

Sustainability at illicia- leading from the front



London, Sep 19, 2019 (Issuewire.com) - At the G7 meeting in Biarritz this past August, 32 of the biggest companies in fashion finally announced a pact to address their industry's impact on the environment. A move welcomed in the fashion world and beyond, it is a pledge that may have a reverberating effect on the industry and alter longstanding practices.

When we heard this at illicia, we could not agree more. The reality is that sustainability had always been part of our design concept and the industry's pledge shows that they too have realised how fashion

companies can help alter attitudes and off effects of climate change.

From its inception, illicia had aimed to limit the number of handbags we churn out and help consumers generate less physical waste. In fact, our interchangeable handbags are a direct result of this ethical stand. We wanted to create a brand that embraces innovation and paid homage to sustainability. Since those early days, we have incorporated vegetable leather into our bags and rely less on standard practices of our industry such as animal hides and chrome leather. We have had a Sustainability Officer onboard since the beginning- a rarity in the industry, to help us make informed choices. We also are acutely aware that, to the exclusion of fast fashion, luxury handbags are usually sought after and some even become collectibles and illicia made the strategic choice to market itself in this bracket. This means that our consumers are more likely to keep their handbags for many years and not contribute to the cyclical nature of fast fashion.

At illicia, we are proud to make sustainability a cornerstone of our design concept and innovation.



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