

# Dress for Success Jamaica to stage pop-up store today

DRESS FOR Success Jamaica, a social enterprise and a non-profit organisation that was part of the JN Foundation's Social

Enterprise Boost Initiative project, will stage a Christmas Sale Pop-Up Shop in the car park of JN Bank, Half-Way Tree, today from 11 a.m. to 4 p.m.

Charmaine Lewis, founder and director of Dress for Success Jamaica, said that the aim of the event is to generate income to sustain the social enterprise, which assists young women with purchasing professional attire for job interviews, at a reasonable cost.

"On Saturday, we will be creating a pop-up store so that

*'Patrons attending the event will be able to purchase business attire and casual wear.'*

persons who are preparing to go to work in January for the first time will have an opportunity to purchase cost-effective clothing from us ... or top up their wardrobe," she explained.

## **CIRCULARITY OF FASHION**

Lewis further shared that "the event will contribute to the

circularity of fashion, in which clothes are "repaired, reused and recycled, thereby reducing waste and enhancing people's wardrobe at the same time".

Patrons attending the event will be able to purchase business attire and casual wear.

Lewis has also partnered with All Things In Common Shop My Closet, a business that collects

and sells second-hand female, male and children's clothing items and accessories through donations and on consignment.

Kaydeen Wildman, co-founder of All Things In Common Shop My Closet, said, "I find Dress for Success Jamaica to be an inspiration, which has motivated me to do what I do. Therefore, it is a pleasure to partner with the social enterprise, and I'm really pleased to see the idea for the pop-up shop coming to fruition."

Lewis thanked Wildman and commended JN Bank for supporting the initiative and permitting the social enterprise to hold the event on its premises in Half-Way Tree.

JN Bank employees will also use the occasion to inform customers at the pop-up event about its products, such as its Partner Plan; Wealth Optimiser Savings Account; and Supersized Loan, the most affordable loan

being offered for the holiday season.

The financial institution will also allow for the opening of savings accounts, such as the JN Bank Wealth Optimiser savings plan.

## **SUPPORT**

Lewis said that Dress for Success Jamaica will also use the occasion to accept donations. Persons interested in supporting the enterprise may reach the organisation via email at [jamaica@dressforsuccess.org](mailto:jamaica@dressforsuccess.org) or by telephone: 876-547-4356.

Operating since 2009, the social enterprise has assisted more than 500 young women on their journey to economic independence, and many have participated in training sessions through its Image Training Centre to further their personal and professional development.