

## **November 2016**

### **This Because opens a store on Broadwick Street, selling presents that look good and do good**

On Wednesday 23 November, This Because launch their pop-up shop on Broadwick Street, Soho, just in time for Christmas.

This Because curates products that look good and do good. Ethical gifts that you will love to give and that your family and friends will be delighted to receive.

A one-stop shop filled with beautifully made, socially minded presents; soap that provides employment for people who are blind; stationery made from print-house offcuts to reduce waste; socks that support the homeless. And with prices ranging from £1.50 to £800, there's sure to be something for everyone on your list.

This Because has partnered with over 35 positive brands so that you don't have to give pointless presents this Christmas.

In addition to selling products the shop will be hosting talks and tasting events all related to the brands they are representing.

"As consumers we have the power to choose a better world," says Zoë Quirk, Founder of This Because. "Our goal is to curate brilliant products so that shoppers can be sure that the money they spend has a positive impact. Through our website and pop-up shop we hope to make socially minded shopping easy and desirable for everyone."

## **NOTES TO EDITORS**

### **Pop up shop**

Date: Wednesday 23rd November – Wednesday 14th December  
Location: 18 Broadwick Street, London, W1F 8HS  
Opening Hours: Monday - Saturday: 10am to 8pm  
Sunday: 11am to 6pm

### **About This Because**

This Because champions brilliantly designed products made by companies that support our society and environment. We tell their stories, build their brands and sell their creations, making it easier for everyone to shop more thoughtfully. Because every time we spend money, we're voting for the people we want to support, the businesses we want to grow and the kind of world we want to live in. The sooner we can spend our money with companies contributing to a more generous and lasting world, the better.

Zoë Quirk founded This Because as a result of her own frustration. Fed up with the media always telling her which companies she shouldn't be buying from – polluters, tax avoiders, fast fashion – but never offering any alternatives, she decided to do something about it. She had the idea in 2011, set up a simple blog in 2012, transitioned the blog to a business in 2015 and made it her full time job in 2016.

This Because is run by a group of people who want to make responsible shopping the norm by using their brains and skills to promote companies and products that look good and do good.

<http://thisbecause.com/> @thisbecause

## **About our partners**

For a full list of partners, product shots and prices: [Dropbox](#) or see our [Press Page](#)

"We are so excited to be part of This Because pop up with many other great social brands who are good and do good - come down to get double the feel good feeling of giving this Christmas."

Jenny Costa, Founder of Rubies in the Rubble

"This Because is a perfect retail partner for Eone; the focus on beautiful design, well crafted products, and social impact is music to our ears!"

Christian Polman, European General Manager of Eone

"The Soap Co. is delighted to be involved in This Because's Christmas Pop Up. We love working with other social businesses, especially to promote ethical gifting at Christmas. It means we can all start the new year with a clean conscience!"

Louisa Barnett, Sales and Marketing Manager of The Soap Co

## **For further information, images and interviews, please contact:**

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