



MEDIA RELEASE

September 26, 2019

Get Dressed by Vinnies during National Op-Shop week (30 September – 6 October)

Vinnies are urging people to ditch their regular fashion spots and rediscover their local Vinnies during National Op-Shop Week from 30 September to 6 October.

“Every Vinnies shop really is a treasure hunt,” said Vinnies Brisbane Acting Retail Operations Manager Sharon Raihman.

“There’s no shop the same across our 20 shops in Brisbane alone. Our volunteers colour-sort and curate the clothes we receive so our customers don’t have to dig around for the best finds.”

Ms Raihman said someone who hadn’t visited a Vinnies in recent years would be in for a surprise.

“It’s a total shopping experience, and there’s something for everyone, even unique pieces you can’t buy anymore in the major retailers, latest season styles, to vintage and retro pieces.”

She said the bonus is that Vinnies shoppers often donate their clothes back while purchasing more recycled fashion.

“It’s also Dressed by Vinnies day on 1 November, so what better time to get prepared than popping into your local Vinnies shop to pick up an outfit during National Op-Shop week,” said the retailer.

“We are asking people to recycle their fashion or furniture for a greater purpose - and that’s helping Queenslanders.

“It’s a win-win – you can reduce your impact on our environment and save them from landfill by donating your unwanted pieces. At the same time, you’re helping support people in need as all profits from our shops go back into the local community.

“Our customers have the satisfaction of knowing they’re directly assisting women who are victims of domestic violence, families facing homelessness or just everyday people struggling with cost of living pressures.

“We’re asking everyone – schools, local business and large organisations to visit their local Vinnies and buy something to wear for Dressed by Vinnies.

“Every year we’re able to give a hand up to hundreds of thousands of people who are struggling with funds raised in our shops.

“We are also proud to be a trusted charity in times of disasters such as the current bushfires and ongoing drought, and couldn’t have the impact we have without the support of people buying from our shops.”

To find your local Vinnies shop head to <https://www.vinnies.org.au/shops> and enter your postcode.

ENDS.

Media contact: Joshua Paterson – 0408 675 567