

## DSNY Takes On NYFW: “UNIFORM” Line Makes Its Debut

By Loren Trapanese



New York City’s Department of Sanitation collaborated with former Nike employee and Kanye West associate, Heron Preston, to kick off New York Fashion Week this year.

“UNIFORM,” an up-cycled line of clothing that Preston created as a means to acknowledge New York’s strongest, made its debut September 7<sup>th</sup> at the iconic Salt

Shed on Spring Street. The line, which intertwines with the 0X30 campaign (a project introduced by Commissioner Kathryn Garcia with the goal that by the year 2030 there will be zero waste in landfills), embodies the theme of sustainability, compost, and recycling.

DSNY and Preston urged for employees to donate their old uniforms in order to make this vision possible. Utilizing the discarded Sanitation uniforms, Preston basically reinvented the attire by establishing a vintage look with a screen-printed and embroidered DSNY on the caps and t-shirts—*talk about a unique take on high fashion.*

“The line is changing the face of the department and how NYC residents view their neighborhood Sanitation men,” said DSNY employee Marissa Sciascia. “This will create a positive impact, by displaying that there is much more to our department and its employees than garbage.”

In an interview with Refinery29, Preston said that he “felt like they (DSNY) were the true unsung heroes of New York working day and night, 24/7, to keep the city clean and livable for us, yet they’re totally overlooked.”

It’s safe to assume that Preston has most certainly created a “dumpster-chic” aesthetic for us hard-working Sanitation employees. Items from UNIFORM became available for purchase on September 19<sup>th</sup>.

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**Photo: FashionTimes.com**