

BARBOUR LAUNCHES FIRST WAX FOR LIFE STATION IN SELFRIDGES AS PART OF PROJECT EARTH INITIATIVE

From 28 September, leading heritage and lifestyle brand, Barbour will launch a permanent space in Selfridges in Oxford Street called Wax for Life. Supporting the department store's Project Earth initiative which launched in August, the Wax for Life station will feature a dedicated re-waxing area, customisation, upcycled Barbour Re-Loved jackets and the latest collection of Barbour Gold Standard premium wax jackets alongside the brand's classic waxes and clothing. Located on the first floor in the menswear department, opposite the Brasserie of Light, the Wax for Life station will showcase the sustainable benefits of owning a Barbour wax jacket and give customers the opportunity to immerse themselves in a world of wax. It follows on from the successful partnership with Selfridges on the E-Defender where Barbour designed and supplied the interior fabrics as part of the launch of the Project Earth initiative.

Paul Wilkinson, Global Marketing and Commercial Director, Barbour said "Our Wax for Life station in Selfridges is the first of its kind. It demonstrates our commitment to sustainability and the environment and we are delighted to be launching it in Selfridges as part of their Project Earth initiative which is all about encouraging people to shop more responsibly. With the growing understanding and interest in sustainability, we've recently seen a real boom in re-waxing by customers keen to extend the life of their wax jackets."

Jack Cassidy, Head of Menswear at Selfridges says: "It's so exciting to see a brand with a heritage as rich as Barbour take part in an initiative as transformational as Project Earth. Durability has always been at the heart of Barbour products, and the Wax for Life station is the perfect project for us to launch alongside Project Earth to enable Selfridges' customers to breathe new life into their most loved Barbour jackets."

The Barbour Wax for Life station will include:

Re-Waxing – there will be a dedicated re-waxing area for customers to drop off their wax jackets to be re-waxed. With regular wear a Barbour wax jacket should be re-waxed annually to extend the life of the jacket and ensure that it continues to offer the best in protection and weather resistance. Through re-waxing, the colour will remain bold and the restoration of the jacket will leave the fabric looking less worn, ultimately resulting in a garment which is closer to its original colour and finish.

Customisation – customers can have their Barbour jackets embroidered with their initials on the collar or pocket to make their jacket even more special and one they will want to keep hold of.

Barbour Re-Loved - an upcycle jacket restoration programme. Barbour wax jackets that have been returned to the company by customers who no longer have a need for them, are laundered, repaired and restored in Barbour's factory in South Shields in the North East of England and then sold on to a new home to continue the life and story of the jacket. There are three types of Re-Loved jackets available exclusively in Selfridges:

Barbour Re-Loved Classic - Barbour wax jackets that have been laundered and lovingly repaired in the factory in South Shields.

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Barbour Supa Re-Loved – Barbour wax jackets that have been laundered and lovingly restored with contrasting patches in the factory in South Shields.

Barbour Re-Loved Collectables - A small number of collectable wax jackets which are over 30 years old with either one or two Royal Warrants. In 1974, Barbour received their first Royal Warrant from HRH The Duke of Edinburgh and in 1982, received their second from HM The Queen. Those with two Royal Warrants are particularly collectable as it was only five years from 1982 to 1987 before Barbour was awarded a third Royal Warrant from HRH The Prince of Wales.

Barbour Gold Standard – a new sub brand for Autumn Winter 20, this is a collection of luxury premium outerwear inspired by the Barbour archives which date back to 1910. It represents the pinnacle of Barbour’s offering celebrating expert craftsmanship and a design knowledge that has been gathered over 125 years. The collection combines robust practicality in rugged styles in Barbour’s signature waxed cotton and quilt fabrics. Intelligently designed in ergonomic and engineered cuts, each jacket is full of artisanal craftsmanship with a high attention to detail, there to be discovered.

For further information, please contact Sue Newton, Global PR Manager, Barbour on 0191 427 4251/07764 629039 or email sue.newton@barbour.com

Notes to Editors

Barbour

Originally established by John Barbour in 1894 in South Shields in the North East of England to provide protective outerwear to fishermen, sailors and mariners from the worst of the British weather, today, Barbour offers a complete wardrobe of clothes, accessories and footwear for men, women and children. Shirts, knitwear, trousers and accessories are now just as much in demand as Barbour’s iconic outerwear. Forever synonymous with the British countryside, Barbour’s collections now span from the best practical country clothing to the more urban fashion. There’s a choice of different ranges for all ages and lifestyles, from technical sporting clothing to country heritage fashion styles, all inspired by Barbour’s archives and re-interpreted into modern, contemporary silhouettes.

A family owned 5th generation brand, Barbour is a global success story sold in over 40 countries worldwide including Germany, Italy, Spain, France, the US and Japan and holds three Royal Warrants from HM The Queen, HRH The Duke of Edinburgh and HRH The Prince of Wales.

In 2013, in response to customer demand, Barbour and Barbour International, the clothing range inspired by Barbour’s motorcycle heritage, evolved into two separate brands offering customers a choice of the country or motorcycle lifestyles. The first Barbour International store opened on Piccadilly in London in November 2013 and more will follow worldwide. In 2019 Barbour celebrated its 125 anniversary – a significant milestone in the company’s history.

Project Earth

Project Earth is Selfridges’ commitment to sustainability and to change the way we shop by 2025. The transformational sustainability plan builds on the industry leading steps Selfridges has taken over the last 15 years to bring greater environmental responsibility into the business. Selfridges aims to change the way customers shop by addressing the materials used and the retail models offered, and by motivating a shift in the mindset of partners, teams, suppliers and customers.

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