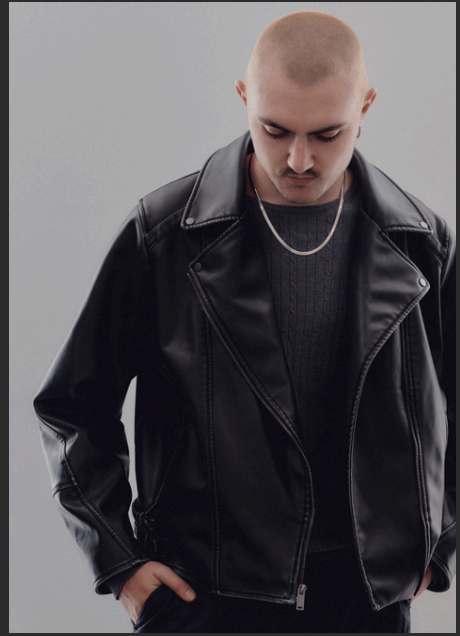


REND

on social
economies.





C O N T E X T U A L I Z I N G

REND(ING)

- cause to be or become; make.
- submit or present for inspection or consideration.
- represent or depict artistically.





SPOTLIGHT ON: IKEDA

Another reason to buy second-hand is the opportunity to find historical unique pieces that may no longer be in production. Despite its ostensibly Japanese-sounding name, Ikeda was actually a brief venture of Montréal based clothing manufacturer, Howick Apparel Ltd. Originally founded in 1938 in Saint-Laurent by Wilfred Howick, and known for making such brands as OshKosh, Tricolore, and Bastille, Howick established factories in Montréal, Saint-Sauveur and three more throughout Québec. Today however, Howick no longer actively produces Ikeda brand merchandise and has since closed down its Montréal factory.

ON SOCIAL ECONOMIES.

An economic system that prioritizes social purposes and values alongside financial profits.

The Second Life Thrift Shop is a part of the non-profit known as the West Island Assistance Fund. We work based on a “social economic” model and re-invest the profits from the Thrift back into our non-profit programs.

Put simply, our goal at Second Life Thrift is not just to make sales and profits, we focus on delivering an experience that gives profits and benefits back to our community and society.

Every purchase, every volunteer hour logged, and every piece of clothing donated, all contribute to a positive impact that helps our community and society. Each piece of clothing you buy is also a donation to our non-profit; it goes on to create more value than it started with.

GIVE
CLOTHES

GIVE TIME

GIVE BACK
TO THE
COMMUNITY



Second Life Thrift Shop works thanks to our amazing volunteers and generous clothing donations. All donations are free and most of the labor put into the shop is on a volunteer basis. This allows us to keep prices as low as possible for customers, give out free clothes to those in need, and make a profit that is socially beneficial and gives back to the community.

Through our social economic model, we can fund programs such as our:

- Food bank
- Collective garden
- Community kitchen
- Woman's support group
- Homelessness backpack program
- And more!



Friperie
Deuxième Vie
Thrift Store

**WITH OUR CURATED
ONLINE STORE, YOU CAN
FIND UNIQUE AND
VINTAGE PIECES THAT GO
BACK INTO BENEFITTING
THE COMMUNITY.**

**SO,
SHOP
THE
LOOK.**



button-up - 8\$



knit sweater + vintage leather jacket - 30\$

button-up + dress pants - 16\$





vintage moto jacket - 20\$



button up- 8\$





knit crewneck sweater - 10\$



vintage leather jacket, tie, button-up - 32\$

mesh top & skirt 16\$





top and leather skirt - 16\$

leather trench + purse- 30\$



**CLOSING &
SPECIAL
THANKS**

This zine came about from one simple idea: to show what we stock, but to also allow the pieces to shine in a different, more editorial context.

We hope that this small look book inspires you to give thrifted pieces a second life. Come visit us in person at 21 Centre-Commercial St. Roxboro-Montréal.

Your closet will thank you, and so will your community!

We could not have completed this project without the help and time of our photographer Aidan Matthews, our models Eva Rizk and Felix Rainville, and of course, our wonderful and ever supportive team over at FDOI.

Find us online:



WIAF
WEST ISLAND
ASSISTANCE FUND



Fripérie
Deuxième Vie
Thrift Store