# Blenheim Palace to host second sustainable fashion show highlighting upcycling and climate change



Blenheim Palace is set to host a sustainable fashion show on October 1, marking the second event organised by Cherwell Collective as part of the broader initiative promoting sustainable practices in the fashion industry. This year's event follows the success of last year’s “Re:Fashion” show, which Dr Emily Connally, founder of Cherwell Collective, describes as one of the cultural highlights for Oxfordshire in 2024. Last year’s show emphasized the serious carbon footprint associated with traditional fashion practices, and Connally aims to build upon that awareness this year with a theme titled “Ripples of Change.” She emphasises that individual acts of reuse and upcycling are vital in creating a larger movement towards sustainability, stating, “together, we become the ocean, an unstoppable force of collective change.”

The fashion show will unfold in the ornate orangery of Blenheim Palace, a UNESCO World Heritage site near Woodstock. A spokesperson from Cherwell Collective noted that this historic setting underscores the luxury that can be achieved through thoughtful, sustainable fashion. The event will feature collections that incorporate reimagined textiles as well as innovative materials, including biodegradable options and recycled plastic. This focus aligns with Cherwell Collective’s broader mission through their Waste Innovation for Sustainable Habits project, which aims to educate the public about the environmental repercussions of clothing production and consumption.

In addition to the runway presentations, the event offers early bird VIP tickets that promise a premium experience, including the best runway seats, a pre-show drinks reception featuring live music, and opportunities for networking with local celebrities and professionals. The VIP reception will also include a professional photoshoot against the stunning backdrop of Blenheim Palace and a nature trail in collaboration with the Thames Valley Environmental Records Centre. An exclusive fashion auction post-show will showcase innovative pieces from designers dedicated to sustainability, highlighting the collective's commitment to upcycled and reused materials.

The event is further supported by more than ten local sustainable designers, such as Oxfam and The Ballroom Emporium. Oxfam, in particular, is participating as part of their “Second Hand September” campaign, which promotes the accessibility and desirability of preloved clothing as a viable alternative to fast fashion. During a recent interview, CEO Halima Begum referred to this time of year as “the most exciting time,” reflecting on the increasing momentum behind sustainable fashion initiatives.

This evolving dialogue around sustainability will continue with the “Carbon Cost of Fashion” exhibition, open from September 23 to 27, that will accompany the runway show. This interactive exhibit will educate visitors on the impact of fast fashion and inspire them to adopt more sustainable practices in their own lives. Cherwell Collective is still on the lookout for additional local designers and models, specifically encouraging diverse applicants, thereby underpinning the inclusive ethos that defines their initiatives.

As this year’s sustainable fashion week approaches, it becomes clear that events like the one at Blenheim Palace are not just about style; they are at the forefront of a growing movement towards ethical consumerism and environmental responsibility, fostering community engagement and raising awareness about the urgent challenges posed by the fashion industry.

## Reference Map:

* Paragraph 1 – [[1]](https://www.oxfordmail.co.uk/news/25201972.blenheim-palace-host-sustainable-fashion-show-october/?ref=rss), [[3]](https://www.oxfordmail.co.uk/news/24575111.blenheim-palace-set-host-sustainable-fashion-show/)
* Paragraph 2 – [[1]](https://www.oxfordmail.co.uk/news/25201972.blenheim-palace-host-sustainable-fashion-show-october/?ref=rss), [[5]](https://www.experienceoxfordshire.org/impact-of-fast-fashion-exhibition-and-sustainable-runway-show-to-feature-at-blenheim-palace-during-sustainable-fashion-week-2024/), [[7]](https://www.cherwellcollective.com/)
* Paragraph 3 – [[2]](https://www.blenheimpalace.com/whats-on/events/re-fashion-show/), [[4]](https://www.bbc.com/news/articles/cy7643el5jpo), [[6]](https://www.sustainablefashionweek.uk/oxford)

Source: [Noah Wire Services](https://www.noahwire.com)

