ASPIGA LOVES

ISSUE 35



Aspiga Loves

For those of you that are new to Aspiga Loves, this is where we love to share some of our favourite things. From great books, playlists, TV shows and recipes to sustainability tips and loads more.

Sustainability is always at the forefront of our brand ethos; below are the pillars of our strategy:

SUPPLY CHAIN TRANSPARENCY | GIVING BACK | SOCIAL ADVOCACY | SUSTAINABLE MATERIALS | OFFSETTING EMISSIONS

Our news:

We are delighted to be shortlisted for 3 sustainable fashion awards, including Sustainable Brand of the Year, at the Drapers Sustainable Fashion Awards. We'll keep you posted!

I feel privileged to have just come back from a trip to Kenya visiting our wonderful Kenyan artisans, who make all of our beautiful handcrafted belts, sandals, dog collars and leads (it's always a highlight of my year). I also really enjoyed visiting Bluebells School (who we financially support) and taking part in the weekly beach clean! I'm looking forward to visiting our Indian suppliers in April.

Finally, we've moved! Come and see our new store at 320 King's Rd, London SW3 5ER.



Lucy wearing our Emmeline dress and our Tatu Heel Leather Sandals.

Spring Has *Sprung*

With brighter days ahead we're looking forward to wearing spring florals on rotation! Our bestselling Rosie blouse is the perfect 'throw on and go' addition to any wardrobe. The Rosie is guaranteed to put a spring in your step.







Rosie Blouse £90 Garden Jaal Blue/Green - Floral | **Remy Trousers £90** Dark Navy **| Leather Low-Top Trainers £105** White/Dusty Pink
Rosie Blouse £90 Floral Green/Pink

1

Find your spring *style*..



2



3



4

1. **Maeve EcoVero™ Dress £155** Ikat Blue/White
Tatu Heel Leather Sandals £65 White

2. **Izzie Embroidered Dress £200** Pale Blue
Classic Flip Flops £58 Bullet

3. **Billie Organic Cotton Dress £190** Wild Flower Buta
Blue/Green | Praia Hat £65 White/natural

4. **Billie Short Sleeve Dress £160** Clover White/Blue
Allegra Earrings (all) £37.50 Blue Sapphire

1



That *just landed* feeling



Givia High Heel £190
Champagne



Beaded Handbag £100
Pink



Pearl drop hoop earrings £37.50 Gold

2



1. **Emmeline Maxi Dress £180** Geranium Pink/White **Beaded Clutch £100** Pink/White | **Metallic platform heels £120** Champagne

2. **Emmeline Maxi Dress £180** Geranium Blue/White **Pearl drop hoop earrings £37.50** Gold

3. **Victoria Broderie Dress £210** Navy | Hot Pink | Clematis Vines Pink/Blue | **Beaded clutch £100** Champagne | **Long T-bar circle necklace £40** Gold **Dashi Sunglasses £49** Tortoiseshell

3



Planning ahead for a *greener* Easter

Whether you're hunting for chocolate eggs or setting the table for a family feast with seasonal florals, here's what we are coveting this Easter season.



Beautiful Blooms

Bloom and Wild is the perfect destination for sending your loved ones (or yourself!) a thoughtful gift, With a beautiful assortment of flowers and gifts you'll be spoilt for choice this Easter.

Organic Napkins

Made with organic cotton, our new hand block printed napkin collection is the perfect addition to any festive table. In a selection of vibrant prints and colours, our napkins have a pom pom fringe and come in packs of four.





Fighting Food Waste

Delicious and nutritious, these fruit and vegetable boxes from Oddbox contain tasty produce, plus hints and hacks to make your food last longer and go further!

Our knitwear *care guide*

We launched our Merino wool collection in response to your feedback, asking for stylish, sustainable knitwear, and it's wonderful to see so many of you wearing the collection out and about this season.

Follow our step-by-step care guide to ensure your knitwear stays looking good year after year.

STEP 1: Soak your garment

Turn your wool garment inside out, then hand wash in clean, lukewarm water, using a mild and gentle detergent. Allow to soak for a period of 10 minutes, with little to no agitation.

