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Waste Not, Want It All

EKOCYCLE™ Shop-in-Shop at Harrods adds six new designers to its exclusive lifestyle collection

LONDON--(BUSINESS WIRE)-- EKOCYCLE™ is excited to announce that **Ada + Nik, Davide Groppi, Goorin Bros, Henrietta Ludgate, KEDS and The People's Movement (MOVMT)** will be joining its exclusive Shop-in-Shop collection at Harrods. The new products range from men's hats and jackets to women's dresses and shoes to design decor and lighting and will be available at Harrods beginning in late September. **ECOALF** is also set to launch new additions, expanding its existing EKOCYCLE™ product offering.

Exclusive EKOCYCLE™ Shop-in-Shop at Harrods (Photo: Business Wire)

Embedded in the ethos that *"Waste is only waste if we waste it',* EKOCYCLE™ was conceived after will.i.am was inspired to turn waste left behind at a Black Eye Peas concert into recycled sought-after objects and joined forces with The Coca-Cola Company.

Since launching in the UK in March of this year, EKOCYCLE™ has collaborated with global brands from Globe-Trotter to adidas to Tern to MCM and 3D Systems to develop an innovative range of clothes, accessories, design and lifestyle products made in part from recycled materials such as PET plastic bottles and aluminum cans. The result is an inspiring aspirational collection that challenges preconceived notions of products made from recycled materials.

Bea Perez, Chief Sustainability Officer at The Coca-Cola Company said, "I'm pleased to announce that the EKOCYCLE initiative is expanding, with six fantastic new designers joining the collection. Together with will.i.am and Harrods, our aim is to continue to promote recycling in an innovative way, to captivate today's youth and motivate change."

The initiative was recently named **Innovator of the Year** at the WGSN awards for its ambition to educate and empower consumers to proactively seek out more sustainable lifestyle choices.

ADA + NIK

Award winning London based contemporary design duo, Ada + Nik (Ada Zanditon and Nik Thakkar), is adding the world's first camera-enabled biker jacket (includes a built-in camera) to the collection. Described by press as "the most refreshing new menswear brand to emerge in recent years" – the unique, darker take on British fashion features intricate technical detail and uses innovative performance materials. The Ada + Nik: Narrative Jacket is a hybrid of leather and a subtle herringbone pattern and uses an average of 15 assorted recycled 20 oz. PET bottles.

DAVIDE GROPPI

Davide Groppi is a renowned industrial designer and lighting expert based in Italy. His lights point out the basic components of his streamlined design: simplicity, lightness, emotion and invention. The special emphasis on each aesthetic solution makes each lamp original and unique. The lamp Neuro for EKOCYCLE™ is made only of basic elements: a plug, a wire, some recycled PET isolators and a recycled aluminum shade. That's all you need: starting from a common wall socket, you play with the cable and bring the light where you like. Eko-cycled, eko-logical and eko-nomic design.

ECOALF

ECOALF integrates breakthrough technology to create clothing and accessories made entirely from recycled materials…without actually looking like it! From discarded fishing nets and plastic bottles to worn out tires and even coffee, the line transpires to outerwear, swimsuits, trainers and accessories. For the exclusive line for EKOCYCLE™ Urban Elegancy and Sportswear are brought together, all with a minimalistic touch. ECOALF EKOCYCLE™ products use a range of 38% - 100% post-consumer recycled materials.

GOORIN BROS

Over a century ago, Goorin Bros. started selling finely crafted custom hats from a humble horse-drawn cart on the streets of Pittsburgh, Pennsylvania. Four generations later, it is with great pride that they continue the Goorin family legacy, in which craftsmanship and quality are paramount. Goorin Bros. joins the EKOCYCLE™ collection with an exclusive line of three hats each using an average of four assorted recycled 20 oz. PET bottles.

HENRIETTA LUDGATE

Renowned fashion designer Henrietta Ludgate was trained at Central Saint Martins School of Art. Each design is based on her signature style of structural minimalism with a sophisticated edge. The Scottish designers' addition to the EKOCYCLE™ brand includes a range of dresses, pleated skirts, tops and coats.

