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A swimsuit part of Hamnett and YOOXYGEN's new range

## Hamnett Dives In

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ICONIC British designer Katharine Hamnett has joined forces with YOOXYGEN to create an eco-friendly capsule swimwear collection. Today sees the online launch of the Save the Sea range, with each piece ethically made in sustainable fabrics and organic cotton.

"I have called this collection SAVE THE SEA as the sea that we all love is dying due to the impact of human activities such as oil spill, sewage dumping, industrial pollution, chemical fertilizers and pesticide run-off, lack of fish stock management, over fishing, pirate fishing which can possibly lead to the extinction of species including the blue fin tuna," said

Hamnett. "Acidification of the sea due to over absorption of carbon dioxide can lead to the extinction of the corals, death of the sea, and ultimately the extinction of life on earth. It's important as consumers and voters that we all know the facts, so that we can do what is needed to save it."

The collection comprises of 14 Fifties-inspired pieces including one-piece swimsuits, bikinis, cover-ups, tote bags and beach towels covered in polka dot prints or the bold Save the Sea logo. Prices start at £45.00 and a percentage of the retail price will go to charity.

YOOXYGEN is an eco friendly off shoot of Yoox.com and was launched in celebration of Earth Day 2009. Hamnett has long been a champion of ethical fashion, having acted as a judge for the first ethical awards ceremony, [RE: Fashion Awards](#), and ensuring her [own collections](#) are made with organic cotton and to the highest environmental standards.

For more information check [www.yoox.com](http://www.yoox.com).