



sealand[®]
DISCOVER NEW PATHS

Sealand launches new Recycle range for conscious fashion-forward urbanites

Sealand's new Recycle range is a dynamic, urban collection of bags that speaks to young, multicultural city goers who want to elevate their style and image while making environmentally responsible choices.

Available in jet (black), pebble (navy blue) or coral (orange), the range is manufactured from Recover, a woven fabric made of a blend of recycled plastic bottles (RPET) and upcycled cotton waste. The result is a highly durable product which is well suited to the high paced and often tough urban environment.

Sealand co-founder and creative director, Jasper Eales says that the collection was designed to make life easier for everyday urbanites who want a multiuse product to satisfy their weekday needs, look good and also take them on adventures out of town. "The Recover fabric has allowed our existing designs to take on a more neutral tone. It gives a more sophisticated feel to our products and has been designed to speak directly to the urban commuter who takes style seriously, needs a functional and easily wearable bag and makes responsible purchasing decisions."

The range has a strong focus on 'style' rather than 'trend'. Style is a continuous and timeless concept that transcends fleeting trends and fads, and this focus allows Sealand to design bags that will both last forever and not go out of fashion.

As is the case with the Recycle range, the brand's style-driven approach allows environmental and social responsibility on all fronts to be the driving force behind the business. Sealand prides itself in helping fashion-forward people make environmentally conscious choices while actively contributing to sustainable job creation. It is for this reason that it calls itself an ethical and transparent brand, and wins awards such as the Sustainable Accessory Award¹ 2019 that it received at the inaugural Twyg Sustainable Fashion Awards last month. Sealand was also one of three finalists for the Twyg Changemaker Award² 2019.

Sealand initially launched the Recycle range as an exclusive through the Kickstarter platform in early 2018, and the campaign experienced such success that they decided to include it into their permanent offering. Kickstarter is a global crowdfunding platform which allows businesses or individuals to raise money for the production of products before they are manufactured.

Eales says that Kickstarter provided an international platform for Sealand to reach a global audience, and that feedback from customers in the cosmopolitan cities of Europe proved that the range was well received there. "Coupled with our entry into some of the biggest high-fashion retailers in the world, as well as through local collaborations with international brands such as *Vans* and *Deus Ex Machina*, we're rapidly expanding our global footprint. Within this global footprint, we have seen strong adoption of the Recycle range."

The new Recycle range can be viewed and purchased at Sealand's new Cape Town store at Unit 6, Dock Road Junction, V&A Waterfront or online at www.sealandgear.co.za.

Ends

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Notes to editors

About Sealand

Sealand was born in Cape Town's southern peninsula in 2015 with a conviction of keeping the environment front and centre alongside inspired functional designs and longevity. Smart material selection, compelling functionality and product durability are all palpable features of what we make.

With a huge heart for the ocean, Mike Schlebach is recognised for his contribution to waste fabric upcycling in South Africa and sits amongst the country's best known big wave surfers. Jasper Eales, the imaginative mind behind the brand, drives the brand's focus to achieve refined, practical solutions, which are designed to last.

For further information, please visit www.sealandgear.co.za, or follow us on social media:

Instagram: @sealandgear

Facebook: <https://www.facebook.com/SealandGear/>

Youtube: <https://www.youtube.com/channel/UCCthtmYgmon7h0meZaC1FEQ>

About the Twyg Sustainable Fashion Awards

¹The Twyg Sustainable Accessory Award recognises an accessory or accessory brand which implements ethical labour practices, limits toxic chemicals and uses sustainable materials to create a quality item and considers end-of-life. Items should ideally be made of compostable materials, or using recyclable or recycled materials.

²The Twyg Changemaker Award recognises a designers whose career has embraced sustainable and circular design practices. The recipient's collections will have helped raise awareness of environmental and social issues. Criteria include choice of fabric, ethical labour practices, upcycling, reduction of waste and the use of non-toxic dyes. Demonstrates a commitment to promoting slow consumer fashion habits.