



**London Fashion Week's DiscoveryLab To Present**  
**BAD HABITS' New Unisex Collection**

**LONDON, UNITED KINGDOM** - BAD HABITS is releasing a new sustainable and gender-fluid collection timed with its participation with London Fashion Week's returning DiscoveryLab. This year DiscoveryLab is collaborating with DAZED to present rising designers hand-selected by the British Fashion Council, including BAD HABITS founder and designer, Porscha Hill.

Bad Habits will showcase a fiery, energetic volcanic-inspired unisex collection, featuring sustainable fabrics and a range of vibrant colours. Much like volcanic eruptions, an inspiration behind the collection, the process of colouring fabrics naturally provokes a beauty and energy that can be remarkably unpredictable resulting in a range of vivid tones, such as green indigo with rust-like features to explosive orange, soft pink hues and golden yellows.

The 17 piece collection with its eco-chic vibe and gender neutral charm will be presented in digital form through DiscoveryLab on 11th June. The video presentation will highlight the details and strong lines of each piece in the collection as well as fabrics that include Supima cotton, Hemp Twill, and Organic Cottons.

"I wanted to provide versatility and a sense of comfort with this seasonless collection. My intention is for you to focus on the journey of each piece where the colours tell a story." says Bad Habits founder and designer, Porscha Hill.

Bad Habits continues to produce and support the creation of sustainable clothing with most recently experimenting with non-dyed pieces using materials such as Pure Hemp Linen made of 100% Organic Hemp and a water-proof fabric made of 100% PVC Coated Cotton. As the brand continues to make their mark and evolve in the fashion space, their goal to design ethical and inclusive pieces remains steadfast.

*Watch BAD HABITS DiscoveryLab presentation on 11 June at 12:50 - 12:59 BST -*

<https://londonfashionweek.co.uk/schedule/730/discoverylab-presents-bad-habits-london-in-collaboration-with-dazed>

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[www.badhabitslondon.com](http://www.badhabitslondon.com)

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**About Bad Habits London**

'Breaking Bad Habits' is Bad Habits mantra, and since launching the brand, it has been at the forefront of everything we do. Imagine an experience where all of your surroundings were filled with fresh air, organic goods, and positive intentions. Bad Habits London is the first step into entering that world of affairs. The critical factor is Sustainability all the way around. The efforts put forth rely on the verification of all materials and manufacturing. We explore every area of organic goods to ensure we are providing the best quality around town. Preserving our planet and sustaining our resources mean the world to us.

Founder Porscha Hill has first-hand industry experience, and her personal ethos is to innovate and redefine how people shop, challenging fast fashion. Bad Habit's values run through every decision made: Innovation, Communication, and Community.