ASQUITH

Feel wonderful®

Our Brand



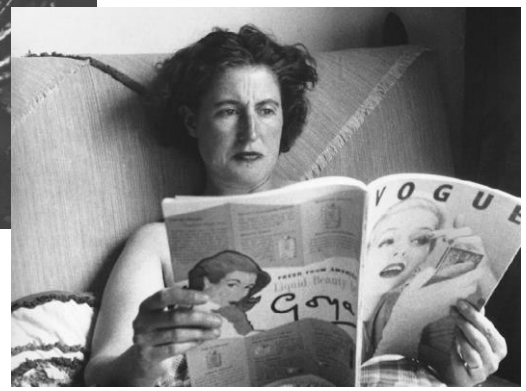
In This Section

- Our Story
- Alice’s Creative Inspiration
- Timeline

Our Story







I was raised with the sound of sewing machines around me. My great-grandmother, grandmother and mother all made their own clothes and home furnishings. Inevitably, both my sister and I were brought up in hand-made clothes.

Some of my earliest memories are of time spent with my grandmother. I remember falling in love with the gorgeous fabrics she used. Dressing up usually involved her beautiful collection of Liberty scarves. And every month we'd look through her Vogue, together.

I've always been fascinated not only with how fashion makes you look, but also how it makes you feel. So, after a career in music and television, I made the decision to combine my passion for fashion and fabrics with my love of yoga and Pilates. In 2002, Asquith was born.

When I launched Asquith, I chose natural fabrics, when only synthetics were available. I wanted to make women feel good in their activewear. To make elegant, natural, clothing with a beautiful feel, while minimising impact on the environment. I also wanted women to love the clothes so much they'd feel happy wearing them both on and off the mat. But, most of all, I wanted them to last. Fashion can be so disposable and wasteful.

Right from the start Asquith was founded on the principles of being kind to the planet and making women Feel Wonderful. I know that those three wonderful women, who taught me so much about style and fabrics, would be very proud to see those principles still pushing Asquith forward today.

Alice x

Alice Asquith
Founder & Creative Director

Alice’s Creative Inspiration

I always design thinking of women wearing their Asquith and feeling totally comfortable in themselves. In fact, I want them to be so relaxed they’ll forget they’re wearing Asquith at all — until that moment when someone stops and tells them just how great they’re looking.

Nature & The Natural World



My colour mantra is fresh, flattering and easy to wear. Colours need to look good on all skin tones. And my design inspiration is all about being fit for purpose and flattering.

My grandmother was a keen gardener. She encouraged me to appreciate the colours and beauty of flowers and plants. Nature continues to inspire me with her colour combinations. As the sun moves, the tides turn and the seasons shift, her palette is always repainting. It’s a constant wonder.

Art & Design



I also draw inspiration from art and design. The V&A, in London, is one of my favourite places. They have amazing fabrics, of course. But my inspiration for a recent print came from an 18th century English floor tile. At a photography display I loved the pictures. But not as much as the wall colour they were hanging on. That one went straight into the next collection.

Form & Function



I design clothes to be multi-functional. Your Asquith works easily with your everyday wardrobe, as well as for your yoga and Pilates.

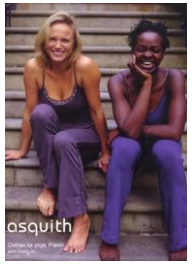
No matter how far you stretch, our natural fabrics stay opaque. Yet they’ll still feel amazing on your skin. I never compromise on this. My designs are elegant and under-stated. You’ll find elements in every Asquith item designed to show off your physical highlights, while minimising those you’re less keen on.

Timeline



2002

Alice launches Asquith on the day of her Grandmother's birthday — very poignant. Such a shame she wasn't there to see the birth of the brand she did so much to inspire.



2003

The cruise liner Queen Mary II first sailed, with Asquith selling on board.



2004

Asquith available in Harrods and Sandy Lane, Barbados.



