



DODO, JEWELRY'S ECO-CONSCIOUS LEADER, PARTNERS WITH TĒNAKA

DoDo, the eco-conscious Maison of iconic charms and jewels, is proud to announce a new partnership with Tēnaka, a social enterprise helping to restore marine ecosystems. DoDo's contribution to Tēnaka will aid restoration of 1000m² of precious coral reefs, known as the "jewels of the sea." The **DoDo For Tēnaka** collaboration, symbolized by a coral, is commemorated by limited-edition DoDo's new deep sea-blue *Granelli Tēnaka* bracelet, made of eco-friendly recycled plastics.



Naming itself after the extinct bird as a vow of its values, DoDo has been an eco-conscious pioneer since its 1994 inception. With **DoDo For Tēnaka**, the Milan Maison supports a niche social enterprise founded by French entrepreneur Anne-Sophie Roux, and dedicated to ocean health. Restoring coral reefs with innovative new tactics including the laborious but fruitful installation of coral reef nurseries, Tēnaka is rebuilding reefs in Malaysia. Threatened with extinction due to climate change and the effects of over-tourism, coral reefs and their ecosystems produce 70% of the world's oxygen: they vital to the survival of all species.

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To mark the **DoDo For Tēnaka** moment, DoDo custom-designed a limited-edition *Granelli Tēnaka* bracelet of recycled materials. Echoing the iconic “grain of sand” design of DoDo’s *Mini Granelli*, the *Granelli Tēnaka* bracelet recalls the reflection of waters in Mauritius, the legendary paradise where the ‘dodo’ bird once lived. But instead of precious metals, the jewel colors of the new bracelet are composed of plastic polymers – including flexible and rigid plastics – considered to be the most difficult to recycle. Largely collected from the Mediterranean Sea, the plastic becomes jewels with the expertise of REVET out of Pisa, who then entrust Italian artisans at Ookii to dye, mold and sculpt the materials into deep-sea blue *Mini Granelli* shapes. With this renewed, durable life given to plastic waste, new *Granelli Tēnaka* designs shine like the blue horizon. Minimalistic *Mini Granelli* encircle its steel chain and brise, with a T-bar closure in silver and the signature DoDo plaque in silver and coral-colored enamel, for an edgy, emblematic design to symbolize the partnership.



Anne-Sophie Roux, Tēnaka founder, explains the organic partnership her organization found with DoDo, “Much like a jewel, a coral is precious and fragile. We still have a short but shrinking window to rebuild these crucially important, beautiful ecosystems. To me, it seemed obvious to partner with DoDo, to restore and preserve the jewels of the ocean.”

Sabina Belli, DoDo CEO, adds, “Tēnaka and DoDo are in alignment with our core values – to respect and protect our home planet. We are proud to work with the young, passionate entrepreneurs at Tēnaka in their innovative approach to rebuilding the world’s coral reefs. We look forward to creating a healthier future ahead in the spirit of cooperation, and the knowledge that we share one earth, one home.”



ABOUT TENAKA

The ocean is a priority solution against the climate crisis. Its ecosystems are the lungs and carbon sinks of our planet: it provides 70% of the air we breathe, and absorbs 30% of the annual CO₂ emitted in the atmosphere (UNEP).

Restoring marine habitats, such as coral reefs, is a key solution both to mitigate the climate crisis and to accelerate the adaptation of coastal communities that rely on their resources. The latest IPCC reports on the Ocean and Cryosphere, as well as COP 25 negotiations, put the emphasis on the urgency to develop “nature-based solutions” to the climate crisis.

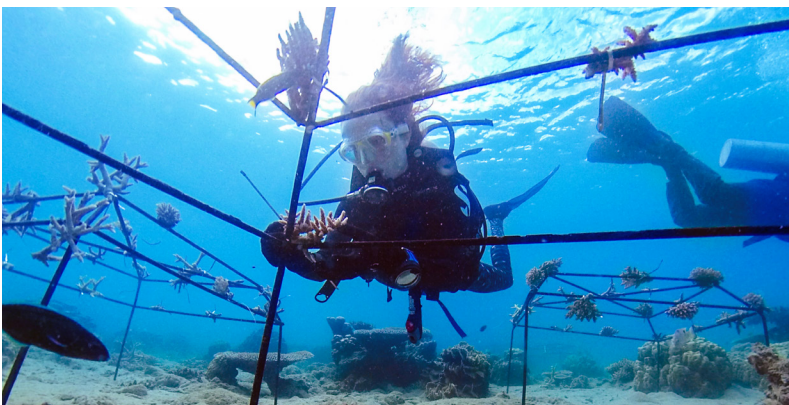
We believe businesses can be a driving force for sustainable transitions. By building tailor-made CSR programs, we help companies integrate them at the very heart of their business model. Through holistic partnerships with scientists and NGOs, we provide our partners with quarterly impacts measurement reports and full metrics.

