

Batch LDN switches to local manufacturing in quest for sustainability

It is the latest in a series of clothing brands moving manufacturing back to the UK.

By Martin Assmann



Photo of the latest collection of Batch LDN

The high-fashion brand Batch LDN has become the latest local clothing line to move manufacturing to London, in a push to become more sustainable.

Batch LDN has become a fast growing fashion brand in London within 18 months since their first batch launching. It has sold out its last three batches and is aiming for yearly growth of 500%, according to Sam Matanle, the director and co-founder of the company.

“We are on a mission to slow fashion down, and making individuals care about what they wear,” he said. Moving manufacturing wasn’t easy though, as he explains: “A lot of the skillset in fashion manufacturing was lost when it moved abroad. But there is a resurgence happening now.”

This comes as part of a wider trend in the London fashion industry, as sustainable fashion is expected to more than double in value from \$6.5 Billion to \$15 Billion in 2030 according to The Roundup.

Brands like Deploy and Alice Temperley have already moved parts or all their manufacturing back to the UK and more are expected to follow.

Denise Phyla, a representative from clothing store chain Psylo Fashion, sees this trend already impacting local clothing stores and says: “Sustainable Clothing is extremely popular right now. [Clients] have high demand for it in our stores.”

According to numbers from the World Economic Forum, the fashion industry produces more carbon dioxide through the production and transport of clothes, than international flights and global shipping do together.

This issue has been at the centre of Batch LDN from the start, Matanle says, as they pre-sell their batches and only make as many suits as they get orders for. Doing so, they manage to remove most waste from their production.

These decisions are not only for sustainability though, as Matanle believes that clients will notice, and value clothing made locally over clothing which is not.

“It is a nice feature to support local craftsmanship. People know that you can’t mistreat your labour force in the UK, and they appreciate that,” he says.

Batch LDN is releasing its next batch November first. It will be the first one fully manufactured in London.