

APPAREL AND ACCESSORIES

## British bag designer Anya Hindmarch appeals to prioritize planet on Earth Day

April 22, 2020



*British designer Anya Hindmarch is founder of her eponymous brand that produces bags, handbags, leather goods and accessories for women and men*

By LUXURY DAILY NEWS SERVICE

British bag and accessories designer Anya Hindmarch, founder of her eponymous label, penned a heartfelt letter to her customers and database on Earth Day April 22 as the world grapples with the fallout of the COVID-19 coronavirus.

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Ms. Hindmarch, who most recently gained attention for her "[I Am A Plastic Bag](#)" campaign, took the opportunity to remind consumers to focus on things that matter and to respect the environment.

### Planet first

While many marketers are checking the box with their Earth Day campaigns, Ms. Hindmarch's emailed letter is a reminder of her philosophy and her pledge to put planet first.



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

[Clicking through](#) the letter takes consumers to the "I Am A Plastic Bag" corporate social responsibility page outlining the brand's sustainable approach to packaging, materials and people. The letter comes soon after Anya Hindmarch was awarded the Butterfly Mark from Positive Luxury for its sustainable practices ([see story](#)).



*Anya Hindmarch, founder of her eponymous handbag and accessories label, is known for her eco-friendly credentials and is now promoting her green "I'm Not A Plastic Bag" and "I Am A Plastic Bag" products. Image credit: Anya Hindmarch*

Here is Ms. Hindmarch's letter in its entirety:

Today is the 50<sup>th</sup> anniversary of Earth Day.

I write this note from home whilst isolated with my family. These are extremely sad & difficult times to navigate; people have lost loved ones, lost livelihoods and the world feels upside down, but it does perhaps also allow time to just stop and to think.

I am going to make a pledge today; my pledge is that despite COVID-19, I promise not to let prioritizing the planet slip down my agenda.

Having spent 2 years working on the 'I Am A Plastic Bag' project we, and so many brands, are making tangible progress. It would be a great shame to let these efforts slip.

I am reminded of a dinner my children and I had many years ago with the colorful character and publisher Felix Dennis. We debated the environment late into the night. I will never forget Felix's booming voice "You stupid children, Mother Nature is bigger than all of you put together".

Those words have been swimming around in my head in our current situation. In one snap of her fingers, Mother Nature has indeed halted everything in a way we would never have thought possible: fossil fuel powered factories closed; polluting planes, trains and cars grounded; supply chains becoming localized and people have returned back to their families, focusing on things lower down the 'hierarchy of needs'.

Is this a coincidence? I don't know. I am no scientist. All I do know is that this moment gives us time to pause and reflect on the impact of our presence on the planet ... and we have a once in a lifetime opportunity to re-set before we transition back to normal life.

I wish you all well. Stay safe, and I hope that you can spend this day appreciating the incredible planet that we are so lucky to live on.

Anya x

Today marks the 50th anniversary of Earth Day [#earthday](#) [#keepourplanetsafe](#)  
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ANYA HINDMARCH (@anyahindmarch) [April 22, 2020](#)