



## FOR IMMEDIATE RELEASE

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<http://www.oncelovedthreads.blogspot.com>

### **The Frock Swap Swings For A Second Run**

*A Woman's "Never-Worn" Is Indeed, Another Woman's "Newly-Worn".*

**January 14, 2009 – Vancouver, BC, Canada** – Once Loved Threads is hosting the 2<sup>nd</sup> annual "Frock Swap." Everyone is welcome to come on down Sunday March 29, 2009 at Box Studios from 12pm to 4pm. Admission is free for each participant who brings at least 6 items of clothing to "swap", which can include shoes and accessories. All remaining clothing will be donated to WISH Women's Shelter.

Danielle Ow & Marjolyn Ustaris are the minds behind "Once Loved Threads," an on-line consignment store dedicated to selling "worn-once-and-never-again" clothing, shoes and accessories. This event fits perfectly into their ideal that barely-worn clothing shouldn't be banished to closet purgatory; instead it can be enjoyed by someone else who would consider it as a new gem. And because this is an event where people can indulge in a "free shopping spree" it prevents any excessive "wallet-pains." To continue the art of sharing, sustainable shopping and saving a hefty buck, they are both excited to be involved full force for this event

Last year, eager shoppers came through the swap finding never-worn Nike shoes, brand-name denim jeans, kitschy vintage finds and almost-new accessories. Every participant left with a few great finds and each of them already voiced their excitement for the next swap.

Box Studios is an artist-creative studio run by Dave Dimapilis & PJ Prinsloo. Anyone needing a venue to produce any creative directions or events are encouraged to take advantage of this space.

<http://www.boxstudios.ca>

WISH Women's Shelter is a non-profit society that provides a variety of services including hot meals, shelter, rehabilitation homes and detoxification centers to women with high-risk lifestyles.

<http://www.wish-vancouver.net>

#### **The Frock Swap**

Sunday, March 29, 2009

12:00 pm – 4:00 pm

1622 Franklin Street, Vancouver

For more information:

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