



TEXTILE RECYCLING FOR AID AND INTERNATIONAL DEVELOPMENT

Recycled fashion label TRAIIDremade re-launches



TRAIIDremade – the UK’s original and best recycled charity fashion label – is re-launching with a new design team and new collection in TRAIID’s four destination shops (Brighton, Brixton, Shepherds Bush and Westbourne Grove).

TRAIIDremade's new collection features the best in restyled vintage, summer frocks, hand printed T's, re-styled suit jackets, hand made accessories and much more.

The label was founded in 2000 by the UK’s leading fashion recycling charity TRAIID (Textile Recycling for Aid and International Development), TRAIIDremade designers work exclusively with damaged second-hand clothing that would otherwise end up in landfill.

TRAIIDremade's Head of Design Paula Kirkwood said, " We take torn or marked clothing that can't be resold in TRAIID shops, and use techniques like printing, cutting and sewing to create gorgeous one-off women's and men's wear. As well as reducing your fashion footprint, buying TRAIIDremade is a great antidote to the monotony of the high street."

Enedina Columbano, TRAIID Head of Retail added, "TRAIID is regularly cited as running the best second hand and vintage clothing shops in London. We've got a really loyal customer base of people who love fashion and are also interested in where their clothing comes from. TRAIIDremade offers customers cutting edge and sustainably sourced fashion at great prices."

TRAIID shops are stocked with high quality clothing sourced from the UK public via our network of 900 clothing recycling banks. Profits raised support international development projects to fight poverty.

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Notes to the editor:

1. Press contact Leigh McAlea on 0208 733 2585 / leigh@traid.org.uk
2. High resolution photographs of TRAIIDremade clothing are available upon request.
3. Representatives from TRAIIDremade are available for comment.
4. **TRAIID Brighton, Shop Manager Rob**, Duke Street, Brighton, BN1, New collection in store June 25
5. **TRAIID Brixton, Shop Manager Rodrigo**, Acre Lane, London, SW2 5SG, New collection in-store Friday July 25
6. **TRAIID Shepherds Bush, Shop Manager Nat**, 154 Uxbridge Road, London, W12 8AA, New collection in-store soon - Watch this space
7. **TRAIID Westbourne Grove, Shop Manager Fanya**, 61 Westbourne Grove, London W2 4UA, New collection in-store soon - Watch this space