

UGG Celebrates International Women's Day with HERproject
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The brand continues to support women's rights and equal opportunities with a multi-channel campaign and donation

In celebration of **International Women's Day**, a globally-recognized commemoration that highlights the social, economic, cultural and political achievement of women, UGG® (a division of Deckers Brands, NYSE: DECK) is launching a multi-channel campaign and donation to support **HERproject**. Starting today, and continuing through March 11, 2018, UGG® will be donating 5% of the retail price of all ugg.com and United States UGG® store sales to HERproject.

This press release features multimedia. View the full release here:
<http://www.businesswire.com/news/home/20180308006028/en/>



BSR + HERproject (Photo: Business Wire)

"Now, more than ever, is the time to celebrate and recognize the hard work of women in this business," said Andrea O'Donnell, President of Fashion Lifestyle, Deckers Brands. "We are proud to be making a contribution to this incredible initiative to help women in the global supply chain."

HERproject is a collaborative initiative managed by BSR (Business for Social Responsibility) that strives to empower low-income women working in global supply chains. Bringing together global brands, their suppliers, and local organizations, HERproject drives impact for women and business via workplace-based interventions on health, financial

inclusion, and gender equality. UGG® forged its relationship with HERproject in 2016.

About the UGG® brand

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 @UGGforMen

About HERproject

BSR's HERproject is a collaborative initiative that strives to empower low-income women working in global supply chains. Bringing together global brands, their suppliers, and local NGOs, HERproject drives impact for women and business via workplace-based interventions on health, financial inclusion, and gender equality. Since its inception in 2007, HERproject has worked in more than 700 workplaces across 14 countries, and has increased the wellbeing, confidence, and economic potential of more than 800,000 women.

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