2005

A childhood dream for Alice to feature in Vogue, her Grandmother's favourite magazine, is fulfilled.



2006

Asquith's first OM Yoga Show. The stand was so mobbed Alice ended up selling the sweatshirt off her back.



2007

In Monaco, Asquith launch a range with the Givenchy designer Pearl Watt. "The smartest and most elegant show ever", says Alice.



2008

We re-sourced for Bamboo and Organic Cotton fabrics. "I just knew it was our future".



2009

The new fabrics are an instant hit. Asquith launches in hotels and spas in Belgium, China, and Switzerland.



2010

One & Only Hotels take the range and the brand extends into Denmark and the Netherlands.



2011

The Autumn range is instantly picked up by 15 boutiques in the UK who really see its lifestyle potential.



2012

Alice is interviewed by The Ecologist magazine who love the ethos of the brand.



2013

All cotton is moved to Organic and the hand-feel of our Bamboo is improved.



2014

The Asquith Ambassador programme for yoga and Pilates teachers is launched. We launch in Japan.



2015

All production is moved to a fully ethical factory in Southern Turkey.



2016

Asquith's unique natural performance fabric Bambor® is born. Vogue include Asquith in an ethical fashion feature.



2017

Asquith's first catalogue comes out and is an instant hit.



2018

Our Turkish factory owner, Sahika, features as an Asquith 'Wow Woman' for her dedication to ethical issues and her workers. New, visually-driven website goes live.



2019

Our complete ethical audit goes live. Asquith launches in America.



2020

Our locked-down customers are given a stream of online yoga, relaxation techniques and good food ideas. The Asquith Edit magazine launches.

Our Customers

In This Section

- Customer Characteristics
- Holidays
- Hobbies



Asquith customers are women of all ages and sizes. They're better-off than average and cover both city and country living. Over 2,500 yoga teachers love Asquith.

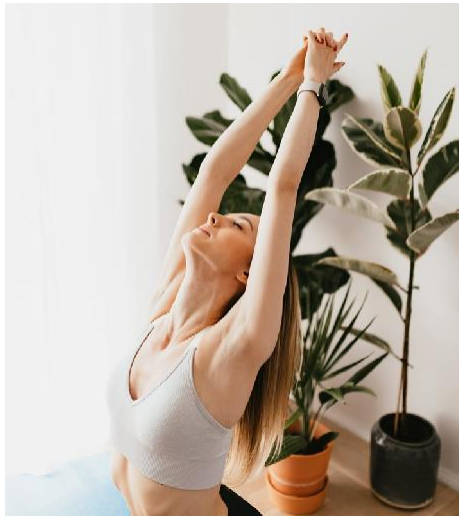
Despite their differences,
Asquith customers share certain characteristics…



Positive Energy

“I’m comfortable with what, who and how I am — but always looking to learn”

Our customer has a positive energy and is comfortable in herself. She likes Asquith because it performs brilliantly, helps her look good and feels soft on her skin.





Caring

“I want to make the world a better place for my family, my community and generations to come”

She cares deeply about being kind to the planet and her potential impact on future generations. Paying a little more for quality ethically made clothes makes her feel good.

Healthy living

“I live my life with energy and an appreciation for its simple joys”

She likes to live a healthy life and look after herself. Physical activity is central, be that yoga, fitness or getting out for walks in nature. Our clothes need to look good wherever she is.





Sharing

“I’m giving to others. And when I’m in need of a helping hand I feel connected”

She is part of a strong and diverse female friendship network and shares her time and care, generously. The best advocate for a new Asquith customer is an existing one.

