

BRITISH FASHION COUNCIL

PRESS RELEASE

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BRITISH FASHION COUNCIL ANNOUNCES LAUNCH OF

'GREAT BRITISH DESIGNER CHOOSE TO REUSE' CAMPAIGN

The British Fashion Council (BFC) is announcing today the launch of the **'Great British Designer Choose to Reuse'** campaign, a collection of conscious lifestyle products designed by RIXO in collaboration with Bags of Ethics, available to purchase online. The campaign aims to encourage the public to take the challenge to *'Choose to Reuse'* by swapping from disposable items to reusable alternatives with the end goal of reducing the waste produced from single-use plastic. As part of the campaign, participants are encouraged to log their swap online at bagsofethics.org, with the ultimate target of 1 million swaps.

The range of products, available to purchase online through bagsofethics.org, includes luxury canvas shopping bags (£5) and multifunctional reusable mesh bags (£6 for a pack of three), as well as aprons (£15) and tea towels (£12 for a pack of two) which aim to encourage consumers to cook more at home. The collection also includes sustainable coffee cups (£15) and reusable water bottles (£15) all of which have a QR code for users to scan their swap pledges onto an aggregator. The entire product range is designed by RIXO with designs drawn from their signature exclusive prints seen across their fashion collections. A percentage of the profits raised from the sale of items in the collection will be donated to the BFC Foundation, the charity that supports the future growth and success of the British fashion industry by focusing on education, grant-giving and mentoring, with another portion of the profits donated to The Queen's Green Canopy Initiative, a unique tree planting initiative created to mark Her Majesty's Platinum Jubilee in 2022.

Caroline Rush, Chief Executive BFC said: *"The state of the planet is an extremely pressing issue which thankfully is finally beginning to be addressed by leaders globally, but there is still a large part that we can play as consumers to reduce our individual carbon footprint. This campaign promotes a conscious way of living that is both attainable and maintainable for all of us while having a significant impact on our consumption and waste."*

Dr R Sri Ram, Chairman, Bags of Ethics: *"We have always been at the forefront of supporting the public through mass behavioural changes in positive and useful ways. Since the early 2000s we helped supermarkets, and retailers reduce their single-use plastic bag consumption by 10+ billion units through sustainable and reusable bags. An ongoing challenge is the effect our habits and behaviour have on the environment and by using these new RIXO designed products and "swapping" an existing damaging routine for something reusable and more environmentally friendly we can all make a difference."*

RIXO Designers of the collection say: *"As a business we have been thinking about how we can make an impact and play our part in becoming more sustainable and mindful of our environment."*

It's been a great opportunity for us to create such a variety of items that will help so many people move towards small but everyday ways to do their part too for our planet. We used our signature brand prints which are fun and unique to RIXO."

It is estimated that over 7.7bn plastic bottles, and 25 billion disposable coffee cups are being used every year in the UK – that is around 2 to 4 bottles and cups every week for each of us. In addition, each UK household still uses over 57 plastic bags a year contributing to 900,000 tonnes of single-use waste. A recent global study concluded that disposable cutlery, and containers from takeaways dominates 75% of ocean plastic waste.

The products have been manufactured by Bags of Ethics in accordance to Sustainable Development Goals 5 *Gender Equality*, 8 *Decent Work and Economic Growth*, 12 *Responsible Consumption and Production*, 13 *Climate Action*, 14 *Life Below Water*, 15 *Life on Land* and 17 *Partnership for the Goals*.

The campaign is calling upon individuals, businesses, and organisations to join in the campaign with wholesale and retail opportunities available.

Media handles @bagsofethics

Hashtag #choosetoreuse

For media enquiries please contact:

Zoe Vaughan Davies

zoe@zoepr.com | + 44 7771 847 692

Eve Cousins, Communications Assistant, British Fashion Council

eve.cousins@britishfashioncouncil.com

For wholesale and retail opportunities please contact:

Matthew Kumaran, Client Services, Bags of Ethics

info@bagsofethics.org

About British Fashion Council

The British Fashion Council (BFC) is a not-for-profit organisation set up in 1983 with the role to strengthen British fashion in the global economy as a leader in responsible, creative businesses. It does this through championing diversity and building and inviting the industry to actively participate in a network to accelerate a successful circular fashion economy. The BFC promotes British fashion internationally and does so through fashion weeks, exhibitions and showcasing events. The BFC helps British designer businesses develop their profile and business globally and supports fashion talent beginning at college level, extending to talent identification, business support and showcasing schemes. The BFC Foundation (Registered Charity Number: 11852152) was created in 2019 for charitable purposes and grant giving; attracting, developing, and retaining talent through education and business mentoring. The BFC has donated £1,500,000 from the surplus that was generated from its activities over the past two years, including those generated from The Fashion Awards. Combined with the fundraising efforts of all its talent support initiatives and a call to BFC stakeholders to support fundraising to help businesses survive the COVID crisis, total donations of £3.2m have been received by the BFC Foundation to date. The BFC Foundation offers support to designers through four talent identification and business support schemes: BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund, NEWGEN in partnership with TikTok and the BFC Fashion Trust. With the support of the BFC Colleges Council, the BFC Foundation offers BA and MA scholarships to students, as well as links with industry through design competitions and Graduate Preview Day. In 2020, the BFC launched the Institute of Positive Fashion (IPF), with the aim to help the British fashion industry lead in the goal to be more resilient and circular through global collaboration and local action.

