



**FROM GRANNY
TO TRENDY**
SPANISH
EDITION



ISABEL
MARTÍN
foundation



HAC_R
CENTRO
SUPERIOR
DE DISEÑO



Co-funded by
the European Union



THE PROGRAM

From Granny to Trendy is an active aging and empowerment program through the **upcycling*** of used clothing for **women aged 50+** who are no longer active in the workforce.

As a result, we educate on environmental preservation and promote new skills, sharing experiences and knowledge in an intervention model that fosters social inclusion in the community.

“

What matters is not adding years to life,
but **adding life to years.**

***Upcycling**: the process of creatively repurposing and revaluing unused or worthless resources

PROBLEM

Isolation and social exclusion of women 50+ who are no longer active in the workforce

60%

OF THE POPULATION AGED 60 OR OLDER, MANY LIVE ALONE OR EXCLUSIVELY WITH PEOPLE OF A SIMILAR AGE..

55%

OF PEOPLE AGED BETWEEN 65 AND 74, THE MAJORITY ARE WOMEN.

(INE, Annual Estimates of the Resident Population, 2010).



SOLUTION

CREATION OF **LOCAL SEWING CLUBS** WHERE **CREATIVE UPCYCLING WORKSHOPS OF USED CLOTHING ARE HELD FOR WOMEN 50+ WHO ARE NO LONGER ACTIVE IN THE WORKFORCE.**

THIS ACTIVITY CULMINATES IN A FASHION SHOW AND PROFESSIONAL PHOTO SHOOT WHERE THE PARTICIPANTS ARE THE MODELS.

AFTER THIS EVENT, THE PARTICIPANTS WILL BECOME VOLUNTEER MENTORS, FACILITATING OTHER WORKSHOPS ON REPAIRING AND REPURPOSING USED CLOTHING.



TRANSFORMATION

- ⊖ ageism-related stigma
- ⊖ post-consumer textile waste
- ⊕ education on sustainable consumption models
- ⊕ self-esteem, quality of life, and well being
- ⊕ active participation and new employability models

SOCIAL INNOVATION

- ✔ maximizes the potential for reusing existing resources in the community.
- ✔ combines active aging with the circular economy.
- ✔ empowers a core group to support other local activities related to repurposing.
- ✔ operates independently.



PROJECT ACTIVITIES BEFORE vs AFTER - THE POWER OF CIRCULARITY



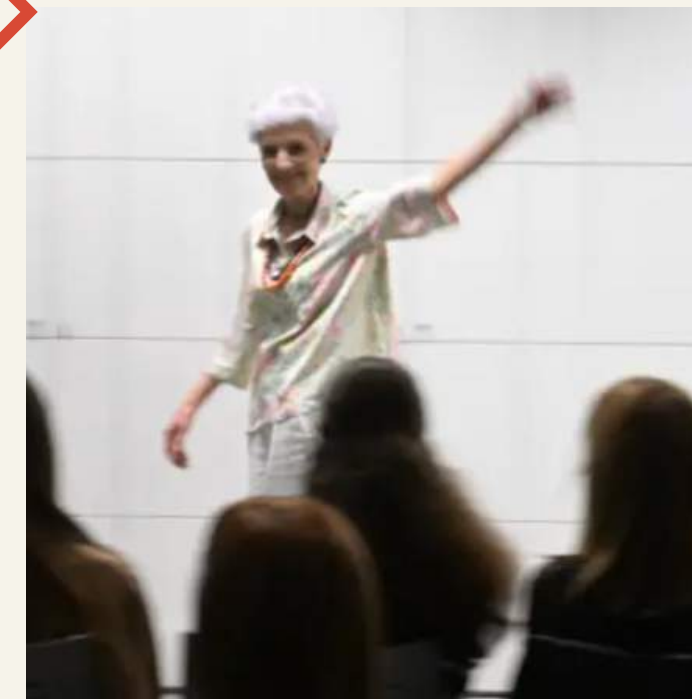
- **1ST PHOTO SHOOTING TO REGISTER THE CLOTHES AS THEY ARE NOW**



- **11 WORKSHOPS OF 3H EACH/ 2 X A WEEK**



- **2ND PHOTOSHOOTING WITH MAKE UP AND HAIR STYLING**

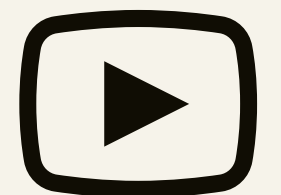


- **FASHION SHOW PARTICIPANTS SHOWCASE THEIR UPCYCLED CLOTHES**



- **PHOTO EXHIBITION**

Highlighting the beauty and value of each women, despite age or any other condition



A fashion show event is taking place in a modern office space. A crowd of people, including photographers and attendees, is gathered around a runway. A woman in a white outfit is walking on the runway. The background features glass walls and a sign that reads "HAC_R". The scene is brightly lit with overhead lights.

COMMUNITY BUILDING
THE FASHION SHOW IS JUST THE BEGINNING

AFTER THE FASHION SHOW THE REAL JOURNEY BEGINS



The participants, as founders of the local club, continue the project by leading other upcycling workshops as **volunteer mentors**.

Together, we design a workshop calendar that serves the community, providing **tutorials** so that the creative ideas can always be shared with audiences of all ages.



+ upcycling
sewing
skills

empowerment

+ self-esteem
+ quality of life
+ social support

well being

IMPACT

project results

environmental

+ prevented textile waste

community

+ active participation
+ autonomy

download impact report [HERE](#)

WHAT THE GRANNIES SAY ABOUT THE PROJECT

FROM GRANNY TO TRENDY: REDESIGNING FASHION, TWISTING LIVES



I LEARNED HOW TO UPCYCLE OLD CLOTHES AND SHARED GREAT TIME WITH NEW FRIENDS. FELT YOUNG AGAIN.

LOOKING FOR **purpose driven partners**

Individuals willing to promote active aging and environmental awareness.

Those who can activate their social network and local resources.

Access to an equipped physical space for use (minimum 18m² room with tables and chairs).

Availability of at least 1 technician to support the project.

SERVICE PROVIDED

1 Project Manager.

10 Upcycling workshops, each 3 hours long.

2 Photo sessions.

1 Workshop monitor.

1 Photographer for the photo sessions.

2 Program manuals.

20 DIY tutorials.

2 Training sessions for technicians on managing volunteer mentors and scheduling post-fashion show workshops.

1 Annual collective fashion show.



About us



A nonprofit **circular clothing brand** with a social commitment based on collaboration, which since 2013 has been promoting local and specialized production through a network of senior seamstresses trained and selected within the **From Granny to Trendy** program. The goal is to **reduce textile waste** and bring all agents in the value chain closer together, making it shorter and more inclusive for women over 50 who are no longer active in the workforce.

Multidisciplinary team



Founder
Helena Antônia



Head of Design
Sérgio Correia



Product designer
Erika Bona



Fashion Designer
Katty Xiomara



Trainers and fashion
professionals network

awarded by





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LET'S MAKE AN IMPACT?

BOOK A MEETING WITH OUR TEAM

Email us: info@vintageforacause.pt



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