



UPCYLING FOR A CAUSE – THE FEAST WATSON RE-LOVE PROJECT RAISES FUNDS FOR SALVOS STORES

For a third consecutive year, leading woodcare brand, Feast Watson, is launching the Re-Love Project; a collaborative campaign featuring the talents of eight Australian design personalities and their upcycling journeys.

From shabby twin beds to tired looking wardrobes, the *2015 Re-Love Project* will see a range of 'pre-loved' timber furniture items given a new lease of life as they are transformed into unique statement pieces.

Design lovers can follow the transformation on Instagram and Pinterest and at the end of the project they'll have a chance to bid on the completed items, when each designer's creation will be available for sale on eBay from 8 July to 17 July, with all proceeds donated to the Salvos Stores.

Feast Watson's Brand Manager, James Fisher, said it's exciting to have such a high calibre of designers involved in this year's campaign.

"Each of the Re-Love designers are highly regarded in their own right and have kindly donated their time and expertise to a worthy cause in the Salvos Stores. They come equipped with their own unique styles and we can't wait to see the finished pieces."

The designers will document their upcycling journey from the selection process to delivery and everything in between. How-to guides will be created so consumers can collect inspiration and recreate the look.

"Those who are hesitant to give upcycling a go themselves can show their support by launching a bid on eBay in July," Fisher said.

The 2015 Re-Love Project collaborators include:

Mark Tuckey (VIC): Iconic furniture designer and maker, Mark brings a wealth of knowledge and experience having started his furniture design business in the early nineties. Passionate about using recycled or sustainably managed forestry timbers, his business proudly delivers simple yet striking timber furniture creations.
<http://www.marktuckey.com.au/>



Steve Cordony (NSW): Steve is a leading Sydney based interior and event stylist, and Style Director at-Large for Australia's leading interior design magazine *Belle*. Working across a range of areas in the design industry, Steve's talent and expertise has seen him create stunning events and interiors.
<https://instagram.com/stevecordony>





Deborah Bibby and David Moses (NSW): Joining forces as the ultimate design duo, is *Real Living* Editor-in-Chief, Deb Bibby and dedicated craftsman David Moses. Deb comes armed with a keen eye for design from years of work in creative publications, while David, offers a deep understanding of the art from his works alongside leading architects. Together they plan to follow David's design process which is responsible, sensitive and uniquely Australian with inspiration from Deb's wealth of design knowledge developed over the years.
www.homestolove.com.au



Tara Dennis (NSW): As one of television's most recognised faces, Tara is best known for her work on Australia's top decorating, style and craft segments for over fifteen years. In her time presenting *Our House*, *Changing Rooms* and *Burke's Backyard*, Tara has rightfully earned herself a reputation as Australia's sweetheart and DIY/decorating genius. More recently Tara is spotted sharing innovative design or craft ideas on *Better Homes and Gardens*.
<http://www.taradennis.com.au/blog/>



Olivia Shead (NSW): As an avid design lover and DIY enthusiast, Olivia loves nothing more than a fantastic op-shop find and an inspired upcycling project. With constant exposure to beautiful things through her work as staff writer for the *Interiors Addict* and *Reno Addict* blogs, Olivia also spent the second half of last year living in Copenhagen, where she fell in love with Danish design.
(<http://theinteriorsaddict.com/> and <http://renoaddict.com/>)



Kristine Franklin (VIC): Kristine is passionate about all things home, especially the creative challenge and self satisfaction which comes from decorating on a budget. Kristine's blog, *The Painted Hive*, is her medium for divulging all that she discovers and learns on her quest for an affordable and beautiful home.
www.thepaintedhive.net



Simone Barter (QLD): Returning for a third year, Simone has a natural creative flair, evident in her work as an interiors and props stylist. Her specialty lies in the ability to declutter and decorate a space in a way that brings a stylishly relaxed ambience to any room in a client's house or office. She is also the creator of inspirational blog.
www.stylelifehome.com.au



Helen Edwards (SA): Helen is the ultimate design blogger all-round making her mark as a DIY'er, blogger, stylist, author, wellbeing coach, human rights advocate, PhD candidate, ambassador and even charity founder. With a passion for local design, sustainable style and upcycling projects, Helen documents her everyday journey on her successful design blog, *Recycled Interiors*.
<http://recycledinteriors.org/>





To follow each designer's progress, or find inspiration for an up-cycling project you can complete at home, visit the Feast Watson website - <http://www.feastwatson.com.au/> or the Feast Watson Instagram page - https://instagram.com/feast_watson/

About the Re-Love Project:



The Feast Watson Re-Love Project follows the up-cycling or 're-love' journey of Australian designers. Using a range of Feast Watson woodcare products, the designers transform a worn piece of timber furniture into a stunning, unique statement piece.

Design enthusiasts will have a chance to take home one of these beautiful timber creations, as when completed, all re-loved Feast Watson items will be auctioned on eBay with proceeds going to Salvos Stores. Thousands of dollars have been raised and donated to the Salvos Stores since the project's launch in 2013.

About Salvos-Stores:



Salvos Stores have been helping struggling families and individuals for over 125 years, and have raised millions of dollars to support The Salvation Army. Pre-loved and recycled furniture, clothing and goods are donated to the stores and then sold at reasonable and fair prices.

All profits from these sales go towards running vital Salvation Army programs which assist the less fortunate. Goods are also distributed free of charge to those in need through The Salvation Army's network of Community Services Centres. By donating to and shopping at Salvos Stores the community is recycling and reducing landfill. This is of great benefit to our environment.