

reuse repurpose
restyle

The sustainable fashion story untold

clothing bank donations
transformed

Influencers investigate

discovering all our donation
centres have to offer

Declutter in 3 seconds

incentivise your spring
clean

Take Back Schemes

earn rewards, help
our planet &
transform lives!



Welcome

to our latest edition of
reuse, repurpose, restyle!



Welcome to our fifth edition of Restyle magazine. There has never been a better time to reuse and restyle than now and this edition is packed full of incredible inspiration.

This spring, we are in love with Kayleen Kelly's three-second declutter rule – read more on page 12. We are inspired by two fashion influencers (charityshopgirlcsg and thankfifi) on pages 6 and 10.

Also, find out how we created high-fashion from everyday donations to our clothing banks on pages 8 - 9. Our aim is to show you more ways to reuse, repurpose and restyle! Not only is it better for the environment, it's better for your pocket.

As always, we love to bring you fashion ideas and share the stunning items our customers discover in our shops, read more on pages 4 - 5. 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](#)

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Magazine team

Andreea Dumitru, Editor
Dan Homerstone, Designer
Kelly Castelete, Communications Manager
Charlene Bent, Partnership Marketing Manager
Sabine Petkevica, Marketing Assistant
Contact us at media@satool.org

Published by Salvation Army Trading Company Ltd (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).



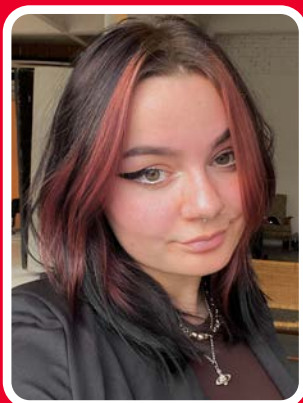
**SALVATION ARMY
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Ask us...

Do you have a question or is there something you have always wanted to know about our charity shops? Email us your questions to media@satcol.org

In this edition, we ask -

What surprises can we expect in 2023?:



Sabine Petkevica, Marketing Assistant

We are ready to bring fresh content to our TikTok page, continuing to create videos focused on finding the best bargains and explore our hidden gem charity shops. Alongside this, we are excited to further expand our reach by partnering up with some well known and wonderful influencers that truly show great care and love for giving second-hand clothes a new lease of life! It's worth keeping an eye out for our live videos where we visit our charity shops in real time and find a variety of great items such as clothing, books, home goods and DIY projects ready to be made. If you love sustainability and value for money, then our TikTok, Instagram and Facebook pages are definitely worth a follow!



Kirk Bradley, Head of Corporate Partnerships

We are working with more and more brands who offer their customers the opportunity to donate second-hand clothing in a convenient and sustainable way. Often called Take Back Schemes, we work with Tesco, John Lewis and Hera, to name a few, to help protect our planet. What's more, these donations are sold in our shops to raise more money for our charity work. Read more on page 13.



Melanie Eastwood, E-Commerce Manager

We are really excited to be launching our new eBay charity shop this year.

We'll be stocking everything from collectable items, designer and vintage clothes, to homeware, classic toys, games and more, all available to buy online.

By extending our pre-loved goods for sale online, you'll be able to support us from the comfort of your own home. In addition to UK-wide delivery, we will also be offering a click & collect service in case you'd prefer to go into the shop to pick up your purchase.

It will be amazing to offer such a vast range of treasured items for sale online knowing that all proceeds will be going towards our work to help support The Salvation Army.

Follow our social media channels for more details on the upcoming launch.



Our customers love...

@Improbablywearingyourclothes:

"I started charity shopping as it allowed me to enjoy fashion and clothes whilst on a tight budget as a single mummy. My charity shop habit has stuck. We now know the environmental benefits of wearing pre-loved but there is something therapeutic in going through the rails, finding the treasure and I enjoy the thrill of the hunt. Charity shopping has widened my fashion choices, made me more creative in styling and trying different things. Salvation Army shops are a favourite, the staff are lovely, it is priced well, and I have found my best vintage pieces here. My favourite day is a charity shopping day."



