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service. The store will also sell eco-furniture, products and paints, and house an info-centre where people can see the initiatives in action.

"We want to change the preconceived notions people have about recycled clothing. Quality is our absolute. We put TLC into what we do, and this work forces people to be more creative. Everything is hand-finished, fully-lined with a high-end couture slant," says Moran.

"People can't believe the stuff is recycled. Are we going to change everyone's attitude? Probably not – but we'll give it a pretty good try."

This project, however, is about a lot more than aesthetics. Like the Rediscover Furniture project that has been a great success in the area, it's a community employment initiative, boosting local morale and raising the profile of Ballymun. "We have furniture and fashion workshops where people can come and learn new skills, to Fáis initiatives where the long-term unem-

ployed can be retrained to re-enter the workforce," says Millar.

"From a fashion point of view, we have lectured at NCAD and our training programme is being widened to include a scholarship, where a graduate would come from a fashion college to work with us.

"In turn, we are developing a partnership project where people from Ballymun who are interested in fashion could go into NCAD and learn the technical side of it and bring their new skills to us," says Millar, who is busy planning the new Rediscover Centre in Ballymun, opposite Ikea, which should be onsite next year.

"We are giving positions within the fashion industry, as evidenced by the growth of our design team," says Moran. "Any big designers in Ireland are limited for internships. They also have to outsource materials, so production in general has moved outside Ireland. This label is all about bringing the industry back."

The workshops, in particular,

have been a great success. "Everyone from teenagers up to people in their 70s have come in. People like getting their hands dirty, learning how to sew, cut a pattern and design their own garments. We throw things out now just because a zip is broken – and it's just a couple of minutes' work. Ballymun is a working-class community but people here love fashion, too," says Millar.

Rediscover Fashion, a Rediscovery Centre initiative, will launch its spring/summer fashion collection to celebrate Sustainability week on June 3 in Ikea, Ballymun. See www.rediscoverycentre.ie or e-mail rediscoverfashion@rediscoverycentre.ie for more information

Model: Jude Nabney, First Options Model Agency. Photography: Lili Forberg (www.misslili.net), assisted by Louise Byrne. Make-up by Angela Gallagher and Avril Haugh of Makeupfabulous. Hair styled by Wendy Hyland



Denim Dress – Couture Collection, Striped Uniform Dress – Ikea signature

Desirable acquirables



Compiled by **Ruth O'Connor**

When sailing is anything but plain

Summertime is sailing season on the catwalks, and with each year comes a new twist on the nautical look. Try Reiss for fantastic nautical and sea-themed accessories with shell details (bags and jewellery). For classic shorts, try Gant or American Apparel's 'Postal' shorts (€42). Warehouse has some good nautical basics, too, including simple stripe dresses for €24. If your interest in things nautical is more than academic, the Tissot Sailing-Touch watch has 18 diamonds and more functions than you can wave a flag at.



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1. Navy and white stripe swimsuit €99. White wool blazer €299. Exclusively at Tommy Hilfiger, Grafton Street, Dublin 2. 01-6337600.
2. Sleeveless stripe dress €24. Warehouse.
3. Nautical wedge espadrille €24. Next.
4. Sequin sailor dress €860. Marcus Lupfer. Brown Thomas.
5. Navy military-style cardigan €28. Awear.
6. Gold and white 'Leisure' cuff €149. Loulerie, Chatham Street, Dublin 2. www.loulerie.ie
7. Striped embellished top €40. Dorothy Perkins.
8. Ladies Sailing-Touch watch €900. Tissot. Functions include tide calculator, regatta countdown, meteorological forecasting ability and tide calculator. Stockists: 1850-851851.

desirables@sbpost.ie