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Stay Grounded this Black Friday

1 message

PURIFIED <enquiries@purified.eco>
To: Charlie Kitcat <charliekitcat1@gmail.com>

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Hi CharlieKitcat,

I'm sure you have been given an influx of cheap deals for Black Friday. We ask what is the true cost of these deals?

- X** - It's the time for panic buying and swift returns.
- X** - The time for purchases that perpetuate the cycle of limited use and throwaway fashion.
- X** - The time a deluge of toxin-heavy products are sold before seeping into the Earth's soil.
- X** - A celebration of overconsumption puts a heavy strain on our ecosystem, depleting natural resources and creating a rise in carbon emissions from transportation.

But we get it. After all, we're human, at a time when every purchase needs to be considered, it is often only through moments of heavy discounting we can find those great value deals. For sustainable brands, that often comes at a price, it can be an opportunity to be more accessible for those who may not be able to consider the "good for the planet" option regularly.

That's why we're offering you an easily accessible, fashion-forward, planet-focused alternative.

- ✓ - An alternative that gives you time to consider and steers you away from panic buying products you don't really need.
- ✓ - An alternative that fights the cycle of throwaway fashion.
- ✓ - An alternative that returns to Earth and enriches the soil after final wear.

That's why PURIFIED are offering a 30% discount on our zero-plastic ABACA, HEVEA and Walden shoes over Black Friday until the end of the year.

Having only launched 6 months ago, the PURIFIED movement is growing, even finding itself on the feet of the future King ([Here](#)). However, we are only just starting, and now is the time to grow our message. By making our prices more accessible, we give you a conscious solution to the sales period, that helps spread the Zero-Plastic movement.



Still Not convinced?

5% of every sale over this period will be donated to Dirt Charity. This charity seeks to turn fashion into a climate solution by providing a path to grow fashion crops in a way

that regenerates soil, instead of spoiling it. You can read more about them [here](#).

The Black Friday sale doesn't have to damage our planet. Instead, we can revitalise it. Together.

The PURIFIED movement has begun. So why don't you come along?

SHOP NOW

BEST SELLERS

Here are our best sellers below. From the Abaca Low Ecu to the Walden multi, your new PURIFIED trainers await.

Abaca (Low) - Ecu / Gum

£90.00

[Shop now](#)



Walden Black / Gum

£130.00

[Shop now](#)



Hevea - White / White

£105.00

[Shop now](#)



FROM THE EARTH FOR THE EARTH



We do things differently around here:

- **100% Plastic-Free:** Our shoes are made entirely from natural materials. They are in sync with the planet and can return to Earth safely at end of life. Providing soil nutrients that help plants grow.
- **Ethical Production:** Crafted in Portugal with fair labour practices. Made by local artisans with decades of knowledge to provide ultimate comfort.
- **Innovative Materials:** We work with top innovators in biomaterial design and use pioneering materials like MIRUM™ and PLIANT™ for a sustainable future.

SHOP ALL



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