

HIGH fashion and homelessness may seem worlds apart - but the top-end clothes on sale in a new designer boutique have already raised £10,000 for a homeless charity.

Rough Sleepers, in Chalk Farm Road, Chalk Farm, is the latest venture by Novas - and every penny raised in the shop will go to help the homeless.

A string of top designers such as Dexter Wong and NOM*D have created clothes exclusively for the shop, which is staffed by

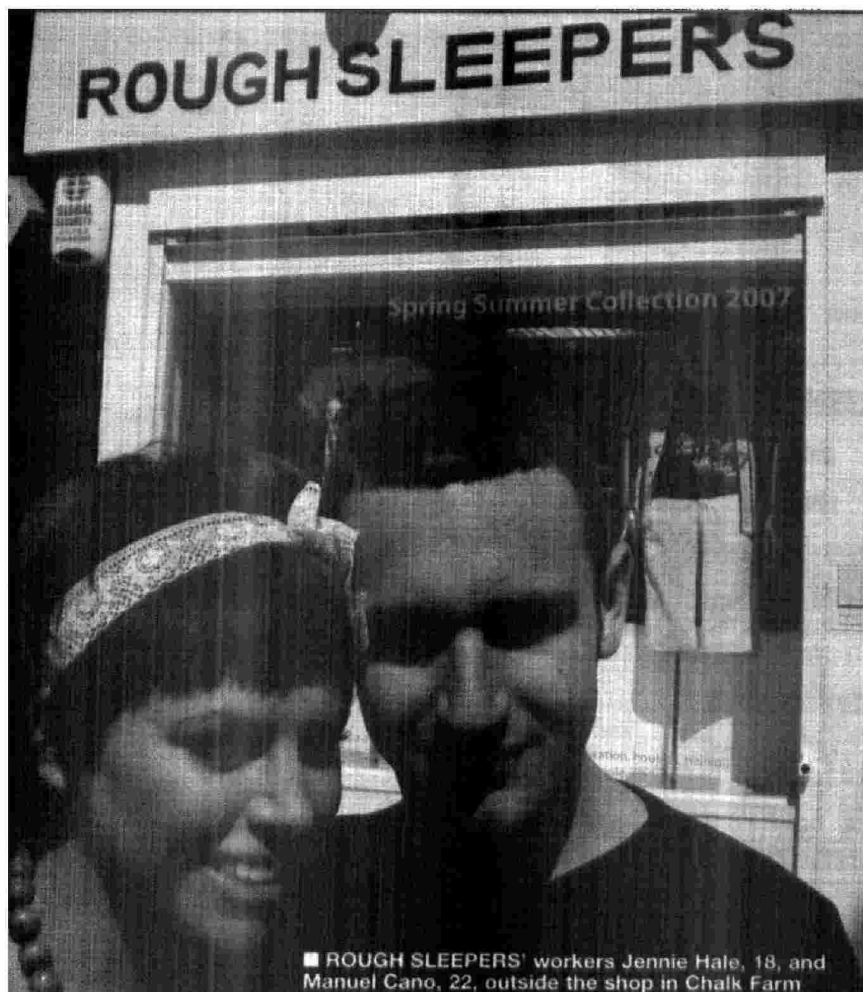
Fashion boost for homeless

the homeless. The store was designed by a top Japanese architect to look like a shopping trolley - the tramp's favoured method of moving their meagre possessions.

Already, famous faces such as All Saints singer Natalie Appleton and The Prodigy's Liam Howlett have been spotted browsing the collection.

Paul Everitt, of Novas, said: "Often when people think of charity shops they think of places catering for the low end. We wanted to stock high quality goods because we want them to think of homeless people and our staff as high value too. There has never been any high end shop like this in Camden Town. It is perfect because a lot of designers come to Camden for their inspiration."

Since opening in February the shop has already made over £10,000 which will help feed, shelter and educate the homeless.



■ ROUGH SLEEPERS' workers Jennie Hale, 18, and Manuel Cano, 22, outside the shop in Chalk Farm