British Indie Retail Brand Turns it's back on Black Friday in Favour of Helping Fight Plastic Pollution

Thursday 23 November, 2017

This Black Friday and Cyber Monday British Brand BBCo have decided to turn their backs on the new wave of buying hysteria that seems unfortunately to have stampeded it's away into British culture these last couple of years. Instead the British based headwear brand have opted to give something back during this busy shopping period.

In the spirit of giving this festive season BBCo will be donating 15% off all sales made from Friday 24th November to Monday 27th November to the bad ass plastic polluting crime fighters, Surfers Against Sewage!

BBCo became a member of SAS 250 club early in 2017 which consists of a group of likeminded businesses that pledge to help fight plastic pollution in our oceans. Black Friday weekend is well documented as the busiest shopping period of the year so BBCo wanted to take advantage of the increased levels of visitors to their online store to help promote the issues the planet faces with plastic pollution whilst also raising money for a great organisation.

Founder of BBCo Annie Richmond;

'In a world seemingly dominated by fast fashion we wanted to encourage customers to be a little more mindful when shopping this Winter season. We understand the appeal for hunting down the big ticket discounted items however we're hoping to provide an alternative option this Black Friday which will see customers getting a great product whilst also giving back to a great cause.

This weekend is one of the busiest shopping periods on the calendar so we always knew it was going to be a risk offering an alternative to the larger retail stores who are offering staggeringly high discounts, however we feel that just because we are an indie retail brand there's no reason why we can't lead instead of having to follower. We believe there is a growing percentage of consumers who are against Black Friday and would prefer peace of mind that the products they are purchasing stand for something and do actually give something back'

BBCo have also moved majority of it's headwear production back to the UK this season and September saw the launch of the brands first 100% British products, development is also underway to produce a new range of British headwear using small artisan businesses which will be launched next spring.

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Editor notes:

BBCo Headwear

BBCo. is a British headwear company designing headwear for the action sport and outdoor market, Influenced by the snowboard, ski, surf and skate cultures. BBCo combines style with functionality. The 2017 A/W season saw the brand produce it's first range of 100% British products and is continuing to develop more British made collections for the next A/W season.

www.bbcoheadwear.com

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Surfers Against Sewage

Media:









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Surfers Against Sewage is a local grassroots environmental charity which is dedicated to educating and promoting the issue of plastic pollution in our oceans. Located in St Agnes SAS has grown into one of the UK’s most active and successful environmental charities.

www.sas.org.uk

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BBCo Headwear

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