



BY APPOINTMENT TO HER MAJESTY THE QUEEN
SUPPLIER OF TOILETRIES MOLTON BROWN LONDON

MOLTON BROWN

LONDON

NEW Partnership with



OUR SUSTAINABLE JOURNEY

Our conscious care for the world has been ongoing since our beginnings in the early '70s, staying true to our founders' belief that luxury and sustainability work hand-in-hand. We were one of the first in the UK to never test on animals and have remained entirely cruelty free from the very start. Currently 100% vegetarian, we will be 100% vegan by 2022. We strive to take an ethical approach with every practice. Since 2016, our factory has been powered by renewable electricity, while 97% of its waste is recycled, with an ambition to reach 100% by 2025. By this time, we also have plans to be net carbon neutral and have zero landfill waste. Our Bath, Body and Hand collection bottles will be manufactured from 50% recycled PET by the end of 2020 – erasing disposable beauty step by step.

“Driven by our pioneering legacy, our mission is to rewrite the rules of Luxury; putting uncompromising care at the heart of everything we do – be it with our People, our Products or our Places. With these new initiatives, we are leveraging the focus on sustainability which already exists within both the brand's DNA and our working practices to set Molton Brown apart as a Pioneer in Luxury Sustainable Lifestyles.”

Mark Johnson, CEO



LOOP

To build on our sustainable journey, we're excited to announce our new partnership with Loop – a ground-breaking global shopping platform that reduces waste and single-use plastic. Launched in May 2019 in Paris and New York City, it's made its way to London, partnering with retailers to refill consumer products and deliver them straight to their doorstep. Founded by the creator of TerraCycle, the international recycling leader, Loop sets itself apart by focusing on reusing a product rather than recycling it; saving the time and energy that's put into sorting, processing and transforming materials into something new.

You will be able to order three of our iconic Fine Liquid Hand Washes from Loop: Orange & Bergamot, Delicious Rhubarb & Rose and Coastal Cypress & Sea

Fennel. These beloved classics are housed in our new 200ml glass bottles, specially designed for refilling and reusing, and will soon be available to purchase separately in-store.

How it Works

Shop: Order your Molton Brown hand wash, and any other items you wish, from loopstore.co.uk.

Receive: Loop will deliver your exquisite yet durable bottles in their exclusively designed tote bag, eliminating the need for any throw-away packaging or cardboard boxes.

Return: Once you've finished, pop your bottles back into the tote bag and Loop will come to collect it.

Replenish: Loop will clean your glass bottle, using the highest

quality hygiene technology and send it to us to replenish with our signature blend. Loop will then deliver it back to you to use again and again.

“We're proud to partner with Loop, a truly game-changing way of sustainable living. This system, the first of its kind, aligns with our core belief of putting the environment first. By allowing our customers to experience our products endlessly and ethically, without compromising on quality, Loop helps us eradicate waste and keeps our earth thriving.”

Beatrice
Descorps,
Global Vice
President,
Marketing



Molton Brown will launch on loopstore.co.uk on Wednesday, 15th July 2020.

OUR STORY

Born in South Molton Street, London in 1971, Molton Brown is an enduring icon of uniquely British style. Working side by side with a collective of progressive perfumers, we nurture their artistic freedom to compose intriguing Eaux de Parfum and Toilette, iconic Bath and Body, Hair and Home collections. We have been Made in England since the beginning and commit to this for the future; sustainably creating original sensorial experiences of the highest quality to empower your individuality. Molton Brown are proud to hold a Royal Warrant for the supply of toiletries by appointment to Her Majesty Queen Elizabeth II.

MADE BY INDIVIDUALS, FOR INDIVIDUALS

#MBxMe

For more information and images, please contact the Molton Brown press office team at The Communications Store.

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