwin brand will also be available for purchase at our directly- managed stores in each country and via our e-commerce websites.

Reference: Announcement of the Fall/Winter 2023 collection made with Brewed Protein™ structural protein fibers, made on March 24, 2023 (Japanese only)

<https://corp.goldwin.co.jp/info/page-30767>

Key products from the Goldwin collection

3L Mac Coat

Item number: GL03701BP

Price: 176,000 yen (including tax)

Sizes: 1 (S), 2 (M), 3 (L), 4 (XL), 5 (XXL)

Colors: Natural (NR), Black (BK), Olive (OV)

Materials:

- Front: Brewed Protein™ fibers 60%, Wool 25%, Nylon 15%
- Middle layer: PTFE
- Lining: Polyester 100%



The Mac Coat is a versatile piece for different settings from business to casual. In this collection, the garment has been freshly redesigned using Brewed Protein™ fibers on the outer fabric. It has a relaxed, elegant A-line silhouette, and the raglan sleeve constructed with a one-piece-sleeve pattern amplifies the piece's beautiful shape. Small details have been included to create a thoughtful and functional design; discrete slits have been added inside the side pockets to let the wearer's hands go through the coat without undoing the front buttons, while a deep center vent allows freer movements.

Denim Shirt

Item number: GL13704BP

Price: 99,000 yen (including tax)

Sizes: 1 (S), 2 (M), 3 (L), 4 (XL), 5 (XXL)

Color: Indigo (ID)

Materials: Cotton 96%, Brewed Protein™ fibers 4%

The 13-ounce denim fabric featured in this shirt is made of a mix of cotton and Brewed Protein™ fibers. Its boxy silhouette with a slightly roomy fit and shacket (a crossover between a shirt and a jacket) design results in a highly versatile piece that can be styled with a variety of other items. On the environmental front, the fabric is treated with a special wash that consumes about 30% less water than the usual denim manufacturing process.



3L Tapered Pants

Item number: GL73756BP

Price: 99,000 yen (including tax)

Sizes: 1 (S), 2 (M), 3 (L), 4 (XL), 5 (XXL)

Colors: Natural (NR), Black (BK), Olive (OV)

Materials:

- Front: Brewed Protein™ fibers 60%, Wool 25%, Nylon 15%
- Middle layer: PTFE
- Lining: Polyester 100%

Popular across generations, Goldwin's slim tapered pants received a material redesign in this collection, featuring Brewed Protein™ fibers on the outer fabric. Developed with Goldwin's sports and outdoors knowhow and expertise in the fields of trekking and climbing, the garment also offers a high degree of versatility and utility in the lifestyle scene.

An original buckle at the waist makes it easy to put on and take off the pants, while four zippered pockets at the back and front provide a perfect solution for securing small items.



Long-sleeve T-shirt

Item number: GL43707BP

Price: 41,800yen (tax included)

Sizes: 1 (S), 2 (M), 3 (L), 4 (XL), 5 (XXL)

Colors: Natural (NR), Black (BK), Black x Natural (S1)

Materials: Cotton 90%, Brewed Protein™ fibers 10%

This long-sleeve T-shirt is inspired by Basque shirts from the Basque Country located near the border between France and Spain. Open-end yarn made of a mix of cotton and Brewed Protein™ fibers is tightly woven to create an appealing heft. The item has a dry texture and feels pleasant on the skin. Its slightly roomy silhouette makes it easy to style by itself or under a shirt or a jacket.



The future for GOLDWIN and Spiber

GOLDWIN has set a goal to use Brewed Protein™ fibers in ten percent of newly-developed products by 2030. Our joint project with Spiber has served as an opportunity for us to not only rethink the relationship between nature and humanity, but to also keep exploring completely unconventional and holistic approaches to everything from materials to products and the economy that can meet the needs of both the fashion industry and the environment at the highest levels of quality and performance. We believe that we can make a great contribution to the sustainable development of human society by designing and promoting sports apparel for future lifestyles that is in harmony with nature. Our joint research and development partnership with Spiber will continue based on this belief.

