

MEDIA RELEASE

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BYS gets nude with ethical underwear label to help support young people in crisis

A new sustainable and ethical label is on a mission to celebrate diversity and help Brisbane Youth Service (BYS) create new futures for young people with little more than some nude coloured undies.

Recently launched inclusive underwear label **The Unseen** has partnered with BYS with plans to donate 200 pairs of sustainable and ethical underwear, as well as five per cent of profits from every sale made to help support young people caught in crisis and the cycle of homelessness.

Di Mahoney, BYS Acting CEO and Service Delivery Director, said BYS is delighted to partner with The Unseen, an innovative label with social change and ethics at its heart.

“26,000 young Australians experiencing homelessness are aged between 12 and 25 and are often facing complex issues such as poverty and debt, difficulty finding a job, isolation and low self-image,” Ms Mahoney said.

“We’re excited about joining forces with a forward-thinking brand like The Unseen, and by how individuals and organisations continue to find new and creative ways to support BYS and the young people we support.

“The Unseen is challenging fast-fashion while supporting vulnerable members of the community and youth experiencing homelessness. This is a great initiative that will help make a difference in the lives of young people.”

The Unseen is founder Caitlyn Overell’s response to an underwear industry rampant with synthetic fibres and chemically-infused cottons, and an abundance of nude underwear that excludes anyone with a skin tone anything but beige. The label integrates its sustainable, ethical and inclusive values with a mission for social good.

“I realised my label could offer much needed support to those seeking refuge from crisis, homelessness and domestic violence without such necessities. We can make a difference by helping fill this gap crisis shelters have in their existing resources,” Ms Overell said.

Ms Overell said new underwear is one of the most in demand and least donated items for crisis shelters across Australia.

“We’ve partnered with BYS because they do incredible work to support vulnerable young people. We can do our part through offering someone basic hygiene, comfort and a sense of dignity in their time of crisis.”

For more information on how you can support Brisbane Youth Service visit brisyouth.org or follow Brisbane Youth Service on Facebook. Find out more about The Unseen visit: startsomegood.com/theunseen

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