

**S'WELL NAMED OFFICIAL REUSABLE BOTTLE OF LONDON FASHION WEEK**  
*THE GLOBAL SUSTAINABLE BRAND AND THE BRITISH FASHION COUNCIL*  
*TEAM UP TO REDUCE SINGLE-USE PLASTIC IN 2020*

**LONDON, 2 January 2020** – [S'well](#), known for creating the original fashion hydration accessory, and the British Fashion Council (BFC), are announcing today a year-long partnership that will reduce single-use plastic at London Fashion Week Men's and London Fashion Week in 2020.

The partnership kicks off at London Fashion Week Men's at The Truman Brewery on 4<sup>th</sup>, 5<sup>th</sup> and 6<sup>th</sup> January 2020 with attendees receiving S'well bottles to stay invigorated and hydrated via complimentary water stations throughout the show hub while they enjoy the best fashion has to offer. Similar activations will also take place in February across London Fashion Week events.

"I started S'well almost ten years ago with a goal to bring to the world a water bottle that mixed fashion, functionality and philanthropy," said **Sarah Kauss, founder & CEO, S'well**. "We couldn't be prouder to partner with the British Fashion Council – which has been a leader in eco-friendly fashion initiatives for many years - to help them reduce single-use plastic consumption at London Fashion Week 2020."

**Caroline Rush, BFC Chief Executive**, commented: "We are delighted to announce S'well as our official reusable bottle partner for London Fashion Week Men's and London Fashion Week. By displacing single-use plastic bottles at our venues and shows, we're making it easier for attendees to embrace positive fashion choices and help reduce the environmental impact of London Fashion Week."

For more information, please visit [swell.com/uk](http://swell.com/uk).

**About S'well:**

Launched in 2010, S'well is a global manufacturer, wholesaler and online retailer of reusable, insulated products that fuse style and performance with purpose. S'well beverage and food containers are beautifully crafted and composed of BPA/BPS-free, food-grade, stainless steel. Most S'well beverage products keep drinks cold for up to 24 hours and hot for up to 12, while its S'well Eats food bowls offer extended temperature control and versatility. Additional product lines include S'ip by S'well and S'nack by S'well.

S'well is committed to helping create and sustain positive change, by minimizing single-use plastic consumption through programs like the [Million Bottle Project](#) and supporting communities in need with UNICEF and Breast Cancer Research Foundation (BCRF). S'well has been named to the Inc. 500 List of fastest-growing, privately-held companies (#99) and a #1 Fastest-Growing, Women-Led Company by The Women Presidents' Organization, among other honors. S'well products are sold in 65 countries. Visit [www.swell.com/uk](http://www.swell.com/uk) to learn more.

**About British Fashion Council**

The British Fashion Council (BFC) was set up in 1983 to promote British fashion and its influential role internationally and co-ordinate this promotion through fashion weeks, exhibitions and showcasing events. The BFC, as a not-for-profit organisation, supports designers beginning at college level and extending to talent identification, business support and showcasing schemes to help British designer businesses develop their profiles and

business globally. The BFC Colleges Council supports students through the BFC Foundation (Registered Charity Number: 1185152), with BA and MA scholarships and links to the fashion industry through design competitions and Graduate Preview Day. Talent identification and business support schemes include BFC/Vogue Designer Fashion Fund, BFC/GQ Designer Menswear Fund supported by JD.com, Inc. and NEWGEN which includes womenswear, menswear and accessories. The BFC also runs and owns the BFC Fashion Trust charity. Showcasing initiatives and events include London Fashion Week, London Fashion Week Men's, LONDON show ROOMS, International Fashion Showcase and the annual celebration of creativity and innovation in the fashion industry: The Fashion Awards.

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