

DO SOMEONE A FAVOUR FOR FASHION

Ben De Lisi, Miquta Oliver and vinspired.com launch 'Fashion Favours'

vinspired.com has teamed with up with top designer **Ben De Lisi** and **T4 presenter Miquta Oliver** to call on every 16-25 year old in England to join Fashion Favours – a unique fashion collection being created by volunteers purely from recycled and customised clothing.

The initiative aims to highlight some of the socio-environmental issues around the fashion industry. UK households throw 900,000 items of clothing a year and are living in a culture of disposable throwaway fashion. The campaign aims to raise awareness of these issues, as well helping people learn skills to save, and make the most of their clothing. Recycling clothing has social, environmental and economic benefits for society at large. The campaign calls on volunteers to help us make that difference and raise money for HIV charity Body & Soul.

The initiative is part of a new 'Favours' campaign to transform negative perceptions of volunteering and show that volunteering is as simple as doing a favour.

Ben De Lisi is leading a collection of fashion items called 'Fashion Favours', customised and recycled by volunteers. The collection will form the world's biggest 'virtual wardrobe' online at vinspired.com. People can download a fashion tips kit created by De Lisi to help them change their clothes, and sign up for the customisation workshops being held across England with leading recycled fashion designers – **Kesh, Traid, Ethical Fashion Forum and Junky Styling**.

Key pieces from the collection will appear in a fashion show in December, as well as showcasing in **Debenhams** window displays across England. All garments will be auctioned off to help raise funds for HIV charity, Body & Soul as well as a selection of exclusive celebrity-customised clothes also up for grabs.

Ben De Lisi added: "It's shocking how many clothes we throw away each year. The 'Fashion Favours' collection represents the difference doing a small favour can make in collectively benefiting society. I'm excited to be working with young volunteers to pass on

my skills so they can help reverse some the bad 'fast fashion' habits we've all adopted. Get onto vinspired.com and get involved."

Miquita Oliver commented:

'Fashion Favours is a great chance for people to work with some of the best people in the fashion business, either learning from them at the workshops on online at vinspired.com – all while doing a favour. I can't wait to see the outfits that the volunteers create.'

The workshops for the Fashion Favours collection will take place over the weekends of November 8-9 and 15-16. They can be found at:

November 8 & 9	Manchester	Kesh
November 8 & 9	Bristol	Traid
November 15 & 16	London	Junky Styling
November 15 & 16	Nottingham	Ethical Fashion Forum

For more ideas on favours you can do, go to visit vinspired.com. Recruitment for the Favours fashion workshops is open now at vinspired.com.

ENDS

For further information

Nicola Rutledge/Laura Barette/Sarah Manktelow - Cake
nicolar@cakegroup.com / laurab@cakegroup.com / sarahm@cakegroup.com
020 7307 3175 / 3145 / 3130
020 7307 3100

Notes To Editors

vinspired.com

vinspired.com is the website from youth volunteering organisation, v. Their ambition is to inspire one million more volunteers aged 16-25 across England. People can find opportunities to volunteer in everything, including sport, music, design and art, as well as fashion at <http://www.vinspired.com>.

Ben De Lisi & Debenhams

Ben de Lisi designs a diffusion line in conjunction with Debenhams called BDL by Ben de Lisi which has become one of the largest selling ranges in the Designers at Debenhams portfolio. Please see www.debenhams.com for more info and to view the range.