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Rough Sleepers

CLOTHES WITH A CONSCIENCE

LONDON'S Chalk Farm is to open a new boutique which plans to reinvest all of its profits back into the charity behind the venture. The store, which has been designed by Japanese artist Sonoko Obuchi, hopes to become "a fashion and training initiative providing a high quality environment for developing and selling fashion by contemporary and fresh new designers".

Rough Sleepers, which opens on February 14, will sell men and womenswear collections from international designers including Dexter Wong, Sylvia Rielle and Robert Cary-Williams. The shop pledges to direct financial profits back into Novas, a charity that provides access to education, housing, training and employment for homeless, ex-homeless and other socially excluded people. Each label stocked will sell items specifically designed for the store, as well as their season's regular collection bought by Novas at wholesale prices. A second site is planned for Liverpool, due to open in 2008. (February 12 2007, AM)

Louise Roe

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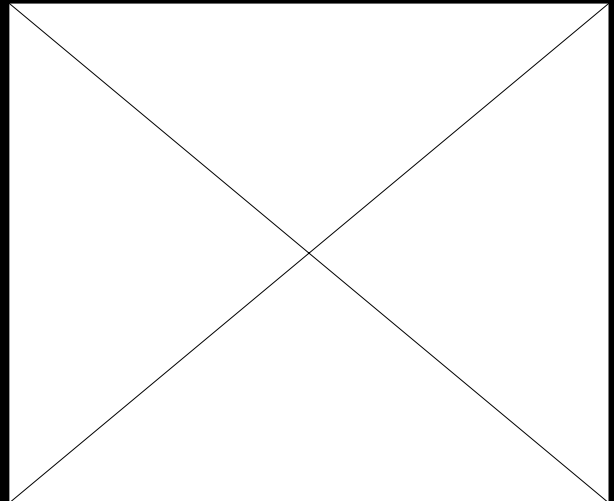
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