

REVOLVE

REVOLVE Launches REVOLVE for the World, A Mission-Driven Initiative Focused on a More Sustainable & Inclusive Future

LOS ANGELES--(BUSINESS WIRE)-- REVOLVE Group, Inc. (NYSE: RVLV) announces the launch of its newest global initiative, REVOLVE for the World, dedicated to inspiring its community to do good for the world and raise awareness on global issues and the organizations making a difference. The retailer will also be introducing its new sustainable section on the website in addition to its first fully sustainable owned brand division, Tularosa Green.

REVOLVE for the World will work closely with an array of innovative organizations using REVOLVE's massive global reach and marketing power to shine a light on pivotal causes. In honor of Earth Day, REVOLVE will be supporting One Tree Planted, an environmental organization focused on restoring damaged ecosystems through global reforestation and protecting biodiversity. Throughout the week, REVOLVE will leverage its digital platform to call attention to its sustainable brands and provide customers and followers with inspiring content focused on sustainability. In addition, anyone can get involved with the initiative by posting a photo using the hashtag #revolvefortheworld and for every photo posted REVOLVE will plant one species-specific tree within a national park where it is needed most.

In REVOLVE's commitment to sustainability, one of the many key actions the company will be taking is environmentally conscious production of its owned brands. Starting with the launch of Tularosa Green, a division of the Tularosa brand produced thoughtfully and made with all natural and chemical free dyes. The new line consists of elevated earth-toned basics made with 100% organic cotton and packaged with pre-consumer recycled materials. Tularosa Green is also made using technology that draws 40% less water and is reused additional times in turn generating zero impact on the environment. This is just the beginning to a more sustainable production process within REVOLVE's owned brands with a goal of reflecting these processes across all owned brands.

"We've revolved around the world and felt that it was the perfect time to introduce an ongoing initiative that really provides our customers with another layer of inspiration through action," says Raissa Gerona, REVOLVE Chief Brand Officer. "We want to make sure that when we do trips and events moving forward that we are significantly more thoughtful about our impact while continuing to raise the bar in our marketing playbook."

REVOLVE is also proud to highlight its eco-friendly brands in its new **sustainable shop** where customers can discover over 800 environmentally conscious styles organized through a variety of sustainability badges such as recycled, plant based, organic, upcycled and low impact. The shop will also include select styles exclusive to REVOLVE from popular brands Miaou, Danzy, Cleobella, and Rococo Sand consisting of styles created using deadstock, vintage pieces that have been reimaged, plus made to order pieces to reduce waste.

REVOLVE recognizes the importance of adopting more sustainable practices within the business and has been hard at work to take the important steps to address its carbon footprint. The company is actively working to reduce its carbon footprint through implementing more sustainable approaches

company-wide. For instance, REVOLVE plans to offset emissions from all marketing trips and events in the future.

For more information on REVOLVE's social impact in addition to how REVOLVE has incorporated sustainability into its business strategy, visit REVOLVE's social impact page [here](#).

About Revolve Group, Inc.

Revolve Group, Inc. (RVLV) is the next-generation fashion retailer for Millennial and Generation Z consumers. As a trusted, premium lifestyle brand, and a go-to online source for discovery and inspiration, we deliver an engaging customer experience from a vast yet curated offering of apparel, footwear, accessories and beauty styles. Our dynamic platform connects a deeply engaged community of millions of consumers, thousands of global fashion influencers, and hundreds of emerging, established and owned brands.

We were founded in 2003 by our co-CEOs, Michael Mente and Mike Karanikolas. We sell merchandise through two differentiated segments, REVOLVE and FORWARD, that leverage one platform. Through REVOLVE we offer a highly curated assortment of premium apparel and footwear, accessories and beauty products from emerging, established and owned brands. Through FORWARD we offer a highly curated assortment of iconic and emerging luxury brands. For more information, visit www.revolve.com.

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