



PRESS RELEASE

DATE: November 2013

AWARD-WINNING 'CONSCIOUS' FASHION HUB BRINGS SEW IT FORWARD TO SOUTH LONDON ON THURS 5TH DECEMBER

CLOTHES lovers can now make their favourite outfits last longer thanks to the UK's first online 'slow fashion' hub and its Sew It Forward initiative.

Sew It Forward is a frock-friendly, style-hungry initiative from The Good Wardrobe which encourages people to share sewing, knitting and mending skills. Forget about late-night shopping on **Thursday 5th December** – get down to South London, take a garment in need of some TLC and learn how to keep it looking good for longer.

The Good Wardrobe and Sew It Forward are the brainchild of award-winning social entrepreneur Zoë Robinson: "Sew It Forward is a great way to extend the life of your wardrobe. You can have fun with friends and family, learn new skills or share old ones, and save money at the same time.

"We should treasure and nurture our favourite outfits not treat them like disposable items. I want to see repair and restoration firmly back on the fashion agenda!"

For this **free event**, The Good Wardrobe is teaming up with journalist, writer and School of Life faculty member John-Paul Flintoff who will be talking about his *Who Made Your Clothes* project and his involvement with Fashion Revolution Day. Guests who bring a garment may be interviewed by John-Paul about who made their clothes (and why it's important for them to know).

Novices, experts and anyone in between are welcome at the event – they can learn a new skill or share their wisdom. By using the Sew It Forward gift voucher, (available free at the event or downloadable from www.thegoodwardrobe.com) people can pledge to share the secrets of a simple needle and thread and teach others how to knit, darn or mend - a perfect way to have a thrifty, money-saving Christmas or learn a new skill for the New Year.

What: *Sew It Forward* meets *Who Made Your Clothes*

When: Thursday 5th December, 6pm-9pm

Where: The Railway Pub, 2 Greyhound Lane, Streatham, SW16 5SD

Find out more and how to book: www.thegoodwardrobe.com/sew-it-forward-south-london (**Free - advance booking required**)



The www.thegoodwardrobe.com is a free style-sharing community hub which mixes the best 'conscious' fashion with services that prolong the life of your clothes. It is the antithesis of fast-fashion.

Event supported by Divine Chocolate and The Railway.

ENDS

For media enquiries contact Zoe Robinson on info@thegoodwardrobe.com or 07740 429852.

NOTES TO EDITORS:

- This event marks the first birthday of The Good Wardrobe and Sew It Forward: both launched at award-winning designer Henrietta's Ludgate's Baywater Workshop on 22nd November 2012. www.thegoodwardrobe.com
- The Good Wardrobe founder Zoe Robinson is also a fashion and lifestyle writer, an ethical fashion consultant and mending enthusiast.
- Zoe's recent recognition: Shortlisted for The Observer Ethical Awards 2013, Future 50 Award Winner 2013 (recognising social entrepreneurs), appointed London Leader 2013/13 by the London Sustainable Development commission, Metro/IPA Creative Pioneer 2012, Finalist in Brand Amplifier Awards 2012 (recognising rising women entrepreneurs)
- John-Paul Flintoff is the author of 'How To Change The World' and 'Sew Your Own'. He writes for the Sunday Times, and for six years was feature writer and associate editor on the *Financial Times* magazine. www.flintoff.org
- John-Paul is a board member of Fashion Revolution Day which takes place on 24th April 2014, a year to the day since the Rana Plaza factory collapse in Bangladesh killed over 1100 people. The theme of the inaugural day is *Who Made Your Clothes?* www.fashionrevolution.org
- The venue: The Railway is a brilliant local independent pub with vintage decor right by Streatham Common Station. It serves London Ales and delicious seasonal food - the event will be taking place in their new tearooms. Tea, cake, food and drinks available to order at the paid bar. www.therailwaysw16.co.uk