

News Release March 2019



Turning Ocean Waste into Fashion

Dansez is the dance clothing brand professionals and amateurs at all levels rely on for their second skin. For 50 years its dance and fitness clothes have been worn and loved by generations all over the world.

As a British designer manufacturing at their studio in Kent, Dansez is a company committed to tackling the impact of fashion on the environment. *Fast fashion* has become a problem of our times which, if not stopped, will continue to have a catastrophic impact in decades to come.

A glimpse at the horrific images in Stacey Dooley's documentary on the fashion industry shows the damage caused by the industry on the planet, society and people's lives through untreated water waste from clothing and fabric manufacturing.

It doesn't stop at pollution from factories, millions of tons of waste are abandoned in our seas every year with the disastrous effect of killing so many sea creatures.

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Dansez work with businesses who support their ethical and planet friendly manufacturing ethos, which is essential in delivering a sustainable product. Their fabric producer is already reducing waste and polluting residuals through its own water recycling plant, so when the water is discharged, it is

transformed into clean water without contaminants with no negative environmental impact.

But Dansez wanted to do more.

Repurposing Fashion

Research led the brand to change its production using recycled sustainable fabrics knowing this would be the future for the brand.

The Healthy Seas initiative is recovering thousands of tons of ocean waste. Through an innovative regeneration and purification process by Aquafil, this nylon waste is being turned back to its original purity.

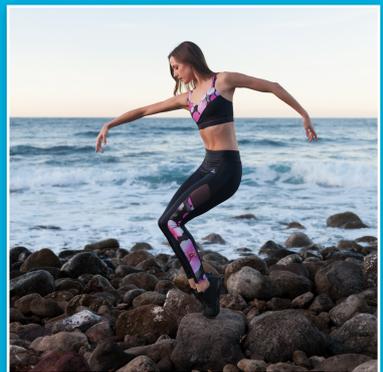
The result of this process is ECONYL[®] fiber by Aquafil. A fiber made out of nylon waste and abandoned fishing nets rescued from oceans around the planet.

The Dansez 2019 Collection is the most planet friendly and sustainable collection the brand has ever designed and produced. It's the first in its category for the dance world. An opportunity to buy state-of-the-art and beautiful dance clothes with less detrimental impact on the environment. It's a lifestyle change where sustainability comes first.

The collection will be launched at the MOVE IT Dance Show at London ExCel 8-10th March 2019. The brand will be showcasing its designs and promoting the wonderful work of its partners.

Dansez is proud to be donating from the sales of its new collection to the Healthy Seas initiative, whose exceptional work in recovering abandoned fishing nets and other waste from oceans around the planet, combined with the innovation

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Dansez Collection uses fabric incorporating ECONYL[®] fiber made out of nylon waste and abandoned fishing nets rescued from oceans around the planet.

of the infinitely recyclable ECONYL® regenerated fiber, has enabled Dansez to create stunning new dance and fitness clothes.

Producing a quality product that recognises the impact of fashion on the environment, Dansez is committed to repurpose waste into fashion.

It's not fast, its not dirty. It's responsible fashion.



The Brand

Dansez has been leading the dance wear market for over 40 years. Often cited as the benchmark in quality and design for British made ballet clothes, the company has grown to become a world wide brand for dance and dance fitness clothing.

Dansez is launching in 2019 the very first collection in the dance market made with regenerated fiber made out of nylon waste and abandoned fishing nets.

As a British designer, manufacturer and retailer of premium dance clothing, Dansez has been manufacturing ready to wear and bespoke collections for customers that value their pedigree, knowledge and the experience they bring to the design and production of their clothing.

The company has always been at the forefront of design which started a long time ago with the UK's first Cotton-Poly Lycra leotards. Since 1975 their iconic designs and collections have been produced to meet the requirements of the physical challenges of performance.

Over the years Dansez has collaborated with high profile dance, ballet and sports people who have all worn Dansez as part of their performance. Their latest collaboration with Birmingham Royal Ballet is testament to their reputation as the dance company that can be relied upon to create garments meant to be a second skin for dancers.

