
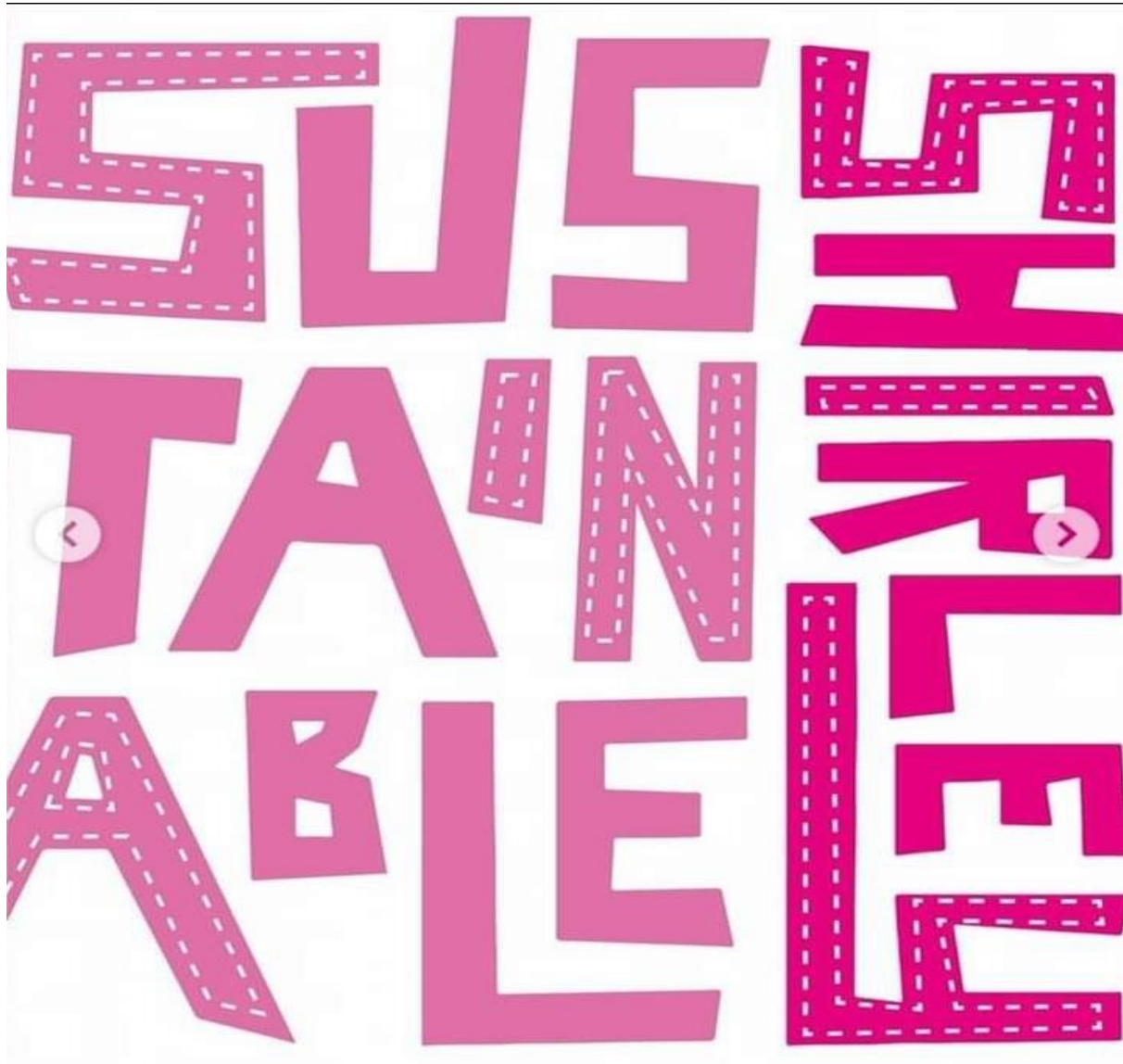


SHIRLEY

TOWN  CENTRE



- Spin on negative thoughts on charity shops
- Raise awareness around 'fast fashion'
- Coincide event with COP26
- Collaboration between Solihull MBC/Parrabola/Solihull College

Biggest cross departmental collaboration in Solihull College for a project

- Students given a brief to design a logo/branding for Sustainable Shirley
- Up-cycle items from charity shops
- Plan and deliver a fashion show event with catwalk
- Students planned 2 live events in Shirley in November 2021
- Event planned Easter 2023 for Sustainable Shirley part 2.





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The Main event!

- Pedal power bikes were used to light the stage
- Passers by/spectators encouraged to cycle and get involved
- Evening show Red Lion Square
- Daytime show Parkgate Shirley
- Students from:
Marketing/Media/photography/
performing arts collaborated for
the event



To be continued....with more support!

- For 2023 we would like to involve more the schools in a wider project
- Ideas welcome so we can make the event bigger and better
- Sustainable Shirley aims to raise awareness about upcycling and charity shops being good places to shop



Visit Shirley

1 Sept · 🌐



Did you know that if you bought your clothes second hand you are reducing your carbon footprint? 🌱🌍

In celebration of [#seconhandseptember](#) we look back at our [#sustainableshirley](#) fashion show. 😊

In a collaboration between [@solihullcouncil](#) and [@solihullcollege](#) we raised awareness around fast fashion and the impact it has on our environment.

[#Shirley](#) has an abundance of charity shops, so why not take on the [#oxfam](#) challenge and shop second hand for 30 days! 🙌🙌

[#sustainableshirley](#) will be making its return Spring next year! Watch this space for details.