



# IMMACULATE

VEGAN

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## **Fashion That's As Good As It Looks**

Immaculate Vegan is the world's premier vegan fashion and lifestyle platform for living beautifully and ethically and they're on a mission. They love fashion – they just don't like what it does to the planet, animals and people. So they decided to help change the system and offer an ethical and sustainable alternative, without compromising quality or style.

From vegan shoes, bags and accessories, to ethical and sustainable clothing and homewares, they select the best and most beautiful vegan products in the world, and make it easy for others to discover and buy them. They are spearheading the vegan fashion revolution, and building a sophisticated curation of over 100 of the best ethical and sustainable brands in the world, expanding their offering to also encompass athleisure, swimwear and jewellery.

Every single beautiful product showcased on the Immaculate Vegan website is vegan – so no need for vegan filters or searches. They insist on zero cruelty to animals; processes and materials that don't damage the environment; and paying and treating workers fairly and respectfully.

They search the world for brands that share their values, that really are about living ethically and sustainability – without the greenwashing. They set high standards, and every product they sell has to pass their test of both aesthetics and ethics – beautifully designed and well made, but also meeting the following criteria:

- **Materials** – all items must be 100% vegan, using the most sustainable materials possible. For example, vegan leathers that are PVC free and use as much plant-based or recycled materials as possible; clothing made from sustainable sources such as organic cotton, linen, hemp, Tencel, bamboo silk, plastic-free buttons.
- **Manufacturing** – they select brands that use a manufacturing process that is as sustainable as possible. For example, factories that use solar power, closed loop technology (where everything is recycled), with strict controls on emissions, and minimal water usage.
- **Ethical labour** – brands that work with suppliers to ensure workers are paid a living wage, are treated fairly and ethically, and work in a safe and hygienic environment. Transparency across the supply chain is also key.

The business has seen incredible organic growth since it launched late 2019 with sales increasing every month – and yearly comparison sales now equating to a 400% rise during peak periods, showing the public's increased desire to source and purchase from brands with a conscience and sustainable business practices. They have built a global customer base, with very strong sales throughout the UK, Europe and the US, and have also recently completed their first round of external investment, of £400k, which is funding the next stage of the business.

Founders Annick Ireland and Simon Bell both have a strong background in marketing, brand building and commerce. Simon has been running his own eCommerce agency Diligent Commerce for 10 years, and Annick left a role as Chief Marketing Officer for a large media organisation to launch Immaculate. She is gaining huge traction within the industry as a vegan business pioneer, and a credible and informed spokesperson for issues facing the industry.

The concept for the business arose when Annick became vegan a few years ago and initially found it difficult to find beautiful, high quality fashion that was also vegan and sustainable. Undertaking extensive research, she realised there were many fashion-forward vegan brands out there, but they were incredibly hard to find. Immaculate Vegan started in order to help others looking for ethical and sustainable alternatives – and to elevate the profile of vegan fashion.

She is an expert at sourcing reputable sustainable brands to work with, and has a wealth of knowledge on sustainable vegan materials, including the latest bio-based vegan leathers such as apple leather, cactus leather, grape leather and pinatex, as well as vegan alternatives to wool and silk.

*“I’m really inspired by the growth in demand for vegan and sustainable fashion – and the businesses that are launching and growing because of that. We’ve already seen a real revolution taking place in plant-based eating, fuelled by ever increasing concerns about the environment, animal welfare and human health – and COVID has only accelerated it. Vegan fashion and lifestyle is poised to be the next revolution, but it’s actually already begun. The global vegan women’s fashion market size is anticipated to reach USD 1,095.6 billion by 2027, with an average annual growth rate of 13.6%, outpacing even vegan food growth.”*

Annick Ireland, Founder, [ImmaculateVegan.com](https://www.immaculatevegan.com)



#### Plans for the future:

Immaculate Vegan started with vegan women’s shoes and bags, where sales continue to grow month on month, but clothing categories are expanding further.

Their men’s offering is also growing fast, with plans for Immaculate Kids in 2022. Immaculate Vegan intends to ensure they have a strong offering in every

key category in every region around the world within the next five years, so that customers have a great choice of vegan and sustainable products that they can also buy locally. Extending the brand beyond products to services that help live more ethically and sustainably, for example travel and financial services are also in progress – watch this space.....

Customer testimonials:

*“Finally a single source for exquisite products! I am so tired of only casual options and poor quality products for vegans. We go to events, we want to look nice, we want to say... oh, you like my shoes? They’re vegan! [I’ve been] aching for new savvy products on one site! You nailed it! You have a customer for life.”*

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