# Cock & Bull & Co - The UK's First Sustainable Menswear Boutique Launches

**Thursday 15 August, 2013**

The UK’s first ever dedicated sustainable menswear boutique will officially open its doors off London’s iconic Brick Lane on 12th September 2013. The Cock & Bull & Co shop will offer the stylish gentleman a selection of timeless, design-led independent menswear made to the highest quality.

On the night before London Fashion Week opens, Cock & Bull & Co will host its official launch party at 30 Cheshire Street, E2 6EH. Showcasing ethical and sustainable fashion just for men, guests of the event can expect a dapper presentation, locally sourced drinks and weather permitting, a full on street party.

The Cock & Bull & Co boutique intends to drive the sustainable menswear revolution by giving style-conscious men more opportunities to make principled choices. Perfectly positioned on East London’s fashionable Cheshire Street, the shop’s vision is two-fold; to become a hub of great items of clothing and accessories and be the go-to place to exchange ethical information and ideas that will inspire men to shop better. Ultimately, Cock & Bull & Co’s major aim is to make men look and feel better!

Cock & Bull & Co is an extension of the Cock & Bull Menswear brand, by founders Phil Scott and A A Lindsay. A complete first for the UK, the boutique’s dedication to sustainability is born out of collaborations with like-minded designer-manufacturers who cater for men who enjoy wearing clothes that have been produced in a sustainable way.

With the momentum of this rapidly growing movement already underway, trendsetters predict we will see new brands offering more exciting ethical options exclusively for men. Until now, sustainable fashion has been aimed at women with Cock & Bull & Co will be the menswear destination in London to tap into this quickly developing market.

Founder Phil Scott says:
”As a consumer, I was frustrated by the poor design of sustainable menswear. Many boutiques are primarily for women,with menswear 'tagged on' as an afterthought. But there are plenty of men who want to stand up and be counted. There are many of us amongst the growing movement of people who don't want to exploit others or pollute ecosystems for what we wear. So Cock & Bull & Co was developed as a place to offer men options, to bring together design-led pieces produced with both ethics AND aesthetics in mind. We’re really proud and excited to officially open our doors and invite mindful people in.”

The sustainable menswear revolution starts here.

Private Appointments
Cock & Bull & Co have opened their doors. As they are all about the personal touch, you are invited to come to the store for a cup of tea and spend some time with founder Phil Scott, where you will be able to ask questions and see the collections up close.

-Ends-

Notes To Editors:
The shop opened its doors on August 10th for a soft summer launch, with the official press launch to follow on Thursday12th September 2013, 6-8.30pm with the presentation at 7pm. The Boutique Address: Cock & Bull & Co, 30 Cheshire Street (off Brick Lane), London, E2 6EH
The boutique stocks in-house brand Cock and Bull Menswear alongside other leading sustainable brands including Elvis & Kresse, Minga Berlin, Reborn London, Proof Eyewear, Komodo and Pachacuti.
Until September 15th, customers can enjoy a 20% discount on the Cock & Bull Brand in store.
Cock & Bull & Co define sustainable fashion as clothing and accessories that maximise the positive impact on the people involved in making them, and minimise negative environmental impact. It's style that doesn't cost the earth. In addition to the consideration of the human beings involved in fashion production, Cock & Bull & Co also takes a vegan stance, ensuring that no animals are harmed in the making of the accessories its sell.
About Cock & Bull Menswear and Cock & Bull & Co
The Cock & Bull Menswear collection was launched in 2012 from a desire to offer a range of designer menswear entirely made in the UK from sustainable fabrics and yarns. Based in East London, the dedicated menswear range manufactures small runs and limited edition staples. Sustainable Style is the guiding philosophy. Cock & Bull Menswear produces what it thinks will be desirable, wearable and

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cherished season after season. The design team takes its time choosing textures, textiles, weaves and yarns. Likewise, choosing the palette, colours and patterns. More than just a brand, Cock & Bull Menswear are pioneers of the sustainable menswear space, and its boutique will be a space for the stylish and discerning gentleman to access a range of brands that fit their values and tastes.

High resolution images available on request.?

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To join the launch party, please email rsvp@cockandbullmenswear.co.uk

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