

Uncommon THREADS

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AD**DRESSING** A NEED: UNCOMMON THREADS: *Empowering women through the clothes in your closet.*

Lawrence, MA – Susan Kanoff, a local social worker with a passion for fashion is combining her expertise in both areas of her work by launching a non-profit organization called Uncommon Threads. The organization’s mission is to use clothes and image as the tools for boosting women’s self-esteem, self-confidence and self-worth. Clients will be referred by social workers who work with domestic violence survivors and women in need. The organization is being launched in partnership with Family Services of the Merrimack Valley, an organization that nurtures and supports families.

Kanoff, who has worked a “side gig” as a wardrobe stylist and style blogger for over nine years, recognizes the importance of appearance. “Clothes are inside out and outside in,” says Kanoff. “What we wear can have a huge impact on how we feel about ourselves. My goal is to give struggling women a new look and a confidence boost. I want them to feel pampered and special, and to walk out of Uncommon Threads feeling like they can conquer the world. Clothes can do that.”

Located at 60 Island Street in Lawrence, MA, Uncommon Threads is not your average clothing donation program. The “boutique” style environment is warm, inviting and has a “high-end” look. The staff is comprised of volunteers from the community who are all dedicated to supporting and empowering women. Clients will receive several complete outfits, from casual wear to work clothes...even special occasion attire. The longer-term vision is to incorporate workshops and groups to inspire and promote positive self-image. Client services are expected to begin after the New Year.

Uncommon Threads offers a feel-good opportunity to donate directly to a “betterment boutique”. In addition to new or “nearly-new” women’s clothing, the program also accepts shoes, handbags, jewelry, and cash donations to pay for rent, supplies and operational costs. All donations are tax deductible. Volunteer opportunities are also available. For more details contact Susan Kanoff susan@uncommonthreads.org 978.219.9559