

DISCARDED
TO DIVINE™

Calling All Fashion Designers!



Recycled fashion. Renewed lives.

Donated clothes transformed into one-of-a-kind couture creations, auctioned to benefit the poor and homeless.



St. Vincent de Paul Society
San Francisco

The Story

In 2005, while sorting donated clothing and deciding what to do with the growing pile of unusable, torn or stained items, St. Vincent de Paul Society Help Desk director Sally Rosen began to think of recycling. She imagined how these discarded garments could be transformed into something renewed and useful.

She was reminded of the hundreds of homeless and poor men and women who seek help from the St. Vincent de Paul Society every week. They too are often treated like worn out clothes, cast aside and considered unnecessary. But at the St. Vincent de Paul Society, we strive to serve all who come through our doors with dignity and respect, no matter where they stand in their life's journey. We work with them one-on-one, letting them know they are valued, helping them begin to transform their lives.

Seeing this work in action also transforms many who volunteer for the St. Vincent de Paul Society. They turn aside their fears and begin to see the poor and homeless not as threats, but simply as individual people, people in need of a safe place to sleep, a hot meal, clean clothes and someone who cares, people grateful for kindness and the simple things many of us take for granted every day.

For many volunteers and staff, helping these poor and needy people deeply impacts their personal outlook and spirituality. The act of recycling donated clothing has the power to renew lives—not only those helped, but those helping them.

In 2006, out of that pile of unusable donated clothing, with help from aspiring and professional designers and an outstanding team of visionary volunteers, Discarded to Divine was created. In 2007 and 2008, both attendance and monetary donations have doubled each year.

For 2009, the magic is just beginning...



What It Is

Professional and aspiring designers transform discarded, donated clothing into couture fashions and exquisite home decor that are auctioned to raise funds to help the poor and homeless.

When It Happens

September 2008 to January 2009

Designers submit their creations.

February through April 2009

Selected designs are displayed throughout the City.

April 2009

Sneak Preview at the de Young Museum

April 2009

Main Event: Discarded to Divine Auction, Fashion Show and Party (location & date TBD)

Past Partners include

Wilkes Bashford	Macy's
Academy of Art University	FIDM
City College of San Francisco	GenArt
DaVinci Fusion Event Production	Ford Models
de Young Museum	7x7 Magazine
Barbara Llewellyn Catering	ClearChannel Radio

Attendance

Nearly 2,000 SF fashionistas, hip, trendy young professionals and established friends of the St. Vincent de Paul Society. (The de Young sneak preview and the gala auction have drawn over 1,000 attendees each.)

In the News

International coverage has included:

Print: *Women's Wear Daily*, *SF Chronicle*, *San Francisco Magazine*, *SF Weekly*, *SF Bay Guardian*, *7x7 Magazine*, *Contra Costa Times*, *Oakland Tribune*

Television: CBS5 (SF), ABC7 (SF), KGTV10 (San Diego), WFTS28 (Tampa), KSAT12 (San Antonio)

For more press coverage, go to www.discardedtodivine.org and click the "Buzz" tab.

**For information please contact
Sally Rosen, Help Desk Director, at:
vincentianhlpdsk@sbcglobal.net
415.202.9955**

Entry Instructions

Develop a Design: We are looking for classic, timeless designs that flatter many: clothes that are beautiful, durable, wearable and functional, decorative accessories that are stunning but sturdy enough for everyday use. The lines may be simple, but the combination of fabrics and couture details make the wearer look and feel special.

"Fashion goes out of style. Style never goes out of fashion." -Coco Chanel

You may submit one piece for consideration in one of the following **categories**:

Women's Day Wear	Women's Evening Wear
Women's Outerwear	Women's Separates
Women's Accessories	Men's Wear
Men's Outerwear	Men's Accessories
Home Décor (<i>new</i>)	Elegant Pet (<i>new</i>)

In most categories, the judges will particularly look for versatile pieces that can be worn over and over again in a variety of settings. We want people to fall in love with the designs, and stay in love with them.

