



Vanish partners with the British Fashion Council on a mission to change consumer behaviours and help clothes live longer

Thursday 1st October 2020, London: RB, the makers of Vanish, has signed a first-of-its-kind partnership with the British Fashion Council (BFC), as part of its global mission to promote responsible clothing production and consumption.

The partnership, which sees Vanish become the BFC's official Garment Care Partner, will undertake research and support consumer education to establish sustainable fashion behaviours including wearing clothes for longer, buying pre-loved garments, and re-purposing and recycling clothes in our wardrobes.

According to the UN Conference on Trade and Development (UNCTAD), the fashion industry is the second most polluting industry in the world due to water, carbon and waste. As for carbon emissions, the industry is responsible for more than all international flights and maritime shipping combined¹.

The positive impact that shifts in consumer behaviour would have on carbon emissions, and the consequences of inaction, are clear from recent research:

- Fashion accounts for 4% of all global carbon emissions and sustainable consumer behaviour could impact as much as 21% of total carbon emissions from the industry².
- If we do not make changes to our consumption, CO₂ emissions from the clothing industry are expected to rise to nearly 2.7 billion tonnes per year by 2030, the equivalent of emissions produced by nearly 230 million passenger vehicles driven for a year².
- Currently, consumers have very low awareness of the environmental impact of the clothes in their wardrobe, with more than one third of 16-24-year olds saying they are embarrassed to wear an outfit more than once³ and only 44% of clothes in our wardrobes are actually worn⁴.

As a garment care brand whose mission it is to help clothes live many lives, Vanish is committed to using its reach in 69 million homes and partnership with the BFC to persuade consumers to adopt environmentally-conscious behaviours in the buying, wearing, caring and disposing of clothes.

Fabrice Beaulieu, EVP Group Marketing Excellence for RB added: “Clothes are a source of joy and self-expression – when they look and feel good, we feel good. Vanish products play a vital role in helping clothes live for longer, but we are on a mission to do more. Together with the British Fashion Council, we will inspire consumers to create positive change with simple actions around buying, washing, caring and passing on their clothes.”

Vanish will also become a founding partner of the Institute of Positive Fashion, the BFC's recently formed initiative which aims to help the British fashion industry become more resilient and circular through collaboration and action. Through the partnership, Vanish will:

- Conduct research as part of the IPF's launch project, '*the Waste EcoSystem Project*', to understand what it will take to create a viable circular fashion industry in the UK
- Establish a year-long *consumer education programme* to embed more sustainable fashion behaviours in collaboration with industry experts, fashion influencers and thought leaders
- Sponsor *London Fashion Week* and help raise awareness about circular fashion

Caroline Rush, BFC CEO, said: “Climate change is the largest issue facing our planet and as an industry we need to review our contribution to this. We all need to act now. We are delighted to welcome Vanish as a BFC partner and Founding Partner of the Institute of

Positive Fashion. This partnership will contribute to significant progress in reaching our goal of establishing a more circular industry.”

Bringing together the BFC’s collective power of the fashion industry with Vanish’s deep insight into consumer behaviours relating to washing, caring and wearing clothes, the partnership aims to provide the necessary tools and expertise to make a responsible wardrobe more easily achievable.

The United Nation’s Sustainable Development Goals are a set of 17 goals and actions for achieving a better, more sustainable future. As a leading consumer goods brand, Vanish is supporting delivery of Goal 12: responsible consumption and production.

References

1. <https://news.un.org/en/story/2019/03/1035161>
2. <https://www.mckinsey.com/industries/retail/our-insights/fashion-on-climate>
3. Folk Insight & Brand Consultancy. July 2020. Vanish Purpose: Sustainability & Fashion Qualitative Findings.
4. WRAP, ‘Valuing our clothes: the evidence base’ (2012)

ABOUT BRITISH FASHION COUNCIL

The British Fashion Council (BFC) was set up in 1983 to promote British fashion internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. BFC now supports designers beginning at college level and extending to talent identification, business support and showcasing schemes. The BFC promotes British fashion and its influential role at home and abroad, helping British designer businesses develop their profiles and business globally. The BFC showcasing initiatives and events include London Fashion Week, London Fashion Week Men’s, LONDON show ROOMs and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

For more information please visit www.britishfashioncouncil.com

ABOUT INSTITUTE OF POSITIVE FASHION

The Institute of Positive Fashion (IPF) helps the British Fashion Industry lead in the goal to be more resilient and circular through global collaboration and local action.

Leveraging global expertise and resources we will adopt standards, develop and establish frameworks, to reset and create a new blueprint for the industry. Through identifying common challenges we will call for collective action and investment in innovation to make a difference. We want to bring our industry in tune with the needs of the planet by taking a holistic approach across environment, people, community & craftsmanship.

Established by the British Fashion Council, led by a steering committee of industry experts, supported by advisory groups comprising industry, government and academia.

The British Fashion Council thanks the steering committee for their time and expertise in the ongoing development of the Institute of Positive Fashion (IPF). The role of the steering committee is to share and identify both individual and institutional expertise to inform strategy and participate in collective action. The IPF aims to avoid duplication, highlighting resources that are already available, focusing on disseminating information, identifying gaps of information required and bringing together stakeholders to assess and address collective challenges and collaborate on action where required.

The steering committee have a common goal in that the industry must change, challenges must be addressed, and that change will only happen when the industry unites to take action.

For more information on the IPF Steering Committee, see [here](#).

About RB

RB* is driven by its purpose to protect, heal and nurture in a relentless pursuit of a cleaner, healthier world. We fight to make access to the highest-quality hygiene, wellness and nourishment a right, not a privilege, for everyone.

RB is proud to have a stable of trusted household brands found in households in more than 190 countries. These include Nurofen, Strepsils, Gaviscon, Mucinex, Durex, Scholl, Clearasil, Dettol, Veet, Harpic, Mortein, Finish, Vanish, Air Wick and more. 20 million RB products a day are bought by consumers globally.

RB’s passion to put consumers and people first, to seek out new opportunities, to strive for excellence in all that we do, and to build shared success with all our partners, while doing the right thing, always is what guides the work of our 40,000+ diverse and talented colleagues worldwide.

For more information visit www.rb.com

**RB is the trading name of the Reckitt Benckiser group of companies*