

SAVILLS RETAIL

OPEN

WINTER 20/21

The Sustainable ISSUE

THE NEW ERA OF LUXURY WITH VESTIAIRE COLLECTIVE

WE TALK SUSTAINABLE FASHION
WITH CO-FOUNDER AND PRESIDENT
FANNY MOIZANT

GOING NAKED WITH LUSH

HOW ALLBIRDS DISRUPTED THE SNEAKER INDUSTRY

savills



Welcome

2020 was set to be the year for sustainability. The beginning of the year was heralded by a decisive call from some of the world's most powerful people to encourage us to focus on sustainability both for business and for ourselves. Laurence D. Fink, the Founder and Chief Executive of BlackRock, framed his New Year's letter around the topic, stating that all investment decisions that BlackRock would be making from here on in would have sustainability at their core, stating that "the climate crisis will reshape the world of finance".

Prince William launched his own campaign on January 1st 2020 too, calling for a "decade of action" on climate change matters, stating that, "The Earth is at a tipping point and we face a stark choice, either we continue as we are and irreparably damage our planet or we remember our unique power as humans beings and our continual ability to lead, innovate and problem-solve." Britain's most loved documentarian, David Attenborough, recently released his A Life on Our Planet documentary. Decreeing it his witness statement, or really his grave warning to us all, of the devastating impact we are having on the planet.

Some of the world's most powerful companies also began the year by announcing their own targets: Microsoft, for example, pledged to be carbon negative by 2030 (meaning they will remove all of the carbon the company has emitted, rather than adding to it or counter-acting it i.e. being carbon neutral). In-line with UN Goals, Savills have pledged to achieve Net Zero carbon by 2030. A huge task given that property makes up 34% of the UK's total greenhouse gas emissions.

But alas, very few people could have predicted that 2020 would instead have been the year of the coronavirus, bringing the world to a stop. Although the conversation on sustainability took a backseat during this tumultuous time, what's become clear out of the madness is that actually the issue couldn't be more important. When an illness like Covid-19 spreads within a matter of months around the world, it highlights how closely linked we all are. The reality is that climate change, as well as many other world crises, have the power to affect us all.

With that in mind, we had always planned to have a sustainability focussed issue in 2020 and we are so happy with the results of this edition of OPEN. We're excited to share the stories of the amazing brands and businesses that we spoke to, all of which are doing incredible things in this arena. From beauty brands hoping to turn back the tide against packaging and waste, to both brands and landlords alike looking to really make an impact on their carbon footprint and the products they are offering. Sustainability is something that needs to be learnt and implemented by all industries and everyone within them, and we hope this magazine brings you some fascinating insights and a deeper understanding, and of course, some fun reading too!

The reality is that climate change, as well as many other world crises, have the power to affect us all.



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Explore our website at: www.savills.com/open

SOCIAL MEDIA: @SAVILLS
ON THE COVER: VESTIARE COLLECTIVE CO-FOUNDER AND PRESIDENT FANNY MOIZANT
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Image Courtesy of Fashion Revolution: The New Denim Project



Image Courtesy of Fashion Revolution: Image of Marielle Elizabeth



Image Courtesy of Fashion Revolution: Fashion Revolution Berlin 2018



Image Courtesy of Fashion Revolution: The New Denim Project

Ethical Sourcing

AND SUPPLY CHAIN TRANSPARENCY

by Catherine Barnard
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Image Courtesy of Fashion Revolution: Fashion Revolution San Francisco 2018

Seven years ago in 2013, the Rana Plaza garment factory in Dhaka collapsed, killing 1,133 people and critically injuring thousands more. The building was known to be unsafe with other occupiers having closed the day before when faults were identified in the building's structure, but the garment factory was kept open.

It remains unclear which retailers were actually receiving clothing from the factory at the time of the collapse, but it brought about an international response culminating in the signing of the legally binding Accord on Fire and Building Safety in Bangladesh, which helps to ensure that factories are safe for those working in them. However fire safety is just the tip of the iceberg when considering the wellbeing and safety of those who make our clothes.

Fast forward to 2020 and it's taken another significant event to bring the human cost of fashion back into the media spotlight. After UK retailers cancelled orders following the UK Covid-19 lockdown, countries around the globe suffered the effects with Bangladesh alone facing an estimated £2.5 billion of cancelled clothing orders destined for the UK shelves. Bangladesh subsequently called on the UK government for support, saying that their entire manufacturing industry had been plunged into major crisis. Elsewhere, in India one factory owner was quoted by the BBC: "If our workers don't die from coronavirus, they'll die of starvation" going on to say that UK retailers were protecting only their own survival, "showing complete disregard to their ethos of responsible sourcing". A recent report by the Clean Clothes Campaign indicates that millions of garment workers have gone months without being paid their full wages in these parts of the world, estimated at a 38% reduction in South and Southeast Asia and cuts of 50% in certain parts of India.

Closer to home, allegations have also surfaced from UK factories in relation to poor working conditions, including failure to comply with coronavirus safety regulations and payment below the minimum wage. Products handled in one such factory in Leicester and sold by online fast fashion giant Boohoo Group led to them launching an immediate review of their supply chain, with an accompanying statement from the retailer saying it was "appalled" by the allegations. Boohoo have already terminated agreements with some of their suppliers as a result and CEO John Lyttle has also outlined plans to set up a 'model factory' in Leicester, which will be open later this year and which the retailer hopes will create a new industry standard for garment workers, employing 250 people and producing 50,000 garments a week.

Boohoo is not alone in having faced such allegations, and whilst only a handful of retailers have taken the brunt of these issues in the press, there are still injustices in the supply chains of a large number of well-known retailers. According to a report carried out by HULT research, amongst 71 leading retailers surveyed in the UK, 77% believed that there is a likelihood of modern slavery occurring somewhere in their supply chains and Oxfam's "Reward Work, Not Wealth" report highlighted that it takes the CEO of one of the world's top 5 fashion brands just four days to earn what the average Bangladeshi garment worker will earn over their lifetime.

To focus on Everlane in particular, the San Francisco start-up has now been trading for eight years and holds 'Radical Transparency' and honesty at the very core of its model. The company prides itself on being supplied by a relatively small number of factories, each handpicked for their ethics and sustainability credentials, and each of which is visited on a regular basis by the brand. Each Black Friday, all profits are donated to improve the lives of those working in the factories. Consumers can also view the exact cost breakdown of the garments, allowing the consumer more insight and therefore the ability to make much more informed choices about their purchases. The Cashmere Crew for example breaks down as follows:

The Cashmere Crew Cost Breakdown	
	<i>Materials</i> \$26.65
+	
	<i>Labour</i> \$12.00
+	
	<i>Transport</i> \$0.60
+	
	<i>Duties</i> \$1.61
+	
	<i>Hardware</i> \$1.60
=	
	<i>True cost</i> \$42.00



Image Courtesy of Fashion Revolution: Graduate Fashion Week/Graduate Fashion Week

Another brand going the extra mile in terms of transparency is athleisure and sportswear brand Girlfriend Collective, which, besides making active wear out of old water bottles (yes, really!), sources its garments solely from its own SA8000 certified facilities in Taiwan and Vietnam. The accreditation ensures no child labour, safe working conditions and the right to unionise. Girlfriend Collective goes one step further to also promise fair wages, catered lunches and dinners whilst on shift, guided exercise breaks, health check-ups every 5 months and health insurance, all at no cost to the employee. "These standards should be where every single factory is" the brand states on its website. But sadly, many brands still can't claim to have this level of insight into their supply chains, let alone the ability to actually implement such benefits.

In a world where information is becoming increasingly readily available and we're all feeling more conscious about the effect of the choices that we make, brands that are able to give this level of detail to the consumer are likely to do well. It's also likely that we'll see a number of existing retailers striving to provide the same information, but whether all will be able to, or more importantly whether they will want to, is yet to be seen.



Image Courtesy of Fashion Revolution: Cyelo Fibres Yarn



Image Courtesy of Fashion Revolution: Daria Daria



IF SUSTAINABILITY IS A LA MODE, CAN FASHION WEEK SURVIVE?

by Elena Varavva
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In light of Covid-19, the annual Haute Couture event in Paris and bi-annual London Fashion Week went digital in 2020. Insiders say the data shows this to have been a success, with designers seeing an uptake in their social media brand interactions and subscribers – numbers similar to what is expected after a physical show.

Even prior to a health crisis placing the world on pause, the fashion industry's transformation was already in play. In order to address growing consumer demand for more sustainable practices, brands have been offsetting the negative impacts of runway shows through other means, and have increasingly showcased more eco-friendly clothing lines. It is widely argued, however, that these initiatives have not gone far enough to compensate for the ecological impact of season launches as a whole.

Let's take a step back though – what is Fashion Week and why is it deemed so important by the industry? Fashion Week generally refers to womenswear shows that happen twice a year (in February and September) to showcase the following season's designs. While there are endless shows happening all over the world in other categories such as resort, swimwear, menswear, haute couture and other niche categories, the main shows happen in the big four fashion capitals of the world – Milan, Paris, London and New York – typically occurring one after the other to form Fashion Month. Such shows are attended by anyone and everyone in the fashion ecosystem including buyers, stylists, fashion photographers, major publication houses, media, celebrities, brand owners and the world's private elite. With such an incredible pool of highly creative professionals and influential potential buyers, the top industry designers take their Fashion Week shows very seriously and attempt to outdo themselves and their competitors each season. Productions within official event venues could cost up to £200,000 for an event that typically last only 5-20 minutes. When the top luxury fashion houses choose to venture out into their own locations, as has become popular, this often costs over £1m in production. Year after year, the companies behind the leading brands continue to foot the bill for ever-more extravagant events (John Galliano at Dior, we're looking at you), so clearly there is a strong ROI.

The amount of waste for a 5 minute event portrays obvious over-consumption in the industry but it is also true that the impact of cross-continental flights and over-produced events is relatively small compared to the larger impacts felt from material sourcing and manufacturing of clothing: an issue that is far more daunting to address.

Recently, retail brands and fashion houses have begun taking one of two approaches to improving new season launch sustainability – with a reduced production or entirely digital show or with an eco-conscious line appearing on the runway. Copenhagen Fashion Week for example, is looking to set sustainability goals and standards for fashion brands to be included in the line-up. Such goals can be addressed through a hard look at a brand's sourcing practices (local vs. international), ethical staffing and manufacturing and other glaring issues within their supply chains. Another positive method some designers are using to improve their sustainability efforts is through upcycling – taking past seasons' fabrics and garments and redesigning them into next season's looks.

As for the catwalk shows themselves, major luxury fashion houses have announced permanent plans to re-think and reduce their seasons. Due to the pandemic in 2020, London Fashion Week was forced to move entirely online, and Helsinki Fashion Week (HFW) has been sustainability-focused and embracing digital since its inception back in 2016. It is evident that while the global pandemic did not set new trends, it did accelerate previous ones. Austrian designer Helmut Lang pioneered the way as far back as 1998 when he presented his autumn/winter collections online, while in 2010, Alexander McQueen became the first brand to livestream a show. The way in which we interact with and consume fashion has shifted for much of the world; it may have been necessary to host extravagant runway shows in the past, but buyers no longer demand or expect such excess. Designers at HFW, for example, can live stream from their design studios and ateliers with their unfinished product. Welcoming live feedback, the designer can make changes through 3D modelling and produce final products custom-made to their live clients. This is just one major step that moves towards sustainability while at the same time delivering on customer needs. Similarly, Instagram has arguably become the most powerful force in this sector, with eyes constantly on new images which appear not just over a single month, but all year round.

Fashion Week is not dead, but it is most certainly evolving.

WINNING THE WAR ON WASTE

Nick Iles explores the ways landlords and tenants can try to reduce their impact.

By Nick Iles (Savills Sustainability Team)
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Consumer awareness of the environmental impacts of waste has increased substantially in recent years and nowhere is this clearer than in the discussion around plastics, and single use plastics in particular.

Since Sir David Attenborough brought the issue of plastic pollution to public attention in the BBC Blue Planet series in 2017, consumers have increasingly expected brands to take action to reduce their plastic use.

In the face of these changing customer preferences and the threat of looming regulation, brands are racing to make their products easier to recycle, reduce their use of plastics or even to eliminate the idea of waste itself.

At the same time, armed with the world changing influence of the smartphone, consumers are increasingly empowered to take action to reduce their own waste footprints. Here we look at some of the leading platforms and brand innovations and consider what these changes will mean for retail in the future.



CHOOSE TO REUSE

Seven million disposable cardboard coffee cups are used and thrown away every day in the UK. The vast majority will never be recycled and can even contaminate recycling systems due to their complex cardboard / plastic construction. One of the clearest trends in recent years has been the increase in consumers taking reusable cups with them while out and about and expecting to be able to use them (and receive discounts for doing so).

Of course, not everyone can, or wants, to carry a cup around with them at all times and start ups are emerging that are developing the 'cups as a service' model. The concept is simple – buy a drink and receive it in a high quality cup made from recycled plastic. Take it away with you and when finished drop the cup at any supporting retailer. The cups are collected, sorted, professionally cleaned and returned to the original retailer for reuse. No cups enter the waste system and at the end of their life, their design is such that they are easy to recycle.

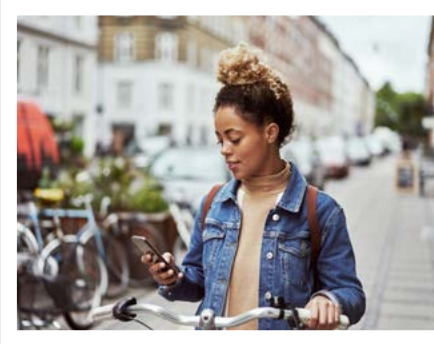
This model has been pioneered by CupClub, a London based start up that is now rapidly expanding around the world thanks to a number of high profile partnerships. Users earn points each time they use and return a cup, and these points can be turned into charitable donations; retailers benefit by receiving better data on the environmental benefits of their disposable cup reduction efforts.



WATER, WATER EVERYWHERE

Alongside their refillable coffee cup, consumers are increasingly ditching plastic bottled water in favour of tap water in refillable bottles. Refill stations are now a common site in shopping centres and transport interchanges and more than 20,000 retailers in the UK now offer free water refills, up from less than 2,000 in 2018. Being able to provide refills has become an important tool in attracting and retaining customer loyalty.

In response, brands are trialling a range of alternatives to the plastic bottle – from bottles made from 100% recycled plastic, to selling water in easily recyclable aluminium cans. And it's not just water. Expect to see the packaging for everything from cleaning and beauty products to beer and spirits being redesigned to ditch plastic in favour of sustainable alternatives. Vodka in a paper bottle? Cheers.



