

Corporate Community

Southern Lion Sdn Bhd managing director Tatsuya Horiuchi (left), Rohani (fourth from left) and Foo (fifth from left) with children from Persatuan Kobajikan Sweet Care Selangor and Kuala Lumpur.



Pre-loved clothes for needy

WHO doesn't want to own a new top and then? There's good news for those who can't stretch their ringgit as the Top Pass It On community campaign, organised by Southern Lion Sdn Bhd, makes it possible for interested parties to own something "new".

The project is about passing on a collection of pre-loved clothes to communities who could benefit from them and unsurprisingly, the response from the Malaysian public has been overwhelming.

To date, the people behind it has amassed an immense collection of 5,046 quality pre-loved clothes and in addition to this, have had them laundered using an innovative method called "micro-clean"

tech which delivers a remarkable level of cleanliness by removing both visible and invisible stains from the apparel.

The campaign is believed to be among the largest initiatives in Malaysia to collect, sort and professionally launder pre-loved clothing items. Officiated by Women, Family and Community Development Minister Datuk Seri Rohani Abdul Karim, the grand finale of the campaign held recently saw the handover of some of the micro-cleaned clothes to representatives from four Klang Valley community organisations at the USJ Mydin Mall.

The nationwide campaign was held from March 7 to May 18 in Klang Valley, Kuala Terengganu, Penang, Johor Bahru, Sabah

and Sarawak. Top collected and sorted out the pre-loved outfits given by the public before having them laundered by Regional Laundry using Top micro-clean tech. The clothes are then presented to a total of 30 community organisations.

Rohani commended the organisation for its efforts in providing a platform for communities to assist and empower members with a strong element of environmental conservation through the emphasis on sustainability while promoting the importance of a cleaner, happier and healthier lifestyle.

"The Top Pass It On community campaign is very much in line with the principles of the Ministry of Women,

Family and Community Development and in keeping with the way we help our citizens," said Rohani. "We appreciate that it creates a virtuous circle with those who are voluntarily giving to those who have less, while reducing unnecessary waste of quality clothing."

The Minister also said it was economically beneficial to communities while being environmentally friendly as well.

According to Southern Lion Sdn Bhd's senior marketing manager Carmen Foo, the campaign exceeded the brand's expectations resulting in almost double the estimated collection, reflecting the public's support and trust in the brand and its innovative detergent technologies.