

Madewell

Customers donated their old jeans to ICAF so children turn them into artistic expressions.



OUT WITH THE OLD JEANS, IN WITH THE NEW...

DONATE YOUR DENIM

DROP OFF YOUR OLD JEANS AT ANY MADEWELL STORE
**BETWEEN NOW AND
DECEMBER 31ST**

THEY'LL BE PUT TO GOOD USE IN
CHILDREN'S ART PROJECTS BY THE:

INTERNATIONAL
CHILD ART
FOUNDATION

**IN RETURN, YOU'LL
GET 20% OFF**

YOUR FIRST MADEWELL JEAN PURCHASE IN THE NEW YEAR.*

*To receive a card good for 20% off your 2012 Madewell jean purchase, simply see any store associate when you donate your jeans in one of our stores. One discount card per customer. Denim donation ends 12/31/2011. Discount is valid from 1/1/12-2/1/12. Discount is valid on jean purchases only and cannot be combined with any other offer or promotion and cannot be applied to denim hemming services or the purchase of gift cards. Discount may not be applied to previous purchases. Certain styles may be excluded.



The Denim Art Shows at Madewell stores.

