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# Emirates Official Store collaborates with Joseph & Alexander on 'father and son' sustainable fashion label

BY [LAURA TURNER](#)

**Emirates Official Store** is launching Emirates Landing, a limited-edition 'father and son' sustainable fashion label, **Joseph & Alexander**.

The collection uses recycled fabric derived from plastics found in the oceans. It also features sustainable designs.

Unquestionably the shorts are a departure from the airline's traditional red colour palette. The shorts collection feature light blue and turquoise shades to mimic the oceans.

Commenting is David Staff, manager of merchandising for Emirates Official Store. "Our collaboration taps into the growing community of fashion-conscious consumers who want more sustainable and positive impact on the environment.

"At Emirates Official Store, we are already taking steps to use sustainable materials in our plastic-free products, as well as packaging made of recycled materials. Our focus on sustainability is a commitment and proactive leadership in environmentally efficient air travel."

Joseph & Alexander's founder, Alana Sorokin, feels the Emirates collaboration provides a platform to "wake up", unite, and start tackling sustainability issues head-on.

"Creating clothing that really has something to say was part of our strategy to incite more sustainable practices."

"The Joseph & Alexander and Emirates shorts tell a story, encouraging an educational conversation around sustainable practices."

## About Joseph & Alexander

Joseph & Alexander provides fashion with a conscious. Specialising in childrenswear, s  
conscious pieces seek to inspire the imagination and also provoke curiosity.

Critical world issues and championing environmental action are at the heart of the br  
“educational conversation”.

Operating consciously, every collection depicts awareness-raising narratives of minir  
and having fun whilst doing so.

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