

Sustainability

Beachcomber Boutiques takes part in Fashion Revolution Week

To mark the Fashion Revolution Week which runs from 23 to 28 April across 130 countries, Beachcomber Boutiques opens through Instagram and Facebook posts, its design studios and introduce some of the men and women behind the clothes and fashion accessories of the brand. Customers and fashion lovers can hence see where and how their clothes are made.

Fashion Revolution Week is a global action aiming at greater transparency and sustainability in the fashion industry. The movement was born to commemorate the tragedy of the Rana Plaza Collapse in Bangladesh in 2013. During this week, brands and producers are encouraged to respond with the hashtag #imadeyourclothes and demonstrate transparency in production and distribution chains. It's the first time that the Fashion Revolution Week takes place in Mauritius.

« Beachcomber Boutiques is an important player in the fashion industry. We therefore fully support this global campaign for greater transparency and decent working conditions. Being nearer to the consumers in the supply chain, it is our duty to join this initiative and say no to exploitation », says Annabelle Dupont, General Manager, Beachcomber Boutiques. « This also meets our commitment to have a genuine relationship with our clients. »

As part of this initiative, Beachcomber Boutiques team met with workers of Multi Dimension Fashion and artisans from Beautiful LocalHands. Multi Dimension Fashion is a garment factory located in Eau Coulée. It produces the whole polo shirts, t-shirts, sweat shirts, and rugby shirts collections of the brand. Beautiful LocalHands is an association of local artisans set up and supported by Fondation Espoir Développement Beachcomber. Artisans from the association create fashion accessories for Beachcomber Boutiques.

Since the beginning of the Fashion Revolution Week, Beachcomber Boutiques has posted pictures on its social media platforms with the hashtag #WhoMadeMyClothes. Consumers can see those working in backstage and have an insight on how garments and accessories are made.

The involvement of Beachcomber Boutiques in the Fashion Revolution Week is another step in its commitment to promote sustainable practices within the industry. Beachcomber Boutiques is already part of the No Waste Fashion initiative through the movement *« The Clothing Drive by The Minimalist »*, which aims at collecting old clothes, giving them a second life, and donate to people in need. *« Beachcomber Resorts & Hotels has a long-standing commitment to sustainable development. And our actions fit in the Group's approach to sustainability », adds Annabelle Dupont.*

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