



*R*ecreate
2008



About Salvos Stores

Salvos Stores Southern Territory operates 190 retail stores in Western Australia, South Australia, Victoria, Tasmania and the Northern Territory. Salvos Stores operate as a fully functioning retail business. They recycle pre loved goods and rely heavily on the generosity of the public - but still maintain a professional retail network and dedicated store staff, professional support office and a great team of retail managers located throughout the territory.

The slogan **"If it's too good to throw away, bring it to the Salvos"** has cemented Salvos Stores in the minds of the public.

Overall the Salvos Stores operates as a thriving business with the added benefits of contributing positively to the excellent work of the Salvation Army.

Ita Buttrose

Ita Buttrose is one of the best-known people in Australia. A businesswoman, journalist and, author, she has twice been voted Australia's most admired woman and was awarded the Centenary Medal in 2003 for service to Australian society in business leadership.

She began her career as a 15-year-old copygirl at The Australian Women's Weekly and at 33 had become the magazine's Editor. She created Cleo magazine and later ITA magazine. Ita became the first woman ever to edit a major metropolitan newspaper in Australia when Rupert Murdoch appointed her Editor-in-Chief of the Daily and Sunday Telegraphs.

Ita has had a long association with the fashion industry. Through the magazines she edited, she has promoted Australian designers. She produced her own range of clothes in the 1990s; and even helped design the uniforms in the early days of World Series Cricket!

She has an impressive community service record having served as president of Arthritis Australia; a director of The Smith Family and chair of the National Advisory Committee on AIDS. She convened Australia's first National Family Summit for which she was honoured by the United Nations.

She is Editor at Large of OK! Magazine; appears weekly on Channel 7's Sunrise program and is patron of the Macular Degeneration Foundation and ASCA - Advocates for Survivors of Child Abuse. Her eighth book, Get in Shape, will be published by Penguin in October this year.



Designer Profiles

Lucy Swift and Jess Eisenhauer

According to Lucy and Jess, "...colour on its own is the simplest yet most powerful and expressive tool we have to communicate our culture, beliefs ideas and our emotions".

Jess and Lucy (first year Bachelor of Textile Design and second year Bachelor of Fashion design, respectively) aim to produce a collection that focuses on the meaning and rhythm of colour; taking inspiration from tribal and ethnic styles in the context of the fashion eras of the 60's, 70's and 80's.

Kitty Garry

Seminal 50's movie 'The 3 Faces of Eve' will set the frame work for third year Exploratory Design student Kitty Garry's Recreate collection.

Exploring the connection between our personalities and the way we dress, Garry will use the Joanna Woodward movie as visual reference point for her reconstructed garments.

Rose Megirian

Second year fashion design student Rose Megirian has taken the inspiration for her Recreate collection from her exploration with stitch and other hand work.

Utilising the treasure trove of discarded handiwork that resides at Salvos Stores, Megirian's collection will revive, incorporate and affect these beautiful works, turning them into contemporary, wearable and relevant garments for today's market.

Jason Hewitt

Jason is a third year student studying a Bachelor of Fashion Design and his collection for Recreate will attempt explore the masculine and feminine aspect within our society.

By using iconic menswear staples such as the shirt and tie, Jason will deconstruct the garments while keeping key pieces such as collars and cuffs and translate them on the female form, hence recontextualising the garments themselves.

Lauren Glasson

Lauren is in her third year of Applied Design and her collection is inspired by her love of colour and her fresh youthful perspective.

Growing up by the beach, Lauren has taken much of the stimulation for her Recreate collection from the water and the evolution of swimwear through the generations as well as her mantra to not take anything too seriously.



The Recreate 08 Team

Lisa Gorman

Lisa Gorman is one of Australia's most talented fashion designers and the brains behind the eponymous label 'Gorman.' Lisa is a champion of reducing the fashion industry's impact on climate change and is at the forefront of instigating initiatives to reduce her label's carbon foot print. Lisa actively takes measures to make all aspects of her business sustainable – from selecting like minded suppliers through to rewarding clients for utilizing sustainable transport methods.

Lisa is supporting Recreate 08 by offering guidance, advice and support to the participating design students who are using only reclaimed garments from Salvos Stores to build an entire collection.

Alida Milani

Alida is arguably the most respected fashion event producer in Australia, with credits including Australian Fashion Week, Melbourne Fashion Festival and Melbourne Spring Fashion Week and has worked with brands such as Akira Isogawa, Guess, Henry Bucks, Melbourne's GPO and Sussan.

Working in the events industry for over 10 years in both Australia and cities such as London and Milan, and with a background in Marketing, Alida has defined her career by working creatively yet strategically with fashion designers, fashion brands and major fashion events.

Through Arts Events Management Australasia, Alida used both her creative and logistical skills to grow industry events such as the L'Oreal Melbourne Fashion Festival (LMFF) and the Motorola Melbourne Spring Fashion Week (MMSFW).

Marc Wasiak

Marc Wasiak has been working as a fashion and advertising stylist for the past 10 years. His many contributions to Australian Magazines such as Oyster, Noise and Fashion Trend are regarded as bold and unique. His fashion flair and vision has been showcased at many Australian Fashion Weeks for group shows such as Hugo Boss, Fat, Leona Edmiston and Bettina Liano.

His clients include a broad array of Australian Fashion labels, such as Bardot, Jeans West, Levis and Ojay, for which he has created a unique style in various advertising campaigns. He also works on branding and ad campaigns for three of Melbourne's major shopping destinations – Melbourne Central, The GPO and Chadstone.

Marc's strong styling ability extends to props and set building. He has had extensive experience building and art directing sets for advertising and fashion clients, which include Pepsi, Target, Java Coffee, Roger David, Nokia and many more.



Salvos Stores are Putting the Value into Vintage Fashion

Salvos Stores are once again collaborating with fashion design students to present the Recreate 08 event on Tuesday October 14th, 2008.

Recreate 08 is the culmination of many months of hard work undertaken by the fashion design students whose brief has been to build a fashion 'collection' from items reclaimed at Salvos Stores.

Each of these fashion design students has access to Salvos Stores to select a variety of garments which they then pull apart, reconstruct and build into a selection of outfits that will make up a collection that they showcase on the catwalk at the Recreate 08 October event.

400+ guests are invited to Ormond Hall in Prahran to view each of the students showcasing their collections; with some of Melbourne's top models and the support of stylist Mark Wasiak ensuring that the night showcases the work of these young designers in the best possible setting.

Recreate 08 will be hosted by Salvos Stores Ambassador, Australian business woman, journalist, author and style icon Ita Buttrose.

14 participating fashion design students submitted a concept board to Salvos Stores, explaining the direction that is to be taken with their collection, as well as the inspiration and motivation for their designs.

The collections on parade at Recreate 08 will offer a fresh outlook from some of Australia's up and coming design talent, taking in the broadest possible reflection of the creative spectrum from the whimsical with 'Venice Carnival' and 'Over the Rainbow' through to industrial with 'Vixen or Machine'.

The collections are an amalgamation of individual entries and collaborations, with a panel of experts that Salvos Stores have put together, helping the students to bring their designs to fruition and provide mentoring and guidance throughout the Recreate 08 process.

Event details for Salvos Stores 'Recreate 08'

14th October 2008

7.30pm

**Ormond Hall, Prahran - 557 St Kilda Rd, Melbourne 3004
(enter via Moubay St)**

Salvos Stores across Australia generate funds for the Salvation Army to ensure that they receive the necessary support to continue their vital work in the community.

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