

## Salvation Army wraps presents into second-hand clothes

Milan, 19 December 2016 — "Christmas is a great time for charities but not really a good season for selling second-hand clothes" says Michel Rosenquist, the Salvation Army ReShare Stores Operations Manager.

This year the Salvation Army in the Czech Republic worked with Geometry Global Prague to identify the right moment during the Christmas shopping routine that would allow them to sell second-hand clothes. The solution will also help reduce the incredible amount of paper waste generated each year during the holidays.

On December 17th - the last weekend before Christmas - the Salvation Army will set up a wrapping service at one of the busiest shopping malls in Prague providing the most beautiful gift-wrapping made from second-hand clothing.

The wrapping technique is inspired by 'Furoshiki', a square piece of cloth that has been used in Japan for centuries - for wrapping and carrying goods. "Furoshiki gave us confidence that in fact any piece of clothing can be used for wrapping and the wrap will look nice" comments Lluís Rotger, Geometry Global Art Director.

Next Christmas the Salvation Army plans to introduce the wrapping services in Slovakia and Holland - with hopes that this most eco-friendly gift wrapping service becomes a Salvation Army Christmas tradition globally, raising money for people in need while also sparing the planet tons of waste.

### Credits

**Client:** The Salvation Army ReShare Store  
ReShare Store Operations Manager: Michel Rosenquist  
ReShare Manager: Robert Jiruse  
Salvation Army PR Manager: Pavla Vopelakova

**Agency:** Geometry Global Prague  
Chief Creative Officer, Geometry Global EMEA: Howard Smiedt  
Creative Director, Geometry Global Prague: Julia Dovlatova  
Art Director: Lluís Rotger  
Copywriter: Alzbeta Cerna, Lluís Rotger  
Designer: Matej Chmelar  
Account Director: Iva Welker  
Account Manager: Tereza Eliasova  
Account Executive: Pavla Machacova  
PR manager: Richard Valousek

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