

Re:Newed
For NCBI

110 Grafton Street



Pop Up Experience

Re:Newed for NCBI opened its doors on the 2nd of December 2020. Our first pop up charity store on the iconic Grafton Street was made possible with the support and generous donation from Irish Life.

Trading on Ireland's most famous high street at Christmas allowed us to capitalise on huge customer traffic and in turn showcase, in a very public way how local and preloved shopping is an even more special and ethical way to gift.

NCBI wants to bring the Re:Newed pop up experience to other locations in the future, the movable and reusable elements in the design of this pop up will enable us to facilitate this.

Re:Newed
for
NCBI

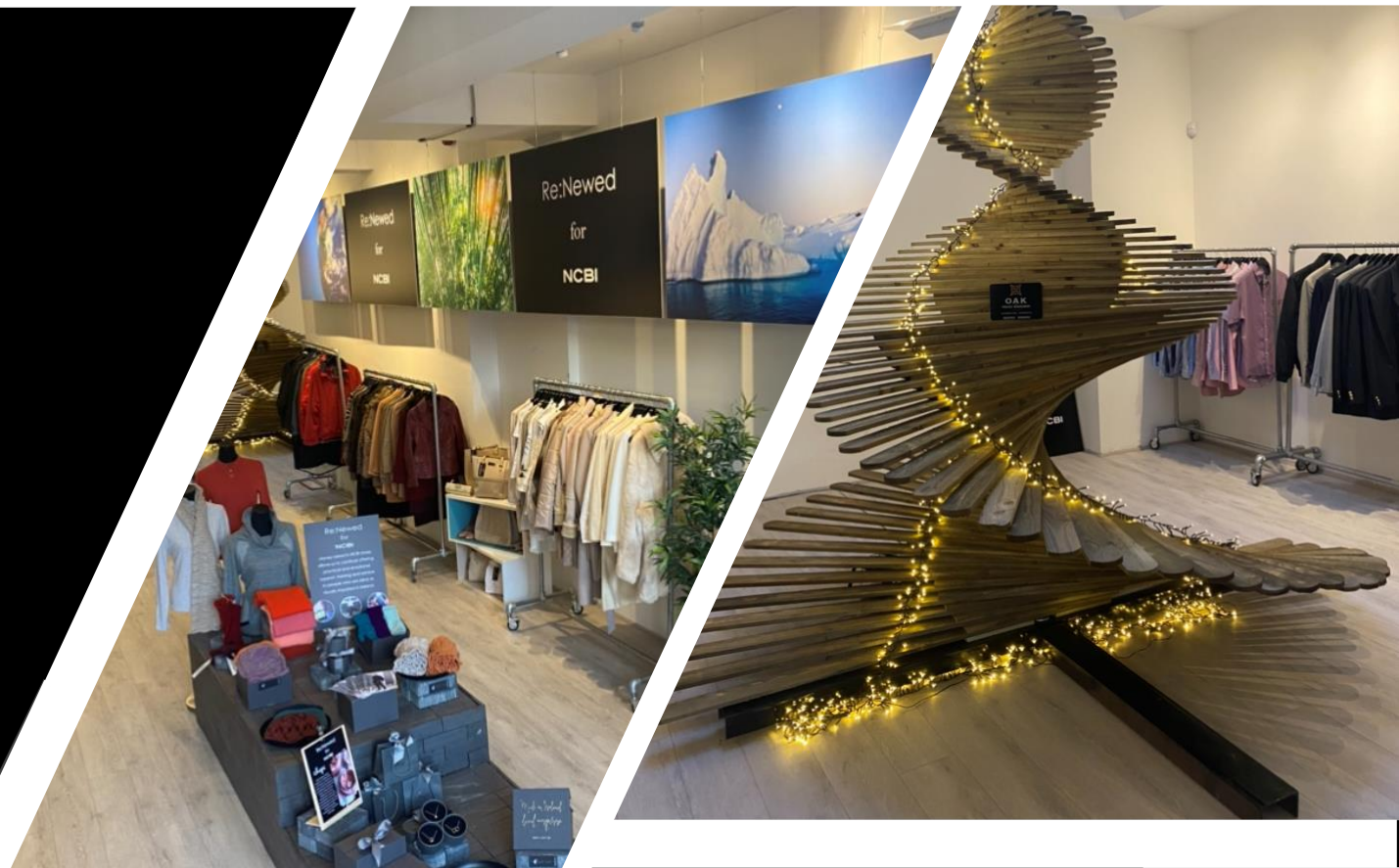


Re:Newed
for





Re:Newed For NCBI



Re:Newed For NCBI

Concept

At the heart of Re:Newed for NCBI is the core message of sustainability. We wanted to challenge customer perceptions of pre-worn and vintage clothes, in true sustainable spirit. Every year, nearly 2000 tonnes of clothes are donated to NCBI. By reusing and keeping clothing in circulation, we can save 10 billion litres of water.

We know that sustainable fashion is an important agenda in today's society, using Re:Newed to raise awareness for this was a huge priority for us.

Our commitment to sustainable fashion and greener environmental practices was also evident in the use of reusable and recyclable raw materials throughout the shop fit out.



