



For immediate release

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TRAIIDremade: Ethical clothing for the Fashion Conscience

Award winning recycled fashion label TRAIIDremade will showcase its ethical clothing line at Alternative Fashion Week in Spitalfields on Friday 25 April.

TRAIIDremade was dreamt up by leading fashion recycling charity TRAIID (Textile Recycling for Aid and International Development) as a way to reduce the 1.3 million tonnes of clothes and shoes going to landfill every year – enough to fill Wembley Stadium three times over.

Head of TRAIIDremade Paula Kirkwood said: “We give damaged clothing a new lease of life by deconstructing, ripping, cutting, sewing and printing. Old shorts and flock curtains become a pair of gorgeous high waisted trousers, or a torn skirt is transformed by clever use of appliqué. Because our designers are working exclusively with donated materials, every TRAIIDremade garment is a complete original. In today’s market of cheap identikit fashion, TRAIIDremade is fashion gold to people who want to wear individual and ethical clothing.”

TRAIIDremade will show off revamped pieces of its latest collection alongside a cornucopia of designers providing a fashionable alternative to the monotony of the high street.

TRAIID (Textile Recycling for Aid and International Development) encourages more clothes recycling in the UK, and raises funds to fight global poverty at the same time. TRAIID collects reclaimed clothing through its UK wide network of over 900 recycling banks. The charity hand sorts the clothing and high quality garments are then resold in TRAIID shops in London and Brighton. The profits raised support remarkable international development projects and since TRAIID launched in 1999, it has raised over 1.2 million pounds to support people in some of the poorest countries in the world.

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Notes to the editor:

1. TRAIIDremade Catwalk Show at Alternative Fashion Week will take place at 1:15pm on Friday April 25 2008. Spitalfields Traders Market, Crispin Place, Brushfield Street, E1

2. Photographs of TRAIIDremade clothing are available upon request.
3. Representatives from TRAIID are available for comment.
4. For further information, please contact TRAIID Communications Manager, Leigh McAlea on 0208 733 2585 or 07761 631 658
5. TRAIID's Second-Hand Clothing Shops
 - TRAIID Brighton, 39 Duke Street, Brighton East Sussex, BN1 1AG
 - TRAIID Brixton, 2 Acre Lane, London, SW2 5SG
 - TRAIID Hammersmith, 119 King Street, London, W6 9JG
 - TRAIID Harrow, 324d Station Road, London, HA1 2DX,
 - TRAIID Holloway, 375 Holloway Road, London, N7 0RN,
 - TRAIID Kilburn, 109 Kilburn High Road, London, NW6 6HY,
 - TRAIID Shepherds Bush, 154 Uxbridge Road, London, W12 8AA,
 - TRAIID Westbourne Grove, 61 Westbourne Grove, London, W2 4UA
 - TRAIID Wood Green, 51 – 53 High Street, Wood Green, London, N22 6BH