

16 February 2007

**This week's news, views and jobs**

[www.insidehousing.co.uk](http://www.insidehousing.co.uk)



## A perfect fit

Fashion and homelessness haven't traditionally been linked but that could be about to change.

Rough Sleepers is a new high-end fashion store in Camden, north London. Selling clothes from top international designers, the store will reinvest its profits in housing and social exclusion charity **Novas Group**.

Designers hope that the shoppers at the store, which opened its doors on 14 February to coincide with London Fashion Week, will fall in love with its designs.