

Introducing SplashMap Knot Wraps

#WhatsInMyBag



From July 2016, Lush will be coming together with SplashMaps to launch five limited edition SplashMap Knot Wraps (£20 each) with maps of the most popular European city break destinations: London, Rome, Paris, Amsterdam and Berlin.

Unlike paper maps, these washable, wearable fabric maps are easy to fold and won't fall apart in the rain. You can even wear them as a scarf or use them to wrap your Lush soap, shampoo bars and solid hair and body conditioners - ready to pack in your carry-on luggage. Perfect for short city breaks when you can't squeeze in all your liquids!

Designed with tourists in mind, each SplashMap Knot Wrap is clearly printed to make it easier to navigate your way around an unfamiliar city. They are also made from Greenspun fabric, which is manufactured from 100% recycled PET plastic bottles, reducing landfill and plastic waste.

Available exclusively from lush.co.uk and Lush London shops from July 2016.

Further information on SplashMaps:

SplashMaps are the brainchild of the former Innovation Officer at Ordnance Survey, and they're inspired by wartime maps which were printed on parachute silk. During World War II, RAF pilots and Special Forces used these silk escape and evasion maps because, unlike paper, silk is quiet, doesn't rustle and is easy to hide or sew inside clothing. They were even smuggled into prisoner of war camps to help troops find their way home.

Further information on Lush Knot Wraps:

Knot Wraps are inspired by the ancient Japanese tradition of furoshiki, the art of wrapping in fabric. Our decorative fabric squares make gifts extra special — they're a versatile and environmentally-sound alternative to wrapping paper and sticky tape, and they can be tied in lots of creative ways to make your gifts look gorgeous. Once unwrapped, they can be used again to wrap more gifts, or up-cycled as accessories, wall hangings ... and now, even maps.

For further information or imagery please contact elizabeth@lush.co.uk