

# ELVIS & KRESSE

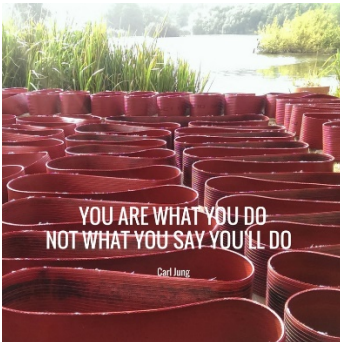
## PRESS RELEASE

### Supporting Female Solar Engineers

*Elvis & Kresse have created scholarships for 3 women to train as Solar Engineers with Barefoot College*

In 2005 Kresse Wesling had a chance meeting with the London Fire Brigade and a very emotional response to their damaged, decommissioned fire hose. It was too heroic and too beautiful for landfill. Somebody had to do something, and those somebodies were Elvis & Kresse (Kresse and her partner James 'aka Elvis' Henrit).

They mounted a rescue, and over the last 13 years have saved all of London's hoses, transforming them into a range of luxury accessories and donating 50% of the profits to the Fire Fighters Charity. From the first day Elvis & Kresse had a unique DNA: rescue, transform, donate.



They are now tackling their greatest ever challenge, the 800,000 tonnes of leather off-cuts generated each year by the global leather industry<sup>1</sup>. Even when the patterns for leather goods are carefully planned to maximise the hides, the process inevitably creates small off cuts. These are high quality, unused, freshly tanned and dyed leather, but fall to the workshop floor as seemingly unusable pieces. Elvis & Kresse has designed a system that transforms these fragments into components, which are then hand woven into a new kind of hide that is unrestricted by size or shape.



50% of the profits from the leather rescue project will be donated to renewable energy projects. Elvis & Kresse's 2019 donation will provide scholarships for 3 women to train as solar engineers. Elvis & Kresse are delighted to announce a strategic partnership with Barefoot College who will provide the training at their world renowned school in India. This pioneering school transforms the lives of their graduates and the communities that they return to. According to Kresse, "We are always working to achieve multiple positive objectives, with Barefoot we can simultaneously help to empower women and generate renewable power... and all by rescuing and transforming scrap leather."

Meagan Fallone, Director of Barefoot College International is equally excited about the partnership; "Elvis & Kresse have really inspired Barefoot College with their creative and innovative reclamation techniques, and their ability to market fantastic ideas in a responsible and ethical manner - we couldn't be more delighted to be working with them at Barefoot College."

#### Media enquiries

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<sup>1</sup> United Nations Industrial Development Organisation, Leather and Leather Products Industry Panel, December 2000.

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## NOTES TO EDITORS

### Elvis & Kresse – [www.elvisandkresse.com](http://www.elvisandkresse.com)

Elvis & Kresse don't recycle per se, they redefine materials by cherishing them, honouring them, and embedding craftsmanship and design into them, ensuring their next life is a full one. They are re-engineers who design for utility, not for seasonality. They are also committed to repairing any of our products, prolonging their life as much as possible.

Over the last 14 years Elvis & Kresse has grown to tackle more than 10 unique materials, from tea sacks to printing blankets, always with the same methodology. They have developed a unique voice in the luxury industry.

Elvis & Kresse are an independent, self-financed certified Social Enterprise and founding UK B Corporation (B Corp). To date they have rescued over 200 tonnes of material that would otherwise have gone to landfill and have made charitable donations in excess of £100,000.00. They have won several awards including the HSBC Start-Up Stars Green Award, the IE Award for Sustainability in the Premium and Luxury Sector and were named a Walpole *Brand of Tomorrow* in 2012. The company has rescued **all** of London's decommissioned hoses since 2005.

In late 2017, to lend pace to their leather rescue project, Elvis & Kresse launched a 5-year partnership with the Burberry Foundation in November 2017 to scale their leather waste solution. To mark the announcement Kresse said: "When we decided to tackle the much, much larger leather problem, we knew we would need a brave partner. We are grateful for the support of the Burberry Foundation and are truly excited to scale this solution and magnify its impact. This is the kind of work we are made for and this is the kind of partnership that will change the future of luxury."



### Barefoot College – [www.barefootcollege.org](http://www.barefootcollege.org)

Barefoot College is a hybrid enterprise founded by Bunker Roy in 1972 and is engaged in education, skills, economic and business development, health resources provision, clean drinking water provision, women's empowerment and electrification through solar power specifically for rurally poor people.

Barefoot College's Training Centre in the village of Tilonia, India trains rural women from across the globe to be Solar Engineers. The Centre also provides facilities for night schools to partner communities, in which girls heavily outnumber boys.

Every new engineer electrifies an average of 50 homes when she returns home. This electrification consists of installing and maintaining 1 Solar Home Lighting System (equipped with 2 USB charging hubs, four LED lights and a 75W panel) and 1 solar lantern. There is also a Rural Electronic Workshop (REW) which they bring to their communities by installing a 300W solar panel, with inverter, powerful enough to run a fridge. This space and energy allows the community to fabricate lanterns and home lighting systems and service them both.

In the profile acknowledging Roy as one of Time 100's most influential people for his work with the Barefoot College, Greg Mortenson wrote that the grass-roots social entrepreneurship has trained more than 3 million people for jobs in the modern world.



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Genuine British  
Decommissioned Fire-hose  
'Big Yellow' Belt, £46.00

Fire & Hide Purse, Rescued  
Leather featuring Genuine  
British Decommissioned Fire-  
hose, £130.00

Fire & Hide Backpack,  
Rescued Leather featuring  
Genuine British  
Decommissioned Fire-hose,  
£290.00



Hand-Woven Rescued  
Leather Area Rug,  
£1500.00