



MEDIA RELEASE
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IT'S A DESIGN LOVE AFFAIR

Leading woodcare brand, Feast Watson, launches the 2014 Re-Love Project with all proceeds to benefit Salvos Stores

Following the hugely successful inaugural campaign, Feast Watson is once again launching the *Re-Love Project*; a collaborative campaign featuring the talents of eight Australian design personalities and their upcycling journeys. From now until 24 July, eight pre-loved pieces of timber furniture will be transformed into unique statement pieces.

Design lovers can follow the transformation on Pinterest and at the end of the project they'll have a chance to bid on the completed pieces, when each designer's creation will be available for sale on eBay from 24 July to 3 August, with all proceeds donated to Salvos Stores.

Feast Watson's Brand Manager, James Fisher, says the *Re-Love Project* will provide the perfect inspiration and motivation to those who would love to undertake DIY projects but are unsure of where to start.

"The *Re-Love Project* provides eight 'how to' templates of ways to tackle a DIY upcycling project. The real beauty of this campaign lies in the designers' quirky and unique styles, with each approaching the challenge from a different perspective, ensuring there is something out there for everyone.

"Those who are hesitant to give upcycling a go themselves can bid on the pieces produced by our talented designers all while contributing to a worthy cause in the Salvos Stores," Fisher said.

The eight designers participating in the Feast Watson *Re-Love Project* come from a variety of creative backgrounds, each with a distinct style and boasting an impressive repertoire of industry experience:

Simone Barter (QLD): Returning for a second year, Simone has a natural creative flair, evident in her work as an interiors and props stylist. Her specialty lies in the ability to declutter and decorate a space in a way that brings a stylishly relaxed ambience to any room in a client's house or office. She is also the creator of inspirational blog site *style.life.home* (www.stylelifehome.com.au).

The Team from *Made On The Left* (WA): Also returning for a second year, *Made On The Left* is a non-profit organisation based in Western Australia that is committed to promoting talent across the region (www.madeontheleft.blogspot.com.au). The creative team for the Re-Love Project is made up of three talented women: Nicole Moffat, creator of label *Tall Rabbit*;



Rebecca Antos, an interior designer with State 28 Interiors; and Steff Wallace, who enjoys sewing and doodling on inanimate objects.

Alicia Parsons (SA): Is a firm believer in second chances, especially when it comes to neglected pieces of furniture or run-down houses. The graphic designer from Adelaide currently incorporates her offbeat and quirky style into all of her design ventures as evidenced in her blog, *Atypical Type A* (www.atypicaltypea.com).

Penelope Herbert (SA): A former media marketing guru, Penelope has possessed a life-long obsession with everything related to home and design. She now writes weekly articles for the *Stylehunter Home* website, with her 'Top Ten' series being particularly popular (www.stylehunterhome.com.au).

Artemis Gouros (NSW): Is the Deputy editor of *Australian Handyman* magazine (www.readersdigest.com.au/handyman), a title dedicated to making DIY easy from knocking down a wall to hanging a door and, of course, giving old and battered furniture a new lease of life. Her favourite type of DIY is definitely furniture makeovers and she has rescued many a piece destined for the scrap heap.

Kim Knox-Thurn (NSW): Is the Principal of Sydney based firm *The Style Project*, a full service Interior Design business that specialises in bringing style to living and work spaces that reflect the owner's or companies' personality while providing the function desired. Kim loves sharing inspirations on *The Style Project Blog*, which features the latest trends and accessories for savvy design lovers (www.thestyleproject.com.au/blog/).

Tina Vanspall (VIC): Is a former art dealer who now focuses on her blog, *Vintage Movement*, which is a collection of thrifty vintage shopping hauls and DIY how-to's. Based in Melbourne, Tina describes *Vintage Movement* as celebrating and reviving the past in a fresh, modern context (www.vintagemovement.blogspot.com.au).

Kristine Franklin (VIC): Is passionate about all things home, especially the creative challenge and self satisfaction which comes from decorating on a budget. Kristine's blog, *The Painted Hive*, is her medium for divulging all that she discovers and learns on her quest for an affordable and beautiful home (www.thepaintedhive.net).

To follow each designer's progress, or find inspiration for an up-cycling project you can complete at home, visit the Feast Watson website - <http://www.feastwatson.com.au/> or the Feast Watson's Pinterest page - <http://pinterest.com/feastwatson/>

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For more information and images on the project and the designers, please contact PR Edge:

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