



VALKYRIE

Loved and Lost: Charity Waste explores what really happens to our clothes after we donate them, and asks the question whether giving them away has become a way of easing our guilt rather than solving the problem of clothing ending up in landfill. We questioned what charity shops do with the items they can't sell, and where those clothes actually end up.

From this we created VALKYRIE. A brand built around damaged and unwanted clothing. Instead of seeing flaws as the end of a garment's life, VALKYRIE transforms them through upcycling, keeping clothes in use and out of landfill. Through community events, people are invited to bring in damaged clothes, explore our upcycled collections at pop-ups, and learn simple ways to give their clothing a second life. Rather than letting clothes be loved and lost, VALKYRIE asks how they can be loved again.



BACKGROUND

Future Now brings together 2nd year students from art and design backgrounds together to make, design, experiment and develop creative projects in association with partner organisations in Sheffield. Over a 4 week period, students from Interior Architecture + Design, Fashion Design, Photography, Fashion Management + Communication + Illustration collaborated to explore issues around rogue textiles.

Every summer, when student tenancies end and properties are cleared, clothing is donated for recycling at charity bins and gifted to passers-by outside doors. But volume and opportunity allow these once confined clothes to escape their thin plastic boundaries. They pile up in car parks and on pavements, they move around – sometimes alone and sometimes in packs. Wet, dirty, broken and smelly, they transform into eyesores and trip hazards. These disobedient objects are acting back on us.

This brief frames post-use clothing as a problem and positions charity donations as complicated.

VALKYRIE is a collective response to this brief.



GIVE IT A REST: COUNTDOWN

05:22:45

DAYS HOURS MINUTES

An evening of a live runway, repurposing garments and community donation, bringing people together to rethink waste and value in clothing.

THU 12TH FEB FROM 6PM @BETHEL CHAPEL

GIVE IT A REST

ABOUT US

We are a team of six women, each with unique specialties in Fashion Design, Fashion Communications and Management, Illustration, and Architecture, united by our shared commitment to fighting textile waste.

Our mission was to create a space dedicated to giving discarded clothing a second chance while promoting fashion circularity. That's how Valkyrie was born.

We welcome old, unwanted garments, placing a strong emphasis on accepting damaged items. Our goal is to transform these pieces into something you'll cherish forever.

Goodbye, Eliza from My Big Fat Greek Wedding

WHY CHOOSE US

WE PROTECT
We saved damaged clothing from going to landfill and give it purpose

WE SEE DIFFERENTLY
We challenge throw away culture and change how clothes are valued

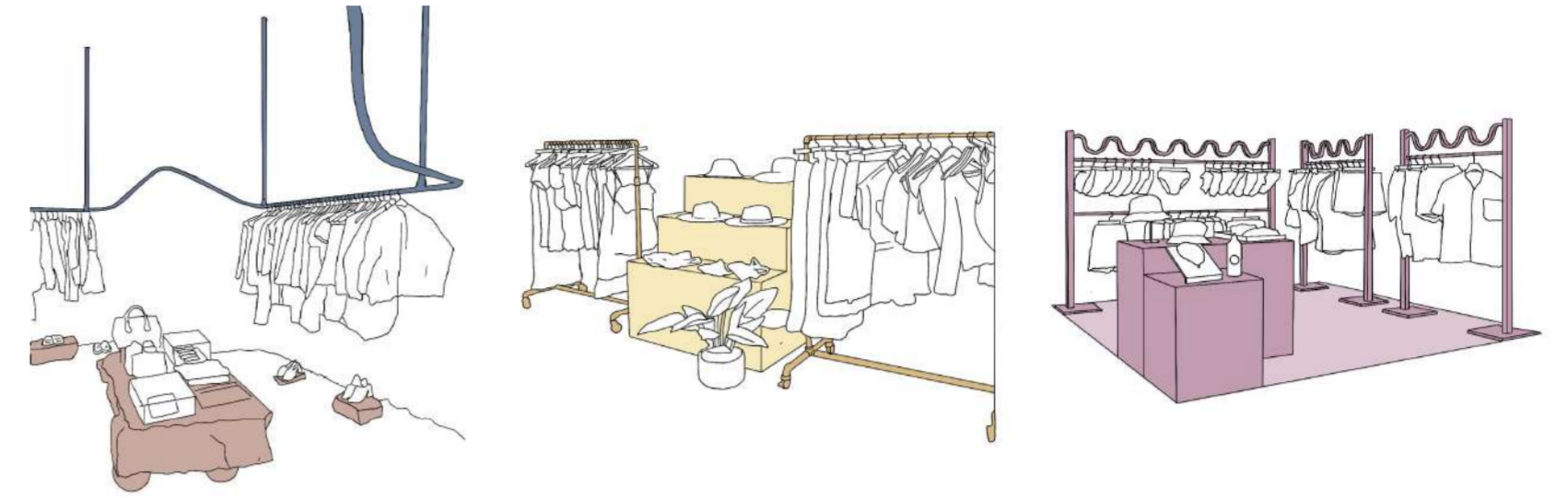
WE TRANSFORM
Through upcycling we turn worn pieces into something new

