



# Co-operative Councils

## Innovation Network

### POVERTY

### Glasgow City Council

## The Blankfaces: Reversing Social Decay

The Blankfaces, based in Glasgow, is the UK's first fashion label aimed at ending homelessness. Formed in 2016, from modest beginnings near the city's famous Barrowland Ballroom, the social enterprise has grown to become a vibrant element of Glasgow's fashion sector.



Each of their designs is inspired or created by a homeless person, this inspiration then forms the backbone of their range. The products is available to view and buy online, or at their store on Great Western Road, which was supported by a grant from the Council's Co-operative & Social Enterprise Fund in 2019/20. The Blankfaces also work with fashion students in Glasgow, who donate their time to help run design and production classes with the homeless community.

The Blankfaces pass on a percentage of every product sold directly back to the homeless participant who has shared their story. As a social enterprise they give 100% of all profits to the homeless community and support agencies.

For The Blankfaces it's not simply about raising money: it's also about giving people a voice, an outlet, a way to tell their story. They want to change public perception and erase the stigma about those who are homeless. Homeless people are not just a statistic, they should not be faceless, ignored and forgotten.



For the Council, it is an opportunity to develop a thriving social enterprise with a mission to support people who need a hand up and helping to grow the co-operative and social enterprise sector in Glasgow. It is a joined up approach to economic development and strengthening the social fabric of the city.

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**For further information contact:**

Gerard McKenzie-Govan

Founder, The Blank Faces

[Gerard@theblankfaces.co.uk](mailto:Gerard@theblankfaces.co.uk) | [www.theblankfaces.co.uk](http://www.theblankfaces.co.uk)