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FOR IMMEDIATE RELEASE

FASHION BRANDS UNITE FOR ONE DAY FOR COMMON CAUSE

There is no escaping the challenges faced by the clothing retailing industry over the past few years, so it is encouraging when some of our favourite brands are able to take a step back, set aside their differences and collaborate on something that will have a positive social outcome.

That is exactly what fashion retailers SHOWPO, Glue Store, Billabong and lifestyle magazine Collective Hub have done. With donations of clothing items and accessories in excess of 3,000, Australian not for profit PROJECT FUTURES is excited to be hosting a huge pop up fashion sale at Dockside Pavilion, Darling Harbour on March 10.

PROJECT FUTURES partner with established service providers in Australia and Cambodia to take action against human trafficking, slavery and exploitation. Funds raised through the Pop Up Fashion Sale will be directed to PROJECT FUTURES' beneficiary partner, Child Wise – an organisation committed to reducing incidence and impact of child sexual abuse and exploitation.

An estimated 1 in 4 girls and 1 in 7 boys are sexually abused in Australia; abuse that has serious long-term physical and psychological effects on children; a statistic PROJECT FUTURES and Child Wise are working to change.

This is not the first time that PROJECT FUTURES has organised a fashion sale, having successfully collaborated with SHOWPO in 2015 to raise close to \$20,000; an event attended by over 2,000 people in Martin Place.

Founder and CEO of SHOWPO, Jane Lu has become a passionate supporter of PROJECT FUTURES after meeting the Founder and CEO, Stephanie Lorenzo in 2012.

“I was inspired by Steph’s story, the work she was doing and how she was engaging people. I wanted to be part of that journey. These events show how business can have a positive social outcome as well”, said Jane.

Both Jane and Steph have also been recognised professionally for their entrepreneurialism; with both women nominated in 2015 for the Cosmopolitan Fun, Fearless Female Award and most recently appearing within the new edition of Rare Birds book about the next generation of women entrepreneurs, #IFSHECANICAN.

Realising there would be more than one retailer keen to leave a positive social footprint, PROJECT FUTURES reached out to a number of brands with youth appeal and an interest in aligning with a charity with a proven track record in delivering creative, engaging and fun events and campaigns.

“We are so excited to be working with such fantastic brands. Not only will this raise much needed funds for our beneficiary partner, Child Wise, but will help build trust and ultimately impact positively on their bottom line”, said Steph.

With so many brands coming together to support PROJECT FUTURES, this year’s event will be bigger and better with thousands expected to descend on Darling Harbour to grab a bargain and make a difference to lives of children at-risk of abuse.

Event Details:

Date: Thursday 10th March 2016
Time: 11am until 8pm (or until sold out)
Where: Dockside Pavilion, Darling Harbour - Sydney

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