

## HENRI-LLOYD LAUNCHES INITIATIVE FOR PRE-LOVED GARMENTS

The British performance clothing brand Henri-Lloyd launches a new initiative for pre-loved garments. Henri-Lloyd has teamed up with clothing re-sellers, Worn By Us, to take pre-loved products on a journey to their next life.

Worn By Us works with strategic partners and individuals to provide a one-stop shop for the resale and recycling of clothing and fashion accessories in a responsible and environmentally sustainable manner. The process is simple and free, once Worn By Us has confirmed the garments are suitable for re-sale customers can order a free 'Resale Bag', and a Collect+ bag will be sent to your chosen address ready for you to send the products back to Worn By Us.

In return for submissions, customers can decide to receive 40% of the eventual resale value, with 10% being donated to The 1851 Trust, where the proceeds will fund digital STEM "sustainability focused" educational tools for young people in schools. Alternatively, the full 50% for the item can be donated to the charity and support their incredible work whilst knowing you have saved another garment prematurely reaching landfill. As a thank you, customers will also receive a 15% off voucher to spend on a new Henri-Lloyd product.

With 80% of the carbon footprint of a product generated in its production, this partnership will help to reduce impact. The initiative is not limited solely to Henri-Lloyd products, all branded garments can be sent and the customer will still receive a 15% voucher for Henri-Lloyd. As part of their commitment to responsible production, Henri-Lloyd is developing solutions for the long-term impacts for their products. They are working with their design and manufacturing teams to develop better processes to enable closed loop solutions for technical performance wear.

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"We understand that as a clothing company we have a responsibility to develop effective end of life solutions for our products. We have made significant progress over the last two years, choosing responsible design and manufacturing processes that allow for more products to be recycled at the end of their life cycle. By the end of 2022 all our products will be produced with organic, zero waste or recycled materials. The challenge lies in the ability to find solutions on the scale required for the technical products and this is still being developed. The partnership with Worn By Us provides an opportunity for a new lease of life for garments, preventing them from prematurely reaching landfill, whilst supporting a fantastic charity at the same time"

GRAHAM ALLEN, EXECUTIVE CHAIRMAN, HENRI-LLOYD.

In the event that garments are not suitable for re-sale items can be sent to Worn By Us Upcycling Partners including The Sewing Rooms based in Lancashire, a social enterprise business working towards zero waste through innovative ways of saving textiles from landfill. These community lead projects encourage people to learn skills such as sewing, as well as taking donated products to upcycle into new products such as cushions, scarves etc. These products will then either be sold online to raise funds or donated to the local community.

To find out more and start the process of giving pre-loved garments a new lease of life click here: [www.henrilloyd.com/pre-loved](http://www.henrilloyd.com/pre-loved)