

CHANG
THE WORLD
SHWOP

GIVE CLOTHES
A FUTURE
SHWOP

WE CAN'T
AFFORD NOT TO
SHWOP

SHWOP
LAB

April 26th - May 9th 2012
Dray Walk Gallery, Dray Walk, 91 Brick Lane,
London, E1 6QL

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YOUR M&S



DOING THE
RIGHT THING



SHWOP LAB

ENTRY: ONE ITEM OF UNWANTED CLOTHING.*

THE M&S SUSTAINABLE FASHION LAB IN ASSOCIATION WITH THE CENTRE FOR SUSTAINABLE FASHION & OXFAM

M&S thinks old clothes shouldn't just be thrown out – they deserve a future. To combat the fact that more than 2,000,000 items of clothing get thrown away everyday we have launched a new nationwide Plan A initiative, where we'll accept unwanted clothing in M&S stores.

The initiative aims to change shopping habits, protect the environment and give millions of items a life beyond landfill. We call it Shwopping. To rediscover the value in abandoned clothes and how we can each contribute to a better future, we have teamed up with London College of Fashion's Centre for Sustainable Fashion and Oxfam to create the Shwop Lab.

This collaborative venture, the first of its kind, opens up this space and a series of events and interactions to explore innovative, desirable accessible possibilities for sustainable fashion. We are very excited about the ideas and potential that will no doubt become unlocked over the coming weeks.

The programme is packed with exciting events, talks and debates – there is even the chance for you to get hands on and create your own future fashion designs. We hope you enjoy.

From
Your M&S

FROM THE CURATOR

The Centre for Sustainable Fashion is delighted to be collaborating with M&S and Oxfam to create London's first ever sustainable fashion lab. We hope through this new initiative that we can release the mounting pressure in our wardrobes to rebalance what comes in and what goes out as gifts to other people and places. The programme of events will explore the future of fashion through a series of groundbreaking collaborations with the UK's leading lights in sustainable fashion and design. We hope that you will come down, spend time with us and get an insight into the world of future fashion.

The fashion industry knows it has a major challenge on its hands to re-imagine new ways to do business, where viable, feasible and desirable fashion involves a reciprocal process of give and take – where fashion keeps moving in the right direction. The lab is a place for experimenting, taking risks, seeing and creating just what the future can hold in our wardrobe.

We look forward to seeing you there.

Dilys Williams
Director of the Centre for Sustainable Fashion.

*Each item will be assessed for potential use and will either be reused and transformed in the lab or handed to Oxfam to resell or recycle. For more information on shwopping visit:
<http://www.facebook.com/MarksandSpencer>
<http://plana.marksandspencer.com>

FRIDAY 27th APRIL
11.00 – 12.30
TRUE MATERIALISM
Dr Kate Fletcher and Mike Barry explore the economic, ecological and emotional value in the garments we wear.

15.00 -16.00
THE HEIRLOOM CHALLENGE

RELICS AND NOSTALGIA
London College of Fashion MA Fashion Curation graduates examine some of the motivations that drive us to resurrect clothing from the past.

THE M&S ARCHIVE
The evolution of M&S style over the years from 1884 to the present day. Led by the curator of M&S archive.

EXPLORING - THE CHALLENGE
Dilys Williams sets out the brief for a weekend-long M&S heirloom challenge.

SATURDAY 28th APRIL
10.00 – 17.00
SHWOP LAB DESIGNER CHALLENGE – MILLINERY
Interactive public workshop, led by Noel Stewart, where denim off cuts will be transformed into an array of fashion forward headgear.

SUNDAY 29th APRIL
10.00 – 17.00
SHWOP LAB DESIGNER CHALLENGE – MILLINERY
Interactive public workshop, led by Noel Stewart, where denim off cuts will be transformed into an array of fashion forward headgear.

MONDAY 30th APRIL
SPACE CLOSED

TUESDAY 1st MAY
10.00 – 17.00
SHWOP LAB DESIGNER CHALLENGE – READY TO WEAR
Gary Harvey and his team will be working innovatively to create one of his spectacular couture pieces made entirely of donated denim.

19.00 – 20.30
LUCY SIEGLE – CHANGING FASHION LANDSCAPES
Journalist and author Lucy Siegle discusses how we've come to a fashion crossroads and explores where we're likely to go.