GIVE IT A REST; THE COLLECTION

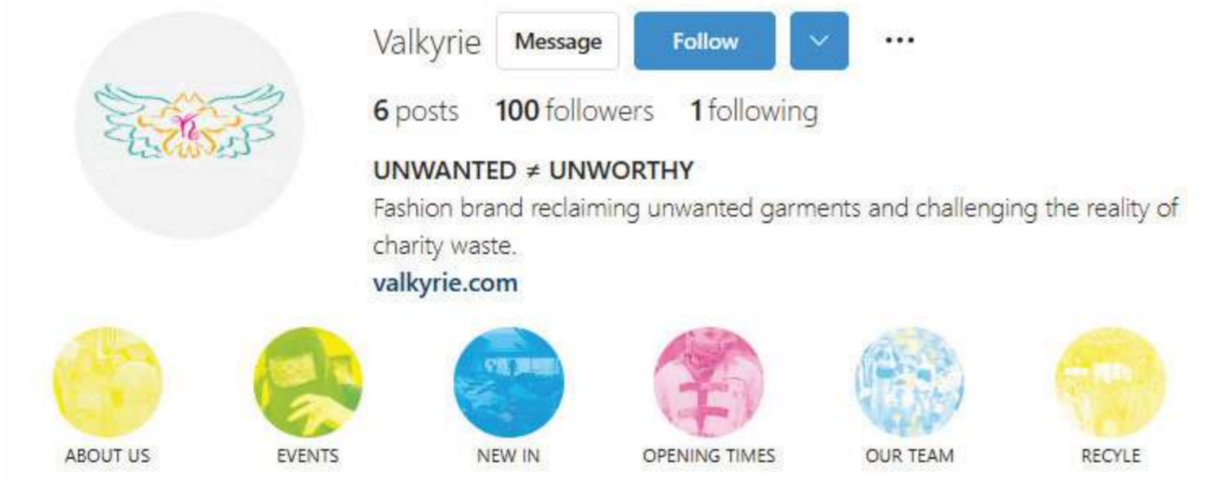
GALLERY

"Give It A Rest" explores destruction and reconstruction through transforming ripped, broken garments into landfill-inspired pieces. Predominantly showcasing denim, Valkyrie's first collection introduces the brand and its purpose. "Give it a rest" is setting denim aside and showcasing ways to explore new materials, new waste streams, and new ways forward in using all kinds of waste to create wearable art.

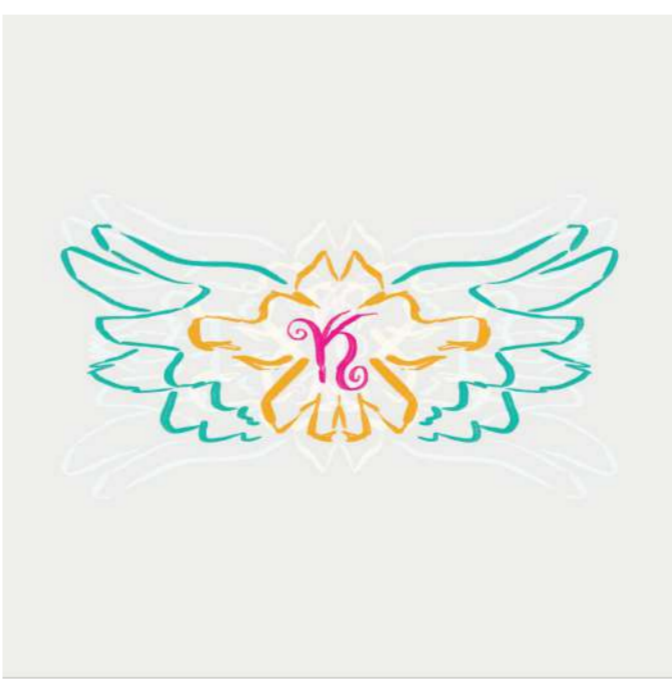
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THE VALKYRIE LAUNCH



Our project centres on the conceptual development of Valkyrie as a brand, alongside the creation of a cohesive visual identity and a hypothetical launch experience. We imagined the 12th of February as Valkyrie's first public introduction, designing visual marketing content and brand assets to visualise how the brand would exist in a real world context. We collectively constructed a complete brand narrative that extends beyond garments into experience. This hypothetical launch translates our response to charity waste into a tangible scenario, demonstrating how Valkyrie could engage audiences, challenge perceptions of value and communicate alternative futures for clothing and reuse.





THE VALKYRIE POP UP