

TEAM USE ONLY.
PLEASE KEEP ME IN THE SHOP!

This magazine was produced in the most environmentally-friendly way possible, using sustainable processes and materials. We are committed to reducing our carbon footprint and helping to save critically threatened habitats.

Our use of sustainable solutions mean we can produce chemistry-free, Solar powered & vegan-friendly prints! We also ensure that all paper is sustainably sourced, using only FSC and recycled stocks.



RETAIL OPERATIONS

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Save the Children exists to help every child reach their full potential. In more than 100 countries including the UK, we make sure children stay safe, healthy and learning, and change the future for good.

URBAN

INNOVATIVE | CREATIVE | PIONEER



THE FUTURE

THEY DESERVE

For children, with children,
we're making a lasting difference

Lexie, 11, Wallsend



**Save the
Children**

Photo: Kate Stanworth/Save the Children

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HELLO,

As a trading team at Save the Children **we have a collective vision.**

We've started **disrupting the charity sector** to deliver a more inspirational, and sustainable future for our shop network. This growth in our contribution will enable us to unlock the potential of even more children around the world and here in the UK.

Let's be honest, retail landscapes are jam packed with charity shops, and they're all within a similar model. While some remain successful in the short term, we've seen a growing fatigue in maintaining both our volunteer numbers, and our income levels. **It is no longer enough to keep doing what we've always done.**

So, we have a new approach...and it's unlike any other charity retail model.

In celebration of the diversity of our retail communities and all the people who work and volunteer in them, we have built a family of 6 defined retail propositions to represent Save the Children in the most inspirational way across the UK.

This unique flexibility in our format **empowers us all to create maximum relevance for every community** whilst placing sustainability and the circular economy at our core to positively impact the people involved and our environment.

Each differing proposition is built on a deeper understanding of our specific audiences. By aligning more effectively with their loves, lives, and motivations, we aim to ensure engaging with our shops (in whatever capacity) becomes a more natural and exciting extension of our supporter's daily lifestyles.

Together we are on a quest to **maintain all the magic of our existing shops, while moving forward with creativity and innovation to create standout retail experiences,** in line with more modern expectations around fashion, quality, and sustainability. Not only do we hope to re-energise our existing (and amazing!) people, we hope to attract a whole new set of supporters to help build our future growth.

Thanks to our incredible in-house talent and expertise, we're in a unique position, and have been able to build a collection of exceptional retail formats. These environments **provide the perfect setting to support and empower our local teams to bring the buzz of our ethos to life.**

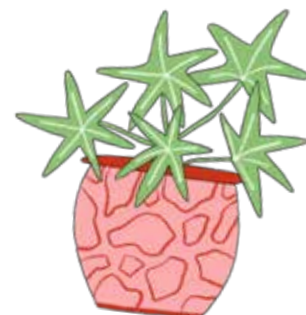
We hope to inspire, engage and **build a consistent understanding across all our propositions and USPs through this collection of magazines.** Inside you'll find insights into our shop design, local people and typical places, the perfect product curation in order to paint a clear and holistic picture of each of our offers.

Our ultimate aim? **To empower our teams to collaborate in a common understanding of their proposition and their own communities, and to maximise the immediate and longer-term trading opportunities. To enable our communities to sprinkle the soul of localisms into their shop environments, while being supported to deliver exceptional and consistent standards of best practice through our accompanying How to Guides.**

We are sure that collectively, we can build an even greater love for our brand, with the most exciting retail experiences at the heart of all our communities.

Kate Rx.

Director of Retail Brand & Strategy



OUR PROPOSITIONS



BARGAIN HUNT



OUTLET

RUMMAGE



MARY'S LIVING & GIVING



KIND

AFFORDABLE

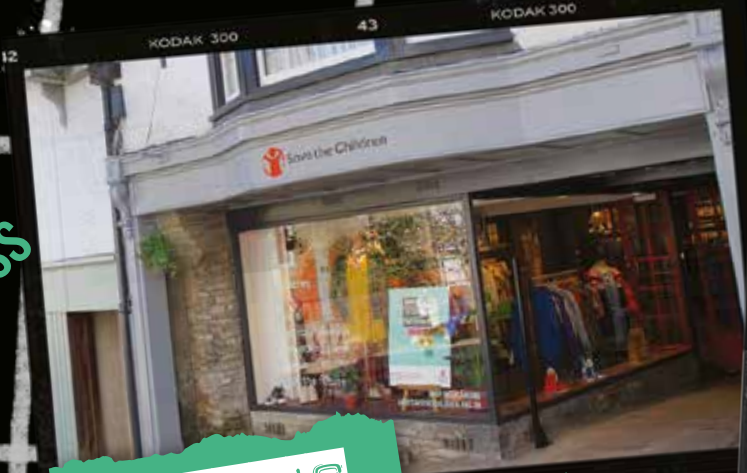
KOOKY

FAMILIAR



COSY

CONSIDERED



CLASSIC

ELEGANT

TRADITIONAL



ESTABLISHED

FASHION SAVVY





**“When I see
any injustice,
I have to say something”**

Estefany*, 15, Peru

**For children, with children,
we’re making a lasting difference**

* We've changed Estefany's name to help keep her safe.

