

# Buckle up for a sustainable new force in fashion!

**An innovative accessories brand is bringing an energetic new meaning to 'doing things by halves' in sustainable fashion with a social conscience.**

The launch of Zero Point Million's exclusive new half belt meets the demand for independent style and individual expression in an age of fast and fluid trends, without compromising on social values or environmental principles.

Offering a totally new concept in interchangeable and recycled fashion, the half belt's sleek design features an innovative button and loop buckle which secures a customisable strap part way round the waist before doubling back into a sassy signature drop.

All straps are interchangeable and created exclusively by recycled and waste materials, produced from a range of items including micro-plastics, ghost nets, plastic PET bottles, textile scraps and even used carpets.

With sustainability and future fabrics at the forefront of its products, Zero Point Million has teamed up with a range of innovative manufacturers including Waste2Wear, Econyl, Newlife, E-Ultra, Pinatex and Desserto.

And despite the unique 'half' style concept of its cutting-edge product design, Zero Point Million is certainly not doing things by halves when it comes to meeting its own acute social conscience and those of its Gen-Z target consumers.

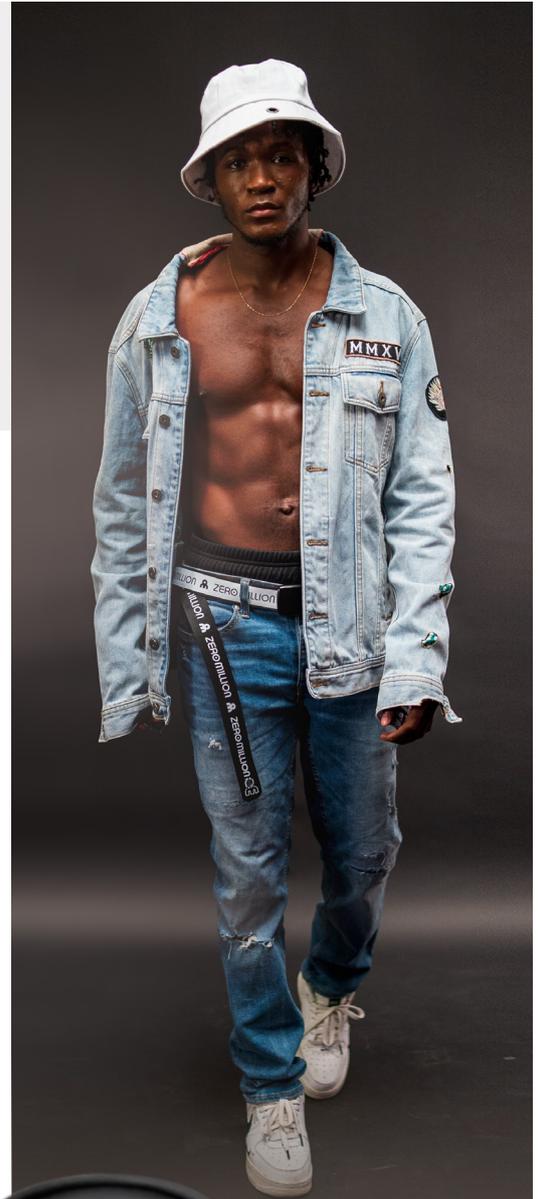
The brand is keen to give something back, so is extremely proud to be officially supporting two charities with causes close to the heart of its customers – Ditch the Label, an anti-bullying alliance for 12 to 25 year-olds and Healthy Seas, which tackles the ghost fishing phenomenon responsible for the needless death of marine animals.

Zoe Keay, Director of Zero Point Million said: *"In a world of ever-changing social trends, our half belt is a totally new and unique approach to expressive, sustainable fashion."*

*"By focusing on the newest styles and affordability, fashion can often seem at odds with the idea of sustainability, but that doesn't need to be the case. We're offering people a totally new way to express their individuality and accessorise any outfit without compromising on quality, sustainability, or social conscience."*

*"We're delighted to be working with some of the leading names in future fabrics on these innovative new collections and proud to be putting something back into the environment that can too often fall victim to the fast world of fashion."*

*"In an industry saturated with trainers, bags, and caps, it's time for something new..."*



**Halfbelt Sets**  
Strap, Button & Loop Buckle £39.99  
**Button & Loop Buckle duo** £29.99  
**Straps as singles** £19.99



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