WEDNESDAY 2nd MAY
10.00 – 17.00
SHWOP LAB DESIGNER CHALLENGE – READY TO WEAR
Gary Harvey and his team will be working innovatively to create one of his spectacular couture pieces made entirely of donated denim.

19.00 – 20.30
DON'T CARE HOW, I WANT IT NOW!
We can't get enough of fashion – what feeds this need for speed. A panel discussion.

THURSDAY 3rd MAY
10.00 – 17.00
SHWOP LAB DESIGNER CHALLENGE – ACCESSORIES
Michelle Lowe Holder and team, along with London College of Fashion students, transform donated garments into modern statement pieces.

19.00 – 20.30
SUSTAINABLE DESIGN
Christopher Raeburn discusses the challenges associated with embedding sustainability within design.

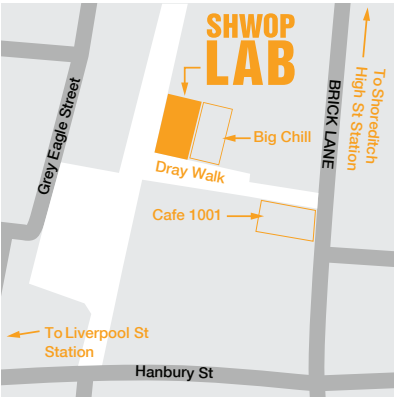
FRIDAY 4th MAY
10.00 – 17.00
SHWOP LAB DESIGNER CHALLENGE – ACCESSORIES
Michelle Lowe Holder and team, along with London College of Fashion students, transform donated garments into modern statement pieces.

SATURDAY 5th MAY
10.00-17.00
THROWN AWAY FASHION WITH DR NOKI
Dr Noki will run an interactive, fun and engaging workshop where obsolete items will be cut up and reworked into new designs.

SUNDAY 6th MAY
10.00 – 17.00
THROWN AWAY FASHION WITH DR NOKI
Dr Noki will run an interactive, fun and engaging workshop where obsolete items will be cut up and reworked into new designs.

MONDAY 7th MAY
SPACE CLOSED

TUESDAY 8th MAY
10.00 – 17.00
UNPICK AND REMIX
Jennifer Baillie and her team will take items of clothing from public participants and transform them for and with those participants.



ADDRESS















Dray Walk Gallery
Dray Walk
91 Brick Lane
London
E1 6QL

WITH THANKS TO:

Norris Steam
Kathy Walker, LCF
Niamh Tuft
Simon Martin
Participating Students, LCF



CONTRIBUTORS

 DILYS WILLIAMS	 ALEX McINTOSH	 DR KATE FLETCHER	 MIKE BARRY	 NOEL STEWART	 MICHELLE LOWE HOLDER	 CHRISTOPHER RAEBURN	 DR NOKI	 JENNIFER BAILLIE	 LUCY SIEGLE
 SIMON MARTIN	 GARY HARVEY	 SARAH FARQUHAR	 VV BROWN	 PROF. HELEN STOREY	 HELEN LOWE	 MARK SUMNER	 NEIL HENDY	 NIAMH TUFT	

DILYS WILLIAMS
A fashion designer, collaborator and facilitator of change since 2007 Williams has been instrumental in the set up of London College of Fashion's Centre for Sustainable Fashion. She is currently director for the groundbreaking MA Fashion and the Environment course.

ALEX McINTOSH
The Centre for Sustainable Fashion's Research Manager has personally mentored over one hundred start up fashion businesses, as well as working with major brands to help develop sustainability focused projects and product concepts. He has been instrumental in setting up an All Party Parliamentary Group focused on exploring issues relating to sustainability and ethics in fashion.

DR KATE FLETCHER
Fletcher founded slowfashion.org, where she works with companies, educational bodies and non-governmental organisations to foster change towards sustainability. A Reader in the Centre for Sustainable Fashion, she has written over 50 publications in this field.

MIKE BARRY
Having worked as an environmental consultant, Barry joined M&S in 2000 and was part of the small team that developed the company's groundbreaking Plan A initiative. In 2011 Barry was named the Guardian's Sustainable Business Innovator of the Year, and he also sits on the board of the World Environment Centre and Business in the Community's Mayday Network that calls on UK companies to be more sustainable.