Photo: Hanna Adcock/Save the Children

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Scotland (SC039570) and Isle of Man (199).





URBAN NEIGHBOURHOOD

You'll know you're in one of our 'Urban' neighbourhoods as soon as you walk into town or hop off the bus. This is 'the' hub that serves all the surrounding areas that's packed with creativity at every corner.

The barbers is right outside the bus stop and always has a queue but they never let you wait outside, there are endless leather chairs for customers to take a seat and have a laugh while getting a trim.

Lunch is a bite to eat at one of the many independent food haunts, there are so many diverse culinary options to choose from and as you walk down the street the smells of the food drift past making you even more hungry. It's a tough choice between Indian street food - the samosas here are legendary, or a gloriously overfilled ciabatta sandwich from the family run Italian deli on the corner.

In the background you can hear the music pumping out the local record shop, they are celebrating the latest release from a local artist, then up ahead is a little crowd of people huddled around the street busker who is belting out some tunes. Before you head home, you pop into the little greengrocers, with your jars ready to re-fill your oats and pasta, stuffing the goodies into your tote bag to carry home. As you wait for the bus, you admire the latest colourful graffiti artwork that has popped up - there is always something new to look at round here.

WE LOVE LOCAL



Justine - The Artist

Photographer Justine found our shop in Nicolson street in Edinburgh to be a safe haven during the pandemic. The artist came in regularly to have a chat and a browse. She would share her photography with the staff creating an organic friendship.

Justine told us of how the local creative community pulled together during the pandemic. They created a little haven in the centre of the community at a traffic island. This traffic island became a place where neighbours would decorate the flower beds with crafted flowers and crochet birds.

They used the space to catch up over coffee and it became a space to allow them to just be a community in a time where it was hard to grasp that connection with the outside world. Justine informed us that since the pandemic, the space was still used as a spot for the locals to mingle and catch up so much so that there are now plans to receive council funding to make the island a permanent community spot.

Today's Living - Clapham

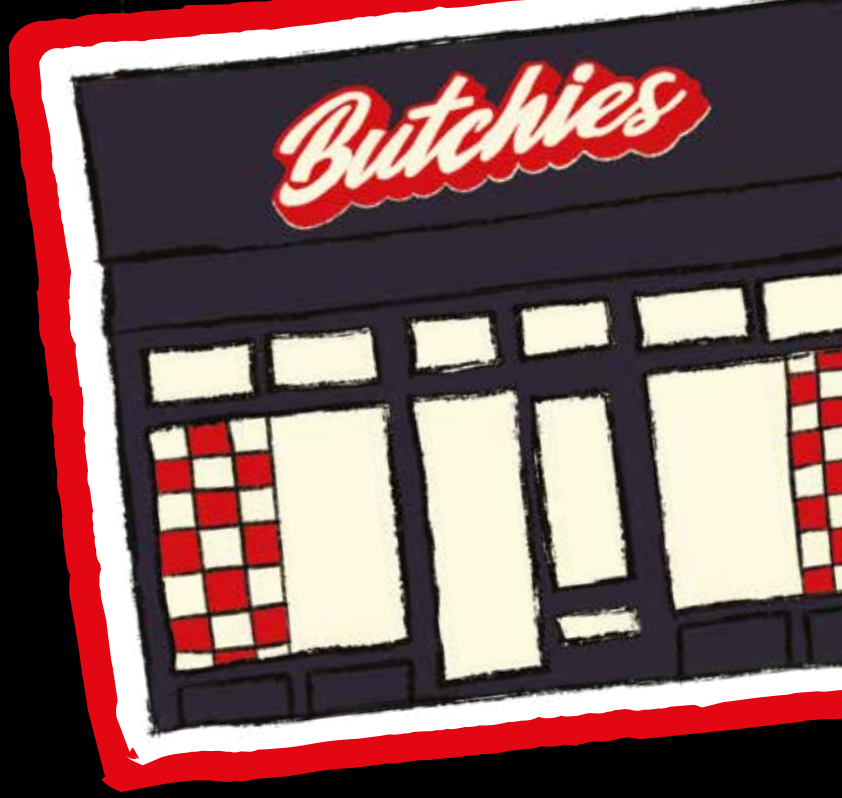
In the heart of Clapham high street, you will find Today's Living. This is Clapham's longest running family owned health food shop. Stocked with a great range of health and well-being products, this is the perfect place to visit once you've found some gems in our Clapham shop. At Today's Living, you will find an array of healthy snacks, whole foods as well as vitamins and natural beauty products. It's also likely that you'd find that extra little ingredient that you need for that vegan recipe you were going to try out.



