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The Iconic and Oroton throw support behind Thread Together's flood relief work

By Imogen Bailey | 22 March 2022

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Australian fashion charity Thread Together has welcomed donations from The Iconic and Oroton as its ongoing flood relief efforts continue.

The donations from the fashion businesses build on [APG & Co's pledge to donate \\$500,000 worth of unworn stock to the charity](http://www.ragtrader.com.au/news/apg-and-co-to-donate-500-000-worth-of-stock-to-help-flood-victims), (<http://www.ragtrader.com.au/news/apg-and-co-to-donate-500-000-worth-of-stock-to-help-flood-victims>), to support flood-affected Australians.

"We are supporting our fellow Australians in this time of great hardship with urgent deliveries of brand-new clothing to men, women and children who have lost everything," Thread Together said in a statement.

"Individuals can help by contributing much needed funds to enable us to continue offering our service completely free of charge," the organisation added.

In addition, Thread Together is encouraging fashion businesses and brands to donate new clothing to support its work in impacted communities.

In a statement, The Iconic said it is proud to support Thread Together's work in flood-affected communities and beyond.

"We're deeply saddened by the recent floods and devastating impact this is having on communities across Eastern Australia.

"We are immensely proud of our partnership with Thread Together and so grateful for the incredible work they do providing new clothing to those that need it," the business said.

Meanwhile, Oroton will make a financial donation to Thread Together.

\$5 from every Oroton sale between March 9 and 30 will be donated towards providing those in need a wardrobe of clothes, shoes and accessories.

More information on Thread Together's flood relief efforts is available on its website.



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