POP-UP STORE LOCATIONS:

Tokyo:

Store name: REGENERATIVE CIRCLE

Address: 1F, Marunouchi Building, 2-4-1 Marunouchi, Chiyoda, Tokyo

Tel: 03-6259-1360

Opening hours: 11:00 to 21:00 (weekdays and Saturdays); 11:00 to 20:00 (Sundays and public holidays; closed according to the Marunouchi Building calendar)

Store size: Approximately 86 m²

Pop-up period: From Friday, September 29, 2023 to late January 2024

Available brands: Goldwin, The North Face, nanamica, and Woolrich

London:

Address: 59 Greek Street, Soho, London, W1D 3DZ

Pop-up period: From Friday, September 29 to Saturday, September 30, 2023

Available brand: Goldwin

The Goldwin collection will be also sold at these physical and online stores:

In Japan:

- Goldwin Harajuku (1F, Citta Jingumae, 6-10-12 Jingumae, Shibuya, Tokyo)
- Goldwin Marunouchi (1F, Nijubashi Square, 3-2-3 Marunouchi, Chiyoda, Tokyo)
- Goldwin Official Online Store (<https://www.goldwin.co.jp/goldwin/>)

Overseas:

- Goldwin San Francisco (444 Jackson St. San Francisco, CA 94111 USA)
- Goldwin Munich (Schaefflerstrasse 4 Schaefflerhof 80333 Munich)
- Goldwin Beijing (S8-14, 1F, Building S8, No. 19 Sanlitun Road, Chaoyang District, Beijing)

Goldwin official online stores:

- U.S.: <https://usshop.goldwin-global.com/collections/products/>
- Europe: <https://eushop.goldwin-global.com/collections/products/>
- China: Goldwin Official WeChat mini program

About the Goldwin brand

Founded in 1951, GOLDWIN Inc.'s original brand "Goldwin" proposes products that combine minimalist design with rationality, comfort, and convenience, derived from its experience with skiing and the outdoors, as well as Japanese aesthetics.

Since 2018, Goldwin has opened directly-managed stores in Tokyo (Marunouchi and Harajuku), the United States (San Francisco), Germany (Munich), and China (Beijing), and is actively building a global base.

Official website: <https://www.goldwin.co.jp/goldwin/>

About Spiber's structural protein materials, Brewed Protein™ fiber

Brewed Protein materials are fibers, films, and other types of materials that are manufactured through fermentation (brewing) of plant-based ingredients. This new class of material is created using Spiber's proprietary technology platform that enables customized design and molecular engineering of nature-inspired protein polymers.

These materials can offer alternative solutions to a wide range of conventional animal-based, plant-based, and synthetic materials for various purposes, including textiles applications for the apparel industry.

About Spiber and Goldwin's joint development background

Most sports apparel is made from synthetic molecular materials (polyester, nylon, etc.) manufactured from petroleum, and the impact of the final product on the natural environment due to microplastic emissions has recently become a pressing environmental issue. As a countermeasure to problems such as these, and in light of concerns about the depletion of petroleum, it is increasingly important that society works to switch to sustainable resources.

To address these global-scale environmental issues, GOLDWIN began researching "structural protein materials" in collaboration with Spiber in 2015 and in the fall of 2015 announced a prototype outdoor jacket made of this kind of material. In 2019, The North Face released T-shirts and outdoor jackets exclusively in Japan using Brewed Protein™ fiber, a structural protein material newly developed by Spiber in response to performance challenges and product quality requirements. Since then, a variety of apparel products such as knitwear and fleece have also been launched by GOLDWIN-managed brands.

About Spiber Inc.

Founded in September 2007, Spiber Inc. (Director and Representative Executive Officer: Kazuhide Sekiyama, Headquarters: 234-1 Mizukami, Kakuganji, Tsuruoka, Yamagata) is a biotechnology venture company headquartered in Tsuruoka, Yamagata that develops Brewed Protein™ structural protein materials. In 2022, it started the mass-production of Brewed Protein™ polymers at its first commercial-scale plant in Rayong, Thailand, with plans to steadily increase its production capacity over the near future. Spiber is also working to establish a large-scale production facility in the state of Iowa in the U.S.

Spiber website: <https://spiber.inc/>

About GOLDWIN

GOLDWIN Inc. was established in 1951 in Oyabe City, Toyama Prefecture. Under its corporate philosophy, "To realize a fulfilling and healthy lifestyle through sports," the original Goldwin brand is marketed globally, while also offering other high-performance activewear brands including The North Face, Helly Hansen, Speedo, and Canterbury, mainly in Japan.

Managing the entire product creation process—from research and development to planning, manufacturing, quality control, and sales—in a streamlined, consistent manner, GOLDWIN strives to deliver products and services that truly cater to its customers.

To protect the green Earth while having fun, the company recently introduced the "GREEN IS GOOD" program with a focus on environmentally-friendly activities such as the use of recycled products and materials with low environmental impact; employment of green electricity in the head office building; and repair services to enable customers to enjoy our products over many years. Through such initiatives, GOLDWIN aims to contribute to the development of a sustainable society.

GOLDWIN website: www.goldwin.co.jp

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Brewed Protein™ is a trademark or a registered trademark of Spiber Inc. in Japan and other countries.

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News from Goldwin Inc. can be found at: <https://corp.goldwin.co.jp/news>