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Up-Wardrobe Project

Rewardrobe is London's first and foremost *slow style* consultancy. Through slow fashion, director & stylist Veronica Crespi, is helping clients define their signature style in an environmentally responsible way. Inspired by the growing trend in upcycling, Veronica has started the Up-Wardrobe Project.



“ In a bid to promote this innovative approach, [Rewardrobe](#) has decided to team up with the most talented upcyclers, to form a capsule collection – each piece showing the public the potential of forsaken clothes, and creating a visual testimony to each designer's talent. ~ Veronica Crespi of [Rewardrobe](#)

The Up-Wardrobe Project is a practical application and real life example of upcycling in practice — the basis for this experiment uses Veronica's own clothing as material for new unique designs. Many up-cycle designers have joined the project in an effort to showcase the versatility and unique styles that can be achieved through upcycling, including: [Love Me Again](#), [Round London](#), [Julia Roebuck of Upcycled Fashion](#), [I CAN make shoes](#), [Hatastic](#), [Unbutton Fashion](#) and many more.

Designer, Tracey Cliffe of [Love Me Again](#) creates bright, fun, and affordable designs from recycled textiles. Her designs are youthful and flirty, as well as ethical and environmentally responsible. This casual and funky yellow and b&w striped dress [pictured above and below] is Tracey's contribution to the project.



After receiving a selection of pieces that were worn out, damaged or out of date, from Veronica's own closet Tracey went to work.

Time was of the essence, I think I only had a few days to get the design together and made, I don't think she even saw a picture of the dress before I sent it, so it was a surprise when she received it! [The] inspiration came from a mixture of Veronica's ideas and preferences and the garments themselves, and I built the dress up on the mannequin, designing as I went. ~ Tracey Cliffe of [Love Me Again](#)

The result is a bright and modern updated dress that Veronica will get years more use from.

I am excited about the continuation of the Up-Wardrobe project with many more designers yet to upcycle and update Veronica's wardrobe to show the real life application of an upcycled and slow fashioned lifestyle showing her clients and the rest of the world how fashionable and fun upcycled fashion can be!

Please stay tuned as [Slow Fashioned](#) tracks the progress and milestones of the [Up-Wardrobe Project](#) and brings you interviews with the designers!