



PRESS RELEASE

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FOR IMMEDIATE RELEASE

CHAMPIONING AND INVESTING IN BRITISH LUXURY MANUFACTURING

Entirely British, from conception to manufacture; Clare Haggas is a rare breed of authentically British lifestyle brands.

Not only committed to continuing to manufacture silk pieces here in the UK, the brand has also invested in a new double sided printing process. Taking the brand into the realms of Hermes: Clare's scarves will be the most luxurious on the market, and the first and currently only British Made brand offering accessories of this quality.

"Investing in a new printing process has been imperative to maintain my position in the market.

"My brand is synonymous with high end luxury and I always look for ways to improve year on year. To now offer totally double sided designs means I am on a level with the most influential brands in the world."

Clare Haggas

This means the usual whiter underside typical of silk scarves is a thing of the past, and endless styling possibilities are ahead. In silk printing and production, "silk penetration" refers to the degree to which the ink or dye penetrates the fibres of the silk. 100% silk penetration therefore means the ink has fully penetrated the fabric, resulting in a vibrant and long-lasting design - where the colours are just as vibrant on the reverse side of the fabric.

Achieving full silk penetration requires the use of the highest quality ink, and a longer drying and curing process to achieve the most consistent and durable colours possible on this beautifully delicate fabric. But, Clare won't be increasing the RRP of the silk range - as she sees this investment as a hallmark of luxury and high-end brands.

"Although producing these scarves involves a significant increase in costs for the brand, I feel it is imperative not to pass this cost onto my loyal customers: So the RRP of the silk range will be remaining the same."

Clare's attention to detail and no expense spared approach puts her accessories up with the best. Continually striving to create the highest quality accessories, the new designs of the Spring/Summer 2023 Collection will be the first ever produced in the UK to be double sided. As always each accessory features Clare's original wildlife artwork, drawn from her love of the countryside, and British heritage.

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Notes to Editor

About the brand:

Clare Haggas is a luxury lifestyle brand, creating unique and high quality British Made silk accessories.

Founded in 2016 by British artist and designer Clare Haggas, each luxury accessory starts its life as a piece of original artwork.

Born from passion, creativity and adversity: Overcoming addiction has given Clare a new perspective on life, inspiring her to create designs that are full of joy and optimism.

"Every piece of artwork I create is a reflection of my journey to sobriety, with each piece representing a step towards a brighter future."

Each accessory begins as vivid and detailed artwork, lovingly developed over time. Clare adores using watercolour pencils and acrylic paint to compose her paintings, bringing a sense of adventure played out against a backdrop of the glorious British great outdoors.

Once each stunning design is finalised, it's then transferred onto the highest quality silks, hand-finished with hems rolled by a team of artisans in Worcestershire.

For further information and images please visit www.clarehaggas.com or contact laura@clarehaggas.com