

## Eco labelling initiative for clothing heads to Brussels

An eco labelling initiative which aims to see all clothing clearly labelled with an overall 'eco friendliness' rating is on the road to the European Commission.

Light bulbs, appliances and even homes are now rated on their energy efficiency, and food is clearly labelled with its salt and fat content, but an emerging clothing brand is asking: 'why has fashion - representing £38bn of consumer spending per annum in the UK – escaped regulation?'

Emerging eco clothing brand Rapanui think the high street should clearly and honestly tell consumers how clothing is made. The brand has developed an eco labelling system which it is pushing to be applied to all clothing for sale in the UK and EU. After the parliamentary recess the initiative will be heading to the EU commission.

Mart Drake-Knight, Co-founder of Rapanui explains:

"Some clothes might have an organic, or eco friendly logo on them, but it's hard to tell, when you look at all the different labels (and the fine print) what's really going on. So at Rapanui, we've come up with a solution. We've taken all the complexities out of the labels, specs and small print of clothing and rounded it all up into a simple grading that lets you shop quickly, with a conscience.

We call it, simply, ecolabelling; a simple A-G rating in the same style as the highly successful EU energy rating label."

The founding brothers of eco clothing brand Rapanui are passionate about sustainability and see honest communication and the adoption of an eco labelling model as vital to changing the fashion industry for the better.

Rob Drake-Knight continues:

"We developed the idea in 2008 and petitioned Number 10 to enforce it, since then the idea has gained national recognition in the press and at awards ceremonies but we want to see it through, that's why we're heading to the European Commission to push the regulation.

Our principles are based on the rules of economics, consumers demand and the market supplies, but marketing gets in the way; eco labelling allows consumers to bypass marketing and choose based on the third party information supplied on the label."

Martin summarises the importance of the eco labelling initiative:

"Without a clear, independent and regulated system to quickly and simply classify sustainability (or otherwise) of clothing, choosing sustainably is impossible. Our ecolabelling system makes the consumer-powered transformation of the clothing industry possible. Furthermore, the easy visual identification is compatible with the market now – it's fast, it's easy and it's free. By simply by placing an A-G rated label on the normal swing tag, it will be possible to turn a whole industry around.

Click to view more information on the [eco labelling initiative](#)

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## Notes to Editor

For further information please contact Rob Drake-Knight, on 01983 409790 or email [rob@rapanuiclothing.com](mailto:rob@rapanuiclothing.com).

### About Rapanui:

At Rapanui we design and make casual wear in line with the latest trends, but from more sustainable materials. We use ethically accredited factories that are powered by wind and solar energy - and by using cutting edge eco-textiles, we create products that have a unique natural softness and feel when worn. The result is clothing that looks great and feels great too.

Whilst the organic, ethical and low carbon approach to our supply chain is unique, our real contribution to sustainability has come from the traceability of our products, our work towards improving traceability in our industry and the conversation this has sparked between shoppers, brands and manufacturers. Using our trace mapping tool, at Rapanui you can find out exactly where our products come from, how and where they are made: From the seed being sewn, picked, spun, sewn and transported. It is traceability from seed to shop.

<http://www.rapanuiclothing.com/ethical-fashion/traceability-clothing.html>

Rapanui has also developed a potentially industry-changing ecolabelling system to summarise the detailed and often confusing information on clothes packaging, and make it easy for consumers to shop quickly with a conscience. This ability to make a quick informed choice is something missing from, but entirely compatible with, the high street. This work has gained national recognition in the press and at awards ceremonies and has been taken on by high street brands looking to replicate our success. A draft proposal is set to be presented at a parliamentary commission later this year, with a view to be proposed as EU legislation.

<http://www.rapanuiclothing.com/ethical-fashion/eco-labelling-clothing.html>

In just 3 years of trading, this exciting new brand has already made a substantial contribution to sustainable fashion and created real change in an industry plagued with bad ethics. Mart Drake-Knight, designer, sums up Rapanui.

*“Fashion is like no other medium, in that you literally dress yourself in what you believe in. Rapanui gives people a choice to vote with their wallet for ethical fashion. We want to use the power of fashion to make eco cool, and design traceable, transparent products that let you shop quickly with a conscience.”*

Rapanui was founded in 2008 by Rob and Martin Drake-Knight, now aged 24 and 26, with £200 savings. They feature on the Future 100 list of Top Young Entrepreneurs, whilst Rapanui featured on the Top 100 Start-ups list of 2008. They have sought no investment and make every effort to encourage other young people to believe in their ability to create successful, sustainable businesses.

For our work towards sustainability



WINNER Sustain Governance Award 2011  
WINNER Sustainable Business Awards 2010  
RSPCA Good Business Awards Highly Commended  
Future 100 List of Young Entrepreneurs  
Top 100 Startups of 2008  
Enterprising Young Brits Award Finalist 2010