WHAT DO POINTS MEAN? PRIZES

Gamification has extended to the world of waste with retailers and property managers coming together to encourage consumers to recycle by rewarding them for doing the right thing.

Over at Canary Wharf, the group responsible for running the estate made a commitment to achieve the Surfers Against Sewage 'plastic free community' status back in 2018. One of the key steps the estate took was to encourage visitors and workers to put their recycling in the right bin by rewarding them for doing so. Using a smartphone app, the user scans their waste item – bottle or can – and receives directions to the nearest recycling bin. They also receive points each time they recycle which can be exchanged for discounts on products and services from supporting retailers, driving footfall and engagement in the issue. Users also receive points for refilling as well as recycling.



BEYOND WASTE

Beyond increasing the recycled content of packaging or making small changes to reduce plastic use, the holy grail of these initiatives is to develop sustainable alternatives to the 'take, make, throw' economy that eliminate waste at source and provide the high quality products consumers expect but in a way that does not cost the earth. This is the potential of the Circular Economy, a concept that is now beginning to be a reality in the UK thanks to the recent launch of the zero waste online shopping platform Loop, a partnership between Tesco and Terracycle, a company that specialises in recycling traditionally hard to recycle materials.

Loop has partnerships with major international brands to sell a wide range of food, drink, beauty and cleaning products in reusable containers. Delivered to your door, these are collected when empty, cleaned, refilled and sold again creating a closed loop system that prevents the creation of waste at the consumers' home and delivers valuable insights for brands into consumers' shopping preferences and how they use their products.

This zero waste concept is not restricted to online transactions however. Tesco is exploring how to provide Loop refill stations in their physical stores and Waitrose has already expanded its 'Waitrose Unpacked' in store refill zone trial to additional locations. As the concept gains ground, expect to see more retailers and brands ditch the packaging entirely.



FOOD WASTE

Of course, it's not all about plastic. Another major area of consumer concern is food wastage, fuelled by images of unsold food products being thrown away at a time of increased awareness of food poverty. WRAP, a leading waste reduction charity, estimates that almost 250,000 tonnes of surplus food goes to waste every year in the UK.

While some retailers such as Pret a Manger, have long distributed surplus food to hostels and homeless charities, in recent years a new breed of apps have emerged that allow retailers to list surplus produce directly to consumers for sale at discounted rates.

Amongst these, Too Good to Go has over 3 million users and works with over 4,000 retailers to list surplus food and prevent it entering the waste system. Olio, another leading platform, boasts over 2 million users and to date has prevented over 6.5 million portions of food from being disposed of as waste.

Considering environmental management, resource use and social impact is now an integral part of a property decision and an organisation's management approach. For many, sustainability is a consideration fundamental to an organisations ethos and culture.

Savills award winning Sustainability and Energy team will support your goals to improve your organisation's sustainability credentials. We have over 80 dedicated energy and sustainability professionals with specific and broad ranging expertise in sustainability and energy services.

We pride ourselves in terms of being innovative, informed and passionate. We stand out from our competitors in terms of making real changes to ESG objectives at both the corporate and property levels. Our team are outcome focussed, concentrating on physical, measurable and impactful sustainability and energy improvements. We typically consider a holistic corporate social responsibility agenda – not solely resource focused, something our clients really love us for.

WHAT DOES THE FUTURE HOLD?

If the present is about reducing use of single use plastics and increasing levels of plastic recycling, the future is about the move from a linear 'take, make, waste' economic model to a circular 'make, use, reuse' one. Circular Economy start ups are emerging that connect waste producers directly with businesses who need specific waste materials as an input into their manufacturing process, preventing it ever entering the waste stream. In the future consumers will buy a product and be able to scan a code on it to reveal how much recycled content the product contains, and even where the source material came from. Retailers will benefit from being able to demonstrate they are using recycled materials and quantify the environmental and social benefits of doing so.

New regulations in the UK in the next few years, including new taxes on plastic packaging with low recycled content will place further impetus on brands to reduce their use of single use plastics. At the same time, the options available to consumers to reduce and reuse as well as recycle will only increase. Brands and retailers who adapt to these changes stand to benefit from reduced costs and enhanced reputations while also doing their bit to tackle the planet's sustainability challenge.



Opening Up

by Tiffany Luckett
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A mini-series for each of our Issues where we interview founders of a new brand and find out how they started.

Tiffany Luckett speaks to Perry Fielding, co-founder of CanO Water, one of the most blindingly obvious but effective solutions to plastic bottle waste. Read on to learn how three friends started a global drink brand to help tackle plastic pollution, and why plastic is not so fantastic.

cont...

Q *Where did the idea for CanO Water come from?*

A The idea was born back in 2014 when a trip to a remote island in Thailand opened our eyes to the devastating amount of plastic that was washed up on the beaches. Myself with the help of my two friends Josh White and Ariel Booker decided to do something about this and create a better alternative to plastic bottles that don't get recycled.

Q *You champion a sustainable alternative to plastic bottles. Was sustainability something you were always focused on as a brand starting out?*

A 100%! Our whole ethos and mission were born out of this passion, to help solve the problem of plastic pollution. Our resealable aluminium cans are infinitely recyclable (unlike plastic bottles) and once a can is recycled it can be back on the shelves in as little as 60 days.

Q *What roles do you each play in the company?*

A Between the three co-founders our daily roles are: Josh - Marketing Director, Ariel - Sales Director, and myself - Brand Director.

Q *How did the dynamics work starting a brand with three friends?*

A Fortunately, between the three of us we have quite diverse skills and expertise in sales, marketing and design. We naturally fell into different parts of the businesses which I think was key for building a brand.

Q *How did you fund your brand at the beginning?*

A Initially, we funded a couple of thousand ourselves to trademark the name and create some brochures to try and pitch the idea to people. We didn't have anywhere near enough money to get production started or even order initial samples - the minimum order on our first run of cans was 300,000 units. So fortunately, with nothing more than an idea, a brochure and an email of interest from Selfridges, we managed to raise money through angel investors to get started.

Q *What were the key defining moments for you when you realised CanO Water was going to be a success?*

A Deep down we always believed it would be a success, I guess. We were hell bent on making this work. For me personally it was probably after two long, hard years when people finally started to recognise our mission and we began to get listed with established distributors and large multiple retailers.

Q *Which outlets are you now sold in and was it a tough process securing the big names?*

A It was definitely tough getting our foot through the door of the big retailers, especially when we had a product that a lot of people didn't completely understand at first, but through marketing and building a brand we managed to make enough noise to get noticed after a while. You can now find CanO Water in Tesco, Morrison's, WHSmith, Co-op, Budgens, Londis, Spar and Holland & Barrett, among others.

Q *What one piece of advice would you give someone who also wants to launch their own food or drink product?*

A I think having a purpose is really important. When you have a mission and a purpose that you're passionate about, there's no stopping you and I believe people will see that and support it.

Q *Since you launched have you had much competition or any copycats? How did you deal with this?*

A YES! So many, which we see as a compliment. We generally welcome competition as we're all on the same mission to help eliminate plastic pollution. If more people start putting water in infinitely recyclable cans this only helps us all and our ultimate goal. What we don't necessarily agree with is when the bigger companies launch a canned water product as a box ticking exercise and continue to sell millions of plastic bottles at the same time.

Q *Getting the marketing right is a critical element for any brand, but typically it's harder for food/drink brands to get a cult following. You have managed to achieve this, so what makes people love CanO Water?*

A By being determined and believing in our core values, our audience is a solid community of forward thinkers who are understanding to the fact we might cost more but we don't cost the earth.

Q *What are you guys focusing on at the moment? What's next for CanO Water?*

A Currently we're focusing on our upcoming campaigns throughout the summer. We've got some big things planned so keep your eyes peeled and follow us on Instagram to stay tuned - @canowater

Q *Give us one fact about sustainability / the environment that you think is important for people to know?*

A Only 5% of plastic actually gets recycled globally and it's estimated that by the year 2050 the plastic that ends up in our oceans will outweigh all of its sea life. Let that sink in. . .

QUICK FIRE QUESTIONS

Your brand/product in three words

Infinitely Recyclable Can

Other brand/product you most admire

Apple! I love their innovation and design.

London restaurant recommendation

Al Dente in Fitzrovia, for the best pasta!

Favourite London store

The Conran Store, Marylebone.

Your business inspiration (i.e. role model)

As a creative I've always taken a lot of inspiration from Dieter Rams, the designer.



You can find out more about Cano Water or order some cans of your own at www.canowater.com



We encourage people to buy good quality pieces and resell them through our platform when they no longer need them, we want more people to avoid succumbing to the idea that fashion can be throw-away.

Circular FASHION

by Julia Robertson
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From its conception, Vestiaire Collective has encouraged consumers to consider resale as a smart and sustainable approach to fashion and the battle over hyper-consumption. From its humble beginnings in Paris, Vestiairecollective.com has grown to become a big international player with over 10 million members across 100 countries with offices worldwide. Savills spoke to co-founder and president Fanny Moizant about what running a sustainable fashion business is all about.

Q *The term ‘circular economy’ is now a real buzz word but when you started Vestiaire Collective did you think the fashion world would embrace the concept so eagerly?*

A When Vestiaire Collective launched in 2009, concerns about sustainability in fashion were beginning to grow. The economic downturn had influenced a shift in consumer attitude, making way for a more thoughtful approach towards conscious consumption.

Allowing fashion lovers to extend the lifespan of their beloved products and encouraging participation in the circular economy was, and still is, core to Vestiaire Collective. Sustainability has always been at the heart of who we are and what we do. We encourage people to buy good quality pieces and resell them through our platform when they no longer need them, we want more people to avoid succumbing to the idea that fashion can be throw-away.

Q *How is Vestiaire different now from when it launched in 2009?*

A In the last 10 years we have grown from a small team of co-founders working from our Parisian apartments to now having over 500 employees with offices located around the world. The growth of the platform has really connected fashion lovers’ wardrobes from all over the world. Starting as a French company and growing across three continents means we can build and connect a truly global community whilst driving the circular fashion movement forward.

Q *There is now a lot of competition within the luxury resale sector. What do you think sets Vestiaire apart as a market leader?*

A Vestiaire Collective is really a unique proposition in the marketplace. It brings together four key pillars including community, strong fashion DNA, sustainability and trust, making it perfectly placed to meet the evolving needs of consumers today.

Global community: There are currently over 10 million members worldwide who enjoy engaging regularly with each other through our App. The community enjoy the social aspect of the experience and being able to connect with like-minded circular fashion lovers/activists.

Fashion DNA: Our catalogue now features 2 million desirable fashion pieces sourced from the wardrobes of fashion lovers all over the world. The platform is updated daily with 70,000 new products added every week to ensure newness, often reflecting the latest trends and in-demand items.

Trust: Vestiaire Collective has built up a high level of trust within the platform and its community due to its diligent processes including authentication and quality control.

Sustainability: A growing mindset shift towards the importance of sustainability has been growing over the last few years, and this has further escalated since the outbreak of the recent health crisis. More people are switching to a conscious approach to consumption, focusing on buying less but better.

Q Who is the Vestiaire woman / man? (i.e. who is your core demographic?)

A Our core age range is 20-35 with a specific focus on young Millennials and Gen Z as they are really responsible for driving this strong shift towards resale.

Q Do you think fashion can ever be truly sustainable?

A Fashion is one of the more polluting industries. Resale however is one of the best solutions to making fashion more sustainable. Extending the life cycle of a garment by just nine months through reselling reduces waste, water and carbon footprints by 20-30% each and cuts resource costs by 20%.

There is also a huge change occurring in the industry itself as more brands aim to evolve their way of working to become more sustainable, with younger audiences especially in mind: they are the buyers who value the environmental credentials of a brand. We are seeing more luxury brands develop sustainability programmes which is extremely promising. The mindshift to buying quality pieces over throwaway fashion is definitely a positive step towards a more sustainable future.

Q You have hosted a number of successful pop ups but now have permanent space within Selfridges; what were some of your key considerations when deciding to take up residence on the shop floor?

A The UK is one of our biggest markets and we have a really engaged community in London so it felt like a good location to launch our first permanent boutique. There is also a really strong synergy between the two companies: Selfridges has always been a disrupter of traditional models and often sets trends in the retail sector; Vestiaire Collective launched with a pioneering model and continues to drive innovation in the fashion ecosystem. Selfridges places importance on addressing sustainability in fashion and making impactful moves to drive change, something that is also central to Vestiaire's DNA. The inspiration to launch a permanent space followed a series of successful pop-ups that we trialled in Selfridges a couple of years ago. We saw an appetite for people wanting pre-owned and unique pieces within the store and customers responded very positively to the selling element, offering a sustainable solution to sell the items they no longer wanted to wear. There is a mutual mission for both brands to make fashion more circular and this was the perfect opportunity to bring this to life.

Q As you don't own any of the items, how does physical space work for Vestiaire Collective?

A Our space in Selfridges displays the best of our community's treasures, offering customers some of the most desirable and rare pieces you can find in Vestiaire Collective's diverse inventory. Sell through on the shop floor is very high, so our sellers are always happy to be included in the selection. There is a dedicated resale point where customers can drop off pieces that will then be processed by the team and listed on vestiairecollective.com. Items are deposited through the Vestiaire Concierge Service. This unique element is a positive step in extending the lifespan of products, fuelling the circular economy. Educating the customer through this partnership is really important to us, we want customers to be inspired to both buy and sell pre-owned- buy better and sell smarter.

Q Do you see more permanent space opportunities in your future?

A The next stop for us is to further develop our app to allow our community to engage more with one another. Vestiaire Collective is many things at once: a tech company, a fashion company and an answer to a more circular economy. Our focus is always on increasing awareness of the pre-loved community, be it bricks-and-mortar or online. But who knows, maybe the boutique in Selfridges is the start of things to come!

Q Covid-19 has impacted the fashion world monumentally in many different ways, some positive and some negative. Did Covid-19 have a significant impact on your business?

A As a C2C platform we have been able to be quite agile in the way we operate during challenging periods and this has allowed the business to rebound from an initial impact quite quickly. We are seeing strong positive growth on both order and deposits right now and our community engagement has been strong, with people looking to develop a sense of connection in the digital landscape.

Q You recently received investment to expand further into Asia. What's next for Vestiaire Collective?

A We will continue to focus on driving international expansion, APAC is a key focus over the next couple of years as we look to extend our Direct Shipping model to the region and open in more markets such as Japan and South Korea. Tech innovation, customer engagement, and discoverability will also remain key as we continue to launch new functions on the platform and the app, along with a continued commitment to driving circularity in the fashion ecosystem.



The UK is one of our biggest markets and we have a really engaged community in London so it felt like a good location to launch our first permanent boutique.



ARE YOU GOING NAKED?

