

APPAREL AND ACCESSORIES

Anya Hindmarch's "I Am A Plastic Bag" makes the ultimate statement: Sold out

February 18, 2020



The "I Am A Plastic Bag" is made of recycled plastic. Image courtesy of Anya Hindmarch

By LUXURY DAILY NEWS SERVICE

British designer Anya Hindmarch late last week and Monday tapped social media, digital marketing, PR and the clout of its brand to promote pre-launch its "I Am A Plastic Bag" product. Guess what? The bag sold out within no time on Net-A-Porter and Anya Hindmarch's Web sites.

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The handbag was made from a new fabric created from recycled plastic bottles and coated with recycled plastic windshields. The limited-edition collection was offered Feb. 15 during London Fashion Week.

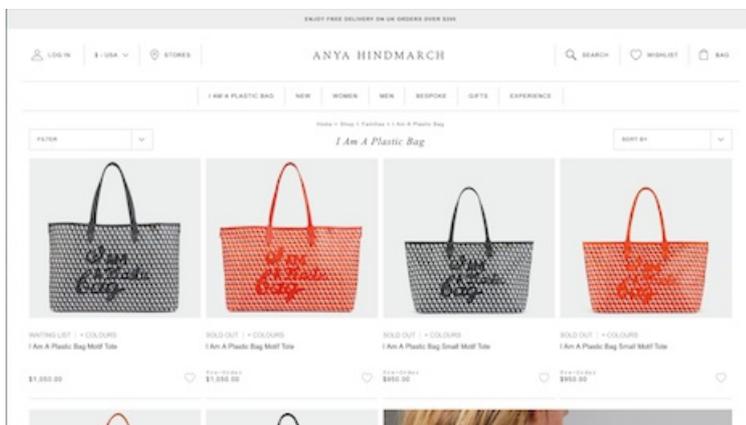
"I wanted to say thank you for the overwhelming support we have had for the 'I Am A Plastic Bag' project," Ms. Hindmarch said in a statement emailed Feb. 17 evening GMT to the company's mailing list. "It is heart-warming to see that you, like me, care as much about addressing the issue of repurposing materials and trying to find the common sense' with regards to responsible behavior towards our precious planet.

"We will continue to make this a big focus for our brand," she said. "Progress not perfection' is our motto and we will share this journey with you.

"The stock for the 'I Am A Plastic Bag' collection is now sold out. I am sorry for the frustration for some of you who wanted to support the project. You can now pre-order the next drop which is due to arrive in April.

"Stay in touch for more information and thank you for the encouragement. Onwards!"

The bags were priced at \$775 and \$900 for clementine and charcoal versions.



Anya Hindmarch Web site shows two "I Am A Plastic Bags" sold out and the rest available for pre-order for April stocks. Image credit: Anya Hindmarch

In the bag

Anya Hindmarch had a similar reception in 2007 when it launched its **"I'm Not A Plastic Bag" collection**.

At the vanguard of the anti-plastic bag movement, that line sold out worldwide, with the company claiming that it significantly contributed to the reduction of the number of plastic bags used.

Anya Hindmarch will offer the full "I Am A Plastic Bag" collection in April.

The company also close its London stores for three days and filled them with used plastic bottles to make a statement about the amount of plastic that is thrown away by consumers.

Indeed, it will take more than 90,000 used plastic bottles to fill the stores the number of plastic bottles that are bought worldwide every six seconds.

The Anya Hindmarch team will collect these bottles from their local communities.

"Whilst Anya Hindmarch does not believe that carbon offsetting is the answer, the label has partnered with EcoAct a global climate change consultancy to measure the emissions associated with the I Am A Plastic Bag collection and to make this a carbon-neutral project," the company said.