

PRESS RELEASE

UK Fashion for a Sustainable Future: in the run-up to COP26, the Department for International Trade partners with fashion e-commerce platform YOOX with digital pop-up gallery of 8 sustainable brands

Milan, 24 September 2021 - The UK's Department for International Trade in Italy in partnership with YOOX is launching a digital pop-up gallery of British sustainable fashion brands.

The **UK Fashion for a Sustainable Future** pop-up gallery is a one-time project that will run from 30th September to 31st December 2021 on YOOXYGEN, <https://www.yoox.com/project/yooxygen>, the YOOX platform section dedicated to sustainable products. The brands featured are diverse in size, origin and age of founders, but all are authentically committed to sustainability and targeting to the next generation of consumers.

The gallery is part of [The Road to COP26](#) programme of events taking place at UK House Villa Necchi Campiglio from 29th September to 1st October and is also included in the official [All4Climate Italy 2021](#) programme promoted by the Italian Ministry for Ecological Transition. The initiative will demonstrate how an international luxury e-commerce platform and government can collaborate to reach a global audience of young consumers and create a positive impact on their buying behaviour.

The selection process is based on the UN sustainability criteria, also highlighted by the G20 resolution: innovation, design and manufacture to ensure product longevity, enabling repair, reuse and recycling, sustainable use of natural resources, minimising waste and emissions, regenerating ecosystems, sustainable supply chains, and creation of sustainable and socially inclusive business models, in accordance with national priorities and policies.

The **eight sustainable British brands**, which have been jointly selected by YOOX and Marina Iremonger - Head of the Creative, Consumer & Retail team of the Department for International Trade in Italy, are: **Alighieri, Bottletop, Finisterre, Jo Gordon, Ninety Percent, The Jacksons, Toms and Vivienne Westwood.**

British Ambassador to Italy Jill Morris: *“This initiative offers young fashion consumers examples of inclusive, sustainable, ethical labels: behind these products there are artisans and workers from a variety of countries who collaborate with British designers, demonstrating the value of UK as a platform for international collaboration”.*

Manuela Strippoli, YOOX Brand Director: *“We are happy to partner with the Department for International Trade on such an important occasion as the Pre-COP26. YOOXYGEN was the first online platform solely dedicated to responsible fashion, which has always been at the core of our corporate mission. We are on an important journey towards a deeper sustainability approach and we are happy to partner with a like-minded brand and institution”.*

COP26 is the United Nations climate change conference taking place in Glasgow in November 2021. With the UK Presidency in partnership with Italy, COP26 will bring together almost every country on earth to increase global climate ambition. Italy will host key preparatory events in Milan, the **Youth4Climate: Driving Ambition** (28 - 30 September 2021) and the **Pre-COP Summit** (30 September - 2 October 2021).

The UK and Italian governments are working to put climate change and the reversal of biodiversity loss at the heart of the multilateral agenda, advancing the climate agenda and encouraging countries, businesses and civil society to take concrete actions towards our shared climate goals.

Among consumer goods, fashion is responsible for 8% of annual global carbon emissions*. To address this crucial global issue the not-for-profit UK organisation WRAP (Waste and Resources Action Programme) has launched **Textiles 2030**, a 10-year voluntary action plan backed by Government and major UK fashion organisations.

It aims to cut carbon by 40%+, to align with the 1.5°C global target, cut water by 30% and create and deliver a circular textiles roadmap for the UK.

Rebecca Pow, Under Secretary of State at the Department for the Environment, said: *“Textiles 2030 will help drive this transformation, to shift to greater circularity and innovation in the UK and help in our mission to build back greener from the Covid pandemic”*.

*Quantis (2018) Measuring Fashion – Environmental Impact of the Global Apparel and Footwear Industries Study

The UK will enforce by law the target of reducing greenhouse gases by 78% from the 1990 levels within 2035. It was the first country to commit to achieving net zero carbon emissions by 2050, actively endorsing the UN’s global campaign Race to Zero and launching a Clean Growth strategy in 2018, where sustainable consumption is a focus area.

In its COP26 Presidency role, the UK is collaborating with businesses and organisations that have set ambitious net zero commitments by 2050 or earlier.

YOOX, part of YOOX NET-A-PORTER GROUP, through its 2030 ‘Infinity’ sustainability strategy, combines an ambitious vision with 12 measurable commitments to 2030, all connected to the United Nations Sustainable Development Goals.

The Group’s aim with ‘Infinity’ is to shape a future where loved products are made to last, where customers are equipped with options and knowledge to make informed choices. It also aims at extending the lives of their garments, where the next generation is readied for a more sustainable, circular and inclusive future, and where luxury and fashion can play their part in restoring balance to the planet.

To drive this forward YOOX NET-A-PORTER is building on its legacy in sustainability initiatives such as YOOXYGEN, established in 2009, the first online platform solely dedicated to responsible fashion.

Over the last decade, YOOX has continued its mission to equip designers with the support network needed to explore responsible creative and production processes and provide customers with ethical fashion choices. For the last 12 years, YOOX has continuously spearheaded initiatives that have brought together established and emerging talents from across the fashion spectrum to enable a better more responsible fashion future.

