

UGG Celebrates International Women's Day With HERproject
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Brands join forces to highlight women's leadership across global supply chains

NEW YORK, March 8, 2019 /PRNewswire/ -- UGG® (a division of Deckers Brands [NYSE: DECK]), is proud to raise the profile of women leaders across global supply chains through the "This Is A Leader" campaign. Launching today, the campaign celebrates exemplary female leadership from supplier factories to corporate offices, and invites employees, partners, consumers, and other stakeholders to join the conversation and share what leadership means to them.

"Now, more than ever, is the time to celebrate and recognize the hard work of women in this industry," said Andrea O'Donnell, President, Fashion Lifestyle, Deckers Brands. "As we go into our second year partnering with HERproject on this incredible initiative, we are proud to continue making a contribution to growing support and awareness of the women in the global supply chain."

This celebration of women leaders is coordinated by Business for Social Responsibility's (BSR) HERproject, a collaboration that empowers low-income women across global supply chains through workplace-based programs on health, financial inclusion, and gender equality. UGG®, The Estée Lauder Companies, Inc., Nordstrom, and Williams-Sonoma, Inc. are strategic HERproject partners and are implementing HERproject training programs with their own key suppliers.

To celebrate International Women's Day, leaders from UGG®, The Estée Lauder Companies, Inc., and Williams-Sonoma, Inc. spoke at the "This Is A Leader" [campaign event](#) and discuss their vision for women's leadership on March 7 at NeueHouse in New York City. The accompanying social media campaign begins today and will run through March using the hashtag #ThisIsALeader.

About UGG®

Founded in 1978 by an Australian surfer on the coast of California, UGG® is a global lifestyle brand renowned for its iconic Classic boot. First worn by Hollywood royalty, fashion editors and then the world, UGG® designs and retails footwear, apparel, accessories and homewares with an uncompromising attitude toward quality and craftsmanship. Delivering more than \$1 billion in annual sales, UGG® partners with the best retailers globally and owns over 130 concept and outlet stores worldwide in key markets including New York, San Francisco, Los Angeles, Paris, London, Tokyo, Shanghai and Beijing. For more information, please visit www.ugg.com. @ugg @uggmens #ugglife

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