STEP 2: Remove excess water

Rinse thoroughly, firstly in lukewarm water, then finally in cold water. Use a gentle squeeze to extract excess water. The garment will still retain water, and will be heavy. Then roll the garment in a dry towel, to remove excess water. Do not spin in a washing machine.



STEP 3: Dry the item naturally

Allow the garment to dry in the air naturally. Do not use a tumble dryer. Do not line dry or dry on hangers, as this will cause knitted garments to stretch and lose their shape. Always flat dry wool jumpers or other knitwear. Carefully place your wet garment on a flat surface to dry.

TOP TIP: Comb, care, rewear

We suggest using our knitwear comb to keep your Aspiga jumpers free of piling, ensuring your cosy pieces will be bobble free and looking fabulous for longer.





This way forward
Celebrating B Corp Month this March

At Aspiga, we are proud of where our story began and where we are now. By shopping with us, you are investing in ethical and sustainable fashion that is made to the highest quality and designed to last.



LUCY MACNAMARA - ASPIGA

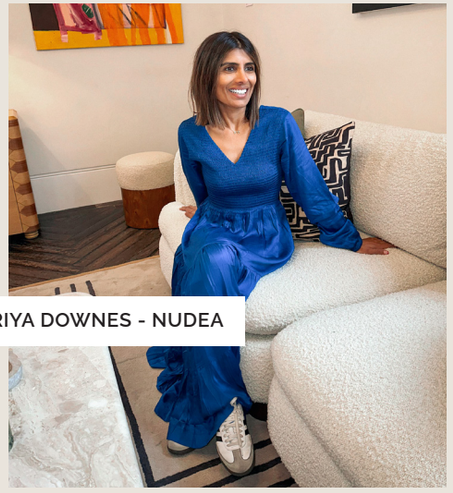
"Sustainability has been written into our DNA from day one and we were delighted to achieve B Corporation status in 2022, being one of the first UK fashion brands to have been awarded this status, with a high score of 98.9. The certification is a natural step forward for us as a brand, and we are incredibly proud to be part of a global community of like minded businesses.

To celebrate the start of B Corp month, we spoke with some inspirational company leaders about the importance of being part of the B Corp movement. These B Corp companies are committed to making a difference to both People and Planet."

"When we achieved our B Corp certification in 2021, it wasn't just a moment to pause but a signal of our ongoing dedication to being accountable for our impact on people and the planet. We recognise that B Corp status is not an end goal but rather a transformative way of thinking about and conducting our business. We hope to inspire other organisations not just in the Health and Wellness industry, but in all sectors to follow suit. From the outset, we've been on a mission to revolutionise the wellness market with our sustainability initiatives."



JO WOODHURST - ANCIENT AND BRAVE



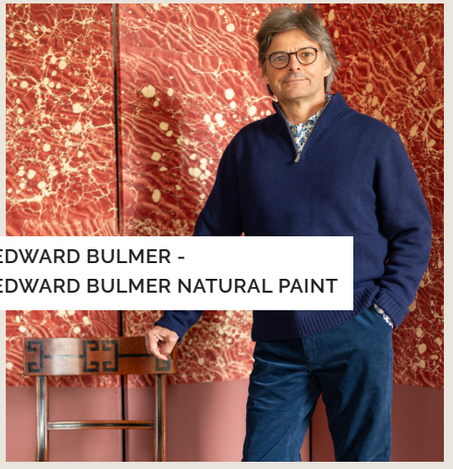
PRIYA DOWNES - NUDEA

"Being a B Corp keeps Nudea focused on driving bigger goals beyond just their day-to-day business. It comes with this idea of continuous improvement, and gives a sense of purpose and responsibility to the team. It inspires the businesses and even investors that Nudea work with to be better and improve their ways of working and move forward in a better way. Nudea are proud to be running a business with a purpose that goes beyond making a profit."

"I've always believed that business can be a force for good and the B Corp is an amazing company structure where businesses commit to think about the wider community impact of what they do, the environmental impact, impact on suppliers, workers and the community. We've always thought about those things at Evolve Organic Beauty and it's really fantastic to have the B corporation independent certification, I am really proud that we've achieved it."



