



## About Closet Deposits!

**Magpies & Peacocks, Inc.** is a nonprofit 501c3 design house based in Houston, Texas. Our mission is to create an environment for positive change by nurturing arts education, keeping fashion out of landfill, and giving back to the Houston community. Our model rests on four pillars: Collaborate, Create, Educate and Invest. We build creative connections between local businesses, donors, artists, designers, educators and Houston area nonprofits. Magpies & Peacocks Inc. is dedicated to the collection and sustainable redesign of upscale fashion and accessories. Working with local students, up-and-coming designers and artists in the Houston area, we create unique curated up-cycled collections from formerly fabulous donated items. A portion of sales from these up-cycled luxury collections helps to fund our arts education program 'Catwalks & Classrooms' and our community give back program.

**Sustainability:** As part of Catwalks & Classrooms we teach young designers about sustainable fashion practices and ways to incorporate up-cycling into their production process - in order to decrease the large percentage of textile waste hitting landfill. Currently in the US only 15% of post consumer clothing and accessories get donated, resold or up-cycled... That leaves a whopping 85% to be bundled up and sent to landfill or repacked and sold to developing countries, negatively impacting their economies. If we can change how we dispose of our stuff and encourage emerging designers to incorporate sustainable practices in their design careers we can change those statistics. We are currently in curriculum at *The Art Institute of Houston* and supported in part by *The Houston Arts Alliance*.

**The Closet Deposit:** All of the pieces in our collections start their lives as donations from one of our Closet Deposit events. Our Closet Deposit events are hosted at local boutiques and businesses, guests are invited to make tax-deductible donations into one of our popular closet deposit boxes - donations of anything from clothing, purses and jewelry, ties, scarves and belts through to the broken, orphaned and tangled - in fact anything new, broken, inherited, re-gifted, ex-husband, vintage, or even just a-good-idea-at-the-time works for us! A portion of those items are selected to be up-cycled through our repurposed luxury designer program. Working with a selection of creatives we then turn those items into a marketable capsule collection. We work closely with boutiques, gala auctions and charity events to provide a platform to sell each collection, promote our up-coming designers, educate the public on the power of our emerging talent and raise awareness for local causes. The balance is curated and incorporated into fashion design deconstruction/reconstruction classes as part of our program.

**How To Host A Closet Deposit:** Magpies & Peacocks partners with a selected boutique where we set up from a donation box and small table with our marketing materials. We provide wine | champagne and sweet bites for the boutique customers. Prior to the closet deposit event our PR | Marketing team promotes the event via a digital campaign, including cross marketing of the selected boutique. Our graphics team creates a co-branded invite both digital and printed for the event which is listed on our website's event page. We have at least two team | board members at the event to give customers tax deductible receipts for their donations and share information about our organization. With the boutiques approval, we typically leave the donation box in store for the entire week of the event and then pick up after. If the closet deposit event is Monday-Friday we suggest 3pm-6pm, and if it's on a Saturday we suggest 1pm-4pm.

