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**Goodwill Southern California Presents “Thriftcycle” Earth Month Art Exhibit
Partners with L.A. Based Designers to Showcase Sustainability and Upcycling**
Exhibit features collaborations by Brian Chavez (Levi’s), Maddy Doane (Greenwrld), Justin Gargas (Rag Reserve), Chandler King (Busybody), and Miara Jennings

Los Angeles, CA, April 21, 2023 – For more than 100 years, Goodwill Southern California has been a pioneer in the “reduce, reuse, repurpose” practice by keeping usable goods out of landfills. Repurposed clothing will be re-envisioned as fine art this Earth Month and on-view at Goodwill Southern California’s flagship Atwater Village store, located at 3150 N. San Fernando Rd. LA 90065.

Goodwill SoCal will present “**Thriftcycle**,” an art exhibit on-view beginning April 21 for a limited time. The exhibit features the work of five local designers who upcycled outfits by transforming clothing and materials sourced from its stores. The display aims to inspire a love of thrifting, highlight Goodwill SoCal’s ongoing commitment to sustainability, and share the positive impact donations and purchases have on our communities and the environment.

Shopping and donating is not only gentle on your wallet, but also shows care for our planet by repurposing goods and keeping usable items out of landfills. You are also supporting our community by helping to provide job training and placement services for people with disabilities and other barriers to employment.

“Thriftcycle Presented by Goodwill Southern California” was created in partnership with the following L.A.-based designers:

- [Brian Chavez](#) is a multi-faceted designer and artist who focuses on skill and creativity to transform the mundane into fashionable beauty. As the Lead Tailor at Levi’s, he helped open the first Levi’s tailor shop in SoCal. Brian is the owner of [Master/Naif | St. Selvedge LA](#).
- [Maddy Doane](#) is the creator of [Greenwrld](#), a brand dedicated to creating original designs using 100% second-hand, recycled materials. Greenwrld aims to promote the popularity and appeal of sustainable fashion while also creating an appreciation for exclusive items. Every item is one of a kind, meaning it cannot be replicated and no one else will ever own the same item as you!
- [Justin Gargas](#) is the co-founder of sustainable brand [Rag Reserve](#). After spending 15 years designing sneakers, backpacks and apparel for other global brands, Justin utilizes his industrial design background locally. Rag Reserve clothing and accessories are designed and created from clothing collected in LA.
- [Miara Jennings](#) is a sustainable fashion designer/creator with a passion for giving new life to previously owned items. She creates fashion transformations, thrift flips and DIY tutorials to inspire fashion consciousness, out-of-the-box creativity and confidence.
- [Chandler King](#) is a multifaceted artist and creator of [BusyBdy](#), a unisex apparel brand specializing in distinct apparel for one-of-a-kind individuals. In this case, the term ‘BUSY’ stands for ‘Being Unusual Saves You’. Emphasizing that one does not need to conform to the norm to realize their aspirations in life, be it in fashion, career, and beyond. Each piece encourages you to break from traditional molds and strive for your own ideas of success, and creativity.



For press / media inquiries regarding Goodwill SoCal, please contact Marla Eby, Director of Marketing & Media Relations, at meby@goodwillsoocal.org or 323-246-3620.

What: Goodwill Southern California “Thriftcycle” Earth Month Art Exhibit

When: Friday, April 21, 2023 for a limited time

Where: Goodwill Southern California Community Enrichment Center
3150 N. San Fernando Road, Los Angeles, CA 90065 (Atwater Village, just s. of Glendale). Free parking.

About Goodwill Southern California

Transforming lives through the power of work, Goodwill Southern California (GSC) serves individuals with barriers to employment by providing education, training, work experience and job placement services. Each year, GSC prepares and places thousands of individuals into sustainable employment through programs and services offered at three campuses, Career Resource Centers, WorkSource Centers, Youth and Veteran Employment Programs throughout Los Angeles (north of Rosecrans Ave.), Riverside and San Bernardino counties. GSC supports its mission with proceeds generated from more than 80 stores and freestanding attended donation centers. GSC spends 95 percent of its budget on programs and services. Committed to caring for the earth, last year GSC diverted over 130 million pounds of reusable or recyclable goods from landfills. Goodwill is GOOD for Everyone! Follow Goodwill SoCal on social media - @GoodwillSoCal. For more information, visit www.goodwillsoocal.org.