The BFC showcasing initiatives and events include London Fashion Week Presented by Clearpay taking place every February, June and September; LONDON show ROOMs and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

For more information visit: britishfashioncouncil.co.uk / londonfashionweek.co.uk / instituteofpositivefashion.com

About BFC Foundation

Formed in 2019, the BFC Foundation (Registered Charity Number: 1185152) brings all of the BFC's charitable initiatives under one umbrella supporting the future growth and success of the British fashion industry by focusing on education, grant-giving and business mentoring.

The BFC Foundation aims to create pathways to support British fashion talent while addressing the need for continuous and growing support to increase the diversity of the talent pool and support businesses that are leading the way in terms of environmental and community impact. Since its inception in 2019, the BFC Foundation received total donations of £3,200,000 through fundraising efforts of all its talent support initiatives; funds from the BFC surplus generated from the organisation's activities including The Fashion Awards; and a call to BFC stakeholders to support fundraising to help businesses survive the COVID crisis. The BFC Foundation aims to raise £2,000,000 per annum to maintain and grow its grant-giving programmes.

The Co-Chairs of the BFC Foundation are Tania Fares and Narmina Marandi and the Trustees are Stephanie Phair, Chairman; Caroline Rush CBE, Chief Executive Officer and Laura Strain, Chief Operating Officer of the British Fashion Council. The BFC Foundation has an International Advisory Committee which supports the work of the charity as well as an influential Patronage Programme.

For more information visit: britishfashioncouncil.com/BFC-Foundation

About Bags of Ethics

Bags of Ethics is a positive label that promotes the people and planet behind reusable products. Our mission is to offer consumers and brands across the world the ability to create beautifully designed, eco-friendly products made in an ethical way. The BOE community spans designers, technicians, growers, tailors, printers, packers, merchandisers, buyers, and everyone along the supply chain. 90% of the team in the factory in Pondicherry, India are women, many of whom are the main breadwinners of the family. The inks used for printing are REACH compliant and do not pollute waterways. At the factory there is a water treatment system, and a rain harvesting programme. We, along with our partner factories, have worked with over 60,000 clients across the world, including John Lewis, Nike, Selfridges, Sainsbury's, Boots, London Fashion Week, and several small businesses who have promotional and packaging needs. All BOE products are designed to be reused several times, from our 50+ wears reusable face masks, to our 5,000+ times reusable packaging, tote bags, and merchandise. For nearly 25 years we have been at the forefront of positive behavioural changes, from reducing single-use plastic consumption to promoting the concept of reusing. Bags of Ethics partner factories have won several awards for our work including HRH Prince of Wales' Most Ethical Supply Chain and are also the UK Government's Business is GREAT ambassador, and COP26 #OneStepGreener Climate Leader Ambassador. Bags of Ethics is a signatory of the Terra Carta Sustainability Markets Initiative and the Get Nature Positive Campaign www.bagsofethics.org

About RIXO

RIXO is a contemporary independent British womenswear brand and was founded by best friends, Henrietta Rix & Orlagh McCloskey. The philosophy at RIXO is to evoke a wanderlust & free spirit in all our wearers, filling a gap in the contemporary market with easy-to-wear, feminine shapes and high-quality materials. Always empowering, they create a fusion of original hand-painted prints and timeless silhouettes to flatter every woman, irrespective of age, season, nationality or time of day.

About The Queen's Green Canopy

The Queen's Green Canopy (QGC) is a unique tree planting initiative created to mark Her Majesty's Platinum Jubilee in 2022 which invites people from across the United Kingdom to "Plant a Tree for the Jubilee".

Everyone from individuals to Scout and Girlguiding groups, villages, cities, counties, schools and corporates will be encouraged to play their part to enhance our environment by planting trees during the official planting season between October to March. Tree planting will commence again in October 2022, through to the end of the Jubilee year.

With a focus on planting sustainably, the QGC will encourage tree planting to create a legacy in honour of The Queen's leadership of the nation, which will benefit future generations.

By inviting everyone to plant considerable numbers of new trees throughout the country, the QGC seeks to highlight the significant value of trees and woodlands as nature's simple but highly effective way to clean the air we breathe, slow the impact of climate change, create important wildlife habitats and improve our general health and wellbeing.