

# PRESSINFORMATION

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## Don't hate just skate: skate-aid and Takko Fashion launch collaborative capsule collection

- ✦ With every sold piece of clothing from the skate-aid x Takko Fashion collection, a part of the proceeds goes directly to the non-profit organisation skate-aid
- ✦ Through the cooperation, Takko Fashion supports the social skatepark projects of skate-aid
- ✦ The unisex collection for kids and teens will be available from 16 February 2023 in all Takko Fashion stores throughout Germany and in the online shop

Telgte, 16 February 2023. The non-profit organisation skate-aid and the quality discounter Takko Fashion are launching a collection in the stores and online shop of the fashion company: The exclusive and in-house designed skate-aid x Takko Fashion collection for kids and teens will be available from 16 February 2023.

"With this cooperation, Takko Fashion supports our mission and is committed to supporting young people worldwide through the educational power of skateboarding," says Maik Giersch, CSO of skate-aid. The exclusive unisex collection carries the message *Don't hate just skate*, because skateboarding youth culture knows no borders and does not differentiate according to skin colour, religion, gender or social status – it unites. This freedom and solidarity is expressed in the in-house designed skate-aid x Takko fashion collection.

The cooperation between skate-aid and Takko Fashion already began in 2022, kicking off with a kids' design contest under the motto *We empower kids!* "The winner of the design contest expressed in her picture what we also want to convey with our collection: Skateboarding unites. We are happy that we can support the projects of skate-aid for young people worldwide through this cooperation," adds Tjeerd Jegen, CEO Takko Fashion.

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The capsule collection includes T-shirts and long sleeves as well as branded socks, caps and hoodies and is available in sizes 122 to 176. Four percent of the total proceeds from the collection go directly to skate-aid to support the non-profit organisation in its mission.

## About skate-aid

Since its establishment in 2009 by skateboard pioneer Titus Dittmann, skate-aid has been realising social skate park projects for disadvantaged children and young people in countries such as Uganda, Namibia, Palestine, Syria and Nepal. Especially in areas where social injustice and difficult living conditions prevail, skate-aid supports the kids in their development and thus promotes self-determined learning. Furthermore, skate-aid offers guidance, contributes to gender equality and enables an increase in self-esteem, intrinsic motivation and community awareness, personal responsibility and determination. This is the mission of skate-aid: We empower kids!

## About Takko Fashion

Takko Fashion owns and operates almost 2,000 stores in 17 countries across Europe. In online as well as offline sales, the company offers quality fashion collections at an attractive price. As a member of the Fair Wear Foundation, the Partnership for Sustainable Textiles, and as a partner of Better Cotton, Takko Fashion is committed to sustainable and responsible production conditions as well as more sustainable cotton production.

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