



MAGPIES &
PEACOCKS
MEDIAKIT
2022



Magpies & Peacocks is a Houston based non-profit design house (501c3) dedicated to the collection and sustainable reuse of post-consumer clothing, textiles and accessories, to disrupt the cycle of waste in the fashion industry and mitigate its grave environmental impact.

Working with a network of designers, makers and artists, we create unique up-cycled small batch remanufactured products, provide a resource library of reusable material for the creative community, offer sustainability education and skill building opportunities.

Our mission is to create an environment for positive change by nurturing arts education, keeping fashion out of landfill, and giving back to the community.

Our model rests on four pillars: Collaborate, Create, Educate and Invest. We build creative connections between local leaders, businesses, donors, artists, designers, educators and other nonprofits.

Through collaboration: we can build a sustainable future for emerging designers, promote social responsibility, ethical and circular innovation, and essential workforce equity and opportunity.



OUR AUDIENCE

MAGPIES &
PEACOCKS
NONPROFIT DESIGN HOUSE 501(C)3

61%

61% of Magpies & Peacocks audience is female

39% of M&Ps audience is male

86% are pet owners

39%

86%

40yrs : 220k

The average age of our shopper is 40 years old

\$220k is their average median household income

40k : 15k

Our shoppers spend an average \$40k luxury goods

\$15k is their household average charity donation



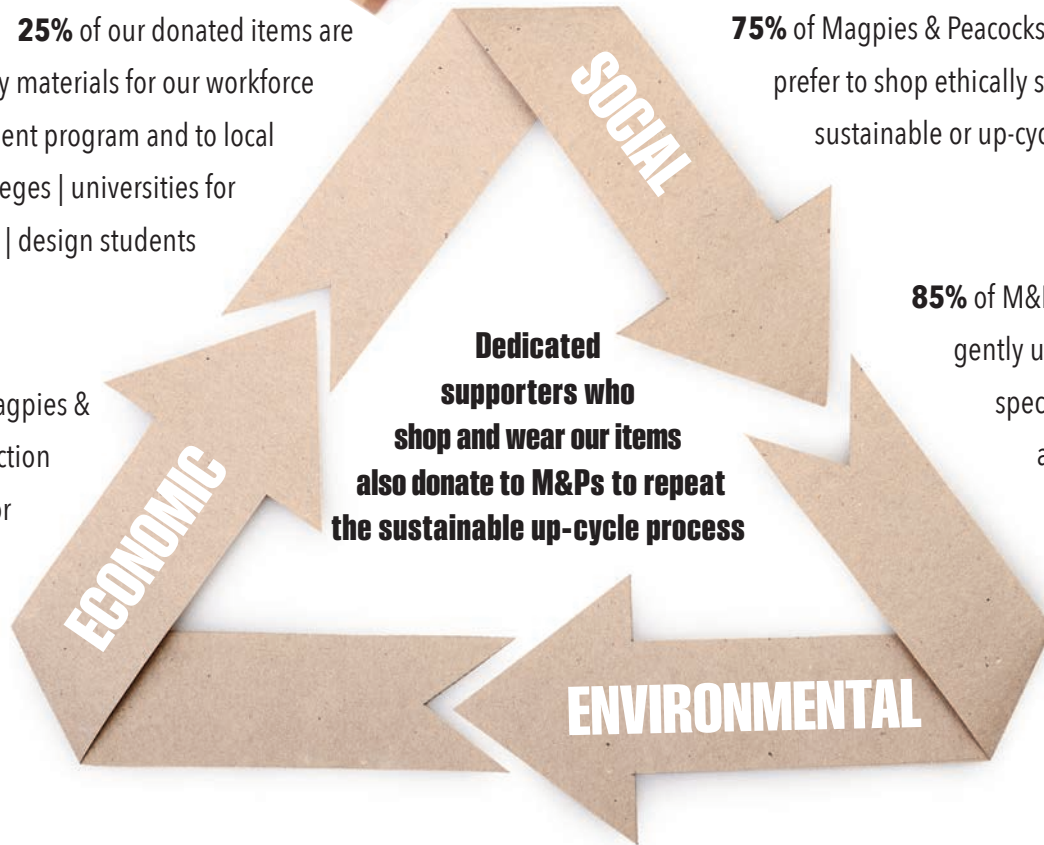
PEOPLE? PROFIT? PLANET?