Various CSR programs are built in co-construction with our partners: brand contents for CSR reports, communication materials, intrapreneurship initiatives, virtual reality immersions into their restored coral reefs, and many more.

ANNE- SOPHIE ROUX- FOUNDER TENAKA

Anne-Sophie Roux is a climate change researcher and social entrepreneur from Paris. After having led research in Asia and the Pacific islands for two years, she realized that the main solutions to the climate crisis were to be found in the ocean.

While finishing her studies at Sciences Po Paris, she founded Tēnaka: a social business that creates a synergy between corporations, scientists, local NGOs and communities, to restore and preserve marine ecosystems. Since October 2019, she is also the Sustainable Ocean Alliance ambassador in France.



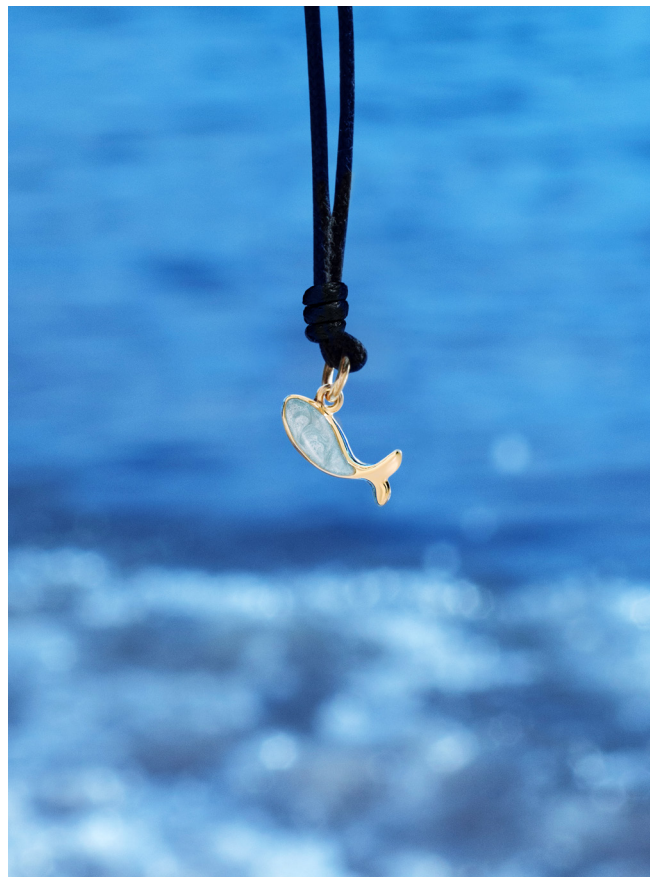
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ABOUT DODO

For more than 25 years, DoDo has been the fine Italian jewelry brand of charms and jewels with an innate environmentalist spirit. Nature preservation has always been a brand value, from its 'dodo' namesake to its philanthropy: DoDo is the original eco-friendly pioneer. Its new partnership with Social Enterprise Tēnaka works to restore coral reefs, as marine ecosystems produce 70% of the world's oxygen. What's more, DoDo is among the first jewelry Maisons to use 100% responsible gold to handmade its creations. DoDo designs promote inclusivity and self-expression for both women and men, being mix-and-matchable, customizable or ready-to-wear. With the founding premise of jewel for each life story, DoDo gifts commemorate important moments or act as self-chosen symbols, so every jewel represents a precious memory.





SABINA BELLI - CEO POMELLATO GROUP

Sabina Belli was born in Milan but has lived since adolescence in Paris, where she studied and raised a family with three daughters, now young professionals in turn.

She began her career in advertising at Ogilvy and Young & Rubicam, then moving on to marketing, first in the L'Oréal Luxe Group, at Helena Rubinstein and Giorgio Armani Parfums.

She subsequently joined LVMH, where she remained for twenty-one years covering top management positions at Parfums Dior and Moët Hennessy, until becoming managing director of Bulgari.

In 2015 she joined the Kering Group as CEO of Pomellato and DoDo in Milan, where she rediscovered her origins. Sabina Belli has developed brands and products such as Acqua di Giò by Giorgio Armani, J'Adore by Christian Dior, Veuve Clicquot and Bulgari, and is now considered an international expert in the luxury market and in the management of highly creative and innovative teams.

Sustainability has always been at the core of Kering's strategy, and in particular of DoDo since its foundation. "Luxury and sustainability must go hand in hand": true to this profound sentiment from François-Henri Pinault, DoDo and Sabina Belli have always been compliant with the three pillars of the Kering Sustainability strategy at 2025: Care, Collaborate, Create. Sabina Belli, therefore, leads the alignment of the brand with the "Kering Standard", an official list of strict environmental and social criteria for the Group's houses and suppliers.

In 2018, the company was again ranked as the most sustainable in the world in the "Luxury Textile and Clothing " segment. Among the most significant initiatives in this regard, expressing the love for nature and the commitment to environmental protection, is the constant support for WWF Italy and the most recent Treedom project aimed at reforesting the highest risk agricultural areas.



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