

— FOR IMMEDIATE RELEASE —
Monday 6th October 2025

Lincolnshire's Mary-Anna Jennings retains her title being crowned 'We Do Ethical Queen' at Miss England Semi-Finals

Lincolnshire, UK — October 4, 2025 — Local emergency responder Mary-Anna Jennings, a fire woman from Lincolnshire has been crowned the 'We Do Ethical Queen' at the Miss England 2025 Semi-Finals, held at The Grand Station, Wolverhampton, on Friday 3rd October.

Mary-Anna's win secures her place in the Miss England National Final this November, where she will proudly represent her home county once again after winning the award and retaining her Miss Lincolnshire title.

This year's We Do Ethical Queen Award, presented by Kelly Levell, founder of We Do Ethical and the Miss England South West Regional Director, celebrated creativity and conscious fashion under the 1950s-inspired theme of "Body Positivity".

Taking inspiration from Marilyn Monroe's iconic 1950s potato sack dress, Mary-Anna created a stunning upcycled outfit made entirely from reused potato sacks sourced from her local Lincolnshire farm. Her design impressed judges with its innovation, message of sustainability, and clever nod to her county's rich agricultural heritage.

She paired her hand-crafted corset with a flowing A-line skirt made from Tencel, one of the world's most sustainable fabrics, produced at the UK's only Tencel factory, based right in her hometown of Grimsby. Designed for rewear and longevity, the outfit represents circular fashion at its best.

Beyond the catwalk, Mary-Anna is a passionate advocate for environmental change in her community. She recently hosted a Fashion Swap Party at LUSH Lincoln, saving over 300 items of clothing from landfill. The equivalent of 1,800 kg of CO₂e saved. She also fundraised to plant 47 trees, offsetting an additional 2,679 kg of CO₂e, demonstrating her ongoing commitment to a more sustainable future.

Mary-Anna has pledged that her entire Miss England wardrobe will be 100% ethical this year, and local supporters will soon be able to see her winning design in person! It will be on display at Freshney Place Shopping Centre, Grimsby, from 28th October for three weeks.

Mary-Anna Jennings said:

“I feel so proud to have won this award in an outfit that represents Lincolnshire, Grimsby and my values so well. With our county known for agriculture, competing at a beauty pageant in a potato sack is wacky but wonderful! Partnering with local social enterprise, ‘What If We Create’ to screen print the corset and Grimsby’s Lenzing factory to use sustainable Tencel fabric also let me showcase my passion for equality, diversity and inclusion. I hope to continue doing the county proud when I represent it on the national stage at the Miss England finals in November.”

Kelly Levell, who has led the Ethical Fashion Award since 2014, added:

“Mary-Anna truly embodies what the We Do Ethical Queen Award stands for. Sustainability, compassion, and creativity. Her design was not only a nod to vintage glamour but also a bold statement on the power of sustainable fashion. She’s even adopted a planter bed at her local community garden, expanding our new ethical kitchen garden initiative nationally. She’s such an inspiring role model for young women everywhere.”

The Miss England semi-finals also featured rounds including Sports, Bare Face (make-up free), Talent, Public Vote, and Beauty with a Purpose — highlighting intelligence, creativity, social action, community and giving back to others.

The semi-final event was streamed live on The Beauty Queen Channel via Amazon Fire, allowing supporters from Lincolnshire and beyond to watch Mary-Anna shine on stage. You can tune in again on 20-21st November to watch Mary compete for the Miss World England title!

Download the Miss England App to vote for Mary in the National Final:

Follow Mary’s journey and donate to support her tree planting pledge here:
<https://www.crowdfunder.co.uk/p/miss-lincs-tree-pledge>

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PRESS RELEASE IMAGES LINK:

Mary-Anna Jennings image folder:

https://drive.google.com/drive/folders/1UWs2pe2_xN_CEAq6W2FZTfpRCa9EKJXx

Photo Credits: Alice Pouser (black & white image in ethical outfit)

Alan Strutt (all other semi-final event photos)

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Download the Miss England App to vote for Mary-Anna in the National Final:
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