25% of our donated items are used to supply materials for our workforce development program and to local schools | colleges | universities for fashion | art | design students

75% of Magpies & Peacocks customers prefer to shop ethically sourced, fair trade, sustainable or up-cycled products

12% of items created by Magpies & Peacocks are donated as silent auction items for local non-profit galas or fundraising events in Houston

85% of M&Ps supporters donate their gently used formerly fabulous accessories, special occasion clothing, vintage and family heirloom jewelry items back to our **Closet Deposit** program and hosted events



Magpies & Peacocks has diverted over 185 US tons of waste textile material from landfill and up-cycled over 10,000 products since 2011

TEXTILE FACTS

**\$100 BILLION
USD LOST TO
LANDFILL
EACH YEAR**

only 15%
GETS DONATED
OR RECYCLED

**30 BILLION
POUNDS**

85%
GOES TO
LANDFILL

**the facts about
TEXTILE WASTE**

of textile waste
THAT'S ABOUT 95 LBS
PER PERSON PER YEAR



**14 lbs
DONATED
OR RECYCLED**

15%



85%



**81 lbs
THROWN
AWAY**



DONATE



RECYCLE



DIVERT

**85% adds up to
25 Billion
Pounds of post
consumer textile
waste that ends
up in US Landfills
EACH YEAR**



FIVE Things you should know about the Fashion Industry:

One.

The fashion industry is one of the **largest polluters** of the planet, behind the oil industry.

Two.

We consume a staggering **80 billion pieces of clothing** each year.

This is up **400%** from two decades ago.

Three.

We currently **only recycle 15%** of donated clothing.

85% ends up in landfill or flooding markets in developing countries killing local economies.

Four.

One-in-six people work in the global fashion industry. A majority of these workers are **women earning less than \$3** per day in deplorable conditions. **Many are children**

Five.

It takes **715 gallons of water to make just one t-shirt**

That's about the amount of water an average person drinks over the course of two and a half years.

Bonus fact: The fashion industry contributes more in CO2 than shipping and aviation combined

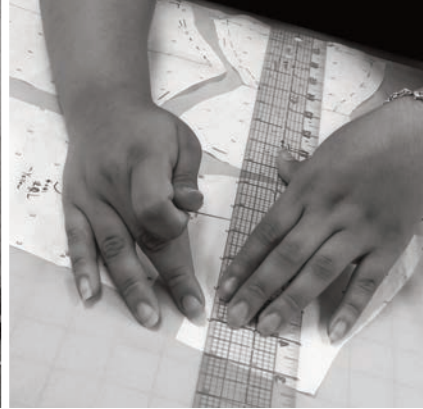


'WE MAKE SMALL BATCH UP-CYCLED PRODUCTS FROM WASTE MATERIAL'

- ▶ WORKING WITH DESIGNERS, MAKERS & ARTISTS
- ▶ PROVIDING A PLATFORM FOR CIRCULAR INNOVATION
 - ▶ EDUCATING CONSUMERS

MAGPIES &
PEACOCKS
NONPROFIT DESIGN HOUSE 501(C)3





'WE PRESENT WASTE AS A RAW MATERIAL RESOURCE'

- ▶ PROVIDING SUSTAINABILITY EDUCATION IN SCHOOLS & COLLEGES
- ▶ PROMOTING ZERO WASTE AND RECONSTRUCTION TECHNIQUES
- ▶ OFFERING SKILL BUILDING WORKSHOPS & WORKFORCE DEVELOPMENT

MAGPIES & PEACOCKS
NONPROFIT DESIGN HOUSE 501(C)3



Magpies & Peacocks Workforce Development | Arts + Sustainability Education

As Magpies & Peacocks scales up production in-house to meet the burgeoning demand for up-cycled goods, the organization has looked to community workforce development – focusing on growing a network of owner operator makers to facilitate small batch production, offering training programs to marginalized communities and survivors of trauma. **The MAKR Collective** is our formal training program providing tools and skills to help survivors become successful independent makers, business entrepreneurs or attain gainful employment.

This community workforce development model provides our library of fashion waste and textiles to teams of independent makers as they learn to professionally produce products at our EaDo Warehouse sewing lab. In direct contrast to the global fashion industry and the demand that fast fashion creates for cheap and trafficked labor, we are focussed on recreating local skill based small batch production directly building opportunities within marginalized communities. Skill building is essential to our work – from keeping sustainability on the curriculum at schools, colleges and universities, all the way to building a robust workforce ecosystem, supporting the regrowth of local manufacturing one maker at a time.



Magpies & Peacocks – Official GUCCI Changemakers

We are thrilled to partner with GUCCI as 2021-2022 Gucci Changemakers! Gucci Changemakers North America is a social impact initiative focused on increasing inclusion and diversity within the fashion industry and across communities and cities.