The UK and the Italian Governments, fashion industry and designers, suppliers and retailers are taking action to decrease the impact of fashion on the resources of our planet.

To support this ambitious effort, DIT has also launched a Europe wide Clean Growth campaign with a full programme of events. Further information at:

<https://www.events.great.gov.uk/ehome/cleangrowththeurope/home/>

[Press Kit](#) with brands’ images and company profiles.

In collaboration with:

YOOX

With the media support of:

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About the brands:

Alighieri is a jewellery brand founded by British-Indian Rosh Mahtani, the first jewellery designer to be honoured with the Queen Elizabeth II Award for British Design. Made in London, all pieces are made within six streets of Hatton Garden, using recycled or upcycled materials, inspired by the Italian poet Dante Alighieri, each piece in her collections tells a story and aims to connect her diverse communities across all cultures, gender and ages.

Instagram: @alighieri_jewellery

BOTTLETOP is a true pioneer of recycling: launched with a mission to empower people and planet through sustainable design and creative culture, its distinctive chain mail bags are made from recycled metal ring pulls and produced ethically by skilled artisans. The brand now has its own atelier and training programs in Brazil and Nepal and continues to source the finest sustainable and upcycled materials in challenged parts of the world.

Instagram: @bottletopofficial

Facebook: @Bottletopofficial

Twitter: @Bottletoppers

Cornwall-based **Finisterre** is a pioneering, sustainable outdoor brand, built to inspire a love of the sea and anchored in exceptional product. Central to the founder's mission is circular sourcing, which includes renewable and recyclable textiles and biodegradable natural fibres and finishes.

Instagram: @finisterreuk

Twitter: @FinisterreUK

Facebook: @FinisterreUK1 #WhereItTakesYou

Jo Gordon is a Scottish designer of modern luxury wool knitwear, handcrafted in Scotland and the UK using wool from South Africa. She works closely with local manufacturers, contributing to reducing waste of water and use of chemicals, and helping them keep their skills alive, reinterpreting old techniques or resurrecting archived patterns.

Instagram: @jogordonknitwear

Twitter: @jo_gordon

Facebook: @jogordonknitwear

Ninety Percent is a responsible label of luxury essentials, which distributes 90% of its profits to its work force and to five charities. Garments are made ethically in the industry-leading Echotex factory in Bangladesh, where the planet and people are prioritised over profit. The company continuously researches materials - such as organic cotton, Tencel™, natural linen, SeaCell™ - which carry optimal certifications and meet their revised vegan sourcing criteria.

Instagram: @ninety_percent

Twitter: @ninety_percent

#ForTheWorldWeWant #DressBetter

The Jacksons, founded by Louise Jackson, makes durable handcrafted jute “word-bags” which are the outcome of a collaboration with the skilful handicraft workers in south-west Bangladesh, to whom the company donates sales profits. Jute, known as the golden fibre in Bangladesh, has a low impact on the environment since the processes from harvest to the end product are made by hand. Jute fibre is 100% biodegradable, recyclable, and thus environmentally friendly.

Instagram: @thejacksonslondon

Pinterest: @TheJacksonsLondon

Facebook: @thejacksonslondon

TOMS is a truly eco-ethic footwear brand: the company strives to make choices that benefit their consumer, employees and the environment – from the materials they use, to the partners they work with. In 2006, Toms pioneered the One for One® business model. Since then, their community has had a positive impact on more than 100 million lives.

Facebook: @TOMSeurope

Instagram: @tomseurope

Twitter: @TOMSeurope

Vivienne Westwood - This year the iconic fashion designer Vivienne Westwood celebrates 11 years of working side by side with the Ethical Fashion Initiative of the International Trade Centre - a joint agency of the United Nations and World Trade Organization - which has resulted in the “Handmade with love” in Nairobi collection of handbags. The Vivienne Westwood collaboration with the EFI through Artisan.Fashion was the first of its kind and a ground-breaking social enterprise. It has facilitated collaborations with local artisans, initially in the Kibera slum, and now across Kenya, Nepal, Burkina Faso & Mali, with the aim to provide a sustainable stream of work, in place of charity, promoting the growth of sustainable business in place of aid dependency and creating stability among impoverished communities.

Instagram: @viviennewestwood

Facebook: @VivienneWestwoodOfficial

Twitter: @FollowWestwood

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Notes to editors

The UK's Department for International Trade (DIT) helps businesses export, drives inward and outward investment, negotiates market access and trade deals, and champions free trade.

We are an international economic department, responsible for:

- supporting and encouraging UK businesses to drive sustainable international growth
- ensuring the UK remains a leading destination for international investment and maintains its number one position for international investment stock in Europe
- opening markets, building a trade framework with new and existing partners which is free and fair
- using trade and investment to underpin the government's agenda for a Global Britain and its ambitions for prosperity, stability and security worldwide.

YOOX contacts and press info

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YOOX NET-A-PORTER's 12 'Infinity' commitments to 2030 and more information on its work towards a more sustainable and circular future can be found via: <https://www.ynap.com/pages/sustainability/infinity/>