

# PICKNWEIGHT (RE)COLLECTION

## #USE THE EXISTING



### PICKNWEIGHT : FIRST UPCYCLING FASHION COLLECTION (REMADE IN GERMANY)

Ahrensburg, July 2017. The idea of sustainability and pure passion for vintage fashion are characteristic for the PICKNWEIGHT Vintage Kilo Stores.

With its rapid growth in the „second-hand“ sector PICKNWEIGHT now keeps 7 vintage stores in Germany and sells „used textiles“ local in Hamburg, Berlin and Munich.

The Cologne-based PICKNWEIGHT store will open at the beginning of autumn 2017.

The wide range of products doesn't contain any mass-produced goods - one of the important characteristics are the individual items from past decades, which are under a good old quality label. Not all used textiles find a second home with a suitable consumer – the reason for this can be damages, seasonal conditions or undesired cuts in times of fast fashion.

To selectively solve this problem the managing director of the Vintage Kilo Stores, Leila Mesgarzadeh, creates designs to make a new life for the old and partly discarded textiles possible. Sustainable fashion and clothes are developed from ecological flawless materials: fair, green and in touch with the latest trends.

Under the brand name PICKNWEIGHT (RE)COLLECTION a zero-waste collection occurs.

Silk scarves will become a blouson – jeans remains become a bag – a damaged dress becomes a two-parter etc.

The upcycling collection consists of 100% recycled textiles and is produced in Germany.

The PICKNWEIGHT (RE)COLLECTION should therefore be an inspiration how stylish and stylistically confident „slow fashion“ can be. It also shows which possibilities with existing clothes whether second-hand clothes from the own closet the consumer has to recycle them – according to the motto „USE THE EXISTING“.

The whole variety of the collection is shown in our just now published lookbook in cooperation with the famous blogger „BONNIE STRANGE“.

The entire range can currently be reviewed and purchased in the PICKNWEIGHT Concept Store in the Bergmannstr. 102 in Berlin Kreuzberg. The offering of the „(RE)COLLECTION will follow in further stores