



PRESS KIT 2015

from Athens with Compliments

MANIFESTO

“Modern art constantly changes faces according to the socio-political conditions which bring forward new artistic movements. Over-consumption has led to the over-possession of products which tend to become useless; just plain objects at the end of their life cycle. One of today’s movements is sustainability through the act of upcycling. The creation of artifacts using discarded material, is now coming into play in order to redefine art & fashion, in this case, the art of making jewellery.”



ELEMENTS

CONCEPT

Designing and then giving form to jewellery by reinventing ways of how to use a certain object, provides an enormous sense of freedom and scope, to create. Discarded objects can be transformed into the most fascinating raw material, which in turn, are used to creating sustainable fashion forward jewellery.

VISION

The vision behind TRASH4FLASH is to highlight the power and beauty of upcycled jewellery and promote an ethical approach towards fashion.

STYLE

Everyday as well as statement jewellery, that project a dynamic, fashion forward attitude. Addressed to women of a creative stance, who always seek to impress, choosing innovative unique design over mainstream, in order to stand out.

UNIQUENESS

The element of uniqueness is manifested through the creation of original, one off designs, which are not reproduced in any case. Everyone needs to feel unique and we won't have it any other way.

HANDMADE

Handmade products carry the value of love and care, that's actually what it takes to give birth to them. Every piece is worthy of the time, love and attention put into it before reaching its final destination.

QUALITY

Quality standards are essential and vital. All repurposed materials used, are carefully curated to insure the products' high quality. Premium finishing jewellery components, such as catches, pins and earring hooks, are incorporated in all designs.

SOURCING

Sustainability is our philosophy and so material stocking is achieved through the process of collection and hunting of discarded stock from the market industry.



DESIGNER

Katerina Stamatopoulou has studied Marketing and mastered in fashion advertising and communication at Bournemouth University (U.K.). Working in the field of Advertising and Market research led to a later career shift towards fashion jewellery design. Currently living in Athens, she is looking to share the unique vision of TRASH4FLASH in sustainable fashion while promoting the Brand both nationally and internationally.

BRAND

The vision behind TRASH4FLASH is to highlight the power and beauty of upcycled jewellery and promote an ethical approach towards fashion. Sustainability is our philosophy and so sourcing and material stocking is achieved through the process of hunting of discarded stock from the market industry.

TRASH4FLASH is introduced and positioned in the jewellery market as a sustainable fashion Brand, based on the originality of innovative, one of a kind concept designs. Our exclusive jewellery is handmade and projects a dynamic attitude towards fashion. All product lines are addressed to women with a creative, forward stance who need to impress and seek the advantage of standing out.

We are currently marketing three distinctive product lines, ELITE Series, XPANDED Series and FULL LINE Series.



PRODUCT LINES

ELITE SERIES

ELITE SERIES presents an exclusive luxury collection, of one of a kind statement jewellery and accessories. This product line is embodied in a curated selection of high quality repurposed materials, projecting a dynamic sustainable fashion attitude. Forward Jewellery to dress you up and upgrade your look in a unique way.

XPANDED SERIES

XPANDED collection is seeking to expand the current approach of dressing up. Ordinary objects are redirected in order to bring forward original and innovative fashion accessory designs. These products, intend to alter the common fashion sense of the viewer and ultimately, be a choice of wanting to differ.

FULL LINE SERIES

Each FULL LINE Collection embodies an assortment of everyday jewellery. Offering a combination of simplicity and originality; these products address to women who like dressing up in a simple way yet, combined with accessories that will make an impression.

Click to view our [Portfolio Showcase](#).



LOOKBOOKS

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- [FW 2015/2016](#)
- [FW 2014/2015](#)
- [SS 2014](#)
- [FW 2013/2014](#)
- [SS 2013](#)



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FASHION PORTALS

WHOYOUARE

Not Just a Label

Ethical Fashion Forum

Look Bible