We talk to Gabbi Leodolff, Global Buying Coordinator at Lush about why it pays to strip off the excess packaging

*by Tiffany Luckett
tluckett@savills.com*



Almost everyone will be familiar with that inimitable heady blend of fruity, floral fragrance that bursts out any high street branch of Lush as you walk past. With its trademark blackboard hand chalked signs, cheery packaging and strong environmental stance, Lush has rapidly expanded since it was founded in 1995 to amass an extraordinary 900 stores across the globe.

Brands with a conscience have become increasingly popular over the last few years as consumers have begun to genuinely care about the stories behind the products they purchase. Now, more than ever, with everything that has happened in 2020, brands with a social and environmental purpose are finding themselves in a welcome spotlight. But in Lush's case, the company has stuck to its ecological guns since its inception.

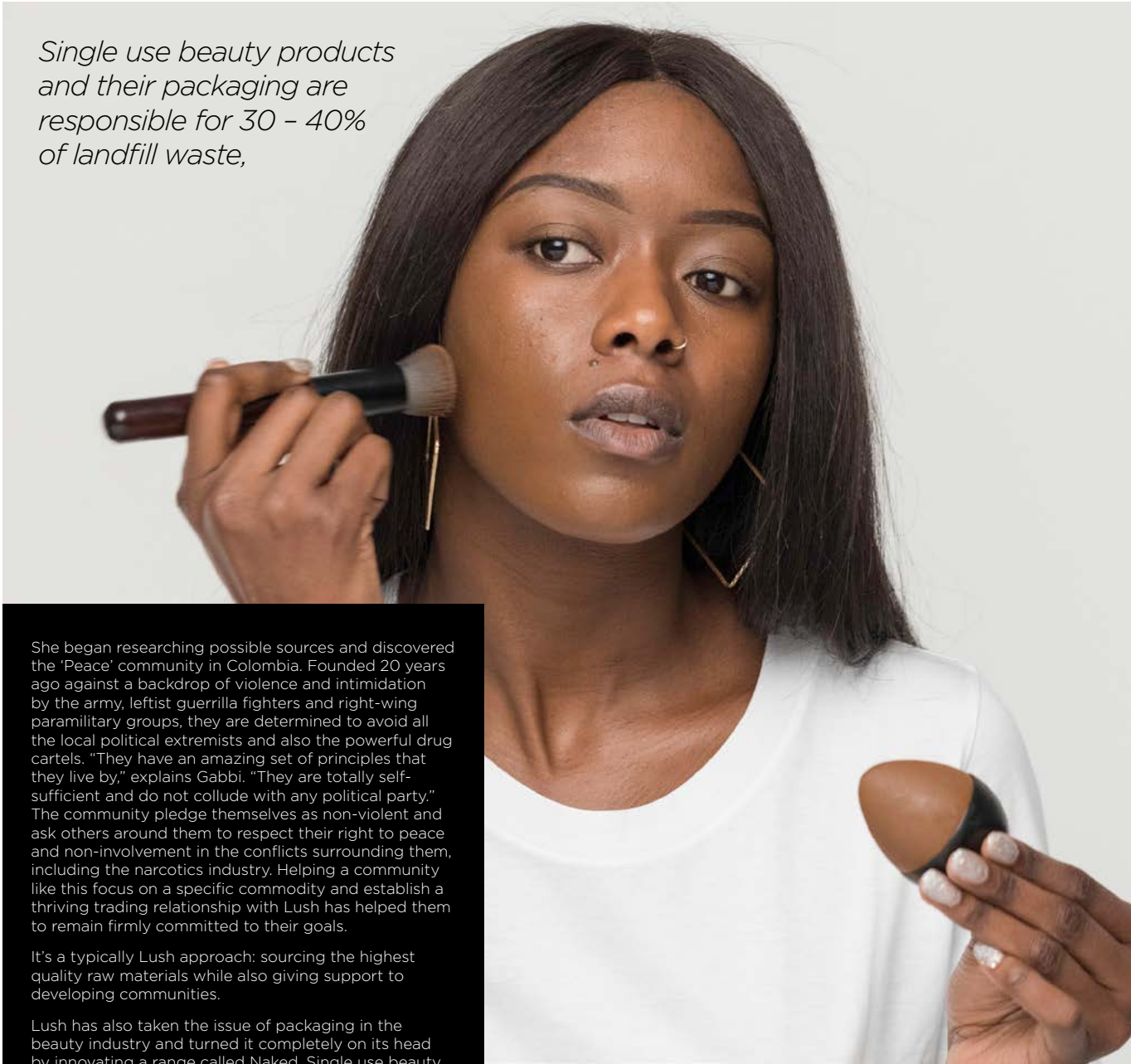
Take the Lush Charity Pot – a Lush product of which 100% of all sales (minus taxes) are distributed as grants to groups working in the areas of animal protection, the environment or human rights. Potential grass-roots fundraising projects and charities can apply directly to Lush to put themselves forward for a grant. This is just one of thousands of projects to which the company has contributed.

Lush not only gives back to charities, it also designs its products with waste and sustainable ingredients front of mind, ensuring that the contents are sourced in the most environmentally friendly and humanitarian way possible.

Global Buying Coordinator, Gabbi Leodolff describes one project which was very close to her heart: "When I first joined the buying team at Lush we were still using a conventional untraceable cocoa butter, but we wanted to create more visibility and start working directly with communities."

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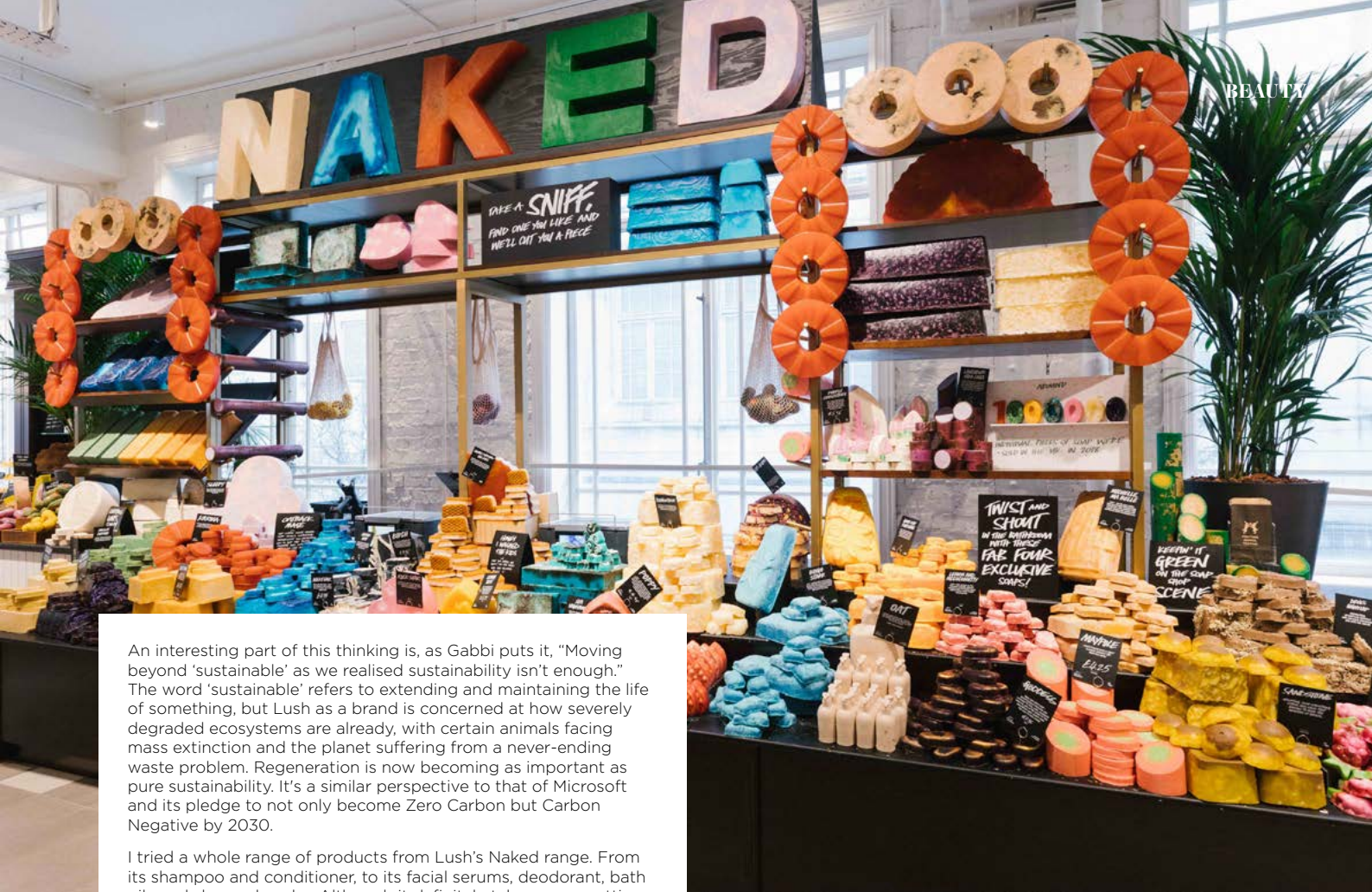
Single use beauty products and their packaging are responsible for 30 – 40% of landfill waste,



She began researching possible sources and discovered the 'Peace' community in Colombia. Founded 20 years ago against a backdrop of violence and intimidation by the army, leftist guerrilla fighters and right-wing paramilitary groups, they are determined to avoid all the local political extremists and also the powerful drug cartels. "They have an amazing set of principles that they live by," explains Gabbi. "They are totally self-sufficient and do not collude with any political party." The community pledge themselves as non-violent and ask others around them to respect their right to peace and non-involvement in the conflicts surrounding them, including the narcotics industry. Helping a community like this focus on a specific commodity and establish a thriving trading relationship with Lush has helped them to remain firmly committed to their goals.

It's a typically Lush approach: sourcing the highest quality raw materials while also giving support to developing communities.

Lush has also taken the issue of packaging in the beauty industry and turned it completely on its head by innovating a range called Naked. Single use beauty products and their packaging are responsible for 30 – 40% of landfill waste, creating a massive global problem. The Naked range is literally that, a range of products that use absolutely no packaging whatsoever. From lipstick to deodorant to shampoo, Lush's range of Naked products is extensive and now covers around 60% of their in store merchandise. The mission is to go a step beyond simply using recyclable plastic: their philosophy is that packaging itself (if it's required at all) needs to be designed without plastic in the first place. Although a lot of brands now offer recycling or refill schemes for products once they are finished, this still puts the onus on the consumer and often what can or cannot be recycled is a minefield, with people sadly often getting it wrong.



An interesting part of this thinking is, as Gabbi puts it, "Moving beyond 'sustainable' as we realised sustainability isn't enough." The word 'sustainable' refers to extending and maintaining the life of something, but Lush as a brand is concerned at how severely degraded ecosystems are already, with certain animals facing mass extinction and the planet suffering from a never-ending waste problem. Regeneration is now becoming as important as pure sustainability. It's a similar perspective to that of Microsoft and its pledge to not only become Zero Carbon but Carbon Negative by 2030.

I tried a whole range of products from Lush's Naked range. From its shampoo and conditioner, to its facial serums, deodorant, bath oils and shower bombs. Although it definitely takes some getting used to (and I highly recommend buying some of the reusable tins that Lush sell to store the packaging to make it seem a little bit more 'normal' for us newbies) the products work incredibly well. The most surprising products for me that worked like a treat were the shampoo and conditioner bars and would you believe it, the deodorant! Of course some of the products you know will work and that we are more accustomed to were excellent as well, such as the bath bombs and the soaps. The most surprising revelation for me was the skincare products. I have fairly dry skin and often find that whenever I wash my face with facewash and water in the evenings it immediately feels completely parched of water. However with the Lush products (my favourite was the Jade Roller) when mixed with water they just didn't have this effect on my skin at all. The Jade Roller left my skin feeling smooth and supple after I washed the product on, almost so supple I still felt I had the product on my skin!

Lush's Naked products are refreshingly affordable: shampoo is priced at £15 but lasts three times longer than an average sized shampoo bottle. Cutting out packaging has meant Lush can spend more on ingredients rather than the bottles they come in. A study conducted by Lush's founder Mark Constantine found that product packaging can cost as much as three times more than the product inside. And it's not only the premium brands with the fancy packaging, but household names too, from Lynx to After Eight chocolates.

Given the company is still privately owned and is just 25 years old, coupled with the fact it doesn't advertise and all the products are hand-made, the growth has been exceptional. Why does Gabbi think Lush has grown so phenomenally quickly?

"The innovation, the product design and invention, and the element of fun alongside really effective products." Does she also think the sustainable side of the business has had an effect on its growth? "Absolutely, the campaigning element as well is so important. We really believe in campaigning for things that we are passionate about, whether it's animal welfare, human rights or environmental protection."

Suddenly those strawberry bath bombs appear in a whole new light . . .

“

Lush's range of Naked products is extensive and now covers around 60% of their in store merchandise.”

TURNING THE TIDE OF TOURISM

by Nicholas Golding (Savills Hotels Team)
nicholas.golding@savills.com

There are times when you truly need a break. Working long hours and the stresses of urban life mean the holiday or mini-break eventually beckon. For the majority of us, this year has been a tale of cancelled holidays, postponed get-togethers and stay-cations instead of any exotic holidays.

For the eco-conscious, this year has actually come as a welcome break from excessive travel plans and business trips all over the world. During the world's lockdown period, it was well documented that animals returned to their natural habitats and in some places the earth seemed to heal itself, at least temporarily. For the eco-conscious among us, a holiday can cause waves of guilt rather than the Med washing over you as you weigh up the environmental impact of contemporary travel. Eco-activists' harsh condemnation of air-travel conflict with the longing for rugged mountains, deep blue oceans, or just a simple change of scene.

The tourism sector is a mixed bag when it comes to impacts. According to the World Economic Forum tourism supports the employment of 10% of the global population: an incredible boost to host communities. As a result, most countries are eagerly trying to increase the number of incoming tourists. However, this is not the case everywhere. Destinations like Cinque Terre, Zion National Park and Machu Picchu are limiting the annual number of visitors. Tourism is a powerful force, but do the negative implications outweigh the benefits?

Nature is the foundation for much of the world's tourism – coral reefs, for example, are good for tourism and tourism helps support coral reefs. A recent study published in the Journal of Marine Policy revealed that coral reef tourism represents an astonishing \$36 billion a year in economic value to the world. With anticipated global growth rates of more than 3.5%, coastal and marine tourism is projected to be the largest value-adding segment of the ocean economy by 2030, contributing 26%. Over 70 countries have million-dollar reefs. This means that for every square kilometre of reef one million dollars of tourism revenue is generated. This shows why tourism is incentivised to join conservation efforts. If you're an investor, consider how travellers are willing to pay a premium to enjoy unspoiled spaces.

