

# News Release

**EMBARGOED UNTIL OCT. 8th, 0500 KST/ 1600 ET,  
Oct. 7th**

## **Hyundai Motor Reimagines Future of Sustainable Design and Lifestyle at Re:Style 2020 Collection**

- Hyundai launches Re:Style 2020 fashion collection upcycling discarded materials from automotive manufacturing and scrapping into fashionable products
- Six sustainably-minded designers work with Hyundai Motor to create jewelry, jumpsuits, work vests, bags and various other clothing
- Sales of the fashion products begin on Oct. 13 at London's Selfridges pop-up store and Selfridges online store

**SEOUL/LONDON/NEW YORK, October 8, 2020** – Hyundai Motor Company announces the launch of Re:Style 2020, a creative approach to sustainable fashion by upcycling discarded materials from the automotive manufacturing and scrapping process into marketable products in collaboration with leading artists in ecofriendly design.

Building on the success of its predecessor in 2019, the Re:Style 2020 capsule fashion collection has been created in partnership with renowned trendy fashion brands Alighieri, E.L.V. DENIM, Public School, pushBUTTON, Richard Quinn and Rosie Assoulin. These forward-thinking partners were selected as they share Hyundai's vision of finding more sustainable ways to create the products we love. Each one is joining in Hyundai's goal to collaborate across industries to drive innovation in sustainable design and lifestyle.

Hyundai Motor unveils the collection digitally to ensure the safety of people amid the global pandemic. The pieces are revealed on Hyundai's social media channels, as well as those of Selfridges and the participating brands from October 8.

Featuring a variety of products such as jewelry, jumpsuits, working vests, bags and various other clothing made with discarded materials from the automobile production and scrapping process, the

event will kick-start sales on October 13 exclusively at London's Selfridges pop-up store and the Selfridges online store. The event will be also aligned with Project Earth, a symbolically sustainable campaign operated by Selfridges, a UK-based chain of high-end department stores and an online retailer. The sales will raise funds for the British Fashion Council's Institute of Positive Fashion. The IPF aims to create an industry blueprint by bringing together expertise from different areas to help brands in the industry navigate an often confusing to understand topic and kick-start a much-needed comprehensive step-change. It is informed by research, expert opinion, industry insights and the significant industry experience of individual businesses and organisations.

The participating brands and their items are:

- **Alighieri:** a stunning collection of necklaces, chokers, bracelets and other items created with repurposed seatbelts, car glass and foam materials, as well as gold, silver, bronze and freshwater pearls
- **E.L.V. DENIM:** a jumpsuit created using upcycled denim and leather scraps from the car manufacturing process
- **Public School:** a Fuji Technical Vest created out of discarded seatbelt webbings and airbag materials
- **pushBUTTON:** a work vest with pockets using airbag materials that keeps the airbag's original details
- **Richard Quinn:** a corset made of recycled airbag fabrics with a blue and white floral pattern
- **Rosie Assoulin:** a tote bag made of seatbelt webbings, carpet fabrics and foam repurposed from discarded automotive materials

Re:Style 2020 stems from the recognition that although most of the materials, such as iron and nonferrous metals, are currently recycled as part of the vehicle scrapping process, there are still some materials such as leather, glass and airbags that end up in landfill. For Re:Style 2020 as well as its past iteration in 2019, the company collected various leftover materials with the help of diverse partners and sent them to the collaborating designers.

“At Hyundai Motor, we understand that ethical consumption and caring for the environment are increasingly important considerations of our customers in the post COVID-19 world. Through Re:Style 2020 we want to offer another way Hyundai Motor can help customers enjoy the sustainable lifestyle they aspire to,” said Wonhong Cho, Executive Vice President and Global Chief Marketing Officer of Hyundai Motor Company. “By demonstrating that discarded resources can be reimagined into valuable products, Hyundai Motor encourages more industries to see waste as a recreative opportunity and to work collaboratively toward an environmentally accountable and economically efficient future.”

In line with the company's vision, "Progress for Humanity," Re:Style 2020 aims to encourage cross-industry collaboration to champion new thinking and innovation in sustainable design and lifestyle. By doing so, the company reimagines new possibilities for waste as an exemplar of global best practices in sustainability and the circular economy.