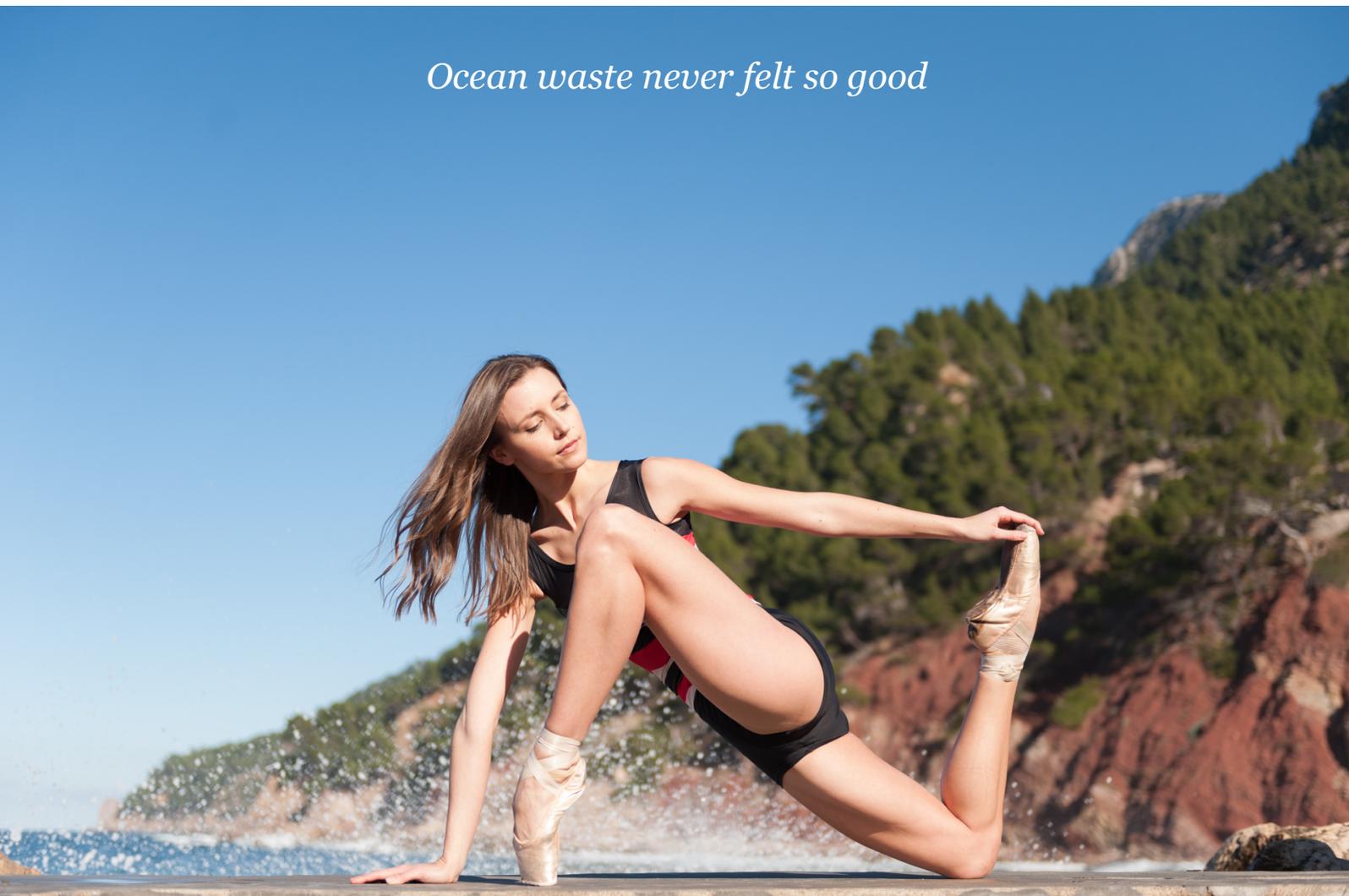
In 2016 Dansez launched its FirmFit dance fitness label to complement the existing Dansez brand. With its attention to design detail and use of performance fabrics, FirmFit has become a favourite for dancers and exercise enthusiasts.

Always at the front of innovation and striving for sustainable fashion, Dansez launched the first 2019 planet friendly collection in the British dance market at the MOVE IT Dance Show in London on the 8th March 2019 to a resounding success. Dansez has produced its new collection with fabric incorporating ECONYL®, a regenerated fiber made out of nylon waste and abandoned fishing nets rescued from oceans around the planet.

Danzez is proud to be supporting Healthy Seas, a journey from waste to wear.



Ocean waste never felt so good





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