

reuse repurpose
restyle

Redesigning fashion

transforming pre-loved textiles

Scarves

the multi-purpose
accessory

From duvet cover
to designer skirt

follow our step-by-step guide

Edition 4 - 2022

lifestyle magazine





Welcome

to our latest edition of
reuse, repurpose, restyle!

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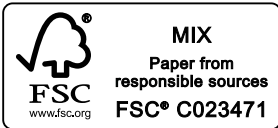


Welcome to our fourth edition which celebrates fantastic bargains, DIY hacks and high fashion. In this edition, we bring you amazing buys our customers found in our shops, we introduce the Restyle team on page 3 and we present some styling hacks and DIY projects on pages 4 - 5. Read more about the collaboration with Winchester School of Art and our circular economy projects on pages 6 - 10 and find out more about our partner, Beko. If all that wasn't enough, discover our award winning shops in the Editor's Notes on page 11 and read some highlights about our community work on page 15.

If you have ideas of your own that you would like to share with us, don't hesitate to contact us! We'd love to hear from you!

 **@salvationarmycharityshops**

 **@salvationarmyshops**



Magazine team

Andreea Dumitru, Editor
Kelly Castelete, Communications Manager
Dan Homerstone, Graphic Designer
Charlene Bent, Partnership Marketing Manager
Contact us at media@satcol.org

Published by Salvation Army Trading Company (SATCoL)

SATCoL was established in 1991 to help fund The Salvation Army's vital work with vulnerable people in the UK, and today we raise money and encourage reuse and recycling through a network of clothing banks, charity shops, donation centres and superstores. With the support of the British public, we have donated millions of pounds to The Salvation Army (over £80 million has been donated in the last ten years).



SALVATION ARMY TRADING COMPANY

Ask us...

Do you have a question or is there something you have always wanted to know about our charity shops? Send us your questions to media@satcol.org and your answer could be featured in the next edition.

In this edition, members of the Restyle team answer a few questions:



We asked Kelly Castelete, Communications Manager:

How did you come up with the idea of Restyle magazine?

We wanted to create a lifestyle magazine that celebrates everything about charity shopping and focus on the things we are well known for, including reuse, recycling and fantastic bargains! It's even more important now that we help protect our planet and, in doing so, raise funds to help others in our communities as well as saving a few pounds in our pockets.



We asked Dan Homerstone, Graphic Designer:

What is your favourite part in designing Restyle?

It is rare to have the freedom of a 'blank canvas' at the start of a new project as there are normally brand guidelines to adhere to. Brand guidelines are the rulebook that ensure that a company's visual presence is always consistent and recognisable. The challenge for a designer is normally how to be creative within these rules.



We asked Charlene Bent, Partnership Marketing Manager:

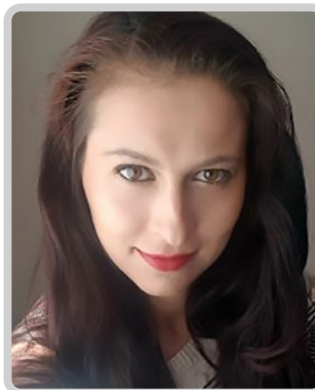
What was your first impression of the magazine?

I loved the concept of getting a further insight into all the fabulous donated textiles, the look of different stores, fashion tips and learning more about all the great work SATCoL are doing. There is so much scope with the news that can be shared and it invites readers into our world of supporting the circular economy and raising funds for vital charity work.

We asked Andreea Dumitru, Marketing Coordinator and Restyle Editor:

What surprised you most about Restyle?

I like how well the magazine has evolved since its first edition and the fact that a younger readership has found out more about our charity shops through the magazine and social media. Many of the DIY hacks are appealing to members of the public. I am also delighted that more and more of our customers tag our accounts to show the bargains purchased in our shops.



