

FOR IMMEDIATE RELEASE

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Salvos Stores the shop of choice for rock n' roll legend

Salvos Stores has long been a haven for those seeking alternative pieces to add to their wardrobe. This was confirmed when rock n' roll superstar Alice Cooper dropped by Bourke Street Salvos Stores a couple of weeks ago. Cooper bought a jacket from the store and happily had his picture taken with staff member.

This is a true testament that you can have your own individual style on a budget. Cooper could probably afford to shop in any store he chooses, but second hand shops such as Salvos Stores has unique pieces which can't be found in traditional retail stores.

The current economic climate has changed the way consumers think about shopping and consumption. Shoppers' attitudes have changed as they look for ways to update their wardrobe and home without spending a fortune. People are more willing to try Salvos Stores as customer service, quality of stock and store merchandising improves constantly. Consumers are also increasingly aware of the resources and energy it takes to produce new items. They are doing their bit by extending the life cycle of goods by shopping second hand.

This is currently being encouraged by Salvos Stores who is supporting Buy Nothing New Month this October. Shoppers have been asked to avoid buying anything new for the month of October, instead try other alternatives such as second hand stores, swapping and markets.

Although the retail downturn has affected Salvos Stores in the same manner as other retail stores, Salvos Stores is forging ahead, continuing to open new stores in prominent retail areas. The Bourke Street Salvos Stores opened in August and in the next few months Salvos Stores will be opening new stores in trendy suburbs Kew and Windsor, offering an alternative to high-end retailers.

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, donating or shopping please go to www.salvosstores.com.au.

In brief -

What: Alice Cooper Salvos Stores fan

Where: Salvos Stores Bourke Street, Melbourne

