



MAGPIES & PEARCKS
MEDIAKIT
2024



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.

We work with a team of designers, makers and artists to create unique up-cycled small batch remanufactured products, and 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 the industry, promote social responsibility, ethical and circular innovation, and essential workforce equity and opportunity.



Since 2011 we have diverted over 195 tons of textile waste from landfill - reducing our CO2-E footprint by 803,400 pounds, transformed that waste material into over 12,000 up-cycled products and turned our production process into a training ground for over 45 members of underserved communities.



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

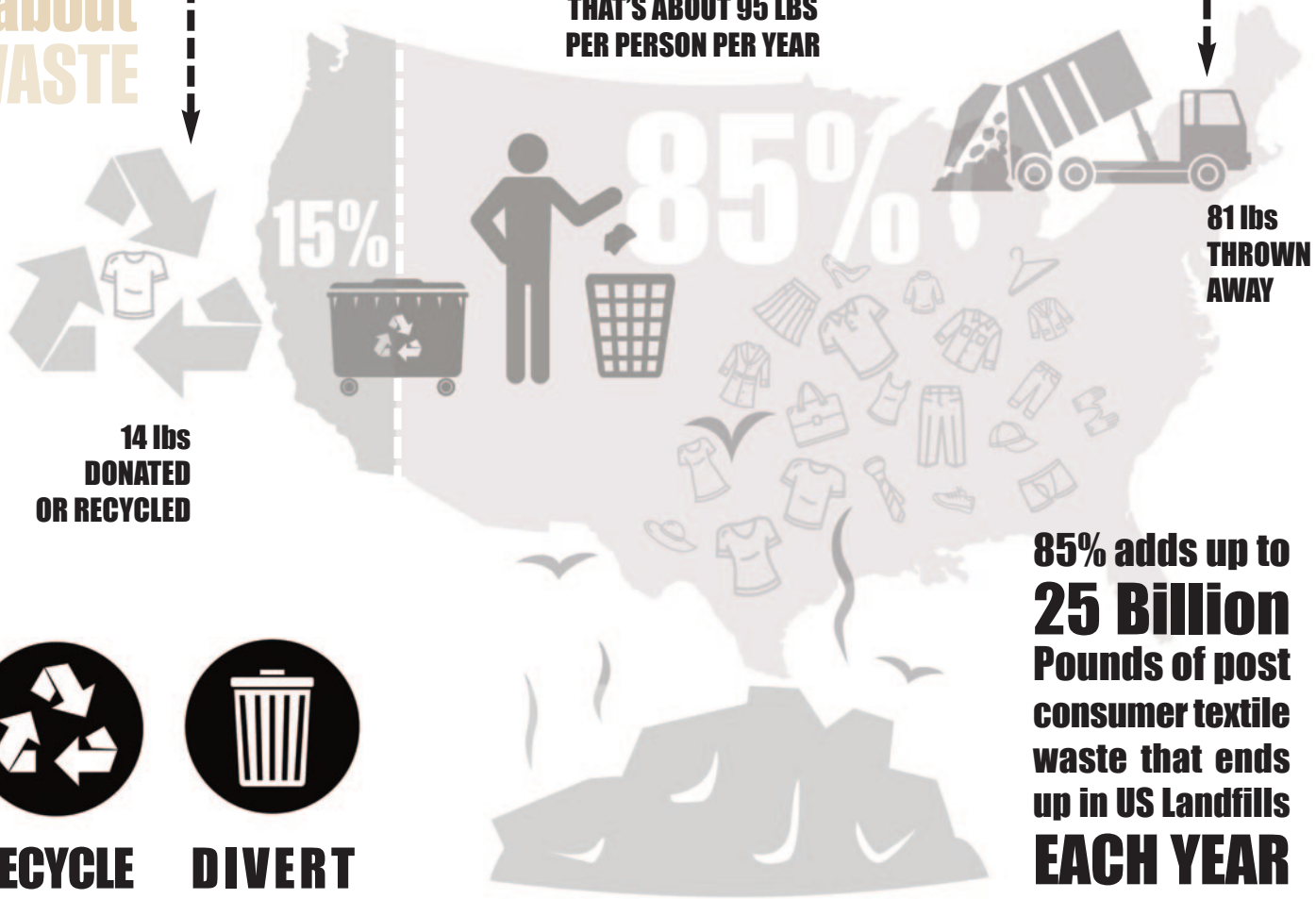
TEXTILE FACTS

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

**the facts about
TEXTILE WASTE**



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



DONATE



RECYCLE



DIVERT



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

1. 'WE DIVERT WASTE TEXTILES FOR REUSE'

