



This evening, **Wednesday 8<sup>th</sup> October 2008 at 7 pm – 9 pm**, The Salvation Army Salvos Stores new fashion campaign '**FASHION WITH A CONSCIENCE**' will officially launch.

The launch will take place at the Darlinghurst Salvos Stores (on the corner of Pelican Street and Oxford Street), which has been completely 're-vamped' exclusively for tonight's special event. The space has been transformed (literally over-night) into an art exhibition that will showcase furniture and fashion which has had new life breathed into it.

In a few hours the 'Fashion With A Conscience' campaign will, without a doubt, be both thought-provoking and inspiring – showing exactly what you can do with items found at Salvos Stores with a pinch of imagination! We will be unveiling the unique and eco-friendly fashion created by the "*designers of the future*" – the students from **The Whitehouse Institute of Design**, as well as special creations by Australian Fashion Designer **Kirrily Johnston**.

In a nod towards eco-friendly fashion, Kirrily and the students have created completely one-off pieces - torn apart, sewn together, patch worked and entirely reconstructed fashion and furniture, all incorporating pre-loved garments. These handcrafted one-of-kind pieces, which will be revealed exclusively at this evening's event, are recycled and sourced entirely from The Salvation Army Salvos Stores. They are a superbly elegant reminder that fashion CAN have a conscience!

Another of Australia's top Designers **Peter Morrissey** is also involved and supporting the 'Fashion With A Conscience' campaign. Both Peter and Kirrily will be attending this evenings 'art-exhibition' type event at the Darlinghurst store, and will express and re-enforce just how important and worthwhile this campaign is. They will provide 'insiders tips' on ways to use Salvos Stores as a creative outlet as well as highlighting the social and environmental benefits (as well as the style advantages) of shopping at Salvos Stores.

**Wagamama** will be providing the catering for the evening and Australia's legendary **DJ Andy Glitre** will be keeping us entertained and setting the mood.

'Fashion With A Conscience' promotes the environmental message of reducing landfill (Salvos Stores are the largest urban recyclers in the Southern Hemisphere), which has a

strong synergy with **AVEDA's** mission; therefore tonight's guests will be treated to Aveda sensory ritual, such as a hand-massage and a scent created especially for them!

'Fashion With A Conscience' would like thank for their support and dedication to this worthwhile cause the following: ***Ardino Hair Face Body; Bonds; Balance Water; Green and Blacks Organic Chocolate; Pages Events Equipments; 32 Hundred Lighting; Staging and Rentals; Bump Productions; Parker's Organic Juices; Eco Store; Velluto Nero Coffee Couture; MMS Security Services and Nudie Juice.***

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### **General Press Release:**

Environmental and social issues have always been highlighted through Fashion and the new Salvation Army Salvos Stores campaign '**Fashion With A Conscience**', aims to create awareness of the environmental and social benefits of Shopping at Salvos Stores.

Salvos Stores are a haven for "fashionistas" keen to snap up designer pieces at rock bottom prices, as well as classic, unique and vintage garments. They are a great **substitute to other more expensive retailers** and allow you to dress individually for less money and with a clear conscience!

Salvos Stores hold a myriad of stock including clothes, shoes, sunglasses, hats, jewellery and handbags, as well as home wares, toys, books, beauty products, furniture and electrical goods amongst a goldmine of treasures and other collectables, **which are both donated (recycled) and brand new.**

Salvos Stores is one of the **largest urban recyclers in the Southern Hemisphere.** Therefore shopping at Salvos Stores is also **ecologically friendly** as you are able to buy recycled / pre-loved donated goods which benefits our environment, as it reduces the amount of textiles and household items delivered to land fill.

Also, by shopping at Salvos Stores not only are you saving money, you are **also helping others in need / those that are less fortunate**, as all of the money you spend in the stores helps to fund the Salvation Army's vital work within the community. The national statistics for donations, which are used to help those less fortunate, contribute every week to:

- - 180,000 meals to those in need
- - 20,000 food vouchers
- - 3,500 beds for the homeless



To help promote awareness of this campaign, 'Fashion With A Conscience', the fashion industries' top photographers, stylists, designers, celebrities and journalists are donating their time and talent for a great cause.