Holidays

Where They Go



British Beaches: Cornwall, Devon, Norfolk
The Mediterranean: France, Spain, Italy, Portugal
Exotic Holidays: Indonesia, Bali, Nepal, Caribbean
Yoga and Wellness Retreats
City Breaks

Why They Go



Family holidays: Staycations with friends, family, Airbnb, rented house,
Skiing, Yoga retreat, Fitness Holidays, Villas in Europe
Exotic luxury destinations: The Maldives. Bali, The Four Season
Cultural Tours

Hobbies



Yoga / Pilates



An active lifestyle



Travel



Wellness activities and healthy living



Art & Culture



Dining out and socialising



Reading



Crafting

Market Overview

In This Section

Market Opportunities



Four big trends are all pointing to major growth potential for Asquith

The yogawear market is growing fast



The global yoga market size was $37.5 billion in 2019, and is projected to reach $66.2 billion by 2027. Within it, the global yoga clothing market size is expected to reach USD 47.8 billion by 2025.

The UK yoga and Pilates market rose by 6% in 2020 and is now worth £926 million.

Working from home is here to stay



25% of companies are saying that at least 10% of their employees will work from home permanently. And 86% of the UK's top employers are moving to hybrid working. That affects a million people and adds up to at least 100 million more 'home days'. This huge growth is also being fuelled by 'urban flight'. City life has lost its sparkle for many, and they're moving into rural and coastal areas. As better work / life balance is no longer a dream — it's fast becoming a reality for millions.

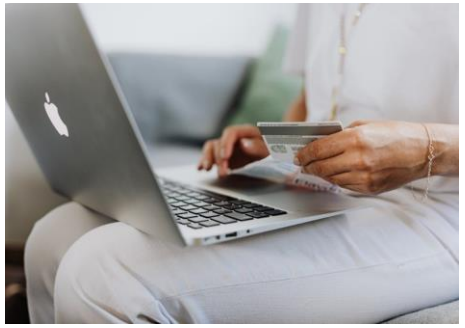
Buying with a conscience has had a big boost



The pandemic had a huge effect on the way many people think about fashion. Customers are more prepared to spend on brands with ethics behind them. And that's led to them experiencing the benefits of investing in high-quality pieces that are not only ethical but that are made to last.

Farfetch, the British luxury fashion platform, saw 'conscious' product sales rise 3.4x faster than the market average in 2020.

Online shopping channels are surging



The COVID-19 crisis has recruited new consumers to online channels. 43% of surveyed consumers who didn't purchase fashion online before the crisis have started using online channels. And that shift is unlikely to reverse, as nearly 28% of consumers expect to buy less at physical stores.

Indeed, recent data show that we have vaulted five years forward in consumer and business adoption of digital in a matter of months.

Sustainability



In This Section

- Our Three Key Fabrics
- Ethical Supply Chain
- Factory Focus
- Always Sustainable

We are committed to working with fabrics that have limited social and environmental impact, but also feel super soft against your skin and are unbelievably comfortable to wear.

Asquith uses three key fabrics. All three are tested for pilling, shrinkage and colour fastness by specialist laboratories.

Our fabrics are processed without the use of harmful chemicals in the dyeing and finishing.



Our Three Key Fabrics

Bamboo Viscose



Bamboo feels amazingly soft next to your skin. It's sustainable and environmentally low-impact. Bamboo grows faster — and absorbs more carbon dioxide — than hardwood trees. It needs no fertilisers or pesticides and uses very little water to grow and thrive.

Being naturally breathable and sweat wicking makes it ideal for activewear. While its resilience and durability keep it working for longer.

Asquith's bamboo fabric is Oeko-Tex certified. The dyeing and finishing uses no harmful chemicals, making it particularly good for sensitive skin.

Organic Cotton



Our organic cotton is also Oeko-Tex certified. Organic cotton is simply better for the environment. According to Pesticide Action Network UK, "cotton crops cover 2.4% of the world's cultivated land but use 6% of the world's pesticides, more than any other single major crop".

Removing pesticides reduces both water usage and water pollution. It increases bio-diversity, it's better for the soil and for the health of cotton-growing communities, too.

Bambor®



Our natural performance fabric. Alice invented Bambor® back in 2015. It's a unique blend of organic cotton, bamboo and a small amount of Elastane. It moulds to your body for unrivalled comfort and flexibility.

Bringing together the best qualities of our other two fabrics, Bambor® is super soft, naturally breathable and durable.