NOEL STEWART
London based milliner Stewart has designed hats for leading fashion designers including Roland Mouret, and Erdem, and his creations are worn by the likes of Kylie Minogue and Kiera Knightly. He takes inspiration from sources such as contemporary art and architecture fused with historic references to take a fresh perspective on how we dress the head.

SIMON MARTIN
Currently working as a freelance visual merchandiser for a range of upmarket brands including Agnes B and Ally Capellino, Martin has had a varied and interesting career. His creative vision and impressive eye for styling has taken him all over the world. Martin also styles, designs and dabbles in photography.

GARY HARVEY
Harvey is a visionary of recycled couture and has been experimenting with recycled materials since his college days when he couldn't afford new fabrics. The former Creative Director for Levi Strauss has created beautiful statement pieces from old jeans, army jackets, bridal gowns and even copies of the FT. In 2011 he created Livia Firth's Oscar dress from 13 damaged and discarded 1930's dresses.

SARAH FARQUHAR
Head of Oxfam's Retail Branch, Farquhar is dedicated to recycling and reusing fashion. She began as a Volunteer, and was Head of Retail Operations for 4 years before her more recent appointment as Head of Retail Brand. She's responsible for creating a unique brand position for Oxfam shops and developing new business opportunities that are recognised as ground-breaking in the charity sector.

VV BROWN
Acclaimed singer/songwriter VV Brown set up her vintage clothing line in 2009. As a hobby she travelled the world collecting vintage pieces of clothing. VV Vintage is dedicated to the art of recycling fabrics, reinvention and the celebration of emerging designers.

PROF. HELEN STOREY
One of the industry's most prominent figures on sustainable fashion she created The Helen Storey Foundation in 1997, a not-for-profit arts organisation promoting creativity and innovation. An artist, designer and scientist, Storey is soon to release a book.

MICHELLE LOWE HOLDER
Canadian accessories designer Lowe Holder is a modern artisan. Having started her career designing womenswear, she now makes hand made upcycled accessories using end-line materials and zero waste processes. She is fast becoming known for her antique and vintage detailing and for creating ethical but accessible collections.

CHRISTOPHER RAEBURN
A graduate of the Royal College of Art, Raeburn is a champion and pioneer of ethical fashion. Having launched his own label in 2008 he has since become the first designer to receive British Fashion Council Newgen sponsorship for both menswear and womenswear in a single season. All of his designs are proudly remade in Britain.

DR NOKI
Never seen without his distinctive mask, futurist Noki is a master of customisation, creating bespoke sculptural clothing from recycled materials. A graduate of Edinburgh School of Art, Noki has since worked with Luella, Adida and the V&A. He showed his first catwalk line, Noki House of Sustainability, in 2008.

JENNIFER BAILLIE
Based at Chelsea College of Art & Design, Baillie's research focuses on environmental issues and sustainability. This involves sourcing ecological materials, upcycling garments and exploring social issues.

LUCY SIEGLE
Siegle is a writer and journalist focused on environmental issues. A regular on BBC One's 'The One Show' she has had a weekly ethical living column in The Observer since 2004. A passionate campaigner and author, she has written two books and has had pieces published in Marie Claire, Grazia and Elle Magazine.

HELEN LOWE
Head of Design for Womenswear at M&S, Lowe has been at the company for seven years. She has held a variety of roles including Head of Design for Women's Casualwear, Footwear, Accessories and Girls'wear. Before joining M&S she held design positions at a variety of other high-street brands including Next and the ASDA brand, George.

MARK SUMNER
Sumner has been working at M&S for over 14 years and is now their Sustainable Raw Materials Specialist. Before joining he completed a PhD in Textile Engineering, during which he developed a new process for colour application to wool and cotton yarns. His role now includes developing specialist knowledge for the sourcing of sustainable raw materials.

NEIL HENDY
Having studied fashion and textiles at Cheltenham, Hendy has worked at River Island and Debenhams before joining M&S. He is the company's Head of Womenswear.

NIAMH TUFT
Niamh graduated from the MA Fashion Curation course at London College of Fashion in 2011 during which she planned an exhibition on Beat fashion and co-curated a group exhibition - Looking Twice: Fashion and Illusion. She is currently working on a number of projects including a fashion exhibition to be held in Shanghai in Summer 2012 and a young curators programme with the National Trust.