

# Discarded to Divine - Upcycling Donated Garments Project Collaborative

Connie Ulasewicz

San Francisco State University Apparel Design and Merchandising students collaborate with Community Partner Saint Vincent de Paul Society (SVDP) to creatively raise funds to benefit programs offered at SVDP for our local community. Discarded to Divine is a major fundraiser for SVDP and has developed into a major promotional event for the City of San Francisco, with \$82,000 raised last spring from the silent and live auction of upcycled clothing, accessories and home furnishings. The project has three different aspects, a clothing drive, creation of upcycled garments, creation of a visual display at the de Young museum and assisting at the auction.

## Part 1

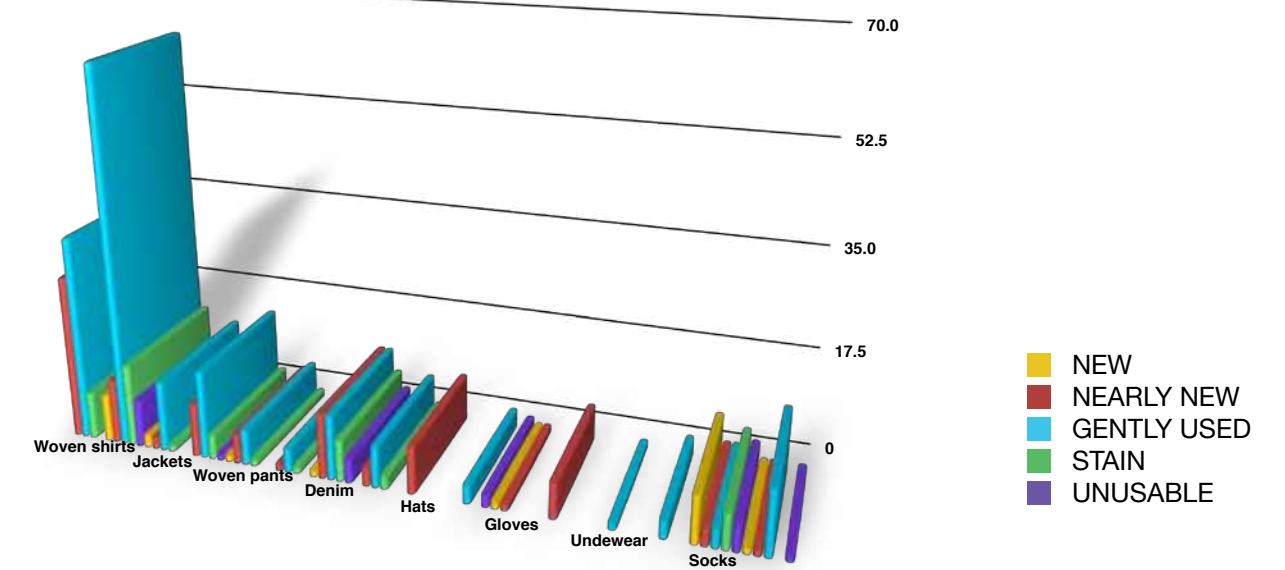
### Clothing Drive

Students promote and facilitate a clothing drive on the San Francisco State University campus to collect unwanted clothing and accessories from faculty, staff and students. The collected items are then sorted by category and ability to be reused by the clients that pick out clothing for free at the SVDP shop. Unneeded or excess clothing are then put aside for use by the local designers and students who will recreate it into wonderful creations for Discarded to Divine.

