VIN + OMI / DEBBIE HARRY SPRING SUMMER 18 SHOW IN LONDON

Thursday 31 August, 2017

Immediate Release
Debbie Harry to model in the VIN + OMI fashion show at the Andaz London to highlight a global issue on the 11th September at 9.30pm.

VIN + OMI will be showing their Spring Summer 18 collection together with friend and muse Debbie Harry from Blondie, highlighting a global issue of plastic waste and what can be done with recycled ocean and river collected plastic.

More plastic has been produced in the last ten years than the last century. An issue that affects wildlife and our environment. VIN + OMI (who have received an award by the National Endowment for Science and Technology Award) have been creating ways to work with sustainable materials in fashion and this season they are creating the collection mainly with rPET fabrics which have been made from recycled plastic bottles. Debbie is a long time supporter of Riverkeeper in New York, an organisation dedicated to cleaning up the Hudson River.

Plastic is polluting our oceans and rivers . Recycling it into fun fashion helps chip away at global problem " Debbie Harry Debbie who will be modelling in the show, is a frequent wearer of VIN + OMI on and off stage and is currently wearing VIN + OMI outfits on the current Blondie “Pollinator” tour and the “Rage and Rapture tour “

Why I am walking in the VIN + OMI show...?....They believe, like I do, that we should STOP FUCKING THE PLANET ' Debbie Harry. This will be the first time the international music icon has walked in a UK catwalk show. She will be joined by Blondie band member Matt Katz - Bohen

“VIN + OMI are passionate about campaigning for the use of textiles made from recycled plastic, especially from ocean salvage. It is a sad fact that plastic bottles, for example, can take hundreds of years to biodegrade, other types of plastic even longer. So recycling what won’t go away, in the right way, is essential. We hope this show will encourage more designers worldwide to explore their local textile options and turn discarded plastic into clothing. The connections worldwide need to be strengthened between the recycling channels and textile production. Designer demand can help strengthen this pathway. We want this show to highlight how innovative eco fabrics can be fun, high fashion and wearable. It’s great to have Debbie supporting us to raise awareness of how fashion can take responsibility.“

The designers are following currents trends to show outside of the regular London Fashion Week venues and circuit and returning to London's East End.

“Designers are experimenting more with venues outside of the typical London Fashion Week circuit and timings. It’s great working the relaxed, creative Andaz London team and returning to the buzz East London has.“

"With the Andaz London being an East London institution, we couldn't think of anything more perfect than hosting the Vin & Omi collection, bringing fashion back into the heart of the City, and celebrating the brand's official return to the area where they first began.

We are always looking to champion the area's creativity and diversity, With Vin & Omi's new collection tapping into key ethical issues around the environment and sustainability, and with guest star Debbie Harry taking centre stage, we are excited to support such a worthy cause." Otto Steenbeek, General Manager at Andaz London Liverpool Street.

VIN + OMI’s SS18 show will be held at the Andaz London Liverpool Street on the 11th of September at 9.30pm Ticket requests lfw@vinandomi.com.

Supporting notes:

VIN + OMI, previous award winners from NESTA (National Endowment for Science, Technology and the Arts) are a fashion focussed design house that have worked with some of the world’s most interesting individuals, companies and projects. This will be their 11th fashion collection . Their work with Pamela

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Anderson, as commissioned designers on the Ab Fab Movie, and theirm numerous celebrity clients, have given them international notoriety.

Debbie Harry is an American singer-songwriter and actress best known as the lead singer of the band Blondie. Her acting career spans over 60 film roles and numerous television appearances. Blondie's current tour and album Pollinator are receiving rave reviews.

Andaz London Liverpool Street (www.andazliverpoolstreet.com) is a five-star luxury lifestyle hotel that offers a vibrant experience truly unique to each guest:

Design is at the heart of the hotel, effortlessly combining the building's rich heritage from the late nineteenth century when The Great Eastern Hotel occupied the site, with today's modern aesthetic.

Eco facts:
Over the last ten years we have produced more plastic than during
the whole of the last century.

• 50 percent of the plastic we use, we use just once and throw away.
• Enough plastic is thrown away each year to circle the earth four times.
• We currently recover only five percent of the plastics we produce.
• Plastic accounts for around 10 percent of the total waste we generate.
• Americans, for example, throw away 35 billion plastic water bottles every year (source: Brita)
• Plastic in the ocean breaks down into such small segments that pieces of plastic from a one liter bottle could end up on every mile of beach throughout the world.
• It takes 500-1,000 years for plastic to degrade.
• Plastic constitutes approximately 90 percent of all trash floating on the ocean's surface, with 46,000 pieces of plastic per square mile.
• One million sea birds and 100,000 marine mammals are killed annually from plastic in our oceans.
• Virtually every piece of plastic that was ever made still exists in some shape or form (with the exception of the small amount that has been incinerated).

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