Press Release

Norfolk Fashionistas take to the Recycling Catwalk

Nine selected finalists of Recycle for Norfolk’s Fashion Design Challenge competition show their designed garments supported by RECOUP this weekend Saturday 9 June as part the One Planet Norwich Festival at The Forum, Norwich.

The Fashion Show is part of Recycle for Norfolk’s ‘Putting Recycled Plastic on the Catwalk!’ campaign which aims to showcase the many uses plastic can be put to when it’s recycled. Finalists get to make their garment from a stock of fabric made from recycled plastic and take part in a fashion show aided by local Norwich-based fashion stylist Kate Cooper and Anglia Fashion Fabrics on Magdalen Street.

Budding fashion designers living or studying in Norfolk submitted entries as part of the Fashion Design Challenge which is being sponsored by Marks and Spencer, RPC Group plc, RECOUP and the Norfolk Waste Partnership. Finalists were then provided with materials and a polyester fabric produced from PET recycled bottles to create their garment.

Emily Bridges is one of the finalists and she lives in Norwich. Emily said “When I got the call to say my design had been selected I was over the moon. I’m passionate about good fashion design and also the environment so I’m really looking forward to showing my finished dress. This is a great opportunity to showcase plastic recycling and fashion together.”

Emma Kate Hulett another finalist from Dereham commented “I’m very excited about working with this special recycled fabric. I’ve always loved designing and making clothes. I hope to make my design for the competition available to others to create for themselves via the-Tailoress.com. Hopefully it will help inspire more people to sew their own clothes.”

The fashion show will be staged at the One Planet Norwich Festival on Saturday 9 June at 11am, 1pm and 3pm. Connecting with sustainable fashion and promoting the closed loop recycling of plastic containers is part of Recycle for Norfolk’s wider campaign which will be touring Norfolk towns from Cromer to Thetford in June starting at the One Planet Norwich Festival on 9 and 10 June.

The Chair of the Norfolk Waste Partnership, Cllr John Fisher said “Recycle for Norfolk is delighted to be working with RECOUP to highlight the issue of how to do plastic recycling well. In Norfolk householders can recycle a wide variety of plastic packaging from within the home as long as it’s clean, dry and loose. In fact the only parts of plastic packaging we don’t want for recycling are shrink wrap, bubble wrap and the absorbent layer or plastic film covers.”

Stuart Foster, Chief Executive of the charity RECOUP added “RECOUP’s mission is to explain to people how easy it is to recycle plastic containers so they never become a blight on the natural environment. It’s important people know what happens to their plastic and that it is made into new bottles, trays and cartons or indeed other items such as fabric.

www.recyclefornorfolk.com
Foster added “This project provides a great opportunity to reduce confusion householders may have when recycling plastics and to ensure that the resource is recycled and does not end up in the natural environment”.

David Baker, Industry Affairs Director, RPC Group plc, said "We are delighted to be able to be involved with this project which highlights the life-cycle of plastics and the range of applications into which it can be given a new life. Through recycling the consumer can give our industry the opportunity to reuse this important resource”.

Backed by Marks and Spencer and RPC Group plc, the Norfolk Fashion Design Challenge showcases recycled plastic on the catwalk with the help of some of the many talented fashion designers across Norfolk.

Recycle for Norfolk’s plastic recycling roadshow takes to the road from 9 June to 28 June, visiting town centres across Norfolk to showcase what plastic packaging containers can be recycled. The roadshow will include hands on displays, a giant plastic recycled sculpture, competitions and prizes. Plastic recycling experts from RECOUP will be on hand to answer people’s queries about their own plastic recycling at each roadshow together with council staff to explain how householders can ensure their plastic is truly recycled by keeping items clean, dry and loose in their recycling bins.

More information about what can and cannot be recycled in Norfolk can be found at www.recyclefornorfolk.com or via Twitter and Facebook: @Recycle4Norfolk @RECOUP_UK

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For media enquires please contact James Dunne, Broadland District Council on 07771 504290 or email james.dunne@broadland.gov.uk

The press are invited to attend the Recycle for Norfolk Fashion Show which will run at 11am, 1pm and 3pm at The Forum on Saturday 9 June.

Notes to Editor

1. The Norfolk Waste Partnership (NWP) is made-up of Norfolk’s County, District, Borough and City Councils working together to improve waste and recycling services for Norfolk’s residents and visitors. ‘Recycle for Norfolk’ is the public-facing brand of the NWP.

2. The councils involved are: Breckland Council, Broadland District Council, the Borough Council of King’s Lynn & West Norfolk, Great Yarmouth Borough Council, North Norfolk District Council, Norwich City Council, South Norfolk Council and Norfolk County Council.

www.recyclefornorfolk.com
3. RECOUP stands for RECyling Of Used Plastics Limited (RECOUP) and is a registered charity and not-for-profit member based organisation. RECOUP works in collaboration with all stakeholders to promote, develop, stimulate and increase the levels of plastics recycling within the UK.

4. Pledge4Plastics is the national plastics recycling initiative which aims to boost plastic recycling in the UK. Through the consumer interfacing message of the Pledge2Recycle Plastics message RECOUP aim to achieve real behaviour change through consistent and simple messages.

5. As RECOUP members and Pledge2Recycle Plastics supporters Marks and Spencer and the UK-based plastic packaging manufacturer RPC Group Plc are sponsoring the Norfolk’s “Putting Recycled Plastic on the Catwalk!” and the “Recycling Plastic – Cutting the Confusion” campaigns.

6. “Plastic Recycling – Cutting the Confusion”, Roadshow dates are:

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<thead>
<tr>
<th>Which</th>
<th>When/time</th>
<th>Where</th>
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<tbody>
<tr>
<td>Norwich City</td>
<td>Saturday 9 June 10am to 3pm</td>
<td>The Forum, Millennium Plain, Norwich</td>
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<tr>
<td>Broadland</td>
<td>Sunday 10 June 10am to 3pm</td>
<td>[as part of the One Planet Norwich Festival]</td>
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<tr>
<td>Breckland</td>
<td>Tuesday 12 June 10am to 3pm</td>
<td>Thetford Town Centre</td>
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<tr>
<td>North Norfolk</td>
<td>Wednesday 13 June 10am to 3pm</td>
<td>Cromer Promenade</td>
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<tr>
<td>South Norfolk</td>
<td>Thursday 14 June 10am to 3pm</td>
<td>Mere’s Mouth, Diss Town Centre</td>
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<tr>
<td>Great Yarmouth</td>
<td>Wednesday 27 June 10am to 3pm</td>
<td>Market Place, Great Yarmouth Town Centre</td>
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<td>King’s Lynn &amp; West Norfolk</td>
<td>Thursday 28 June 10am to 3pm</td>
<td>New Conduit Street, King’s Lynn Town Centre</td>
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7. Further information about the NWP can be found at: www.recyclefornorfolk.com