



## **Johnstons of Elgin Weaves Sustainability into New Label EveryYarn**

Luxury Scottish cashmere manufacturer, Johnstons of Elgin, is reinforcing its sustainable credentials through the launch of a new range using leftover yarn from its main collections. Maintaining the highest level of quality, the range will benefit the environment and last longer than cheaper, synthetic fibres.

EveryYarn launched in stores and online on Monday (3 August) and offers luxurious, limited-edition scarves, stoles and blankets at a reduced price that have been made using the same high-quality, sustainable fibres Johnstons of Elgin is known for.

Wherever possible, Johnstons of Elgin breathes new life into surplus fibres, knitting and weaving small batches of clothing and accessories to ensure almost nothing goes to waste. EveryYarn brings together considered design and exquisite craftsmanship to ensure that every fibre is turned into something that can be loved for years to come.

The inbuilt antibacterial properties of cashmere and wool mean they need fewer, lower temperature washes than synthetic materials. By choosing products made with natural, biodegradable, and renewable fibres, consumers can demonstrate a more sustainable way of life.

**Simon Cotton, Chief Executive, commented:** “When we talk about sustainability at Johnstons of Elgin we try to cover every aspect of our product’s life, use and disposal and EveryYarn represents the next step in our commitment to sustainability. By creatively using surplus yarn we can make stunning, limited edition products that benefit the environment and eliminate waste.”

From reversible cashmere scarves and stoles, to merino and cashmere blend blankets, the EveryYarn collection is made up of exceptional lifestyle pieces, featuring designs that have an ecological story to tell.

Johnstons of Elgin is one of Scotland’s oldest family run businesses and is focused on sustainability and environmental protection. The company is one of the three founding members of the Sustainable Fibre Alliance (SFA), a non-profit international organisation, formed in 2015, that works to sustain the pasture lands and welfare of animals in cashmere producing regions - from herders to retailers.

All processes, from fibre to finished product are operated in Scotland and where possible, Johnstons of Elgin dye, card, spin, weave, knit, and finish all processes in the Elgin and Hawick mills to ensure complete control over quality.

**Alan Scott, Creative Director, comments:** “The design teams have created a collection that utilises every thread of the exceptional cashmere, merino wool and smooth, cosy lambswool used to create our primary collections and accessories. That’s why the soft, luxurious fibres featured in the EveryYarn range exhibit the same qualities that are renowned in our core and seasonal collections.

“Our customer is not only stylish, but conscious of an ecologically minded way of living, and when our products eventually reach the end of their life, it’s reassuring to know that they will compost naturally.”

Products are available online and, in the Elgin, St. Andrews, and Hawick stores, with prices ranging from £65 to £279. Customers access care guidelines by visiting [johnstonsofelgin.com](http://johnstonsofelgin.com)

Earlier this year, Johnstons of Elgin signed Walpole’s British Luxury Sustainability Manifesto, a commitment to helping the British luxury sector become a global leader in sustainability. A total of 40 brands pledged their support, and founding signatories included Johnstons of Elgin, Mulberry and Harrods.

For more information about EveryYarn, please visit [www.johnstonsofelgin.com](http://www.johnstonsofelgin.com)

**ENDS**

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**About Johnstons of Elgin**

In the two centuries following its establishment in 1797, Johnston’s of Elgin has been owned by just two families – the Johnston’s and the Harrisons. It is one of the last few remaining vertical mills in the UK that still process the raw cashmere and fine woollen fibres right through to the finished product. More: [www.johnstonsofelgin.com](http://www.johnstonsofelgin.com)