

TRAID (Textile Recycling for Aid and International Development)

Contact TRAIID Press Office 020 8733 2585

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TRAIDremade for Timberland – Bagsy Yours!

Recycled fashion label TRAIIDremade has designed a super limited edition of gorgeous eco bags exclusively for Timberland and in stock now.

Made from 100% recycled denim and leather, including reconditioned Timberland shirts and jackets, the bags feature four silhouettes: Regent Denim, Regent Leather, Brunswick Leather Shopper and Preston Leather.



As part of its ongoing commitment to socially responsible retailing, Timberland is working closely with TRAIID (Textile Recycling for Aid and International Development), the fashion recycling charity behind TRAIIDremade, to make sustainability easy for its customers including offering in store recycling points in its London stores.

The innovative Change Your Wardrobe, Change Their Lives scheme offers Timberland customers 20% off new purchases when they recycle clothes they no longer need or want. As well as helping to reduce landfill, TRAIID then transform these clothes into funds to fight global poverty in their charity shops.

Head of TRAIIDremade Paula Kirkwood said, “It’s incredibly exciting to have created this collection of TRAIIDremade bags for Timberland. We’ve reincarnated old jackets, leathers, shirts and denims into must have bags that are fashionable, functional and ethical.”

Head of Timberland Marketing UK Jo Fisher said, ‘Jo Fisher said, “Timberland is proud to partner TRAIID, as both companies have similar goals of producing fashionable and functional products whilst maintaining a strong social conscience and positive community interaction”

The bags are available at the Timberland store Regent Street and the Timberland Boot Company Store, Fournier St, London E1 / 02073776941

Notes to Editor

1. Contact the press office for images / information 020 8733 2585
2. TRAIIDremade for Timberland features four exclusive recycled bags.

Regent Leather – RRP £65.00 Exterior: made from reclaimed leather jackets with leather zip and handle area / Interior: made from reclaimed shirts / Additional: internal pocket made from reclaimed shirts.

Regent Denim - RRP £60.00 / Exterior: made from reclaimed denim jackets with leather zip and handle area / Interior: made from reclaimed shirts / Additional: internal pocket made from reclaimed shirts.

Brunswick Leather Shopper - RRP £55.00 / Exterior: made from reclaimed leather jackets / Interior: made from reclaimed shirts or fabric. / Additional: Large shopper bag.

Preston A4 - RRP £45.00 / Exterior: made from reclaimed leather jackets / Interior: made from reclaimed shirts or fabric / Additional: external leather pocket.

3. www.traid.org.uk
4. TRAIID (Textile Recycling for Aid and International Development) is a charity working to reduce landfill by collecting and reusing the UK public's unwanted clothes, and raising funds to fight global poverty by reselling them in our legendary shops.
5. TRAIIDremade is TRAIID's inhouse recycled fashion label creating beautiful handmade clothing from textiles and clothes that would otherwise be thrown away.