



## PLANET CONSCIOUS DESIGN

*Inspired by Nature's Beauty & Influenced by its Importance.*

For Immediate Release: (FEB 2023) --- LOVE HERO is a London based, Planet Conscious brand, born 2021. It is a brand with an alternative business model breaking with traditional wasteful and unsustainable fashion business practices. It has Earth's wellbeing at the forefront of production and design with the goal of celebrating Mother Nature and its ordinary people living extraordinary lives.

LOVE HERO's DNA and business model has been designed as a result of years of experience in the industry and understanding the system is broken. Realizing there is a need for change, and that brands that wanted change, didn't want real change, LOVE HERO's Creative Director and Founder, Joshua Scacheri took matters into his own hands by implementing the very change he wanted to see. After working in the industry for over 15 years, and understanding the process inside out, Scacheri sought out to launch a brand choosing better alternatives from within, making practical tangible change every step of the way.

The brand produces capsule collections of colourful, comfortable, and contemporary wardrobe items mixed with tailored essentials. LOVE HERO wants to reminisce about the relationship people had with clothing in the past and create collections that incite an emotional connection with clothing again, make people feel special and are purchased with the intention of being worn for life. All while celebrating life's vibrancy, and bright spirit and embedding the ideology of sustainability as a norm.

LOVE HERO pieces are produced in Europe and only made with the most sustainable fabrics. All certified and ethically produced. Pieces are delivered with the narrative of the design process and story behind the inspiration. LOVE HERO will be integrating blockchain into its supply chain to trace the life of each LOVE HERO garment, monitoring its sustainable and ethical process while also being transparent of its continuous pursuit of better ways of doing things.

The brand's objective is to bring people with them on the journey to running a brand consciously in an honest and open manner. Constantly learning and evolving. Making it clear they are no experts but rather just ordinary humans wanting to do things differently. Continuously pushing themselves to innovate with a sustainable mindset at its core.

LOVE HERO will build a community of LOVE HEROES to connect with, share advice with, collaborate with, and together make the changes everyone has been wanting to see from the industry.

For additional information, interviews, appointments, please contact:  
Press@LoveHero.co | LoveHero.co | @lovehero

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