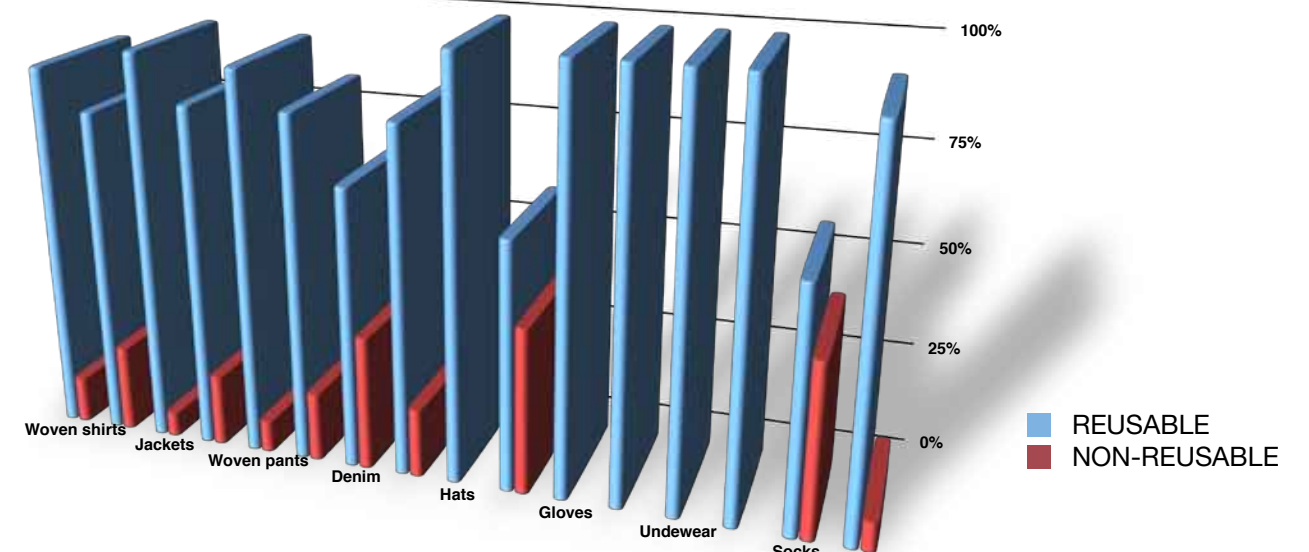
Student created two posters to promote the clothing drive on the San Francisco State University campus.



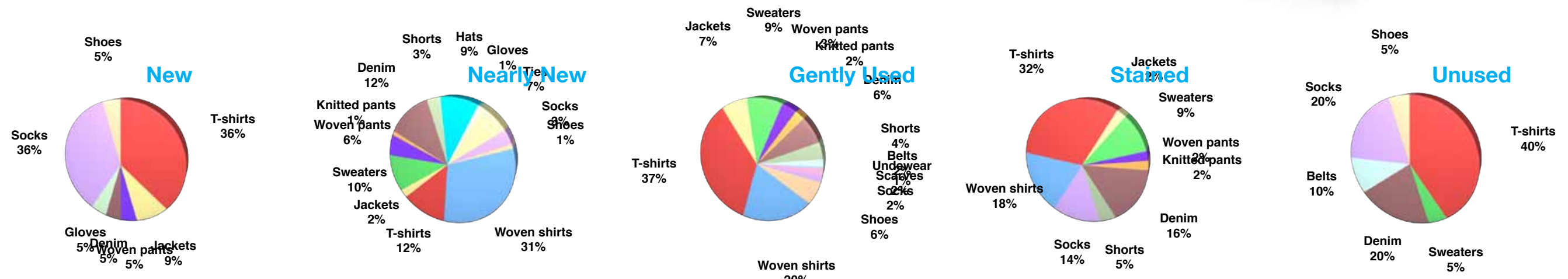
Distribution of New, Nearly New, Gently Used, Stain and Unusable for Each Sub-category



Distribution of Reusable and Non-reusable for Each Sub-category



Distribution of clothing collected by category of end use, Tops, Bottoms, Socks, Underwear...



## Part 2

### Creation of Upcycled Garments

Design students and alumnae create garments or accessories using at least 50% of discarded clothing at SVDP. A certain standard of workmanship is required and an application and photos are entered with the redesigned donations. These divine re-creations are will be in the silent or live auction selling for anywhere from \$25.00-\$5500.



Final Upcycled Divine student creations on display.

## Part 3

### Visual Merchandising and Promotion

Merchandising students create a workable floor plan for a one night promotional event at the de Young museum in San Francisco. They do the final installation, of 60-80 pieces, work the event, and dismantle the display. This free Friday evening event is one of the most attended events offered at the museum. Merchandising students assist at the silent auction.



Unloading the truck with the mannequins for installation at museum.



Contemplating the floor plan vs. the reality of installation.



The flow of the museum show.