

WOOLWORTHS LAUNCHED SA'S FIRST SUSTAINABLE FASHION CAPSULE AT SA FASHION WEEK

October 2017

Sustainable fashion is the future – a front-and-centre sentiment held by high-end global fashion brands, designers and retailers alike.

Set to launch at SA Fashion Week, this year's *Style by SA* collection features the work of 10 local fashion designers and collectives – four of which have been commissioned by Woolworths to produce pieces made using sustainable fibres.

The Better Cotton Collection

Local fashion frontrunners, Rich Mnisi, Thebe Magugu, Selfi and AKJP, have conceptualised and designed a range made from Better Cotton. The cotton has been sourced from the SADC region, and has undergone a dyeing process that uses only eco-friendly chemicals.

Better Cotton has been developed as a sustainable solution by the 'Better Cotton Initiative' (BCI) programme. BCI works to transform cotton production worldwide by advocating for the well being of the people who produce it, and the environment in which it grows.

The capsule collection taps into some of the season's key new directions, which includes blue and white striped shirting set off with striking accent hues of orange, cobalt and candy pink. "We are incredibly excited by this collection. It showcases our best local talent in a way that stands up to global trends, and it's another bold move towards truly sustainable fashion on our Good Business Journey." – Shaheda Sayed, Head of Brand Communications, Woolworths. Joining The Better Cotton collection in the ranks are the Glam and Resort collections, which

together make up the complete *Style by SA* capsule.

An Immersive Installation at SAFW

Woolworths has created an immersive installation to be showcased at SAFW, designed and produced with people and the planet in mind. The installation features BCI cotton sheeting accented with raw BCI cotton slivers, which will be donated to The Clothing Bank to help empower unemployed South African women.

From the indigenous water-wise plants to the scaffolding, each element of the activation space has been carefully considered in terms of minimising waste, and ensuring the option of recycling or re-use in the supply chain.

For the upcoming Spring/Summer season, Woolworths uses more than 2,800 tons of organic or sustainable cotton, and over 380 tons of fibre made from either recycled polyester produced from plastic bottles, or Forest Stewardship Council (FSC) approved Viscose.

Woolworths was recently ranked #40 in FORTUNE magazine's third annual "Change the World" list - the only African company to make the grade – and has once again been selected as an index component of the Dow Jones Sustainability Indices (DJSI).

The new *Style by SA* collection will be available online from 24 October 2017, and in selected stores from 25 October 2017. **END**

Woolworths Store availability details

BCI collection at Woolworths store Sandton City and

www.woolworths.co.za

Resort and Glam Collections available at Woolworths: Centurion, Sandton, Rosebank, Canal Walk, Westville Pavilion & online

Hi-res images can be downloaded

here <https://www.dropbox.com/sh/59lppinsvhgz9z8/AABYCzV6I9Z1o1xDQPpwyjkKa?dl=0>

