



THIS SWIMWEAR BRAND WITH A DIFFERENCE WAS LAUNCHED IN SUMMER 2017 BY HELEN NEWCOMBE. DESIGNED FOR ACTIVE USE BY PEOPLE WHO LOVE THE OCEAN HELEN IS BUILDING A VALUES DRIVEN BRAND THAT NOT ONLY MEETS A MARKET NEED FOR BEAUTIFUL BUT TECHNICAL BEACHWEAR, BUT ALSO SHOWCASES THE INNOVATIONS IN CIRCULAR MANUFACTURING. HER BRAND IS PROOF THAT IT IS POSSIBLE TO CREATIVE GREAT, COMPETITIVE PRODUCTS THAT ARE ALSO SUSTAINABLY SOURCED AND PRODUCED.

Her first collection uses 100% regenerated nylon yarn from waste including spent and ghost fishing nets. An average of 640,000 tons of fishing nets are left in the oceans every year, about a tenth of all marine litter. Every ton collected can result in enough nylon regenerate to create more than 10,000 swimsuits.

Helen's belief in more sustainability and long lasting fashion with ambitious objectives of building a closed-loop resource system within the brand led to her winning The Women of the Future Entrepreneur Award at the end of 2017. And Helen is quick to point out the support of her supply chain – all made in Britain by AJM Sewing with fibre and fabric companies, Aquafil and Carvico – using ECONYL® yarn (a 100% regenerated nylon fibre).

As she says: "Made in Britain still remains a label of quality and yet we continue to underinvest in our manufacturing industries and skills. At Davy J's we want to encourage and support the passing on of Britain's valuable textile skills and to bring on the next generation of young seamstresses, designers, creators and innovators."



The Davy J suits are designed to last longer, fighting the trend for throwaway fashion and creating a garment that can keep up with the active swimmer/surfer...a double lined, high elastane composition adds extra strength, durability and shape with hidden rubber edging and crossback designs.

Helen adds: "With campaigns like #heforshe #thisgirlcan #likeagirl and #IwillwhatIwant, the active womenswear market is flourishing and a growth in swimwear that caters to the style conscious but adventurous and active among us has long been overdue."

Her next ambitious goal is to create a closed loop resource system within the brand, so at the end of the products' life, consumers are able to return their items to be recycled and regenerated wherever possible (with a target of 60% closed loop recycling by Summer 2018).

You can find out more about Helen's brand on www.davyj.org or ring ++44 (0) 1626 203305.