LAURA RUDOE - EVOLVE



EDWARD BULMER - EDWARD BULMER NATURAL PAINT

"B Corp is setting the bar for the role of business in society. This is not just a 'nice to have' but now, it is a human imperative. Business is part of an eco-system – we take resources from the earth to make our product or enable our services and for humans to be here next century we need to give back in equal measure.

There are 2000 B Corp companies in the UK – but this is still less than .035% of all our companies, so it's time to raise our game and let B Corp show the way!"

Cornwall Beach Cleans

We are pleased to have been running Beach Cleans since 2019 and are thrilled to launch our new Cornwall Campaign. Come and join us!

We are delighted to have recently met the beautiful Milla Magee, who is in the National Finals of Miss UK (Good luck Milla! We'll keep our fingers crossed!) We love Milla's ethos and her passion for the environment, so together we are launching a beach clean campaign in Cornwall, to follow the success of our Kenyan and London River Thames cleans.









Milla kindly modelled some of our spring collection for us recently in Cornwall, including (top to bottom) our Striped Crew Neck Merino Jumper, our Ezra Dress and our super comfy Eco Beach Coat. Check out the beach clean locations below and visit us at **www.aspiga/pages/beach-cleans** for more information!

April -St Mawes, May - Trebetherick, June - St Ives, July - Trebetherick, August - Marazion, September - St Mawes



Tatu Heel Leather Sandals £65 White



Three Stone Ring £33
Turquoise



Azalee Sunglasses £49
Olive



Face Pads £15
Japanese Flower Marina Blue

Spring Gifting

We've rounded up the best gifts from our SS24 collection - perfect for those warmer days ahead!



Fleur Hoop Earrings
£30 Gold



Raffia Crochet Beach Bag £70 Natural

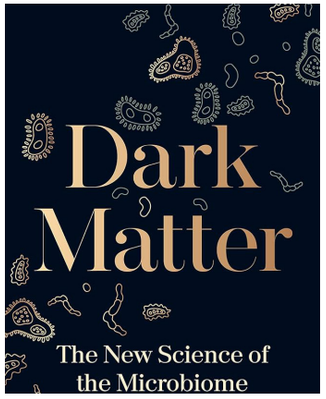


Kikoy Towel
£45 Lenha Pink



Toto Leather Belt
£65 Pink/ Red

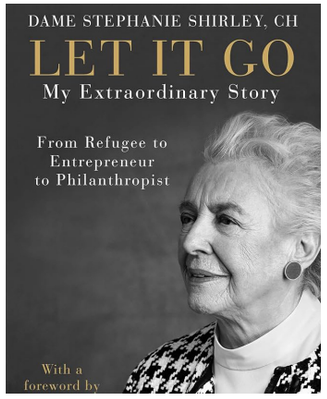
What we're *loving* this month



BOOK
Dark matter: The New Science of the Microbiome

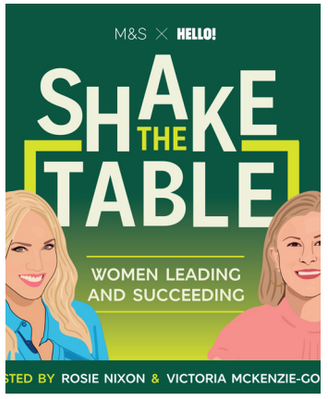
In this mindblowing book, scientist and surgeon James Kinross explains how the organisms that live within us have helped us evolve, shaped our biology and defined the success of our species.

From a world-leading microbiome scientist and surgeon with over two decades of experience comes Dark Matter - the definitive book on the science of the microbiome and how unlocking its potential can protect our health, our immunity and our planet.



AUDIO BOOK
Let it go: My Extraordinary Story by Dame Stephanie Shirley

Let It Go charts a trailblazing career as an entrepreneur and an incredible personal story. In this moving memoir, one of the most inspirational women of our times tells her own uplifting story and explains why giving her wealth away – letting it go – has brought her infinitely more happiness and fulfilment than acquiring it in the first place.



PODCAST
Shake the table by Rosie Nixon and Victoria Mckenzie-Gould

Launched on International Women's Day, Shake The Table is an empowering new podcast inviting listeners to hear from some of the UK's most inspirational, powerful and collaborative women who lead and succeed.

