



St Vincent de Paul Society Victoria Inc.
ABN: 28 911 702 061
RN: A0042727Y

Telephone: (03) 9895 5800
Website: www.vinnies.org.au

MEDIA RELEASE

19 August 2013

Modern make-over for Ringwood Vinnies

Vinnies Ringwood is undergoing an impressive make-over with the renovation due to be complete and open to the public on Monday 2 September after a month of works to the store.

Planning for the renovation commenced more than 18 months ago and since 5 August the shop has been divided into two parts so trading could continue.

Vinnies have pulled off the ambitious project with the support of Red Design Group who has worked with retail and fashion brands including Mimco, Oroton, Portmans, Henry Bucks and Myer.

Red Design Group Managing Principal and St Vincent de Paul Society member Roy Tavenor said "Being a Vinnies volunteer myself, I could see the potential to really lift the shops to new retail heights. It's taken a while to come to fruition but it means a more modern and inviting feel for customers and ultimately, the more customers we have through the door at Vinnies, the more people in need we can support in the community."

The shop will feature more fun and bright imagery as well as modern fittings and fixtures. Vinnies Merchandise Manager Liz Randle said "In a sense this is experimental. We've not done anything like it before in our shops but we'll be looking to extend the concept to more locations in the future.

"We've got some fantastic retro clothing and home wears at great prices so we'd love to see more vintage shoppers and young fashionistas come through the door to see what's on offer" said Ms Randle.

Profits made in Vinnies shops stay in local communities to support people in need who are being assisted by local St Vincent de Paul Society members. "The refurbishment won't affect what we've always offered; good quality stock at consistently low prices."

"We're really grateful to our regular customers in the local community for being patient while we did the renovation but we know it's worth the wait, they will love the end result" said Ms Randle.

Special offers available at the Ringwood Vinnies store will feature on the St Vincent de Paul Society Victoria Facebook page - www.facebook.com/StVincentdePaulSocietyVictoria

Vinnies Ringwood is located at 2/82 Maroondah Highway and is open 9am – 5pm Monday to Saturday. The Ringwood shop will commence trading on Sundays from October.

- ends -

For more information:

Stephanie Puls – St Vincent de Paul Society PR: 03 9895 5924 / 0417 567 176