Butchies - Clapham

Not too far from our Clapham shop, you'll find Butchies. They pride themselves on 'serving the best damn fried chicken in the world'. This vibrant place speaks to it's local community by bringing them together using great chicken and music. Originally born in East London, this chain slots right into the bustle of Clapham High Street and it's youthful and ultra-London atmosphere.

Not only do Butchies have delicious buttermilk fried chicken, but they also have the branding to go. Butchies like to spread love through chicken and they have found the perfect community to give that to.



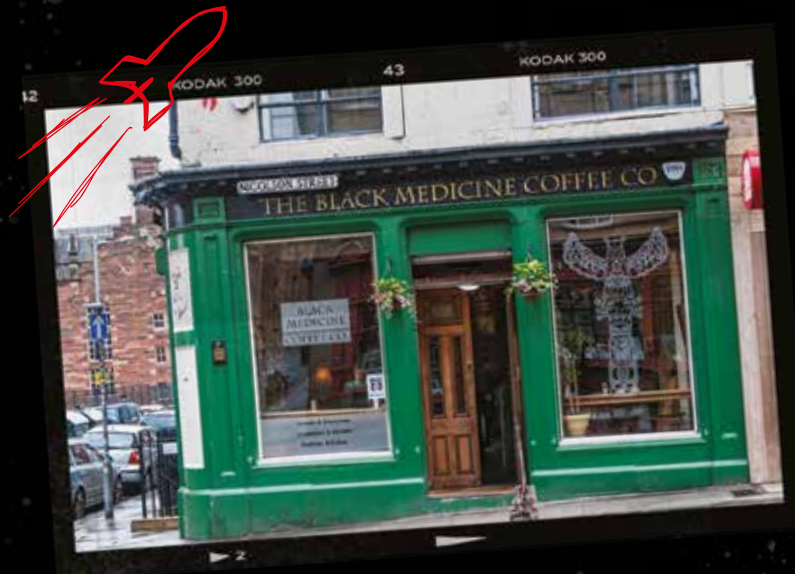
Art 27 Scotland

Located just opposite our Nicolson Street shop is Art27, a collective of artist activists who believe that everyone should have the right to participate in the culture of their community. Art 27 work to create community driven projects allowing for culture and diversity to flourish. With events such as The Festival of Migration, this collective reflect the richness of culture that South End has to offer.



Bird and Blend Tea - Byre's Road

A short walk down the road from our Byres Street shop, you will see Bird and Blend Tea, an eco-friendly, independent, people- focused tea shop. This place is definitely on a mission to re-imagine tea. With flavours like Mojitea, Enchanted Narnia and Cococabana Coola, this quirky shop is like a cocktail bar for tea. As you enter the shop, you enter a place removed from the business of Byres Street, a somewhat zen space where well-being is definitely something of high importance. The airy décor, with pops of colour, the tea blends lining the walls in large glass jars along with the lingering aromatic scent make this the perfect spot to pop in for a cup of tea.



Black Medicine Nicolson Street

This is a real sweet spot on the corner of Nicolson Street. The name is inspired by the name given to coffee by the native people of America. The great coffee as well as the blend of cosy medieval cottage allows for this coffee shop to be a trendy hub for digital nomads and students alike. Since 1998, this establishment has reflected the essence of the surrounding community.



LOOK & FEEL

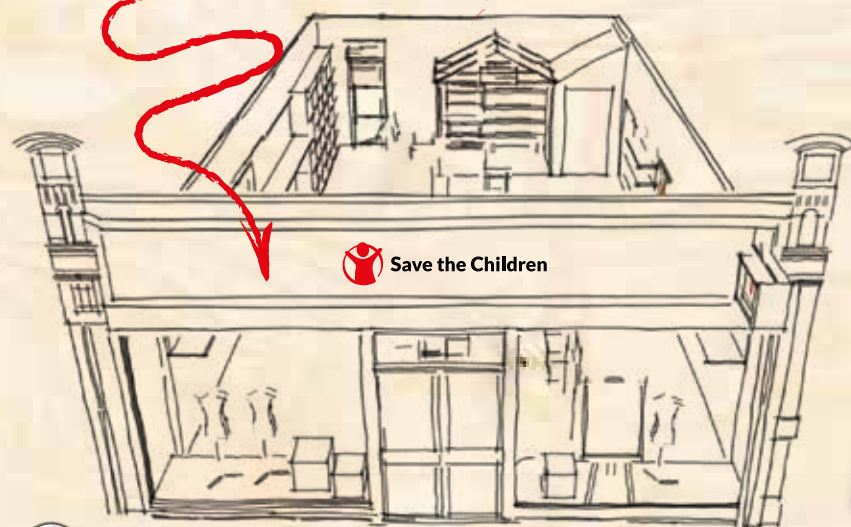


Save the Children



We love to expose and celebrate any architectural features and let that influence the aesthetic. Contemporary structures made from tactile, inexpensive timber are designed into the space provide a clear distinction of old and new. The greenhouse structure plays on this idea of a shop within a shop, created to house eco-friendly new product.