@Charity_shop_ties:

"I go charity shopping every week. I love the feeling of finding a great value piece of men's fashion from the past. Sustainability is important to me, and I reject the fast fashion world we live in. I've got 50-year-old clothes that are still in great condition, whereas some of the high street stuff you buy now only lasts two washes. Also, as a grabatologist (tie collector), charity shops are the number one source for my hobby. One of my favourite shops is the Salvation Army branch in Cudworth, Barnsley. It has friendly staff and has a great men's clothes section at bargain prices. There's no greater feeling than finding great items for my hobby and knowing that the money is helping people too."



@Me.myclothes.and.I:

"I've always loved charity shopping, you can find so many unique items, whilst also supporting some great charities. One of my favourite things about charity shopping is discovering different treasures and imagining what the items would've been used for previously, and who by. I really enjoy visiting the Salvation Army shops in particular as they offer such a wide variety of items and the staff are always so warm and friendly"

@Thriftyfinnie:

"Here's me in this gorgeous coat I got from Salvation Army in Altrincham. Gives me 60s vibes! I love the matching fur collar and cuffs and the pink in the checks to give it a pop of colour. Love going to this shop as they always have a fab collection of clothes, especially shirts! The staff are always so nice even when I want to look at all the jewellery and sunglasses in the cabinet and try all the sunglasses on! They have a mix of brand new and pre-loved clothes! At Christmas I even got some baubles for 20p that I turned into the sweetest little earrings! Find your closest Salvation Army shop and check it out! "



We love...



Bold accessories

It's time to be bold! From runway shows to our favourite celebrities, bold accessories have become a fashion statement in the past few months. Wide necklaces worn with a boho dress or neck long earrings, accessories help define your style and bring cheery vibes to every outfit.

This spring, discover your unique style and wear big and bold items, mix and match to find what perfectly suits you and stand out with vibrant jewellery. It only takes one extra piece to bring an outfit to life.

And what is the best place to find hidden gems and statement pieces that no one else will be wearing? With massive jewellery displays priced at only a few pounds, charity shops are a great place to find bold accessories to perfectly match your style.



Statement shoes

Who doesn't love to leave a mark? From the shape of a flip flop in the sand at your chosen holiday destination to the extra push to complete one more mile at the gym, shoes have a way of making a statement. They also have a way of making an outfit pop, or maybe even walking you to a great dinner. A great shoe can elevate your feet as well as your spirit.

And if you like to bring something extra to your daily steps, you need to have a few more choices. Charity shops are a great place where you can find different types of shoes to match your style and your daily plans. From vintage shoes to comfy trainers. All at bargain prices. Pop along to one of our shops today!



Scottish influencer visits Renfrew donation centre

By Andreea Dumitru



Wendy, best known as @Thankfifi, is a Scottish digital creator with a passion for interiors, styling and fashion, and a special eye for repurposing and DIY projects. @Thankfifi started her website twelve years ago and her social media channels followed shortly after. Today, she has a booming Instagram presence, and her followers love to see her ideas.

For this edition of Restyle, we invited Wendy for a visit to one of our new donation centres in Renfrew and took the opportunity to ask her a few questions about sustainable fashion and DIY projects.

You have an amazing fashion style, what inspires you?

I would say I take inspiration from everywhere, but at the moment I'm very inspired by French style so I tend to look at French fashion brands, save the images and see how I can recreate them with pieces that I already have in my wardrobe. My style is based more on layering, adding belts and styling things up, rather than buying a specific piece. I like to re-wear the things I have many different ways at different times.

You are also very creative when it comes to home décor. How do you pick your projects?

I would say it probably begins from a necessity. For example, my son has just turned 5 and he needs to move from a toddler bed into a big bed, so I've sourced a second-hand pair of bunk beds. They are not in great shape, but they're solid wood, which is something that I find amazing about shopping second-hand. You can get items for a much more affordable price. The structure is great quality, but visually they don't look beautiful. I'm planning to build them into an alcove and create a whole new bedroom for him. I also plan to add some upcycled furniture that will be painted so hopefully it'll be really nice for him.



