

Monsoon and recycling

Would you like £10 off your next Monsoon purchase? The answer to questions like that is usually yes! To qualify for this one you have to take along an old Monsoon outfit which can then be recycled or go to charity, and you have to buy something over £50. This is an effort to help the environment as well as others who might be helped by a charity.



This scheme is not entirely new to The Reporter at least. In Boston last November we spotted a similar scheme called The Big Boston Warm Up. This was more directly related to the homeless of the city. The idea is that you take a second hand coat along, and you are given some money off a new coat at Land's End. There the visual promotion for the appeal was fabulous as well as sobering....so we share the scene with you here!