## Bibliography

1. <https://www.oxfordmail.co.uk/news/25201972.blenheim-palace-host-sustainable-fashion-show-october/?ref=rss> - Please view link - unable to able to access data
2. <https://www.blenheimpalace.com/whats-on/events/re-fashion-show/> - Blenheim Palace is hosting the Re:Fashion Show on Tuesday, 24th September 2024, as part of Sustainable Fashion Week. The event will take place in the Orangery Restaurant and will feature over 20 local designers, including Oxfam, showcasing sustainable outfits made from recycled and upcycled materials. The show aims to celebrate local artistry in rethinking materials to divert them from landfills and is set to be a joyous evening with music and food alongside the main entertainment. Tickets range from catwalk seating to VIP tables and can be purchased through Eventbrite.
3. <https://www.oxfordmail.co.uk/news/24575111.blenheim-palace-set-host-sustainable-fashion-show/> - Blenheim Palace is set to host a sustainable fashion show and exhibition in partnership with Cherwell Collective, Oxford's hub for Sustainable Fashion Week. The exhibition, titled 'Carbon Cost of Fashion', will be open from Monday, 23rd September to Friday, 27th September 2024, at The Stables Café in the palace. It will showcase the stages of textile production, the impact of fast fashion, and how visitors can use sustainable alternatives. The sustainable fashion runway show will take place on Tuesday, 24th September in the Orangery at Blenheim Palace from 7.30pm to 10pm, featuring more than 20 designers, including Oxfam, showcasing outfits made from recycled materials or upcycled clothes.
4. <https://www.bbc.com/news/articles/cy7643el5jpo> - A sustainable runway fashion show is highlighting the challenges faced by the industry to be more green. The event in Blenheim Palace’s historic Orangery in Oxfordshire will feature more than 20 local designers. Among those taking part is Oxford-based charity Oxfam, as part of its Second Hand September campaign, that highlights the availability of preloved clothing as an alternative to fast fashion. CEO Halima Begum called it their 'the most exciting time of the year'.
5. <https://www.experienceoxfordshire.org/impact-of-fast-fashion-exhibition-and-sustainable-runway-show-to-feature-at-blenheim-palace-during-sustainable-fashion-week-2024/> - Blenheim Palace has partnered with Cherwell Collective, Oxford’s hub for Sustainable Fashion Week (20th to 29th September 2024), to debut an interactive exhibition which examines the impact of fast fashion as well as a live runway show. From Monday 23rd to Friday 27th September between 10am and 5pm at The Stables Café in Blenheim Palace, visitors can experience the 'Carbon Cost of Fashion' exhibition chronicling the impact of fast fashion. The runway show will feature more than 20 local designers, including Oxfam, who have created sustainable outfits from recycled and upcycled materials.
6. <https://www.sustainablefashionweek.uk/oxford> - Sustainable Fashion Week (SFW) in Oxford, hosted by the Cherwell Collective CIC, is scheduled from 23rd to 29th September 2024. The programme includes exhibitions, a runway show, a clothing swap, and a workshop. The 'Carbon Cost of Fashion' exhibition will be displayed at Blenheim Palace from 23rd to 28th September, showcasing textile industry change through the ages and helping visitors understand how to be part of the solution. The 'Re:Fashion Show' is a luxury sustainable runway event showcasing innovative local designers and artists diverting materials from landfill, taking place on Tuesday 24th September from 7.30pm to 10pm at Blenheim Palace.
7. <https://www.cherwellcollective.com/> - Cherwell Collective is a multi-award-winning, female-run, grassroots community not-for-profit collective that reduces loneliness and promotes social equity and well-being through climate action. They empower those in their local community who, due to social, financial, or medical inequities and exclusions, believe that reducing our impact on the climate is beyond their reach. Their aims are to reduce waste and facilitate a circular economy to make the most of resources available; to increase collective knowledge through skills sharing and education; and to build a sustainable future for their community together.