One excellent example of sustainable tourism is the Misool Eco Resort in Indonesia. They have worked with locals and invested in creating a marine protected area of 828 km2. The resort provides a competitive, luxury experience while empowering the local community and protecting the environment. Within this area, the abundance of fish has increased in contrast to the surrounding area. As a result of higher local income, the luxury eco-resort displaced the illegal fishing industry, encouraging those previously involved with it to join anti-poaching units on behalf of the lodge and grow their family's income as a result.

Wildlife tourism is another example of how sustainable tourism offers more value than an industry it displaces. This tourism directly contributed \$120.1 billion in GDP to the global economy in 2018 or 4.4% of the estimated direct global Travel & Tourism GDP of \$2,751 billion in 2018. This represents over five times the value of the illegal wildlife trade and promotes environmental protection rather degradation.

One obvious question is how to balance the cost of flying to a forward thinking resort with the benefits of the resort's existence? Carbon offsetting schemes are a good step, and in theory can financially account for the 'cost' to the environment. In practice these schemes are not perfect, with some providing greater benefits than others. As a traveller, consider paying a 'carbon tax' if you must fly. As an investor, consider how underdeveloped the carbon economy still is and how better forms of carbon capture, such as rewilding or diverse reforestation, can be made more tangible to the environmentally aware traveller.



How to embrace sustainable tourism

Consider timing and destination.

There are some destinations that are becoming increasingly overpopulated. Venice is a prime example of a city where iconic status has been pushed beyond sustainable limits. If you're a traveller, consider how you can visit those bucket list spots during off-peak times. If you're an investor, what opportunity can you create to help responsible travellers visit popular locations or experience something different?

Buy locally.

In certain parts of the Caribbean, for every pound that is spent, only 20 pence will stay in the country. If buying, aim to spend with locally-run businesses, whether that includes tours, accommodation or restaurants. As an investor, consider how investing in local businesses and infrastructure rather than competing with them can achieve both return on investment and improve social impact in that area.

Consider environmental impact.

Choosing genuinely sustainable options on vacation can significantly reduce one's carbon footprint and ecological impact. Some luxury hotels can use 1800 litres of water per night versus 150 litres for the average person in the UK. Ultimately, that's down to the hotel's policies. If you're considering different options, it can pay dividends to do some research into the company. For investors, it's worth considering tourism businesses that have mutually beneficial relationships with nature.

Ultimately, these steps require a conscious effort on behalf of the traveller, but awareness is growing and the culture of tourism is shifting. Investors should be cognisant that there is a real demand for genuinely sustainable tourism. Travellers more concerned with sustainability spend up to 51% more than other visitors and are increasingly making decisions about where to go based on the green credentials of destinations and accommodation. The trend is undoubtedly on the rise, with suppliers and customers all wanting to catch the wave of environmentally-friendly tourism: good economic news for communities, investors and ultimately, the planet.

Spotlight

ON TANZANIA

by Nicholas Golding (Savills Hotel Team)
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One incredible example of sustainable tourism is Chole Mjini Treehouse Lodge, a luxury hotel on an island paradise in Tanzania. Founded 27 years ago by British nationals, Anne and Jean De Villiers, the hotel provides exclusive experiences of the marine park in which it is situated. Prices of a lodge can be upward of \$400 per night for two people.

Before tourism entered the economy, there was almost nothing. In 1992 there was no marine park, just one teacher, one classroom and only one child had ever completed primary school. The economy of the island was less than \$20,000 a year. Since then, the impact of Anne and Jean's enterprise has been remarkable. The goal was to eradicate malnutrition and anaemia and educate two generations of children so that they will be able to shape the future of their community. Amazingly, in the last two decades or so the company has built a kindergarten, school and small hospital; established research and conservation of whale sharks; supported reef and mangrove conservation and restored historic ruins. All while running a luxury tourist destination. Currently they employ 60 local people, feed and school 60 nursery pupils, fund 100 high schoolers, support 10 university students and help provide healthcare for the islanders.

For small tourism businesses, loans can be unaffordable and given the global pandemic many, like Chole Mjini have to resort to crowd funding campaigns to simply stay afloat.

But there is a positive financial force at work despite the current challenges. Investment in sustainable businesses is increasingly recognised as 'the next big thing' by the world's largest institutions, just as the lure of oil is fading against the wider appeal of renewable energy as an investment prospect.

For example, in January 2020, BlackRock made a landmark announcement about how its future investment activity will be focused on sustainability. It believes that as investors shift to more sustainable funds, companies that perform better on Environmental, Social and Governance (ESG) metrics should continue to increase in value. This perspective goes against conventional wisdom around conventional investing which assumes that as the benefits are already baked into the asset prices, there is a financial trade-off. However, interestingly, BlackRock suggests the opposite is true. Simply put, if the percentage of sustainability-aware investors goes up, the prices of sustainable assets will trend higher than those which are less environmentally-friendly. Backing up this sentiment is its commitment to a tenfold increase in sustainable investments over the coming decade. And BlackRock is not alone, with around one fifth of insurance companies and pension funds following suit, according to the UK National Advisory Board on Impact Investing.

Despite these encouraging trends, the debate persists over whether investing responsibly and achieving performance is possible. Research from data provider Morningstar examining the long term performance of 745 Europe-based sustainable funds shows they performed better than their non ESG counterparts over one, three, five and ten years. This suggests a convergence in interests for investor returns and sustainable businesses.

Ultimately, what both these macro trends and micro examples are pointing towards is that businesses supporting environmental, social and governance issues can hold both the moral and financial high ground. Hopefully the trickle-down effect will be to shore up the financial future of precious places like Chole Mjini, helping their little island survive and thrive.



TREADING LIGHTLY

Tiffany Luckett speaks with Sandeep Verma, Head of International at Allbirds.



The sneaker market, as our American friends call it, is a \$76bn dollar business, according to Statista.¹ This market has exploded in terms of growth in the last five years, formed out of a global love of streetwear and the marketing genius of partnering with the likes of Kanye West. Even the sneaker resale market is predicted to be a \$6bn business by 2025² (although of course Covid-19 may have squashed that a tad).

The sneaker market is built upon the ‘drop’ phenomenon. Brands release new drops constantly, pushing new products again and again and again. Nike, for example, is estimated to sell 25 pairs of trainers every second, that’s 1,500 per minute, 90,000 per hour and 2.1m per day. Sadly, it takes the average trainer 50 years to decompose in landfill, and that’s where the majority of them, especially when they are poor quality and last for an average of only 3 months, end up.

But shoe company Allbirds is different. They don’t ‘drop’ collections each week. They don’t use environmentally unsound materials like leather or leather colouring (one of the most polluting processes in the world). All of their shoes are made from natural, sustainable materials that require less processing. For example, Allbirds uses top quality Merino wool from New Zealand for some of its trainers, typically using 60% less energy than synthetic materials, most of which contain some form of plastic. They use castor bean oil to make the insole of the shoe, sugarcane for the outersole and even recycle plastic bottles to make their laces. But Sandeep Verma, Head of International at Allbirds, is confident that’s it’s not simply the use of natural materials and sustainable sourcing that’s important: “You know, people don’t buy sustainable products. They buy great products, but the very best products are sustainable inherently.” Do Allbirds feel consumers care about sustainability? “Absolutely, we think consumers do care about sustainability, and certainly the young consumers – we see that in our data,” says Sandeep.

Founders Joey Zwillinger and Tim Brown wanted to disrupt an industry largely dominated by wholesaling, and fuelled by synthetic products at a low cost. “The idea was to disrupt it by using natural premium fibres such as ZQ certified wool to craft a product that at the heart of it was just a really comfortable, cool looking shoe,” explains Sandeep. He was working at another large UK based company when he was asked to join Allbirds and like most other people in the UK at that time, he didn’t really know what it was all about, “I really just fell in love with the purpose and then I fell in love with the products.” The Allbirds mission doesn’t just derive from the products it makes, but also from the company it keeps and the way in which it operates. Sustainability is not just about climate change and impact. It’s about humanity, production and caring for everything and everyone within the supply chain, including the staff at the top and bottom. “We have fewer than five key partners, and therefore we are actively involved in what they do. We have complete confidence and transparency in the way that they operate.”

“ABSOLUTELY, WE THINK CONSUMERS DO CARE ABOUT SUSTAINABILITY, AND CERTAINLY THE YOUNG CONSUMERS – WE SEE THAT IN OUR DATA”



So how did the company cope during the coronavirus crisis? Interestingly, Allbirds has seemingly gone from strength to strength. Not only did it announce a collaboration with one of the world’s largest sportswear and shoe retailers Adidas, but it launched its first running shoe and next product range – underwear. “It’s funny, the underwear has been so popular even I haven’t been able to get my hands on it,” says Sandeep. The launch of the Dasher was actually weirdly good timing. “It just turned out to be a good time to launch a running shoe – people put a new-found value on their health during lockdown – and running once a day was a release for a lot of people.” Allbirds were not alone in this: sales of activewear in the US and the UK were up 40% and 97% respectively during the first week of April, according to retail analytics company Edited. This correlates with an increased interest in home workouts and online classes and a spike in Google searches in the first weeks of the global lockdowns.

So what do Allbirds think about the global phenomenon of the sneaker market, the constant drops and the constant buy, buy, buy mentality? “I think there’s no longer a question of IF it needs to be addressed, it very firmly DOES need to be addressed,” says Sandeep. “The trainer market produces 700 million metric tonnes of carbon per year, which is roughly the same as the carbon produced by the whole of Germany.”

It’s sobering facts like that which make Allbirds, and all the companies we’ve mentioned here, real pioneers in the quest for carbon neutrality. And for that we salute them.



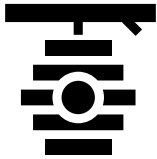
¹<https://www.statista.com/statistics/1017918/sneakers-market-value-forecast-worldwide/>
² Cowen & co

WHY CARNABY IS THE BEES' KNEES

OFTEN HIDDEN FROM SIGHT, ACROSS THE 14 STREETS OF CARNABY THERE ARE:



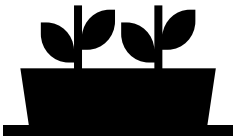
8 BIRD BOXES



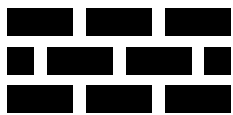
4 BEEHIVES



5 INSECT HOMES



725 WINDOW BOXES



7 GREEN WALLS



4 GREEN ROOFS



46 HANGING BASKETS



9 TREES

by Matt Smith (Shaftesbury)
matt.smith@shaftesbury.co.uk

Real estate investment trust Shaftesbury has made a name for itself developing restaurants, cafés, pubs and shops (numbering 607 and counting) in some of the best known and busiest parts of London’s West End, from Soho and Seven Dials to Chinatown and Fitzrovia. Their mission? To curate vibrant and thriving villages in the heart of London by creating distinctive and attractive destinations with a robust sustainability message at their heart.

In 2019 Shaftesbury decided to integrate more sustainability goals into its strategy: reusing and improving, rather than redeveloping buildings. In doing so, Shaftesbury “extends the useful economic lives of these buildings while preserving the West End’s rich heritage for future generations.” Shaftesbury is working to bring nature back to the city, to reduce its environmental impact, cut carbon emissions and reduce waste, while collaborating with its tenants, neighbours and other partners, projecting its impact well beyond the boundaries of its sizeable estate.

One particular locale has been the focus of an amazing effort by retail brands, independent restaurants, cafes and brands, spearheaded by Shaftesbury: the area around Carnaby Street, the centre of fashion and youth culture in the 60s, now known as an area in its own right: Carnaby.



Carnaby is in the heart of London’s West End, where over 100 quality retail brands and over 60 independent restaurants, cafés and bars can be found across 14 streets, including the world famous Carnaby Street. Today, Carnaby is a unique experiential shopping, dining and leisure destination.

Biodiversity

Carnaby is also the unlikely home for a burgeoning number of plants, birds and insects. How has this been achieved? Shaftesbury has increased its number of green walls, hanging baskets, insect homes, planters, beehives, green roofs and trees in Carnaby, to create an attractive and buzzing environment. It has partnered with other estates through the Wild West End initiative to increase and connect green space across the area.

Globally, almost 90% of wild flowering plant species depend on the transfer of pollen by bees and other wildlife. Access to nature also benefits people, studies show that connecting with nature can reduce stress and boost wellbeing.



All 725 window boxes in Carnaby are planted with 100% pollinator friendly plants. They help provide for the 100,000 bees that live in the four hives on a Carnaby Street rooftop. It isn’t just bees that are attracted to Carnaby; over the past two months there have been several bird species beyond the usual pigeons and seagulls spotted including a firecrest, pied wagtails and even a mallard duck.



Since 2018 Carnaby has celebrated Biodiversity through Bees’ Needs Week and WWF Earth Hour.

Bees’ Needs Week, in collaboration with DEFRA, is a celebration of the nation’s pollinators. Carnaby has hosted various Bees’ Needs pop-up hives: educational spaces to learn more about the project including a live Bumblearium. There have also been CarnaBEE takeovers of the iconic ‘Welcome to Carnaby Street’ arch.



The Blue Turtle is a mark of commitment to show that Carnaby eateries have met criteria to help safeguard our planet's life support system, the ocean. Since September 2019 the Blue Turtle mark has been awarded to over 30 restaurants, bars and cafés that are working towards being ocean-friendly. The vision is for Carnaby to become the most ocean-friendly destination in London.

The Blue Turtle Pledge:

ELIMINATE AVOIDABLE SINGLE-USE PLASTIC PRODUCTS

Including: water bottles, straws, cutlery, take away containers, coffee cups and lids, food packaging, bowls and cups by 2022.

PROVIDE AND PROMOTE TAP WATER ACCESS TO ALL

REDUCE WASTE

Practice comprehensive waste management – Reduce, Reuse, Recycle.

SOURCE SEAFOOD SUSTAINABLY

Remove all endangered species from the menu and adopt responsible sourcing practises.

Carnaby Christmas

In 2019 a Carnaby Christmas One Ocean One Planet installation was launched, switched on by the Rolling Stones' Ronnie Wood from a stage on Carnaby Street hosted by Alex Zane. Visitors were immersed into a theatrical underwater scene, with each street representing an area of the ocean in need of conservation, from a floating kelp forest, into bright, pink coral and ending in the deep, blue sea. Materials used included repurposed fishing netting, bubblewrap, plastic bottles, cotton fabrics and eco-friendly, vegan paint; even the lights were powered with 100% renewable electricity.



