



PRESS RELEASE

***commonthreads** is a charity-based project that links the wider fashion community with international aid.

In brief this year ***commonthreads** will see high profile, contemporary designers deconstruct, redesign, reinvent and revamp second hand Levis denim and original vintage kimonos 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.

With support from the fashion industry and leading lobby groups ***commonthreads** is seeking to draw attention to some of the negative issues that surround conventional textile production:

- Promoting the fair-trade story.
- Disposal of clothing by recycling and customizing.
- Using hemp & organic cotton, which promotes high ecological standards.

In the UK 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 UK's latest rock "it" bands and a celebrity auctioneer.

***commonthreads** is also in the process of signing an agreement with Shine production, UK for a documentary with mini series spin off that follows the process up to the London ***commonthreads** event in November and looks at the underlying ethical issues. ***commonthreads** founder Emma King is all set to host the documentary and series.

The ***commonthreads** project not only benefits designers, sponsors and all involved 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.