

## Upcycle your clothes

To a brand new wardrobe

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**Rewardrobe's latest project to create interest in sustainable fashion is linked to the innovative field of textile upcycling.**

A new breed of designers is now emerging, who base the core of their work on the concept of *upcycling* – described as the process of converting waste materials or useless products into new materials or products of better quality or a higher environmental value.

In fashion terms: *value the beauty of garments that are no longer being worn and re-shape them into exquisitely stylish new creations.*

In a bid to promote this innovative approach, Rewardrobe have decided to team up with the most talented upcyclers, to form a capsule collection which will be slowly unveiled and promoted.

Each piece will show the public the potential of forsaken clothes and create a visual testimony to each designer's talent.

**Veronica Crespi**, Director of [rewardrobe.eu](http://rewardrobe.eu), wants to use her position and contacts in the field of sustainable fashion to promote upcycling as the next big idea, for it to transcend the world of ethical fashion and trickle into the habits of regular fashion lovers.

The challenge for the designers involved is to upcycle pieces straight from Veronica's wardrobe for Veronica to wear – thus positioning the project not as an artistic exercise, but as a practical application of creativity, aimed at unleashing the potential of the clothes and the creative minds.

The project has already sparked a lot of interest among designers and press alike – with the first pieces being unveiled very soon.

So far, names like **Round London**, **Love Me Again**, **Julia Roebuck** of **Upcycled Fashion**, **I CAN make shoes** and **Unbutton Fashion** have been involved, with many more in the pipeline.

The aim is to involve established designers as well as fashion students, and to bring the project to an international platform by collaborating with overseas designers.

*Veronica is modelling one of the Love Me Again upcycled dresses that was made from two items from her wardrobe.*



Up-Wardrobe