

Sustainable fashion comes to Gothenburg with Humana second hand

Popular Humana second hand is establishing in Gothenburg in Wallenstam's premises Kaserntorget 6. On March 25, the doors of the new store will open to offer Gothenburgers a modern, attractive and fun range of fashion based on the season. The store is a part of the worldwide network Humana people to people whose members run more than 800 aid projects in Africa, Asia and America and reach more than 13 million people.

“We are really looking forward to establishing in Gothenburg as an interesting and sustainable alternative for fashion enthusiasts. Our overall goal is to help to create a better world, through the collection of clothing and textiles to promote social development and at the same time make an important contribution to the environment,” says Emma Nilsson, General Manager, Humana second hand.

Humana's operations are entirely based on the collection and sales of second-hand clothing, shoes, accessories and textiles. There are already stores in operation in Stockholm and Malmö but Kaserntorget will be the first establishment in Gothenburg. The aim is to generate a profit for the benefit of development projects and to disseminate information about living conditions in the Third World.

“Humana's operations are well aligned with how we view social responsibility. They are also establishing in an exciting, dynamic area close to Magasinsgatan where a lot of positive things are happening,” says Marina Fritsche, Vice CEO of Wallenstam.

“Now it will be easier for all Gothenburgers to consume the latest fashion and trends in a cost-efficient way without having a negative environmental impact. Humana Sverige's aid work is very extensive. If you want to know more about where the profit from sales goes, I would like to suggest that you read more on our website www.humanasverige.se,” says Emma Nilsson.

Humana second hand's new store is 165 sq m in size and will open on March 25 at Kaserntorget 6.



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