What advice do you give people who want to start a DIY project?

Do tonnes of research and also wait for the right piece. Don't get the first thing that you see. You need to have an idea of what you're looking for and make sure you get something that is the right dimension for your space.

Do some research to find out if you're going to paint it or if you need to sand it first. Check what kind of special paint you might need to apply. Part of the fun of DIY is that you make mistakes along the way. I've been there and done that. I had a whole DIY painted patio that washed away in the rain, but I got it right the second time.

What do you think about our Renfrew donation centre? What did you enjoy about your visit?

I was really surprised when I walked in at how big it is. I also chatted to the guys that work here and discovered that they are checking that all the electricals work and the furniture that comes in flat packed is being put together to be presented.



It is so organised, and I love that because there are volunteers helping to sort through the bags and organise everything. They are also preparing the furniture to go on the shop floor.

I love how you can see everything laid out in sections of furniture, bric-a-brac, there's even a whole section of crystal glassware, vases, as well as all the books.

It is an easy place to shop and an easy place to donate.

Follow Wendy here: www.instagram.com/thankfifi



The Sustainable fashion story untold

By Charlene Bent

Ever wondered what happens to items that get placed in a Salvation Army clothing bank? Well, pull up a chair and get ready to listen to a story that highlights the great work our donors, customers and colleagues do to help save our planet one donation at a time.



Each day The Salvation Army vans are powering through the UK to collect the generous donations placed in our 8000 clothing banks. All the items are delivered to our central processing centre to begin the journey of reuse. The purpose-built facility is located in the East Midlands and carefully designed to maximise the opportunity to repurpose second-hand fashion. So, what does this mean for you? Quite simply, every clothing bank you see is an opportunity to help protect our planet, reduce waste and support an outlet designed to give a new lease of life to used textiles.

The launch of the latest fashion campaign **Reuse2Repurpose Fashion** features trendy looks from The Salvation Army clothing banks. The collection was created by fashion stylist Joanne Kennedy, known for her editorial shoots across Glamour, Forbes and Elle and shot by high fashion and beauty photographer Catherine Harbour.



The catwalk-inspired styles demonstrate the potential of second-hand fashion at a time when new research shows that the environmental impact of reusing textiles is 70 times lower compared to producing new clothing*.

The **Reuse2Repurpose** Fashion shoot showcases ways that we can make the old become new with pre-loved fashion and create styles that fashionably stand the test of time.

With second-hand and vintage now increasingly accessible thanks to our retail stores, you can buy pre-loved items when looking to add to your wardrobe and shop with the confidence that your purchase is part of the journey to sustain our planet. Not only will you extend the life of these garments and reduce the environmental impact of your wardrobe as a result, you can also find one-of-a-kind pieces that no one else will own.

The profits received from the donated items will be given to The Salvation Army to continue to support the great work they do across the U.K. The Salvation Army provide specialist support for survivors and potential victims of modern slavery, shelter for those experiencing homelessness and so much more.

To find your nearest clothing bank and Salvation Army store visit www.salvationmydonationcentre.org/stores
Follow us [@reuse2repurpose](https://twitter.com/reuse2repurpose)

*EuRIC Textiles research, 18 January 2023 Press Release - Textile Recycling Association textile-recycling.org.uk



Charity Shop Girl visit to Chesterfield Donation Centre

By Andreea Dumitru

If you like charity shopping and sustainable fashion styling hacks, you must have encountered one of Jen's videos. You may know her as @Charityshopgirlcsg. With hundreds of charity shop hauls and outfits bought solely from charity shops, @charityshopgirlcsg, as per her name, celebrates the fashionable side of charity shopping.

We couldn't miss the opportunity to invite her for a tour of our Chesterfield donation centre and, while there, we asked her a few questions.

How did you start charity shopping?

I've tried to buy more from charity shop since I was about 17 just because I didn't want to wear what everybody else was wearing, and I thought that charity shopping was the best place for that. You never know what you are going to find, every item is different, and I think that the charity shop is a great place for you to be able to find your own style.

What inspired you to start a channel dedicated to charity shopping?

