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Rewardrobe promises personalised sustainable style solutions

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An innovative new 'slow-wear' consultancy has launched offering sustainable solutions for wardrobe management.

Rewardrobe's mission is to create new space and functionality in client's wardrobes, whilst helping them define their personal image in a way that suits their lifestyle and personality.

Rewardrobe focuses on **traditional methods of clothes care and on personal style tips**. They help clients to maximise the use of their existing wardrobes, change their shopping habits and bring attention to quality and elegance rather than fad-following multiple buys.

For practical wardrobe organisation, Rewardrobe have researched the best natural products now available on the market.

Even down to hangers, storage boxes, lavender sachets, shoe-trees, moth repellents, and other useful stuff that helps to prolong a wardrobe's life. The team will also offer tips and advice garment care including the best natural detergents and all sorts of sustainable and eco-friendly laundry solutions.

Upcycle and the update

Rewardrobe's approach towards responsible style has been to devise a rewarding **Upcycle scheme** to give a new lease of life to clothes in client's wardrobes that aren't being used to their full potential.

Through a process of '**Donate, Sell, Upcycle**', many items can be passed on to charity organisations that collect clothes for a specific purpose (such as Dress for Success). Some good value pieces might re-sell well, and help people gain back on past wrong buys. And if some items aren't good enough to re-sell or donate, Rewardrobe can help find ways to transform them in something new once again through their contacts with a team of young designers that work on reconstructed fashion.



Rewardrobe also offers clients to update their wardrobe through a **personalised shopping option**, part of which consists in an introduction to the emerging world of ethical brands, which can now offer a plethora of amazing choices for all occasions.

The re-styling

While reorganising their wardrobe, Rewardrobe help clients re-define their style. The **Re-Styling session** offers a fresh look at the client's garments, shoes and accessories, to create the best colour and shape combinations, and a list of outfits for everyday activities, work, evening or special occasions.

During the session, the stylist will **take pictures of every outfit, and then collate them into a personal look book**. This is a tool to make a client's life easy and can help people who might want to pick an outfit in a hurry, or need a second opinion on a new colour combination.

Rewardrobe is the brainchild of Veronica Crespi, a fashion insider with an all-round knowledge of the British fashion market. After graduating in Communication Studies with Fashion and in Fashion Styling in Bologna and Milan, Veronica began her career as a Fashion Trends Researcher, working between Italy and London.