Under its Strategy 2025, Hyundai Motor aims to spearhead a global leadership in zero-emissions and clean mobility by becoming the world's third-largest automaker of eco-friendly vehicles by 2025, offering a new innovative lineup of battery electric vehicles and fuel-cell electric vehicles (FCEVs). The NEXO, Hyundai Motor's second-generation FCEV with a 609-kilometer range on a single charge (under Korean certification standards), emits only clean water vapor and purifies the air while driving, filtering 99.9 percent of ultra-fine particles in the process.

As part of the company's clean mobility strategy, Hyundai Motor is solidifying its position as a world-leading sustainable lifestyle brand with the launch of IONIQ: a new electric-vehicle brand with dedicated EV models scheduled to be introduced from 2021.

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#### **About Alighieri**

Rosh Mahtani studied French and Italian at Oxford, before launching Alighieri jewelry in 2014: a brand inspired by Dante Alighieri's "Divine Comedy". Handmade and cast in the historic Hatton Garden, the brand is focused on creating timeless talismans, each with their own story. Through these pieces, Alighieri brings people of all ages and culture together, creating communities through tales of vulnerability. Since launching six years ago, Alighieri has seen annual growth of over 500% year on year.

Rosh is dedicated to scaling without losing any of the personal touch. This February, she was the recipient of the Queen Elizabeth II Award for supporting local communities and manufacturing sustainably within six streets of her London studio.

For more information about Alighieri visit: <https://alighieri.co.uk/>

Founder, Rosh Mahtani said: *"At Alighieri, we're about finding treasure in unexpected places and turning materials into talismans. Therefore, it has been so much fun to work on Re:Style 2020 and give new purpose to discarded materials from the car industry."*

#### **About E.L.V. DENIM**

E.L.V. DENIM takes unwanted jeans destined for landfill and turns them into modern sophisticated pieces. Adhering to an ethos of zero waste, the material used has zero impact on the environment. Working with local ateliers in East London, Anna Foster ensures that each jean has the lowest carbon footprint possible whilst supporting local businesses and communities. At E.L.V. DENIM environmental and social sustainability are at the heart of the business, and we believe that being entirely transparent with our supply chain allows a consumer to find a consciously sourced jean which is as unique as the person who wears them.

For more information about E.L.V. DENIM visit: <https://elvdenim.com/>

Founder, Anna Foster said: *"My design process has always started from a point of waste, so Hyundai Re:Style 2020 immediately appealed to me. This project shows when brand ambitions align, industries can collaborate to reimagine waste."*

#### **About Public School**

Public School is a New York story. Designers Maxwell Osborne and Dao-Yi Chow, born and raised in New York

City, represent the convergence and restless energy of the city in which they live and work. Founded in 2008, Public School continues to evolve the landscape for menswear and women's wear. Chow and Osborne blend high and low references from their past including music, art and culture to create a platform that transcends fashion and promotes the ideas of social consciousness and justice.

For more about Public School, visit: [publicschoolnyc.com](http://publicschoolnyc.com)

Twitter, Facebook, Instagram: @PUBLICSCHOOLNYC.

Designers Maxwell Osborne and Dao-Yi Chow said: *"We wanted to take on this challenge with Hyundai not only to raise awareness around the urgency of climate change, but as a way to look to other resources and industries for raw materials to upcycle and recycle."*

#### **About pushBUTTON**

pushBUTTON is one of Seoul's most exciting high-end mixed street labels and offers an array of garments in playful designs and silhouettes. Since launching, the label has rapidly acquired strong followings in the fashion community who are searching for the next big movement. The label has built up its significant diversity concept as under & over, feminine & masculine, sexual & sporty.

For more information about pushBUTTON visit: <https://pushbutton.co.kr/>

Founder, Seung Gun Park said: *"It's great to work with Hyundai as, like us, they are on an ambitious sustainability journey."*

#### **About Richard Quinn**

London born designer, Richard Quinn, established his eponymous label in 2016, upon graduating the Fashion MA at Central Saint Martins. Specializing in womenswear and textiles, his collections are bold and emotive, creating a forward-thinking, unafraid vision. Richard creates garments with attention to innovative fabrications, focusing on his ability to combine unique handcrafted skill, with a refined high fashion sensibility.

Since graduating, Richard was awarded the H&M Design Award 2017 and launched his own open access print studio in South London, where he created and prints his eye-catching designs. He was honoured by Her Majesty the Queen in February 2018 when presented with the inaugural Queen Elizabeth II Award for British Design. It was based on Quinn's originality and value to the community by offering affordable print services to students and emerging designers such as Burberry and JW Anderson that he was selected by British Fashion Council (BFC) Chief Executive, Caroline Rush CBE, and its Ambassador for Emerging Talent, Sarah Mower MBE, for the award. Most recently, Richard received the Award for British Emerging Talent in Womenswear at the Fashion Awards 2018.