Take your inspiration from a work of art at the San Francisco de Young Museum's current or upcoming exhibitions. Visit the museum or view their collection online at <http://www.famsf.org/deyoung/collections/>

Choose Materials: At least 50% of materials used for your entry must come from the Vincentian Help Desk, so make an appointment with Sally Rosen (415.202.9955) to select from our discards. These materials will be provided free of charge, but you are responsible for any additional costs.

Go from Discarded to Divine: Using your creativity and skills, transform the material into a unique design for a person, a pet or a home. All pieces **MUST** be finished (including seams). Garments not meeting these requirements will be excluded from the competition.

Submit Your Entry: You may submit your application in either of two ways:

- Complete an entry form manually, and mail or deliver it with your creation and a check for \$40 for processing. We will photograph your piece for you.
- We will waive the processing fee if you enter the application information online and include at least one high-quality color digital photograph of your work that meets these specifications: (a) clothing must be shot on a form, not a model, (b) against a plain black or white background, (c) file must be 300 dpi, (d) include a 300 dpi image of your art inspiration from the internet.
- Print the confirmation document and send it with your piece. Applications may be submitted online at www.discardetodivine.org.

Make Sure Your Submission Is Complete:

- Provide complete contact information so we can contact you regarding public showings of the pieces and publicity opportunities. We prefer to use email.
- Give your piece a title to be used in the event program and publicity materials.
- Measure your finished piece carefully. For garments, provide both the finished measurements and a suggested size range to indicate intended fit. (See our website for our standard sizing chart.)
- Describe the original materials you used (e.g., bedspread, men's ties, hand-dyed cummerbunds, etc).
- Share your creative process by writing a short description of your work— what it is, what it represents, what inspired you at the museum. This description will be used to create signs to display with your item, and can affect the selling price.

Deadline: January 12, 2009

All fashions, images, and information must be received by SVDP no later than **January 12, 2009**. Discarded to Divine entries and photographs become the property of St. Vincent de Paul Society. Your generous donation of your artistic talents allows us to raise much-needed money to help fund our work with the homeless and the working poor. Items that are not sold will be featured for sale on our website and at other of our fundraising events.

Awards

A jury of fashion industry professionals will select the best entries in each category. They will also select two new awards in women's wear: the "Best One-Size-Fits-Most" and "Best Plus-Size". The most popular item at the de Young preview event will be deemed the "People's Choice" and we will recognize the "Best Art-Inspired" piece as well. The winning designers will be mentioned in press releases and featured at the auction and may be eligible for special honors and internships.

Get Noticed

Talented designers have been featured on posters, publicity materials and news coverage. The items they designed all have the following in common:

Photographs of the pieces are stunning, and include full-length, well-lit, dramatic shots and intricate detail shots.

Artists are able to "tell a story" about the materials they used and how they were inspired by St. Vincent de Paul's work with the homeless to design their creations. You may submit additional photos to illustrate the transformation.

Artists respond quickly to requests for additional information, since media contacts need specific information quickly to complete their stories.



For
information
415.977.1270
www.discardedtodivine.org

“People, even more than things, have to be restored, renewed, revived, reclaimed and redeemed:

Never throw out anyone.”

- Audrey Hepburn



About The St. Vincent de Paul Society

Since 1860, the St. Vincent de Paul Society of San Francisco has offered a crucial helping hand to the needy men, women and children in our city. Today, the St. Vincent de Paul Society is one of San Francisco’s major human service organizations, and a leader in providing support and shelter to those suffering from homelessness, poverty, addiction and domestic violence. Through programs such as the largest homeless shelter in northern California, and the largest continuum of domestic violence shelters and services in San Francisco, we serve more than 1,000 men, women and children every day. Proceeds from Discarded to Divine benefit the Vincentian Help Desk program, which distributes free clothing, toiletries, small household items and bags of groceries to the city’s homeless and working poor.



The St. Vincent de Paul Society
San Francisco

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