



## IN BRIEF

- This year international charity project **\*commonthreads** links the wider fashion community with international aid.
- Designers will redesign second hand denim and original vintage kimonos creating signature pieces to be auctioned at 3 exclusive events in 3 cities: London, Tokyo and Brisbane. All proceeds raised will go to partner charities: TRAIID London, AAR Tokyo and St Vincent De Paul Brisbane.
- The London event will be held on Thursday 11th November.
- Participation includes over 30 different designers from Gharani Strok to Robert Carey Williams to Future Classics to Levis to Tsubi. The actual event will include the latest UK rock “it” bands and a celebrity auctioneer.
- **\*commonthreads** is also about to sign an agreement with Shine production for a documentary with mini series spin off that follows the process up to the **\*commonthreads** event in November and looks at the underlying ethical issues.
- With support from the fashion industry and leading lobby groups **\*commonthreads** are seeking to draw attention to some of the negative issues that surround conventional textile production:
  1. Promoting the fair-trade story.
  2. Disposal of clothing by recycling and customizing.
  3. Using hemp & organic cotton which promotes high ecological standards.
- The **\*commonthreads** Project not only benefits designers by being aligned with a well publicised international charity event in a premier venue with big company sponsorship, but also creates goodwill for their brand.