



## **SPERRY® LAUNCHES SUSTAINABLE INITIATIVE**

*The brand to introduce a new collection made with BIONIC® materials*

Drawing on a heritage of innovation and a love for the sea, Sperry, the iconic American footwear brand, known for creating the original boat shoe, is launching an on-going sustainability platform, Look Good. Do Good. The brand is introducing a new collection of shoes for men, women and kids for Spring 2019, made with BIONIC® material, spun from plastic recovered from marine and coastal environments. A selection of best-loved silhouettes – Sperry’s Authentic Original boat shoe; the Captain’s CVO, and the women’s Crest Vibe sneaker, draw on Sperry’s sailing roots, featuring materials and styling inspired by vibrant, multi-colored sailboat sails with patchwork pieces and stitching details. The collection’s packaging features eco-friendly innovations: shoe boxes are made from 100% recycled paper material, and only with vegetable ink and water-based glue.

To educate people on ways they can help protect the environment by reducing their use of plastic, Sperry and Waterkeeper Alliance are partnering on a voice-controlled experience which works via Amazon Echo smart speaker devices. The skill, called Sperry Waterkeeper, is activated through Amazon’s voice-controlled virtual assistant service Alexa. When prompted, Sperry Waterkeeper will offer a range of actionable, every day tips for using less plastic. Such reminders include carrying a reusable water bottle and eliminating the use of plastic straws.

BIONIC® sets up recycling facilities and organizes beach clean ups around the world with NGO partner Waterkeeper Alliance. Sperry’s support of their mission will help raise awareness for the issue of ocean pollution, sponsor beach clean ups to help reduce the 8 million tons of plastic that enter our oceans each year and transform tons of marine and coastal plastic into shoes.

“We are a brand born of the sea. It is our duty to get involved and protect the waterways that stretch across the globe and connect us all. We are proud to work with BIONIC® and Waterkeeper Alliance,” says Kate Minner, CMO, Sperry.

The Sperry BIONIC® collection will be available in March at Nordstrom, Dillard’s, Macy’s, Zappos and Sperry.com. Retail prices range from \$70-\$100.

**ABOUT SPERRY®**

Sperry® was founded in 1935 by avid sailor, inventor and intrepid explorer Paul Sperry. From the development of the world's first boat shoe, the iconic Top-Sider, Sperry continues its eight-decade tradition of offering innovative, fashion-forward styles that are perfect at sea or on the street. The company Paul Sperry founded in his own name is now fully rooted in the history of American style. Sperry is distributed in department stores and independent retailers in North America, Asia, Europe and Latin America, as well as Sperry specialty retail stores and [www.Sperry.com](http://www.Sperry.com). Sperry is a division of Wolverine World Wide, Inc. one of the world's leading marketers of branded casual, active lifestyle, work, outdoor sport, athletic, children's and uniform footwear and apparel. Sperry.com @sperry #sperrymyway

#### **ABOUT BIONIC®**

BIONIC® is a mission-driven material engineering company, addressing ocean plastic pollution in marine and coastal environments. Our vision is to unite industry leading brands to substantially and measurably reduce ocean plastic. BIONIC® engineers fully traceable high-grade textiles and polymers made with coastal and marine plastic. [www.bionic.is](http://www.bionic.is)

#### **ABOUT WATERKEEPER ALLIANCE®**

Waterkeeper Alliance is a global movement uniting more than 300 Waterkeeper Organizations and Affiliates around the world, focusing citizen action on issues that affect our waterways, from pollution to climate change. The Waterkeeper movement patrols and protects over 2.5 million square miles of rivers, lakes, and coastlines in the Americas, Europe, Australia, Asia, and Africa. For more information please visit [waterkeeper.org](http://waterkeeper.org).