The design process starts with a floor plan and is carefully planned to ensure we gain the most out of the space.



The greenhouse structure plays on the idea of a shop within a shop, created to house eco-friendly new product.



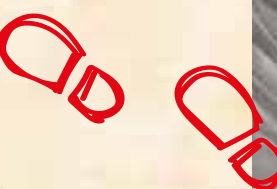
SUSTAINABILITY IS AT THE HEART OF WHAT WE DO. This is true of our environment as well as the products we sell.

The most environmentally friendly solution is working with what we already have and at STC it's important that we reuse and re-purpose where possible.

Many fixtures and fittings have been reclaimed from local salvage yards or up-cycled from previous shop fits. We work closely with our contractors to achieve this.



The monochrome colour palette allows the vibrant colours of our product to stand out.



Our fitting rooms invite you to step into a new space.

A COLLABORATION WITH LOCAL ARTISTS, unique to each shop.

LOOK & FEEL

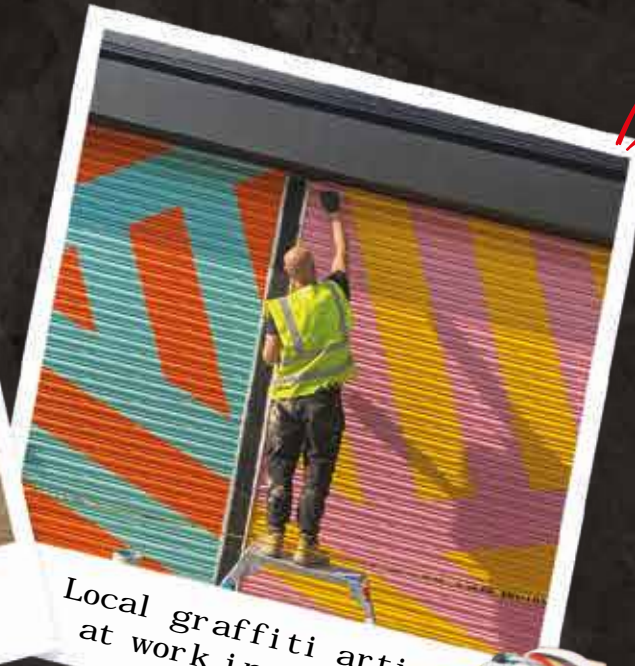
TELLING CHILDRENS STORIES AND EMBEDDING THEM INTO OUR CUSTOMER JOURNEY IS SO IMPORTANT TO US. EACH SHOP HAS A COLLECTION OF HOUSE PLANTS DISPLAYED IN COLOURFUL PLANT POTS, PAINTED BY LOCAL CHILDREN.



Our teams bring the shopfloor to life and use mixed merchandising to create the ultimate lifestyle display.



Salvaged Bricks As Display Props



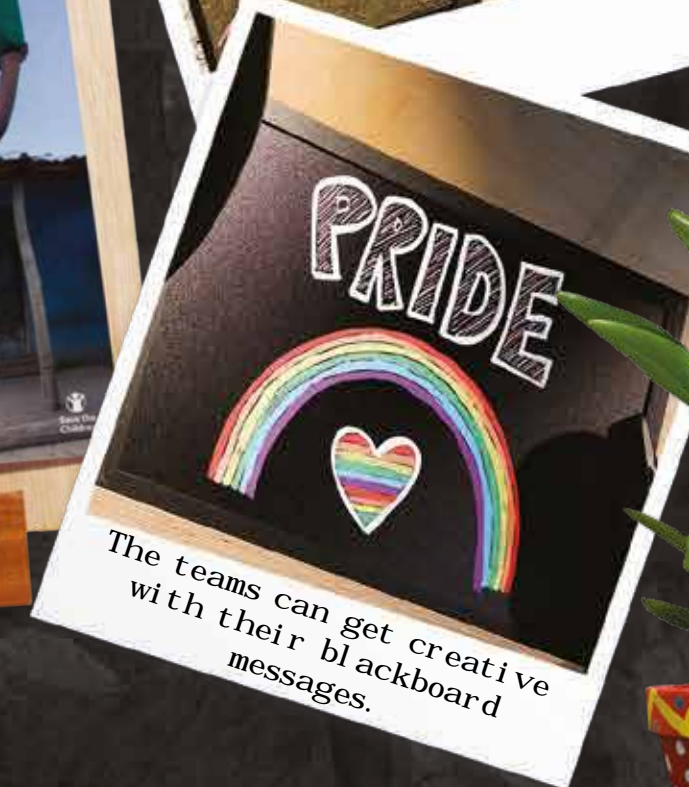
Local graffiti artist at work in Clapham



