



FOR IMMEDIATE RELEASE

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Salvos Stores Steps out in Style with Melbourne Spring Fashion Week

Looking for a way to step out in style this Spring without breaking the budget? Look no further than Salvos Stores! Salvos Stores will be showcasing the crème de la crème of vintage Spring outfits, when it hosts a unique recycled fashion show as part of Melbourne Spring Fashion Week.

This exciting high fashion event will take place at 4pm on **Saturday 10th of September** at North Melbourne Salvos Stores, located at 19 Errol Street. This is a free public event so be sure to get in early. In addition, all clothing and accessories featured in the runway show will be for sale, with all the proceeds going to Salvos Stores. Attendees will receive a high tea donated by Sargents Cakes and served in Salvos Stores finest china.

The fashion show will have a classic vintage and fresh outdoor feel, showcasing Spring inspired outfits for all occasions. Local florist Casa Verde is donating fresh flowers to add to the theme. Think high tea and garden party with an edge. The event will be hosted by comedian and writer Jo Gill and backed by the grooving tunes of DJ Andrew Northover.

Salvos Stores Stylist Claire Mueller comments, 'We're very excited about being a part of Melbourne Spring Fashion Week. The show will demonstrate to fashion conscious Melbournians the types of looks you can put together from Salvos Stores on a budget.'

With the current economic climate and focus on sustainability, new customers are turning to Salvos Stores as an alternative to traditional retail outlets. At Salvos Stores, fashion conscious customers know they can find a bargain or unique treasure, while creating their own unique sense of style. When Salvos Stores Regional Manager Kim Wilshire was asked about people making the move to pre-loved goods, she commented, "Customers today are conscious about their impact on the environment and they're looking for something that's easy on the hip pocket, but they don't want to compromise their style. Purchasing pre-loved goods from Salvos Stores solves all these problems.'

Salvos Stores Southern Territory operates 210 retail stores in Western Australia, South Australia, Victoria, Tasmania and Northern Territory. Salvos Stores operate as a fully functioning retail business, recycling pre loved goods and relying heavily on the generosity of the public. Overall Salvos Stores operates as a thriving business with the added benefit of contributing positively to the excellent work of The Salvation Army.

For more information about Salvos Stores please go to www.salvosstores.com.au or find Salvos Stores on Facebook. Head to www.thatsmelbourne.com.au for information on Melbourne Spring Fashion Week.

In brief -

What: Salvos Stores Spring Style - Recycled Fashion Parade, for Melbourne Spring Fashion Week

Where: North Melbourne Salvos Stores, 19 Errol Street, North Melbourne

When: Saturday, 10th September at 4pm