

Central Announces 'Recycle Fashion Week' Till 31st August 2019

~ Partners with Goonj to distribute clothing to the people in need ~

National, 22nd August 2019: Central – the most loved fashion department store launches - 'Recycle Fashion Week' – an initiative to support the people in need. Supported by Goonj – a well-known not for profit organisation; through 'Recycle Fashion Week' Central invites its customers to contribute for a good cause. Customers are welcomed to visit their nearest Central store and contribute any gently used clothing that will bring a smile to those in need. Gratifying their kind gesture of contributing generously, Central will reward all such customers with a gift voucher of Rs.250 against each contribution.

Recycle Fashion Week is being held across all 47 Central stores in the country. Goonj will re-use the clothing collected by distributing it to people in need and the flood hit people in many states across India. Clothes that cannot be reused will be recycled by Goonj so that it does not affect the environment. Customers can redeem the Rs.250 Central gift voucher at any Central store against a minimum shopping of Rs.1000 and gain the benefit.

Speaking about the initiative **Vishnu Prasad, CEO, Central** says, "Every contribution no matter how small can definitely bring a change. Recycle Fashion Week is our way of working together with our customers to help the people in need. We are happy to be supported with Goonj who will help reach the product to the last mile. I would like to urge all our customers to donate generously and participate in the joy of sharing."

Anshu Gupta, Founder Director, Goonj, says about the drive, "With floods in 8+ states of India, affecting millions of people, this drive is an opportunity for each one of us to do our bit. Disasters are happening more often and in cities and villages alike, so we must be mindful about the dignity of the people at the receiving end. Goonj is especially focussed on mindful giving to ensure the dignity of the receiver. This material reaches faraway places in a very dignified manner where people participate in community activities and receive the same."

Customers can head to the nearest Central stores till the end of August 2019 and give any gently used or surplus merchandise. Every contributed item can be useful to another individual in need, thus making a difference to their life and fostering their well-being.

This upcoming festive season let's share some fashion with joy and make someone a little happier because your old memories can be new memories for another.

About Central:

The flagship retail format of Future Lifestyle Fashions, Central is a chain of fashion departmental stores located in central areas of large Indian metropolises and cities. Central stores are large-format stores measuring anywhere between 60,000 square feet to 230,000 square feet and offering over 500 Domestic & International brands across every category

including men's-wear, casual wear, ethnic-wear, women's-wear, kids wear, footwear, accessories, home products, health and beauty. These stores, often located in standalone locations also have food-courts, restaurants, supermarkets and electronics superstores built within. Central stores are located in large cities like Mumbai, Bengaluru, Hyderabad, Kolkata, Pune, Ahmedabad and Gurgaon, as well as smaller cities like Guwahati, Baroda, Indore, Vizag, Bhubaneswar, Patna and Surat. At present there are 47 Central stores present in 25 cities operating over 3 million square feet of retail space across India.

About GOONJ; www.goonj.org; GOONJ (means an echo) a multi award winning social enterprise, using the cities surplus for fueling wide spread development work across village India. While dealing with more than 4000+ tons of material annually, Goonj reaches this material as a resource, as a parallel currency with dignity to the rural communities as they take up large scale development work like recharging water bodies, rebuilding local infrastructure, education, for addressing their own issues. Goonj's work has also led to systematic changes in disaster relief & rehabilitation work; while it has also opened up the most taboo issue of menstrual hygiene and providing clean cotton cloth as a viable solution.

For more information, contact:

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