World Oceans Day

World Oceans Day was celebrated at Carnaby with a free outdoor concert. A collection of musicians and bands performed on the stage and spoke about the importance of the ocean to Carnaby community and visitors. A pop-up art exhibition was also launched that day where visitors experienced stunning pieces of ocean themed art and photography alongside Carnaby X Project Zero limited edition tote bags.

Carnaby Pass On Plastic

Carnaby celebrated Sky Ocean Rescue's Pass On Plastic, an initiative aiming to inspire people to eliminate single-use plastics and show how everyone can easily change their consumer habits.

Sky Ocean Rescue's giant whale, Plasticus, made out of plastic found in the ocean, made an appearance on Carnaby Street alongside Project Zero ambassadors, Jo Wood, Clara Paget, Jaime Winstone, Pixie Geldof and HRH Princess Eugenie.

A pop-up exhibition and shop was also launched in Carnaby, selling a limited-edition reusable product range. The range included a reusable water bottle, a coffee cup, a tote bag, an on-the-go cutlery set, and a three-piece beeswax wrap set. All proceeds will go towards the cause of protecting the oceans. Visitors to Carnaby and the community were encouraged to make a plastic-free pledge on their #PassOnPlastic wall.



Carnaby Ocean Art Installation

In collaboration with Carnaby's ocean conservation charity partner, Project Zero, Carnaby unveiled a brand new ocean-themed public art display designed by renowned musician and emerging visual artist Boy George, Harland Miller and poet Billy Collins and conceptual contemporary artists Mr Brainwash, Bradley Theodore, Henry Hudson and Zaria Forman. Adding a vibrant splash of colour to the West End, the main piece was a vast vinyl wrap measuring 84.5m long and 11.55m high; each of the artworks on show addressed the environmental impact on the ocean.



Carnaby Water Refill Station

Kingly Court, Carnaby, is home to the first free water refill station installed as part of the Mayor of London's #OneLess campaign in June 2018, saving the use of over 80,000 500ml plastic water bottles to date.

Blue Beauty

A review of the sustainable skincare brand One Ocean Beauty

by Katie Savill
Katie.savill@savills.com



The global beauty industry has seen explosive growth in the last few years and is set to be worth a staggering \$800 billion dollars by 2025 according to Forbes. Beauty brands have been competing for years to entice consumers with their aesthetically pleasing, beautifully designed products and packaging.

The consequence of this however, is an ugly one. In 2018 Zero Waste Week data revealed that over 120 billion units of packaging were produced by the global cosmetics industry, most of it plastic. As a result, the discarded waste resides for the rest of its extensive un-biodegradable life in landfill (making up 30-40% according to TerraCycle) or swimming in our precious oceans.

The concern isn't just the single-use plastic which beauty companies are incorporating into their packaging. A grim discovery is that some ingredients used in cosmetic products are also causing a detrimental impact to the environment.

In 2018, the UK government finally confirmed a legal ban on the use of microbeads after huge public outrage following the discovery that they were causing damage to marine life and coral reefs. These solid, manufactured plastic particles contained within cosmetic products such as facial and body scrubs do not degrade or dissolve in water, but continue to contaminate the environment. Although the ban is a positive step in the right direction, Dr Lucy Woodall (a marine biologist and microplastics expert) reveals that "microbeads account for less than 2% of microplastics in the ocean." The ban of cotton buds followed suit this year and at some point these will no longer be available to buy (hopefully sooner rather than later).

Such high profile changes to legislation have created an increased awareness of sustainability and the impact of the beauty industry on the planet. This in turn has created an evolution of conscious consumers wanting to buy their beauty products from companies actively supporting sustainability and the environment. One such trend making waves in the industry this year is 'blue beauty'.

Blue beauty represents those consumers who are demanding that brands be accountable for their impact on marine life and for them to make efforts to protect and conserve our oceans. Astonishingly, every year it is estimated that a gargantuan 8 million tonnes of plastic ends up in the sea, and if this continues the UN has stated that, by 2050, the world's oceans will have more plastic than fish. A truly frightening statistic.

As I began to look for blue beauty orientated skincare brands there was one that really caught my attention with its genuine dedication to the welfare of our oceans and marine life. This was the breakthrough, sustainable, scientifically-proven beauty and wellness company One Ocean Beauty.

One Ocean Beauty was founded in 2018 by Marcella Cacci (former Burberry Beauty Executive) who wanted to create a sustainable beauty company which used clean ingredients to make skincare products that were also clinically-proven to be effective – beauty without compromise.

Being sustainable is at the heart of this brand: the ingredients are cruelty free, sustainably produced by blue biotechnology, the inner and outer packaging is 100% recyclable and the shipping materials are also extracted from sustainable forestry. One Ocean Beauty has partnered with the global, science-based organisation Oceana, which works with government organisations to change policies to protect our oceans. One Ocean Beauty has already donated \$250,000 to Oceana and with every product purchased, a direct contribution is made.

The company has been awarded the butterfly mark for its positive impact and company-wide dedication to sustainability as well as being Leaping Bunny certified (meaning no products are tested on animals).

This innovative brand harnesses the power of the ocean to improve the health of your skin by using 'blue biotechnology', we chat to the founder Marcella Cacci about what this means on the following page.

"While many high technology beauty products contain raised levels of active ingredients that are harmful for our skin, the formulas in One Ocean Beauty products are completely free from toxic ingredients such as GMOs, parabens, sulfates, phthalates, PEGs, EDTAs, nanoparticles, mineral oils and synthetic fragrances."

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Katie Savill chats to the founder of One Ocean Beauty, Marcella Cacci, about what she learnt leading the beauty team at Burberry, discovering blue biotechnology and how the company has fared during lockdown.

Q Why did you decide to set up One Ocean Beauty leaving behind your career advising global luxury brands?

A My background is luxury fashion and beauty. A number of years ago I started to change my lifestyle to be cleaner and more sustainable, starting with selfcare products. Whilst doing that, I noticed that there seemed to be two sides of the beauty spectrum: clean products that are not clinically proven to be effective and clinically proven products that are not clean. So, there seemed to be a white space for high performance, clean and clinically proven products.

At the same time, on a personal level, I grew up at the beach and the ocean brings balance and happiness into my life. The current state of the oceans is extremely concerning. I believed that if I could create a brand that was dedicated to helping the oceans, it would be a win-win.

Q How did your experience as Global President of Beauty at Burberry shape your outlook on sustainable beauty?

A At Burberry we broke the traditional beauty mold in many ways: product concept, packaging, campaign and instore presentation. All of this resonated with the consumer and the zeitgeist and we were fortunate to have created a series of very successful products. We have brought the same spirit of doing things differently to One Ocean Beauty. Just one example of this is our approach to sustainability. From the start of the project, we wanted to make our production and packaging as sustainable as possible and built this into the concept. We also constantly monitor new discoveries and technologies to push forwards as we believe that sustainability is no longer a choice, but a necessity.

Q How did you discover blue biotechnology? Can you explain to us what it is?

A Blue Biotechnology is a technique used by our laboratory which allows marine actives to be reproduced from natural molecules vs large scale harvesting from the ocean, which may damage the marine environment and its biodiversity. This is a non-GMO fermentation process similar to a yogurt culture and ensures consistently high-performance ingredients.

Q What are they key few changes you would recommend someone to enact to become more sustainable in their beauty routines?

A It's important that consumers do their research and support brands that are trying to make a difference. Is the packaging recyclable, is there a take back or refill program, is the product 'clean'? Not only is One Ocean Beauty's packaging recyclable, but our production is sustainable due to Blue Biotechnology as explained earlier.

Q Do you think enough is being done by the beauty and cosmetics industry to combat sustainability?

A Traditionally, sustainability does not seem to have been an area of focus for the beauty industry, but I believe that this is changing. Consumers are more informed and aware now than ever before and are making conscious choices. This, in turn, is forcing the industry to change.

Q Do you think Covid-19 has encouraged more people to think sustainable and why? Are you seeing that trend materialise within the sales of your products?

A Self-isolation during the Covid-19 crisis has given us all a moment to pause and reconsider our relationships with ourselves, others and the environment. Telling satellite images demonstrated how the planet was able to 'breathe' again and flourish when manufacturing was suspended. This graphic footage showed clearly that we can and must choose a more sustainable way of living for the sake of the planet, our home.

Fortunately, our sales have continued to be resilient as we believe that the brand message and products resonate. In a positive way, I think that many people are realizing that we cannot continue to consume as we did pre-Covid-19 and this is accelerating the change towards sustainable, conscious consumption.

Q What's the next steps for the brand?

A Our brand mission has not changed. Our goal is to highlight the importance of clean, clinically proven, sustainable beauty and wellness and to partner with Oceana to protect and restore the world's oceans now and for the future. We will continue along this path.

Marcella Cacci – Founder & CEO, One Ocean Beauty

I decided to put One Ocean Beauty to the test and was generously given some of their core collection to try out for 30 days. I have combination to dry skin and all of the products are suitable for my skin type. Here's my verdict:

1

Purifying Ocean Mist Cleanser

This multi-tasking fluid cleanser uses an active marine microorganism from the Antarctic Ocean which is clinically-proven to reduce shine by controlling sebum production, improve firmness and diminish the appearance of pores.

Sold on One Ocean Beauty website, \$38 for 100ml or Cult Beauty website; 100ml for £30.00.

The verdict...
This cleanser is lovely and gentle and especially good for removing eye makeup. After each use my skin felt soft and smooth with no hint of dryness or tightness. If it came with reusable cotton pads or a muslin cloth it would be even more environmentally-friendly.



2

Blue Light Protection and Hydrating Mist

This innovative mist is designed to help protect the skin against some of the effects of modern living, such as blue light exposure from mobile phones and computers, urban pollution and dehydration. Among its ingredients is red algae originally from the Celtic Sea.

Sold on One Ocean Beauty website, \$58 for 100ml or Cult Beauty website; 100ml for £46.00.

The verdict...
This has been a great mist to use during lockdown where I have been glued to a computer screen and mobile phone for over ten hours a day!
I really liked the refreshing feeling I got after every use and how hydrated and smooth my skin felt but for the results I have seen personally, there are cheaper alternatives to achieve the same effects.



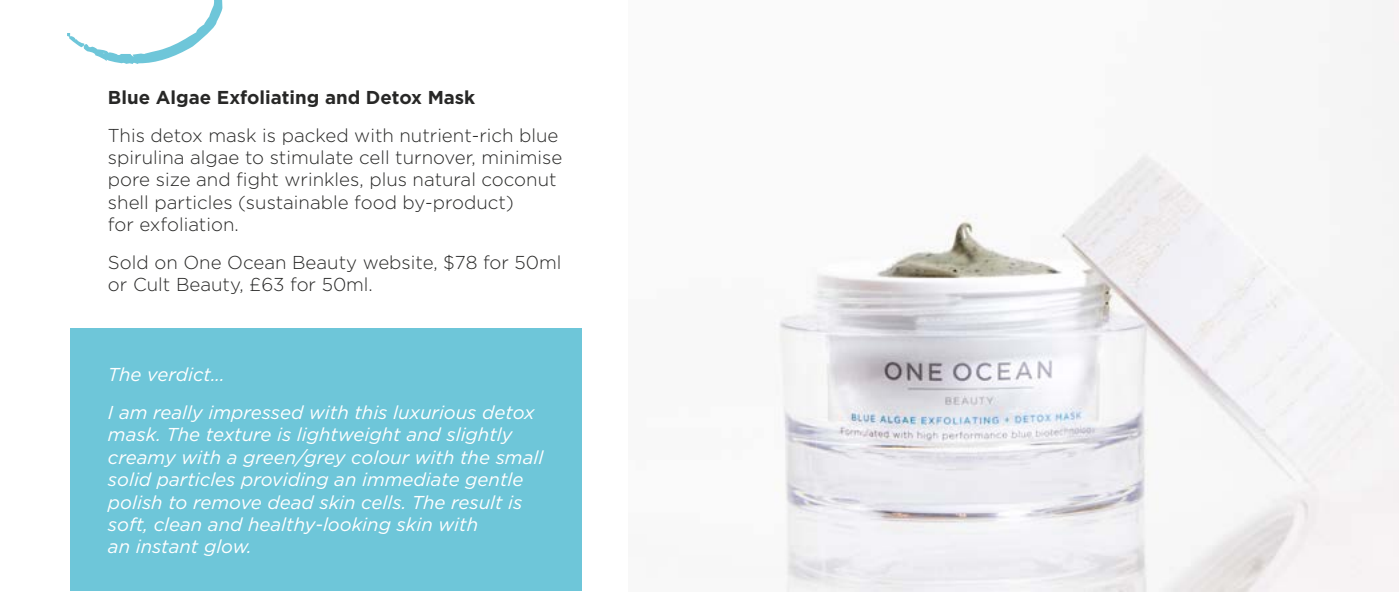
3

Blue Algae Exfoliating and Detox Mask

This detox mask is packed with nutrient-rich blue spirulina algae to stimulate cell turnover, minimise pore size and fight wrinkles, plus natural coconut shell particles (sustainable food by-product) for exfoliation.

Sold on One Ocean Beauty website, \$78 for 50ml or Cult Beauty, £63 for 50ml.

The verdict...
I am really impressed with this luxurious detox mask. The texture is lightweight and slightly creamy with a green/grey colour with the small solid particles providing an immediate gentle polish to remove dead skin cells. The result is soft, clean and healthy-looking skin with an instant glow.



4

Replenishing Deep Sea Moisturiser

This pioneering product is formulated with bio protective, multi-tasking marine actives from the Antarctic Ocean that are clinically-proven to be cyroprotective therefore they help to maintain moisture even in extreme cold conditions. The nutrient rich algae extract derived from the sea of Japan smooths and brightens the skin to leave a radiant and healthy-looking complexion.

Sold on One Ocean Beauty website, \$82 for 50ml or Cult Beauty, £65 for 50ml.

The verdict...
I have to say after only 30 days, I love this lightweight and hydrating moisturiser and a little really goes a long way. I have combination to dry skin and this cream will be perfect in those winter months when I experience drier skin. I have noticed a reduction in the depth of my wrinkle lines on my forehead which I was very pleased about; even my Mum noticed!



It's been great using the One Ocean Beauty products for the last 30 days especially as I know they are sustainably sourced, cruelty free and most importantly they actually work. You really can achieve healthy and beautiful skin without compromising the planet.

Encouraging steps are being made by both well known and indie beauty companies that are implementing change such as creating refillable, reusable or 100% recycled packaging alternatives to reduce waste. I for one will definitely be making more conscious and well informed decisions about beauty products and brands in the future.

FROM TIGHTS TO TABLES...

HOW THE INTERIORS WORLD IS USING WASTE CREATIVELY

by Lauren Higgins
lhiggins@savills.com



Innovations Tables image: Copyright courtesy of Swedish Stockings

The environmental impact of the interiors industry may be less high profile than, say, single-use plastics, but awareness of textile waste and its damaging effect on the environment is definitely on the rise.