With the first issue of Restyle it was different, there were no brand guidelines, it was a completely new and fresh concept. The idea of being able to choose typefaces, colour schemes, style and imagery was, and still is, exciting. The opportunity to be able to make those creative decisions, combined with the fantastic content, make Restyle one of my favourite projects.

Our customers love...



@Missusjojo:

"I found this perfect bag in my local Salvation Army shop - why is it perfect? It's a great size, it's a bargain, it goes beautifully with all my other charity finds (it's gold - what's not to love?) and I know that every penny goes to a great cause, whilst buying reused also helps the planet. Win-win!"

@Preloved_stacey:

"I've been shopping in charity shops for a while but it really became an obsession this year when I joined the Preloved online community on Instagram. I go to my local Salvation Army store every Saturday to see what new goodies they have, this is my Zara tee which I picked up for a couple of pounds from West Bromwich donation centre. I love that each week there are new interesting items to be found. After seeing some of my purchases, my friends want to come charity shop hunting with me now."



@abigaildaisyowen:

"I have only ever shopped in charity shops, even when it wasn't trendy. It's like a treasure hunt and when I find something amazing it feels serendipitous... like it was waiting there just for me. And on top of that, I'm supporting sustainable fashion. I bought this amazing dress in the Salvation Army shop in Balham with my younger sister, who I've converted to charity shops, too!"



@_charityshopfinds:

"This gorgeous coat has been one of my favourite finds in a long while! It's such good quality and I can't wait to wear it during the winter months. It was such a bargain too! I love shopping in the Salvation Army shops - I've found some treasures!"



We love...



Coffee cups & tea pots

Pop into your local Salvation Army charity shop or donation centre and you will find a plethora of tea sets, coffee pots, cups and many more treats for your kitchen shelf. From classic and vintage British designs, to more modern pieces, you can enjoy your morning cuppa or afternoon tea with a different cup and pot each time!

Pick a colour theme and start a collection. If you mix and match you don't have to worry about something breaking, just replace that piece on your next visit to our shops. What's best is you can have a beautiful set for amazing value!

Furniture donations

Did you know our donation centres and furniture shops offer a free furniture collection service? This way, if you have an item you wish to donate, you can give us a call and a member of our team will arrange a free collection at a time that is convenient for you.

Sounds good? If you have a furniture item you wish to offer a second life to, search for your nearest donation centre by visiting our new website, www.salvationarmydonationcentre.org, find your nearest donation centre and give us a call to book your collection.



Scarves

the multi-purpose accessory

By Andreea Dumitru

What is the one accessory designed to bring elegance to your outfit? And what is the one item of clothing that can be re-worn in various ways and never look old?

The answer to both questions is the same: scarves! The symbol of style, common scarves have been worn throughout the past century as the go-to accessory and they are still a wide trend today, due to their many uses and wears.

The first image I see when I think of scarves is a typical scene from a 50s Hollywood movie where the female protagonist decides to go for a drive in her convertible, wearing a gorgeous scarf and over-sized sunglasses, yet today's generation have found so many other ways to reuse this item.

Handbag – adorn your handbag with a scarf. Create a series of loops, bowties or simply leave it hanging alongside your maxi dress to give your next outfit a beach ambience.

Hair – can't decide how to style your hair and have a scarf to match? Or just want to add a bit of colour to your style? Scarves made a huge comeback as a hair accessory. Add it to help wrap your messy bun, or braid into your plait for a classy or funky hairdo.

Cover-up – feeling a bit chilly but don't have a spare jacket? A scarf is just what you need! Wrap it around your shoulders or tie it at the back to create an impromptu pair of sleeves for your outfit and you are all set.

Isn't it great to have an accessory that you can reuse over and over and combine it with various outfits and styles? Our charity shops have a huge selections of scarves, so if you are feeling inspired and want to try something new, pop into your local Salvation Army charity shop for a shopping spree.