For more information about Richard Quinn visit: <https://www.richardquinn.com/>

According to Quinn: *"The Richard Quinn studio was built on the idea of community and I have always been passionate about repurposing fabrics and encouraging sustainable techniques, so I'm excited to be working on a project with community and sustainability at the heart."*

#### **About Rosie Assoulin**

Rosie Assoulin is a luxury womenswear designer based in New York. Her design aesthetic toes the line between romantically fantastical and reliably practical. This wardrobe that she shares with the world is a blend of sculpted ease and bold lines.

Since launching her brand, Rosie has chosen, where possible, to design and manufacture in NYC in an effort to support the local community and uphold the value of artisanal craftsmanship, which is so deeply embedded in her DNA as a Brooklyn born artist and creative. Over 90% of each collection is created in NY, showing a commitment to sustaining local employment and income, and reducing waste and environmental impact.

Rosie is passionate about supporting and empowering other female creatives. Rosie partners with diverse and majority female talent, working with sister factories on production and collaborating with unique and inspiring photographers, stylists and models who bring her vision to life.

For more information about Rosie Assoulin visit: <https://rosieassoulin.com/>

Founder and designer Rosie Assoulin said: *"When Hyundai approached us with the Re:Style project, our interest was immediately piqued. Working with cars, automobiles, heavy machinery, automation is so outside of our usual realm in a way, however, at the same time, very much in our vocabulary with its call to use non-traditional materials."*

### **About Selfridges**

The business was founded by American entrepreneur Harry Gordon Selfridge in 1909 and is widely regarded as the first and best example of a modern department store. Harry Gordon Selfridge ran the store himself until he retired in 1940. After several ownerships the company was de-merged from the Sears Group in 1998 and floated on the London Stock Exchange. In 2003 the Weston family purchased Selfridges and under their ownership Selfridges has become the epitome of a global destination for fashion, luxury and extraordinary retail experiences. In June 2010 Selfridges was named Best Department Store in the World by IGDS and retained the title for an unprecedented three times consecutively. In May 2016, Selfridges won the inaugural award for the World's Best Sustainability Campaign at the IGDS world summit for its long-term commitment campaign, Buying Better Inspiring Change which it launched earlier that year. At the IGDS World Department Store Forum in Toronto in 2017, Selfridges won the Best Department Store Campaign for its themed campaign EveryBODY dealing with the beauty and strength of the body beyond conventions. The store reclaimed the best department store title again in 2018. Selfridges has four stores; in London, Birmingham and Manchester (Trafford Centre, and Exchange Square) all celebrating exciting experiences and new product destination launches. Selfridges also operates an international website that delivers within the UK and to over 130 countries, trading in 11 currencies.

Selfridges today continues Harry Gordon Selfridge's legacy - a shopping experience that promises to constantly surprise, amaze and amuse its customers. To that end, Selfridges is three years into a £300 million capital expenditure programme due to complete in 2018. The programme includes a transformation of the London store with the phased opening of the store's new Accessories Hall, designed to become the largest destination for luxury accessories in the world. It also includes significant investment in the brand's digital capabilities comprising the launch of a Selfridges app and the expansion of Selfridges.com, which has commenced in China. The Weston family celebrated the 15th anniversary of their ownership of Selfridges in 2018.

[www.selfridges.com](http://www.selfridges.com)

### **About Hyundai Motor Company**

Established in 1967, Hyundai Motor Company offers a range of world-class vehicles and mobility services in more than 200 countries. Hyundai Motor sold more than 4.4 million vehicles globally in 2019, and currently employs some 120,000 personnel worldwide. The company is enhancing its product lineup with vehicles designed to help usher in a more sustainable future, while offering innovative solutions to real-world mobility challenges. Through the process, Hyundai aims to facilitate 'Progress for Humanity' with smart mobility solutions that vitalize connections between people and provide quality time to its customers.

More information about Hyundai Motor and its products can be found at:

<http://worldwide.hyundai.com> or <http://globalpr.hyundai.com>

**Disclaimer:** Hyundai Motor Company believes the information contained herein to be accurate at the time of release. However, the company may upload new or updated information if required and assumes that it is

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