



Fashion at a Fraction at Rathmines College

Today, 2nd February 2024, Rathmines College is announcing the launch of its first-ever thrift shop. Our thrift pop-up shop event will be in collaboration with Oxfam; a leading charitable organisation that is committed to tackling inequality and ending poverty. Organised and run by the marketing students, the shop will be selling sustainable second-hand clothes and accessories.

Our thrift shop will sell good quality second-hand clothing and accessories that have been donated by the students, staff and friends of Rathmines College. We are hoping to promote sustainability by selling these second-hand clothes. But, we also wish to encourage people to think about the usefulness of unwanted clothing and deter them from the fast-fashion craze, which can be very wasteful.



Asmaa Younise, Modelling Blue Denim with Matching Top- Both items costing just €3 each

You might be wondering what is fast-fashion? Fast-fashion describes low-priced, but stylish, clothing that moves quickly from design to retail stores to meet modern fashion trends. The problem with this is that it can be extremely wasteful and damaging to the environment since a lot of people such as the younger generation will most likely dispose of these clothes without wearing them to their full potential. A study by Oxfam found that it would take 13 years to drink the water needed to make one t-shirt and a pair of jeans.

Gen-Z is known for being environmentally conscious and concerned about the impact of their actions on the planet. Thrift shopping provides an opportunity to reduce waste and support sustainable fashion by giving pre-owned items a second lease of life.

“We are delighted to partner up with Oxfam to promote sustainability within our college”

- Anna Morris Principal, Rathmines College Dublin

“We are excited to be working with the marketing students in Rathmines College in support of their thrift shop in aid of Oxfam, it’s great to see young people being interested in sustainability”

- Elaine White, Oxfam

-Ends-

Contact Us: 23thriftshop@rathmines.ie | www.rathminescollege.ie/thriftshop