

PRESS RELEASE

POSITIVE LUXURY START UP ACCELERATOR PROGRAMME- NEW MEMBERS

Positive Luxury are proud to announce the newest members of the Positive Luxury Start-Up Accelerator programme.

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The Positive Luxury Start-Up Accelerator Programme identifies and supports young, innovative luxury companies, helping the luxury industry adapt and reshape itself to ensure a sustainable future.

“It is imperative that we work with start ups and young organisations at the beginning of their business journey. We are delighted to welcome the second cohort of six fantastic businesses into Positive Luxury’s Accelerator Programme. Helping to support and educate sustainable processes from early on produces great practices – and products –from the very root.” says Amy Nelson-Bennett Co-CEO, Positive Luxury.

Seela Studio, Tiny Associates, Story-Wear, Aqvarossa, LeVerden and We-AR4 have begun their journey of ESG+ assessment and support to achieve to Butterfly Mark certification. The Butterfly Mark certification is independent verification to consumers and other stakeholders that a luxury business is operating in line with the highest standards of sustainability across the entire value chain. Based on Positive Luxury’s four -part methodology the assessment is uniquely tailored for the luxury industry – and the only programme that focuses on innovation and future sustainability risks.

Find out more about the newest members:

Seela Studio is a health beneficial activewear brand for women, crafted from castor bean seeds, botanical color dyes and produced using renewable energy sources. Each of its collections is linked to an environmental program – Purifying Blue contributes to the ocean clean up and education about micro plastic pollution, Restorative Green links to an Indonesian restoration project where 34,000 trees are planted, 20 families receive direct support and the annual removal of 166 tonnes of CO2 from the atmosphere.

Tiny Associates’ mission is to stir the debate about nature-derived skincare and the opportunity to champion lab-grown ingredients and biotechnology through its functional skincare products. With 40% of the molecules used in their products being biodegradable according to OECD standard and striving to deploy the most sustainable packaging solution possible, Tiny Associate are challenging the industry.

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Story Wear is a zero waste fashion brand, producing affordable, stylish and durable clothing and accessories from 100% recycled materials. Forging industry partnerships with the likes of Tencel and Levi's, Story Wear has upcycled 10,000 pairs of discarded denim and over a tonne of factory deadstock reducing landfill waste.

Aqvarossa is a Swiss fashion brand creating timeless investment pieces that will last for years to come. By using the highest quality percentage of natural fibers its pieces are biodegradable contributing to the holistic approach of a circular product lifecycle. Passionate about low impact lifestyle, Aqvarossa carefully select products and partners that focus on global awareness and craftsmanship.

LeVerden is a body self-care brand based on ancient healing rituals found in nature. With its brand name derived from the Nordic phrase "of the world", each of its collections is based on a place, ingredient and practice. By rethinking circular design, LeVerden offers products with natural ingredients sourced from indigenous communities, recycled and reusable packaging all driven by their purpose to help people live healthier, more fulfilling lives by exploring the world's beauty and wellness rituals.

We-Ar4, is a New York based responsible fashion brand who believe that environmentally minded design is a must. Repurposing deadstock and materials, thrifting high-quality leathers and luxury textiles from the finest European mills, We-Ar4 have turned the fashion and accessories design process on its head.

The Positive Luxury Start-Up Accelerator programme application process is now open for Q3. Submissions must be received by 31st August 2022. To find out more about the Start-Up Accelerator programme and apply visit <https://www.positiveluxury.com/start-up/>

ABOUT POSITIVE LUXURY START-UP ACCELERATOR PROGRAMME

Launched in January 2022, Positive Luxury's Start-up Accelerator Programme exists to support businesses with a turnover of less than £1m. Only six businesses are accepted into the programme each quarter. By guiding them towards Butterfly Mark certification and offering advice on how to scale their business successfully and sustainably, they can help shape the luxury industry into something that's kinder to people and nature. Business are supported through the process with one-to-one support, guidance and coaching from our team of luxury, sustainability, and business experts.

ABOUT POSITIVE LUXURY

Since 2011 Positive Luxury has been accelerating organisations' adaptation to the new climate economy. Our ESG+ products and services enable companies to manage risk, embed innovation and credibly foster consumer trust. Organisations that we certify receive the Butterfly Mark, a globally

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respected trust mark – independently verified evidence that they meet the highest standard of sustainability best practices across all four pillars of our framework.

ESG+ ASSESSMENT

Our proprietary ESG+ (Environmental, Social, Governance, and Innovation) assessment framework is the only one designed for the specific social, environmental and material risks of the luxury industry.

THE BUTTERFLY MARK

The Butterfly Mark certification is an independent trust mark awarded to luxury brands, retailers and suppliers that evidence tangible action to making a positive impact on nature and society. It has been created in consultation with the Positive Luxury Sustainability Council of over 22 leading global organisations and is rigorous, independent, and in line with the latest international standards and best practices.

Website: positiveluxury.com

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