### **Fashion With A Conscience Campaign – Campaign Photoshoot:**

The 'Fashion With a Conscience' campaign, which will officially launch on Wednesday 8<sup>th</sup> October 2008, was shot at **Sun Studios Australia entirely for charity**. Fashion Stylist **Sophie Hart** kindly donated her time and talents to the campaign as the official stylist, working with the talented Photographer **Fabrizio Lipari**. Also to donate their time and skill were hair and make up artists Katie Georlach and Rebecca Batti (who like Hart and Lipari are all from Lizard Management). The Models – all regular visitors to Salvos Stores - included **Chic Management's Georgina Coleman, Carlie Grima and Corey Wallace**. Together they collaborated and produced the official looks for 'Fashion With A Conscience', - which looks as though it could have quite easily have been pulled straight off the runways from Fashion Week.

Sophie Hart sourced all ten male and female 'looks' created for 'Fashion With A Conscience' using garments found in Salvos Stores throughout Sydney, proving that not only are Salvos Stores an economic alternative allowing you to save money and recycle / reuse clothing (as Salvos Stores are the largest recyclers in the Southern Hemisphere) but that you can find that special something for an individual look and an ENTIRE outfit. Looking stylish on a shoestring has never been easier!

### **The Whitehouse Institute of Design:**

A handful of young talents, the "Designers of the Future" are also getting involved. The fashion and design students from **The Whitehouse Institute of Design** are also donating their time and skills to the campaign and taking on the challenge of visiting various Salvos Stores and hunting for items and treasure to the maximum value of \$30. They will breathe new life into these recycled goods and transform the garments and furniture in to one-off pieces as part of their Bachelor of Design course work. These pieces will showcase their creativity and style and demonstrate that Salvos Stores can be (and should be) used as a "**creative outlet**". These pieces, both furniture and fashion, show recycled goods to spectacular effect, and will be displayed and revealed at the **launch of Fashion With A Conscience on the evening of Wednesday 8<sup>th</sup> October at 7 pm** alongside the works of Australian Fashion Designer Kirrily Johnston. Also stepping up to support the campaign is Fashion Designer **Peter Morrissey** will also be involved in the launch stressing the importance of Fashion With A Conscience.



### **Kirrily Johnston:**

Kirrily Johnston is also supporting Fashion With A Conscience. In a nod towards eco friendly fashion Kirrily has also created 4 totally unique pieces - hand made patchwork fabric, incorporating second hand garments, sourced from the Salvation Army Salvos Stores. These hand crafted one off pieces are a superbly **elegant reminder that fashion can have a Conscience.**

Kirrily says; *"We often use the theme of old and new in our design aesthetic so this season we wanted to take it one step further and not just reference the old but actually incorporate some second hand clothing."* Creating awareness by re-using and re-cycling garments, Kirrily has *"mixed new wools (both knitted and woven) with old jumpers that we have collected from The Salvation Army Salvos Stores. We are delighted to support 'Fashion With A Conscience in association with Salvos Stores' - it was an initiative that was already in the making."*

With regards to the four pieces Kirrily has made, she says; *"The items purchased from the The Salvation Army Salvos Stores were used to create 4 unique pieces from a combination of old and new textures which works really well. The variances in colour and texture are perfect for creating the multi textured patchwork cloth that we have created, that we use then cut the garments from. The end result is a fully tailored hand worked unique garment (each one is hand-worked so they all have their own character), still refined and elegant and keeping in theme of our whole collection"*.

These pieces will continue to be re-produced individually and sold in her stores internationally and nationally for the next 6 months with **Fashion With A Conscience swing tags attached to them.** For each item sold Kirrily will donate \$20 to Salvos Stores Salvation Army.

### **Famous Donations:**

Celebrities and Designers are also getting involved and being super generous including to date **Melanie Cutfield** who donated \$5,000 worth of her previous collections; **Bianca Spender**, daughter of Carla Zampatti has donated her Black Silk Satin Evening dress with petrol silk sash her Bianca Spender for Carla Zampatti label; and Gold Logie-nominated Australian Actress, Singer and Television personality **Natalie Bassingthwaighe** is also donated a handful of clothes, and **Deborah Hutton** has generously given to the campaign

six of her own stunning evening gowns. A variety of other Australian Designers and celebrities have also been targeted to participate in the campaign with the option of donating goods if they would like to.

‘Fashion With A Conscience’ will officially launch on the evening on Wednesday 8<sup>th</sup> October 2008 at 7 pm the ‘re-vamped’ Salvos Store, corner of Pelican Street and Oxford Street, Darlinghurst, 2010.

**For further information on the “Fashion with a Conscience” Campaign, or to arrange an interview / quotes with either Kirrily Johnston or Peter Morrissey please contact Philippa Morfitt at Stories From Me PR on 02 9368 6968 / 04168 603 86 or via email [philippa@storiesfrommepr.com](mailto:philippa@storiesfrommepr.com)**