I was made redundant during Covid and my daughter, who is 13, asked me why didn't I start recording my charity shop hauls and put them on TikTok, so that's how I started. She very much inspired me.

What advice would you give people who want to start charity shopping?

I think the important thing is to go in with an open mind, and be able to have a good rummage. You never know what you're going to find. If you are unsure, maybe start with the bric-a-brac or something that you really like. For example, I love blazers so I would shop for that first and then start venturing out into the charity shop; once you gained more confidence, you start enjoying looking at other things.





How was your visit to the Chesterfield donation centre?

It has been a special visit and really humbling because it is a real hub for the community. It's not only a place for volunteers and members of staff, but also people from the homeless community. They have special days where they do knitting or book clubs. There's something for everyone. What I've enjoyed the most is watching all the volunteers work together because they are like a family, and they all look so happy. What they're doing it's so organised and well run. It has been a really special place to be over the last two days.

What is your opinion about donation centres?

I think the good thing about donation centres is that you have the facility for parking, so you can bring large items and larger donations. You can come and donate items, you can also have a look around, everything that you could need is all in one place. It's like a one stop shop for charity shopping!

You can find your nearest donation centre by visiting www.salvationarmydonationcentre.org



Declutter in 3 seconds

By Andreea Dumitru

Spring cleaning is a tradition many of us like to follow. It helps us organise and brings freshness to our homes, helping us declutter and remove some of the items we used to love, but might not bring as much joy anymore.



Giving up items we cared about, ones that bring memories and were precious to us at some point can be difficult to master, so to help you gain that little extra incentive, we are bringing you the 3 second declutter rule.

Kayleen Kelly, a professional organiser specialising in 'chronic clutter' and ADHD, has been making hundreds of videos on her TikTok channel, helping her followers with organising advice and declutter tips.

The three-second declutter rule is a technique Kayleen created in the 9 years she has been in the organising business, saying that the word 'declutter' raises so many questions and even more concerns rather than help us make the decision. According to Kayleen, we are concerned about what items we need to keep, where we are going to place them and are especially worried about storage space.

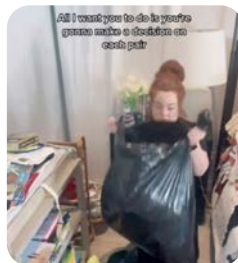
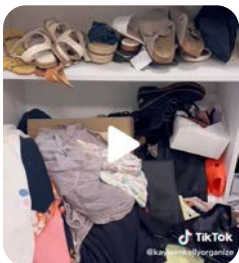
Kayleen's three-second declutter rule allows you to make a quick and confident decision, letting you make an instant choice based on emotional response. Her advice is to remove the items and place them out of their storage space, sort them in piles if needed and, most importantly, do not get overwhelmed.

It's easier if things are categorised, so you can have a better look at similar items. After that, Kayleen advises to look at each item and sort them into 'yes' or 'no' piles. The trick is, if you hesitate longer than three seconds, "it's an automatic keep." Then you can make one pile for the items you want to keep, and one pile for the items you want to donate.

The three second rule is a great way to help you decide quickly and without the fear of changing your mind. It makes spring cleaning and decluttering so much easier, knowing that you will not miss the items you are thinking about donating.

What are you going to do with the 'no' pile? Put your pre-loved items in a bag and donate them to your local Salvation Army Charity Shop or your local clothing bank so they can be discovered and re-loved by others.

If you want to hear more tips about decluttering, follow Kayleen's channel here www.tiktok.com/@kayleenkellyorganize



Get rewards through our partner Take Back Schemes

We've partnered with some of the largest retailers across the UK to give pre-loved fashion a new lease of life. These online return schemes are kinder to the planet with some brands offering a voucher or discount code to put towards your next purchase with them!

What's more, your pre-loved items will be sold in The Salvation Army charity shops across the UK and the money raised will go towards supporting The Salvation Army and their work helping vulnerable people.