From sheet to skirt

transforming a duvet cover



By Andreea Dumitru and Emma Seward

For this section, I travelled to my local Salvation Army charity shop and bought a summer pattern duvet cover and pillowcases for £3.50. Then, with the help of my colleague and our tailor, Emma Seward, I worked to transform this into a skirt. To my surprise, it came out so much better than expected, but that might have been Emma's expertise!

I must admit, I was scared going into this project as I am not very talented when it comes to handling a sewing machine and measuring fabric, but I think the results are outstanding. My advice: go into it with confidence, not much can go wrong. So without further ado, here is a step by step guide on how to make yourself a skirt as pretty as mine.



1. Supplies - You will need a twin bed sheet or one side of a twin duvet cover, a 15cm zip, tape measure, pencil or chalk to mark, zipper foot and a sewing machine.



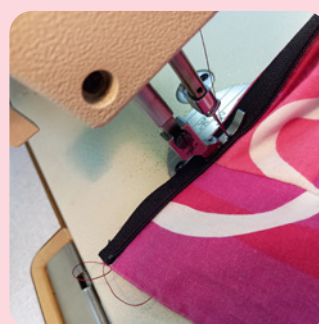
2. Cutting the skirt - Lay the fabric flat out and fold in half, and half again. You need to make two curved cuts – one smaller one at the 'corner' of the folded fabric for the waist and one for the length. To mark your waist, follow the formula: $\text{Waist circumference} - \text{mine was } 28" \text{ or } 71 \text{ cm} / \pi (3.14) = \text{diameter} / 2 = \text{radius}$. Add 3-5cm to that to create some gathers, i.e. $71 \text{ cm} / 3.14 = 22.61 \text{ cm} / 2 = 11.3 \text{ cm} + 5 \text{ cm} = 16.3 \text{ cm}$. Measure from the corner to the length of your radius (e.g. 16.3cm) and mark your top curve. Then measure the length you want from top curve and add 2cm for the hem. When you unfold the fabric, you will be left with a large donut shape with a hole for the waist. Cut a straight line from the hem to the waist to split the fabric (this will accommodate the zip).



3. Cutting the waistband
This is the measurement of your waist with 2cm extra in length and 7.5cm in width (e.g. 73cm by 7.5cm). Tip: Use the side of the duvet cover as it's already got a stitched seam which will strengthen your waistband and saves time in step 5.



4. Sew and gather the skirt
Fold the fabric of the skirt back in half and sew the side seam, right side to right side, 1cm from raw edge and stop 13cm from top for your zip. Then sew 0.5cm from the raw edge of the skirt waistline with a long stitch, gathering the fabric evenly until you get the same measurement as your finished waistband.



5. Sew waistband, zip and hem - Take your waistband (already folded lengthways) and pin to skirt, right side to right side and matching the raw edges. Make sure you have equal gathers around the circumference of the waist. Sew the waistband with the skirt, using a medium length stitch. Pin the zip into the 13cm seam allowance from the top of waistband, one side at a time. Use your zipper foot and sew in place. Do the same on the other side to complete the zip. Fold top tags of zip down and top stitch. For the hem, use an overlocker or Z stitch on a normal sewing machine. Press a 1cm hem and top stitch or hand sew.



Wear it with confidence - No one will believe this used to be a duvet cover!

Redesigning *Fashion*

By Charlene Bent

The Salvation Army is committed to supporting the circular economy and our latest Redesigning Fashion initiative showcases how pre-loved fashion can be pared back to the very essence of its material being and divert textiles away from disposal and landfill. The result? A selection of looks set to make a fashion statement and nod to the season's hottest trends.



The Redesigning Fashion collection was created by a group of innovative Year 2 Fashion students from the Winchester School of Arts who were given items donated to our clothing banks and the opportunity to be creative. The final results were submitted as part of students' projects.

