

Buckle up for a disruptive new force in fashion!

An innovative accessories brand is bringing new meaning and energy to 'doing things by halves' in disruptive fashion.

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 social trends, without compromising on affordability or sustainability.

Offering a totally new concept in interchangeable and sustainable 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 the iconic signature drop.

All straps are updateable, interchangeable, with an extensive range of customisable collections and styles available – all created exclusively by recycled and waste materials, produced from items ranging from micro-plastics and ocean ghost nets to plastic bottles and even textile scraps.

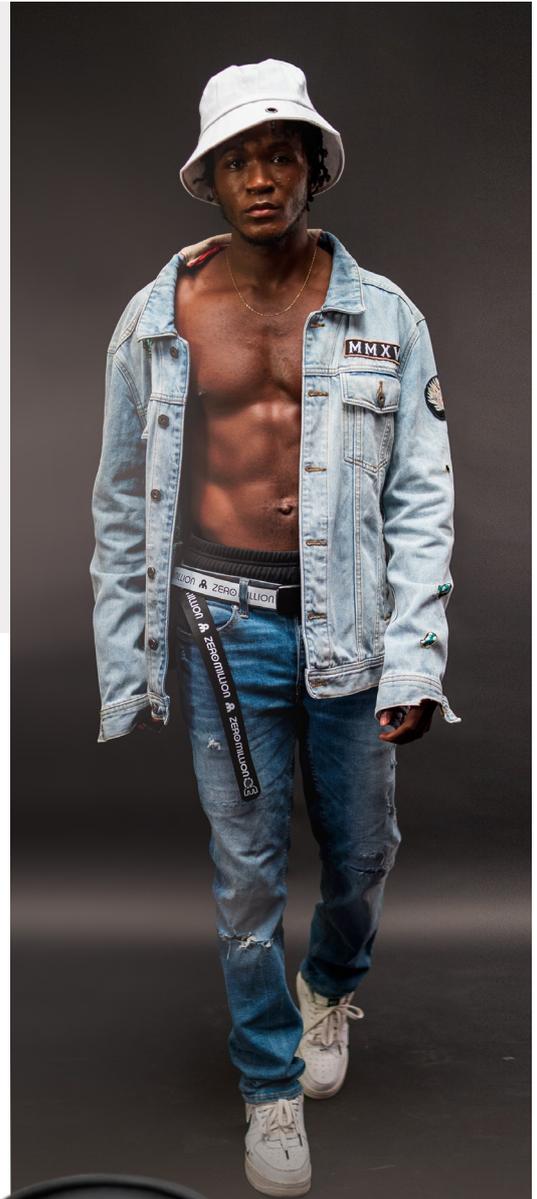
Yet despite the unique 'half' style concept of its cutting-edge product design, Zero Point Million is certainly not doing things by halves when it comes to providing affordable, recycled fashion that supports social values and environmental principles.

The brand's own acute social conscience means it is keen to give something back itself, 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.

With sustainability and future fabrics at the forefront of its products, it is also teaming up with a range of innovative manufacturers including Waste2Wear, Econyl, Newlife, E-Ultra, Pinatex and Desserto.

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 fashion. It offers an easy, affordable, and interchangeable way to accessorise any outfit without compromising on quality, sustainability, or social conscience."*

"We want to offer people a totally new way to express their individuality and our half belt disrupts and shifts the focus of fashion. In a world 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

Stay in the loop
www.zeropointmillion.com