It is no longer a surprise to hear that the textile and clothing industry is the second largest polluter in the world, with oil being the first. Globally, 87% of all disposed textiles are sent to landfill or incinerated, releasing the harmful greenhouse gas, methane, into the atmosphere. The circular journey of these textiles is becoming high on the agenda for many companies and individuals, sparking innovation from suppliers and designers to reshape the environments in which we work, live and play.

Here are my top 5 design brands leading the way in sustainable design, to keep waste material out of landfill. They all have a common goal of achieving a waste-free solution, which is the only way to create a truly circular world.

INNOVATIONS TABLE [SWEDISH STOCKINGS X GUSTAF WESTMAN]

The Swedish retailer collaborated with furniture designer, Gustaf Westman to reuse their customers' old tights by ingeniously repurposing the discarded material into beautiful tables which resemble polished stone. Each table contains anywhere between 80 to 350 pairs of tights, saving a huge amount of unwanted material from landfill through their recycling program.

How do they do this? The tights are ground down and mixed with recycled fibreglass, with the sanding and finishing of the tables done entirely by hand. There is currently no environmentally safe way to dispose of tights, with the majority being made from nylon yarn which is not natural or biodegradable. The material also produces microfibers, releasing nitrous oxide into the atmosphere, a toxic greenhouse gas which is around 300 times more harmful than carbon dioxide.



Innovations Tables image: Copyright courtesy of Swedish Stockings



PRESSING MATTERS FLOOR LOUNGER

[SELJAK BRAND X SUPERCYCLERS]

The Australia-based Pressing Matters Floor Lounger is the love child of Seljak Brand and supercyclers. The innovative project recycles the by-product of almost 1,000 used mattresses a day in New South Wales alone, to create a striking floor lounger made from 100% mattress textile waste.

How do they do this? The floor loungers are skilfully created through a process of felting, moulding, compression, heating and cooling; to create the shape without the need for additional chemicals. 5kg of textile waste is collected from each mattress, comprising a mixture of pre-consumer waste with a combination of synthetic and natural materials. Repurposing these materials is key in avoiding landfill, where recycling is too difficult to separate at a fibre level.

Pressing Matters Floor Lounger image: Copyright courtesy of Seljak Brand



Pressing Matters Floor Lounger image: Copyright courtesy of Seljak Brand

SOLID TEXTILE BOARD

[REALLY/KVADRAT]

The Danish brand Really is a flag bearer for upcycling unwanted fabric, producing high quality engineered materials for industrial scale projects, including solid textile board and acoustic textile felt. Only 25% of recyclable textiles are actually recycled; even though up to 95% of textiles could avoid landfill. Really wanted to “challenge the design and architecture industries to rethink their use of resources and to design with a circular economy in mind.” The company is part owned by sustainable fabric brand Kvadrat, and has worked with brands including Helly Hansen to create a solid textile board from recycled materials. This has been integrated throughout the Helly Hansen flagship store in Oslo, Norway.

How do they do this? The solid textile board is made from end-of-life textiles and cut-offs from Kvadrat fabric, and according to Really, “is cut into custom interlocking panels in diverse geometries.” It was then used to create a variety of clothing, footwear, promotional displays, cupboards and plinths for use throughout the Helly Hansen store.

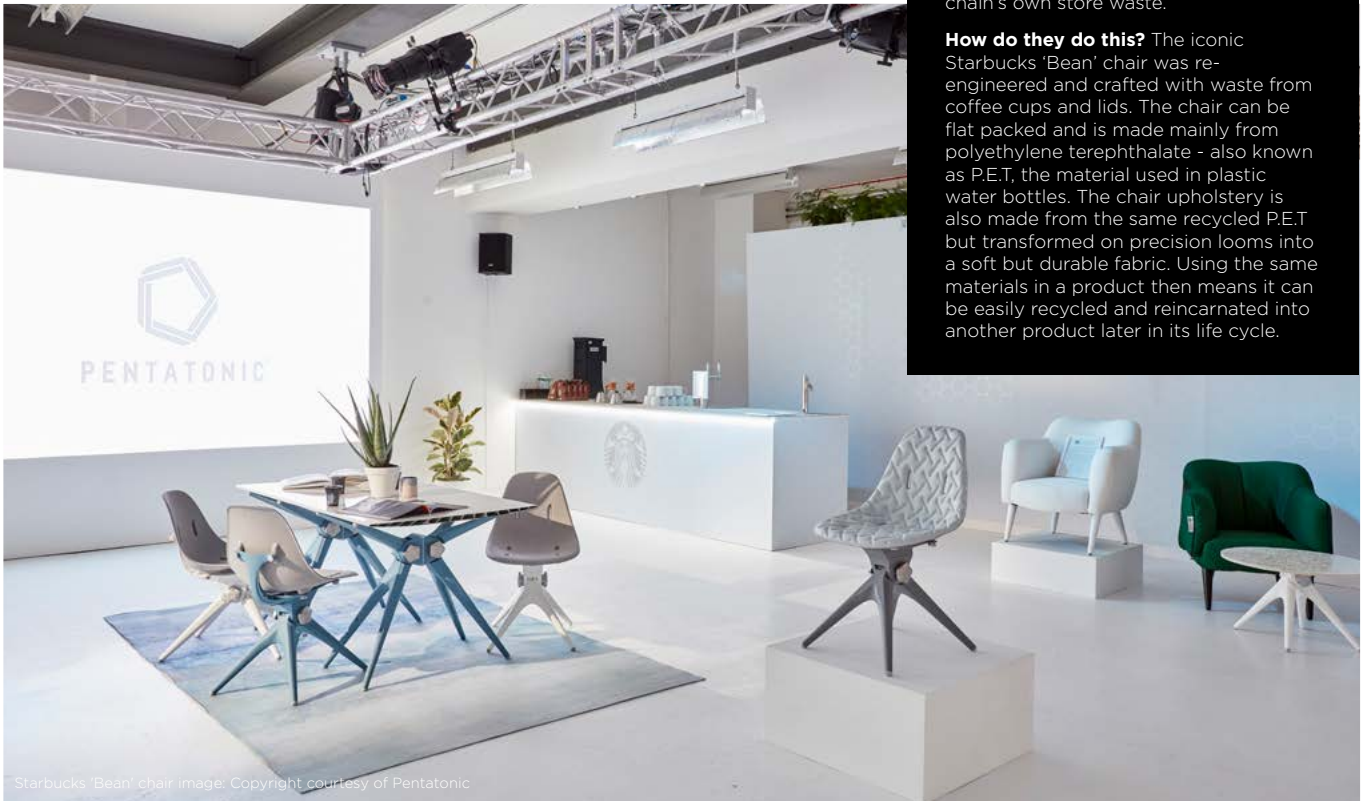
High end furniture company Lignet Roset has also worked with Really in stores worldwide, commissioning a series of pieces crafted from “Really Solid Textile Blue”. This demonstrated just how versatile the materials can be, with their use in the design and production of sideboards, media storage units and cupboards.



Helly Hansen Oslo flagship store image: Copyright courtesy of Helly Hansen



Starbucks 'Bean' chair image. Copyright courtesy of Pentatonic



Starbucks 'Bean' chair image. Copyright courtesy of Pentatonic

STARBUCKS 'BEAN' CHAIR

[PENTATONIC]

Formed in 2015, this design and technology company operates in the circular economy aiming to “radically transform consumption culture”. The company creates furniture and homeware made entirely from food, electrical, plastic and textile waste, and has worked with brands including Nike, Starbucks and Red Bull. Products include a bowl made from 240 recycled smartphone screens and a hopsack weave cushion that was formerly 45 plastic bottles. Pentatonic has also worked with Starbucks to create café furniture and textiles out of the coffee chain’s own store waste.

How do they do this? The iconic Starbucks 'Bean' chair was re-engineered and crafted with waste from coffee cups and lids. The chair can be flat packed and is made mainly from polyethylene terephthalate - also known as P.E.T, the material used in plastic water bottles. The chair upholstery is also made from the same recycled P.E.T but transformed on precision looms into a soft but durable fabric. Using the same materials in a product then means it can be easily recycled and reincarnated into another product later in its life cycle.



1006 Navy Heritage Chair image. Copyright courtesy of Emeco

1006 NAVY HERITAGE CHAIR

[EMECO]

Emeco was founded in 1944, creating a lightweight and resilient torpedo proof seat known as the 1006 Navy Heritage chair, designed for submarines in the US Navy. These chairs were designed and built to last at least 150 years and have been in production ever since. The company prides itself on its 77 step process, with Emeco’s craftsmen taking “soft, recycled aluminium, hand form and welding it, then tempering it for strength. It is then anodized for a durable finish.” Not only do these chairs comprise 80% recycled materials but the quality is also guaranteed for life and the chairs themselves are 100% recyclable.

How do they do this? The strength and durability of aluminium makes it the perfect material for repurposing and it can be recycled endlessly. This recycled material can be sourced from anything from cans and pans to golf clubs and computer parts. By using recycled aluminium, Emeco states that it “saves 95% of the energy required to make the same amount from its virgin source,” with an energy density, “17 times less than for chairs made of virgin aluminium.” Recycled aluminium is not the only material reclaimed, with the company using recycled P.E.T, locally sourced wood, cork, reclaimed wood polypropylene (WPP) and eco-concrete made from recycled glass bottles and CSA in other products.

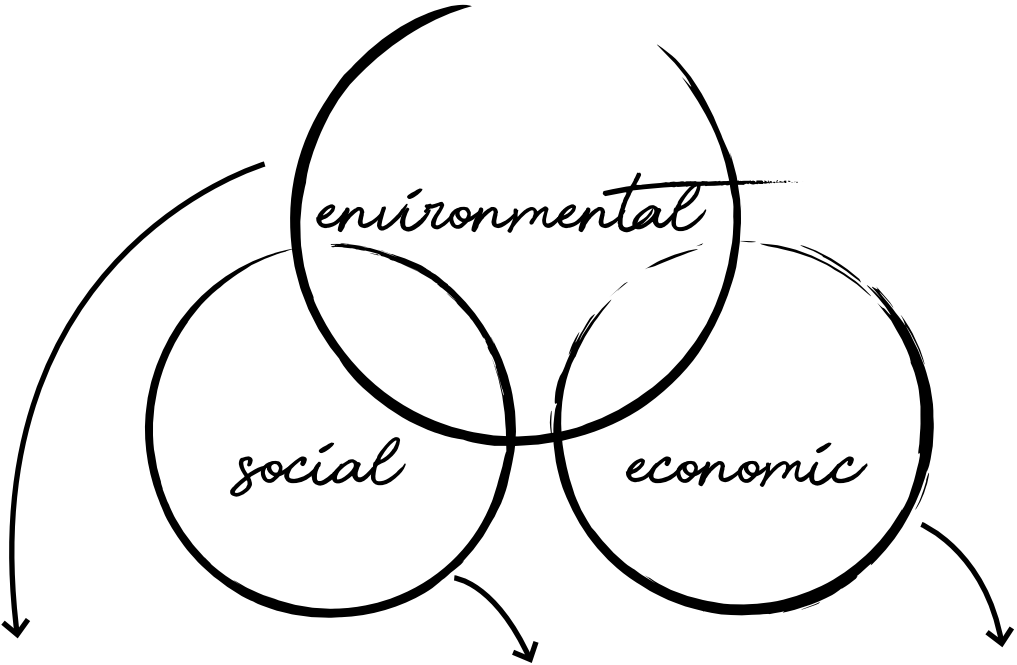


1006 Navy Heritage Chair image. Copyright courtesy of Emeco

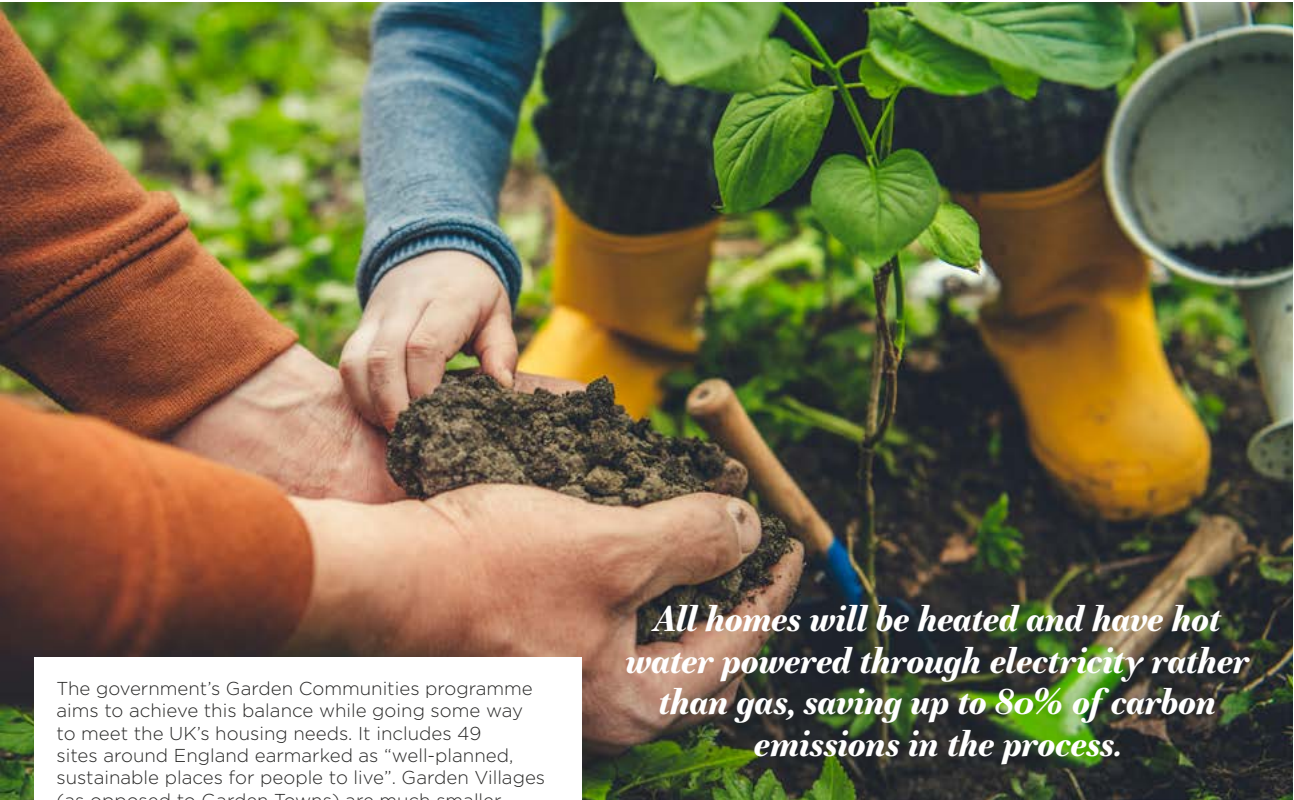
GARDEN VILLAGES *and* SUSTAINABLE LIVING

by Lauren Higgins
lhiggins@savills.com

A ‘sustainable community’ is one that “manages its human, natural and financial capital to meet current needs while ensuring adequate resources are available for future generations,” according to The Institute for Sustainable Communities, and they should know. In today’s world, the need for balance between meeting the needs of a growing population whilst preserving and enhancing the natural environment has never been so critical.



