

SUSTAINABLE FASHION
@FANFARELABEL

FANFARELABEL.COM
LONDON, UK

*KEEP HOLD JEANS
LOOKBOOK*



FANFARE

SUSTAINABILITY: THE FANFARE WAY

Our APPROACH, our PARTNERS, and
our SUPPLY CHAIN

BRAND BIO

Fanfare Label is an award-winning sustainable fashion house leading the way for circularity and positive change. What others see as waste, we see as a starting point and so we create our contemporary collections differently. We repurpose, reuse and recycle rescued textiles, and transform them into style-led statement pieces you'll wear for life, all whilst supporting the causes we care about.

'This is what fashion could and should look like. Our clothing is an expression for change, fairness and freedom.' - Esther Knight, Founder.

Committed to creating real change from day one, Esther's championing of the sustainable fashion economy has been recognised by Forbes, Drapers, The Guardian, Vogue and Stylist to name but a few.

HIGHLIGHTS & AWARDS

Recent winner of the Drapers Sustainable Fashion Awards 2022.

Featured at London Fashion Week three seasons in a row.

Stocked in Selfridges as part of their upcycling campaign.

Named 'Highly Commended' by Marie Clare Sustainable Fashion Awards for 'Best Sustainable Denim Brand' 2021 & 2022.

Won the German Sustainable Design Award 2021, Zero Waste Award 2021, Prestige Awards 2021 and finalist in the Great British Entrepreneur Awards.



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ethically made
in portugal, in certified factories,
supporting small family run businesses

THE COLLECTION

The inspiration behind Keep Hold Jeans collection is to promote longevity and to ensure customers are 'keeping hold' of their garments and cherishing pieces forever.

Jeans are one of the most unsustainable products. Producing a pair of jeans requires large amounts of resources, chemicals, water & energy. The 'Keep Hold' jeans are be made to be made again and from safe and recycled inputs.

Fanfare Label jeans are manufactured in Portugal in a GOTS certified ethical factory. Made using post-consumer recycled cotton and organic cotton, the jeans are fully recyclable and made to encourage a buy to last mentality.

The Fanfare Label jeans are made from 69% Organic Cotton, 20% Post-Consumer Recycled Denim, 9% Recycled Bottles and 2% Recycled Polyester.

The jeans certified for transparency and peace of mind by:

- GRS (Global Recycling Standard)
- OCS (The Organic Content Standard)
- Washed as GOTS certified laundry (Global Organic-Textile Standard)
- Made in a GOTS certified factory
- Meets OEKO-TEX standards



ITEM
Thrive Blue Jeans

RRP
£185

recycled
organic
made from waste
ethical production
denim for life



ITEM
Floral Trim Blue Jeans

RRP
£195



ITEM
Upcycled Denim Leaf Jeans

RRP
£185



ITEM
Mushroom Wood Blue Jeans

RRP
£195



ITEM
Floral Trim Blue Jeans

RRP
£195



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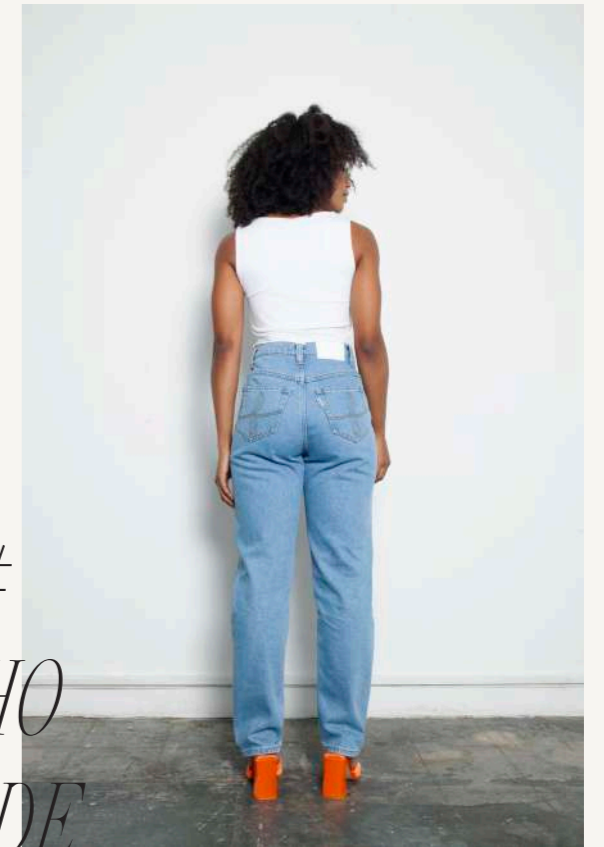
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ITEM
Plain Blue Jeans

RRP
£165



*WHO
MADE
MY
CLOTHES?*



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ITEM
White Petal Blue Jeans

RRP
£225

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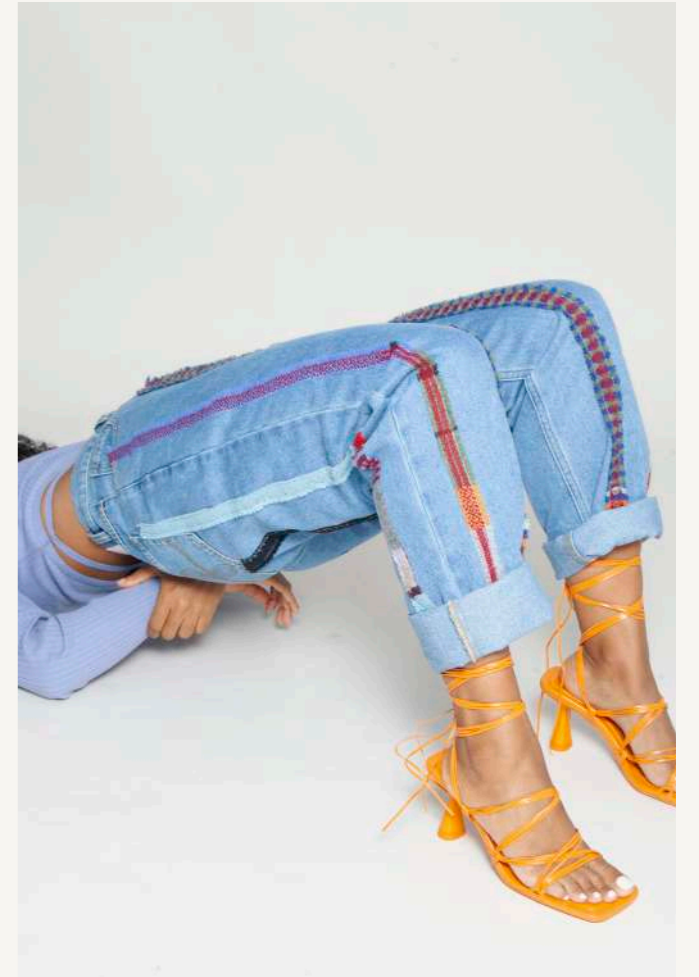
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SLOW FASHION

*PROMOTE LONGEVITY,
MADE FROM WASTE*



ITEM	RRP
Recycled Stripe Wool Jeans	£185



ITEM
Laser Dandelion Jeans

RRP
£185



ITEM
Melt Patch Blue Jeans

RRP
£185



ITEM
Moss Movement Blue Jeans

RRP
£195

*REPURPOSED
REUSED & RECYCLED*



*made from
waste*

*fully
certified*

*recycled at
end of life*

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ITEM
Embroidery Blue Jeans

RRP
£195

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*Keep Hold Jeans
Lookbook*



*London,
United Kingdom*