Ethical Supply Chain

Asquith fabrics and clothes are made in two factories.



London, United Kingdom
All of our collections are lovingly designed by us in our London HQ.



Izmir, Turkey
Our jersey collections are responsibly made in a lovely, GOTS certified factory in sunny southern Turkey. This means it is approved by the Global Organic Textile Standard, the world's leading textile processing standard for organic fibres, including ecological and social criteria, backed by independent certification of the entire textile supply chain.



Delhi, India
Our woven clothing comes from the home of colour — India. Our factory partners in Delhi have over 25 years of expertise. They're also Sedex certified, all employees work eight-hour days and no-one is under the age of 20.

Always Sustainable

As the original ethical activewear brand, Asquith can never stop moving. Our company growth is rooted in our ethical and earth-friendly ethos and it's a part of everything that we do.

We care deeply about how we make our collections and their impact on the environment. Our supply chain supports responsible production, from raw materials to our plastic-free packaging.

We are continually looking at ways to do better and it's a journey we're proud to be on.

Making Planet-Friendly Packaging



Asquith packaging is plant-based and plastic-free. The recipe for our garment bags is corn, sugar and potatoes. They're completely compostable and biodegradable.

Our outer mailing bags are made from paper from sustainable forests. For every tree used, two more are planted. Swing tags and cords are made from recycled and recyclable materials. And catalogues are, too.

Setting Targets to Stretch Ourselves



We're always exploring new, organic, ideas / methods that could lead to even less environmental impact. And that also applies to recycling. This really has to improve across the industry and we want to push this hard.

We're researching new, organic fabrics, including Lyocell and Tencel, that have less environmental impact. We're also sourcing an in-house sustainability expert. They'll be focusing on greater transparency in our supply chain, including our recycling programme.

Asquith's future plans on improving sustainability

We are:

- Researching new natural and sustainable fabrics which have minimal environmental impact including Linen and Tencel.
- Putting together a recycling programme and working with Sharewear.
- Sourcing a sustainability expert.
- Developing, implementing and communicating a clear corporate social responsibility strategy including:
  - Formalising Code of conduct/ ethical standards
  - Slavery and human trafficking statement
  - Publishing an environmental policy
  - Setting environmental goals.
  - Increasing transparency in supply chain
  - Publishing consumer facing sustainability reposts.

Caring & Sharing



In This Section

- With Customers
- With Charities
- Chakras at the core

With Customers

We care deeply about our customers and how they feel. We want to bring them into our world and offer more than just clothes.

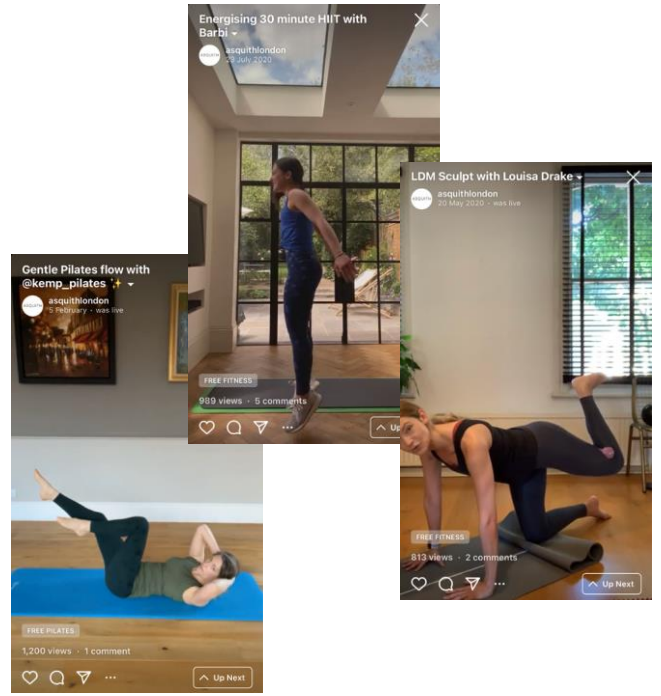
From free classes to competitions and inspiring interviews, here's how we show our customers that we care…

12 Days of Wellbeing



Broadcasting live wellness and creative classes on IGTV and Facebook Live as part of our 12 Days of Wellbeing initiative.

