

we are.

building partnerships with great locations



about we are.

In 2021, the outlook for physical stores has been made out to be bleak, with the high street shuttering stores on a day to day basis due to the rise of online shopping and COVID-19. But we are. doesn't think this is the case, and is redefining how we shop, what we shop for and where we shop.

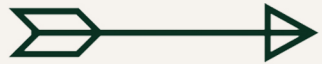
Leading the 'fashion revolution', we are. is giving clothes a new lease of life, through their kilo sales and up-cycled clothing events across Devon and Cornwall this summer, offering big brands for pocket-friendly prices. We are.'s "warm up" locations this summer are across some of the most recognisable landmarks in the South-West, from Truro Cathedral to Exeter Cornmarket, to show that buying sustainable and local is easier than ever before. Moving to London in September Kings Road, Islington and Ealing are all in early September events. We add our first German team in Berlin in October.



In today's fast-fashion world, **11 million** pieces of clothing end up in landfill each week. By buying pre-loved clothes, up to **113 billion** litres of water and the equivalent of taking **500,000** cars off the road in carbon emissions could be saved if each person bought just one item of second hand clothing. That's why we are. is on a mission to provide a new and exciting way to shop for loved brands, all at an affordable price.

Our founder Matthew Griffiths was one of the members of the TK Maxx start up team in 1994 and worked with TJX in senior buying positions for 10 years.

about the we are model



we are is a pop up model operating in a given location for 1 or 2 days only



we are use retail space which is empty and bring it to life



giving the location very high footfall for the event and a broad range of “new consumers” to the centre loaning us retail space



we are leave the venue exactly as we find it and pay any additional costs needed to open the store for 2 weekend days

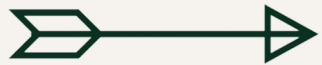
what we need



An empty unit of 200-350 square metres or bigger



Our teams can move any legacy fixtures



we can produce and install our own vinyl windows, and get approval from you on the designs