Fitting Room



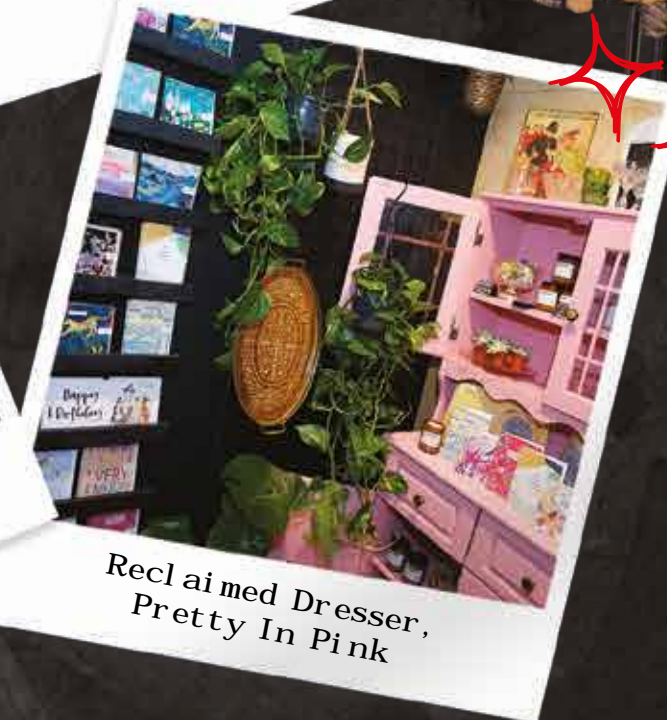
Fitting Room Disco Anyone?



The teams can get creative with their blackboard messages.



Our Name In Lights



Reclaimed Dresser, Pretty In Pink



“OUR SHOPS ARE NOT JUST PLACES WHERE YOU DONATE OR BUY FROM; THEY ARE COMMUNITY HUBS WHERE STORIES ARE SHARED AND CONNECTIONS ARE MADE.”

- Ian Matthews
Director of Retail & Communities

NEW THINGS

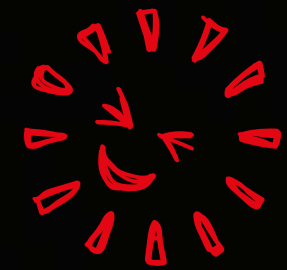
OUR BUYING ETHOS:

We love second hand, but to really make our propositions stand out, we've complimented our donated product offer with a range of bespoke, child-inspired new goods to raise brand awareness and enhance the supporter experience in our shops. This unique collection of gifts has been developed for and with children. It tells our stories through original artwork created by the children that we

work with, and raises vital income to help us build lasting change for children around the world. We've partnered with ethical, sustainable and independent makers across the UK, to create consciously designed products with purpose and localism built in - products which look good, smell good, taste good and do good.



DOUBLE SIDED!



“NOTHING MAKES US HAPPIER THAN BEING ABLE TO SUPPORT SUPPLIERS BASED AROUND OUR RETAIL COMMUNITIES.”





TENNEH, 13, SIERRA LEONE



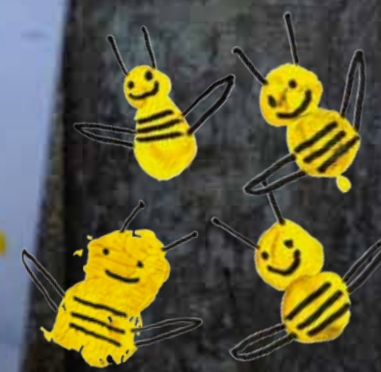
This marbling design was created by 13-year-old Tenneh from Sierra Leone using ink made with water from the river she lives on. Her home is a remote village only accessible by boat, so she has to paddle her canoe to school every day.

She gets an education thanks to her own determination and Save the Children's support. We've rebuilt schools in Sierra Leone, kitted out pupils and trained teachers. Now Tenneh is thriving in the classroom and her school stands out, with students getting above the national average in their exams.

It's just one of the ways - with your support - Save the Children creates lasting change for and with children around the world.



