

July/August '07 - WINNER OF GRAZIA ETHICAL AWARD 2007



BEYOND SKIN

BEAUTIFUL, ECO-FRIENDLY FOOTWEAR

INTRODUCING OUR NEW COLLECTIONS FOR SPRING 2008

Beyond Skin is an exclusive, **English, eco-friendly** label that chooses to trade in a manner that is non exploitative to humans, animals and wherever possible the wider environment. **Sweatshop-free** and using **no animal products**, both our luxury Sui Generis and mail-order line are **handmade in England**. Wherever possible, Beyond Skin is committed to sourcing the most natural, eco-friendly alternatives. Every attempt will be made to stay as informed as possible, as new eco-friendly fabrics and components are developed and become more readily available on the market. Their insoles are made from **70% post consumer waste**, sole material from recycled rubber resin and all packaging and promotional material is either **recycled** or from a **sustainable** source. Beyond Skin's ethos encompasses ethically-sound and less energy intensive working practices and a percentage of profits goes to a selection of ethical charities.

Created in **2001** in response to the challenging predicament of combining both style and fashion with ethical living, Beyond Skin continues to prove that **fashion and ethics** can go **hand in hand**. Taking its cue from developing trends, Beyond Skin designs are both classic and trans-seasonal. Its collections are continually evolving, producing capsule ranges and exclusive one-off designs that transcend the typical rotational calendar supporting a more **sustainable lifestyle**.

It has fast become the label of choice for discerning style-led individuals such as **Chrissie Hynde, Phoebe Philo, Pink** as well as **Heather Mills, Emily Deschanel** and **Natalie Portman** who wore Beyond Skin in her film **V for Vendetta** and Sui Generis for both the **Oscars** and **Golden Globes (2006)**.

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BEYOND SKIN LAUNCHES ITS' NEW WHOLESALE RANGE

www.beyondskin.co.uk

Beyond Skin launches the wholesale of its classic, trans-seasonal collection at WSA for Spring Summer 2008. Handmade in Spain, Beyond Skin introduces 14 new key styles featuring elegant evening peeps, vintage inspired T-bar sandals, Mary Jane's and classic pumps, along with essential daytime flats. Each style comes in a selection of painterly floral and art deco prints, sumptuous faux suedes, cool **hemp** and cotton drills, plus luxurious satins and rich faux leathers. The colour palette includes aqua marine and cool turquoises, dusty and fuchsia pinks, berry reds, along with soft cloudy greys, classic browns and essential black.

To view the collection please visit www.beyondskin.co.uk/BSlookbook

SUI GENERIS BY BEYOND SKIN FOR SPRING 2008

(Sui Generis: Latin – unique, one of a kind)

www.suigeneriscollection.co.uk

Luxury Sui Generis by Beyond Skin introduces new essential styles and a selection of stunning fabrics to its capsule collection. Inspired by the traditional English countryside, this beautiful handmade range features 2 sassy summer wedges, cute retro peeps, almond toe pumps, sexy strappy sandals along with stylish, comfy casuals, as-well as introducing a classic **men's** oxford. Each style comes in a choice of fresh English summer shades including, grass greens, playful turquoise, deep lilac and soft iris blue along with rose red, rich gold and classic black. It is also brought to life with a range of plush fabrics, light **organic cottons**, antique floral prints, playful glitters, beautiful damasks and quirky, mock snake faux leathers.

To view the collection please visit www.beyondskin.co.uk/SGlookbook

'VINTAGE' SUI GENERIS BY BEYOND SKIN

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Vintage Sui Generis introduces an exclusive handmade collection incorporating stunning **vintage fabrics**, encompassing both its **cruelty-free** and **sustainable** philosophy. These gorgeous textiles are collected and carefully resurrected from various sources around the UK.

Handmade in England, this exquisite collection features the choice of any style from the Sui Generis range and can be produced in an array of exclusive, vintage fabrics. Choices range from 1920's tapestry to 1940's damask in a wide selection of opulent colours and designs. Only a few unique pairs will be made from each of these lovingly revived textiles, which consciously contribute to a more **ethical**, sustainable lifestyle.

BRIDAL SUI GENERIS BY BEYOND SKIN

Sui Generis by Beyond Skin now offers a unique **Bridal** collection. **Handmade to order**, this romantic collection encompasses all Sui Generis designs and fabrics, as well as offering a beautiful selection of **vintage** bridal textiles. With the growing demand for **eco-weddings** Beyond Skin also offers an online bridal service to ensure the perfect shoes for the perfect day.

To view the collection please visit www.beyondskin.co.uk/weddinglookbook

For further **information** and wholesale enquiries please **contact** heather@beyondskin.co.uk or +44 (0)1273 270777 or visit www.beyondskin.co.uk or www.suigeneriscollection.co.uk.

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PHILOSOPHY

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Beyond Skin chooses to trade in a manner that is non exploitative to humans, animals and wherever possible the wider environment. Using no animal products all our footwear is both sweatshop and cruelty-free. Our luxury Sui Generis line is handmade in England and our Beyond Skin range produced in Spain, both promoting ethically-sound and less energy intensive working practices.

Taking our cue from developing trends, Beyond Skin designs are both classic and trans-seasonal. Our collections are continually evolving, producing capsule ranges and exclusive one-off designs that transcend the typical rotational calendar and support a more sustainable lifestyle.

All of our packaging and promotional material is either recycled or from a sustainable source and printed using vegetable based inks. 5% of Beyond Skin profits go to a selection of ethical charities.

All our collections encapsulate glamour and taste, whilst remaining true to the Beyond Skin philosophy; that of creating gorgeous, ethical footwear for discerning style-led women.

FAST FACTS

- Leather is a by-product of the meat industry.
- A third of the grain we grow is to feed farm animals.
- 25% of the world's land surface is given over to grazing more than 1.25 billion cattle.
- Currently one third of the world's land suffers desertification through; clearing forests for grazing; overgrazing; over-cultivating croplands to feed farm animals (as well as people); poor irrigation techniques.
- The ammonia and nitrates from farm animal urine and excrement leaches in to the ground and surface water, polluting wells and rivers.
- The toxic process of tanning stops leather from being biodegradable.
- An estimated 225 environmentally damaging and toxic chemicals are used in leather production. These chemicals have been linked to various cancers, asthma and numerous other diseases.
- Our synthetic leathers are made from cotton-backed polyurethane. PU (polyurethane) looks like PVC leatherette, but is kinder to the environment. PVC contains chlorine, a toxic chemical which produces dioxin during its manufacturing process.
- Our satins are made from polyester rather than viscose as viscose has a far greater impact on the environment as it's processed with huge amounts of acid chemicals.

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