**Are you ready to earn rewards,
help our planet and transform lives?**

Repurposing your pre-loved clothes with our partners is now easier than ever! Visit our website to find out more about our partner schemes with John Lewis, Hera, Cotton Traders and Pretty Lavish.

Make your wardrobe work more to help others in just a few clicks:

www.satcol.org/takebackshopping



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These schemes are operated by Salvation Army Trading Company Ltd (SATCoL). A minimum of 5 or 6 items per delivery must be returned. Full information is available via our website.

Charity shopping...

a response to *fast fashion*



How many times do you have to stop and think about what you are going to wear the next day? And how many times do you select your favourite items, that perfect pair of jeans or your favourite top, even though you bought enough new clothes recently?

Every new season, our wardrobes welcome new additions and shopping for clothes has become a social event and with it, brands have started to become bigger and bolder.

But what happens with the surplus? With the items you bought but quickly got bored of? According to WRAP* the fashion and textiles sector is the fourth largest emitter of greenhouse gases in the UK and is contributing to biodiversity loss, water scarcity and exacerbating the pressure on our already overflowing landfills. Unfortunately, every year these figures keep increasing.

The solution? Discover pre-loved items. The younger generation is working hard towards slowing down the idea of fast fashion and replacing the need for garment mass consumption with a love for vintage and pre-loved items. The slow fashion movement has been growing on social media in the past few years, with more and more young members of the public choosing to buy second-hand.

Apps such as Vinted, Depop or eBay have become the new 'socialising spaces' when it comes to picking up fashion, with charity shops becoming a trending space for browsing and finding wardrobe additions.

Our customers say that it is not only a more sustainable choice, but a choice which allows them to discover unique pieces to style and create a trendy outfit, with items that no one else will have, thus helping them define their style.

Charity shops are a place worth visiting, where hundreds of new pre-loved items are displayed every day. Shop colleagues and volunteers work tirelessly to bring out and restock new donated garments and surprise our customers with affordable prices and unique items.

We would like to take this opportunity to thank our teams for their hard work and dedication and for their role in helping us win the Charity Retail Association's Charity Retailer of the Year 2022 award.

If this article inspires your urge for shopping, visit your local Salvation Army charity shop today.

Andreea

Editor

*WRAP Textiles 2030 and Annual Progress Report 2021/22





Cost of living homelessness crisis

CHAIN (Combined Homelessness and Information Network) quarterly report showed that there is a 21% increase in the total number of rough sleepers compared to this time last year.

3,570 people were recorded as sleeping rough in London from October through December 2020 and out of those sleeping rough, 1,700 were doing it for the first time.

Nick Redmore, director of The Salvation Army's

Homeless Services Unit said: "These figures suggest rising costs are pushing people onto the streets and we fear the number of those who are homeless will grow unless the Government takes urgent action. This is a dual crisis. The cost of living has not only put tremendous pressure on vulnerable people but also on the services designed to help them."

Find out how you can help by visiting: www.salvationarmy.org.uk

The Countess of Wessex visits The Salvation Army

The Countess of Wessex, patron of over 70 charities and organisations, visited the Newcastle-under-Lyme Salvation Army church and met with Salvation Army officers, partners and volunteers helping to tackle homelessness and rough sleeping.

Her Royal Highness met Major Julian Rowley, church leader, who said: "The Salvation Army has the space to deliver services at the hub, where experienced support workers can offer help to people needing assistance. We are also on hand to offer pastoral support. Sometimes people need housing advice but sometimes a listening ear is just as important."



"Thank You"

We are humbled and thrilled to have been awarded
OUTSTANDING CHARITY RETAILER OF THE YEAR 2022

by the

Charity Retail Association®



This would not be possible without the dedication of our colleagues, including over 4,000 volunteers, who work hard every day to bring our customers an outstanding charity shopping experience. Thank you also to our customers, donors and supporters. With your help, we have raised over £80 million for The Salvation Army to support their vital work helping people in communities across the UK.

SATCoL (Salvation Army Trading Company Limited) operates around 240 charity stores on behalf of The Salvation Army. In January 2023, the Charity Retail Association announced SATCoL as Outstanding Charity Retailer of the Year 2022.