

‘New clothes for a new beginning’: Charity’s mobile closet comes to Geelong

A mobile wardrobe is helping some of Geelong’s most disadvantaged residents in more ways than one.

Georgie Kibel

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2 Comments



Kane Nuttall, Travis Wright and Anthony Chesler celebrate the launch of Thread Together’s mobile wardrobe. Picture: Georgie Kibel

A wardrobe on wheels is hitting the road in Geelong, providing brand new clothing to people doing it tough.

Not-for-profit organisation Thread Together redistributes unsold clothing from fashion brands and retailers to people in need and has stocked a van to help clothe the one-in-eight people experiencing disadvantage in the region.

The mobile wardrobe, funded by the Geelong Community Foundation and Anthony Costa Foundation, will help people like Travis Wright, who recently came out of rehabilitation and is determined to keep “kicking goals”.

The 42-year-old said wearing new clothes and fresh runners provided by Thread Together felt “amazing”.

“Most of my clothes at home are pretty scrappy,” he said.

“I attend church on weekends ... to be able to get a fresh set of clothing has helped me out a lot.”

Mr Wright plays football for the Geelong Powercats and said wearing new runners to training gave him extra confidence.

“I’m very grateful for it,” he said.

Mr Wright also received items for his seven-year-old daughter, something that made him “very emotional”.

“It put a smile on her face and it put a smile on my face,” he said.



Not-for-profit organisation Thread Together provides new clothing to people in need. Picture: Georgie Kibel

The Power in You Project – a Geelong not-for-profit that helps people overcome drug addiction – has worked with Thread Together for five years.

Founder and chief executive Kane Nuttall said he knows how important fresh clothes are for someone who experiencing tough times.

“I was an ice addict, I was living in my car with my dog,” he said.

“The reality was, I didn’t have brand new clothes to put on ... I was already feeling that low within myself, and then I was getting around in drips and drabs.

“You feel shame, you feel embarrassment with those kinds of things.”

Mr Nuttall said seeing participants at The Power In You transform when they put on clothes provided by Thread Together was “priceless”.

“I remember I heard somebody say ‘I can’t remember the last time I actually got to take my own tag off,’ he said.

“There’s no better feeling than seeing somebody take pride in themselves because the reality is, if you look sh-t, you feel like sh-t.”

He said providing people with the clothes laid the foundations for them regaining a sense of self-worth and confidence, and to then reconnect with the community.

Thread Together’s chief executive Anthony Chesler said the organisation existed “to provide new clothes for a new beginning”.

“It’s all about respecting people’s dignity and providing them with choice,” he said.

END