Live Video Classes



Providing support and inspiration throughout lockdown with a series of wellbeing and fitness classes broadcast live on IGTV and Facebook Live.

With Customers

The Wellness Checklist



We created the wellness checklist to help our customers stay well throughout lockdown. It's available for free on our blog and it was printed in every order throughout lockdown.

The Asquith Edit



Our seasonal magazine features recipes and recommendations from Team Asquith, plus interviews and things to do to keep you well. A magazine is sent out with every order.

Competitions



Each season, we host multiple data capture competitions and partner with successful, like-minded brands including yoga retreats, luxury hotels, high fashion and jewellery brands.

We also host regular competitions and brand collaborations across our social channels.

With Customers

Each season we interview women who we think are inspirational, aspirational and are doing good for people and the planet around them.

Here are some of our previous Wow Women.


Gabby Edlin


Dinny Hall


Michele Pernetta



Camilla Barnard



Angelica Malin


Natalie Lee


Niomi Smart


Elisa Withers


Jo Wood


Liz Earle


Sophie Conran


Megan Hine

With Charities

Each season we donate 5% of all profits from every purchase made on our website to charities who are making a real difference.

Taylor-Made Dreams

We were delighted to hear that Asquith had selected to support Taylor Made Dreams this year, wonderful news in what has been a very testing time for the charity and the world as a whole!

Raising awareness of the charity is priceless, and the very generous gift of receiving 5% of sales is so warmly welcome especially in these very challenging times.

It would be great to promote your incredible support in the new year, some much needed good news for all to share in.

Best wishes to you and your team, love light and laughter be yours this Christmas.

Suzi Mitchell
Taylor Made Dreams

ADAPTIVE YOGA LIVE

Thank you so much Alice!

This money will help us continue on our journey.

I'll keep you posted as to how we decided to allocate the funds but I suspect it will go towards streaming costs!

I truly appreciate you, and the entire Asquith team, for championing our charity and may the funds help kickstart our next steps!

Sincere thanks and I'll keep in touch.

Miranda
Adaptive Yoga

SamSpaces

Asquith is so much more than a fashion brand. Over the last four years, they have helped raise awareness for breast cancer, giving a focus to the many different areas including life after cancer support.

Asquith has included my online resource and support group, Samspaces, in their annual breast cancer awareness campaign during, Breast cancer awareness month. One year I wrote a blog about my own experiences of breast cancer, having had now four diagnosis in the last 12 years, and another year, we did a photoshoot of myself and one of the members of the support group and were interviewed about the importance of friendship, support and community.

Samantha Reynolds
Samspaces

Chakras Symbolism

Whenever the seven Chakras symbol appears in print and digital communications, they should be supported with copy to explain their symbolism and relationship to the Asquith brand ethos.

- Sahasrara
- Ajna
- Anahata
- Vishuddhi
- Manipura
- Svadhisthana
- Muladhara



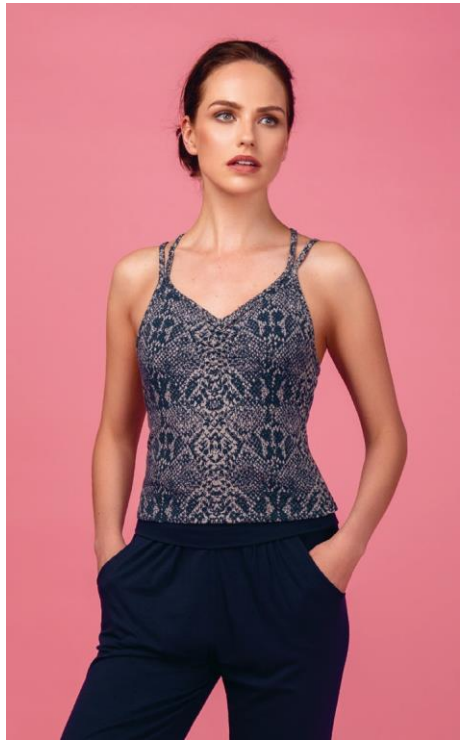
PR, Partnerships & Ambassadors



In This Section

- Press Quotes
- Influencers
- Brand Partners & Affiliates

Press Quotes



STELLA

"Yoga just got cooler"

