

## **Ethical fashion pioneer, Tammam, weaves climate change into London Fashion Week collection**

Tammam, the original sustainable couture designer, will be showcasing its 2022 collection for London Fashion Week on 19<sup>th</sup> February.

In an effort to reduce waste and promote less consumption, Tammam creates an annual collection, incorporating archive pieces, available made to order through their London studio.

Bursting with colour, the 'Flight' themed collection features a range of sustainable textiles based on a striking climate change visual by the brilliant Professor Ed Hawkins from the University of Reading, alongside hand embroidered birds, botanic and ornithological prints and unique weaves.



Photo Credit: Maria Biardzka

The 2022 collection, showcased on the London Fashion Week schedule in September at a striking catwalk show at Samsung KX, this season sees a few updates - ensuring the collection stays relevant and fresh while staying true to the pioneering label's sustainable ethos of creating less while saying more.

Tammam's 2022 collection includes sustainable materials and hand craftsmanship from artisans based at the Tammam Atelier and across India. The Flight theme references nature and female aviators – an explosion of colour as a fabulous, freeing antidote to the last couple of restrictive years.

Fabrics include hand-loomed organic cottons, peace silks and Tammam's exclusive eco-tulle, as well as reinvented vintage suits: repurposing luxury fabrics that no longer serve their original purpose.

The slow fashion collection showcases textiles based on the 'warming stripes' graphic, a visualisation of climate change data produced by Professor Ed Hawkins, climate scientist from the National Centre for Atmospheric Science at the University of Reading's Department of Meteorology. The bold striped pattern swaps out numbers for coloured stripes to represent the global average temperature for each year since 1850 - blue for cooler temperatures and red for hotter years.



Photo Credit: Kam Murali

Professor Ed Hawkins said: “Everyone needs to understand and talk about climate change if we are to find ways to tackle it.

“Putting the climate stripes on the catwalk is a high-impact way to get the message across – a powerful synthesis of science and fashion.”

The luxury couture collection is available made to order from the Tammam Atelier. Climate stripe scarves are available ready to wear from [Tammam.co.uk/RTW](https://tammam.co.uk/RTW)

#### Notes to editors:

**Downloadable high-res images:** Available on request

**When:** 19 September, 7-9.30pm

**Where:** Atelier Tammam, 5 Hastings Street, Bloomsbury WC1H 9PX

#### About Tammam

**Online:** [Tammam.co.uk](https://tammam.co.uk)

**Contact:** [sarah@tammam.co.uk](mailto:sarah@tammam.co.uk)

**Atelier:** 5 Hastings Street, Bloomsbury, WC1H 9PZ

**About:** Established in 2007, the Tammam label has built a cult following over the years, including iconic celebrities, socialites and press. An innovator of ethical and slow fashion, Tammam firmly believes that respecting and nurturing people and planet is as important as creating garments to enhance and enrapture the wearer.

Tammam has spent years researching and developing a fully monitored ethical supply chain which tracks the whole process of creation from fibre to finishing to ensure sustainability, ethical standards for workers and cruelty free production.

#### Media support

Tammam is pleased to offer the following to journalists:

- Original photography
- Garments for photoshoots
- Interviews/comments on: Ethical design/Sustainable fashion/Women in business/Fairtrade