

we are.

SECOND LIFE FASHION

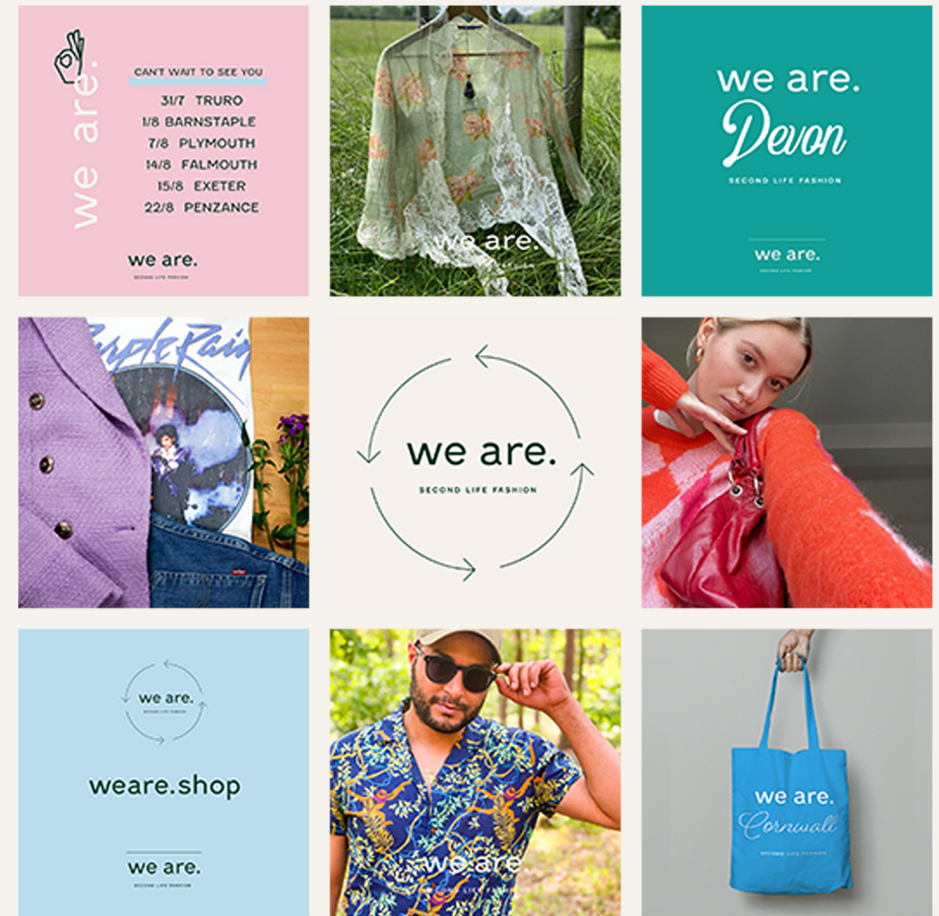


weare.shop



we hear a lot of people are
coming our way this summer -
So let's meet up in Cornwall
or Devon

Happy Holidays...





the idea of 'reducing, reusing and recycling' has the potential to be a big disruptor in the fashion industry
- Mintel 2020

70%

Over two thirds of consumers now say they are willing to buy secondhand
- Global Data Resale Report



Consumers now cite newness as one of the least important attributes when making purchases
- Mckinsey 2020



More than half of 25-34 year olds buy second-hand clothes
- Mintel 2020

Oxfam estimates that each week 11 million garments end up in the landfill.
Oxfam has called its findings "staggering" and say we are "turning a blind eye" to climate change

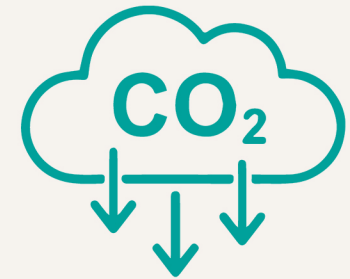
buying just **1** item of
second hand clothing
instead of new this
year would save:



204 million kgs
of clothing waste
(the weight of 1 million
polar bears)



113 billion litres
of water
(the equivalent of 1.25
billion showers)



5.7 billion lbs
of co2 emissions
(the same as taking
500,000 cars off our roads
for a whole year)

(Source: Green Story Inc / ThreadUp)

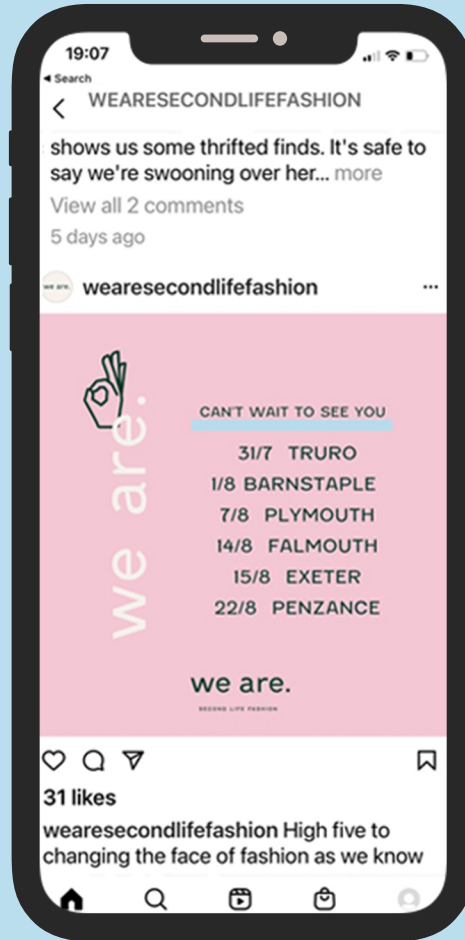
we are - join the fashion revolution



we sell a kilo of clothes for £20



local designers will have the opportunity to collaborate and showcase their upcycled work



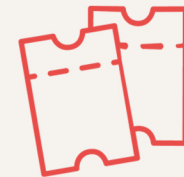
our buyers have bought genuine saved from landfill deals. We have over 6000 items and counting



on the spot alterations will be available on site, giving customers the opportunity to see the full potential of every item



events are FREE and a ticket will secure your place. Walk ins are welcome, but you'll have to wait your turn!



find upcoming events and secure your tickets at eventbrite.co.uk. Search we are and Cornwall or Devon



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thank you
we can't wait to see you!