Liz Earle Wellbeing

"Asquith is one of my favourite ethical sportswear brands. I love the Divine Pants, which are so breathable and stylish they can be worn day-to-day as well as when exercising."

STELLA

"The athleisure trend is still going strong — and with a look at Asquith's luxe range, it's easy to see why."

Women's Fitness

"Asquith's latest collection of versatile tops, bottoms and jumpsuits is made from super soft bamboo and organic cotton for an amazing fit and feel, so it's perfect for Pilates, lounging and living in."

PSYCHOLOGIES

"I have developed a real aversion to synthetic, shiny and overly tight yoga wear, so continually find myself going back to Asquith (London), whose organic cotton and sustainable bamboo clothes are super soft, comfortable and go up to a UK size 18-20 — conscious and inclusive."

INDEPENDENT

"So comfortable you'll never want to take it off..."

Women's Health

"Asquith's stylish yoga and Pilates gear is made from sustainable bamboo fabric, which is not only better for the planet, but light and breathable too."

STELLA

"If there's one teeny tiny silver lining to all of this, it's getting to wear comfy clothes all day. These are made from the softest bamboo — and can be dressed up come the summer, too."

Women's Running

"Flow With It Leggings are yoga leggings rather than for running, to be honest, though, these are so pretty and so comfortable, they've now part of my WFH uniform."

INDEPENDENT

"Ethical yogawear brand Asquith take their clothing seriously. You're not just investing in high-end yoga tees but also their principles."

Influencers

We work with a variety of Influencers to make sure that all of our customers feel represented. With a strong focus on ‘midi influencers’ who have highly engaged audiences and ensuring we include those who are plus sized and BAME.


@michellehopewell


@swedishgirlinlondon


@beautifuleveryday_uk


@angloyankophile


@adelaknox


@seenonsarah

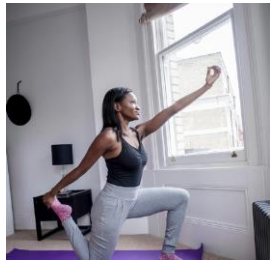

@jenliujones


@the_em_edi
t


@stylonylon


@rhitrition


@simplydeborah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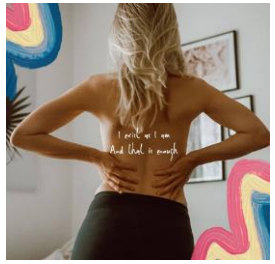
@ninabotzen


@thehumanmethoduk


@biancaffoley


@isthistooyoungforme


@saepilatesandfitness


@blueoilis


@beatriceturner


@zainabjalloh


@hollyrose.eco


@thefashionstylefile


@mrsmlmode


@chicatanyage

Brand Partners & Affiliates

Brand Partners



@lizearleme

We work with a selection of Brand Partners to help promote our collection including Liz Earle and a number of other notable names.

Affiliates



@stripeycoral

We work with a number of influencers and influential yoga and Pilates teachers as part of our affiliate scheme. Each affiliate gets a personalised code and at the end of the season they receive 10% of all profits made using this code.

Ambassadors



@marcieyoga

We work with a number of yoga, Pilates and fitness instructors per season. Our ambassadors wear our clothes, receive a code that they can share with their students and are included in our live classes and online activity.

ASQUITH

Feel wonderful®

For more information about the new collection,
please contact:
katherine@asquithlondon.com

Namaste.

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