

Henri-Lloyd steps into Collab with British vegan sneaker brand LØCI

British performance wear brand Henri-Lloyd and British vegan sneaker brand LØCI today launch a new collaboration for a limited-edition range of luxury sneakers made from recycled ocean plastic.

The collaboration with LØCI sees two progressive British brands addressing sustainability challenges with innovative approaches to manufacturing and production. Henri-Lloyd is dipping their toe in the water of the footwear market for the first time in five years, the limited edition run of 300 sneakers will be available exclusively online at www.henrilloyd.com/p/mens-blue-water-sneaker. The new range was launched today by Sir Ben Ainslie and the Great Britain SailGP team ahead of the next event in Chicago, the team will wear the new range shoreside as part of their Technical Clothing Partnership with Henri-Lloyd.

It was a similar mindset to tackling the issues within their industry head on, which saw a perfect opportunity for the brands to work together. A synergy in their approach to responsible production, from the use of recycled, organic and zero waste materials, to eliminating over production and moving manufacturing to Europe. LØCI are committed to making the highest standard of sneaker with each pair being handcrafted in a boutique shoemaker in Portugal.

Both Henri-Lloyd and LØCI believe in producing timeless, quality products built to perform, with a 100% commitment to reducing environmental impacts. “Working with LØCI was a natural fit, we are two innovative brands that are committed to tackling the issues facing our industry head on. We are excited to enter the footwear market again with a product that aligns with our sustainability goals,” Executive Chairman, Graham Allen.

The luxury Henri-Lloyd X LØCI sneaker is a vegan shoe like no other. The water-resistant upper is made from 20 recycled ocean plastic bottles, with a custom-made cork and recycled foam insole. A bamboo lining gives a naturally soft texture and breathability in the summer months, whilst providing warmth in the winter. Alongside an ethically-sourced natural rubber outsole for extra durability.

“Henri-Lloyd x LØCI is the collaboration of two brands committed to protecting the oceans and the wildlife that cover more than 70% of the earth's surface. Both brands are committed to creating responsibly made, timeless products that minimize the footprint they leave behind. The perfect partnership in showcasing that style can be sustainable,” PHILIPPE HOMSY, CO FOUNDER LØCI

This collaboration supports Henri-Lloyd’s ongoing commitment to responsible production, the British performance wear brand has ambitious targets to deliver across all areas of the business. Find out more here www.henrilloyd.com/sustainability-hl