



PRESS RELEASE

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### **M&S to Launch Schoolwear made from Recycled Plastic Bottles**

Today M&S announces it has developed a range of schoolwear made from recycled plastic bottles, the first retailer to launch this brand new innovation. M&S is using the recycled bottles to make 100% recycled polyester for selected pieces within its schoolwear range, allowing customers to buy M&S schoolwear while helping the environment.

Launching in stores in August, the range comprises a boy's fleece, girl's fleece, skirt, boys' trouser and a polo shirt (made from 100% recycled polyester and cotton).

The use of recycled polyester is part of the M&S Plan A commitment to ensuring that key raw materials come from the most sustainable sources available and the schoolwear follows on from the successful launch of the men's fleece range.

Julian Kilmartin, Director of Menswear and Boyswear says: "We're constantly looking at ways to give our customers the most innovative, best value and highest quality schoolwear on the high street. Using recycled polyester is another way that we're doing this and what's great about this range is you're getting the same M&S quality that you'd find on all our schoolwear but you're also doing your bit for the environment."

The recycled polyester range launches in 20 stores and online during the peak back to school period in mid-August. Prices start from £7. In addition to this the M&S schoolwear range also includes a brand new collection of Fairtrade 100% cotton shirts and polos for girls and boys. M&S has also announced it will donate 5% from the sales price of its back to school range during August to a campaign with Save the Children to raise £500,000 to enable 20,000 children in western Uganda to go to school.

Notes to Editors-

☐ The polyester is made by chopping up used plastic bottles into flakes, melting them and then squeezing them through tiny holes to make a polyester yarn which is then woven into fabric