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**Zero Point Million**

**Fulfil your new year, new style promise!**

Zero Point Million’s exclusive new half belt holds no half-truths when it comes to expressive, interchangeable style for a season of casual partying.

Offering a totally new, disruptive concept in accessorising outfits easily, ethically, and affordably, the half belt takes sustainable fashion in a fresh direction – from waste to waist in fact – and is sure to shift fashion’s focus in 2022.

A new kind of recycled fashion that’s updatable and interchangeable, the half belt’s sleek design features an innovative button and loop buckle which secures a customisable strap part way round the waist before doubling back into a sassy signature drop.

With limited edition collections available and artist collabs on the cards for future drops and releases, there will always be new designs and a fresh look for independent and expressive style.

In an age of fluid, ultrafast fashion, there’s no compromise on social values or environmental principles either. All straps are created exclusively from recycled and waste materials, produced from a range of items including micro-plastics, ghost nets, plastic PET bottles, textile scraps and even used carpets.

And with the usual flood of ‘new year, new me’ Insta posts just around the corner, maybe this could be the Christmas gift that finally fulfils that new sought-after style. After all, Santa himself is a big fan of belts and buckles.

Zoe Keay, Director of Zero Point Million said: “With trainers, bags and caps now being the norm, we need a new approach to expressing ourselves.

“The half belt is a totally new way of accessorising any outfit without compromising on individuality, sustainability or social conscience. It’s giving someone the gift of standing out from the crowd.”

Zero Point Million’s own social conscience means it’s also keen to gift something back too, so is extremely proud to be officially supporting two charities – [Ditch the Label](https://www.anti-bullyingalliance.org.uk/), an anti-bullying alliance for Gen Z and [Healthy Seas](https://www.healthyseas.org/), which tackles the ghost fishing phenomenon responsible for the needless death of marine animals.

Zoe added: “In a world where ever-changing social trends and fast fashion has an increasing impact on people’s lives, it’s important to us that we give something back both socially and environmentally and Ditch the Label and Healthy Seas are the perfect fit for our brand and passionate about causes close to our hearts.

“We’re also really pleased to be working with some of the leading names in future fabrics on these innovative new collections including Waste2Wear, Econyl, Newlife, E-Ultra, Pinatex and Desserto.”

Halfbelt Sets; Strap, Button & Loop Buckle £39.99

Button & Loop Buckle duo £29.99

Straps as singles £19.99

<https://zeropointmillion.com/>

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