KEDS

KEDS presents one of two new lines of shoes added to the collection. Made famous in the 1990s, KEDS x EKOCYCLE™ high tops use an average of two assorted recycled 20 oz. PET bottles per pair of shoes and come in 'Champion' designs – Red Mesh, Classic Canvas, Black Nylon and Print Canvas.

MOVMT

Celebrating up-cycled material, MOVMT launches with a collection of eco-hip sneakers. MOVMT supports organizations that systematically reduce plastic pollution through oceanic research, collaboration and action. These innovative hi tops contain 50% post-consumer recycled materials using an average of four assorted recycled 20 oz. PET bottles and shoelace clips made in part from recycled materials via the EKOCYLE CUBE™ 3D Systems Printer.

Visit Harrods to see the EKOCYCLE™ product line or online at Harrods.com/brand/ekocycle.

To learn more about the EKOCYCLE™ brand initiative visit EKOCYCLE.COM.

Main credit: Exclusive EKOCYCLE™ Shop-in-Shop at Harrods and www.harrods.com

For additional photo assets visit http://releasd.com/1eko/ekocycle

NOTES TO EDITORS:

About The Coca-Cola Company

The Coca-Cola Company (NYSE: KO) is the world's largest beverage company, refreshing consumers with more than 500 sparkling and still brands. Led by Coca-Cola, one of the world's most valuable and recognizable brands, our Company's portfolio features 20 billion-dollar brands including, Diet Coke, Fanta, Sprite, Coca-Cola Zero, vitaminwater, POWERADE, Minute Maid, Simply, Georgia, Dasani, FUZE TEA and Del Valle. Globally, we are the No. 1 provider of sparkling beverages, ready-to-drink coffees, and juices and juice drinks. Through the world's largest beverage distribution system, consumers in more than 200 countries enjoy our beverages at a rate of 1.9 billion servings a day. With an enduring commitment to building sustainable communities, our Company is focused on initiatives that reduce our environmental footprint, support active, healthy living, create a safe, inclusive work environment for our associates, and enhance the economic development of the communities where we operate. Together with our bottling partners, we rank among the world's top 10 private employers with more than 700,000 system associates. For more information, visit Coca-Cola Journey at www.coca-colacompany.com, follow us on Twitter at twitter.com/CocaColaCo, visit our blog, Coca-Cola Unbottled, at www.coca-colablog.com or find us on LinkedIn at www.linkedin.com/company/the-coca-cola-company

About will.i.am

A multi-faceted entertainer, creative innovator and philanthropist, will.i.am is best known for his work with The Black Eyed Peas®. In 2016, he will return to his starring role as a Coach for his fifth season on the hit TV programme “The Voice.” As a producer, will.i.am has also worked with some of the music industry’s biggest names including Michael Jackson, Rihanna, Usher, Miley Cyrus, Nicki Minaj, Britney Spears, David Guetta and film composer Hans Zimmer. Recognized and honored by numerous industry organizations for artistic, business and philanthropic achievements, will.i.am is the recipient of multiple GRAMMY® awards, a Latin GRAMMY® award, an Emmy® award, two NAACP Image Awards®, the BMI® President’s Award and a CLIO Award. will.i.am's i.am.angel™ Foundation (www.iamangelfoundation.org) supports young people through programs focused on STEAM (science, technology, engineering, arts, math) education via after-school tutoring and activities that build STEAM and coding skills.

About Harrods Ltd

With a rich history spanning 165 years, Harrods is a world leader in luxury retail. The famous Knightsbridge store attracts millions of loyal customers from across the globe with its unrivalled product selection, renowned customer service and historic setting. The store was opened in 1849 by Charles Henry Harrod as an expansion of his humble East End grocer and tea business. Today, it is one of the most distinguished names in the world. Eight floors and 330 departments showcase the best of luxury merchandise, from high-end fashion and accessories to the finest homewares and the latest technology. The store also houses 26 delectable restaurants. Harrods continuously seeks to surpass the desires and expectations of its customers, while offering an unforgettable shopping experience and following its philosophy ‘Anything is Possible’.

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