

Met Office Launch Eco T-Shirt Range

The Met Office has teamed up with Rapanui, an eco-fashion company, to create a range of weather related T-shirts just in time for summer.

The Met Office eco clothing collection is made from organic cotton in an ethical, wind powered factory and features a range of weather related designs inspired by the imagery, science and history of the Met Office.

Mart Drake-Knight co-founder of Rapanui said:

“The Met Office is the international authority on climate change research, as well as being our national weather service that provides weather forecasts that we can trust and rely on.”

“At Rapanui we think that it’s not that people don’t care about climate and the environment, it’s just that they don’t know where to start when it comes to organic, ethical or low carbon alternatives. Our brand is about making eco fashion cool and accessible. We were delighted when we were invited to design these Met Office t-shirts. I think as well as being a nod to the Met Office’s heritage and expertise, we managed to add a bit of ‘Britishness’ and humour to capture the spirit of ‘the weather’ as a subject.”

The collaboration was designed to bring new audiences to the Met Office.

Luke Green from the Met Office said:

"Weather fascinates everybody and these t-shirts provide a fun way of reaching new audiences about the work the Met Office does. The collaboration with Rapanui to design and produce these t-shirts is hopefully the first step in developing new partnerships to promote our brand."

T-shirts are available online via the Rapanui website www.rapanuiclothing.com/metoffice

ENDS

Notes to Editor

Preview and downloadable High Res images of cut out products and Rapanui co-founders Mart and Rob Drake-Knight available at:

<http://www.rapanuiclothing.com/met-office-preview.php>

For further information please contact Rob Drake-Knight, on 01983 409790 or email 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