

## Help Refugees Choose Love T-shirt at ASOS

At ASOS we focus on fashion as a force for good, inspiring our customer to express their best selves and achieve amazing things. We engage with our customer on issues we know they care about and give them the opportunities to do something about them.

Help Refugees have teamed up with Katharine Hamnett to create a unisex Choose Love T-shirt – a reinvention of Hamnett’s iconic 80s slogan tees and from next week ASOS will be the exclusive fashion retailer of the Help Refugees Choose Love t-shirt and will donate 100% of the profits to Help Refugees.

These t-shirts help raise funds and awareness for people caught up in the refugee crisis.

Almost two years ago three friends came together and started a hashtag with the aim of raising £1,000 for refugees in Calais, France. In just over a week they had raised £50,000 and were receiving nearly 7,000 packages of donated goods every single day. Thanks to the movement’s incredible volunteers and supporters, Help Refugees are now the largest facilitator of grassroots aid in Europe – funding projects on the frontline in France, Greece, Italy, Serbia as well as Turkey, Iraq and Syria. But this crisis is not over and it will not end soon, so join us and Choose Love to make a difference.

‘Choose Love is at the core of everything we do. We can talk about politics and the reasons for the crisis endlessly, but the fundamental thing that drives us is: if you see someone without food you should help feed that person, if people are cold we should help them be warm. If we all had love at the heart of every decision, the world would be a better place.’ - Josie Naughton, Co-founder & CEO, Help Refugees.

Every single refugee is a human being. They are mothers, fathers, brothers and sisters. You don’t need permission to make a difference, Choose Love in the face of certain adversity.

The Help Refugees Choose Love T-shirt will retail at £19.00.

For further information or imagery please contact, Stephanie O’Reilly, ASOSSenior PR Manager

### Editor’s Notes

65.3 million people have now been forcibly displaced. That’s one in every 113 people on earth. There are over 21.3 million refugees, more than half of which are under the age of 18. In September 2015, EU states committed to relocating up to 160,000 refugees from Italy and Greece within two years. They are currently on track to relocate just 40,000 by the deadline in September. With no safe routes available for refugees trying to reach the UK by boat, a record number of deaths (1,332 in 2017) have been recorded. These are not statistics or figures difficult to comprehend.



### ABOUT ASOS

ASOS is a global fashion destination for 20-somethings. We sell cutting-edge fashion and offer a wide variety of fashion-related content, making ASOS.com the hub of a thriving fashion community. We sell over 85,000 branded and own-label products through localised mobile and web experiences, delivering from our fulfilment centres in the UK, US and Europe to almost every country in the world.

We tailor the mix of own-label, global and local brands sold through each of our eight local language websites: UK, US, France, Germany, Spain, Italy, Australia and Russia.

ASOS’s websites attracted 127 million visits during February 2017 (February 2016: 106 million) and as at 28 February 2017 it had 14.1 million active customers (29 February 2016: 10.9 million), of which 5 million were located in the UK and 9.1 million were located in our international territories (29 February 2016: 4.3 million in the UK and 6.6 million internationally).

### ABOUT HELP REFUGEES

Help Refugees fill gaps left by governments and large NGOs, empowering local communities and refugees to deliver food, shelter, medicine and sanctuary to those in need. They respond to the genuine needs of refugees and displaced populations in a fast and flexible way. Their work has reached over 600,000 beneficiaries in just under two years.