



# Designers love

Joel Hager

A new Salvation Army campaign urging the Inner West to "Furnish With A Conscience" has kicked off at the St Peters Salvos Store.

The launch was attended by a group of leading designers, including Pip Edwards, Gregory Mellor, Orson & Blake's David Heimann, and Tara Edwards from *Better Homes & Gardens*.

Each designer contributed a unique piece of furniture made of items recycled from Salvos Stores across Sydney.

Freddy Choo, marketing and retail manager for Salvos Stores, said *Furnish With A Conscience* aimed to increase awareness of the environmental and economic benefits of second-hand shopping.

"We want to show people that even old pieces can be restyled. It just takes a little bit of imagination to make something very personal and beautiful," Mr Choo said.

"It also prevents products going to landfill and the proceeds go to the Salvation Army's community benefits programs."

Interior designer Gregory Mellor said he regularly incorporates second-hand items into his designs.

"These days everything's mass-produced,



Natalie Decourt and Pip Edwards at the launch.

so something vintage gives you an opportunity for something with a unique character," he said.

The campaign follows last year's successful *Fashion With A Conscience* initiative, which resulted in a 20 per cent rise in sales figures in Salvos Stores across the country.

Mr Choo said the campaigns have helped to improve the public profile of the Salvos Stores brand.

"There's no more stigma around it. We have different types of people from all walks of life coming in. People are starting to realise it's not just for the down and out."



# recycled look



David Heimann, Gregory Mellor and Sibella Court at the launch of *Furnish With A Conscience* at the Salvos Store in St Peters.

Photos: DANNY AARONS