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Fashion is one of the most polluting industries on the planet.

If we continue to abuse plastics, by 2050 there will be more plastic in our oceans than fish (UN).

- An estimated 40 billion hangers are produced for the US fashion industry alone. The majority of these will be used just once. 85% will end up in landfill, taking more than 1,000 years to degrade.
- 90% of plastic polluting our oceans comes from just 10 rivers, 4 being in China; Yangtze, Hai He, Pearl and Yellow, according to the World Economic Forum.

Our industry has the power to be a catalyst for global change, contributing to cleaner oceans and a more sustainable fashion future.

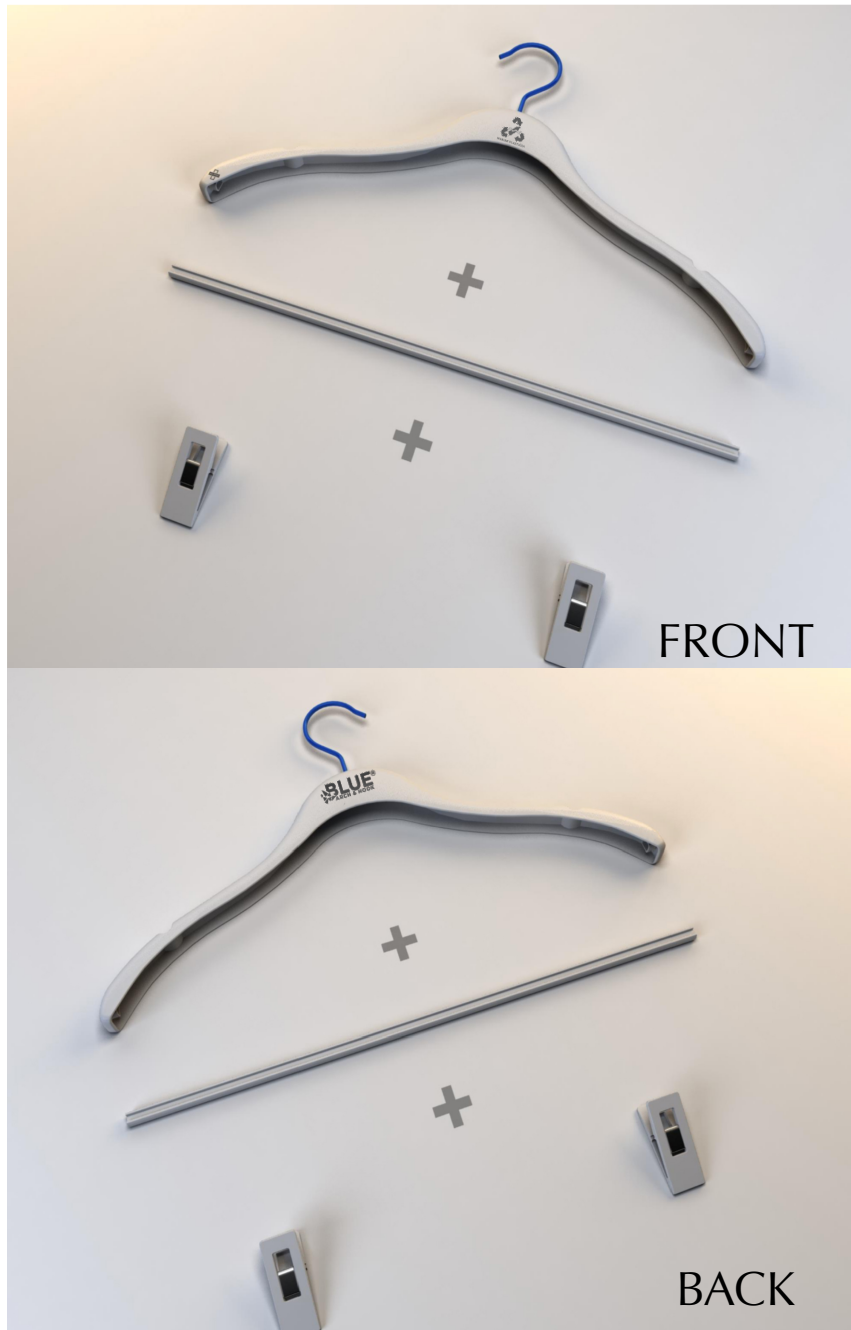
The Arch & Hook BLUE® hanger is developed from 80% marine plastic harvested from our oceans and waterways.

- Once removed from the ocean, the plastic is sorted, separated, shredded, transported, and then prepared as raw material for re-use.
- The Arch & Hook BLUE® hanger is manufactured at source keeping the carbon footprint as low as possible.
- The sourcing of plastic used for the hangers actively removes plastic from the ocean and minimises additional production.
- The BLUE® hanger is intended for use in the garment on hanger (GOH) stage of fashion retail distribution (factory to retail).

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We are asking for your commitment to SWITCH to BLUE and move from your existing plastic hanger supplier to Arch & Hook.

The success of this campaign is dependent on a collective order of 1million hangers which secures the price at £0.41 per unit.

How to get involved

- Please refer to and sign the attached Letter of Intent.
- We believe the most effective process would be for brands to purchase Arch & Hook BLUE® hangers initially. Once the process is in action we would then suggest factories to purchase directly from Arch & Hook. This will allow brands to judge by their first experience and implement to their needs afterwards.

Beyond end of life

- Once the GOH has been shipped to the store and the commercial purpose of BLUE® has come to an end, Arch & Hook suggest:
 - Returning the hangers for repurposing. Arch & Hook will provide pre-labelled boxes for collection.
 - Brands give away the hangers to customers after purchase to empower their sustainability strategy.
 - The brand donates the hangers to hospitals, charities etc.