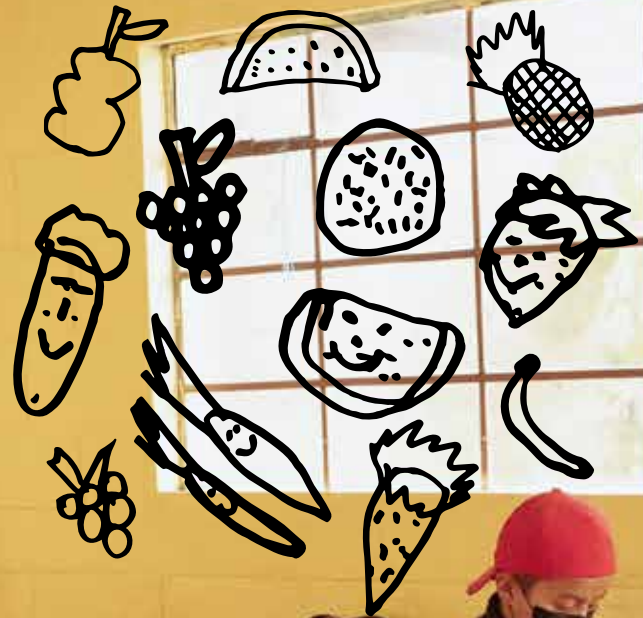
LUCY, 4, SOLOMON ISLANDS



This bee design was created by four-year-old Lucy from the Solomon Islands - a country on the front-line of climate change. As storms and rising sea levels destroy homes, farms and ecosystems, Save the Children is working with local experts to help families like Lucy's set up bee-keeping businesses. The bees pollinate mangrove trees that protect the islands from storms and flooding, and are incredibly good at storing climate-wrecking carbon dioxide. And families sell the bees' sweet honey to make money.

It's just one of the innovative ways - with your support - Save the Children creates lasting change for and with children around the world.

66 WHAT I LIKED MOST ABOUT THE DRAWING ACTIVITY WAS MAKING WEATHER CARTOONS AND DRAWING ABOUT OUR FUTURE. 99
-Anabely-



ANABELY, 11, GUATEMALA

This doodle design was created by 11-year-old Anabely from Guatemala, one of the ten countries hardest hit by climate change. When a storm wrecked their home and farmland, Save the Children provided Anabely's family with flood- and drought-resistant seeds so they can grow crops even in a worsening climate.

We also help local farmers to produce food for Anabely's school – and hundreds of others in the area – so children can have fresh and nutritious meals, helping them concentrate in class.

It's just one of the innovative ways – with your support – Save the Children creates lasting change for and with children around the world.



PRIMARY SCHOOL CHILDREN, MARGATE

These artworks were created by primary school children in Margate, inspired by the coastline they live on and their love for protecting the environment. Save the Children ran a series of creative workshops aimed to unleash the children's creativity and provide a platform to express themselves. Save the Children supports schools in Margate, and across the UK, to improve the lives of families living in poverty and make lasting change for children.





SORELLA, 6, MANCHESTER

These doodle designs were created by six-year-old Sorella and her friends at their local community centre in Manchester. With local organisations, Save the Children has co-created a food pantry at the centre, which is run by a team of local volunteers. Families like Sorella's can pay £3 a week to choose from a range of fresh, frozen and dried foods to the value of £15.

It helps them cope with the cost-of-living crisis and make sure their children can eat a good, healthy diet.

It's just one of the ways - with your support - Save the Children creates lasting change for and with children.



Emily

“I became aware of the opportunity to volunteer due to a large sign in the Nicolson Street shop. I walked past the shop frequently as it was close to my university halls and decided to give it a go! Everyone at Nicolson Street is a pleasure to work with and I really value all of the friends I’ve made there.

I play netball and I’m also Secretary for the Save The Children Society at my university. Away from studying, I like to bake, listen to music, watch films and spend time with my friends and family.

My favourite purchase was a metallic shiny dress for a university ceilidh, despite it being custom made for the previous owner it fit me perfectly and I knew there was no chance that someone would have the same dress as me!”



Ying

“I purchased my outfit from the shop -the shirt I got has a Victorian-inspired look, complete with the lace trim that I adore since I have a penchant for vintage fashion. When I first laid eyes on it in the stockroom, I was smitten. This is one of the benefits of volunteering in a charity shop; you can always come across something unique and appealing!

My experience volunteering in the shop has enabled me to develop and grow. Previously, but this has changed as I have had to communicate frequently with volunteers. I am also responsible for engaging with potential new team members, assessing their suitability for the role and familiarising them with our charity shop.

I love the people I am working with the most. They are genuinely kind and friendly, and we all share a common value system in which we strive to make a positive impact on our community. Moreover, they come from diverse backgrounds, making our conversations incredibly fascinating as I am always able to learn something new from them.”



TEAM URBAN

Barbara

“I chose to work for Save The Children because it’s a cause I’ve been aware of from a very young age. Additionally, the fantastic location on Nicolson Street played a part in my decision.

My experience with Save The Children differs significantly from other retail experiences. It feels like the start of an exciting and transformative change, distinct from what I’ve encountered elsewhere in retail.

I enjoy going to concerts in my spare time.

While working at Save The Children, there have been a few incredibly exciting experiences. One of them was when our volunteers won prestigious awards and were honoured in the esteemed City Chambers. Additionally, seeing the expressions on the staff members’ faces when I handed them the microphone and encouraged them to sing was another thrilling and unforgettable moment.

Our staff’s involvement in a promotional short video featuring the lead actor of a sold-out show at the Fringe Festival was quite crazy. Each day in the shop is incredibly diverse, and the atmosphere is such that anything becomes possible.

