

Cherry - new lifestyle journal launches

Tuesday 6 October, 2020

EMBARGOED UNTIL 6TH OCTOBER 2020

Cherry.

A journal which picks kindness.

Cherry?, a bi-monthly digital glossy in which all the people, brands and products give something back to the world, **will launch its first edition tomorrow** Tuesday 6th October, with a passion and promise to inspire readers to always **#pickkind?**.

*^The latest trends show a substantial increase in commitment to ethical living; 63% of us agree that lockdown has made 2020 a good year to reduce our environmental impact on the world, while the UK ethical consumer market was valued at £41.1bn in 2018.

With 55% of Gen X, 61% of Millennials and 71% of women increasing their commitment to ethical living by paying extra for eco- or sustainably-produced goods, supporting brands which give something back is now a crucial component in a consumer's purchasing decision.

Edition One

Cherry's launch edition features an exclusive interview with **Idris and Sabrina Elba** in The Chat, a profile of prominent people who practise kindness. The Food will showcase a mouth-watering recipe from a famous cook in each edition, the October recipe coming courtesy of bestselling cookbook author and Fairtrade advocate **Melissa Hemsley**.

Cherry will feature six further colourful sections of carefully curated pages, all of which will be lookbook-inspired, affording accessibility and easy reading in its digital format. They include The Fashion, The Beauty, The Home, The Drink, The Places To Go, and a special curation of assorted items, The Cherry Picks.

The background

Cherry's editor is award-winning journalist, broadcaster and author **Jane Parkinson?**, best known for her role on BBC1's Saturday Kitchen Live. Her passions extend well beyond her specialist subject of wine, not least a love of our planet, aesthetics that get the heart racing and beautiful craftsmanship in all its guises.

Jane comments: "We're not on some worthy crusade here, we just believe this way of living and shopping should be the new normal. Cherry's proud to represent the embarrassment of riches of kind initiatives out there."

Not only is Cherry paperless but it's as interactive as possible thanks to its embedded links for every single item inside, providing a streamlined and heightened reader experience.

Publish day

Cherry's first edition will be published at 8am on 6th October 2020 exclusively on www.cherrypickkind.com and will continue to be published bi-monthly on the first Tuesday of the month.

Cherry's sister publication, e-letter **Chit-Chat by Cherry?**, will keep subscribers up to #pickkind speed in the non-journal months.

For more information or to request an interview with Jane Parkinson please email hello@cherrypickkind.com.

*YouGov research, August 2020

^According to The Co-op Ethical Consumer Report 2018, the UK ethical consumer market was valued at

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£41.1bn in 2018 rising from £11.2bn in 1999. Figures from the GlobalWebIndex Q2 2018 show that 55% of Gen X and 61% of Millennials pay extra for eco- or sustainably-produced goods. The Mintel Report 2018 showed that 71% of women are increasing their commitment to ethical living.

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