- ▶ PROVIDING A VITAL RECYCLING SERVICE TO THE COMMUNITY
- ▶ DELIVERING THE B2B ENVIRONMENTAL WASTE TEXTILE SOLUTION TO THE CITY OF HOUSTON
- ▶ CHAMPIONING SUSTAINABLE DEVELOPMENT GOALS 8 & 12

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Discovery Green



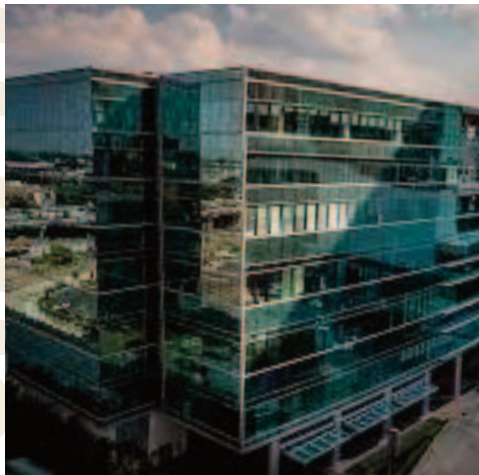
George R. Brown Convention Center



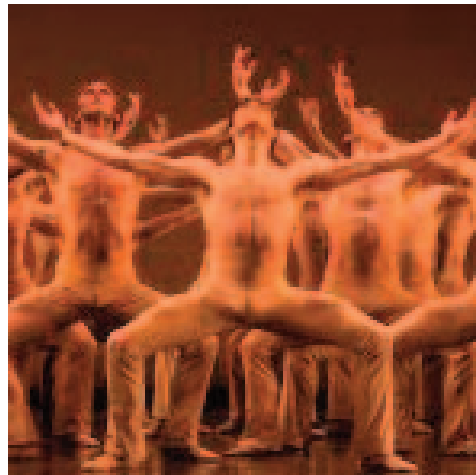
Mayors Office of the City of Houston



NRG Stadium



Houston First Corporation



Houston Ballet



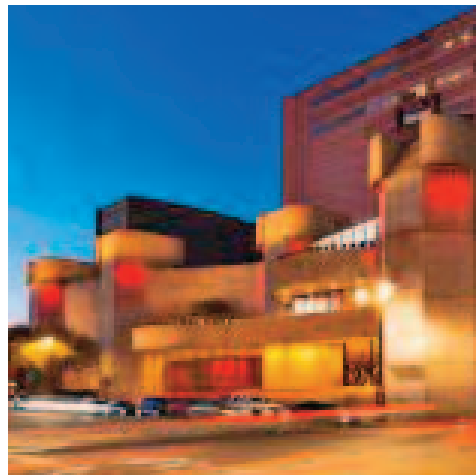
Houston Opera



NASA



NCAA



Alley Theater



Greater Houston Partnership



Southwest Airlines



2. 'WE SMALL BATCH UP-CYCLE PRODUCTS FROM WASTE TEXTILES'

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

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3. 'WE PRESENT SKILL BUILDING OPPORTUNITIES'

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

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MAKR
COLLECTIVE
LEARN
EARN
MPOWER

Magpies & Peacocks Workforce Development Program | The MAKR Collective

In 2024 we are excited to be moving, in order to transform another EaDo warehouse it into a hub for sustainability and opportunity. To do this we will be expanding our programming to create a fully holistic model, leveraging more of our unique business model into an incubator for community opportunity and engagement. We will be hatching a fully operational sustainable manufacturing and design incubator!

Over the last few years we have focused the training part of our programming, '**the MAKR Collective**', on up-skilling under-served communities including survivors of human trafficking and domestic violence, opening additional tracks to include the housing insecure last year. Many of our staff are have been alumni of that training program and they have helped us implement an advanced learning-in-place culture – tailoring individual positions that are flexible and that can grow within our team in real time. As the MAKR Collective program has evolved we have recognized the opportunity to expand training in all areas of our business model. As a result we now have training tracks in Sewing/Design/Mending/Alterations, Warehouse management, Retail, even adding a donation coffee bar for a Barista track. The new facility will however, enable us to implement full-circle impact. Not only will we will be able to expand intake of waste textiles, creating positions for additional warehouse, production and retail staff, but we will also have an event space to showcase community art available for rehearsals, performances, markets and workshops, and a professional cafe to serve the community – all of which will present additional training opportunities.



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.

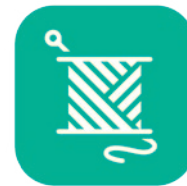
Gucci Changemakers Impact Fund grantees represent the inspiring work of organizations led by diverse non-profit leaders working across the fields of social, cultural, and economic issues impacting communities across North America. Their focus areas include mental health for women and girls, workforce 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.