I absolutely adore these silver buttons from 1905! Their stunning shape and captivating patterns are what make them stand out. What’s even more incredible is that each button is priced at just 25 pounds. They are my favourite items.”



TEAM URBAN



Emma

“ I would 100% recommend working or volunteering here to my friends and family - we have the best team and there is something for everyone. I love doing the visual merchandising - the stock is different every week so it's definitely a challenge but a fun one! I love working with the volunteers and finding out why they are here and what motivates them. This feels like a job with a purpose - giving back to a charity makes it really special. My friend collects pottery by a local artist - the pieces are quite rare and hard to find. I was lucky enough to spot one of their creations in our shop after she taught me what to look out for - I bought a jug for her - she was amazed! ”

“ I have an amazing collection of Vivienne Westwood second hand, (or even third or fourth hand!) My favourite ever purchase has to be Mui Mui sunglasses for £3 - I love them sooo much.

I love the fact that I am really involved in the shops...Sorting is my favourite job, I never get tired of rooting through the donation bags.

We had an amazing donation of vintage fashion illustrations recently- they were so beautiful. We even used a couple as decoration in one of our refits- its great to share the wealth around the shops. ”



Jackie

Illustrations by Carolyn Myres

Victoria

“ I love doing my bit to help children that are in need - the team is amazing, and the shop is stunning - its one of the most interesting and positive work experiences in my life.

I really enjoy taking pictures and videos for the shop social media. It also brings me joy dressing the shop mannequin's and doing the windows!

So many wonderful things come into the shop, so it's impossible to pick a favourite, but I did buy an incredible mirror, and I also got my daughter a teddy bear that she loved. ”



BYRES ROAD, GLASGOW



NICOLSON SHOP, EDINBURGH



BYRES ROAD, GLASGOW





“I am strong.”

Zahi*, 5, Ethiopia

**For children, with children,
we’re making a lasting difference**

* We've changed Zahi's name to help keep him safe.

Photo: Hanna Adcock/Save the Children

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**Save the
Children**



STREET STYLE



“I just chucked this on because it was cold.”



Joel

“I just wanted to wear something super casual but also good for the office. Also, this is my favourite jacket right now.”



Alice

“My favourite is this bag, my mum made it for me and I love it.”



Andriane



Hannah

We love Hannahs hat! Its the perfect accessory to her beautifully bohemian outfit. The chunky boots toughening up that pretty dress works like a dream too.



Tia



Retro inspired sportswear is such an easy to wear trend... it looks great and is super comfy - a style win.



Darius



“What can I say? I just like to mix it up a bit. I’m also a sucker for a cartoon tee.”



STOCK CURATION

curation *noun*

Cu·ra·tion

The action or process of selecting, organizing, and looking after the items in a collection or exhibition. The curation of the exhibition was informed by my experience as an artist.

Inclusive

Unique

Vintage Sports Wear

Freedom

Statement Prints

Creative

Bright

Original

Individual

Style Over Fashion

My Street Over High Street

Quirky

Eccentric

Authentic

Retro Styling

Eclectic

STYLE STUDIO

PLAYING WITH PROPORTIONS

Pair a voluminous top with slim line bottoms / skirt to really accentuate the shape... you can also do this the opposite way, for example an interesting shaped skirt, or trouser style, with a skinny/ slim fit top, jumper or shirt to draw attention to that statement piece.

LOADS OF LAYERS

Layering is great way to add interest and colour. Team sweater vests over shirts or long sleeve tops, leggings under skirts or dresses. Shirts under jumpers is great way to smarten an outfit, and a leather / sheepskin vintage jacket chucked over any outfit instantly feels 'urban'!

SUBVERT THE CLASSICS

Random evening gown that's been donated? Try styling it differently- toughen up with biker boots and a leather jacket so subvert and soften the look, a t-shirt can be layered underneath too to add another element. Dinner suits can look great styled with trainers. Similarly try styling up sports or lounge style wear with heels and jewellery- for a take on the 2000s trend. For a more masculine version, try joggers with a tweed blazer layered on top for a quirky look that shouldn't work but will.



STYLE STUDIO

CULTURE CLASH

Clashing textures, colours and patterns is a super easy way to create an interesting eye catching Urban look- it's as easy as choosing two items that wouldn't usually 'go' together - in Urban, it definitely can and will!

THINKING OUTSIDE THE BOX

Pyjamas can be styled as daytime clothing- a silky PJ top looks great as a statement shirt- try buttoning it down low, and draping with jewellery to dress it up even more. Baggy pjs pants would look brilliant styled with 90s athleisure sporty sweats and tees, and chunky trainers. A silky night dress would look stunning with vintage cowboy boots and a big coat chucked over. Remember in Urban- thinking out of the box is key

VINTAGE IS KEY

Mixing vintage in with newer brands is a quick winner- the two different styles and looks together often just 'works', and is a more realistic way to wear these styles.