To celebrate the success of the range, we took key pieces as part of their fashion campaign and called on fashion industry leaders for support, and 'voila!' a photoshoot was born. Shot by leading fashion photographer Catherine Harbour, famous for a soft and feminine approach to her photography style and beauty work, her industry clients include Marks and Spencer, L'Oreal, Max Factor, Dior, Chanel, Adler and editorials in publications such as Marie Claire, Elle, Harpers and La Femme. Catherine Harbour shared "I really like the work that The Salvation Army do to support the circular economy and driving environmental change."

Catherine was supported by London based fashion stylist Jess Evans, known for her work featured in Tatler, Traveller, GQ, Daily Express & Fabulous (where she holds the title of Stylist). The duo delivered a high fashion campaign that echoed the The Salvation Army's message of hope and sustaining our planet.

The fashion forward images highlights the intricacy and attention to detail with every garment. The combination of fine textures and slight hints to the methods used to repurpose the pieces by the students can be found in every shot.

Continued on next page





As the largest charity owned textiles collector in the U.K, Salvation Army Trading Company (SATCoL) operates around 8.000 clothing banks and over 230 charity stores on behalf of the charity. We work to combat climate change and this is the latest partnership. Through a variety of reuse and recycling schemes, we lessen the impact on resources and divert items from disposal and landfill by extending the useful life of products and minimising waste.

In addition to the photoshoot, Yada Yada film productions were onsite to capture the magic of the shoot and the innovative approach to reusing textiles to give them a new lease of life. Each year, SATCoL diverts over 250 million items to good uses and over the past ten years alone have raised over £80 million for The Salvation Army and other community charities.

The sustainable designs are only part of the movement.

These garments will be sold in a one-off pop up shop and Salvation Army stores where the funds raised will be donated to The Salvation Army to continue to support the great work they do.

The Salvation Army provide practical help for people in need, such as specialist support for survivors and victims of modern slavery, shelter for those experiencing homelessness and so much more. This initiative is creating waves and thanks to the great work of the students involved, redesigning pre-loved textiles is now the next step in truly sustaining fashion.

Thank you to the students, whose work is proudly featured on these pages. (In display order:) Alice, Yufeng, Mia, Menglong, Yanfei, Xinyi and Yao.

Scan the QR code below to watch the behind-the-scenes video.



Seasonal decluttering

By Andreea Dumitru

The 'spring clean' is a major annual event when it comes to our declutter projects. The unspoken rule of cleaning everything up as soon as the month of March hits our calendars has been a long-lived tradition. We get so exhausted from trying to clean our homes and get rid of the items we don't need that we lack energy to do it again for another year.



Which is why we present to you, seasonal decluttering. Yes, it is exactly what it sounds like.

Instead of waiting an entire year for spring to come, and waste days to go through all your belongings, do it once every season. This way, you don't have to be hassled with questions such as: 'will I need it again later on?', 'what if it comes back in fashion?' and the favourite, 'should I keep it just in case?'

The items you do not love and the items you did not touch for the entire season are the same ones that will be moved from place to place, to occupy unnecessary storage and bring you the headaches when it comes to an annual spring clean. So take your own advice: if you didn't wear it, if you did not like an item enough to use it at least a couple of times in the three months that went by, it is time to donate.

When you return from holiday, scan your bags for those dresses you did not even think to wear. When you are preparing your office wear for the week, check the ones that permanently live on the hanger. What about those shoes that are so uncomfortable you will never wear them again?

At the end of each season, grab a bag and fill it with the items you no longer need, the items you no longer love. You will feel great for decluttering, you will gain more space in your wardrobe and you will realise you don't even miss those items.

When the donation bag is full, and your heart lighter, pop into your local charity shop and send those items to a new home. You loved them for a while, now it's time for someone else to discover them.



Celebrating our shops



I want to dedicate this Editor's Notes to our shops in celebration of the wonderful work our colleagues do on a daily basis, and thank them for the positivity and dedication they always share. We now have over 230 shops and donation centres across the UK, with a few more opening soon.