Efficient use of sustainable energy sources	Meet local needs locally	Create a strong local economy to promote high level of employment without damage to the environment
Minimise waste through recycling and sustainable disposal	Maximise access to skills and empower the community to participate in decision making	Ensure facilities, services and goods are accessible by sustainable modes of transport
Reduce pollution	Strengthen local community and cultural identity	Identify investment opportunities in renewable energy
Enhance and protect nature	Ensure access to good quality water, sanitation, food, housing and fuel	Promote client resilient infrastructure that will support a sustainable future



All homes will be heated and have hot water powered through electricity rather than gas, saving up to 80% of carbon emissions in the process.

The government’s Garden Communities programme aims to achieve this balance while going some way to meet the UK’s housing needs. It includes 49 sites around England earmarked as “well-planned, sustainable places for people to live”. Garden Villages (as opposed to Garden Towns) are much smaller projects of between 1,500-10,000 homes. Here are two examples of how developers aim to ease the housing crisis sustainably:

Grosvenor has lodged proposals for the Oxfordshire Garden Village located in West Oxfordshire, to the north of Eynsham. The site was one of 14 Garden Villages endorsed by the UK government in 2017 and includes plans for 2,200 new homes, green space, community amenities such as new primary and secondary schools, sports facilities, parks, allotments and a 27 hectare business park. This is the largest single scheme proposed to date for Grosvenor’s Strategic Land division, with a net biodiversity gain to be achieved through 40% of the site remaining undeveloped, including just under 4 hectares of new woodland to be planted to meet Grosvenor’s sustainability goals. All homes will be heated and have hot water powered through electricity rather than gas, saving up to 80% of carbon emissions in the process. The developer has further pledged to make all of its directly managed buildings net-zero by 2030, with renewable energy sources set to account for 20% of the village’s energy.

CALA Homes has acquired the first phase of the Long Marston Airfield Garden Village. This will sit on the northern edge of the Cotswolds, just four miles south of Stratford-upon-Avon. This first phase comprises 400 homes, however the whole village will be built on a former brownfield site, providing 3,500 homes, significant employment space, three schools and a mixed-use village centre at the heart of the site. The first phase will include 17.5% of designated affordable housing to include homes for key workers. According to Ladders, who advised on the acquisition, the development will also deliver 4,000 sq m of employment and commercial space that will deliver jobs locally along with a community orchard, new sports pavilion and 21 hectares of open space.



Research by Transport for New Homes has expressed concerns that many of these Gardens Towns and Villages are at high risk of becoming car-dependent commuter communities, with criticisms over some locations being positioned too far from neighbouring towns and railway stations. Ultimately however, it will be the residents’ responsibility to act consciously, with the coronavirus lockdown truly highlighting the importance of walking, cycling and living locally. There is therefore a renewed emphasis on ensuring public transport is easily accessible with sustainable routes to nearby towns and cities alongside a diverse range of amenities to serve the local population.

VA VA BOOM VANCOUVER

*By Elena Varavva and Jordan Karp
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City of oceans AND mountains, Vancouver in the 21st century seems to have it all: consistent award winner in the Condé Nast Traveller magazine 'Best Cities in the World' annual survey; a thriving retail and restaurant scene; global brand incubator; peerless green credentials. Let's take a closer look at why this cosmopolitan metropolis is so unique, with the guidance of Vancouver fan and Executive Vice President and Head of Canadian Retail Services for Savills, Jordan Karp.

The Winter Olympics of 2010 certainly helped put Vancouver even more firmly on the map, raising its international profile and further developing the city's infrastructure, with the Rapid Transit System installed and construction booming. "The skyline is really being transformed," explains Jordan, "with quite a number of thirty and forty storey buildings going up. But this is a city of contrasts (a big part of its appeal), as at the same time many of the smaller neighbourhoods are also being developed but in a smaller, quieter way."

Neighbourhoods like downtown Eastside, revitalised after its 1950s heyday; Commercial Drive, formerly Little Italy, full of indie outposts; Main Street – thirty or so blocks of hip eateries, bars and quirky stores. All are testament to Vancouver's reputation as a city of foodie culture and international flavours. Not to mention the easy-going attitude to cannabis which, while not officially legalised until 2018 (like the rest of Canada), was openly tolerated for recreational use for a couple of decades at least before that. Perhaps it's all part of the laid-back, unpretentious vibe that is often associated with the city, though that's just one aspect of its multi-faceted identity.

With over half the population having Asian heritage, there is a considerable and dynamic Asian influence culturally and economically, even, perhaps, architecturally, as pointed out by Jackie Northam of NPR. "When you cross over the Granville Street Bridge that winds into downtown Vancouver, you'd be forgiven for thinking you're in Hong Kong. The skyline has the same ribbon of gleaming apartment towers hugging the waterfront, and similar mountains in the distance."

There is also an unabashed display of wealth. "The love of expensive jewellery and high performance cars is very evident in the city, especially in the Coal Harbour area," notes Jordan Karp, "where you'll find the world's leading diamond houses and dealerships for every automobile marque you can think of, from Ferrari and Lamborghini to Rolls-Royce and Aston Martin."

Not only is the city one of the best places to live in Canada, it also is so easy to escape it when you want some R&R, by heading to some of the most stunning coasts or mountains you will ever see. In just 1hr and 15 minutes you'll be in Whistler, Canada's answer to Aspen.

The astonishing rise of luxury brands in Vancouver is in marked contrast to the hipster independents, but it is the way both are thriving within the same city that makes this such a fascinating and successful urban centre. "The well heeled Chinese tourists and cruise ship passengers (Vancouver is an essential stop on thousands of voyages) favour the likes of Gucci, Prada and Louis Vuitton and such brands have seen massive growth here. High end US department store Nordstrom records bigger sales at its Vancouver branch than in any other store within their chain of 117 North American stores. In addition to this, home grown luxury department store chain, Holt Renfrew (part of the Selfridges Group) has it's top performing store in the city.

Delivering exemplary service to this influx of visitors are the city's fine hotels. "Vancouver has more five star hotels than any other city in North America, a fact which always amazes people when I tell them! My personal favourite is probably the Shangri La, with the Pacific Rim hotel and the Loden Hotel close behind."





Several food and drink brands also began life in the city, including The Keg Steakhouse & Bar, Cactus Club, Earls, and Joeys. So what is it about Vancouver that makes it so good at hospitality? “It’s simple,” reveals Jordan. “Vancouverites are honestly just the most welcoming people in the universe. They have ‘relaxed hospitality’ etched into their DNA.” Elisa, Blue Water Café, CinCin, Gotham Steakhouse and long-standing city institution Joe Fortes Seafood & Chophouse are among Jordan’s favourite destinations, a list that he found hard to limit, given the incredible quality and choice.

It’s not only restaurants that make their name in Vancouver. According to Jordan, “A number of leading brands began life in the city, most famously global yoga clothing success story Lululemon, but also the ultra-cool accessories brand, Herschel Supply Company and social media management platform, Hootsuite.” Who knew?

And yet, the gleaming sheen of high rise construction and luxury brand consumption sit side by side with one of the most forward thinking and radical sustainability urban programmes in the world. Vancouver was awarded the coveted C40 Cities award at the Paris COP21 Climate Change summit and is determined to forge ahead with its Greenest City Action Plan. This has three areas of focus: zero carbon; zero waste; and healthy ecosystems, with ambitious goals set around green transportation, clean air, access to nature, renewable energy, local food promotion and boosting the green economy. It’s no surprise then that Vancouver was named the highest-ranking North American city in the 2016 Arcadis Sustainable Cities Index.

Mark Jones, travel writer and former editor of British Airways Highlife magazine brilliantly sums up the universal appeal of this most beautiful of cities: “Everyone wants a part of Vancouver: families from Shanghai, high-achievers from Mumbai, film-makers from LA, CGI designers from London – and anyone in Canada who is a bit fed up with the cold. No Ontario blizzards, no LA smog, no Hong Kong chaos. Just mountains, sea, big skies and wide streets.”

Jordan, (full disclosure, though he loves Vancouver, he lives in Toronto) couldn’t agree more . . .



”

Everyone wants a part of Vancouver: families from Shanghai, high-achievers from Mumbai, film-makers from LA, CGI designers from London – and anyone in Canada who is a bit fed up with the cold. No Ontario blizzards, no LA smog, no Hong Kong chaos. Just mountains, sea, big skies and wide streets.”



IS GOING GREEN REALLY GREEN?

by Tiffany Luckett
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It is widely accepted that red meat consumption is bad for the environment. It is extremely difficult to assess the impact of different farming models and practices with variations across individual farms and countries but most sources place lamb and beef as the top offenders.

Silo food spread image: Copyright courtesy of Silo, photographer Matt Russell

A FEW STATS...



Chicken has half the carbon footprint of beef.*



Per calorie beef requires 160 times as much land as the production of staples such as potatoes, wheat and rice.



A kilo of pork uses around 6 times as much water as a kilo of bananas.



A kilo of beef requires almost 50 times as much water as a kilo of potatoes.

*National Geographic

With facts such as these it's easy to see why many people are eager to do their bit and turn vegan. The number of vegans in the UK is now over 600,000 with numbers ballooning in recent years. A not insignificant 35% of these have switched for environmental reasons. But how sustainable is veganism?

This year for the second time ever, I decided to try the vegan diet during the very cliché month of January. It was not my intention to make a complete switch to being vegan on a permanent basis but I wanted to expand my culinary horizons so that I didn't start every grocery shop at the meat counter and build my meal around a lamb chop or chicken fillet. The long term goal was to reduce my overall meat and dairy consumption for environmental reasons. I was also interested to see if I felt different and whether it affected my weight or energy levels. In addition, I had done 'veganuary' back in January 2014 (before it was an actual trend, but Beyoncé was doing it, so of course I had to try it) and was interested to see how dramatically the experience had changed given that London is now so much more vegan-friendly.

It was a rewarding experience: I didn't lose much weight and I did feel more tired after about two weeks, but in the final week I had at least as much, if not more, energy than usual.

A few friends joined me in my vegan adventure and one question that came up as we were tucking into our avocado and tomatoes on toast with a large glass of orange juice was, "Is this an environmentally friendly alternative to meat?" Avocado from Mexico, tomatoes from Spain and oranges from Brazil; answer: probably not! However, here we come to a critical point: not all foods that have travelled have the same carbon footprint. In fact, most of the environmental impact is from the growing process. For example, the carbon footprint of a kiwi from New Zealand is roughly six times that of a banana that's travelled a similar distance. This is down to the fact that bananas grow in natural sunlight, they keep well so they can travel by boat and they come in their own packaging. I was surprised to discover such a difference between these two seemingly similar tropical fruits and it highlights the minefield that is trying to eat an environmentally friendly diet. So how do we know if our well-intentioned choices are actually environmental hand grenades?!

There is no definitive answer, but it is safe to say that eating seasonal, locally produced (ideally plant based) foods is a great start. If we all made an effort to have one or two meat free days per week it would have an enormously positive impact on our battle with climate change. To help you when choosing where to go in London for food, we have named our top 5 London restaurants focussing on serving seasonal only produce!



DAYLESFORD

numerous locations including Brompton Cross, Notting Hill and Pimlico Road

Daylesford is renowned for its organic farm shops, which sit alongside its restaurants, all serving seasonal produce that is grown at Daylesford Farm in Gloucestershire. Daylesford Farm is now one of the most sustainable farms in the UK and its London-based restaurants often have queues forming for a Saturday brunch. Produce is picked when in season, and only when perfectly ripe, then transported straight to the chefs in the kitchens. It also have a Zero Waste policy sending all of their leftover food to the Felix Project.

RABBIT, KING'S ROAD, CHELSEA

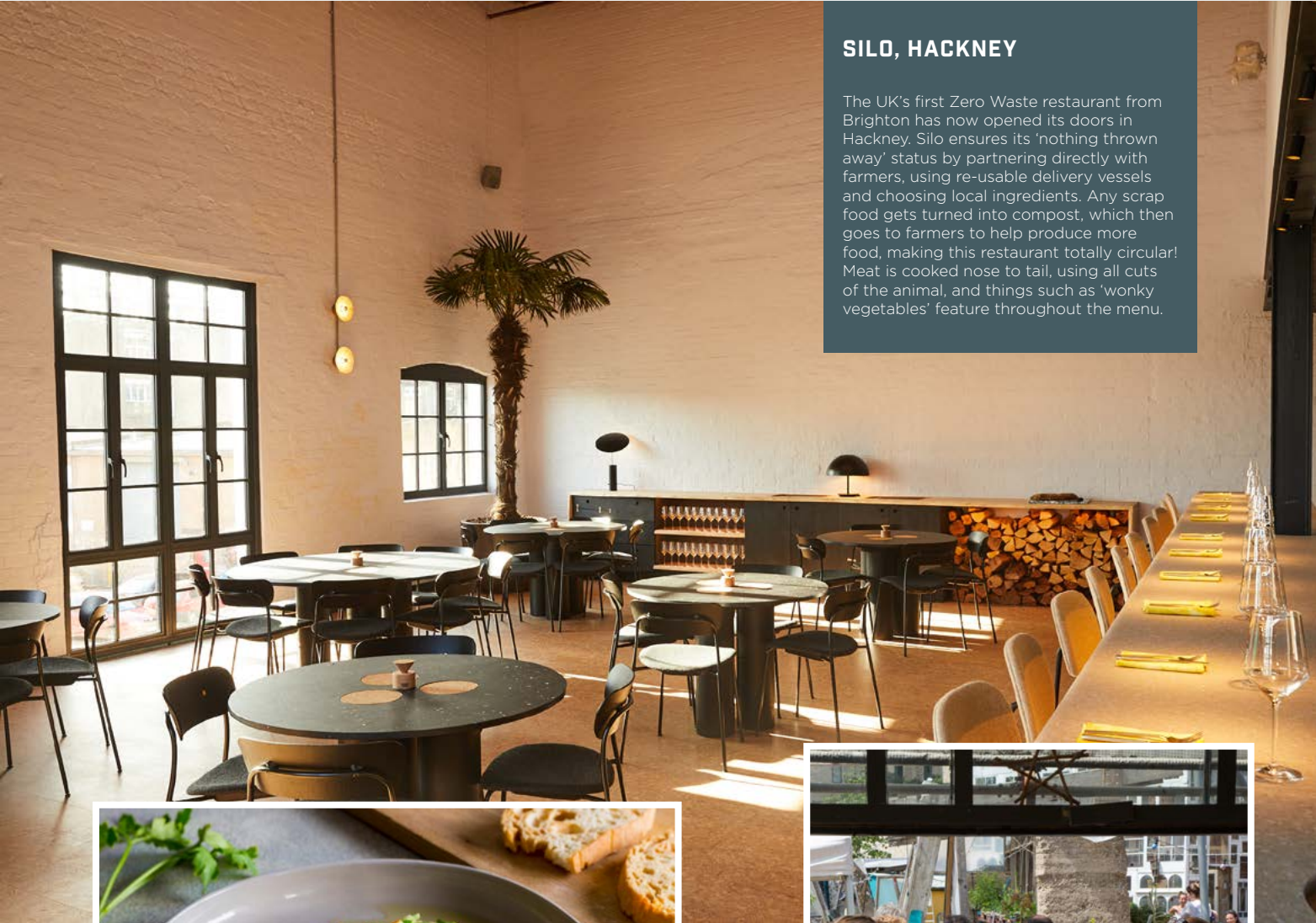
Since opening, this inconspicuous restaurant has become a King's Road staple. Set up by three brothers who grew up together on their family farm in Sussex, they joined forces to open restaurants after they each followed perfectly fitting career paths. One became a chef, one a restaurant manager and one a farmer.

