



**STRICTLY EMBARGOED UNTIL 14:00 ON MONDAY 6 SEPTEMBER 2021**

## **SHAKING UP THE WAY WE SHOP**

### **CANDICE BRATHWAITE LAUNCHES *OXFORD STREET BEYOND NOW***

**September will see Oxford Street launch its sustainable awareness campaign, shining a light on over 30 leading high street brands and their commitment to drive positive change in how we shop with inspirational events, experiences, and products in store**

Over 30 Oxford Street brands, including Selfridges, Nike Town, The Body Shop, Lush, Urban Outfitters and John Lewis & Partners have joined forces for the launch of **OXFORD STREET BEYOND NOW** – the destination's first sustainable awareness initiative which will showcase the positive changes that some of the UK's most beloved high street brands are making to create a brighter future for our high street and how we shop.

Whether shoppers are looking to make small or big steps when it comes to shopping more responsibly, the BEYOND NOW campaign will for the first time give shoppers the chance to discover what brands are doing right NOW to help them to change up their shopping habits for the greater good. The BEYOND NOW campaign supports Oxford Street's ambition to become a leading sustainable shopping district.

The campaign, which kicks off from the 15<sup>th</sup> September is supported by fashion author and presenter **Candice Brathwaite**. A self-confessed beauty and fashion obsessive, Candice has curated the very first Oxford Street BEYOND NOW Edit. A 50 piece capsule collection using products from the responsible and conscious collections of the participating Oxford Street brands. Curated into 10 key looks, all products are available in store from 15<sup>th</sup> September.

**Candice Brathwaite says:** *"I am a huge advocate for living responsibly whatever your shopping style or budget. Oxford Street is the beating heart of the high street, it's been my stomping ground for many years and seeing what some of the brands are doing to enable us as shoppers to take a more responsible look at the way we buy and show us that actually you can do it even if it is small steps, is just brilliant. Every step we make will make a difference not only to our lives but to our future generations. I know first-hand how hard it is to break habits and make more conscious choices, but we're on a journey, small steps count and working together, we can live and shop more sustainably on the high street – and still look flawless."*

Throughout the month of September, BEYOND NOW will invite Londoners and visitors alike to discover the best and brightest examples of sustainable innovation taking place on the high street, highlighting how Oxford Street's brands are evolving their offering to provide more sustainable shopping choices and services – from **John Lewis & Partners** Sustainability Festival; **Nike** by You Sustainable

customisation services; **Urban Outfitters** Urban Renewal shop and the return of Second Hand September at **Selfridges** with Oxfam and Bay Barnett to Garment Recycling at H&M. Shoppers can also learn about the responsible buying journeys at **Lush**, be inspired by the **Tezenis** pop up #bethechange installation and give their sneakers a second life at **New Balance** SneakerER.

**Luciana Magliocco, Oxford Street Associate Director:** *“As one of the world’s greatest shopping destinations we strive to always lead the way. The BEYOND NOW campaign shows our passion and commitment to making a change and to demonstrating that sustainability will be at the heart of everything that we do both now and in the future. Together with our brands and partners, we will work towards a re-imagined and more sustainable way of shopping – for our customers and for the planet. Our brands are currently trialling new business models, like offering repair services and rental, and this will pave the way for the future of fashion. There is no denying that collectively we have a way to go, and this is only year one of creating a better future together, we are on the journey and we will keep going until we get it right.”*

