



+ HARRI

SUSTAINABLE PARTNER CASE STUDY

HOW ADDISON LEE BECAME THE OFFICIAL SUSTAINABLE PARTNER FOR FASHION DESIGNER HARRI'S DEBUT RUNWAY PRESENTATION

Overview

Fast fashion's environmental footprint is staggering: every second, the equivalent of:

- A garbage truck full of clothes is either dumped or burned (UNEP, 2018), and
- 60% of materials used in fashion are derived from plastic, contributing to pollution (UNEP, 2019)

HARRI, however, redefines these boundaries with a bold commitment to sustainability. A standout example is his use of natural latex, which he and his father sustainably harvest from their own plantation. This renewable, biodegradable material is tapped without harming the trees, showcasing how fashion can balance innovation with environmental care.

For HARRI, the ideal sustainable partner was one that shared his long-term commitment to environmental responsibility, extending beyond a single collection or runway show. He sought a collaborator who could integrate sustainable practices throughout all operations, from reducing environmental impact to lowering emissions, and ultimately inspire wider change within the fashion industry. The partnership needed to align with his vision of sustainability as an ongoing effort, rather than a short-term trend, driving systemic change within the sector

Approach

Addison Lee's approach was centred on enabling HARRI to achieve his sustainability goals through innovative and environmentally conscious solutions.

Solution

- ✓ **Collaborative Partnership:** Collaboration ensured the partnership was flexible, dynamic, and perfectly aligned with HARRI's sustainability objectives and creative aspirations.
- ✓ **Environmentally Conscious Transport Solutions:** Addison Lee deployed its fleet of zero-emission VW ID.4 electric vehicles, providing comfortable and stylish travel for HARRI's colleagues, talent, and show guests.
- ✓ **Bespoke Approach to Tailored Needs:** The solution was entirely bespoke, crafted to address the unique demands of HARRI's debut runway presentation. This approach demonstrated Addison Lee's commitment to providing personalised and innovative services.
- ✓ **Brand Alignment:** The partnership reflected a shared ethos of innovation and environmental responsibility, creating a natural synergy between HARRI's avant-garde studio and Addison Lee's commitment to sustainable transport.

CLIENT PROFILE

- ★ Fashion Studio (founded 2020)
- 😊 Creative team of 7 delivering a headline showcase at London Fashion Week
- 📍 **Studio:** London, E14
Catwalk: Old Selfridges Hotel, London, W1



Results

- ★ EMISSIONS-FREE LUXURY:**
Addison Lee's fleet of all-electric VW ID.4 vehicles provided a seamless, stylish transport experience, combining sustainability with electrical excellence without compromising on elegance or performance.
- ↔ FLAWLESS EVENT EXECUTION:**
The event was expertly managed, with service remaining impeccable throughout, ensuring a top-tier experience for all involved
- 😊 POSITIVE GUEST FEEDBACK:**
Attendees praised the collaboration between HARRI and Addison Lee, recognising it as the perfect partnership, like two 'green' peas in a pod. Guests acknowledged the integrity of the sustainability efforts displayed.
- 🌍 SUSTAINABILITY AT THE FOREFRONT:**
From the very first touchpoint, it was clear that sustainability was central to HARRI's vision. This was mirrored by Addison Lee, who used the event to highlight their ongoing fleet electrification journey.
- ✓ SETTING A NEW STANDARD:**
The success of this collaboration showcased how aligning values and goals can lead to effective, sustainable practices in the fashion and transport industries.

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our showreel



Conclusion

Harri recognised that together, we "embraced sustainability and empowered individual freedom in every journey," making fashion sustainable and personal. This approach went beyond the collection, incorporating stylish, carbon-free travel that addressed both environmental and social impacts.

Unlike our competitors, Addison Lee owns and maintains its fleet, actively investing in reducing emissions across London's roads. This partnership is unique because, while we support multinational clients in meeting net-zero targets, it's personal for us. It's not about the scale or budget; it's about responsibility and the influence designers like HARRI can have on their industry, no matter where they are in their careers.



Our partnership with Addison Lee was a shift towards emission-free journeys for our business. Beyond being a green choice, it became a powerful tool for us to promote and advocate sustainability. Our usual operations involved a lot of fuel and emissions, especially when moving goods around. Going electric with Addison Lee not only saved us fuel but also meant zero emissions. Choosing Addison Lee for responsible travel was the easiest decision for us to make, and also it was a comfortable, stylish decision in line with our shared commitment to a greener world"

ABHINOV ASOKAN
CEO, HARRI