Each episode will feature an in-depth conversation with women from across the spectrum of entrepreneurship, retail, politics, and innovation. Guests include Davina McCall, Floral Street founder Michelle Feeney, Tessy Ojo CBE and our very own Aspiga founder, Lucy Macnamara.



EXPERIENCE
The Village, a spiritual online lifestyle platform

The Village is a spiritual virtual lifestyle platform, which brings together a diverse array of spiritual practitioners from around the world. With a wide variety of offerings including healings, meditations, workshops, readings, storytelling, and sustainable shopping, The Village encapsulates a holistic approach to well-being. Recently, we were privileged to host Sjoukje and Megan from The Village at our Press Event where they offered Tarot Card readings and Spiritual Healing sessions which our guests loved!



WHERE TO STAY
1 Hotel Mayfair

We recently did our VIP Press Event at 1 Hotel, it's truly one of our favourite places and the beautiful surroundings were the perfect compliment to our SS24 collection. Nestled next to Green Park, the reclaimed timbers, flourishing greenery, and hand-chiseled stones of this sanctuary echo it's unique surroundings.

The hotel was designed to be an urban oasis, giving you a unique opportunity to reconnect with nature in the heart of the city. From the moment you approach the building covered with thousands of living plants, to the time you spend in your room —each mindful material tells a story of the beauty and vulnerability of nature.

This really is a must stay for your next visit, or as a staycation treat!

Do you follow us on Instagram?

Follow us **@aspigalondon** for all of the latest updates from our Founder, Lucy, from new product launches to style tips and more.

We also love seeing how **you** wear your Aspiga pieces and accessories, so don't forget to tag us with **#MyAspiga**.



@elizabatten in our Tabitha Dress with her grandmother in our Etti Dress and her mother in our Guadalupe Maxi Tunic



@nickichappers in our Stretch Corduroy Single Breasted Jacket Cornflower Blue



@aliclose wearing our Theresa Pink Cord Jacket and Charlie Corduroy Trousers



from the kitchen of ROSE FERGUSON

Rose Ferguson is one of our favourite nutritionists and we love her mouthwatering and delicious recipes. One of our favourites has to be this delicious pancake recipe which we are making on repeat. Perfectly light and fluffy for Spring, we are sure it will become your go to breakfast treat.



INGREDIENTS:

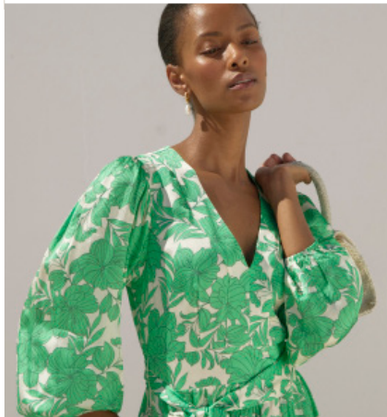
2 eggs . 3 tbsp of coconut flour . 1 tsp of gluten free baking powder . 1 tsp of vanilla paste . 150 ml coconut milk

METHOD:

Blend the pancake mixture together and let it set for around 20 minutes. Make the coulis by adding blueberries and 1/2 a lemon juice to a pan on a low heat. Stir until the right consistency. Add 3 tbsp of batter for each pancake into a pan and fry until golden on both sides. Pair with blueberry coulis and coconut yoghurt.

SERVE WITH:

1/2 cup of blueberries and 50g kefir yoghurt.



Follow us on Facebook and Instagram for effortless styling tips and to shop our sustainable collection

WWW.ASPIGA.COM | @ASPIGALONDON

Our Stores

Come and visit us at:

LONDON, KING'S ROAD
LONDON, NORTHCOTE ROAD
MARLBOROUGH
ST. IVES
ST. MAWES
STOW-ON-THE-WOLD
TREBETHERICK
WINCHESTER
WINDLESHAM
HASLEMERE
OUTLET - WILTON, WILTSHIRE
HOLETOWN, BARBADOS

For address details and further store information, please scan here:



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www.pefc.co.uk

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The carbon emissions produced from making this paper have also been offset through the World Land Trust's Carbon Balanced programme, which protects tropical forests under imminent threat of deforedtation and degradation.

Trustpilot

'Received two items, beautifully wrapped and quick delivery. The fabrics and design are beautiful quality. Hope to buy from Aspiga again' - **Jen F**

recycle