Re:Newed For NCBI

Tap to Donate

Re:Newed saw NCBI's first ever Tap To Donate window-based donation device implemented. Demonstrating how it was a great digital solution to fundraising in a new era. The Tap to Donate was available 24/7.

For those customers just browsing instore or for those who did not find a suitable item for themselves or for a gift, an additional tap to donate mobile device was available for them to support NCBI while they visited the store.



Re:Newed For NCBI

Press Coverage

The Grafton Street pop up received a wealth of media coverage in the run up to and during December to promote our presence. The media coverage ranged from a segment on the RTE 6 o'clock news, radio coverage on Today FM and Newstalk, to numerous articles across The Independent, Irish Times, Dublin Live and many others. A live radio broadcast from Classic Hits FM instore, was a definite highlight.

RTE News WATCH LIVE

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National Council for the Blind opens Grafton Street store

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Broadcast on: December 02nd, 2020



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NEWS REGIONAL Connacht Dublin Leinster Munster Ulster

NCBI opens pop-up charity shop on Grafton Street

Updated / Wednesday, 2 Dec 2020 13:33



NCBI @NCBI_sightloss

It's officially open now! Thanks [@sonyalennon](#) and [@EamonRyan](#). Come and see for yourselves great range of designer stock. Thanks [@IrishLife](#) for premises. Open Dec only. [#RenewedforNCBI](#)



THE IRISH TIMES

Miriam Lord: Eamon Ryan basks in the sunshine of Seanad's love

Response to Green leader's climate change speech has him blushing under his mask

© Sat, Dec 12, 2020, 04:05 Updated: Sat, Dec 12, 2020, 07:25



Re:Newed For NCBI

Impact & Outcomes

The impact of our Re:Newed for NCBI pop up experience was far reaching.

Covid-19 led to the temporary closure of our retail stores for a large portion of 2020. Re:Newed for NCBI gave us an additional opportunity to continue to support the 55,000 children and adults living with sight loss in Ireland through our services.

For most people 2020 was no ordinary year. In particular for our service users, 2020 robbed them of their sense of touch, which is vital for our blind and vision impaired people in society and they were left with increased feelings of isolation and vulnerability.

The €20,000 raised throughout December in our Grafton Street pop up ensures NCBI can continue to be there for our blind and vision impaired service users through online counseling sessions, remote technology support, day services provision and specialist interventions to help people adapt to new challenges brought on by the Covid-19 pandemic.

The vast amount of traditional media coverage and social media that was generated by Re:Newed for NCBI raised the profile of NCBI and created opportunities to build new relationships of support and collaboration for the future.

Re:Newed For NCBI

Our Supporters



Irish Life



APRIL *and* THE BEAR



McGRATH
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HOMELINE

11 B Parkmore Industrial Est, Longmile Rd, D12
Sales@homeline.ie Sales @ 01-4568228

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TULLY RINCKEY
IRELAND

The launch and success of Re:Newed for NCBI would not have been made possible without the support of all who contributed to the project along the way.

Your generous support of clothing, jewellery, bespoke interior pieces, designs and time combined to deliver our first ever pop-up retail store.

Irish Life

This venture was made possible by the generous donation of the Grafton Street unit for the month of December by Irish Life. The collaboration between Irish Life and NCBI was made possible with the support of Cushman & Wakefield. NCBI are optimistic that this project will not be our last with Irish Life.

Oak PM

Oak Project Management supported with the design and fit out of Re:Newed. Oak PM and NCBI have collaborated on numerous store set ups and in such a short turn around did an exceptional job. The team at Oak PM designed and donated a number of bespoke pieces, including our Timber Christmas Tree which drew a vast amount of attention from customers.

Irish Designers

Lainey Keogh, Chupi, Simone Rocha and many other local Irish designers generously donated beautiful items from their collections. These pieces greatly supported the funds raised and footfall instore – customers were excited to buy these designer pieces knowing 100% of the proceeds were going to support the NCBI service users. A call out to members of the Design and Craft Council proved extremely successful in sourcing donations from local Irish designers.

NCAD

NCBI collaborated with NCAD and students from the Moving Image Design Programme to document the progress of the Re:Newed set up. The students delivered an exceptional video and photography album which was used widely on our social media channels and shared by significant influencers thereby extending our reach. The Re:Newed for NCBI video can be viewed [here](#).

Re:Newed For NCBI

Our Supporters



Lainey Keogh



Naiid Contemporary Jewellery



DollyB Designs



Chupi

Re:Newed For NCBI

Thank You

To everyone involved in making Re:Newed for NCBI possible –

Thank You

Irish Life
Cushman & Wakefield
McGrath Print Management
Oak PM
Bannon
NCAD
April and the Bear
Homeline
Lainey Keogh
Chupi
Simone Rocha
Sonya Lennon
Minister Eamonn Ryan
Daniel O'Donald
Cillian Murphy
Tara Stewart
Sally Foran
Billy Bunzari

The Design and Craft Council
Naiid Jewellery Designs
Niamh Kenny
Clare Keenan
Anne Marie Nohl
Laura Mc Donnell
Yvonne Nolan
Robyn McCoy
Geraldine Quigley
Emily Rochford
DollyB Designs
Tully Rinckey
Catherine Nolan
Hilary Kinsella
Emeline Esguerra
Geraldine and Taz Kelleher
Fionnula Moran
Fiona O'Malley