



****FOR IMMEDIATE RELEASE****

Monday, 21 March 2022

British Fashion Community comes together to “Plant a Tree for the Jubilee”

On Monday 21st of March, the British fashion community will unite to plant a Jubilee tree and launch a range of sustainable merchandise in support of The Queen’s Green Canopy, a charitable initiative that is planting trees in urban areas and schools across the UK.

Guests including Edward Enninful from British Vogue and Caroline Rush from the British Fashion Council (BFC) will gather at the Chelsea Physic Garden in central London to plant a Chinaberry Tree, and view a new nature-inspired collection of official merchandise which has been created by Bags of Ethics – a positive label that promotes the people and planet behind reusable products.

The all-green collection celebrates British design and nature – with gold tree detailing, sustainably farmed cotton, water resistant fabrics, and deadstock leather patches. The products are currently available to purchase through bagsofethics.org and will appear in John Lewis, Waitrose, and The Royal Collection Trust shops in coming weeks. Some items are part of the BFC’s “Choose to Reuse” campaign, which encourages people to swap disposable items for reusable alternatives.

Edward Enninful OBE, Editor-in-Chief, British Vogue, said: *“I am delighted for the British fashion community to come together in support of The Queen’s Green Canopy and the collaboration with Bags of Ethics. Our industry is becoming more and more aware of the value of sustainability and learning to work with nature. This event, in celebration of Her Majesty’s Platinum Jubilee, is an important reminder of that.”*

Dr R Sri Ram, Founder, Bags of Ethics: *“The Platinum Jubilee is a once-in-a-lifetime moment, and as we come together to celebrate, we do it with the future of our planet in mind. The collection has been carefully curated, and designed to use high quality fabrics, and materials to produce products which can be reused 5,000+ times – be it for a celebratory picnic, your first-time gardening, or whilst doing your shopping. This collection promotes engaging with nature and a conscious way of living that is both attainable and maintainable. As a company who has championed the environment for over 25 years, it is a huge honour for us to be supporting this important initiative.”*

The collection has been styled by **Chef and TV Presenter Clodagh McKenna**, with help from her dog Nolly, and photographed by **Royal Photographer Chris Jackson on behalf of The Queen’s Green Canopy**. Images are available through the usual Royal Rota arrangements.

Images of the Jubilee tree planting event at Chelsea Physic Garden will be available through Getty after 1700 on Monday 21 March.

With prices ranging from £3.50 to £45, items in the Bags of Ethics collection include:

- *a jute shopping bag*
- *a foldable shopping bag*
- *a picnic blanket*
- *a garden cushion/ kneeler*
- *a set of two tea towels*
- *a garden tool belt*
- *a set of round tins for cakes/ biscuits*
- *a commemorative apron, with detachable deadstock leather strap*
- *a commemorative tin caddy*
- *a commemorative picnic cooler bag*
- *a reusable bottle designed by brand RIXO*
- *a reusable coffee cup designed by designer brand RIXO*

Part of the proceeds from the sale of items will be donated to The Queen's Green Canopy, to enable more trees to be planted in urban areas and schools across the UK.

Bags of Ethics

Bags of Ethics is a positive label that promotes the people and planet behind reusable products. No single-use plastic is involved in any of the products and the textile products have been manufactured in the Bags of Ethics factory which has a 90% female workforce, and a water treatment system so that waste water from production is repurposed into gardening water. <https://www.bagsofethics.org>

The Queen's Green Canopy

The Queen's Green Canopy (QGC) is a unique tree planting initiative created to mark Her Majesty's Platinum Jubilee. All across the UK people are being invited to **"Plant a tree for the Jubilee"** to create a legacy in honour of The Queen's leadership of the nation, which will benefit future generations.

With a focus on planting sustainably, everyone from individuals to Scout and Girlguiding groups, villages, cities, counties, schools and corporates will be encouraged to play their part to enhance our environment by planting trees during the official planting season between October to March. Tree planting will commence again in October 2022, through to the end of the Jubilee year.

As well as inviting the planting of new trees, *The Queen's Green Canopy* will dedicate a network of 70 Ancient Woodlands across the United Kingdom and identify 70 Ancient Trees to celebrate Her Majesty's 70 years of service.

By inviting everyone to plant considerable numbers of new trees throughout the country, the QGC seeks to highlight the significant value of trees and woodlands as nature's simple but highly effective way to clean the air we breathe, slow the impact of climate change, create important wildlife habitats and improve our general health and wellbeing.

- Throughout Her reign, The Queen has planted more than 1,500 trees all over the world and has spoken alongside Sir David Attenborough of the importance of trees in the Earth's future.
- The QGC is a voluntary and inclusive initiative which is open to participation by everyone in the UK.
- The QGC is a symbolic gift which involves the voluntary dedication of forests and woodland – there is no land/title transfer.
- The QGC is a not-for-profit initiative, which has not received Government funding.

Further information about the QGC is available: www.queensgreencanopy.org

The Queen's Green Canopy Partners

Collaboration is central to the QGC. We are proud to work with **Cool Earth, The Royal Horticultural Society, The Woodland Trust, Trees for Cities, The Forest Canopy Foundation, DEFRA, The Tree Council, The Conservation Volunteers & Community Forest Trust.**

The Queen's Green Canopy – Platinum Supporters

The QGC is grateful to the **Royal Mail Group** as our first Founding Partner. We are also working with Platinum Supporters **Coutts, John Lewis & Partners, Waitrose & Partners, Rentokil Initial, Coupa, Regatta and Craghoppers Bridgepoint, Howdens, Johnnie Walker, McDonald's UK & Ireland. Bags of Ethics by Supreme Creations** is an Official Supporter.

The Queen's Green Canopy – QGC Friends Network

A diverse collection of groups located across the UK, our Friends Network is supporting the QGC, from planting trees to helping inspire the nation to get involved.

<https://queensgreencanopy.org/about-us/qgc-friends-network/>

QGC social media channels

Instagram: @queensgreencanopy / @bagsofethics

Twitter: @QGCanopy / @bagsofethics

Facebook: @queensgreencanopy / @bagsofethics

LinkedIn: @queensgreencanopy / @BagsOfEthicsbySupremeCreations

Hashtags: #queensgreencanopy #plantatreeforthejubilee #jubileetree

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