**BEYOND NOW in-store highlights include:**

<b>John Lewis &amp; Partners</b>	A two day Sustainable Festival to showcase [Saturday 18th and Saturday 25th September] the very best ethical and sustainable products and services on offer in store, from the Sustainable Home - a one stop shop on how to make your home eco-friendly; Styling tutorials to show shoppers how to update their wardrobes with pieces that are sustainably sourced and made from ethically made materials; beauty recycling rewards exclusively for My John Lewis members; wine tasting and cooking demonstrations on how to conjure up culinary masterpieces with leftover ingredients.
<b>New Balance</b>	<p>For fashionistas look to give their sneakers a new lease of life, New Balance is offering FREE sneaker cleaning workshops on 18th-19th September. The team’s SneakerER team will be in-store giving tips on how to give life to run-down trainers. SneakersER use the best materials and formulas for their products and whenever possible these are sourced locally and responsibly. The free sneaker cleaning workshops are available on a first come, first served basis, with 15 spots per session.</p> <p>This year, New Balance also announced a range of initiatives to help support the brand’s climate goals, including collaborating with The Renewal Workshop and working with the GIZ Energy Support Program to improve energy efficiency within its supply chain.</p>
<b>Urban Outfitters</b>	<p>For the best in vintage pre-loved fashion, shoppers can check out Urban Outfitters in-store Urban Renewal shop, where the team works with a recycling partner to not only uncover rare, one-of-a-kind pieces, but to also give new life to damaged and unwanted clothing.</p> <p>The brand’s UK vintage wholesalers alone saves 260,000 pieces of clothing every year that would otherwise be destined for landfill. Urban Outfitters Marketplace also provides a space for emerging local businesses, artists, makers and re-sellers in store.</p>
<b>Nike Town</b>	The always on Nike By You sustainable customisation service where shoppers can personalise their sneakers with names and numbers plus sustainable patches made from recycled yarn.
<b>Selfridges</b>	<p>Diptyque Corner Shop (from 6th Sept) will see the launch of a new refillable fragrance offering for the first time as part of a four week pop up featuring an immersive city scape experience.</p> <p>The return of the Second Hand September pop up with the Queen of Thrift Bay Garnett and Oxfam - a dedicated curated concession working together with Bay and a roster of collaborators.</p>

	As part of Selfridges' Project Earth commitment to explore circular retail models and experiences, the Oxford Street store continues to support customers to change the way they shop through resale, rental, repair and refill. Selfridges Rental enables customers to rent outfits or accessories from £20 for four days, whilst the permanent resale platform RESELLFRIDGES offers the best of pre-loved and vintage. Shoppers will also discover repairs and upcycling services through The Repairs Concierge and there are more than 1,000 refillable beauty products available in the Beauty Hall.
<b>H&amp;M</b>	Shoppers will be wowed by the unveiling of the store's new eye-catching façade to celebrate the launch of the new Fall Fashion collection – the majority made from sustainably sourced materials.  Launch of an exclusive Garment Recycling competition from 14-30 September, with the aim of recycling as many unwanted clothes or textiles as possible.
<b>Lush</b>	Shoppers can learn more about the Lush buying journey via an in-store sourcing story trail. A unique opportunity to discover Lush buying stories, inspiring projects and responsibly sourced ingredients alongside other in-store activations taking place during September.
<b>Tezenis</b>	The launch of an impactful dedicated wall and window display promoting the Recycled Lace collection as part of their wider #BeTheChange initiative. A sustainability expert on hand and exciting offers in store. The Recycled Lace collection is made from ECONYL® regenerated yarn: a new fiber produced from recycled materials.

BEYOND NOW forms part of a wider West End initiative to become one of the world's most sustainable International Centres, addressing issues such as improved air quality and waste reduction.

For full details of what's in store this September and beyond visit <https://www.oxfordstreet.co.uk> or follow @oxfordstreetw1 on Instagram.

**Press Enquiries:** For imagery, interview and quote requests, please contact Nicola Foxen and Michelle Tonta at Four Communications:  
E: [Oxfordstreet@fourcommunications.com](mailto:Oxfordstreet@fourcommunications.com) or P: 07818 535 989

#### NOTES TO EDITORS:

##### Oxford Street Fact Box:

- Oxford Street is Europe's longest shopping street, 1.5 miles of shopping running from Marble Arch to Tottenham Court Road and serviced by four tube stations: Marble Arch, Bond Street, Oxford Circus and Tottenham Court Road.
- Oxford Street District is being transformed by Westminster City Council as part of a 10-year programme to reinvent the Nation's high street, at the centre of a world-leading, forward-facing urban district. For more information see [www.osd.london](http://www.osd.london)

##### About New West End Company:

New West End Company is a business partnership of 600 UK & international retailers, restaurateurs, hoteliers and property owners in the world's top shopping and leisure destination, anchored by Bond Street, Oxford Street and Regent Street. We work across 80 streets, representing 150,000 employees. It works in partnership

delivering transformational projects, sustainable place management, destination marketing, advocacy, inward investment and commercial insights.

It is an influential business voice, active in the wider community and a key partner in delivering a new West End.

New West End Company is responsible for organising the Christmas Lights on Oxford Street and Bond Street.