

TRAINLINE AND CHRISTOPHER RÆBURN LAUNCH LIMITED EDITION *TRACK-SUIT*

- Trainline has partnered with sustainable fashion brand RÆBURN to design a limited edition *track-suit*, inspired by train-seat patterns
- Research shows that nine out of ten (90%) 18-30-year-olds say they would be proud to switch to train travel
- The *track-suit* invites travellers to show off their pride in choosing train over other, less sustainable travel options
- The limited run of *track-suits* is available to purchase now, with all proceeds donated to WWF: shop.wwf.org.uk/chamberlain

Thursday 1st December, 2022: Trainline has partnered with RÆBURN to create a bespoke *track-suit* inspired by the prints found on train seats across the UK. The *track-suits* have been launched by dancer, presenter and content creator Perri Kiely who was the first to wear the design.

Research by Trainline reveals that two-thirds (68%) of 18–24-year-olds believe that being seen to follow a sustainable lifestyle is a ‘badge of honour’. In response to this, the *track-suit* has been designed to give travellers a way to demonstrate their pride in choosing to travel by train, which creates 70% less CO2 on average compared to travelling by car.

As a founder of a brand empowering sustainable choices, British fashion designer Christopher Raeburn is known for reworking surplus fabrics to create his designs. For this collaboration, Raeburn created a bespoke moquette, taking inspiration from the bold graphic patterns seen on train seats across the UK.

The limited run of *track-suits* has been made using ‘deadstock’ material, and have been created and produced to ensure minimal impact on the environment.

Nine out of ten (90%) 18-30-year-olds say they would be proud to switch to train travel, leading half (49%) to switch to travelling by train instead of another mode of transport – for example plane or car - at least once in the last 12 months.

The bespoke *track-suit*, created by Raeburn and Trainline provides a creative way for Gen Z to showcase their eco-credentials.

Trainline has chosen to donate 100% of the proceeds from this partnership to WWF (World Wide Fund for Nature). When purchasing a *track-suit*, customers will also receive a promotional code (of the same value as the *track-suit*) entitling them to a free digital railcard (up to three-year - RRP £70) to help them to continue to make more sustainable travel choices.

Because switching to train is one of the single best things you can do to lower your carbon footprint, Trainline is encouraging travellers to take a pledge to swap just one plane or car journey to train travel this year.

Christopher Raeburn, sustainable fashion designer and Creative Director at RÆBURN, said: “Every decision we make as a business is underpinned by the 3 Rs; RÆMADE, RÆDUCED, and RÆCYCLED. Trainline’s campaign aligns with every aspect of this and we hope our responsibly made, rail-inspired tracksuits encourage more people to make better choices for the environment.”

Perri Kiely, Diversity dance member and radio presenter, said: “Wherever I can, I aim to make small changes that will have a positive impact on the world around us. I’ve loved working with Trainline on this campaign to encourage others to do the same, whether that’s choosing to travel by train or making more sustainable fashion choices.”

Trainline surveyed 2,500 adults across the UK and found that Gen Z are particularly motivated to tackle the climate crisis. Three out of five (57%) 18-30-year-olds admit they feel guilty about their negative impact on the environment, leading two-thirds (66%) to say they have changed their lifestyle to reduce their carbon footprint in the past year alone.

Find out more at icamebytrain.com, where you are invited to pledge to swap one journey to rail.

The *track*-suits are available to purchase via WWF here: shop.wwf.org.uk/icamebytrain

ENDS

Notes to editors:

Trainline commissioned OnePoll to survey 2,000 adults across the UK between 07.09.22 – 09.09.22. Respondents were asked to recall their habits from 10 years ago.

Trainline’s Pride in Rail Report surveyed 2,500 adults across the UK between 04.04.22 – 21.04.22.

Taking the train instead of driving creates 70% less CO₂e:

Calculations are based on CO₂ / passenger km, comparing an average petrol car, using statistics and conversion factors published in the [government’s greenhouse gas reporting conversion factors](#) published 2 June 2021 and revised in January 2022. See [here](#) for more

UK: Trains emit 7 x less CO₂ than planes:

Calculations are based on CO₂ / passenger km using statistics and conversion factors published in the [government’s greenhouse gas reporting conversion factors](#) published 2 June 2021 and revised in January 2022. See [here](#) for more

About Trainline

Trainline is the leading independent rail and coach travel platform selling rail and coach tickets to millions of travellers worldwide. Via our highly rated website and mobile app, people can seamlessly search, book and manage their journeys all in one place. We bring together millions of routes, fares and journey times from 270 rail and coach carriers across 45 countries. We help our customers find the best value fares for their journey and smart, real time travel information on the go. Our aim is to make rail and coach travel easier and more accessible, encouraging people to make more environmentally sustainable travel choices.

About RÆBURN

Christopher Raeburn has established his eponymous brand with responsible and intelligent fashion design for a global audience. The RÆMADE ethos in particular has pioneered the reworking of surplus fabrics and garments to create distinctive and functional pieces.

Alongside this, a highly collaborative spirit informs luxurious, handcrafted and award-winning products with integrity and purpose. This innovative approach, with an unusual balance of high concept, accessibility and wearability, is applied to menswear, womenswear, luggage and accessories.

With its RÆBURN Lab in the heart of East London, RÆBURN is stocked in the best stores globally and receives media coverage worldwide.

Terms & Conditions

Please note, discount codes will be issued to you by email exclusively upon purchase of a tracksuit and cannot be used in conjunction with any other Trainline offer and only to purchase one digital UK Railcard worth up to £70. Train tickets for travel with UK and non-UK train carriers and UK and non-UK coach companies are excluded. Digital Railcards require an updated version of the Trainline app (on iOS 13.4 and above or Lollipop on Android). This Discount Code can only be applied once to a single transaction before 30th November 2023. We reserve the right to refuse the issue of any Promo Code Offer at any time and to vary any and all elements of each offer at any time without notice. To see the full conditions and restrictions that apply to this Discount Code and in relation to the digital UK Railcards, take a look at our [Terms and Conditions](#).