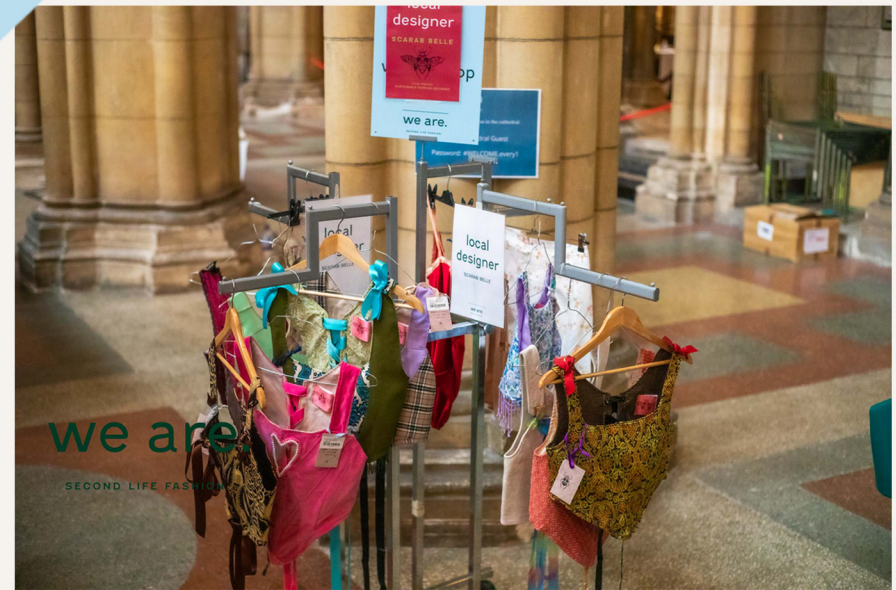


cathedrals

Truro

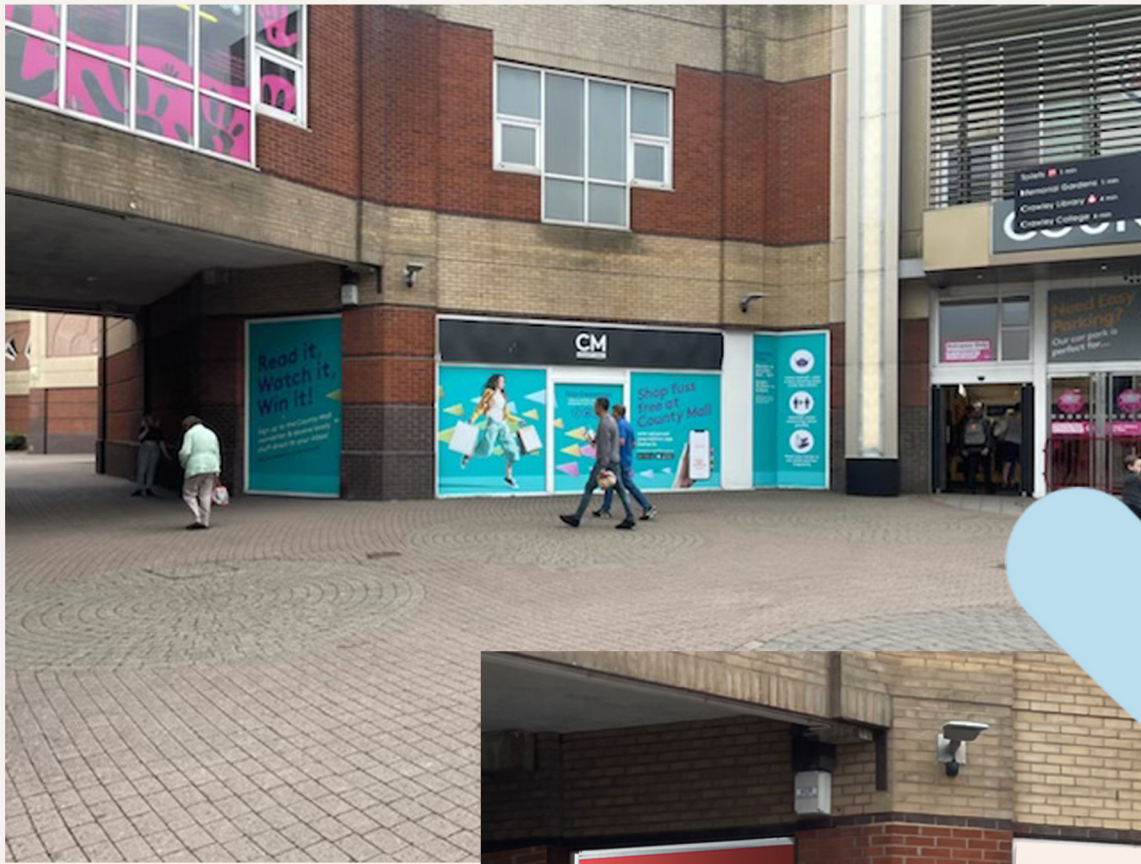








shopping
centres



public
sector

large
unusual

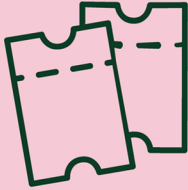
our point
of sale

we are.
Cornwall

SECOND LIFE FASHION

we are.

SECOND LIFE FASHION



tickets

we are.


SECOND LIFE FASHION

Second
Life
Fashion



we are.

SECOND LIFE FASHION



up
cycled

PRICED BY ITEM

we are.

SECOND LIFE FASHION

10,000
garments go to
landfill in the
UK every
5 minutes


(Source Oxfam)

so well done
you for doing
your bit today!

we are.

SECOND LIFE FASHION

What can I
get for a kilo?



(THE EASIEST WAY IS THINK
OF A BAG OF SUGAR:)

we are.

SECOND LIFE FASHION

out with the new,
in with the old!

If everyone bought just **1** item
of clothing second hand instead of new
this year, it would save:

204 million kgs
of clothing waste
(THE WEIGHT OF 1 MILLION POLAR BEARS)



113 billion litres
of water
(THE EQUIVALENT OF 125 BILLION SHOWERS)



5.7 billions lbs
of co2 emissions
(THE SAME AS TAKING OVER 500,000
CARS OFF OUR ROADS FOR A WHOLE YEAR)



So today we are all doing our bit for the sake of
the planet. #wearethefashionrevolution

(Source Green Story Inc and Thread Up)

we are.

SECOND LIFE FASHION

gold
label

TREASURES PRICED BY ITEM

we are.

SECOND LIFE FASHION



alter
it!

we are.

SECOND LIFE FASHION

local
designer

NAME TO GO HERE

we are.

SECOND LIFE FASHION

we **BUY** your
pre-loved
clothes in great
condition

- bring to one of our events
- get cash on the spot
- it's a great way for you
to help environment

we are.

SECOND LIFE FASHION