All the food is based around their local, wild and fresh ethos, with all meat sourced from the family's farm. The menu changes regularly to keep up with the seasons and uses vegetables that are fresh authentic and delicious, often picked just the day before.



SILo, HACKNEY

The UK's first Zero Waste restaurant from Brighton has now opened its doors in Hackney. Silo ensures its 'nothing thrown away' status by partnering directly with farmers, using re-usable delivery vessels and choosing local ingredients. Any scrap food gets turned into compost, which then goes to farmers to help produce more food, making this restaurant totally circular! Meat is cooked nose to tail, using all cuts of the animal, and things such as 'wonky vegetables' feature throughout the menu.



ROVI, FITZROVIA

One of Ottolenghi's outposts, Rovi features a variety of brilliantly cooked and garnished vegetables, making even the biggest meat eater delighted! The restaurant has an organic farm in North London, so the menu changes frequently depending on what is ready and fresh for that week. They are especially great at wood-fired cooking and fermented vegetables.



SKIP GARDEN KITCHEN, KING'S CROSS

More than 1,000 locals came together to build Skip Garden Kitchen – the first such initiative ever seen in London. This café puts modern twists on vegetarian and vegan dishes, working with young people and volunteers to create a menu that changes pretty much daily. Organic vegetables are grown in old repurposed skips by the team and volunteers who also learn new skills including cooking and jam making as well as gardening. Not only is there a café, but you can also buy plants or sit in the adjoining garden. Community at its finest!

WASTE

not

WANT

not

(AKA WHY IT PAYS TO RECYCLE)

by Tiffany Lockett
tlockett@savills.com

Everyone knows we need to recycle.
Re-cycling our rubbish has never been so important.
But what can our discarded items be turned into?
Tiffany Lockett looks into how one person's trash
can be transformed into your next treasure.





ALLBIRDS

One recycled plastic bottle equals one pair of Allbirds laces.

Reincarnation is a beautiful thing, so remember if you HAVE to use a plastic water bottle, recycle it!





MAT & NAT

21 recycled bottles make the lining of a Mat & Nat vegan leather bag

GIRLFRIEND COLLECTIVE

25 recycled water bottles = 1 pair of leggings. Amazing but true.







ORVIS

Recycled oyster shells and PET polyester (think plastic bottles) are blended with cotton and elastane to create an eco-blend fabric that is then brushed to make it super soft.

Orvis eco-blend shirt, Saltwater Fly Fishing Festival image, copyright courtesy of Orvis

ECOALF

EcoAlf is an incredible brand: all the products are made from recycled materials and yet the superb design means they are bang on trend and don't look 'recycled'.



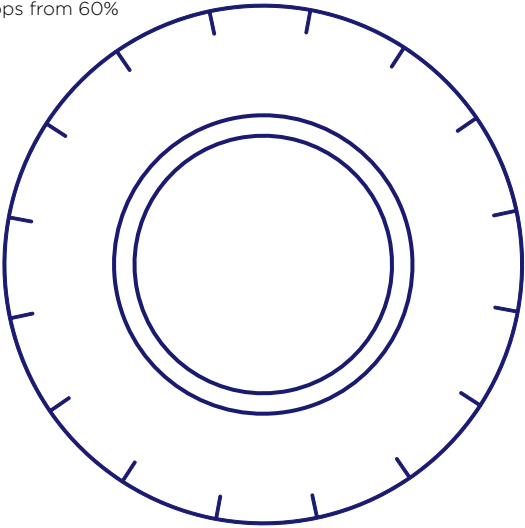
EcoAlf Men's Sweatshirt image, copyright courtesy of EcoAlf

What's more, reclaimed nylon waste (fabric scraps, fishing nets from the oceans and carpets) requires half the number of steps compared to conventional chemical recycling processes and uses far less energy and water.

135 grams of discarded fishing nets = 1 metre of EcoAlf fabric.

By using recycled cotton, ECOALF saves 2,500 litres of water per T-shirt.

The tyre is very difficult to recycle as it contains metals, antioxidants and fabric pieces. It took two years of investment in research and development for EcoAlf to create a clean powder to make their flip-flops from 60% recycled tyres.



There are more than 100 million tons of rubbish floating in the Pacific Ocean alone

Garment production exceeds 100 billion garments per year

73% of this global production ends up in landfills

The poor quality of the clothing means that 73% of that is burnt in landfills

In the West, people on average wear one garment only 7 times

95% of discarded clothing can be recycled to our advantage

A truck of clothes is discarded or burnt every second

Textile dyeing is the second highest polluter of water

It takes 2,700 litres of water to make 1 cotton shirt, roughly 1 person's drinking water consumption over 2.5 years



MY LONDON



Georgia Egan
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Georgia Egan has spent her career as a dedicated international leisure expert, representing the hottest restaurants from China to the latest fitness concepts out of LA. We wanted to know what Georgia gets up to in her spare time when she’s not finding the coolest brands or making deals happen.

- Q** *Where is home?*

A Barnes - I've grown up there with my four siblings and haven't found a good enough reason to leave home yet! It's close enough to Central London to feel well connected but still makes me feel like I'm in the countryside the minute I cross Hammersmith Bridge. After a busy day in Central, it's so nice to slow down and relax.
- Q** *Where's your favourite work out spot?*

A To be honest the most working out I am doing at the moment is my cycle to work! I did love a good Joe Wicks workout in the garden through lockdown though.
- Q** *What's your earliest London memory?*

A Seeing the penguins at London Zoo or spending hours in Hamley's - five floors full of endless toys!
- Q** *What's your favourite London building?*

A I go past The Royal Albert Hall most days and it always catches my eye. It is such a distinctive building in a beautiful setting that is even more impressive on the inside. If you have any opportunity to experience a performance or visit the Hall, I strongly recommend it.
- Q** *Where would you recommend for a first date?*

A The Orange, Pimlico Road - It's quintessentially British with a delicious cocktail list.
- Q** *Favourite location for a Sunday stroll?*

A Definitely along the River, ideally stopping for a Sunday roast at a riverside pub. My personal favourites are the Dove (hidden gem) or the terrace at The White Hart.
- Q** *What's your biggest extravagance?*

A A daily Joe & The Juice, especially after lockdown, has been such a treat when going back into the office. The novelty of buying a proper coffee hasn't worn off yet!
- Q** *What's your favourite London store?*

A That's quite a difficult question! I do love Selfridges - it's just such a beautiful building with everything you need and full of cool new pop ups that allow you to experience and interact with new brands.
- Q** *Bus, tube or taxi?*

A Cycle! I jumped on the cycle hype during lockdown and my bike has now practically become part of my body - I take it everywhere I go. It's incredible how much better I feel cycling into work and not having to take the underground. It's also much better for the environment and my own health!
- Q** *What was the thing you missed most about London when you were in lockdown?*

A Spontaneity and socialising, especially spontaneously popping into a pub and crawling out hours later!
- Q** *Have you been coming into Central to hang out with friends these days, or staying local?*

A I've been staying local and really enjoyed spending more time exploring and picnicking in the parks. 2020 has made me appreciate my neighbourhood and the local restaurants, shops and retailers.
- Q** *What has being in lockdown taught you?*

A Definitely to just take life a little slower - don't rush, take your time and enjoy.
- Q** *What does it mean to be a Londoner?*

A I think you're a Londoner when you know when it's best to walk somewhere instead of getting on the tube.

GLOSSARY OF TERMS

CCS

Carbon capture and storage (or sequester) projects

CDP

Formerly the Carbon Disclosure Project (now just CDP); issues corporate surveys on climate change, water and forestry, with additional supply chain reporting guidance.

CO₂e

Carbon dioxide equivalent -- frequently used in emissions reporting

CSR or CR

Corporate social responsibility or corporate responsibility, commonly used interchangeably

Carbon Insetting

Investing in and promoting sustainable practices within ones own supplychain. Eg. Investing in the ecosystem a company's suppliers rely on.

Carbon Offsetting

Investing in and promoting sustainable practices outside of one's own supply chain. Eg. Funding the plantation of trees in a forest for the carbon compensation of your business flights.

Circular fashion

Garments are circulated for as long as possible to maintain their value, afterwhich they are recycled into new clothing.

Greenwashing

A company's practice of marketing themselves as 'green' or eco-friendly with no real action towards sustainable practices.

Carbon Neutral

Carbon emmisions are being generated but are offest (or inset) making he overall net emissions zero.

DJSI

Dow Jones Sustainability Index

EIA

Environmental Impact Assessment

EMS

Environmental Management System

EnMS

Energy Management System

ESG

Environment, social and governance disclosure. Used interchangeably with CSR and sustainability.

Eco-friendly

Not harmful to the environment. For products, this means the product itself and the way in which it was produced is not harmful to people or the environment.

Ecotourism

Responsible travel that promotes the conservation of the environement and improves the lives of the local communities.

Ethical Consumerism

Also known as 'dollar voting', this is the consumer practice of choosing to purchase ethically-made goods & services.

FiT

Feed-in tariff, the price renewable energy generators are paid by utility companies for their energy

FSC

Forest Stewardship Council, creates standards for sustainably-harvested woods and fibres.

Food miles

The distance food travels from where it is grown to the final consumer.

Freegan

Someone who rejects consumerism especially through the recovery of wasted food.

GHGP

Greenhouse gas protocol for emissions reporting

GRESB

Global Real Estate Sustainability Benchmark. Investors use GRESB data and tools to manage ESG risks, so they can capitalize on opportunities and continuously invest with investment managers. GRESB also validates, scores, and benchmarks ESG performance data to help businesses assess if they are achieving ESG goals.

GRI

Global Reporting Initiative. GRI is an international independent organization that has pioneered corporate sustainability reporting since 1997. GRI helps businesses, governments and other organizations understand and communicate the impact of business on critical sustainability issues such as climate change, human rights, corruption and many others.

Global Dimming

Air pollution preventing the sun's rays from reaching Earth's surface.

ISO

International Organisation of Standardisation -- the world's largest developer of international standards

- ISO 14001 Environmental Management System
- ISO 50001 Energy Management System
- ISO 20400 Sustainable Procurement
- ISO 20121 Sustainable Event Management

LCA

Life Cycle Analysis or Life Cycle Assessment that refers to measurement of the complete environmental impact of a given product or service.

Landfill gas

A mix of gasses emitted as a natural byproduct of the decomposition of organic waste in landfills, including greenhosue gasses Carbon Dioxide and Methane.

LEED

Leadership in Energy and Environmental Design -- a set of global standards for the construction and operation of a deemed 'green building'.

Life Cycle

For clothing as an example, a complete life cycle includes the initial fibre to production, distribution, retail, use and ends at the ultimate disposal. Renting or re-selling helps increase the length of the cycle.

Organic

Derived from living matter without the use of artificial chemicals such as fertiliser.

PRI

Principles for Responsible Investment -- The PRI is the world's leading proponent of responsible investment. It works to understand the investment implications of environmental, social and governance (ESG) factors and to support its international network of investor signatories in incorporating these factors into their investment and ownership decisions.

RECs

Renewable Energy Credits -- similar to carbon offsets, but just for renewable energy

Reclaimed water

Result of converting waste water into water that can be used again.

Renewable Energy

Energy derived from a non-depleting source, such as wind or solar power.

SBTs

Science Based Targets -- Targets adopted by companies to reduce greenhouse gas (GHG) emissions are considered "science-based" if they are in line with the level of decarbonization required to keep global temperature increase below 2 degrees Celsius compared to pre- industrial temperatures.

SDGs

U.N. Sustainable Development Goals. The 17 SDGs were adopted by all United Nations Member States in 2015 as a universal call to action to end poverty, protect the planet, and ensure people enjoy peace and prosperity.

SRI

Socially responsible investing

Slow Food

Food produced locally and adhering to local cooking traditions.

Sustainable Investments

Investment discipline that considers environmental, social and corporate governance criteria to generate long-term competitive financial returns and positive societal impact

Sustainability

In terms of the environment, this is the ability to continue in such a way that maintains an ecological balance.

TCFD

Task Force on Climate-related Financial Disclosures -- The FSB Task Force on Climate-related Financial Disclosures (TCFD) develops voluntary, consistent climate-related financial risk disclosures for use by companies in providing information to investors, lenders, insurers, and other stakeholders. The purpose of TCFD is to provide more disclosure about climate-related disclosures to the public.

UNGC

United Nations Global Compact, a list of ten principles developed by the United Nations covering human rights, labour, environment, and anticorruption. More than 8,700 businesses from more than 130 countries have become signatories of the UNGC to signify that they support and adhere to the ten principals.

Upcycling

Using a previously-discarded product or material to create a new product or material of a higher quality or value than the orginal.

Virtual Water

The water used in production. For example, 1,800 gallons of water are needed to grow cotton for the production of one t-shirt.

WELL

International WELL Building Institute -- WELL is a leading global rating system and the first to be focused exclusively on the ways that buildings, and everything in them, can improve our comfort, drive better choices, and generally enhance, not compromise, our health and wellness

WGBC

World Green Building Council

Zero Carbon

No carbon emissions are being produced.

Thank you to our

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