

SELFRIDGES LAUNCHES SUSTAINABLE HOMEWARE COLLECTIONS FROM EMERGING TALENT



[15 October 2020] Kana London and Good Waste join Selfridges cohort of Bright New Things AW20.

Selfridges has unveiled its latest cohort of Bright New Things; a group of emerging talent who produce beautiful and unique products, placing sustainable innovation at the heart of what they do. The independent brands will be supported and championed by the retailer as part of the initiative.

This year Selfridges has expanded the initiative to include food for the first time along with a selection of homeware brands and fashion designers. Bright New Things AW20 follows the launch of Project Earth, Selfridges' transformational new sustainability initiative that aims to change the way we shop by 2025.

From ceramics made in zero-waste studios to bags made with deadstock vintage fabrics, the collective of new brands have been selected for their unique creative potential and commitment to making fashion, food, beauty and homeware collections that are better for people and the planet.

Selfridges homeware Bright New Things AW20:

KANA LONDON

Ana Kerin, founder of Kana London is the second ever homeware designer to join Selfridges' Bright New Things, launching a range of ceramics that are made in her zero-waste studio in East London. Ana has a background in sculpture and fine art and chooses to make up her own glazes, use a unique mix of clays and incorporates other traditional ceramic practices throughout her work. Ana builds each piece by hand instead of on a wheel to better capture the artisan process and individuality of each piece. Prices from, £24.

For further information and images please contact:

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GOOD WASTE

Good Waste (BNT alumni 2019) focuses on hyper local circular production, salvaging wasted materials such as marble, concrete and stone from across the city to create their unique homeware designs. This year their collection has been made by upcycling a stand previously used for the Selfridges x Depop pop up to create chic table top lighting. They have also produced a line of candles made using waste wax sourced from churches, restaurants and historic guilds in the UK and vases from waste corian. Prices from, £45.

ENDS

Notes to Editors

About Bright New Things:

In the spirit of earth-conscious design, rather than showcasing the work of our Bright New Things in a photoshoot, Selfridges work with renowned collage artist Mat Maitland to bring their visions to life.

About Project Earth:

Announced on the 17th of August 2020, Project Earth is Selfridges' transformational new sustainability initiative, aiming to change the way we shop by 2025.

The initiative builds on the industry leading steps Selfridges has taken over the last 10 years to place sustainability at the heart of the business. Selfridges aims to help customers change the way they shop in three ways: by addressing the materials used in products, launching and exploring new retail models such as repair and resell, and engaging with teams, partners and customers to inspire a shift in mindsets. Working closely with over 300 brand partners and with support from the Woodland Trust and WWF, Project Earth will kickstart with eight weeks of experiments, innovations and conversations, across all stores and online, dedicated to reinventing retail.

Selfridges is the first luxury department store to set tough material requirements as part of their commitment to a science-based Scope 3 carbon reduction target in goods and services.

Through Project Earth, Selfridges commits to:

- Materials - Ensure the most environmentally impactful materials used throughout the business come from certified, sustainable sources by 2025
- Models - Pioneer new retail models and experiences, making Selfridges synonymous with circularity, including repair, resell, refill and rental
- Mindsets - Put longevity, creativity and sustainability at the heart of the business, and engage with teams, partners and customers to effect change
- Underpinning Project Earth is a broader commitment to Science Based Targets and to achieve Net-zero carbon by 2050, in line with the Paris Agreement.

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