



PRESS RELEASE - FEBRUARY 2026

The reigning Miss England Grace Richardson is set to shine on the global stage as Paris-based ethical fashion house [Pietu Couture Paris](#) creates a bespoke sustainable evening gown for the [Miss World](#) competition.

Renowned designer Thierry Pietu has named Grace his official muse, creating a predominantly upcycled couture gown alongside exclusive circular wardrobe pieces inspired by Grace's Beauty with a Purpose project, Every Drop Counts, which champions environmental responsibility and conscious fashion choices.

Transparency and circular integrity at the heart of the collaboration

In keeping with the values of both Miss England and Pietu Couture Paris, the collaboration places transparency and integrity at its core.

While the long-term ambition is to achieve fully upcycled couture, the technical realities of high-craft garment construction require absolute honesty. The main Miss World dress will be created using approximately 70% recycled and upcycled materials, with the remaining 30% comprising new materials that are essential for structure, durability, and performance. This precision ensures ethical credibility while avoiding any risk of greenwashing.

The ethical value of the collection also lies in its extraordinary human craftsmanship. One of the embroideries alone represents six weeks of fabrication and hundreds of hours of meticulous handwork, reflecting the artistry, skill, and time invested in each creation.

To further reinforce transparency, the entire creative journey — from sketching and material sourcing to construction and final fitting — will be documented on video and shared publicly.

Sustainable couture rooted in circular expertise

Thierry Pietu is a former member of the Fédération de la Mode Circulaire, applying the rigor and discipline of high fashion craftsmanship to circular and upcycled design.

His work incorporates fabrics sourced from Haute Couture stocks and employs high craftsmanship techniques, while remaining firmly positioned within sustainable couture.

This expertise was developed through close collaboration with the French Institute of Textile and Clothing (IFTH), based at La Caserne in Paris — Europe’s largest ecological transition accelerator for the fashion and luxury industries. It was here that Pietu refined a core principle of circular fashion: eco-design begins by considering the deconstruction of a garment before its construction.

A continuing ethical pledge

The collaboration follows Grace Richardson’s pledge to wear at least 70% recycled and upcycled fashion throughout the Miss World competition, continuing the ethical commitment she demonstrated during the Miss England contest.

Grace, a performing arts student previously modelled for the designer during Paris Fashion Week 2024, after being invited to take part by the Miss England office — making this collaboration a meaningful full-circle moment.

“I’m so excited to work with this incredible ethical designer again, now for my Miss World wardrobe,” said Grace.

Thierry Pietu added:

“I envision Grace as my official muse for this worldwide project. Together, we are creating an exclusive Miss World England Edition capsule collection rooted in circular excellence.”

A global debut with digital innovation

To mark the collaboration, [Pietu Couture Paris](#) will dedicate a space in its new 3D Virtual Gallery, allowing the public to explore Miss England’s competition looks in an immersive Parisian art-style exhibition. From concept to completion, the sustainable couture wardrobe will debut as Miss England represents the UK at Miss World — celebrating beauty, craftsmanship, transparency, and progress in modern fashion.

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Miss England