**To host a Closet Deposit in your store please contact us!**

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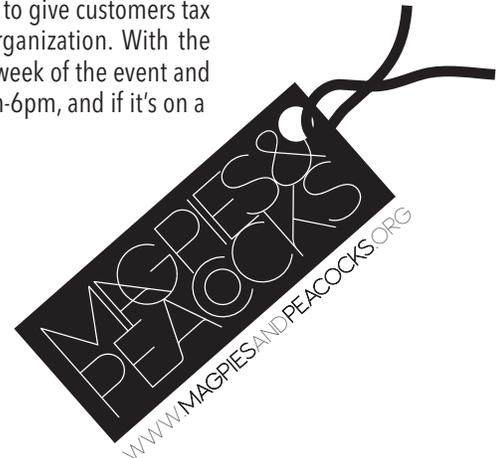
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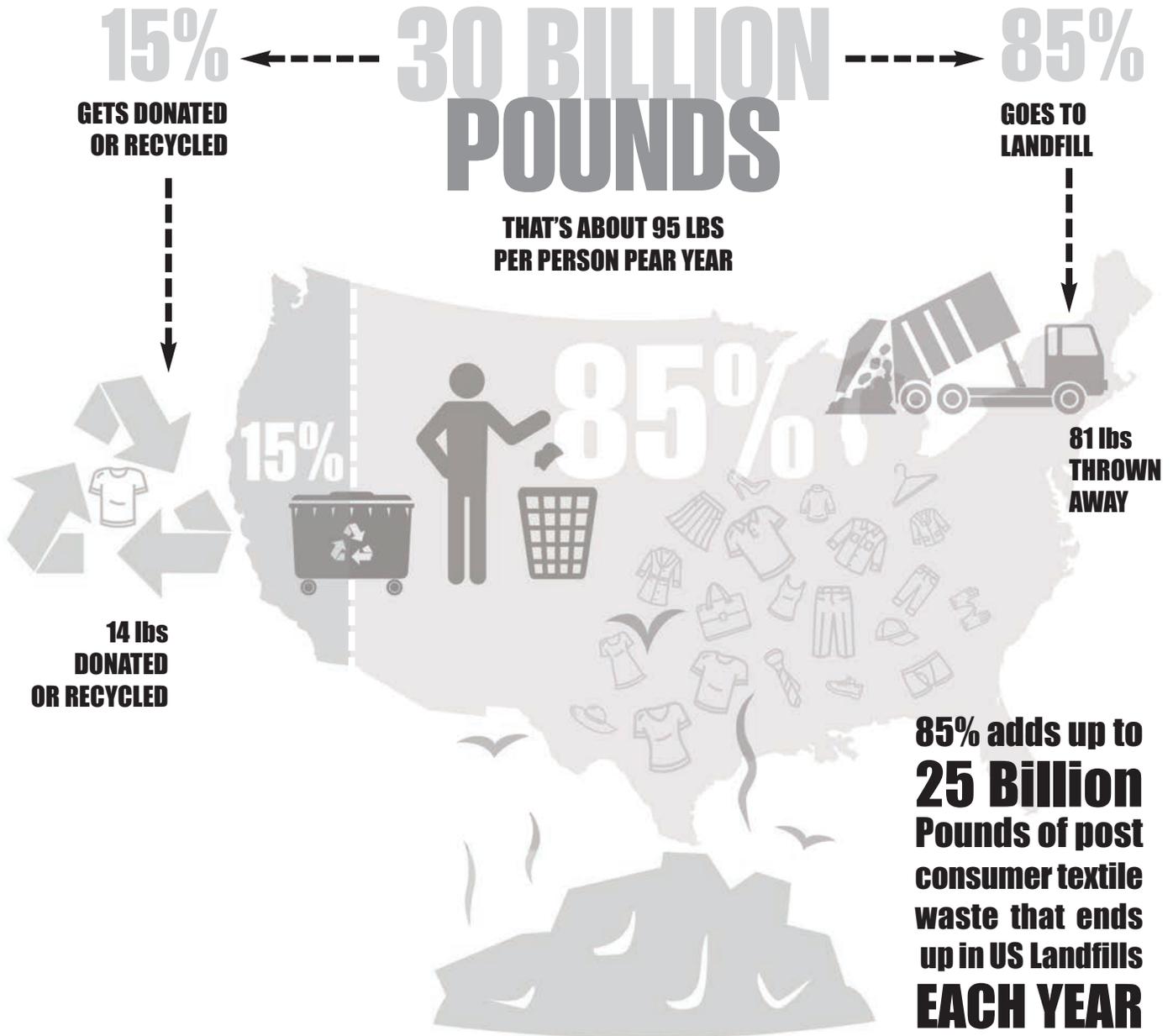
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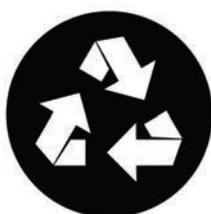
Parisa Reith



# the facts about TEXTILE WASTE



**DONATE**



**RECYCLE**



**DIVERT**