Gucci Changemakers Impact Fund grantees represent the inspiring work of organizations led by diverse non-profit leaders working across the fields of social, cultural, and economic issues impacting communities across North America. Their focus areas include mental health for women and girls, workforce development programs for under/unemployed people, innovative art and fashion platforms for Black and brown creatives, and resources for LGBTQIA+ communities. Magpies & Peacocks, as Gucci Changemakers, have the opportunity to engage in events and activities with Gucci, attend 'town hall' conversations with Gucci leadership, and additional programming across the year with Gucci's North America Brand and Culture Engagement team.



M&Ps' Post Consumer Textiles Resource Library:

The Magpies & Peacocks Resource Library, newly re-organized courtesy of a grant from our friends at Love Beauty & Planet, is in direct partnership with the community and the textile and interior design industries. It is designed to offer post consumer waste textiles – *donated material including used clothing, fabrics, samples, bolt ends, dead stock, jewelry, accessories and sewing equipment* – to our designers, makers and partners, as a primary resource for sustainable and circular re-design in Houston.

We collect from businesses, individuals, the fashion and interior industries, as well as from costume designers, retailers, and garment manufacturers, as a way to close the wasteful gap on the current manufacturing cycle. We do this to divert waste from landfill, educate consumers on fashion consumption and extend the useful life of post consumer material.

Magpies & Peacocks intends to position Houston as a potential leader in sustainability, waste innovation and material re-use, while boosting arts education for a more creative circular, less linear, economy.

ARTISTS & RESOURCES



Magpies & Peacocks short film - Interruption



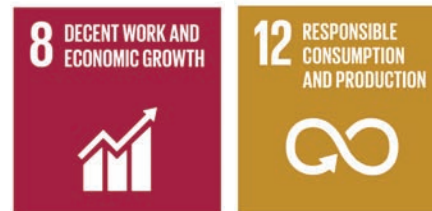
Mendit

Magpies & Peacocks is an official mending and alteration hub for the app Mendit - a digital marketplace designed to facilitate the movement, enhancement, and preservation of textiles.

MAGPIES & PEACOCKS

NONPROFIT DESIGN HOUSE 501(C)3

London Fashion Week AW19 with Fashion Scout. Up-cycled Collections: 'Jerri Moore + Clarence Lee for Magpies & Peacocks' and 'René Garza for Magpies & Peacocks'



In accordance with the Global Goals for Sustainable Development Magpies & Peacocks adopted goals 8 and 12 as part of our ongoing mission.

LONDON FASHION WEEK



MOLLY CODYRE, FASHION SCOUT, LFW AW19

WIRESPOTS

Naturally,
DANNY SEO

KNOTS

HLN

ECOLOGIST
SETTING THE ENVIRONMENTAL
AGENDA SINCE 1970

TEXAS
LIFESTYLE MAGAZINE

abc 13
HOUSTON

FAB UK

GO
MEXICO

Papercity
MAGAZINE

RANK & FILE
PURSUITS by PEOPLE for PEOPLE

VENTRE

Naturally,
DANNY SEO

FASHION
FOR CONSERVATION

FUTURECLAW

ACTX
ARTS AND CULTURE TEXAS

LOCALISH

The Business of Fashion
BOF

THE
UP
COMING

VOGUE
MEXICO

Schön!

PBS

HOUSTON
CHRONICLE

CBS innovationmap

SAMANTHA
BROWN'S
PLACES
TO LOVE

tidbits

FAB
LIFESTYLE

VOGUE
BRITISH

NBC

CityBook
Houston

7* LIFE

LONDON
RUNWAY

culturemap
HOUSTON

ELLE

WWD

cause
consumer

WELCOME TO
Houstonia.

AVANT

SMART
BUSINESS
Insight.
Advice.
Strategy.

THE
CW39
KIAH-TV HOUSTON

clearly,

MODERN LUXURY
HOUSTON

Board of Directors:

Sarah-Jayne Smith
Ahshia Berry
Tena Lundquist Faust
Tama Lundquist
Debbie Moffett
Susanne Theis
Kelly Finn
Portia Shaw
Giovanna Boyd
Maggie Segrich
Randolph Wile

Current Partners & Grantors:

Gucci
Houston Arts Alliance
Houston First
Regions Bank
Discovery Green
Alice Kleburg Foundation
Love Beauty & Planet
Wile Interests
Sesh Coworking
Houston Community College
Houston PetSet



René Garza for Magpies & Peacocks

CONTACTUS



info@MagpiesandPeacocks.org • www.MagpiesandPeacocks.org
Twitter: @MagpiesPeacocks • Facebook.com/MagpiesandPeacocks • Instagram: @MagpiesPeacocks

For press, interviews and sponsorship opportunities please contact

Ahshia Berry | *Director of Communications*
832-299-5609 • ahshia@MagpiesandPeacocks.org

