



## TRAIDremade at Alternative Fashion Week



TRAID (Textile Recycling for Aid and International Development) is showing its SS09 TRAIIDremade collection at Alternative Fashion Week at Spitalfields Traders Market on Friday 24 April.

Expect TRAIIDremade's hand crafted sexy asymmetric dresses, bags ingeniously customised from old leathers, signature hand printed tees and flirty dresses.

TRAIDremade is the fashion brain child of recycling charity TRAIID and was conceived in 2002 as a way for the charity to incorporate its mission to recycle and reuse clothing into a fashion label.

TRAIDremade Head of Design Paula Kirkwood said, "Every piece we make is completely unique and in a climate of fast fashion, wearing TRAIIDremade is a serious antidote to the high street. Our designers work exclusively with reject clothes and textiles that would otherwise go to landfill. Profits TRAIID raise from selling TRAIIDremade support projects to fight global poverty."

TRAIDremade clothing is available in four of the charity's ten shops including the soon to be opened flagship store in Camden (Saturday May 9<sup>th</sup>) which TRAIID has fitted out with eco fabulous reclaimed and recycled materials.

TRAID is the leading fashion recycling charity in the UK and is committed to reducing waste through clothes recycling, and raising funds to fight global poverty by reselling reclaimed clothing in its ten charity shops.

### Ends

- Contact TRAIID's press office on 020 8733 2585 for more information and images
- [www.traid.org.uk](http://www.traid.org.uk)
- TRAIIDremade is sold in TRAIID Brighton, TRAIID Shepherds Bush, TRAIID Brixton and TRAIID Camden (to open on Saturday May 9)
- TRAIIDremade is showing its SS09 at Alternative Fashion Week in Spitalfields Market on Friday 24 April. Models ready at 1pm.

TRAID is a registered charity working to fight global poverty through its clothes recycling and environmental activities in the UK.