

#GumtreeReStyle Collection puts pre-loved fashion on the runway

Along with fashionistas around the world, South Africans are warming up to the idea of sustainable fashion.



In line with this growing trend, local online classified website Gumtree partnered with SA designer Amanda Laird Cherry to create the #GumtreeReStyle Collection, which was made using pre-loved clothing bought off Gumtree.

The range debuted at SA Fashion Week on 25 October 2019 in Sandton to 400 members of the fashion community.

In order to take this campaign and the message to more of South Africa, 12 of the one-off pieces from the collection are currently [on sale](#) on Gumtree, with the proceeds being donated to The Clothing Bank.



Cut back on fast fashion

A recent survey done on global optimism levels showed that 68.3% of South Africans felt optimistic about their future in

terms of sustainability – which could be seen as a sign that most of us are open to changing our behaviour for the good of the environment.



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One of the biggest drawbacks is, however, the perceived cost and inconvenience of doing so, with most of the more convenient and obvious methods like solar energy and electric cars being sold at a steep premium.



In addition to partnering with Cherry, Gumtree also brought on some of South Africa's favourite fashion personalities – Jeannie D, Sarah Langa, Pinky Girl, Zoe Brown and Thabiso Makhubela – to join in and spread the word about the impact that can be made through the buying and selling of pre-loved fashion.

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