



## Media Advisory

For immediate distribution

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### **Fanshawe and Goodwill collaborate on pop-up shop fundraiser** Students upcycle clothes for mental health and sustainability awareness

*(London, Ontario)* — Second-year students of the Fashion Marketing and Management program at Fanshawe College are once again telling their story through a sustainable, pop-up shopping event featuring hand-selected, gently-used clothing and accessories.

The Story, a sustainable pop-up shop event, will take place on Thursday, December 5 at Goodwill Industries. Students have carefully chosen and upcycled garments donated by Goodwill to sell at the event, raising funds for student mental health while promoting sustainability in the fashion industry. Some of the upcycled clothing made by the students will be presented through a fashion walk during the pop-up event.

"Goodwill and the Fashion Marketing and Management program have partnered together over the past 10 years in supporting student creativity and learning experiences," says Tracy Hilts, Regional Manager of Goodwill Industries, Ontario Great Lakes. "The Story, over the last several years, has been a beneficial collaboration and positive learning experience for the students of the Fashion Marketing and Management Program as well as for many of the team members involved at Goodwill. The partnership between Goodwill and Fanshawe will continue to support student success through the creation of a scholarship."

**WHAT:           The Story: sustainable pop-up shop event**

**WHEN:           Thursday, December 5, 2019**  
7 to 10 p.m.  
In-house show at 8:30 p.m.  
Appetizers and cash bar

**WHERE:          Goodwill Industries, 255 Horton Street East, London**

**TICKETS:       Free admission**

"The Story pop-up shop is a key experiential learning experience for our students," comments Dana Morningstar, Associate Dean of the School of Design. "We are proud of Professor Deb Trotechaud's incredible commitment to promote slow and sustainable fashion, including the partnership she has fostered with Goodwill Industries, who have been very supportive of our students."

Students have spent the fall term selecting and curating garments, fundraising, organizing photo shoots and marketing through social media in preparation for the evening event. Guests will experience an evening of creative influences – shopping for up-cycled and vintage clothing, viewing styled fashion

combinations and meeting local sustainable businesses who will also sell their crafted goods at the event. A signature drink and other refreshments will round out the evening.

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**For further information, please contact:**

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