Magpies & Peacocks – in direct partnership with:

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. Directly in line with the sustainability mission of Magpies & Peacocks, the partnership brings together three main focusses: Easy accessibility for the consumer to upcycle and repair existing textiles; a tailoring hand skills training track for M&Ps MAKR Collective program, and workplace opportunities for our existing body of sewing professionals and alumni.

In addition Magpies & Peacocks is now the official professional alterations partner for **Banana Republic** (Flagship Galleria Location). With Banana's commitment to excellent customer service and sustainability, M&Ps was a natural choice to extend our services to their customers.

Spring 2024 also brings about new partnerships with the global brands **NEST** and **Southwest Airlines**. NEST supports artisan communities worldwide with business development programming designed to strengthen their operations – while Southwest's ESG (environmental, social, and governance) 'Repurpose With Purpose' directive make them both a perfect fit to partner with us. We have already received our first 'Boeing 737' quantity of e-leather seating for co-branded up-cycling projects throughout the year!



Mendit



NEST



Southwest

PARTNERS



Magpies & Peacocks short film - Interruption. Winner of Three TELLY AWARDS

After Dark 2023



VISIT **HOUSTON**

'Creators & Innovators' Video produced by Houston First Corporation



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LONDON FASHION WEEK



OUR AUDIENCE

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58%

58% of Magpies & Peacocks audience is female
42% of M&Ps audience is male

42%

86%

86% are pet owners

40yrs

The average age of our shopper is 40 years old

220k

\$220K is their average median household income

40k

Our shoppers spend an average \$40k luxury goods

15k

\$15k is their household average charity donation



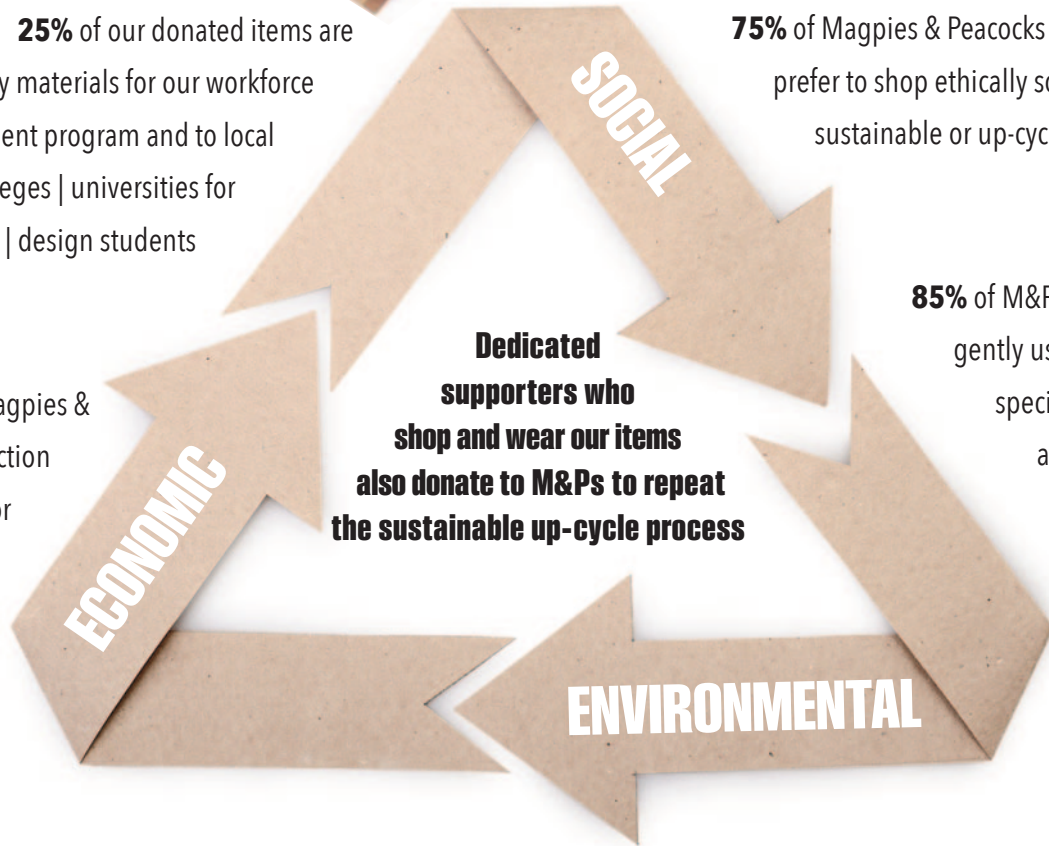
PEOPLE? PROFIT? PLANET?

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

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

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

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



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Spring 2024 Magpies & Peacocks

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