

Prestigious British Beachwear Brand Introduces New Tote Bag in Aid of Endangered Elephants

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Missing the summer? Are you planning to spend the festive season somewhere warm? Cape Town, Bermuda, Punta del Este or maybe Australia's Ningaloo Reef? Prestigious British beachwear label Love Brand & Co. has all you need to enjoy winter sun in style.

The new "Clever Canvas Tote" with 5 clever compartments including a detachable 'wallet-pocket', long handles for comfortable shoulder carry and water-resistance, is the perfect holiday pack.

The Love Brand & Co. "Classic Short" swimwear is a mid-length European cut, loosely tailored for a stylish and comfortable fit, in a wide selection of 30 prints. Each is available in sizes for men and boys. To compliment the shorts, is a range of soft organic cotton pique polo shirts and round neck t-shirts. Motivated by the current plight of elephants, Love Brand & Co. products support elephant conservation in Africa and Asia - "Fashion for the love of elephants", a movement popularly known as "Trunks for Trunks".

The responsible British house is taking an active role to work against the elephant extinction in the wild, donating 5% of sales to elephant charities: Elephant Family, The David Sheldrick Wildlife Trust and Tusk Trust.

Last year up to 36,000 elephants were killed for their ivory. 1 life lost every 15 minutes. At the current rate of poaching African Elephants could face extinction in the wild by 2025.

Love Brand & Co. is a gift with a conscience, perfect for those who want to give in more ways than one during the festive period.

The beachwear brand recently opened its 1,000 sq ft Flagship Boutique on Chelsea's "beach" just by Fulham Road, at 5 Park Walk in London, and offer free worldwide shipping on its e-boutique at www.lovebrand.com

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Press contact:
Jose Berrocoso
E: jb@lovebrand.com
T: 02073738338

Media:



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Company Contact:

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Rocket Pop PR

E. rocketpoppr@outlook.com

Additional Contact(s):

Jean Matthews
Samantha Jones

Beehive Mill
Jersey Street
Manchester
M4 6AY

[View Online](#)

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