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Rewardrobe

REWARDROBE

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The new approach to style and shopping: natural and sustainable wardrobe management

REWARDROBE is London's first *slow wear* consultancy

REWARDROBE helps clients organize their wardrobes and define their style using a sustainable approach and focusing on traditional methods. The use of sustainable products, the interest in ethical shopping, and creating a second life for unworn clothes are the focus of this new project.

REWARDROBE is the new slow wear consultancy that offers solutions for an aware wardrobe management. The mission is to give wardrobes new space and functionality, and to work with clients to define their personal image, according to their lifestyle and personality.

REWARDROBE do this with a different approach, focused on traditional methods of clothes care and on style tips that aim to maximise the use of clients' existing wardrobes, and change their shopping habits, bringing the attention on 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. This includes hangers, storage boxes, lavender sachets, shoe-trees, moth repellents, and a myriad of other useful goods that help prolong a wardrobe's life. As for garment care, the team are armed with a wealth of tips and advice on the best natural detergents and all sorts of sustainable and eco-friendly laundry solutions.

The Upcycle and the Update

REWARDROBE's approach is towards responsible style. They have devised a rewarding Upcycle scheme to give a new life to clothes that aren't being used to their full potential. Donate, Sell, Upcycle: through this process, 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 clients gain back on past wrong buys. And if some items aren't good enough to re-sell or donate, REWARDROBE will help find ways to transform them in something new yet again. They are in contact with a number of young designers that work on reconstructed fashion, or will accept textiles to incorporate them into their creative process and turn them into quirky creations.

For the perfect wardrobe Update, REWARDROBE offers clients 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, and are absolutely spot-on when it comes to style and seasonal trends.

The Re-Styling

While reorganising their wardrobe, REWARDROBE help clients re-define their style. Once the wardrobe has been edited, the Re-Styling session takes place. It 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 lookbook. This is an extremely useful tool to make a client's life easy all the times that they need to pick an outfit in a hurry, or are feeling uncertain about a new colour combination.

About Rewardrobe

Rewardrobe is the brainchild of Veronica Crespi, a fashion insider with impeccable Italian taste and 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.

Veronica has an almost decennial experience in the fashion industry, having previously worked as a Design Assistant and Trends Researcher. She is also a methodical, meticulous and well-travelled individual with a bagful of tips about all things practical and a deep trust in all things natural. Her professional and real-life experiences make her the ideal person to manage any wardrobe.

For more information: <http://www.rewardrobe.eu>

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