THINKING OUTSIDE THE BOX



CULTURE CLASH



VINTAGE IS KEY

OUR SHOPS



KEY

- TRADITIONAL SHOP
- URBAN SHOP
- CLASSIC SHOP
- OUTLET SHOP
- MARY'S LIVING & GIVING SHOP



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**“A girl shouldn’t
speak her mind?
Says who?”**

Hiba* (right) and Rama*, Jordan

**For children, with children,
we’re making a lasting difference**

Photo: Jordi Matas/Save the Children
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SHARON ELLIOTT

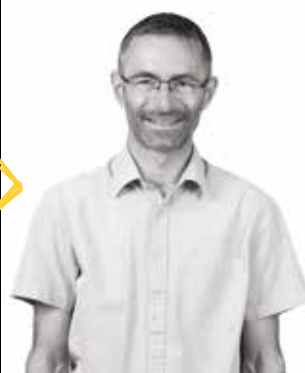
Area Manager



“I get to meet some of the kindest & inspirational people while visiting our shops! :)”

IAIN CAVE

Retail Support Assistant



“Every time I visit shops I try to buy a book for my son!”

MELISSA O'BRIEN

Retail Manager



“I love seeing what new treasures the shops have when I visit”

POLLY HOLLIDAY

Retail Risk & Compliance Manager



“I love our shop teams, I always come away with a sense of pride and great stories!”

DANIEL CHAMBERLAIN

Retail Operations Executive



VICTORIA ROSE

Retail Brand & Proposition Manager



“I love visiting our shops, it's an opportunity to put on a shirt and get out of my WFH loungewear!”



JEN WEBB

Knowledge & Resources Executive



CHARLOTTE BRADLEY

Shop & VM Design Manager



“Like a magpie, I'm guilty for collecting all the sparkles and shiny 70s glassware.”



KATE THOMPSON

Head of Strategic Operations



“When I travel for work I never seem to have a suitcase big enough, to fit all the things I buy from our amazing shops!”

SONIA KIURTZIDIS

Retail Buyer



“I love seeing our children's stories come to life for our supporters through our shops!”

SULTANA KULSUM

Retail Resources & Communications Assistant



LINDSEY BRIDGEMAN

Area Manager



JADINE APPIAH

Retail Resourcing & HR Advisor



MATT RUSSELL

Product Logistics Manager



LEANNE SMITH

Reactive Maintenance



LAVINIA WILLISHER

Retail Operations & Communications Manager



“It is rare for me to visit one of our shops without making a purchase... it's like buried treasure I'm destined to find!”



SUSIE DUNSTAN

Volunteering & Communities Insight Manager



“I love a cuppa and a chat in the backroom!”



IAN MATTHEWS

Director of Retail & Communities



“I love visiting our shops as it reminds me of the passion and commitment that exists amongst our shop teams.”



RONAN O'DONNELL

Area Manager

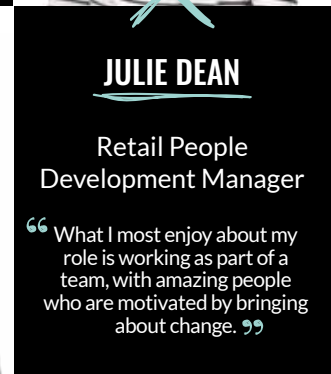


“Visiting shops and meeting volunteers is always the highlight of my role. The teams normally know I've called in as I have an awful habit of accidentally stealing their pens! Sorry...”



JULIE DEAN

Retail People Development Manager



“What I most enjoy about my role is working as part of a team, with amazing people who are motivated by bringing about change.”

LYNSEY SCOTT

Stock Generation Manager



CHERYL ADAMS

Area Manager



“I love visiting our shops to meet the Amazing dedicated teams and knowing me to buy something lovely!”

HILARY TANNER

Retail Insight & Analysis Manager



KATE BISHOP

Director of Retail Brand Strategy



“The treasures from our shops are little reminders of the amazing people I've met on my visits. Even today, I'm wearing my St Andrews scarf, drinking coffee from my West Bridgeford cup and saucer!”

JACK RICE

Retail Creative Artworker



“Hearing our teams stories and why they choose to volunteer really inspires me in the work I do.”

RHYS WILLIAMS

Retail Business Manager North



HELEN BLAKEMORE

Retail Development Project Lead



“I love it so much when people say 'I can't believe this is a charity shop!', it makes me really proud to be part of the Retail team.”

MANDY TIERNEY

Head of Retail Operations



“My favourite place to be is the till area where you get to see all the wonderful things people buy and how happy they are with what they found. I often say to myself 'I wish I had seen that'.”



JUSTYNA LAWSON

Gift Aid & EPOS Assistant



NIGEL ROGERS

Area Manager










**WE CREATE VIBRANT
RETAIL SPACES THAT
EMBRACE AND INSPIRE
COMMUNITIES.**