In recent years, our charity shop teams have gone through various changes, had to adapt and work in unforeseen conditions, with short staff and through unexpected times. I was amazed by their strength and positivity, the fact that every time I went into one of our charity shops, I was welcomed with a smile and with so much enthusiasm.

The charity shop teams are always coming up with new projects in support of their local community, they are always keen to help and get involved and love welcoming new customers and donors. The Salvation Army shops are truly a pillar of their local communities, not only by helping with the specific issues The Salvation Army support, but getting involved with collections and, more recently, food banks and employment support, as well as donations for Ukraine.

Award winning shops

All our shop team do an amazing job and we couldn't be more grateful for their hard work and dedication throughout the year. We are thankful to every shop manager, every member of staff and volunteer for their

contribution and ideas, and for supporting our cause and working hard to help others.

I could not let the occasion slip without congratulating our shops of the year. Their awards were presented at our Dare to Care conference in May.

Many congratulations to Liz Gunn, manager of the Braintree Donation Centre for winning Donation Centre of the Year and to Marie Payne and her team at the Dudley shop for winning Charity Shop of the Year.

Also to the Kirkcaldy shop for winning the award for the North region and the Poole shop for winning in the South region.

Our charity shops are working hard to bring you amazing items at bargain prices, offering sustainable alternatives to fast fashion. So next time you pass one of our charity shops, come in and have a look.

Andreea

Editor



Beko small appliances are available in Salvation Army stores



beko



Did you know you can buy electrical appliances in our shops? That's right. P.A.T. tested small electrical appliances from Beko, the UK's number one best-selling home appliance brand, are now available in many of our stores.

In an effort to extend the usable life of the products, Beko has partnered with us, donating pre-loved or repurposed appliances to The Salvation Army. Once tested and repaired to ensure they are consistent with Beko's quality standards, you can buy these high-quality appliances for less, saving money, whilst also helping to reduce unnecessary appliance waste.

So, next time you need a toaster, vacuum cleaner, or microwave oven, pop into your local Salvation Army charity shop first and browse our selection of Beko appliances.



Gifts that mean the WORLD... ...But don't cost the EARTH

Look out for our friends Pudding the Penguin and Bauble the Bear who will be making an appearance in our shops and donation centres later this year.

Shopping for gifts in our charity shops is a great way to save money, and save the planet. If you have a pre-loved or new gift to donate for Christmas 2022, please pop along to your local Salvation Army charity store.

Please donate pre-loved or new Christmas gifts by end of October.

Say YES to Gift Aid and help us raise 25% more!





The Salvation Army mobilises to support Ukraine relief effort

The Salvation Army has put in place various programmes in Ukraine, Russia, Poland, Romania, Moldova and several other countries in Europe to offer assistance.

The Salvation Army's response includes an emergency team formed in Romania, free assistance with temporary accommodation in Moldova, relief parcels from Poland, food, drink, accommodation and emotional support in Slovakia.

The Salvation Army in Ukraine reports that officers are sleeping in shelters alongside the communities they serve, but doing their best to offer hope and support.

As the conflict in Ukraine is escalating, The Salvation Army will be there to offer support. If you want to help, you can donate to the Ukraine crisis appeal by visiting www.salvationarmy.org.uk

Charity shop manager attends Palace Garden Party

Kevin Jennings, manager of our Maldon shop attended a Garden Party at Buckingham Palace as a thank you for his great work in the local community. Thanks to an anonymous nomination, Kevin received the invitation and was beyond excited to attend along with his wife.

Garden parties are a way for members of The Royal Family to get to meet a broad range of people, all of whom have made a positive impact in their community and Kevin had the opportunity to meet Princess Beatrice. Kevin said: "She was very gracious and it was nice to hear someone from The Royal Family saying that it means a lot that we are helping. It helps breaks down barriers in society."



*An hour of your time can
make all the difference*

**VOLUNTEER
TODAY**



Help us to complete our team and
volunteer now. You might find we
help to fill a gap in your life too.

Ask in store for details today.

